

Liventix

BRAND IDENTITY CASE STUDY

A trustworthy, technology-forward identity
for a modern live-event and ticketing platform.

LOGO DESIGN | BRAND IDENTITY GUIDE | SOCIAL MEDIA KIT

Commissioned client project
Live website : www.liventix.tech

Designed by: Ingeniousarts

PROJECT BACKGROUND

Understanding The Client And The Rebrand

A clear view of the business context, name change and strategic need behind the identity.

WHO THE CLIENT WAS

Liventix is a digital event-ticketing and technology platform designed to support experiences ranging from concerts and entertainment shows to professional conferences and business conventions.

NAMING TRANSITION

The platform was previously named yardpass. the client changed the name to liventix to communicate the idea of live events and tickets in a clearer, more scalable way.

LIVE BRAND APPLICATION

liventix.tech
the completed identity is implemented on the client's live digital platform.

Commissioned client project
Live website : www.liventix.tech

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CLIENT NEED

The Client Required More Than A Logo

The project was commissioned as a complete brand system with practical guidelines and digital applications.

1

Logo design

Create a distinctive identity for the renamed platform, with subtle references to ticketing, live events and video.

2

Brand Identity Guide

Define logo usage, colour, typography, sizing, placement, do's and don'ts, and application standards.

3

Social Media Kit

Prepare cohesive cover and banner graphics for Facebook, X, Instagram and Youtube.

Primary objective : Build a trustworthy, professional and tech-forward identity that still feels approachable and event-friendly.

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CHALLENGE & AUDIENCE

One Identity Had To Work Across Two Worlds

The visual system needed to serve entertainment audiences and professional event stakeholders without feeling inconsistent.

ENTERTAINMENT ENVIRONMENT

Energetic, social and approachable

The brand needed enough personality for concerts, parties, performances and live experiences without becoming overly vibrant or visually chaotic.

PROFESSIONAL ENVIRONMENT

Credible, clear and dependable

The identity also had to support conferences, corporate organisers and business partners who expect trust, structure and professional presentation.

