

LiveScore™

BRAND GUIDELINES

NB The artwork and copy shown throughout this document are for illustrative purposes only. The normal approval processes apply for all new assets.

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SECTION ONE : BRAND FRAMEWORK

BRAND FRAMEWORK

OUR PURPOSE:

CONNECTING FANS TO WHAT THEY LOVE

WHY

OUR MISSION:

OPENING UP SPORT FOR EVERYONE, EVERYWHERE

OUR PROMISE:

WE MAKE IT EASIER TO BE A FAN

WHAT

OUR PILLARS:

INSIGHT

Always leave knowing more

SIMPLICITY

Clear and to-the-point

FOOTBALL FIRST

True to our legacy, but stay with LiveScore for your next favourite sports

LIVE

Fast and on the pulse

OUR PERSONALITY:

NO EGO. RELENTLESSLY INVENTIVE. SHARP & SMART.

HOW

OUR TONE OF VOICE:

ALL ACTION SIMPLICITY

BRANDED COMPONENTS



LOGO



COLOUR PALETTE



DESIGN COMPONENTS



TYPOGRAPHY



IMAGERY



TOPE OF VOICE

SECTION TWO : **LOGO**

THE LOGOS

The logo has evolved to create a more premium feel. Delivering a cleaner, more sophisticated brand identity.



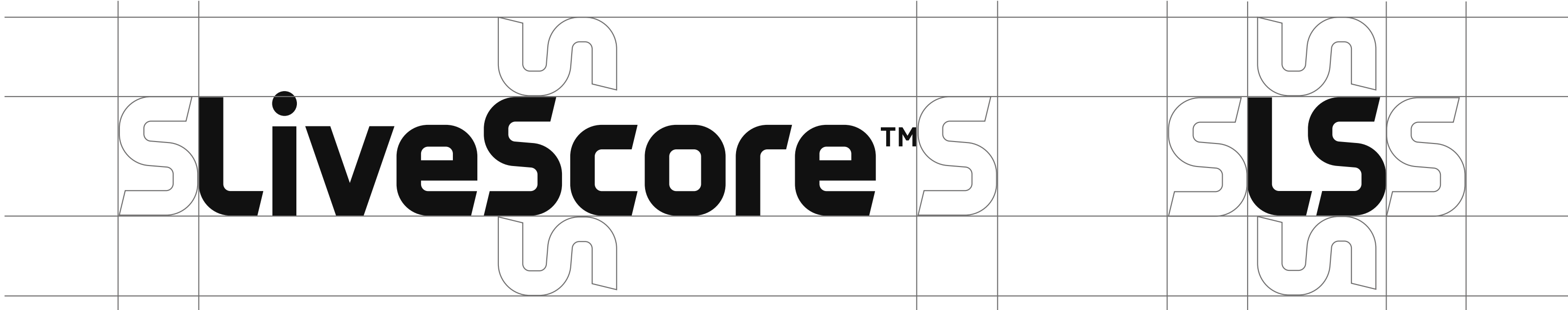
CLEAR SPACE AND SIZING

Clear space

To keep the logos legible, we leave a clear space of at least a full S on the logos. This space is to be kept free of other graphic elements or type.

Minimum size

Do not use the logo at sizes smaller than 22mm / 85px width.



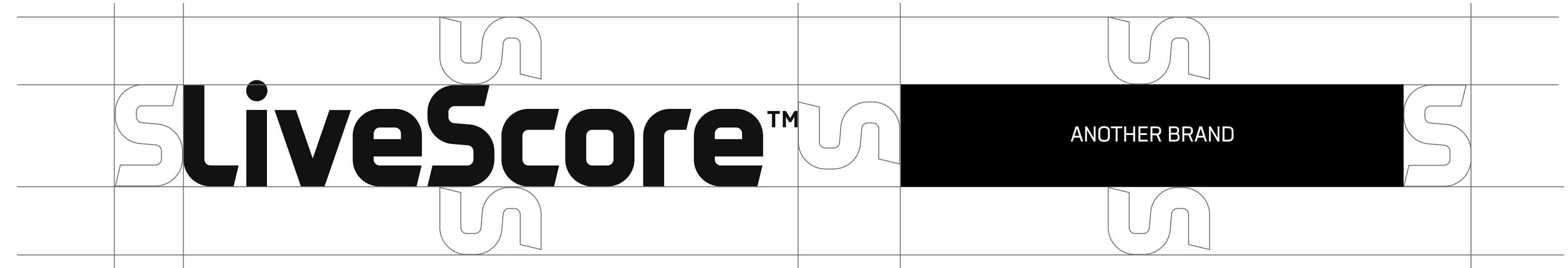
PARTNERSHIP LOCK UPS

When entering into strategic partnerships and sponsorships, the LiveScore logo will appear next to other brands.

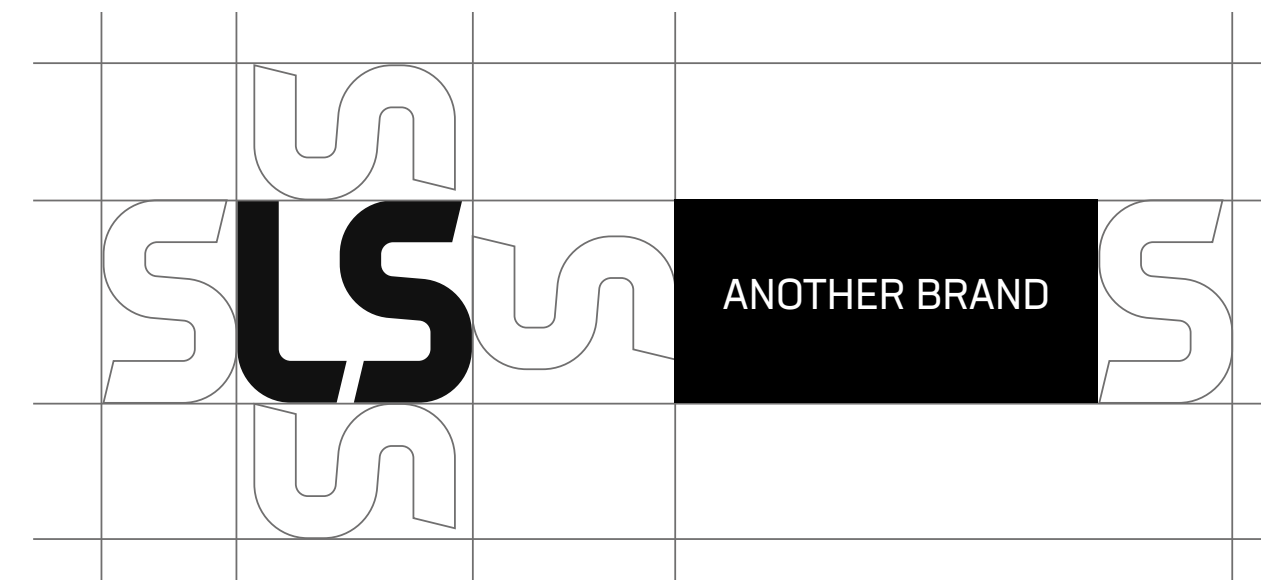
We want to make sure our logo doesn't get overpowered, and that its placement and relation to other logos won't confuse consumers.

The clear space rule should be used with partnership lock ups.

1



2



WORDMARK COLOURWAYS

There are two different colour versions of our logos to be used where appropriate across LiveScore.

Single colour black

When the logo needs to be applied on a light (white or grey) background, we use the black version to ensure standout and contrast.

Single colour white

When the logo needs to be applied on a darker (black) background, we use the white version to ensure legibility.

1

LiveScore™

LS

2

LiveScore™

LS

LOGO MARK

Clear space

To keep the logos legible, we leave a clear space of at least a full S on the logos. This space is to be kept free of other graphic elements or type.

Minimum size

Do not use the logo at sizes smaller than 40px width.

LOGO



SOCIAL ICON



APP ICON

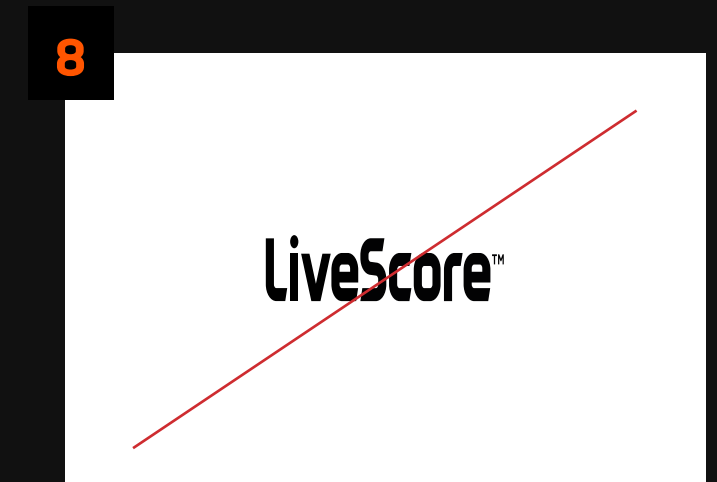
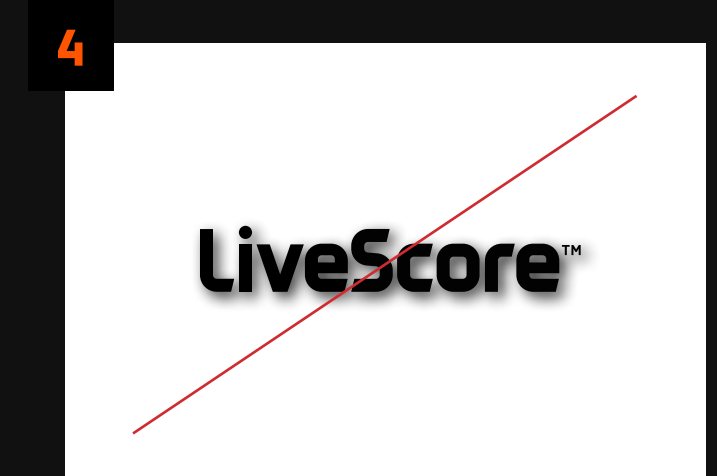
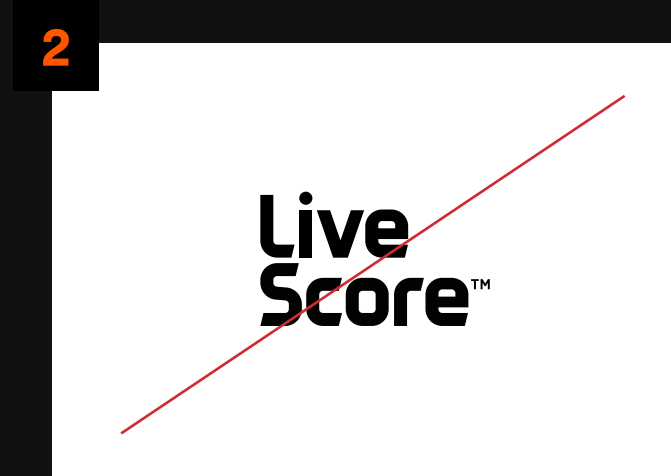


min 40 px



LOGO DON'TS

- 1 Don't change the logo colours
- 2 Don't stack the logo
- 3 Don't rotate the logo
- 4 Don't add effects
- 5 Don't use the black logo on a dark background
- 6 Don't apply the Motion Shift
- 7 Don't crop the logo
- 8 Don't distort the logo



SECTION THREE : **TYPOGRAPHY**

INTRODUCING

NEUSA NEXT STD

NEUSA NEXT STD COMPACT

HEADLINE

0123456789

LIGHT / REGULAR
MEDIUM / BOLD

NEUSA NEXT STD CONDENSED

HEADLINE

0123456789

LIGHT / REGULAR
MEDIUM / BOLD

NEUSA NEXT STD

HEADLINE

0123456789

LIGHT / REGULAR
MEDIUM / BOLD

NEUSA NEXT STD WIDE

HEADLINE

0123456789

LIGHT / REGULAR
MEDIUM / BOLD

TYPOGRAPHY

Nuesa Next is modern, honest and straightforward and can deliver stats and facts to fans in a way that has impact and authority.

HEADLINES

Neusa Next Std CONDENSED BOLD should be used for headlines. Where space is not at a premium or the headline is short Neusa Next Std BOLD can be used instead.

Sections of headlines can be OUTLINED, but must be done in the same font weight.

We use Neusa Next Std in varying weights and styles to make an impact.

These include:

- Compact (light - bold)
- Condensed (light - bold)
- Normal (light - bold)
- Wide (light - bold)

We do **NOT** use the THIN weight as that can become hard to read when applied to designs that are primarily going to be viewed on mobile.

PRIMARY HEADLINES (LONG NAMES / WORDS)

ABC123
ABC123

Neusa Next Std, Condensed Bold / Outlined

HEADLINES (SECONDARY / WHERE APPLICABLE)

ABC123
ABC123

Neusa Next Std, Bold / Outlined

BODY COPY, QUOTES, OTHER

LOREM IPSUM LOREM IPSUM DOLOR
SIT AMET, CONSECTETUER ADIP
ISCING ELIT, SED DIAM NONUMMY
NIBH EUISMOD TINCIDUNT UT ET

Neusa Next Std, Light / Regular / Medium (Condensed + Compact)

0123456789

TYPOGRAPHY

We use UPPERCASE NEUSA NEXT STD CONDENSED BOLD for headlines.

Neusa Next Std REGULAR & MEDIUM is used for sub copy. If limited on space, the CONDENSED and COMPACT styles/weights can also be used. Both UPPERCASE and sentence case can be used depending on the character count.

We use Neusa Next Std REGULAR in sentence case for Body copy. CONDENSED and COMPACT styles/weights can also be used depending on the character count/space available.

Neusa Next Std REGULAR in sentence case is used for legal copy and T&Cs.

HIGH PRIORITY

Headline

**NO PREMIER LEAGUE
PLAYER HAS SCORED MORE
CONSECUTIVE GOALS**

Sub copy

MANCHESTER UNITED HAVE SPENT MORE MONEY ON TRANSFER FEES THAN ANY OTHER EPL CLUB SINCE OLE GUNNAR SOLSKJAER WAS APPOINTED.

Body copy

When you play a match, it is statistically proven that players actually have the ball three or four minutes on average. The important thing is what you do during those 87 minutes without the ball. Football is a brain game, where to run, when to run, when to cover when to press, when to move, how to move, it is decisions like these that come from the brain that determines whether your're a good player or not.

Legal copy

Copyright LiveScore is a registered trademark of the LiveScore Group.

LOW PRIORITY

Neusa Next Std -
BOLD & REGULAR

Neusa Next Std -
CONDENSED BOLD

Neusa Next Std - BOLD



Neusa Next Std -
COMPACT BOLD

Neusa Next Std -
CONDENSED REGULAR

Neusa Next Std -
BOLD

LiveScore™

**IT'S MORE
THAN A
SCORE**

ACTION | STATS | ANALYSIS



DOWNLOAD THE APP

Download on the App Store | GET IT ON Google Play

LiveScore™

**IT'S MORE
THAN A
SCORE**

ACTION | STATS | ANALYSIS



DOWNLOAD THE APP

Download on the App Store | GET IT ON Google Play

Neusa Next Std -
COMPACT BOLD

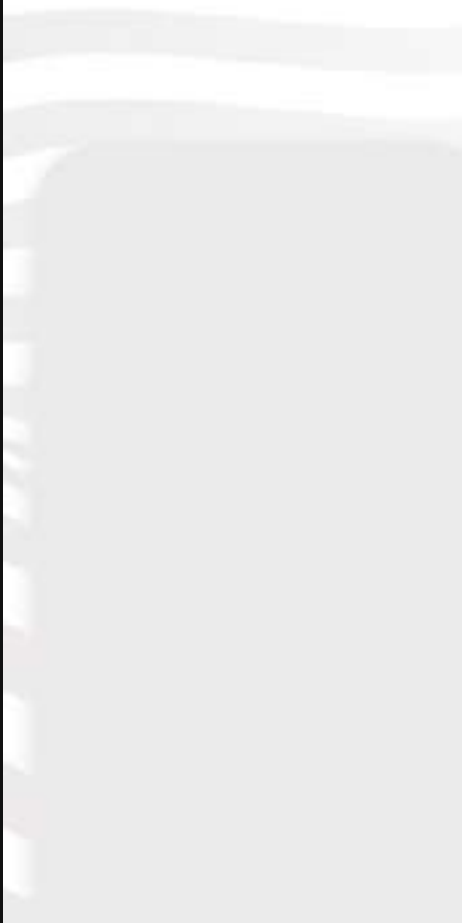
Neusa Next Std -
CONDENSED REGULAR

Neusa Next Std -
BOLD

LiveScore™

**EXCLUSIVE
ANALYSIS**

ACTION | STATS | ANALYSIS




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LiveScore™

**EXCLUSIVE
ANALYSIS**

ACTION | STATS | ANALYSIS



DOWNLOAD THE APP

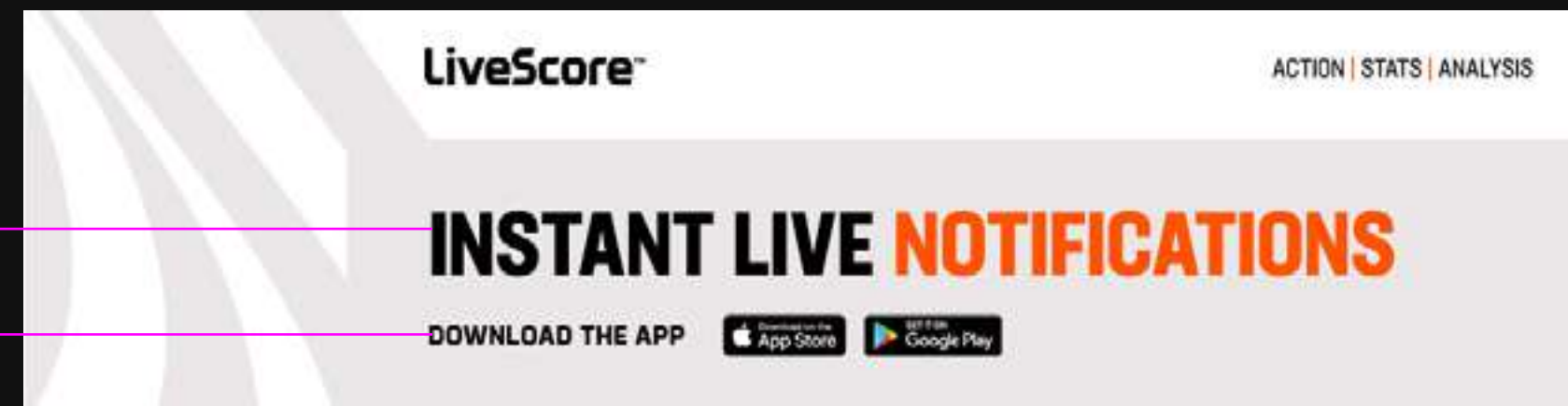
Download on the App Store | GET IT ON Google Play

TYPOGRAPHY IN ACTION

**Neusa Next Std -
CONDENSED BOLD**
Neusa Next Std - BOLD



**Neusa Next Std -
CONDENSED BOLD**
Neusa Next Std - BOLD



SECTION FOUR : COLOUR

CORE BRAND COLOURS

The LiveScore colour palette is purposefully minimal and consists of 4 colours.

