

**GREEN PARTY**

# VISUAL BRAND

**GUIDELINES**

**I'M STANDING UP FOR**

BRIGHTON



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These are the guidelines for the visual identity for the Green Party brand. They will help to establish and maintain a cohesive visual identity for our campaign.

The identity is not just a logo – it sets a clear and hopeful direction and creates a unique look and feel. The elements that follow, along with copy and slogans from the GPEX brand positioning guide and separate photography guidelines come together to form a comprehensive identity. The following pages describe the core elements such as the Green tag, signature, hashtags, colour palette, typography, imagery and how to use them together to create Green Party visual brand.

# CORE BRANDING

# 1.0

## 1.1 CORE BRANDING

# LOGO

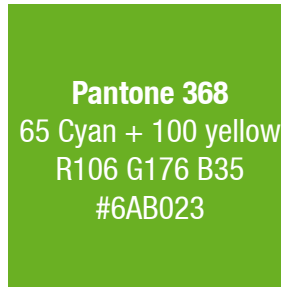
The Green Party logo is an important part of the identity. It needs to be placed where it can be seen at first glance, so as to identify immediately the political party. This would be on all printed and digital materials.

**Download logos here:**

<http://www.greenparty.org.uk/brand.html>

**The Green Party green Pantone 368 is for single or 2 colour print work and only the black logos should be used with this. When full colour print is required please stipulate 65 Cyan + 100 Yellow in your artwork.**

Materials produced for local use have the option of showing a local version of the national logo.



## 1.2 CORE BRANDING

# TYPOGRAPHY

Bebas Neue is the main font for the brand. It is classic, straightforward and simple with no fuss. It is a strong headline font which communicates the brand values in a typographic form. Bebas Neue is used for the Green tag, hashtags and for the title headings across all communication. The secondary font is Helvetica Neue Condensed for all body text in a range of different weights, including regular, bold and italic.

**Download fonts here:**

<http://www.greenparty.org.uk/brand.html>

BEBAS NEUE

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!,:/?.@\*%&\*()£

57 HELVETICA NEUE CONDENSED

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
1234567890!,:/?.@\*%&\*()£

57 HELVETICA NEUE CONDENSED ITALIC

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN OPQRSTUVWXYZ*  
*1234567890!,:/?.@\*%&\*()£*

77 HELVETICA NEUE BOLD CONDENSED

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**1234567890!,:/?.@\*%&\*()£**

77 HELVETICA NEUE BOLD CONDENSED ITALIC

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMN OPQRSTUVWXYZ***  
***1234567890!,:/?.@\*%&\*()£***

### 1.3 CORE BRANDING

# COLOUR BREAKDOWN

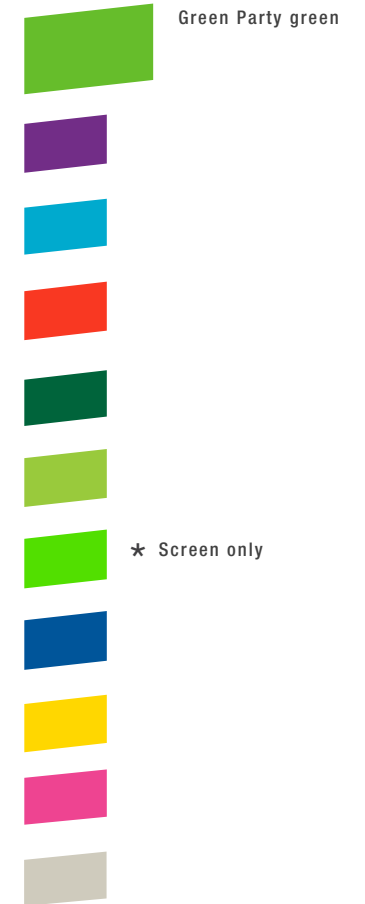
**The Green Party green Pantone 368 is for single or 2 colour print work and only the black logos should be used with this. When full colour print is required please stipulate 65 Cyan + 100 Yellow in your artwork.**

The Green Party green, CMYK and RGB colour breakdowns are deliberately slightly different from the Pantone 368, please do not try to correct this.

The grid shows the colours available as part of the brand. They are bold, vibrant and strong. The colour palette has been chosen to reflect the diversity of the audience to which it relates to. They shouldn't be shaded or tinted.

The fluorescent green cannot be reproduced in CMYK printing but can be used to highlight text on screen.

Pantone	CMYK	RGB	HEX
368 c	65 - 0 - 100 - 0	106 - 176 - 35	#6AB023
2612 c	69 - 100 - 9 - 0	118 - 43 - 133	#772583
312 c	74 - 0 - 12 - 0	0 - 180 - 213	#00afd0
Bright Red c	0 - 78 - 86 - 2	249 - 56 - 34	#f93822
3425 c	93 - 13 - 85 - 44	0 - 100 - 59	#006341
375 c	46 - 0 - 90 - 0	151 - 215 - 0	#97d700
		82 - 223 - 0	
7462 c	100 - 48 - 6 - 30	0 - 85 - 140	#00558c
109 c	0 - 18 - 100 - 0	255 - 209 - 0	#ffd100
212c	0 - 78 - 2 - 0	240 - 78 - 152	#f04e98
7534c	5 - 5 - 15 - 8	209 - 204 - 189	#d1ccbd



# BRAND ELEMENTS

# 2.0



## 2.1 BRAND ELEMENTS

# THE GREEN TAG

The Green tag is the primary device in the identity but other components parts play an important role of establishing the brand's visual style.