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Target Audience

- Event Organisers • Promoters • Ticket Buyers
- Corporate Teams

Event organisers

End-to-end event management

Promoters

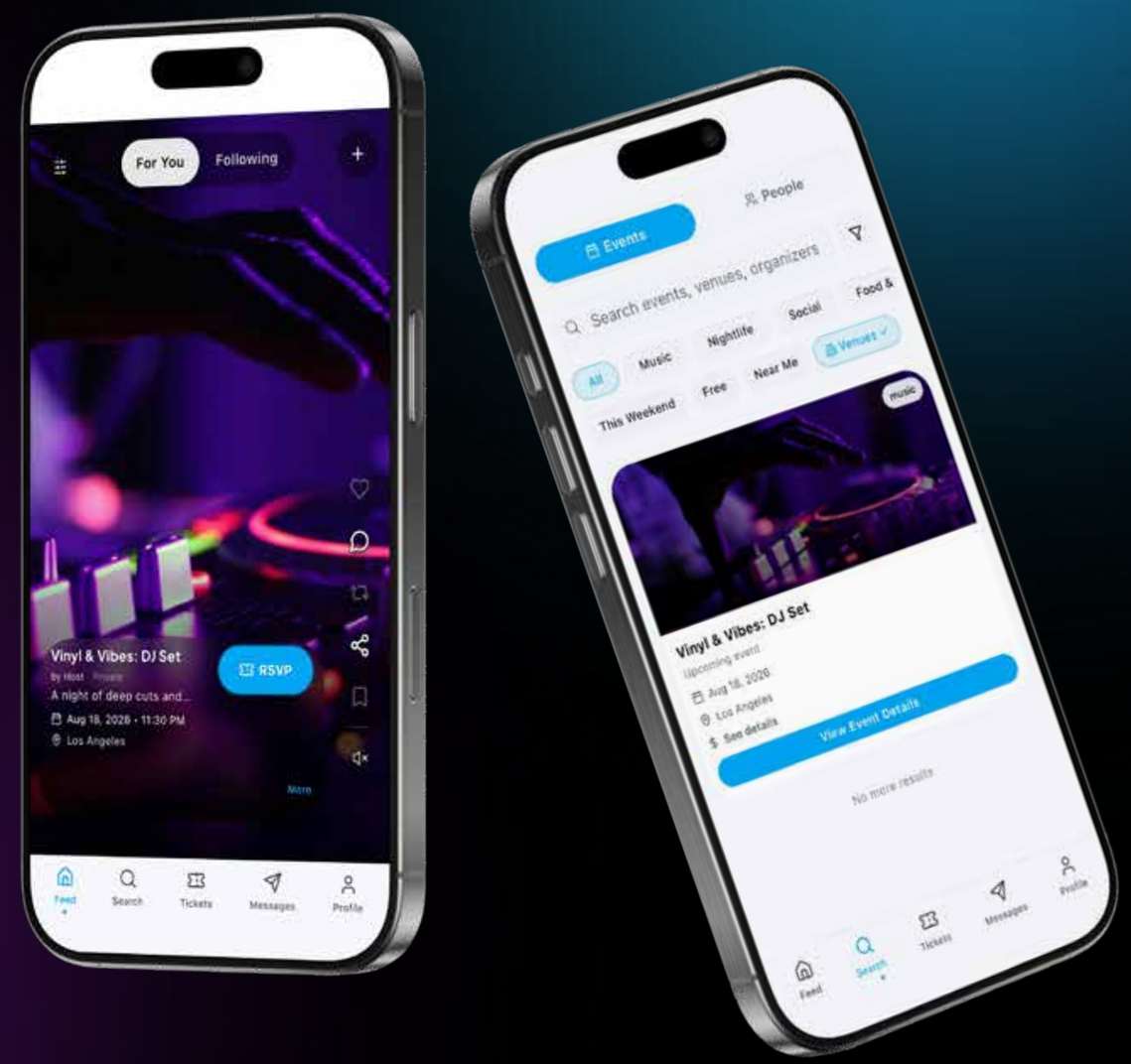
Boost ticket sales & reach

Ticket buyers

Seamless, secure booking

Corporate teams

Simplified internal event planning



STRATEGIC DIRECTION

Requested Style And Brand Positioning

The client asked for a balanced visual identity that could feel contemporary without becoming either too corporate or too playful.

Clean
Simplified system with strong readability.

Modern
Contemporary geometry and digital-first behaviour.

Tech-forward
Suitable for a web-based event platform.

Approachable
Professional, but still friendly for live entertainment.

Balanced Colour
Subtle blue-purple energy rather than loud vibrancy.

