LiveScore™

25 YEARS

Download logos and learn more about how they should be applied.
Use only original logos downloaded from the creative studio website.

A unique set of logos is available for use when promoting LiveScore's 25th anniversary.
These temporary logos have been created to align with LiveScore's visual identity and are limited to usage connected with our 25th anniversary.
The logos and style variations provide a consistent method of recognising LiveScore's milestone year when promoting events and sharing stories that coincide with anniversary celebrations during 2023-24. Logos should be selected in context to the space where they are placed, scaling back the details as they scale down in size.
Primary consideration should be given to brand recognition and readability.

THE PRIMARY MARK

When the LiveScore logo or name is not present, use the Primary Mark.
The Primary Mark is self-contained in an orange sqaure.

PRIMARY

The LS Orange version should
be used where possible

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

SECONDARY

The B&W version should be use
when colour is not an option

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

The Primary Mark
minimum size

100 pixels

THE SIMPLE MARK

On LiveScore branded content. When LiveScore is present in supporting text or the logo is included, you can use the Simple Mark.

THE LOGO LOCKUP

In specific instances different colourways of the logo lockup can be used, however approval from the design team should be sought prior to it's usage.

DOWNLOAD LOGO PACK

DOWNLOAD

If you require further guidance on how to use this mark, please contact:
tom.clapp@livescore.com