The Green tag (pictured right) is used to communicate the main message of the brand. It is made up of three parts: the slogan, the candidate's name and finally the constituency or local party name. The Bebas Neue text is placed within a box which is set to a 5 degree upwards tilting angle.

The slogan tag should be in a white box with dark green text from the colour palette. Slogans can vary but shouldn't become overly long (30 characters). The candidate's name should always be displayed in the Green Party main green box with white text. The name place should be white text in a dark green box from the colour palette. The slogan text should be slightly bigger than the place name text. Please use the templates.

**Download the Green tag templates here:**

<http://www.greenparty.org.uk/brand.html>



1. Slogan tag. Not more than 30 characters set over 1 or 2 lines.

2. Candidate name tag. Make text slightly smaller if it is a long name.

3. Place tag sits at the bottom in a dark green box. Text is slightly smaller than the slogan text.





## 2.2 BRAND ELEMENTS

# THE GREEN TAG (CONT'D)

The white slogan box should be aligned with the first letter of a candidate's name and the end of the place box should align with the beginning of the last letter of the name (as indicated on the right). This may sometimes not be possible with a very long name and may need to be adjusted leftwards. The slogan and local party name boxes should overlap the name box very slightly.

If a candidate's name is very long, then reduce text size. Ensure that the candidate's face is seen clearly and that the Green tag isn't the primary focus over the image but is still dominant.

The Green Party tag should never be placed on the righthand side tilting downwards.

**Download the Green tag templates here:**

<http://www.greenparty.org.uk/brand.html>



## 2.3 BRAND ELEMENTS

# HASHTAGS

Hashtags should ideally be two words only with a clear message. They are set in the typeface Bebas Neue. The hashtag symbol and the first word should be in a 20% tint of the colour of the tag box. Hashtag devices can be in any bright colour from the colour palette and should be set at a 5 degree upwards angle, never tilting downwards. Hashtags highlight an important issue, reinforcing the top level branding device.

The main message should not get confused by too many hashtags. They should be used sparingly as a title for an issue or as a sign off for an issue. They should be preferably left aligned and right aligned if unavoidable.

**Download the Green tag templates here:**

<http://www.greenparty.org.uk/brand.html>



## 2.4 BRAND ELEMENTS

# ILLUSTRATION

Green Party illustration can use a wide range of the greens from the colour palette. The styles can vary but remain clean, clear and relatively simple. They should have a common theme of predominantly being white and green overall.



## 2.5 BRAND ELEMENTS

# CANDIDATE'S SIGNATURE

A candidate's signature can add a personal touch, it should be applied as a sign-off after quotes, at the end of letters and, whenever possible, when the candidate is speaking in the first person.



“Globally, we have the capacity and ability to tackle climate change, now it is down to the politicians to show that they have the vision and the willpower to reduce our reliance on fossil fuels and invest in clean, green energy supplies.”



**PHOTOGRAPHY**

**3.0**



### 3.1 PHOTOGRAPHY

# CAMPAIGN PHOTOGRAPHY

Great photography can engage voters' in a powerful way. Photography should be clear with one main focus. Photos should include a local landmark. Most importantly, images should be composed so that the person is to the right, so that the hashtag or Green tag can be placed on the left. Ensure that all photography is taken in 16:9 proportion, and not in a square format, to allow for later cropping.

**Download photography guidelines here:**  
<http://www.greenparty.org.uk/brand.html>



## 3.2 PHOTOGRAPHY

# WEBSITE PHOTOGRAPHY

The header image on the website's homepage defines our online presence. The photo should be taken professionally with a composition as outlined here. This is an opportunity to set the tone for the brand. See photography guidelines for full guidance.

**Download photography guidelines here:**  
<http://www.greenparty.org.uk/brand.html>



You might choose a different slogan for your campaign but it should fit between 20-30 characters.

Do use local landmarks.

Leave clear space to the left to accommodate slogans and candidates names here. No people's faces here.

Candidate stands on the right in the foreground of the image. They are to be clearly the centre of attention. Make sure that the background is clear and uncluttered.

Holding a sign is a good way of communicating a candidate's values or a message.



Type in what you would like to ask Caroline





### 3.3 PHOTOGRAPHY

## WEB BACKGROUND IMAGES

For website images, ensure there is plenty of space at the top. The area may need to be cropped to ensure that the subject is vertically centred to the page.

In the example on the right, the area marked in RED needs to be cropped to make the image vertically central.