Versatile
Works across business, convention and party/event contexts

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STRATEGIC OUTCOME

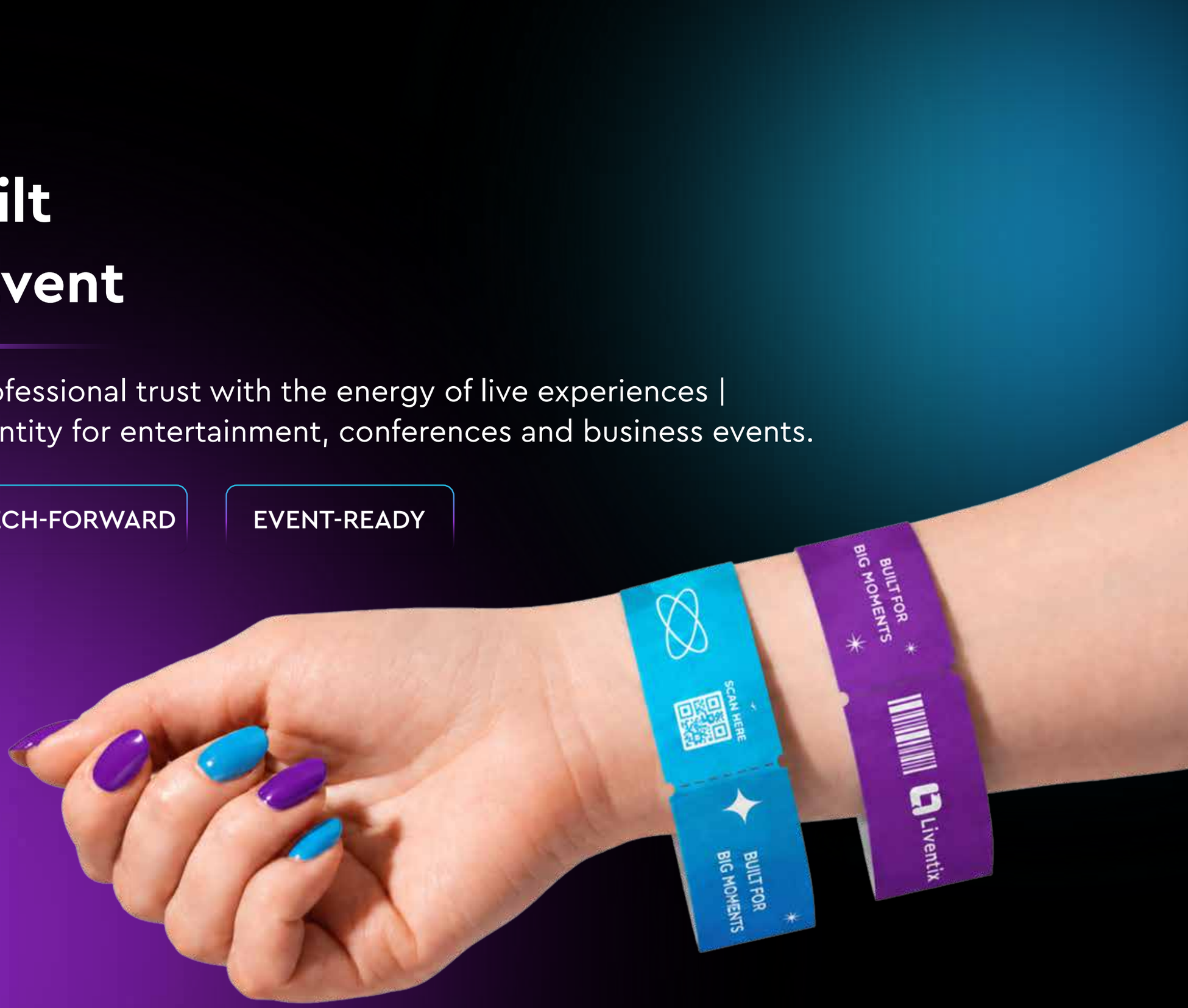
A Brand Built For Every Event

Liventix combines professional trust with the energy of live experiences | creating a flexible identity for entertainment, conferences and business events.

TRUSTWORTHY

TECH-FORWARD

EVENT-READY



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BRIEF TRANSLATION

Turning The Client Brief Into Design Criteria

The verbal requirements were translated into a clear evaluation framework before the final identity was approved.

CLIENT REQUIREMENT	DESIGN RESPONSE	SUCCESS CRITERIA
Trustworthy and professional Tech-forward Event-friendly Broad event relevance Practical brand system	Structured geometry, controlled spacing and restrained colour balance. Digital-first forms, smooth gradients and compact icon behaviour. Rounded forms, movement and energetic blue-purple transition.	Credible for organisers, partners and business events. Natural within a web platform and interface environment. Enough personality for concerts and entertainment experiences.

Why this matters : This framework connected design decisions to the client's business need rather than visual preference alone.

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CONCEPT ARCHITECTURE

Building Meaning Into The Symbol

The final mark combines ticketing, digital access and live-event connectivity without becoming a literal event icon.

01 Ticket cue
Notched edges create a subtle ticket reference without using a generic ticket silhouette.

02 Connected system
Opposing forms suggest exchange, access and a connected event ecosystem.

03 Digital movement
Rounded transitions and directional flow add a technology-led sense of motion.

04 Open centre
Negative space improves memorability and keeps the mark visually light at small sizes.



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VISUAL SYSTEM

Extending The Logo Into A Usable Brand Language

The identity was structured as a system, allowing the same visual logic to continue beyond the logo.

COLOUR BEHAVIOUR

Blue anchors trust and technology; purple adds creative event energy. the transition bridges both contexts.

SHAPE LANGUAGE

Rounded corners and continuous curves give an approachable yet professional digital feel.

TYPOGRAPHIC DIRECTION

Clean, readable sans-serif typography suits interfaces, presentations and social use.

COMPOSITION STYLE

Generous spacing and clear hierarchy keep the brand readable across all formats.

System objective : Every application should feel recognisably liventix even when the full logo is not the dominant element.