WHITE

RGB: 255, 255, 255,
HEX: FFFFFFFF
CMYK: -

ORANGE

RGB: 255, 85, 0.
HEX: FF5500
CMYK: 0, 76, 94, 0

GREY

RGB: 68, 68, 68.
HEX: 444444
CMYK: 67, 60, 59, 44

BLACK

RGB: 17, 17, 17
HEX: 111111
CMYK: 73, 67, 66, 83

LIVESCORE ORANGE - MARKETING VS UI

For accessibility and legibility when on the LiveScore user interface, we use a slightly different shade of orange.

ORANGE

RGB: 255, 85, 0.
HEX: FF5500
CMYK: 0, 76, 94, 0

UI ORANGE

RGB: 255, 107, 0.
HEX: FF6B00



MARKETING

LIVESCORE ORANGE



USER INTERFACE

LIVESCORE UI ORANGE

CORE COLOUR RATIOS

PRIMARY

The primary colour option should be used in all advertising and can be considered the face of the brand. Its lighter and brighter appearance allows it to feel friendlier, welcoming and more accessible. This should always contain the Momentum Shift in orange on a white background.

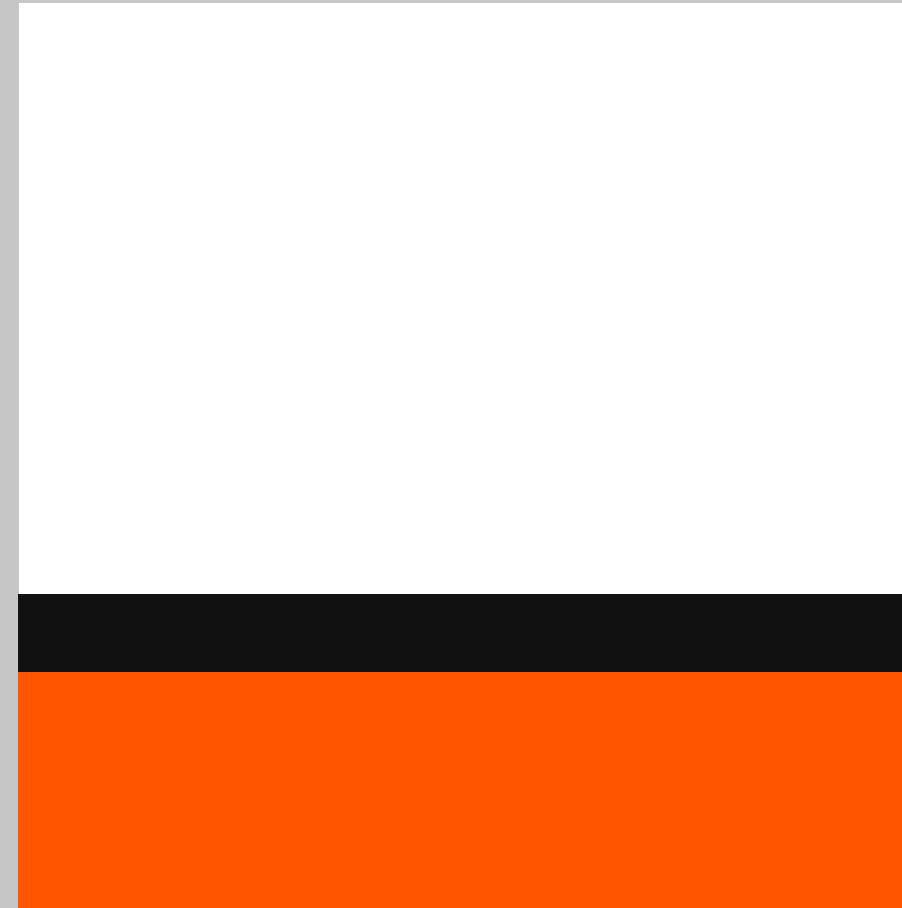
SECONDARY

The secondary colour option should be used in instances where there is a greater quantity of information to convey. The darker option helps reduce the visual impact of the brand elements which in turn allows the information and content to stand out. This should always contain the Momentum Shift in grey on a black background.

TERTIARY

The tertiary option is a combination of the primary and secondary colour ratios. Its versatility allows it to be used across a wide variety of creative. The primary and secondary Momentum Shift colour rules still apply and should always sit on the correct background colour.

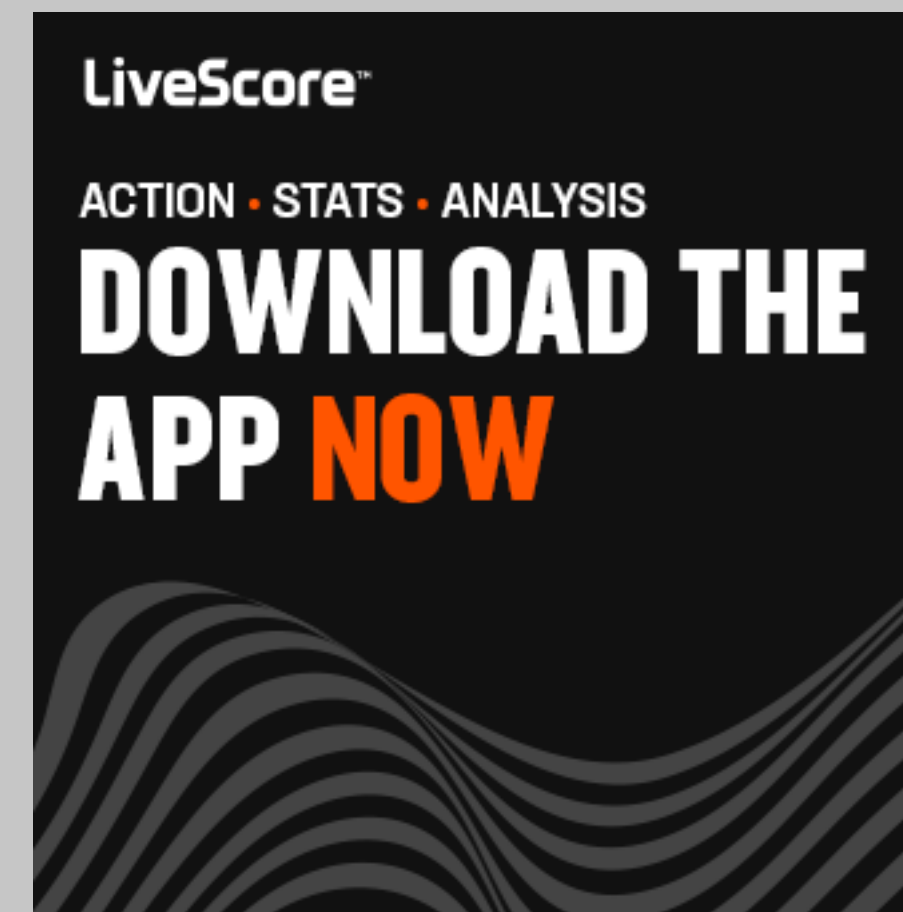
PRIMARY



SECONDARY



TERTIARY



CHOOSING PRIMARY, SECONDARY OR TERTIARY

PRIMARY

The primary option is best used for acquisition marketing such as display banners, takeovers, 6 & 48 sheets, landing pages and print advertising.

SECONDARY

The secondary option is best used for longer format retention style creative such as emails, in-app carousel banners, and promotions page material.

TERTIARY

The tertiary option is extremely versatile therefore this can be used across both acquisition and retention marketing.

**The primary and secondary colour options should always follow this structure however in certain instances you may deviate from this if appropriate. For example, a takeover on a white landing page would benefit from a contrasting black colour option in order to stand out from the rest of the page. Please request approval from the design managers if you choose to deviate from the rules.



Primary | 6 Sheet



Primary | Display Ad



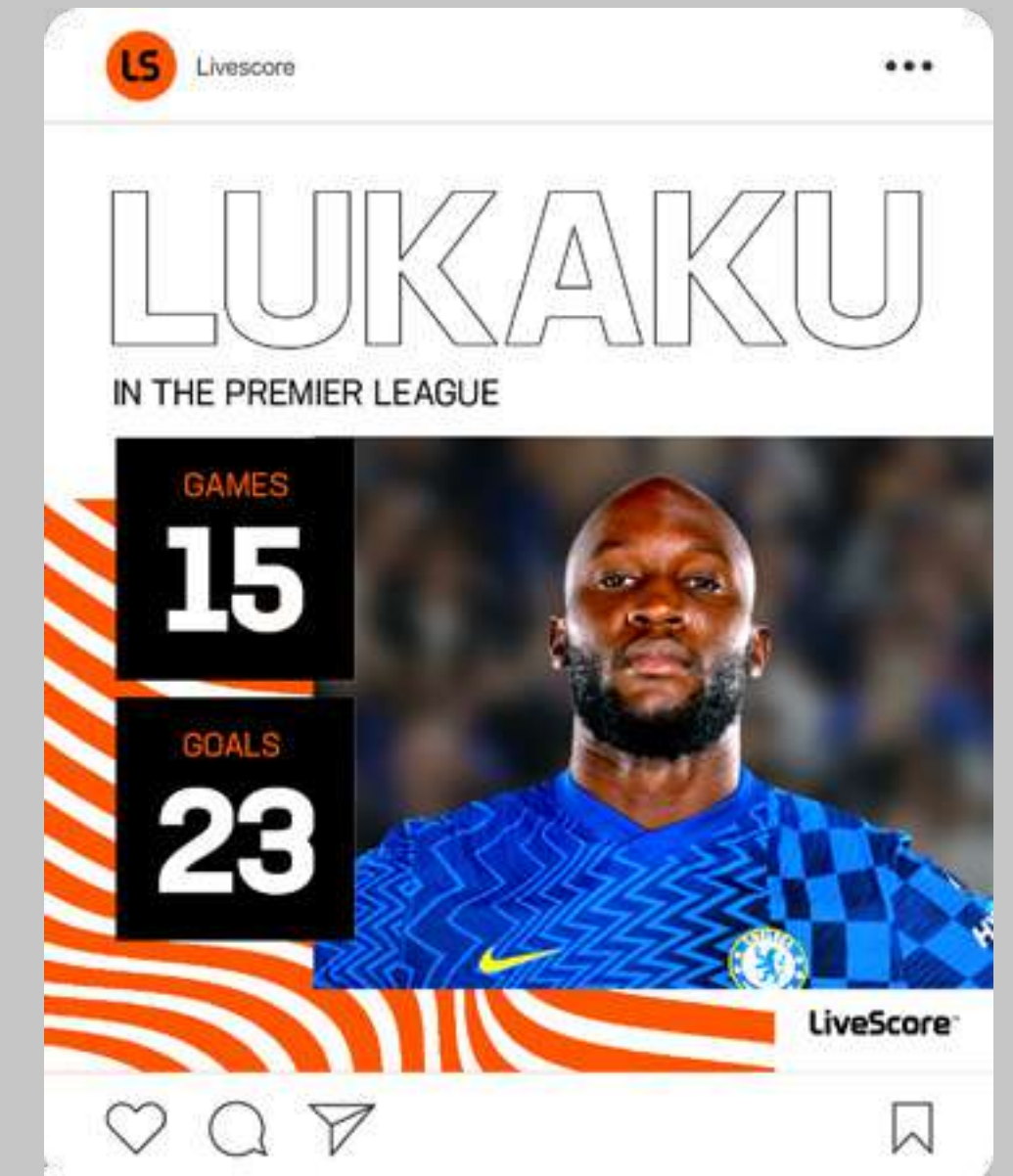
Tertiary | Display Ad



Secondary | Email secondary banner



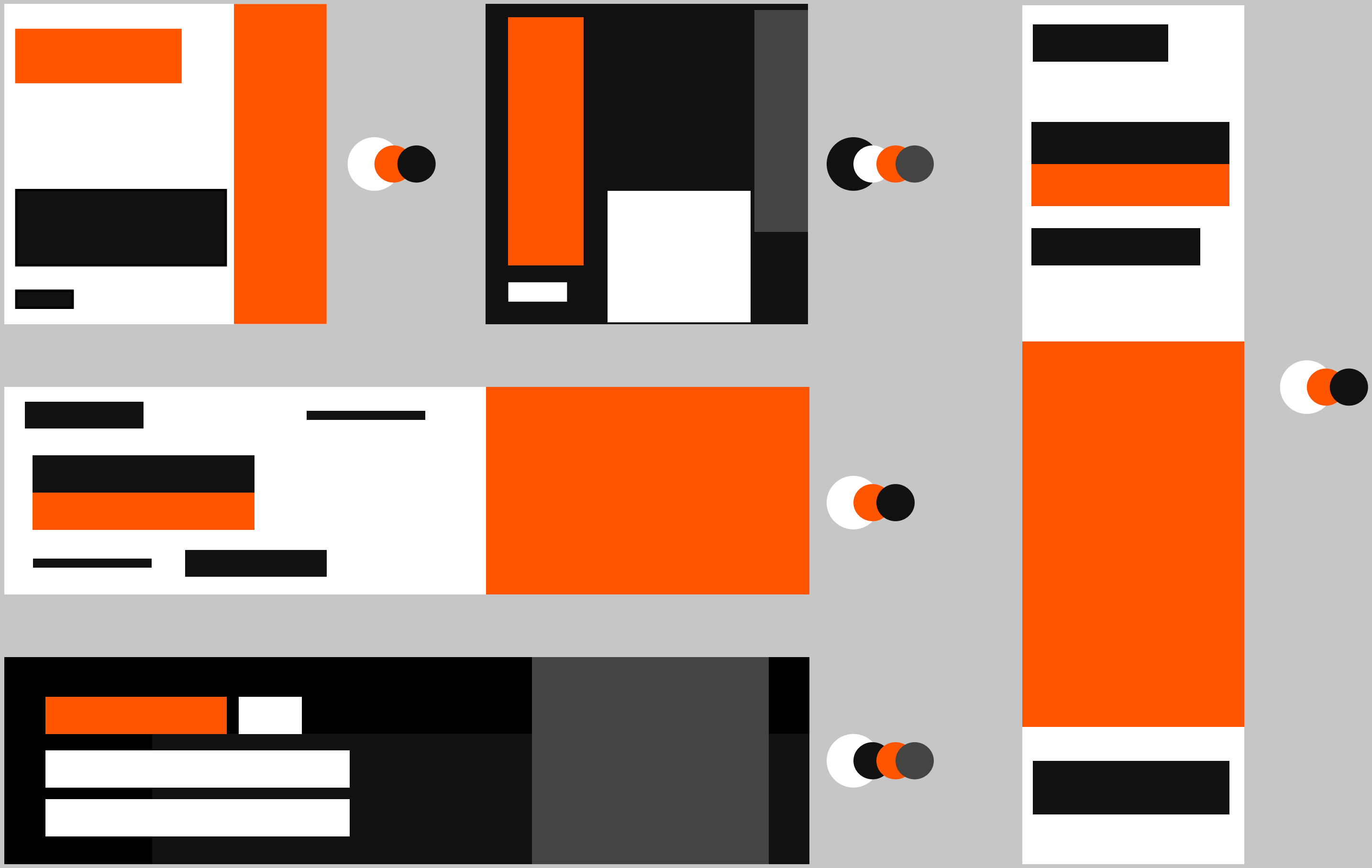
Secondary | Email Header



Primary | Social

ENSURING COLOUR BALANCE

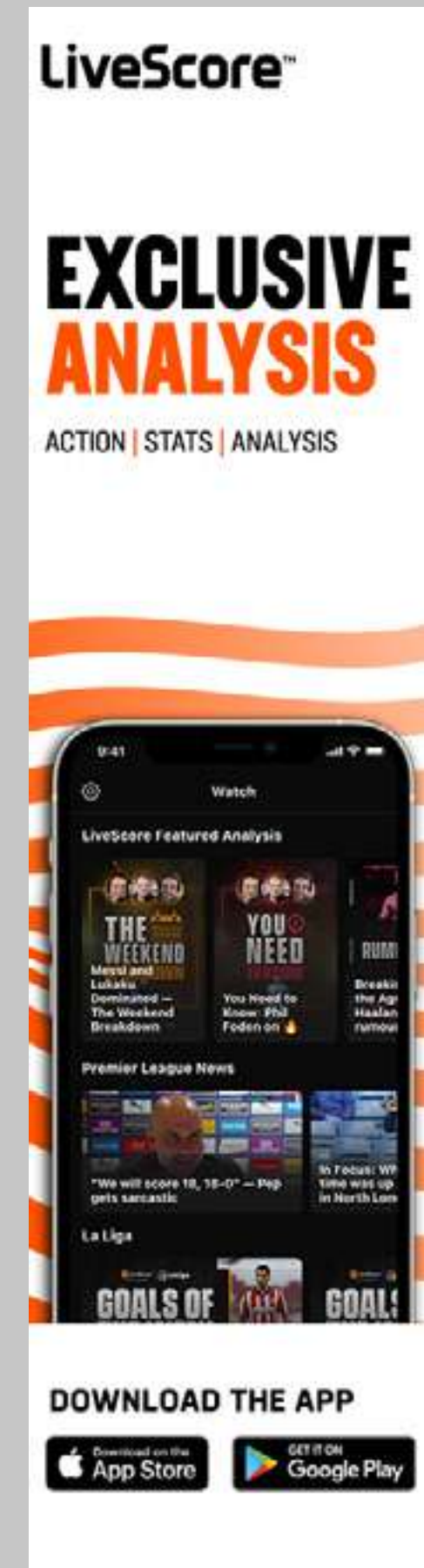
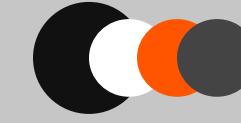
These schematic examples help visualise how to correctly use the LiveScore colour ratios.



