

LIGR

Media Kit

Cloud-native broadcast graphics overlay
platform for live sports.

ligr.live | luke@ligrsystems.com

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Company Overview

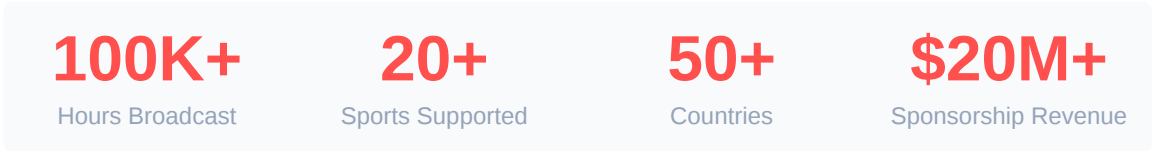
Boilerplate (full)

LIGR is a cloud-native broadcast graphics overlay platform for live sports. It provides AI-powered graphics generation, automated production with zero operators, the Fuse visual theme builder, and cloud streaming — used by organisations like Football Australia, DAZN, and Basketball Australia to produce over 100,000 hours of broadcast content across 20+ sports in 50+ countries.

Boilerplate (short)

LIGR is a cloud-native broadcast graphics platform for live sports. AI-powered overlays, zero-operator automation, and cloud streaming — used across 20+ sports in 50+ countries.

Key Statistics



Quick Facts

Founded	2019, Sydney, Australia
Founders	Luke McCoy (CEO), Adam Burke (CTO)
What we do	Cloud-native broadcast graphics overlay platform for live sports
Key products	Fuse Theme Builder, AI Graphics, GamePlan Automation, Cloud Streaming
Clients include	Football Australia, DAZN, Basketball Australia, SANFL, European Cricket League, WTA
Sports	20+ including football, basketball, rugby, tennis, American football, baseball, volleyball, cricket
Reach	50+ countries, 100,000+ hours broadcast
Funding	AU\$2.1M seed (Investible, Sportradar, Startmate)
Website	ligr.live
Press contact	luke@ligrsystems.com

Brand Guidelines

The LIGR star icon is always Lion Red (#FF504E). The wordmark is white on dark backgrounds, navy (#1D202A) on light. Always maintain clear space equal to the height of the 'L' letterform around the logo. Do not stretch, rotate, or recolour the logo.

Brand Colours

Colour	Hex	Usage
Lion Red	#FF504E	Primary brand, CTAs, accents
Navy	#1D202A	Backgrounds, dark UI
White	#FFFFFF	Text on dark, clean layouts
Steel Blue	#94A3B8	Secondary text, captions

Typography

Headings: DM Sans (Bold, Black) **Body:** Inter (Regular, Medium)

Leadership

Luke McCoy — CEO & Co-founder

Luke leads LIGR's go-to-market strategy, partnerships, and product vision. Based in the UK, he oversees commercial operations across Europe, Australia, and the US.

Adam Burke — CTO & Co-founder

Adam is the architect of LIGR's core platform, including the Fuse theme builder, Rive integration, and streaming infrastructure. Based in Sydney.

For additional materials, high-resolution logos, screenshots, or interview requests:

luke@ligrsystems.com | ligr.live/press