

Liberace
& **LIZA**

A stylized black eye graphic with long, curved eyelashes, positioned below the letter 'A' in 'LIZA'.

A BRAND GUIDE

**THE LLL
BRAND IS**

PROFESSIONAL

CLASSIC

ELEGANT

VINTAGE

ENTERTAINING

**THE LLL
BRAND ISN'T**

BORING

CARTOONY

CHEAP

EDGY

MUNDANE

ABOUT THE BRAND

WHO IS LIBERACE & LIZA?

David Saffert & Jillian Snow Harris, a local artist duo, share the stage as legendary celebrities, Liberace & Liza Minnelli, creating an exhilarating night of musical and comical fireworks. The tribute show includes sparkly costumes, virtuoso piano music, professional talented artistry, and a nod to the nostalgia and love for two of show business's wildest entertainers. Conducting the entire show is Bo Ayars who toured with the actual Liberace for 13 years as his arranger and Music Director.

TARGET AUDIENCE

National and local-to-Portland, OR men and women, age 30-85, who enjoy and can afford \$30+ performing arts events tickets. These concert attendees are most often Liberace enthusiasts, Liza Minnelli enthusiasts, and nostalgic "Mad Men" era devotees. They are also people who appreciate classically trained performers.

THIS BRAND GUIDE IS HERE TO HELP YOU.

After the hard work put into making your brand design awesome, we want to make sure it stays that way when it heads out into the world. Following these guidelines will ensure the logo is used in a way that upholds the aesthetic standards and keeps your brand looking professional and consistent. This guide is to help you better understand the basic elements that make up the LIBERACE AND LIZA brand.

PRIMARY LOGO

THESE ARE THE OPTIONS FOR YOUR PRIMARY LOGO THAT WE RECOMMEND WOULD APPEAR ACROSS PRIMARY BRAND APPLICATIONS.

LIBERACE & LIZA LIVE's (LLL) primary logo is a hand drawn word mark. The elegance of the Liberace lettering and the pop and pizzazz of the Liza lettering support the personalities of the artists they represent.

These trademarks help audiences easily identify LLL's website and social media presence, ads, and other materials, and enhance the professionalism of the brand. The logo is an integral part of the LLL brand and should be used thoughtfully and consistently, according to these guidelines.

There are two basic options:

1. Stacked version with Broadway lights. **The logo should only be shown in black or white.**
2. A Horizontal version of the design to incorporate their full name, *Liberace & Liza - A tribute*. **The logo should only be shown in black or white.**



MINIMUM SIZE

The smallest the logo should be represented is .5" or 150 px

Liberace & LIZA 

Liberace & LIZA
A T R I B U T E 

TYPEFACE

Typography is a powerful brand tool when used consistently.

This set of typefaces best represent the nostalgic and classic feel of the brand and should be used across all print and web applications.