ENSURING COLOUR BALANCE

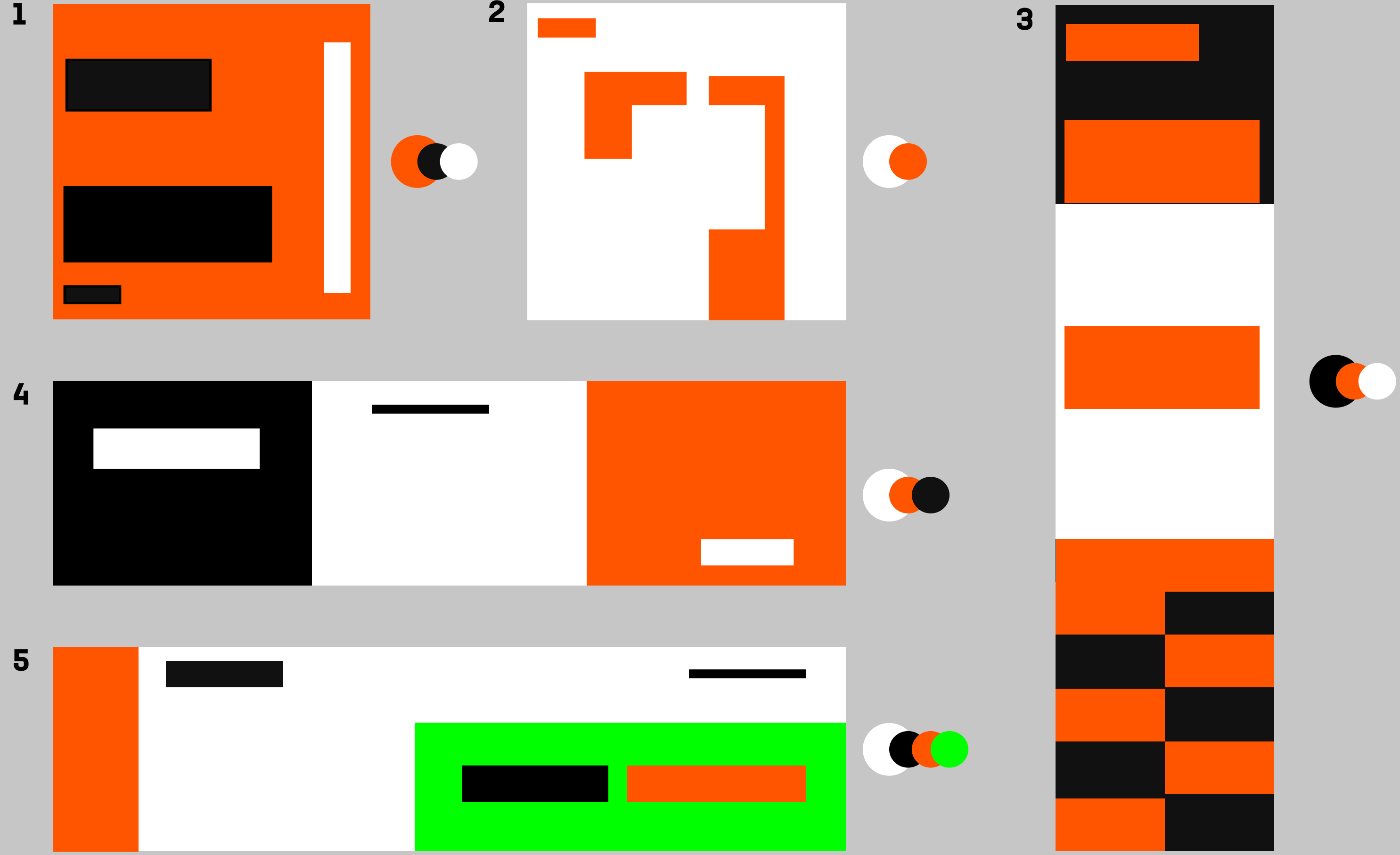
These examples help visualise the correct ratios to use for the LiveScore brand.

Combinations of the 4 brand colours make LiveScore feel recognisable and allows flexibility to apply either a light or dark treatment on branded assets, depending on what is appropriate for the content/application.



EXAMPLES OF INCORRECT COLOUR BALANCE

- 1 Too much orange - not following colour ratio
- 2 No use of black - use 3 brand colours
- 3 Don't create a chessboard
- 4 Avoid block/rigid colour applications
- 5 Don't add additional colours



SECTION FIVE : CALL TO ACTION

CTA RULES AND COLOURWAYS

The CTA has two main colourways, white on black and black on white. The use of any additional background colours should be avoided, however in certain situations the CTA may be used on the orange background with all elements in white.

The CTA components are made up of the frame, text, and chevron. The ratio and size are based on the height of the frame and should maintain the general look and feel regardless of size.

Font: Neusa Next Std Medium

Font size: 50% of frame height

Font safe area: XX on either side

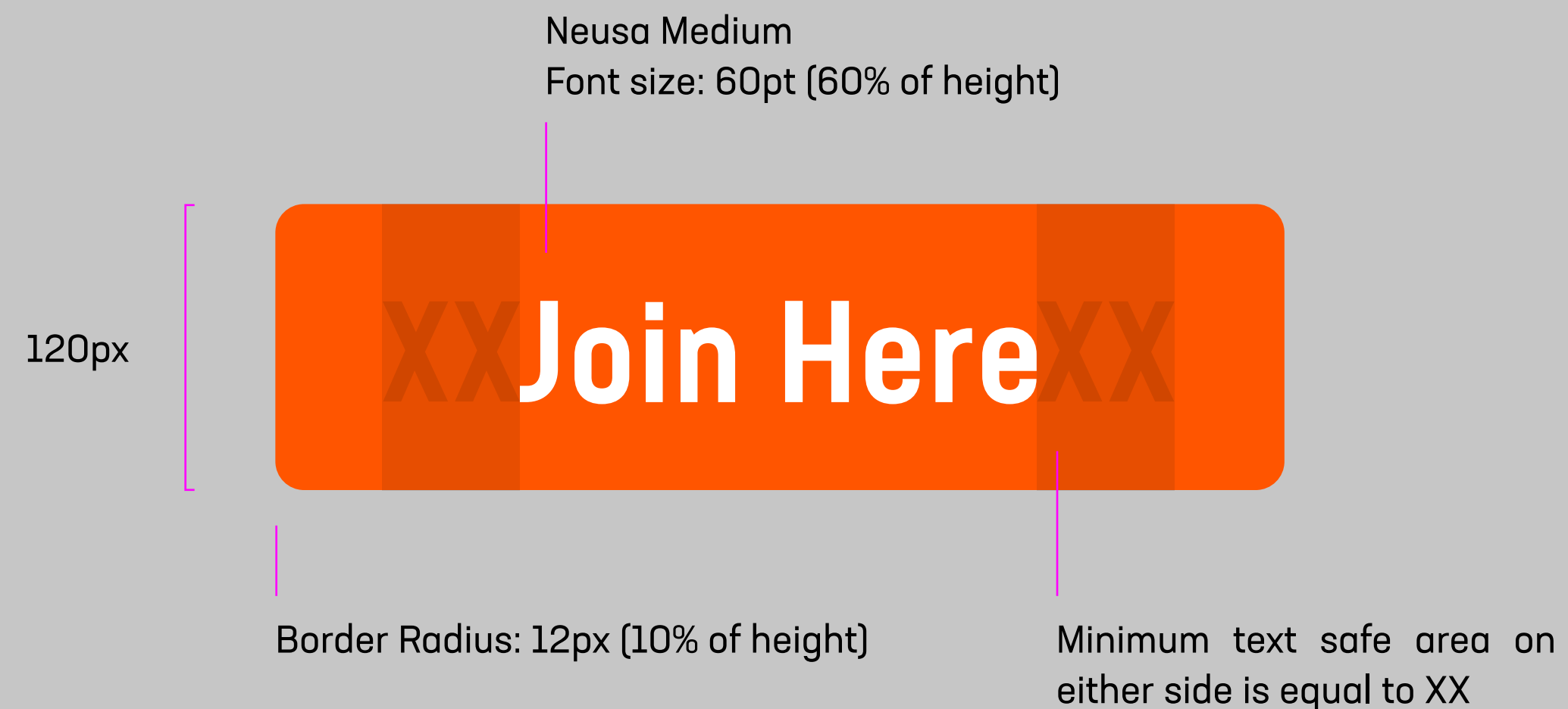
Border radius: 10% of frame height

Minimum CTA width = 70px

*Numbers based on frame height can be rounded to the nearest full number up or down where necessary

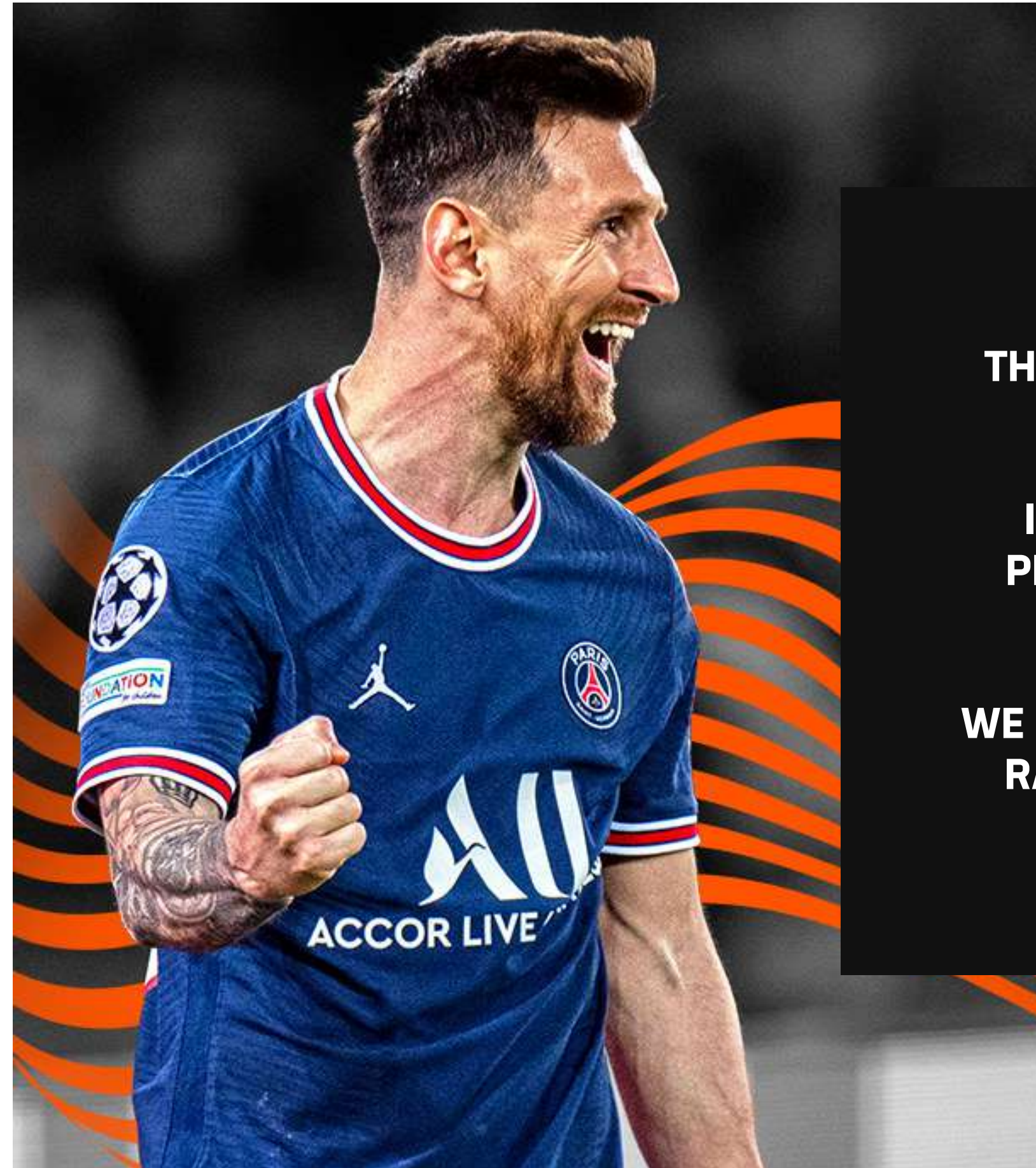
For rollover states use the opposing background colour with contrasting text.

Black background = White CTA with black text
White background = Black CTA with white text



SECTION SIX : MOMENTUM SHIFT

INTRODUCING THE MOMENTUM SHIFT



**THE GAME IS UNPREDICTABLE.
IT'S ALWAYS IN MOTION.**

**IN EVERY GAME THERE'S A
PLAYER WHO CHANGES THE
COURSE OF EVENTS.**

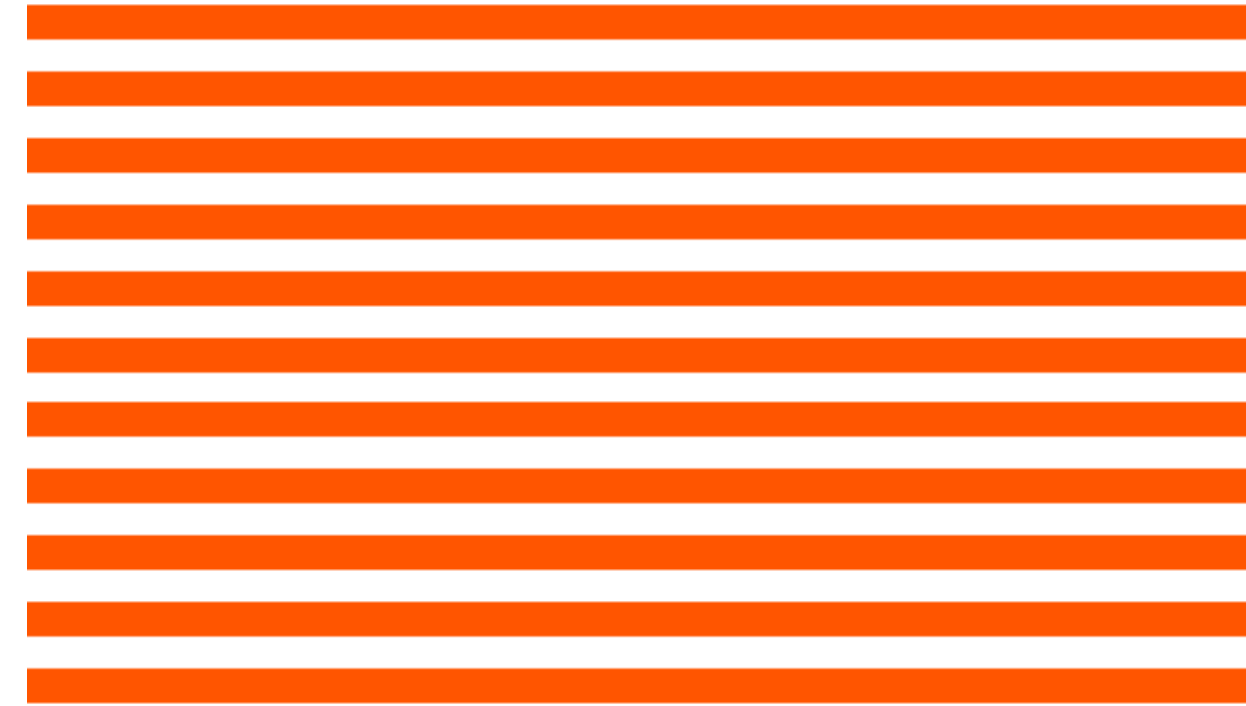
**WE CAPTURE THEIR VIGOUR AND
RAW TALENT AS THEY DO IT.**

MOMENTUM SHIFT INTRO & MEANING

Momentum Shift highlights the inspirational moments that get the fans out of their seats and into the air.

The design system also delivers a visual analogy for the role the LiveScore brand plays - delivering real time action, stats and analysis, that have a direct and immediate impact on users.

Momentum Shift lines work by responding to the athlete's movement or expression.