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CONCEPT EXPLORATION

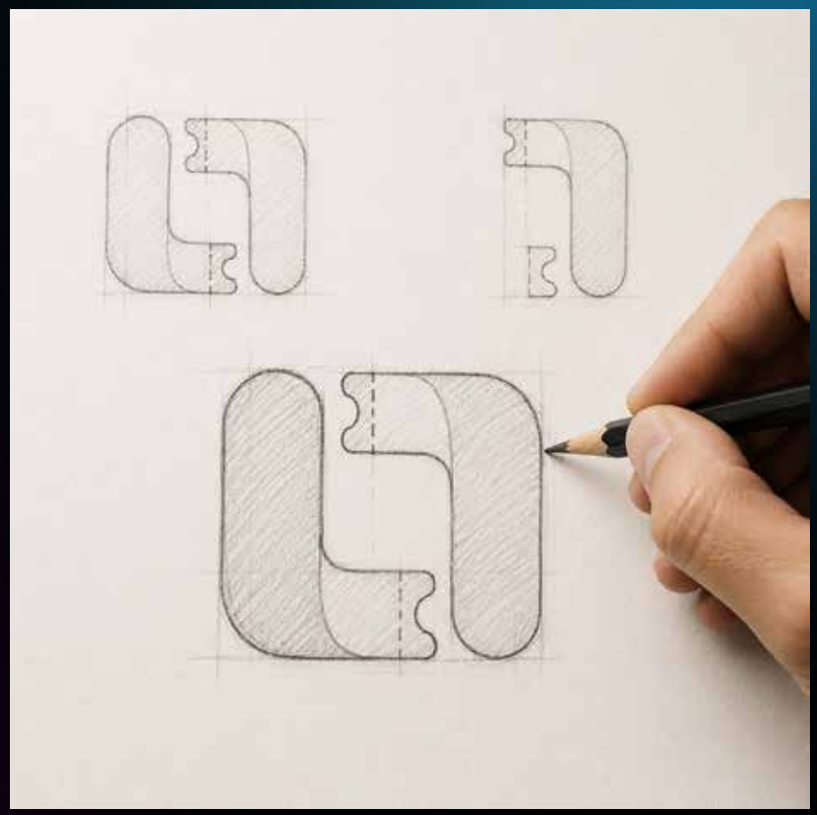
From Sketch to Final Logo

The Liventix logo evolved through a focused exploration process, moving from rough visual ideas to a clean, scalable symbol built around ticketing, connectivity and digital movement.

INITIAL SKETCHES
Exploring ticket shapes, connected forms and event-focused ideas.

CONCEPT REFINEMENT
Simplifying the geometry, improving balance and developing the strongest direction.

FINAL LOGO
A distinctive symbol combining subtle ticket cues, connected forms and a modern digital feel.



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Logo clear space & minimum size

CLEAR SPACE

Always maintain a minimum area of clear space around the Liventix logo. This area should remain free from text, graphics, imagery and interface elements.



MINIMUM SIZE

To preserve legibility and recognition, never reproduce the logo below the recommended minimum size.



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Primary Logo

VERTICAL LOCKUP

The vertical lockup is the primary expression of the Liventix identity, with the symbol positioned above the wordmark.

It should be used whenever the available space allows the logo to appear clearly and prominently.

BEST FOR

- Brand presentations • profile graphics
- promotional materials • centred layouts
- brand-led applications



Liventix

Secondary Logo

HORIZONTAL LOCKUP

The horizontal lockup positions the symbol beside the Liventix wordmark, creating a more compact configuration for wide or space-restricted layouts.



BEST FOR

- Website headers • social media covers
- banners • navigation areas
- horizontal compositions

USAGE NOTE

Use the secondary lockup when the vertical configuration does not suit the available format.

COLOUR SYSTEM

Brand Colour Specifications

The Liventix colour system combines energetic blues and purples with a controlled neutral palette. Together, they create a digital-first identity that feels trustworthy, modern and expressive.

PRIMARY COLOURS

The primary Liventix background uses a three-colour gradient:

#000000 #902FC8 #23C3E6

USAGE

Use this gradient as the main background treatment across brand presentations, digital graphics and key branded touchpoints.

SECONDARY COLOURS

#FFFFFF

USAGE

Use white for Primary typography, Supporting text Minimal graphic details, Key design elements that require strong contrast.