BRANDON GROTESQUE

Use for headlines and subheads
UPPERCASE, lowercase
Web letter spacing: 1em

Open Sans

Use for body copy
Sentence case.
Web letter spacing: .5em

BRANDON GROTESQUE

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

OPEN SANS

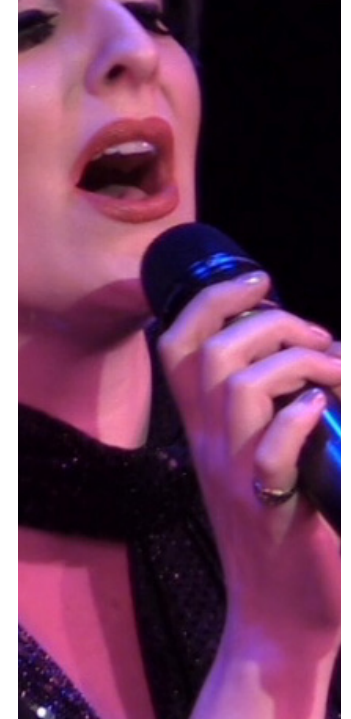
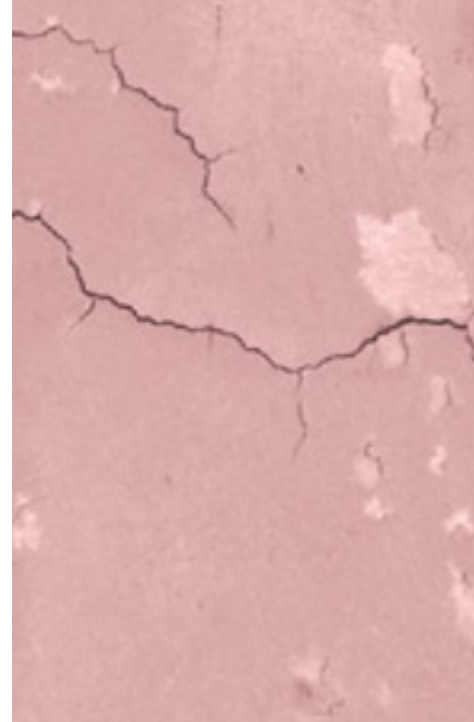
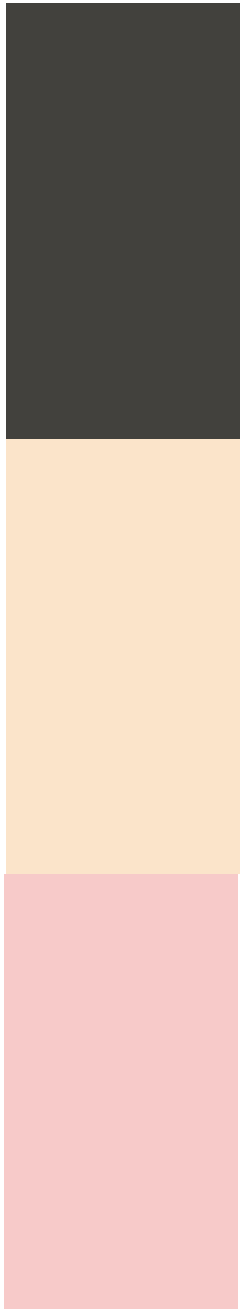
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

**HIGH-VOLTAGE VIRTUOSITY MEETS COMIC CHEMISTRY IN
THIS DAZZLING TRIBUTE TO LIBERACE AND LIZA MINNELLI.**



David Saffert & Jillian Snow Harris share the stage as Liberace & Liza Minnelli,
creating an exhilarating night of musical and comical fireworks.

MOODBOARD + COLOR PALETTE



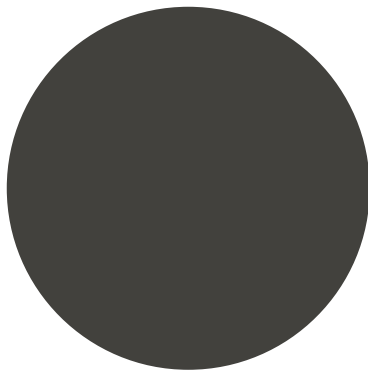
MOODBOARD

This moodboard for LIBERACE & LIZA LIVE! is sparkly nostalgia that offers a hat tip to the “Mad Men” era and bygone days of entertainment. Typography drives the design.

COLOR PALETTE

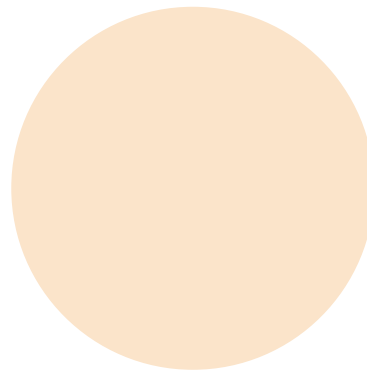
The primary colors are key indicators of the LLL brand design. **The logo should only be shown in black or white,** While the chosen color palette works to complement all supporting brand elements. The Pantone Beluga is most often used for typography, while Pink Champagne and Rose Quartz act as supporting colors that can be used for backgrounds and other design elements.

Additionally, the tone of each color can be adjusted to create more depth within design elements and touch points.