11 lines showing momentum



Momentum shift created by the athlete

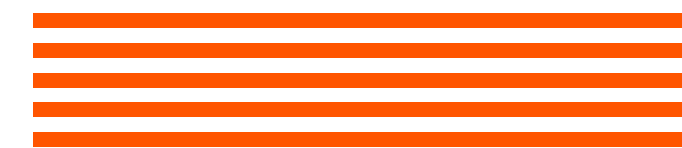
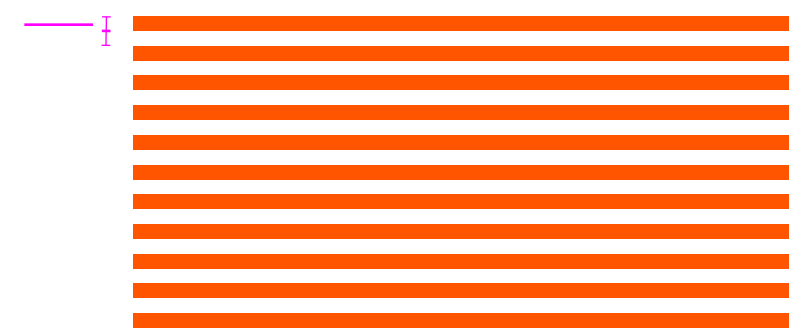
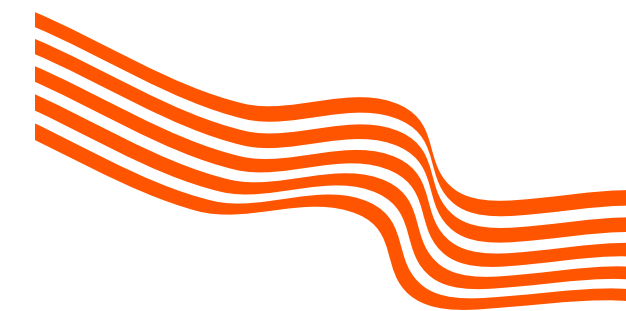
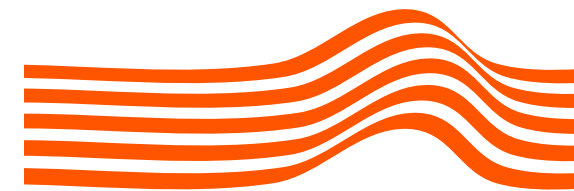
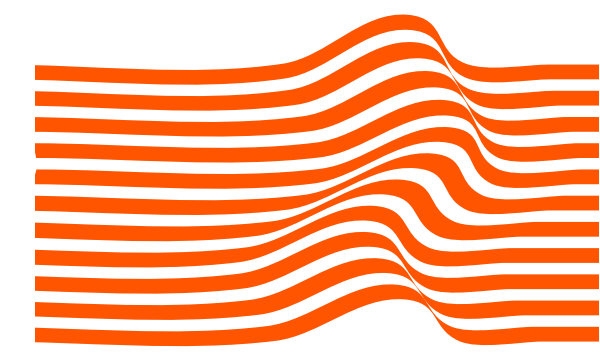
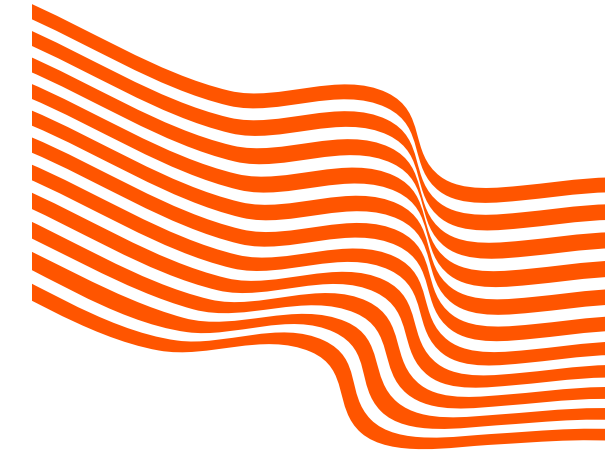
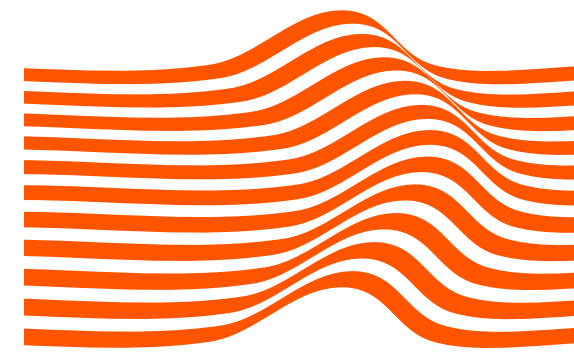
MOMENTUM SHIFT RULES

We are a Football First brand. The Momentum Shift lines represent the two most popular football team sizes - 11-a-side & 5-a-side.

That's why this key design system component is constructed from either 11 or 5 lines.

When creating Momentum Shift patterns, start with either 11 or 5 evenly sized and spaced lines.

Never add or remove lines when creating a pattern.



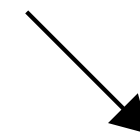
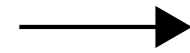
MOMENTUM SHIFT RULES - DIRECTION

Like in the beautiful game, a Momentum Shift can come from any direction.

It can be used in 2 ways.

1. Responding to athlete's movement, expression or shape.
2. Background or secondary element

Momentum Shift lines should carry real energy. Here are some good examples.



MOMENTUM SHIFT RULES - COLOUR

PRIMARY

For maximum impact the Momentum Shift should always be in the orange when on a white background. Ensure the orange is at 100% opacity within the application.

SECONDARY

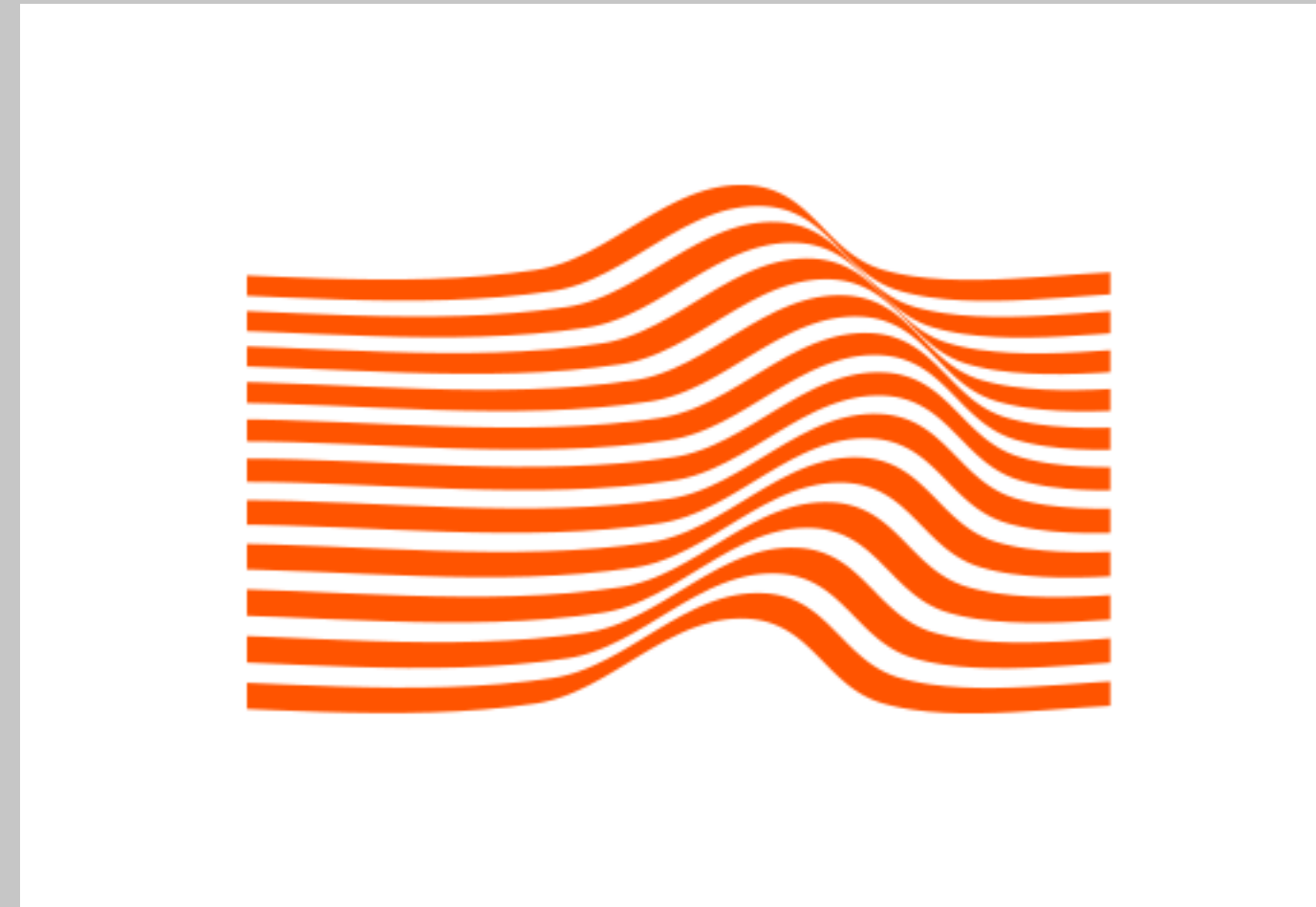
In order to make the Momentum Shift more recessive it should be grey when on a black background. You can make it even more recessive by reducing the opacity in 25% increments.

ALTERNATE

Depending on the application/content type, gradients can be applied to aid the effect of motion and to help balance the other brand elements.

*Do not mix and match the primary and secondary colour styles. The orange must only be used on the white background and vice versa.

PRIMARY



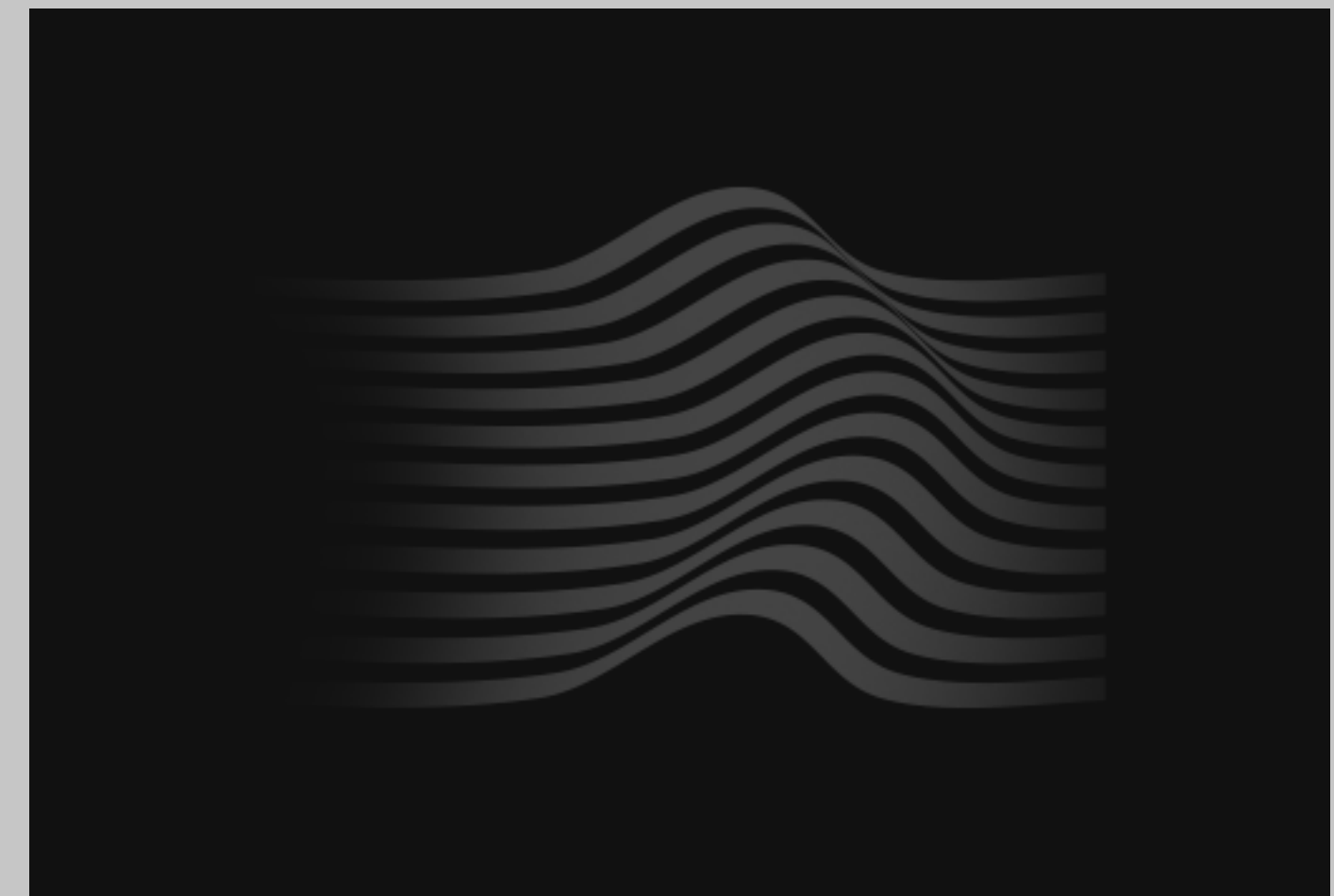
SECONDARY



PRIMARY ALTERNATE



SECONDARY ALTERNATE



MOMENTUM SHIFT RULES - APPLICATIONS

Its important to use the right amount of Momentum Shift and the content should dictate how prominently it can be applied.

Ensure the Momentum Shift is never applied full canvas, as this will make the creative feel cluttered and will lack context.

The Momentum Shift requires space, so don't use it too small.

The Momentum Shift shouldn't feel rigid or stiff. Larger areas of straight lines should be avoided in order to maintain the ebb and flow.

The Momentum Shift pattern should always follow the Primary and Secondary colour styles and should not be mixed and matched.

The Momentum Shift should enhance the creative and not distract from it.

Ensure it doesn't become pixelated.



1 Directly behind the athlete



1 Cropped section bottom layer behind imagery



2 Cropped flourish on the edge of any creative



2 By itself / no imagery



Don't go too big on the Momentum Shift and fill the canvas.



Don't go too small. Remove the Momentum Shift if it doesn't add to the creative.



Avoid large areas of straight lines, maintaining the ebb and flow at all times.



Only use approved colourways. Do not mix and match the colour styles.

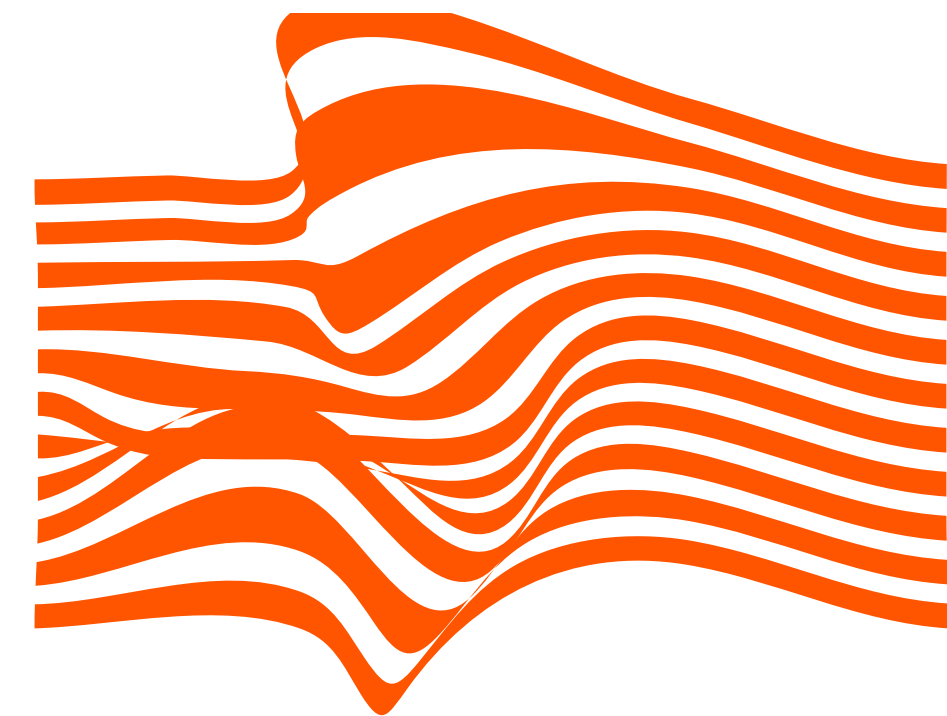
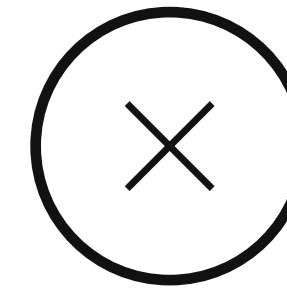
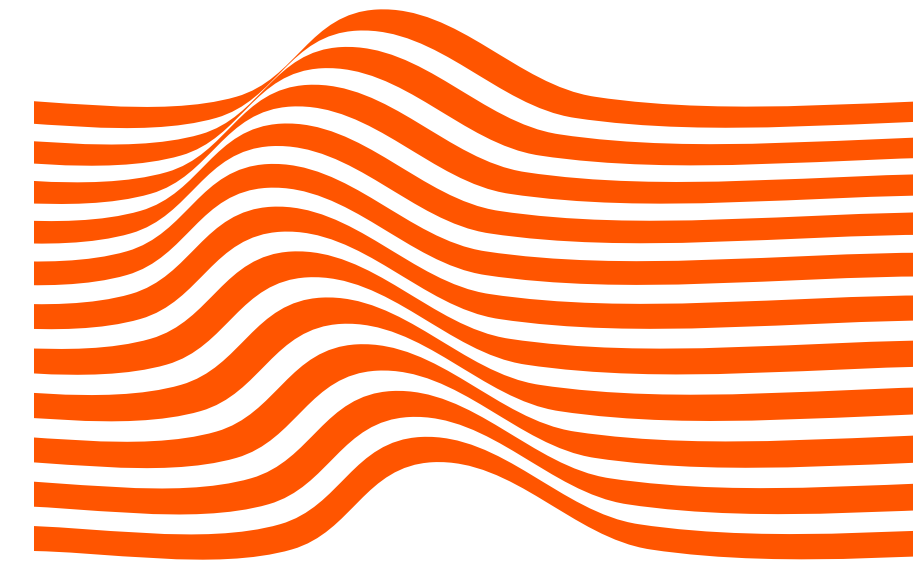
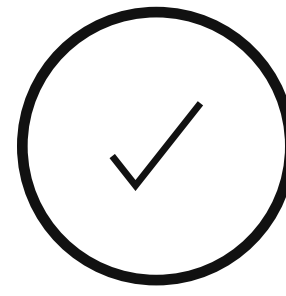
MOMENTUM SHIFT INCORRECT USAGE

When using the envelope distort, the key for a great result is to make sure the Momentum Shift lines do not mesh into each other.

