

**LIVE OAK**  
COMMUNICATIONS

# **Brand Standards Guide**

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# Who We Are

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## Student Run. Professional Results.

We are a student-run strategic communications agency that provides Elon students with a unique experience of working with real life clients. We are a group of young, vibrant leaders that create exceptional campaigns that deliver measurable results. We are Live Oak.



# Brand Personalities

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## **Forward Thinking**

We know it is important to stay informed and to think into the future so that we can always be one step ahead.

## **Passionate Workers**

We truly love what we do and will always put 100% effort into anything that we do.

## **Engaged Learners**

We are always motivated to learn more and we actively seek leadership opportunities.

## **Diverse Thinkers**

We come from various backgrounds and bring our ideas together to produce creative solutions.

# Correct Logo Usage

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- Primary logo
- Black and white logo
- Do not overlap elements
- Do not alter the typeface
- Do not change the size relationships between the icon and the text



# Incorrect Logo Usage

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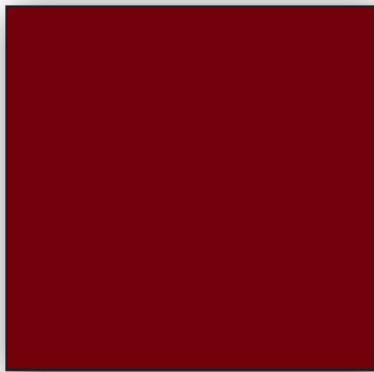
- Slanted background
- Fonts
- Word placement
- Black and white



# Color Palette

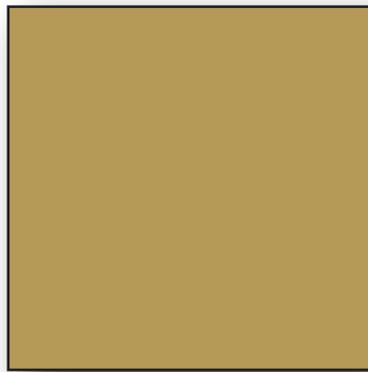
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As a strategic communications agency, we help our clients improve their branding. This means that we have to be exceptional in this area. One way to stay consistent in branding is to make sure that we are always using the correct colors.



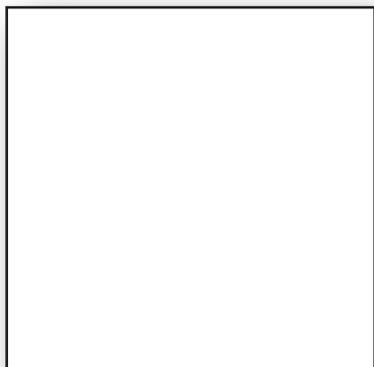
## Elon Maroon

HEX: #73000A  
RGB: 115, 0, 10  
CMYK: 16, 100, 65, 58



## Elon Gold

HEX: B59A57  
RGB: 181, 154, 87  
CMYK: 24, 31, 74, 10



## White

HEX: #ffffff  
RGB: 100, 100, 100  
CMYK: 0, 0, 0, 0



## Black

HEX: #000000  
RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100

# Font Usage

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Fonts help to promote the intended message and attract the target audience. We use a font that gives off a young, contemporary look that reflects our agency.

**Aa**    **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuv**

**Open Sans  
Condensed  
Bold**

Aa    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuv

Open Sans  
Condensed  
Light

# Brand Identity

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## “Student Run. Professional Results.”

With young, vibrant leaders in the communications field driving our agency, we create exceptional campaigns that deliver measurable results.

Our capabilities are extensive, ranging from public relations to advertising, video, web design, social media solutions, logo and graphic design, corporate identity, and beyond.

## Behind The Logo Design

The old logo was born in 2007 when the agency first opened. When Hal Vincent took over in 2014, the students wanted a new change.



The acorn was an element that was pertinent to the redesign. The “squiggle” in the acorn represents an “E” for Elon. For the font, Live Oak wanted something more powerful and bold.



# Photography Style

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In the agency world, it is important to be collaborative with one another. At Live Oak, we are constantly working with peers from all different teams. We want to make sure that we show this by using photos that feature members talking with each other, having fun and getting work done. The culture that we have created within Live Oak is special and we want people to see that.



# Conclusion

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Why is branding so important? Branding directly affects our reputation, both at Elon and beyond.

Perceptions of Live Oak Communications stem from how we present ourselves as an agency. By following these brand standards, we can ensure that we are staying consistent and true to our agency's values.