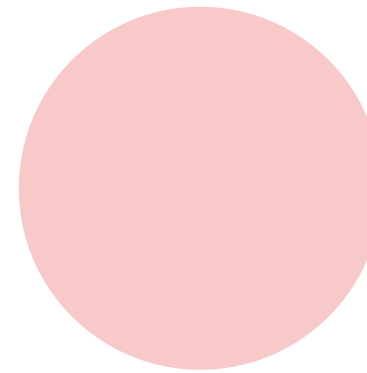
PANTONE BELUGA
19-0405

R: 66	C: 66%
G: 65	M: 60%
B: 62	Y: 62%
	K: 47%



PANTONE PINK CHAMPAGNE
12-1107

R: 241	C: 1%
G: 221	M: 10%
B: 207	Y: 20%
	K: 0%



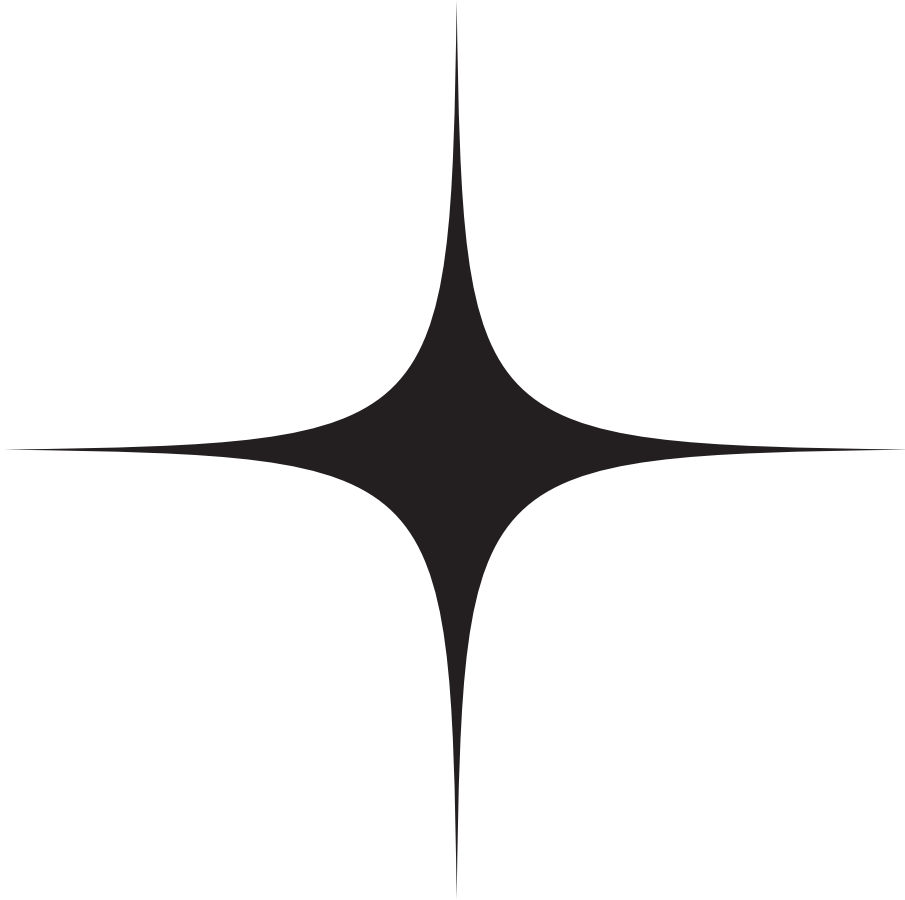
PANTONE ROSE QUARTZ
13-1520

R: 247	C: 1%
G: 202	M: 24%
B: 201	Y: 12%
	K: 0%

GRAPHIC ELEMENTS

Having a collection of whimsical illustrations adds to the nostalgia of the LLL brand. These can be used in groupings or applied on their own as individual graphics. (Websites, packaging, stickers, etc)

In order to maintain brand consistency, these graphics should never be used as part of the primary logo or replace elements of the main logo.



UNACCEPTABLE USAGE

A FEW RULES ARE NECESSARY FOR MAINTAINING THE INTEGRITY OF YOUR BRAND.

Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text decorations like drop shadows and outlines

Here a few examples of some ways you should NEVER, ever consider using the logo.

- A. Don't rotate the logo
- B. Don't squash or stretch the logo.
- C. Don't change the composition or resize any part of the logo.
- D. Don't rearrange any elements of the logo.
- E. Don't change the color of parts of the logo.
- F. Don't add drop shadows or other text styles. (bevel, emboss, gradients, etc.)
- G. Don't contain the logo in a box used on a background.

A.

Liberace
& **LIZA**

X

B.

Liberace
& **LIZA**

X

C.

Liberace
& **LIZA**

X

D.

Liberace
& **LIZA**

X

E.

Liberace
& **LIZA**

X

F.

Liberace
& **LIZA**

X

G.



X

PHOTO BACKGROUND

There are a couple of ways the logo can be used on photographic backgrounds, but each option should be exercised with care, making sure the logo and type aren't obstructed by the image.

In most cases, you can use either a solid white or solid black logo on top of a background image.

TIPS

1. Photos with shallow depths of field work best
2. Avoid busy images with too much detail
3. Applying a darker transparent overlay on an image helps make text more readable.



Liberace
& LIZA

LOGO IN ACTION