Ensure the Momentum Shift lines carry real energy.

When using the Momentum Shift as a cropped flourish element, ensure the resulting crop has clean flowing lines with a visible energy.

Avoid crops that result in the Momentum Shift looking random and losing purpose. It should always respond to the content within the creative, avoiding crops that result in 'groovy/jungle' vibes.



MOMENTUM SHIFT ENVELOPE DISTORT UNPACKED

The Momentum Shift is created in Illustrator using the envelope distort mesh. It can be found by going to:

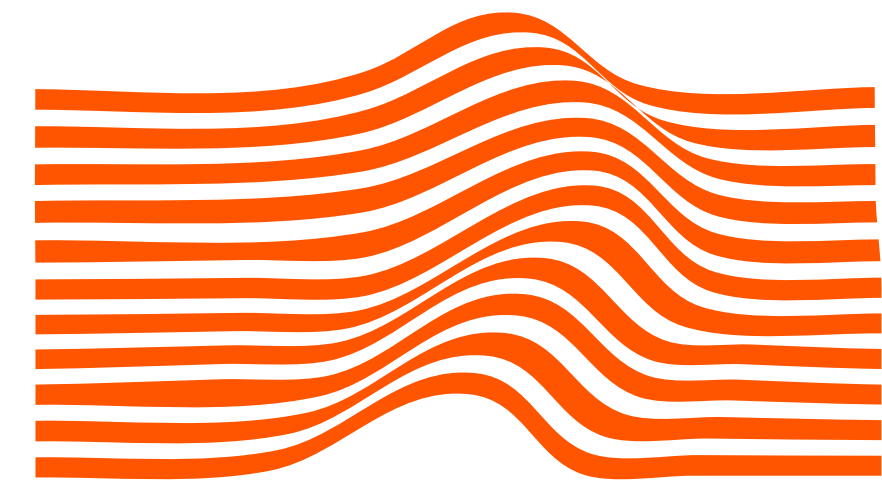
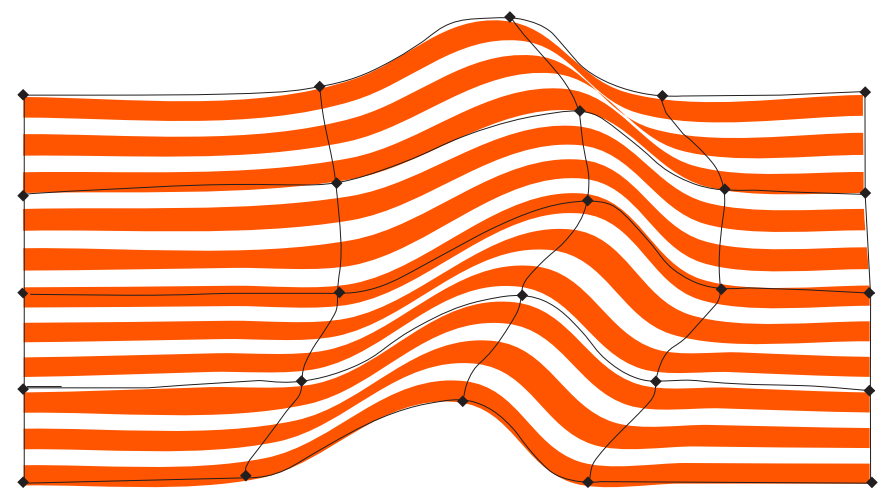
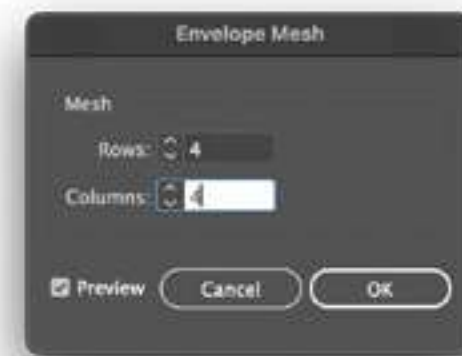
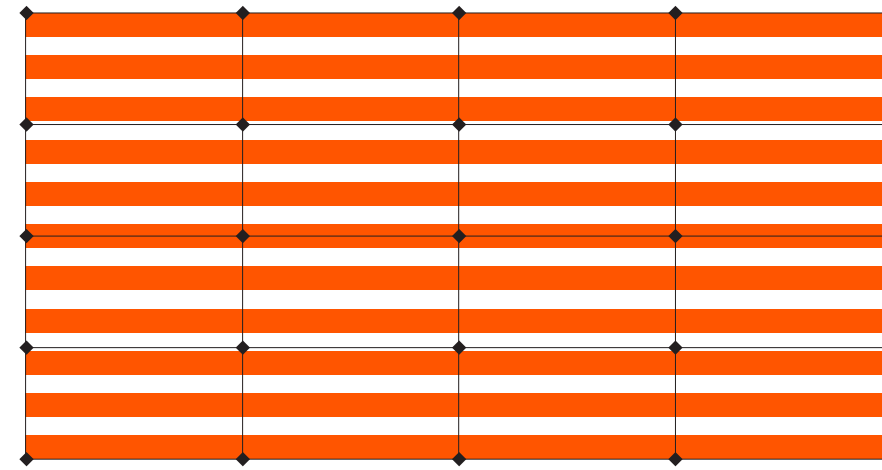
Object - Evelope Distort - Make with Mesh

When using the Envelope Distort mesh, use one of following options only.

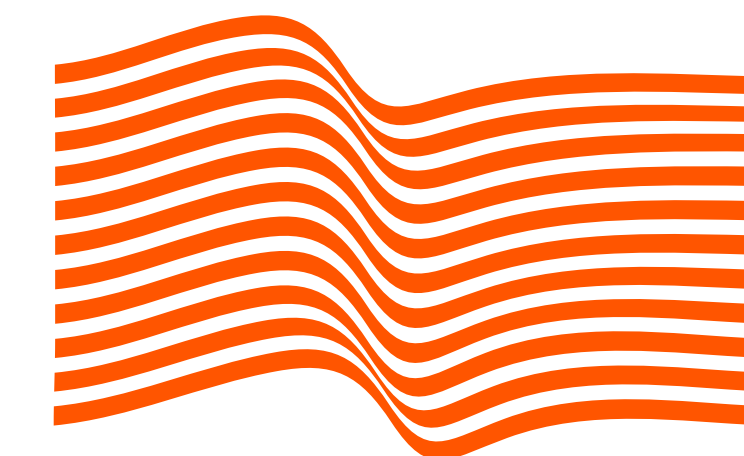
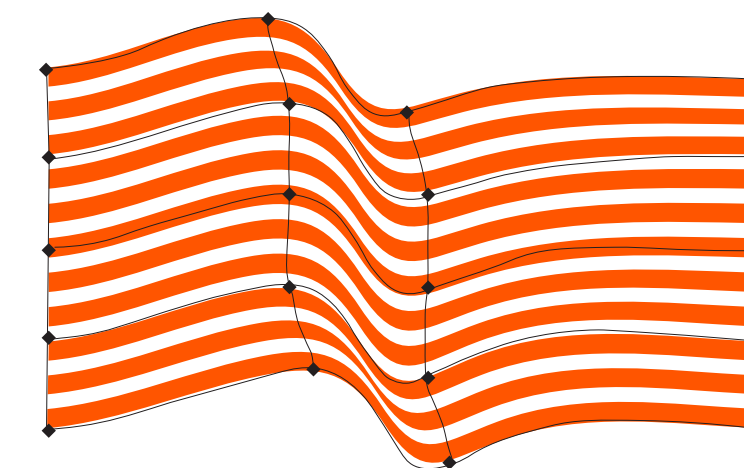
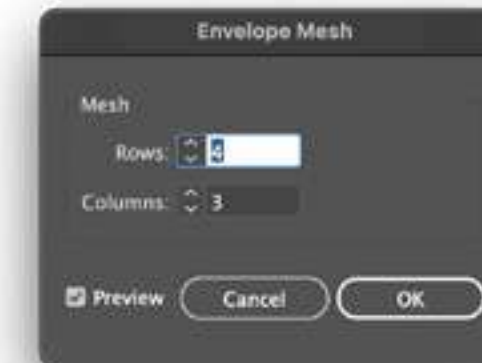
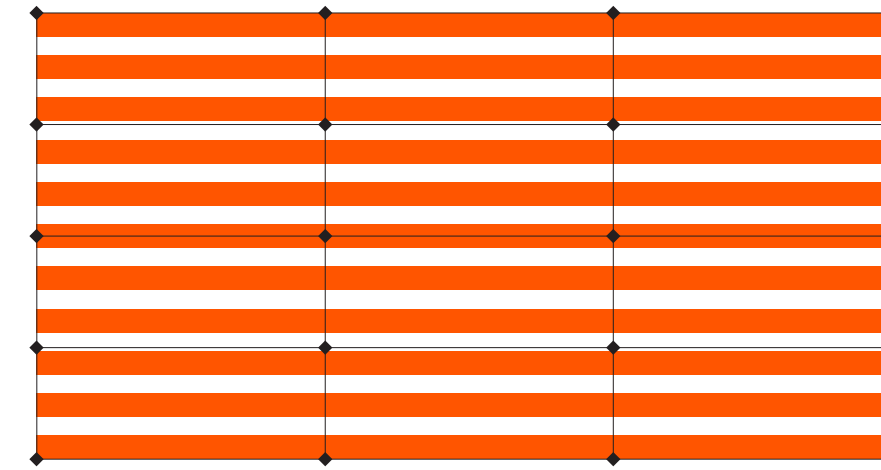
- 1 4 Columns 4 Rows
- 2 3 Columns 4 Rows

When using the envelope distort, make sure the Momentum Shift lines don't mesh into each other.

1 4 Columns 4 Rows



2 3 Columns 4 Rows



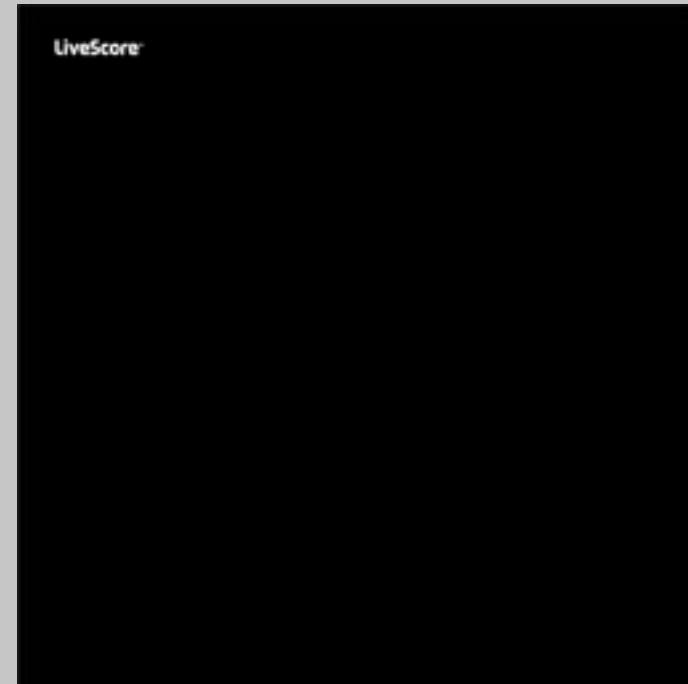
EXPOSURE, SCALE AND DENSITY

The Momentum Shift pattern is incredibly versatile and can be used at various ratios, making it flexible and easy to use across player and team focused, league tables and head-to-head Posts.

Can be used as solid LiveScore colours or with gradients and tints.

- 1 None
- 2 Light - flourish as a secondary element
- 3 Medium
- 4 Heavy

1



2



3



4



EXPOSURE, SCALE AND DENSITY

The content dictates how prominently the Momentum Shift pattern should be applied.

A simple rule of thumb: the more information in the artwork, the lighter the application. This enables the reader to digest the information more easily without unnecessary distractions.

Conversely, the Momentum Shift pattern can play a bigger role when there is less to say, becoming a key supporting visual element.

NONE



MEDIUM



LIGHT



HEAVY



HEAVY

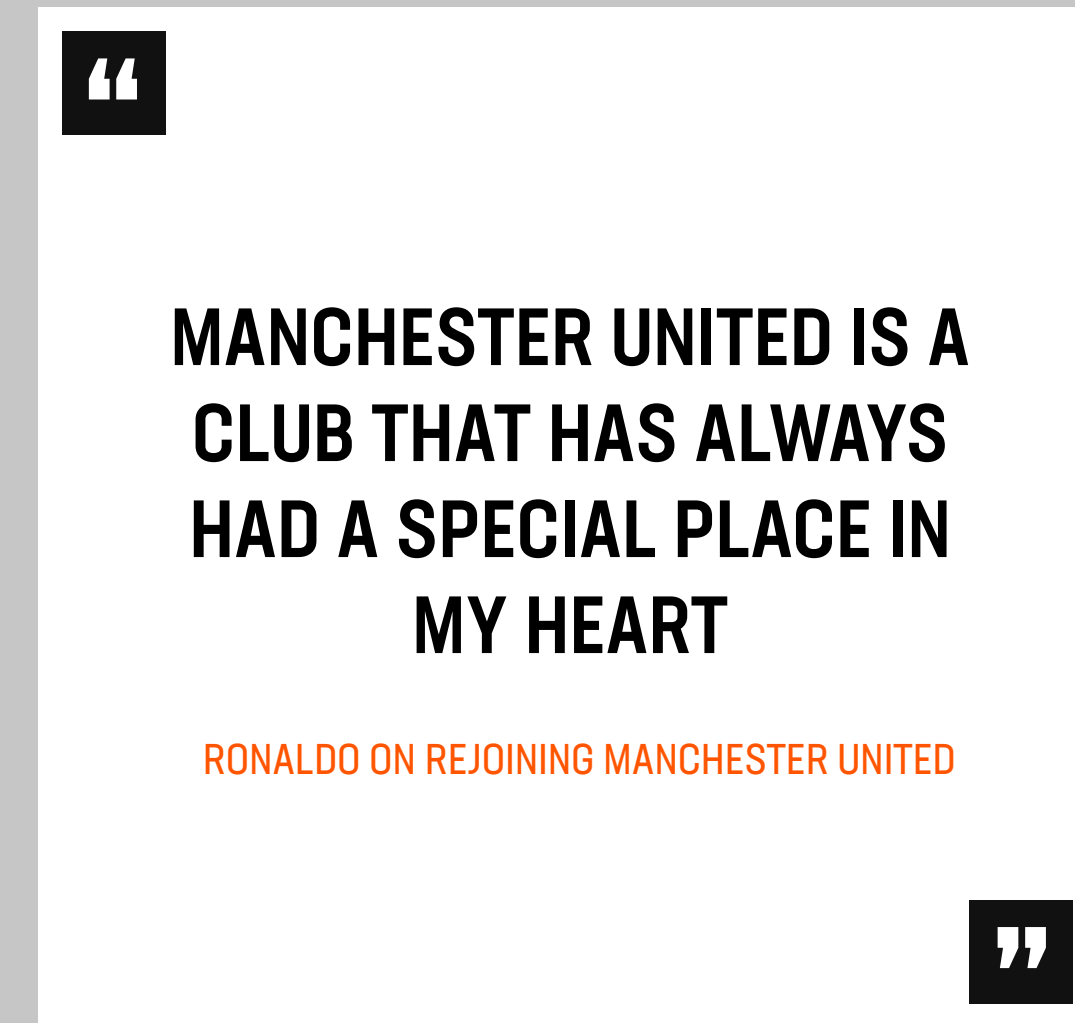


HEAVY



GET IN THE BOX

A black (or white depending on the background) square or rectangle can be used to contain the asset's most critical pieces of information.



MOMENTUM SHIFT IN ACTION

The Momentum Shift pattern can be used in a multitude of ways, depending on the format of that ad unit and the content that it contains.

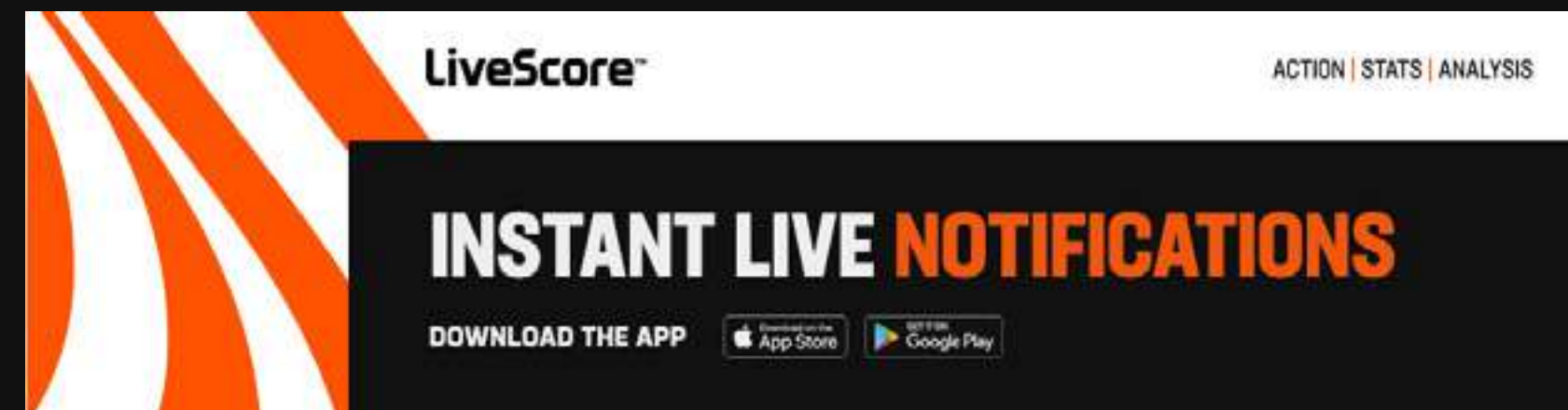
LIGHT



LIGHT



MEDIUM



HEAVY



BALANCING THE ELEMENTS

WHITE BASE

CONTAINED ATHLETE IMAGE

MOMENTUM SHIFT LINES, HEAVY USAGE

OUTLINE FONT TO PROVIDE BALANCE VS HEAVY SHIFT PATTERN

SOLID BLACK - GET IN THE BOX, KEY INFORMATION HOLDER

SECONDARY PIECE OF INFO HELD IN WHITE BOX

CLEAR SPACE AROUND LOGO

“ I HOPE HE WILL STAY AT PSG...” ”

THIERRY HENRY ON KYLIAN MBAPPE MOVE THIS SUMMER (VIA AMAZON)

LiveScore™

BALANCING THE ELEMENTS

WHITE BASE

MOMENTUM SHIFT LINES

KEY USPS HELP BALANCE THE DOWNLOAD ICONS

The image shows a composite of the LiveScore app interface and a promotional graphic. The app interface features a white background with orange wavy lines on the left side. At the top, it says "IT'S MORE THAN A SCORE" and "DOWNLOAD OUR APP NOW". Below this is a navigation bar with categories like Football, Hockey, Basketball, Tennis, Cricket, News, Streaming, LiveScore Bet, and Settings. The main content area displays a live football table for the Premier League, with columns for rank, team, points, goals, and assists. A player image of Cristiano Ronaldo is featured on the right side of the app interface, with the text "CRISTIANO RONALDO GLOBAL BRAND AMBASSADOR" below it. At the bottom, there are "DOWNLOAD OUR APP" buttons for the App Store and Google Play.