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Brand Colour Specifications

OUTLINE & GRAPHIC TREATMENT

Use the same Liventix gradient colours for outlines, strokes and highlighted graphic frames:



#000000 #902FC8 #23C3E6

USAGE

Apply this gradient outline to Boxes and containers, Border accents, Highlight frames, Key visual dividers, Selected interface-inspired graphic elements

PURPOSE

This treatment helps extend the logo's visual language into the wider brand system while keeping the design consistent and recognisable.

TYPOGRAPHY SYSTEM

Typography Hierarchy

Liventix uses Cera Pro as the core typeface across the complete brand system. Its clean geometric structure supports the brand's modern, technology-forward character while maintaining strong readability across digital applications.

DISPLAY TYPOGRAPHY

Cera Pro

Bold / Black / Semibold

Used for primary communication, including:

- Main headlines
- Section titles
- Key statements
- Promotional messaging
- Important brand communication

AaBb

Recommended Weights:
Bold / Black — Main headlines
Medium / Semibold — Subheadings and section

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TYPOGRAPHY SYSTEM

Typography Hierarchy

The same type family is used for supporting communi-cation to create a unified and controlled typographic system.

BODY & UI TYPOGRAPHY

Cera Pro

Regular / Medium / Light

Used for:

- Body copy
- Descriptions
- Captions
- Labels
- Buttons
- Interface text
- Supporting information

AaBb

Recommended Weights:
Regular — Body copy
Medium — Labels and buttons
Light — Optional secondary information

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Incorrect Logo Use

The Liventix logo should always appear in its approved form. Avoid modifications that weaken recognition, balance or legibility.



