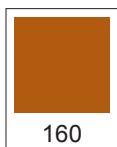




Original Color Option

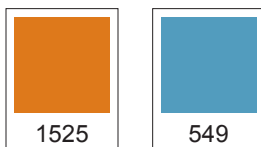
The original color option was created as a means to strike a visual balance through use of a warm color and a cool color. The warm orange (160) was used to signify the personal, people-focused approach Livingston takes. The cool blue (5425) creates balance and represents the serious, professional aspect of Livingston's services. The overall value—not-too-dark, not-too-light—works to maintain the readability of "Livingston Associates" as a whole.





1525, 549

These two colors create a brighter, warmer tone. Building on the same principles of the original color option, these colors work to combine the various aspects of Livingston's core message. Vitamin recommends this revised color option as it adds some excitement to the brand while maintaining the overall effect.



LIVINGSTONASSOCIATES
PUBLIC MEDIA'S PEOPLE



LIVINGSTONASSOCIATES
PUBLIC MEDIA'S PEOPLE



174, 5415

These two colors focus on using a warmer, darker color palette. Building on the same principles of the original color option, the blue-grey evokes the serious, business-focused side of Livingston's service, while the warm orange-red maintains a relaxed feel representing Livingston's focus on people.



174



5415

LIVINGSTON ASSOCIATES
PUBLIC MEDIA'S PEOPLE



LIVINGSTON ASSOCIATES
PUBLIC MEDIA'S PEOPLE



1525, 549 with spacing

Using the new colors Vitamin recommends, this logo option shows space between "Livingston" and "Associates" to further separate the two from a readability and color value standpoint.



1525



549