NEUSA NEXT STD - BOLD HEADLINE

LAYERS - IMAGE STYLE/TREATMENT

SOLID BLACK - GET IN THE BOX INFORMATION HOLDER

SOCIAL RULES

INTRODUCING EVENT/LEAGUE COLOURS

The Momentum Shift pattern colourway can adapt to a competition-specific gradient/solid in certain scenarios when on social.

This should only be done sparingly and to add greater context to the post.

The layout and other brand elements must remain true to the LiveScore visual identity to ensure consistency.

The general rule is 95% of the LiveScore feed should follow the 3 core brand colours.

MOMENTUM SHIFT COLOUR APPLICATIONS

The Momentum Shift pattern colourway can adapt to a competition-specific gradient/solid in certain scenarios. e.g key tier one events.

The feeling is that this will immediately give an indication about what the content is about without losing the LiveScore brand.

This should be used sparingly, with the majority of LiveScore posts only using the 3 core brand colours.

Designs must still also adhere to any specified terms of usage, for examples our UCL agreement in Ireland.

Internal approval is required on all posts which feature additional colours outside the 3 core brand colours.



LIGUE 1

● RGB: 218, 224, 37

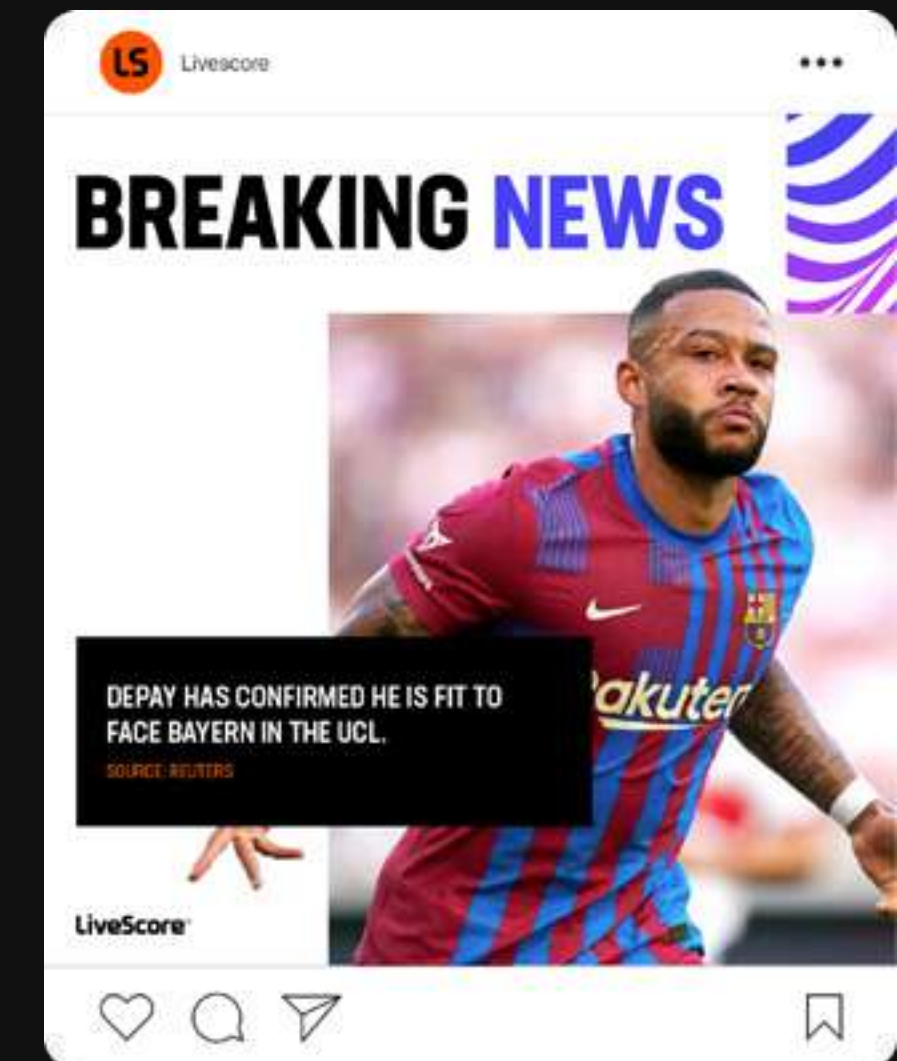
● RGB: 18, 35, 63



2022 WORLD CUP

● RGB: 86, 04, 44

● RGB: 254, 194, 16



UCL

● RGB: 46, 61, 238

● RGB: 196, 52, 237

COMPETITION BRANDED ONE OFF POSTS EXAMPLES

For tier one partnership/competition branded posts, a full colour takeover can be applied whilst keeping the LiveScore layout/application.

Full colour takeovers should only be used for one off post to maximise its impact.

Here are a few examples of how the competition colour palette can be applied.

Internal approval is required on all posts which feature additional colours outside the 3 core brand colours.



UCL

● RGB: 46, 61, 238

● RGB: 196, 52, 237



WIMBLEDON

● RGB: 84, 00, 139

● RGB: 00, 102, 51

SECTION SEVEN : PHOTOGRAPHY



Every match has a handful of key moments, the defining seconds that decide the course of either victory or defeat. The moments of highest tension and passion where the love of the game can be seen at its purest.

We should always show imagery that feels like the peak second of that moment - highlighting only the highest levels of action or emotion.

PHOTOGRAPHY - ATHLETES

Choose the most exciting, energetic photography as possible. Players in action, creating impact. Or expressing emotion.

Use high quality editorial shots.



PHOTOGRAPHY

- ATHLETE'S EMOTION

Choose photography that captures the athlete's emotions and passion for the game.

Athletes and us fans go through a rollercoaster of emotions during a match, show this when selecting photography.

Show athletes displaying emotion and the momentum of the modern game.

BACKGROUNDS

To ensure focus is on the individual(s) that have made the impact, backgrounds should be as muted and simple as possible.

1. Blurred
2. Black and white



PHOTOGRAPHY

- ATHLETES IN ACTIONS

Choose action photography that excites and captures the momentum of the athletes.

Whenever possible select action shots also showing emotion from the athletes.

BACKGROUNDS

To ensure focus is on the individual(s) that have made the impact, backgrounds should be as muted and simple as possible.

1. Blurred
2. Black and white

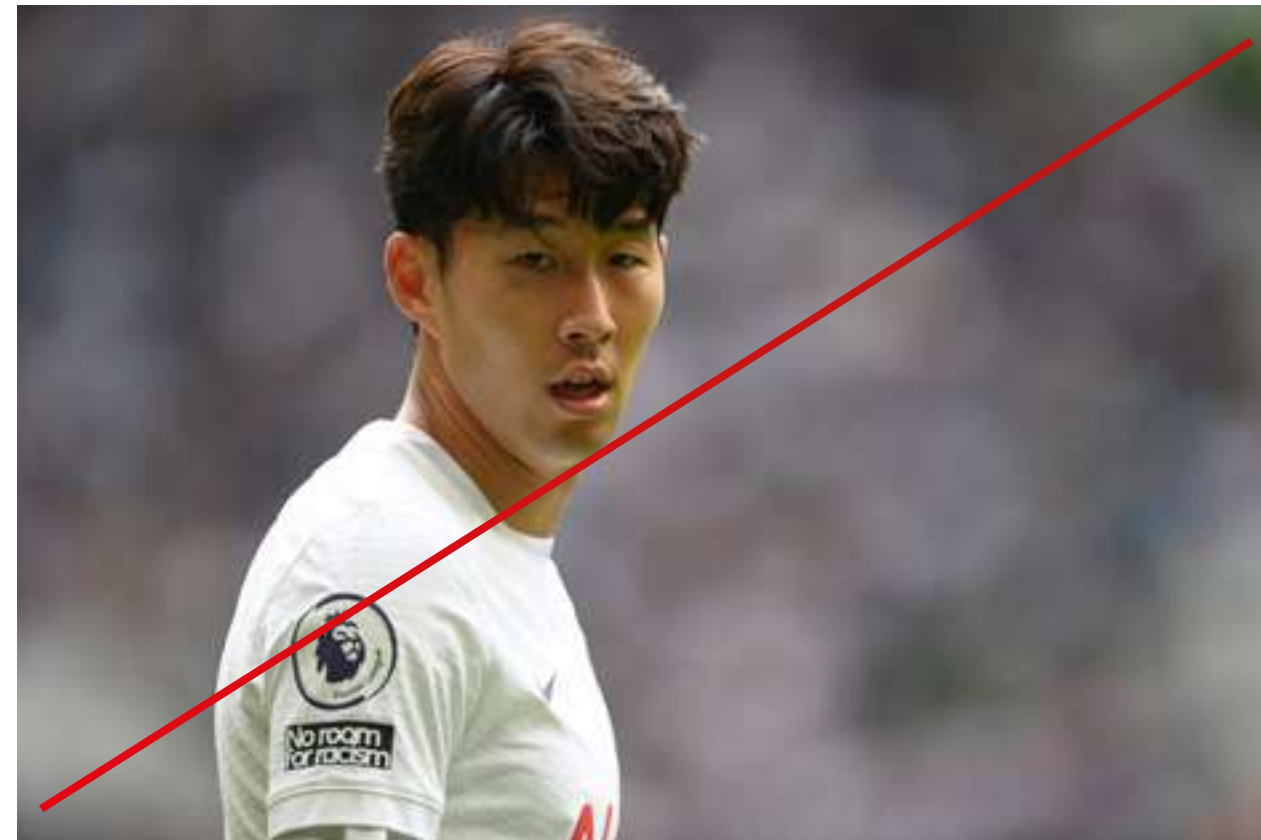
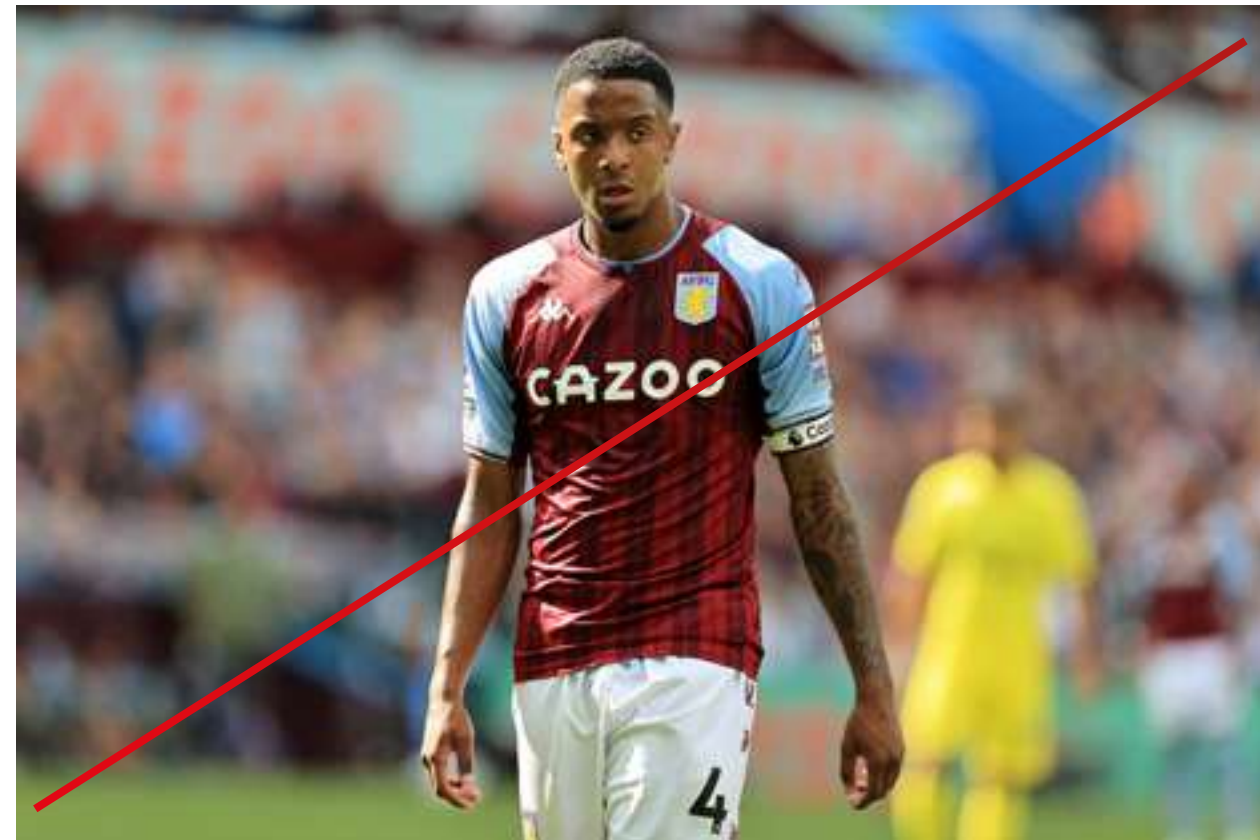


PHOTOGRAPHY

- DON'TS

AVOID any image where the character is static or displaying no emotion. AVOID anything unflattering.

AVOID group shots with no focal point.



PHOTOGRAPHY - DESIGN SYSTEM

There are 3 ways to use photography:

- 1 Layers
- 2 Breaking the lines
- 3 Contained

Wherever possible a character should be breaking out of his background. This feels spontaneous and shows the energy of the lifeforce that is our sporting hero within.

BACKGROUNDS

To ensure focus is on the individual(s) that have made the impact, backgrounds should be as muted and simple as possible.

1. Desaturated/black and white
2. Blurred

PRIMARY

SECONDARY



LAYERS

Cropped athletes in colour as the focal point breaking the lines / overlaid onto a blurred, saturated or black & white background image.



BREAKING THE LINES

Cropped athletes breaking the lines / containment box



CONTAINED

Athletes contained with a box.
This should be primarily used for quick content creation / social.

IMAGE STYLING TREATMENT - PRIMARY CROPPING

Our imagery needs to be cropped to ensure the focal point captures the action.

It's essential that the focal point tells a story and the background provides support, not distraction.

Close and mid shots showing the athletes faces clearly should be used as this allows more of the athlete cropped.

Zoomed out crops should be AVOIDED due to being too far away from the action.

Ensure you dont crop out the action.