Do Not
Stretch Or Distort



Do Not
Rotate The Logo



Do Not
Change The Colours



Do Not
Alter The Gradient



Do Not
Rearrange The Elements



Do Not
Add Effects



Do Not Place On
Low-Contrast Backgrounds



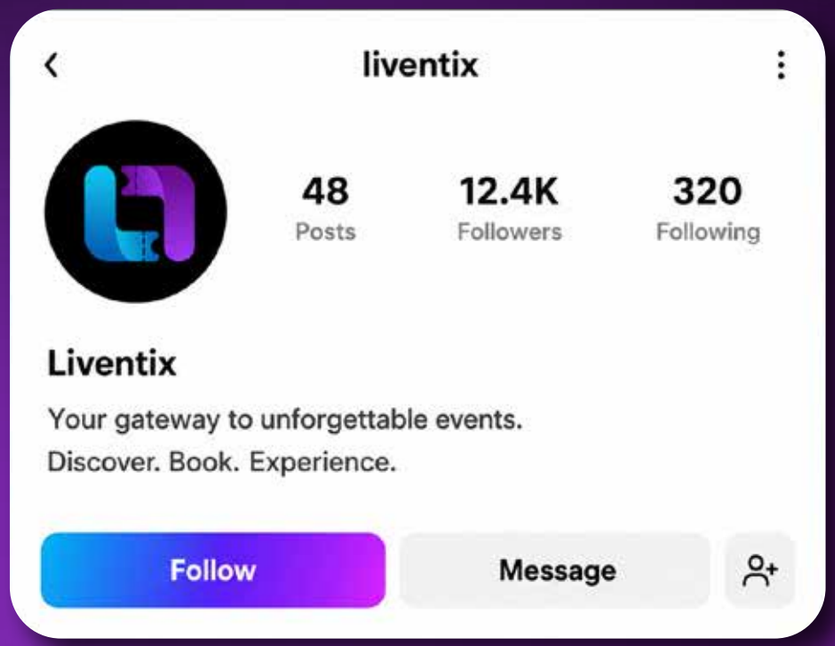
Do Not
Violate Clear Space

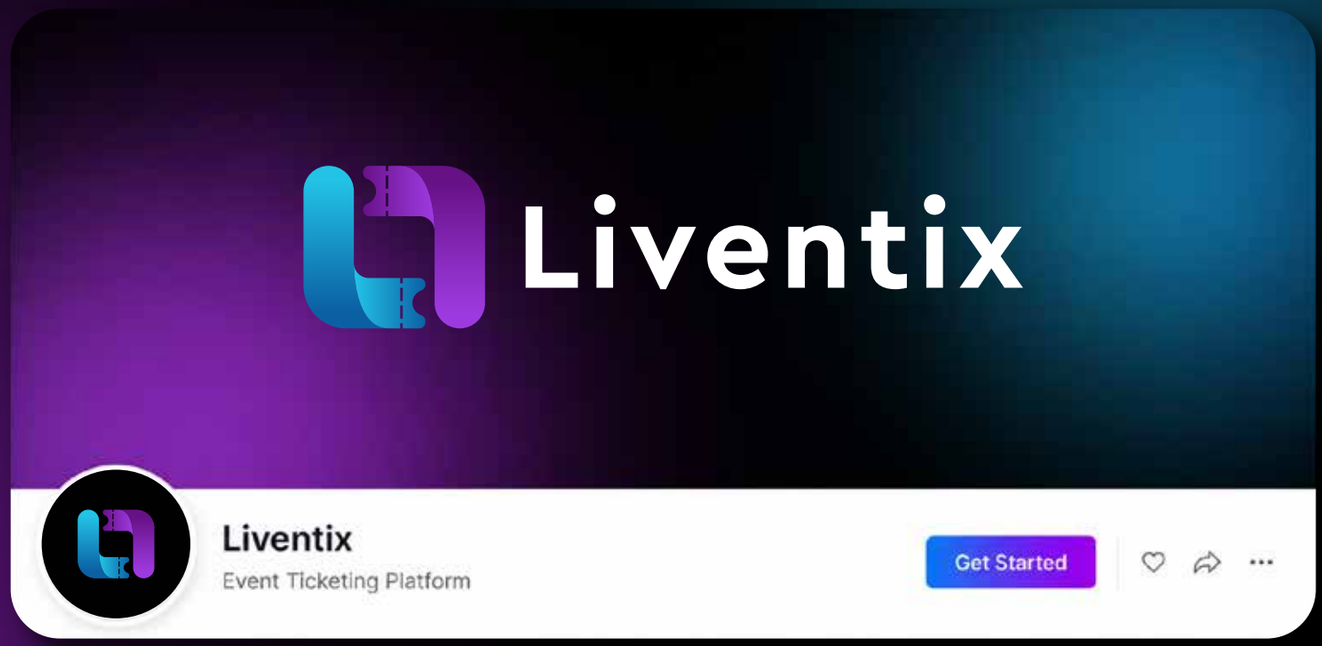
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SOCIAL MEDIA KIT

Adapting The Brand Across Social Platforms

The social media scope extended the identity into the key formats requested by the client.





Goal : Maintain brand recognition through consistent colour, typography, and logo placement across platforms

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PROJECT OWNERSHIP

My Role In The Project

From interpreting the brief to delivering a complete and implementation-ready identity system.

Creative direction & design execution

I led the design process from initial brief interpretation through concept development, refinement, brand system creation and final delivery. My role was to translate the new liven-tix brand name into a cohesive visual identity that communicates ticketing, live events and technology without relying on generic visual clichés.

Key responsibilities

- Interpreted the rebranding brief and strategic objectives.
- Developed and refined the logo symbol and wordmark.
- Established the colour palette and typography direction.
- Created logo usage, sizing and consistency guidelines.
- Designed platform-specific social media assets.
- Prepared mockups, exports and organised final files.

Designed by: Ingeniousarts

PROJECT OWNERSHIP

End-To-End Creative And Production Responsibility

The project required strategic thinking, identity design, system development and final production preparation.

01 Discovery & Interpretation
Reviewed platform context, naming change, audience range and desired character.

02 Concept development
Translated ticketing, live events, digital access and connectivity into a compact symbolic direction.

03 Visual refinement
Balanced geometry, negative space, notched ticket cues, colour transition and wordmark relationship.

04 System development
Extended the logo into colour, typography, layout and usage principles.

05 Application design
Adapted the identity for social media banners and digital brand touchpoints.

06 Final delivery
Prepared the approved brand system, guide and organised assets for client implementation.

Designed by: Ingeniousarts

FINAL DELIVERABLES

Project Deliverables

A complete identity package prepared for practical brand use and future expansion.

Primary logo
Symbol and wordmark combined.

Standalone symbol
Compact mark for profiles.

Logo Variations
Colour, mono, reversed versions.

Brand identity guide
Usage and colour standards.

Social media kit
Branded assets for key platforms.

Vector source files
Editable ai, eps, svg masters.

Digital exports
Transparent png and jpg files.

Presentation mockups
Identity shown in real applications.

Designed by: Ingeniousarts

FINAL SCOPE & OUTCOME

A Complete, Implementation-Ready Brand Package

The final scope brought the logo, identity rules and platform assets together as one coherent system.