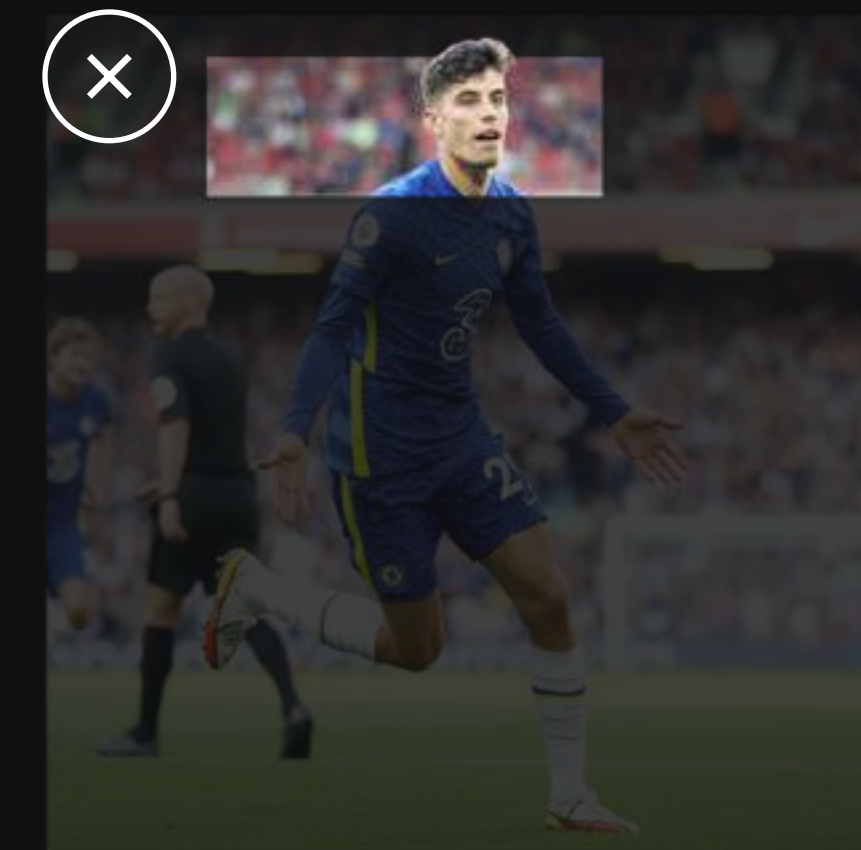
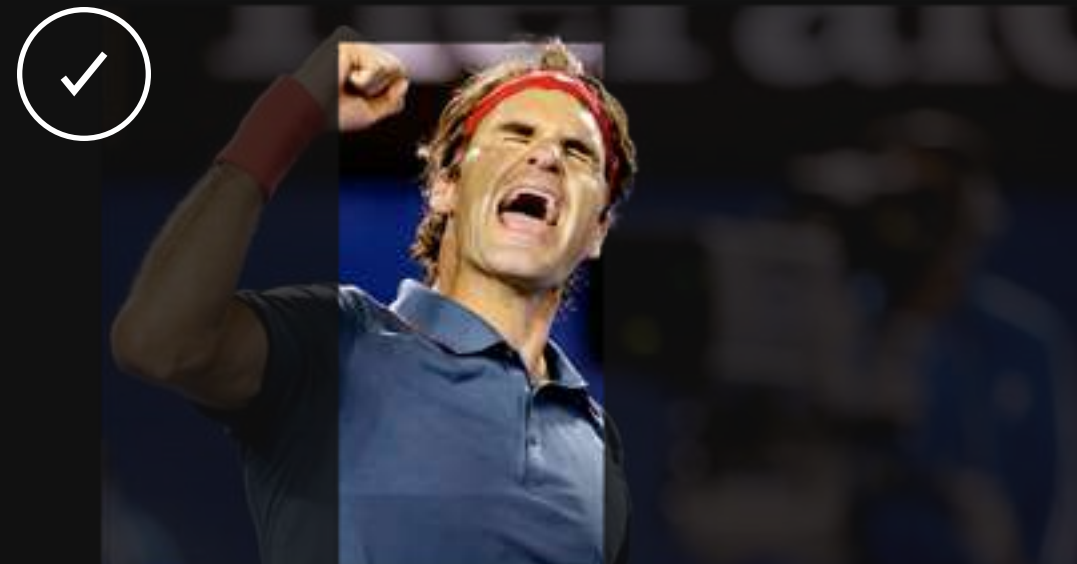


IMAGE STYLING TREATMENT - SECONDARY CROPPING

Photography can also be cropped so it contains the athlete in action.

To ensure focus is on the individual(s) that have made the impact, backgrounds should be as muted and simple as possible.

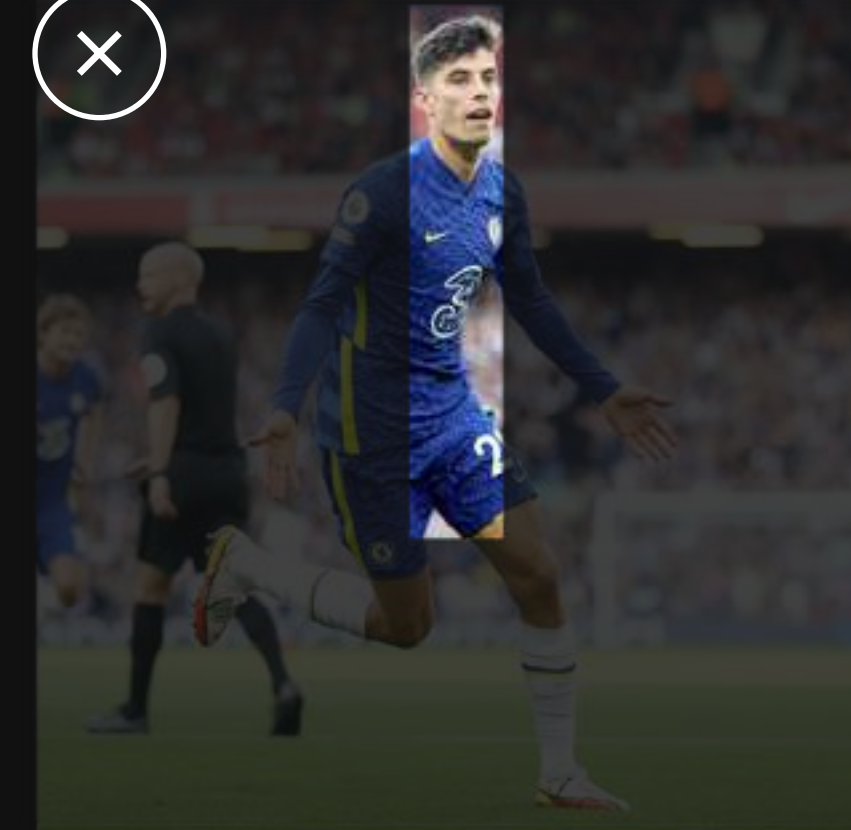
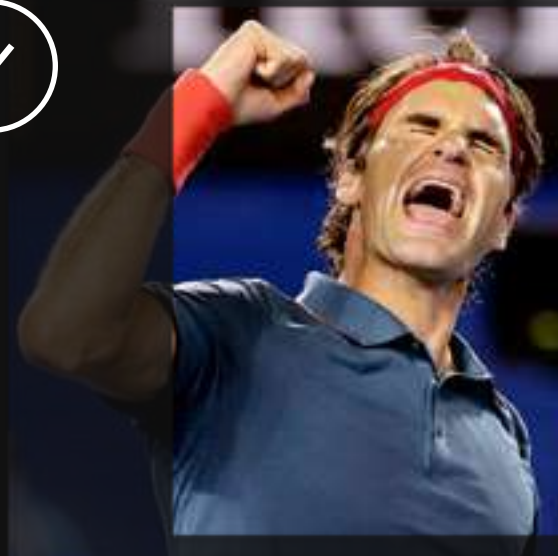


IMAGE STYLING TREATMENT - BACKGROUNDS

We use layers of content to create a truly immersive experience – key to this is the use of the background within the photography.

Backgrounds should either be in colour or black and white.

When the background of the image is too busy or you want to apply greater focus to the athlete, you can adjust the saturation to full black and white to increase the impact of the focal point.

The athlete in focus must be cropped and remain in colour.

Original image



Black and white -100 saturation



Original image



Black and white -100 saturation



IMAGE STYLING TREATMENT DON'TS

- 1 Don't over adjust the hue of the original image
- 2 Don't over apply filters
- 3 Don't over adjust the colour balance
- 4 Don't over increase the saturation of the athletes
- 5 Don't change the athlete's kit colours
- 6 Don't make the background too dark
- 7 Don't place athletes onto strange backgrounds
- 8 Don't add additional blur to the background/ghosting
- 9 Don't apply a drop shadow to the athletes



SECTION EIGHT : MOTION GRAPHICS

MOMENTUM SHIFT IN MOTION

The heart and soul of the Momentum Shift is movement, that's why it is crucial to get that movement just right.

The URL below shows the Momentum Shift in action and there is a guide on how to achieve the motion in HTML5, After Effects and as a GIF.

creative.livescoregroup.com/lsmguide

SECTION NINE : TONE OF VOICE

NB We have included a selection of slides for the purpose of this document, however full Marcomms TOV guidelines can be provided by the Brand and CRM teams

TONE OF VOICE

ALL ACTION SIMPLICITY

ALL

ONE OF THE FANS

Sport is in the blood. It's in the words too. Show passion and knowledge for sport and the fans in every word.

ACTION

RHYTHM OF THE GAME

Tempo, energy and ebb and flow. Be expressive and lively.

SIMPLICITY

PITCH PERFECT

Always get to the point. Only include what's really important. If in doubt, play it simple.

THREE THINGS



ONE OF THE FANS

Sport is the in the blood. It's in the words too. Show passion and knowledge for sport and the fans in every word.



RHYTHM OF THE GAME

Tempo, energy and ebb and flow. Be expressive and lively.



PITCH PERFECT

Always get to the point. Only include what's really important. If in doubt, play it simple.

ONE OF THE FANS

We write words and phrases that are authentic – what we would hear from our fellow fans on the terraces, stands, or a pub screening.

However, we always do this with respect. We are never cruel, and we don't poke fun. We uphold the best values of the game and eliminate the unwelcome.

We keep up to date with the latest lingo too. Language changes fast on the terraces. Phrases like 'I've seen milk turn faster' can go off. To do this, check out fan blogs and websites, and the back pages of the newspaper.

We pick the right stats and include what is relevant only.



RHYTHM OF THE GAME

Tempo, energy and ebb and flow. Be expressive and lively.

Rhythm has power and can convey the magic at an event in written form.

Writing can hop and skip and put a smile on your face. Or rather it can flip, volley or bicycle kick its way into the readers consciousness and memory.

To feel rhythm, read out a paragraph a few times. Rhythm creates a mood. It creates pace and expression. It expresses in words what only the players do.

And use short sentences. They keep users close to the action.



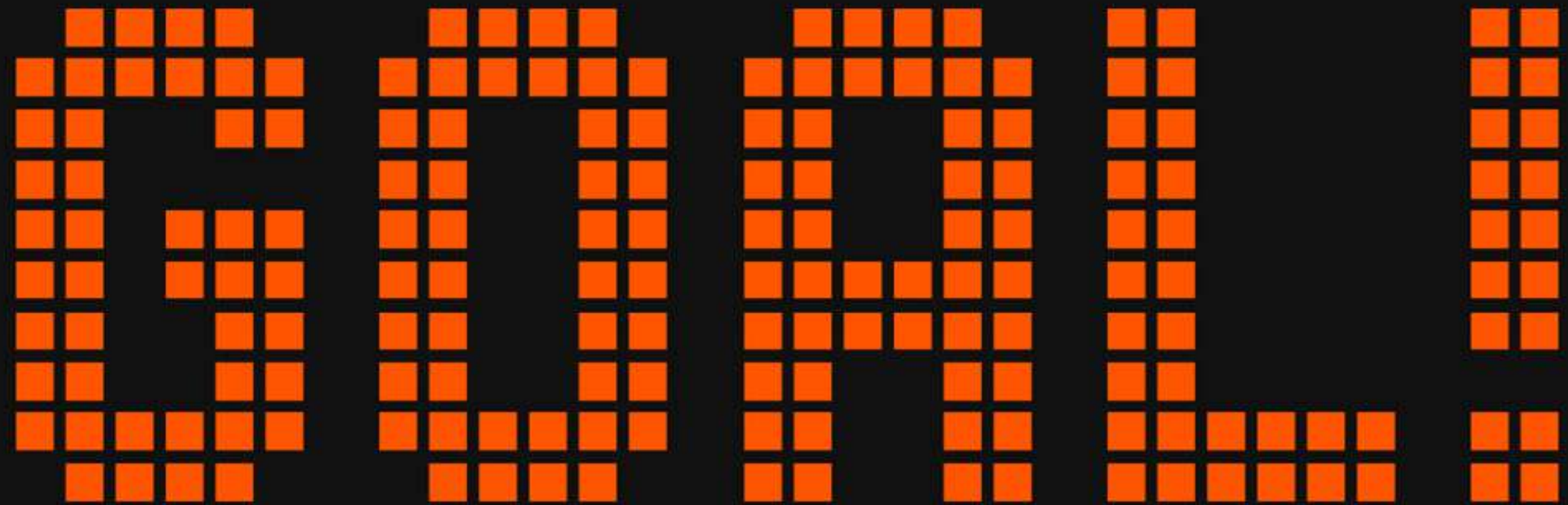
PITCH PERFECT

Just like the fact that there is no need to spell out the offside rule to a true fan. We don't overexplain.

We do deliver the information. Fans are always fact hungry and will want related content to embellish their love of the game. There's a bit of second screening here. You're watching the England game when the commentator mentions Harry Kane's goal record. You check how far he's behind Rooney.

Always get to the point.

Only include what's really important. If in doubt, play it simple.



SECTION 10 : PARTNERSHIPS

CRISTIANO RONALDO

All CR creative must be approved by Polaris Sports who can be contacted through the Sponsorship team. Polaris also requires a seven day turn around for all creative.

When referencing CR you must always use his full name 'Cristiano Ronaldo'.

Referencing CR and his partnership with LiveScore within creative is optional. However, if you choose to include it please use the following lock up:

**'CRISTIANO RONALDO
GLOBAL BRAND AMBASSADOR'**

DO NOT include Cristiano Ronaldo in any LiveScore Bet marketing material or communications. CR is the brand ambassador for LiveScore (Media) **ONLY** and must never be seen endorsing the LiveScore Bet brand.



UEFA CHAMPIONS LEAGUE

As a general rule, UCL branding should be leveraged in out of home & acquisition creative to maximise its reach and exposure. However, in some retention creative you may choose to leverage the LiveScore branding. The LiveScore colours and fonts should be maintained in all creative.

The Momentum Shift should only be used in LiveScore lead creative and should never sit within the UCL branded sections.

All UCL creative must be approved by the TEAM account managers. This requires a minimum of seven days and can be contacted through the LiveScore Content team.

When referencing the UCL in creative you must always use it's full name 'UEFA CHAMPIONS LEAGUE'.

All creative showing the UCL trophy must be accompanied by legal notice '© UEFA'

You can download the full UCL brand guidelines [here](#).



SECTION ELEVEN : APPLICATION EXAMPLES

KEY VISUALS



LiveScore™

ACTION | STATS | ANALYSIS

INSTANT LIVE NOTIFICATIONS

CHECKED DETAILED STATS
EXCLUSIVE ANALYSIS
INSTANT LIVE NOTIFICATIONS

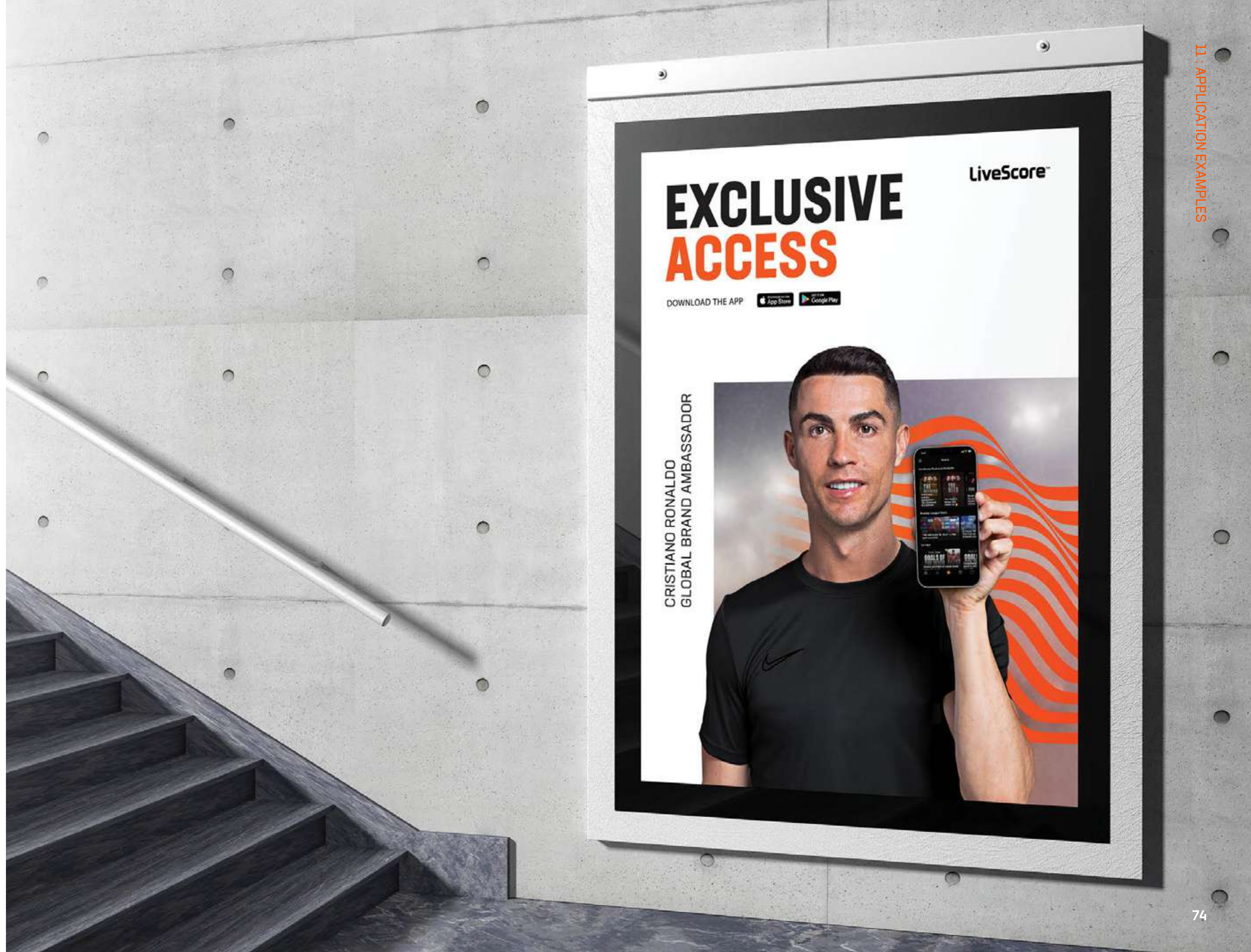
DOWNLOAD OUR APP

Download on the App Store | GET IT ON Google Play

CRISTIANO RONALDO
GLOBAL BRAND AMBASSADOR

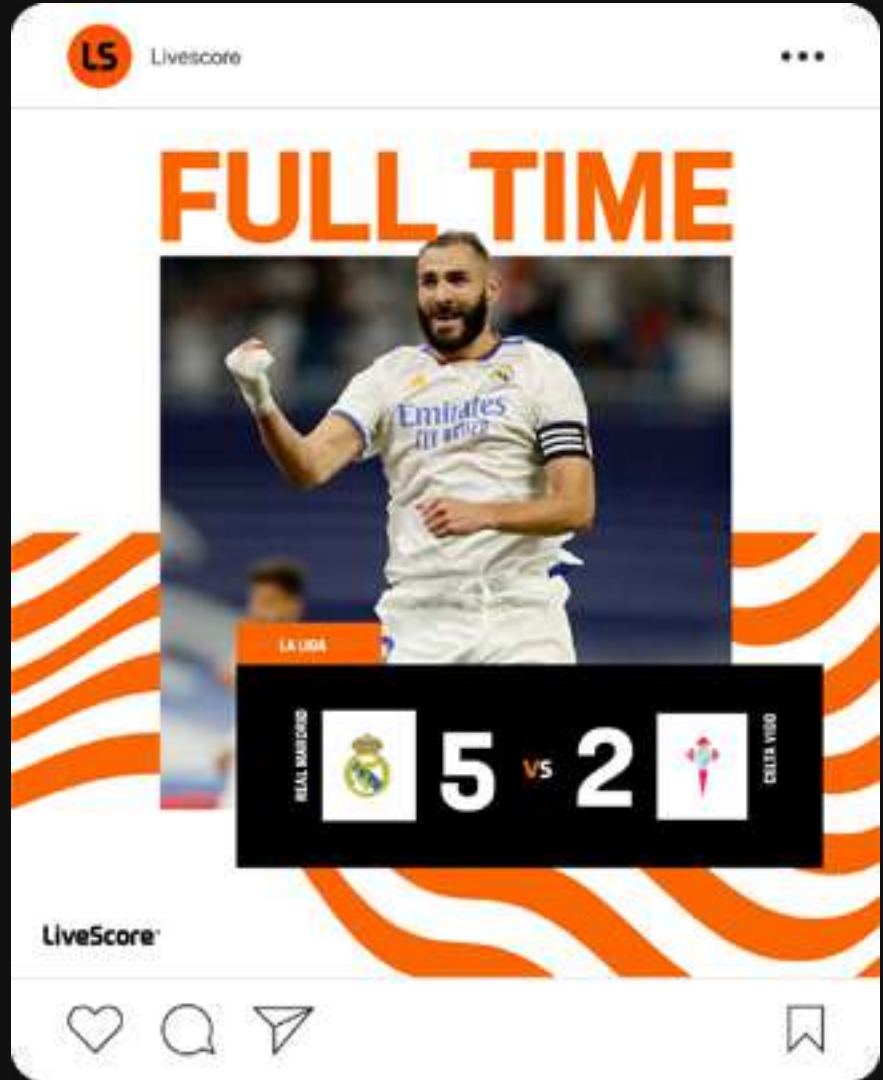
The billboard features a man in a black Nike t-shirt holding a smartphone that displays the LiveScore app interface. The background of the billboard is white with orange and grey wavy lines. The text is in a clean, sans-serif font.

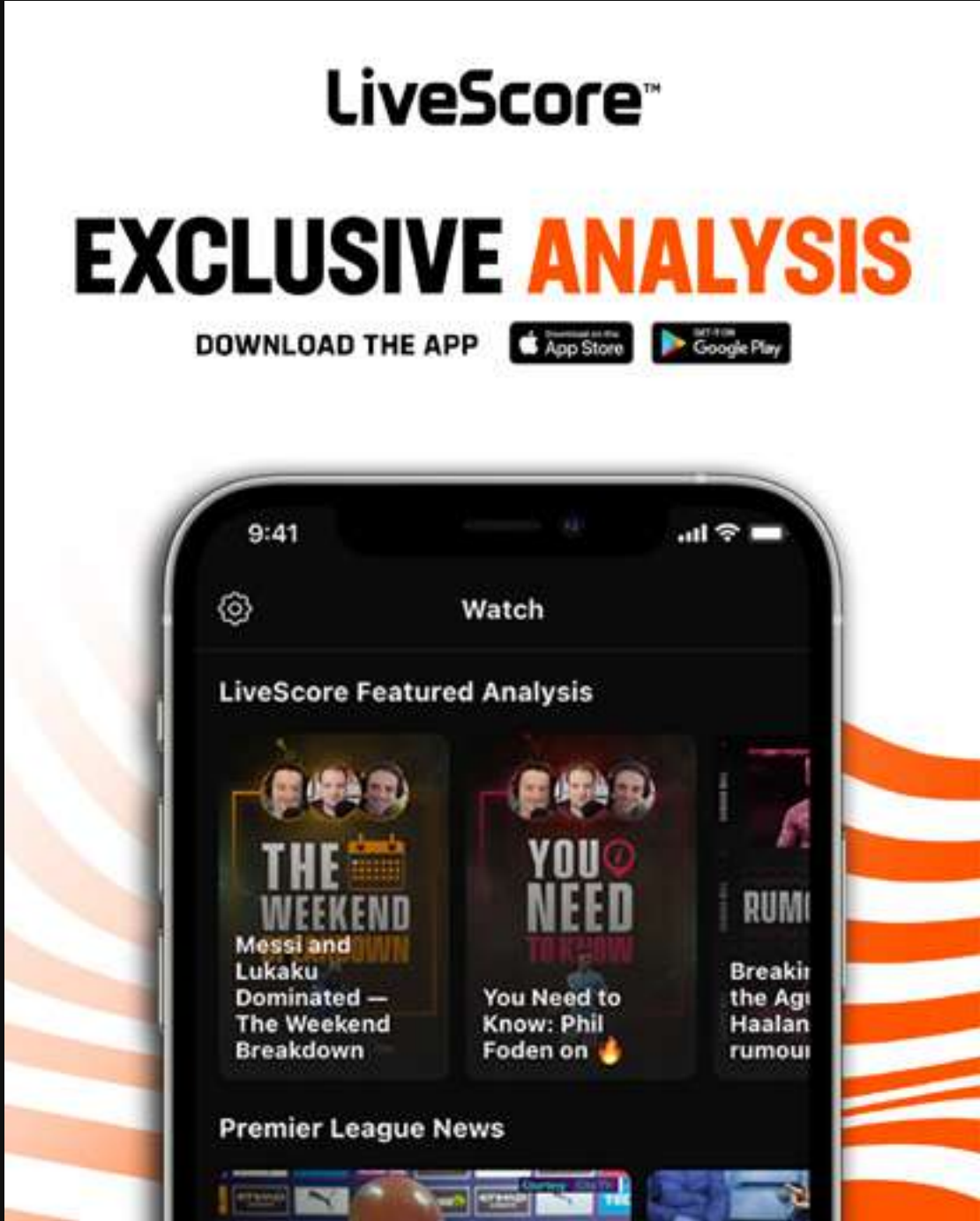
POSTERS












LiveScore™

EXCLUSIVE ANALYSIS

ACTION | STATS | ANALYSIS




DOWNLOAD THE APP

Download on the App Store | GET IT ON Google Play

LiveScore™

EXCLUSIVE ANALYSIS

ACTION | STATS | ANALYSIS



DOWNLOAD THE APP

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LiveScore™

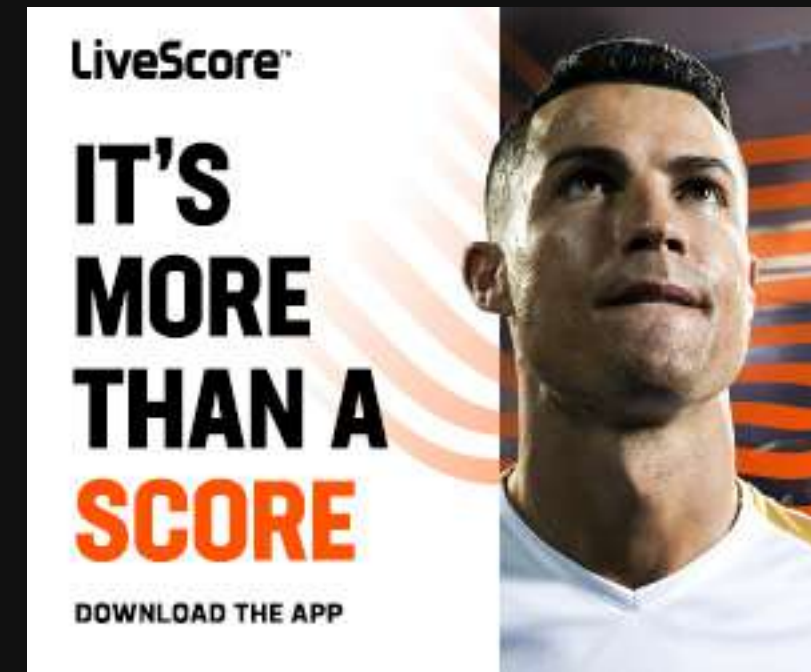
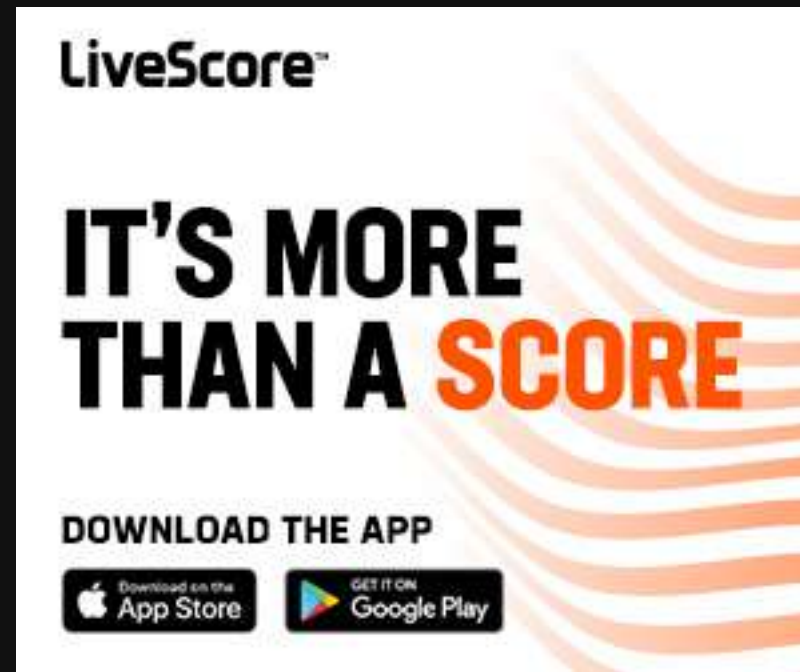
IT'S MORE THAN A SCORE

ACTION | STATS | ANALYSIS

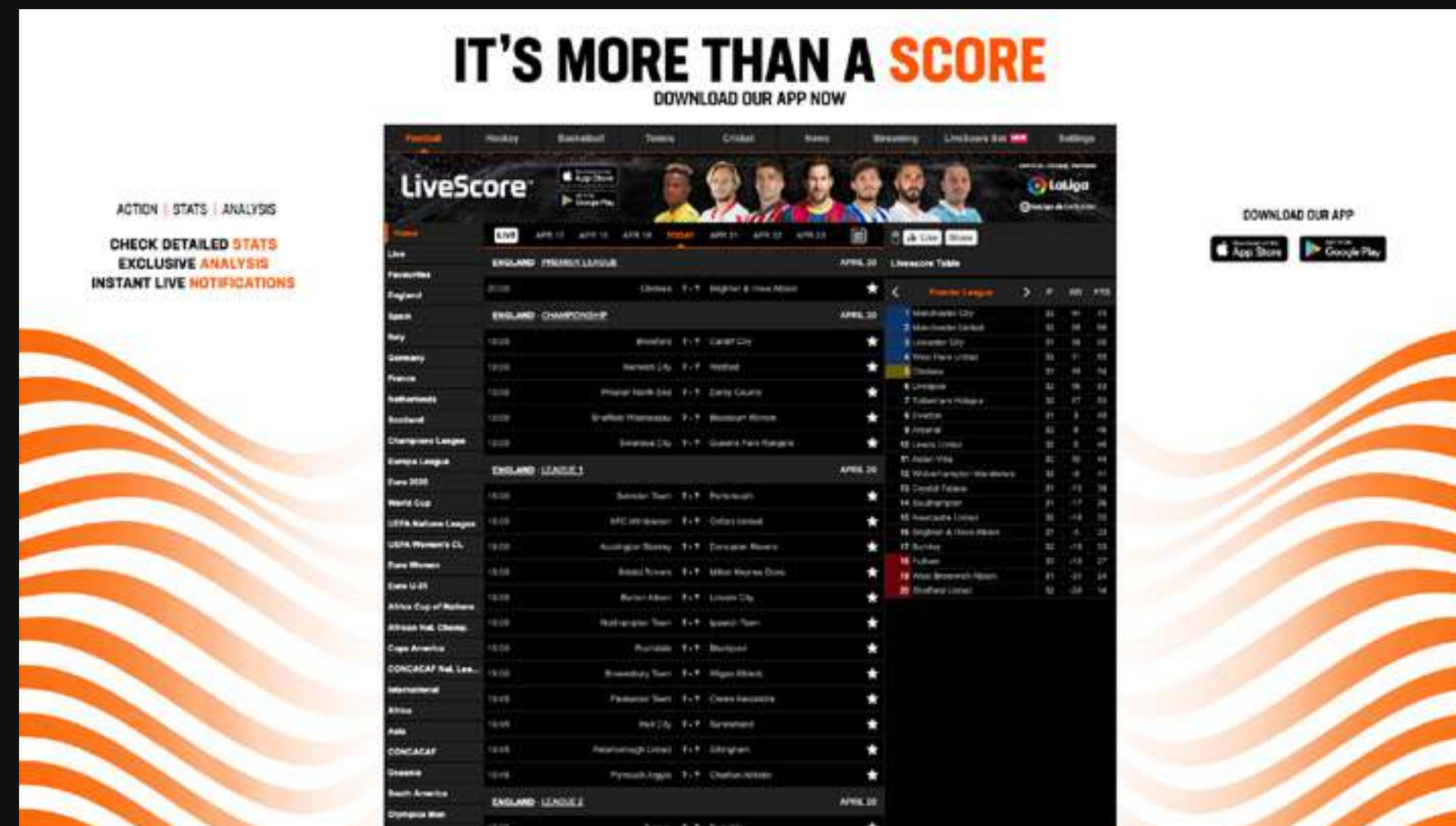
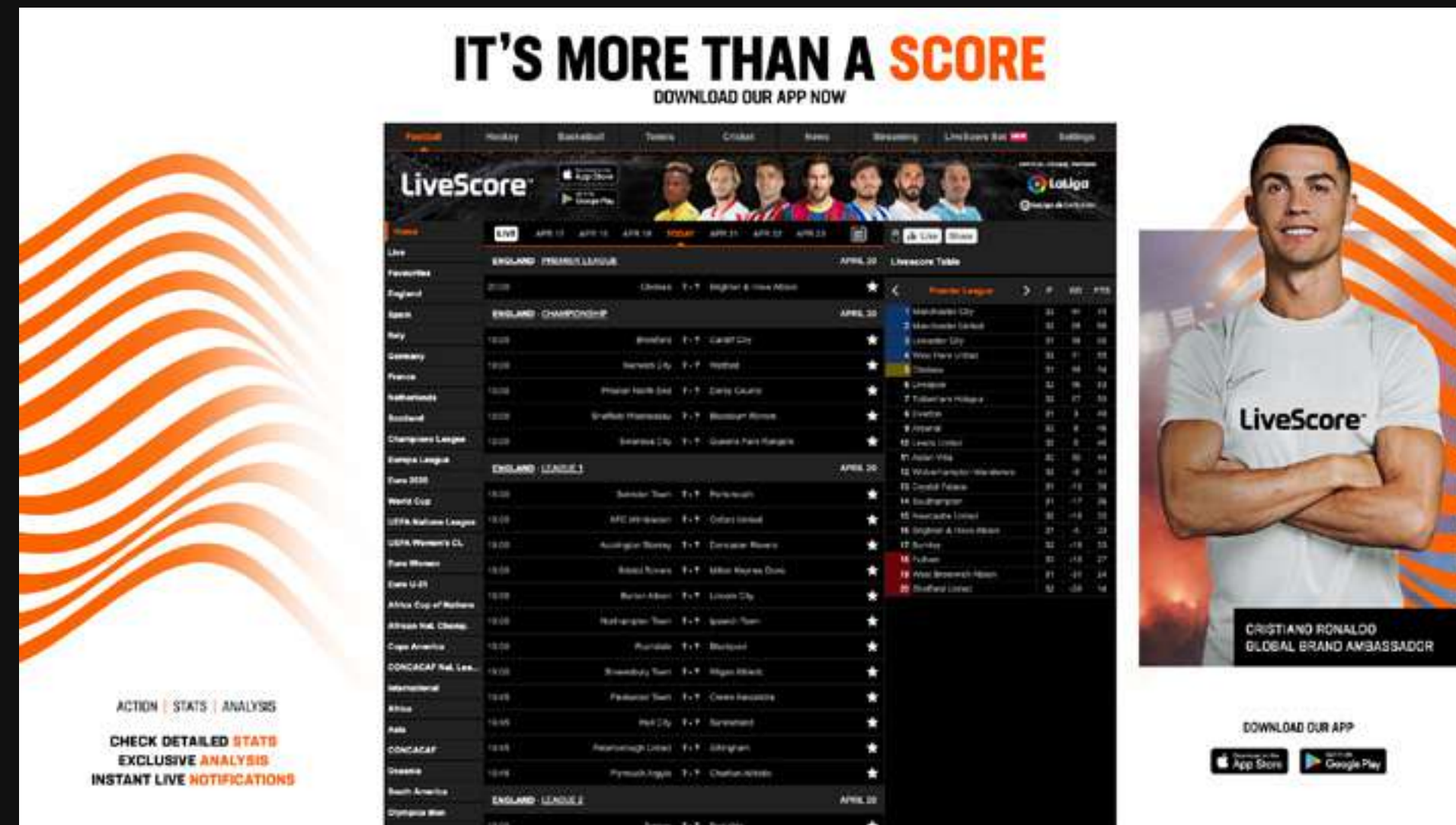


DOWNLOAD THE APP

Download on the App Store | GET IT ON Google Play







THANK YOU

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