LOGO SYSTEM

- Primary liventix logo
- Standalone symbol
- Alternative applications
- Light and dark Background use

IDENTITY GUIDE

- Logo usage standards
- Clear space and sizing
- Colour and typography
- Correct and incorrect use

SOCIAL MEDIA KIT

- Facebook cover
- Graphic
- X header graphic
- Instagram brand assets
- Youtube channel banner

FINAL HANDOVER

- Approved brand assets
- Platform-ready graphics
- Presentation mockups
- Organised delivery structure

Client result : 5-star review and continued client trust across at least five collaborations.

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OUTCOME & TESTIMONIAL

A Scalable Identity Ready For Implementation

The final system positions liventix as a modern, trustworthy and adaptable event-technology brand.

PROJECT OUTCOME

The completed identity gives liventix a clear visual presence at the intersection of live events, digital ticketing and technology. its compact geometry and balanced blue-purple palette allow the brand to work across entertainment and professional event categories.

CLIENT REVIEW

5.0 / 5 ★★★★★

Amazing work as usual. i have worked with her for at least 5 times and recommended her work to people.
roderickmoodie • verified client review

Commissioned client project

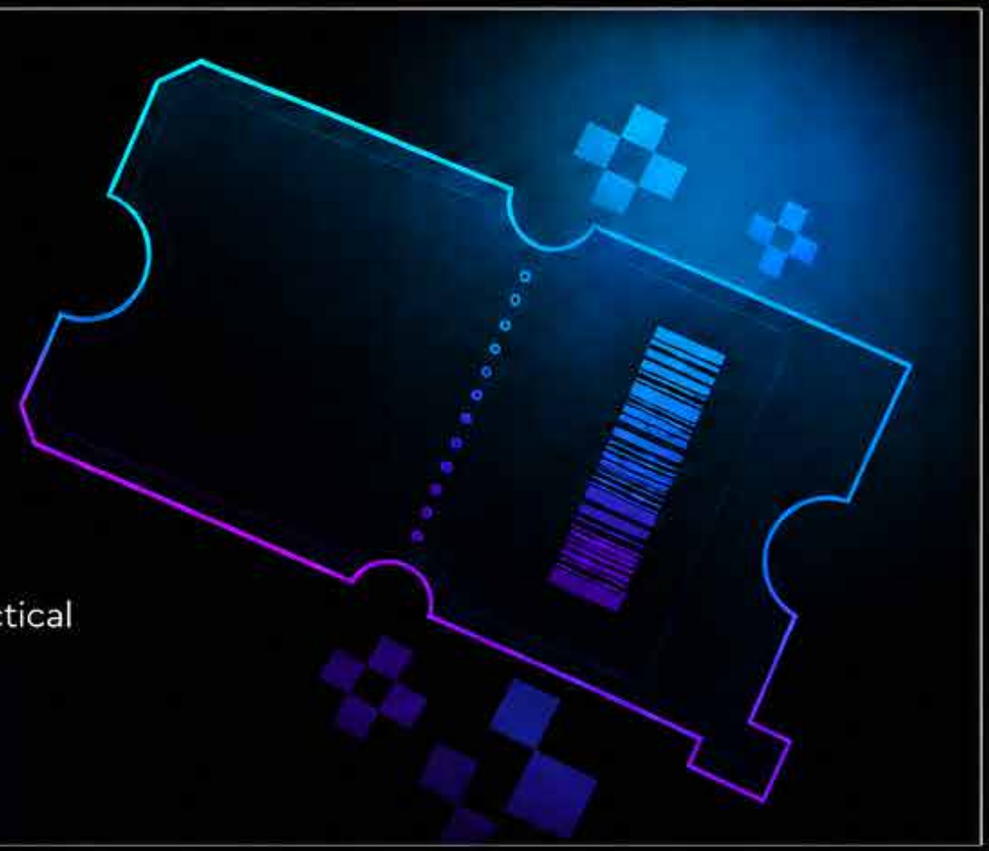
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Liventix

BOOK YOUR NEXT BIG EXPERIENCE

A complete identity package prepared for practical brand use and future expansion.




Liventix
Livent
Discover.
Book.
Experience.
Liventix


Liventix


9:41
2
Liventix
MON
6
Calendar
Mail
Notes