#### Minimum image dimensions:

1024 x 768

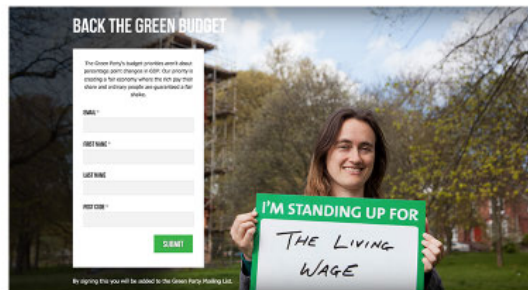
#### Photo composition:

When choosing or shooting an image, ensure the subject is to the right so that there is space for content on the left.



The area marked in RED needs to be cropped out to make the image central to the page.

#### BEFORE



#### AFTER



# APPLICATIONS - PRINT

# 4.0

## 4.1 APPLICATIONS - PRINT

# CALLING CARDS

The use of extensive white space will ensure that content is easily read. Visual elements, such as check-boxes and icons, punctuate the design, creating order.

Use a key line box to encapsulate a call-to-action or essential information in boxes.



### WE CALLED TO HEAR YOUR VIEWS...

Personal message dolor sit amet, consectetur adipiscing elit, cras nulla. Donec congue sodales quam. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Mauris suscipit rhoncus arcu. Sed id arcu vel metus blandit blandit Morbi orci massa, venenatis sed, tincidunt id.

*Caroline*

#### MESSAGE OR CALL US

To get in touch please phone 01273 766 670 or email [caroline.lucas@greenparty.org.uk](mailto:caroline.lucas@greenparty.org.uk)

#### YOU MIGHT START YOUR MESSAGE WITH

"Dear Caroline,  
I would like to talk to you about..."

## #VOTECAROLINE

- ✓ **STANDING UP FOR THE NHS**  
NHS and education system that better serves ordinary people not banks and big business
- ✓ **STANDING UP FOR THE ECONOMY**  
Cleaner, fairer, more vibrant economy, an alternative vision to the Tory LibDem Coalition's vicious and short-sighted cuts at all costs
- ✓ **STANDING UP FOR GREEN ENERGY**  
Energy strategy that takes climate change seriously, protecting our way of life and setting us on a path to break our dependence on fossil fuels.
- ✓ **STANDING UP FOR EDUCATION**  
Etiam commodo semper ligula. Morbi lacinia aliquet sapien. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis.

#### OTHER WAYS YOU CAN CONNECT:

- 🌐 [example.greenparty.org.uk](http://example.greenparty.org.uk)
- 📘 [facebook.com/carolinelucas.page](https://facebook.com/carolinelucas.page)
- 🐦 [@carolinelucas](https://twitter.com/carolinelucas)
- ☎️ 01273 7666709



Local party details

National party logo

## 4.2 APPLICATIONS - PRINT

# LEAFLETS

The brand is flexible to accommodate slogans in the tag style or as titles, as required.

The cover image should be clear with one main focus (see section 3 on photography). In the example to the right, a panel of Green Party green has been used on the back cover and titles are in Green Party green.

The Green Party logo has been placed where it can be seen at first glance, so as to identify immediately the political party.

#SAFECLIMATE

**STANDING UP FOR WHAT MATTERS**  
CAROLINE LUCAS

"Globally, we have the capacity and ability to tackle climate change, now it is down to the politicians to show that they have the vision and the willpower to reduce our reliance on fossil fuels and invest in clean, green energy supplies."

*Caroline*




**STANDING UP FOR WHAT MATTERS**  
CAROLINE LUCAS  
BRIGHTON PAVILION



Local party name in tag

National logo

**A MESSAGE FROM CAROLINE**

Nam feugiat, erat in tincidunt laoreet, magna massa suscipit velit, vestibulum vehicula eros orci vel massa. Donec diam. Quisque nec pede. Curabitur cursus sollicitudin ligula, purus quis. In rhoncus, purus quis vehicula sollicitudin, urna ligula blandit erat, at semper.

*Standing up for a cleaner, fairer, more vibrant economy*  
Nulla ac pede at metus condimentum vestibulum. Sed scelerisque ullamcorper purus. In rhoncus, purus quis vehicula sollicitudin, urna ligula blandit erat, at semper.

*Standing up for patients, rail users and school children.*  
Etiam commodo semper ligula. Morbi lacinia aliquet sapien. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas, nulla lectus.

*Standing up to protect our environment*  
Etiam commodo semper ligula. Morbi lacinia aliquet sapien. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

*Caroline*



**STANDING UP FOR WHAT MATTERS**

- ✓ NHS and education system that better serves ordinary people not banks and big business.
- ✓ Cleaner, fairer, more vibrant economy, an alternative vision to the Tory LibDem Coalition's vicious and short-sighted cuts at all costs.
- ✓ Energy strategy that takes climate change seriously, protecting our way of life and setting us on a path to break our dependence on fossil fuels.
- ✓ Etiam commodo semper ligula. Morbi lacinia aliquet sapien. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis.

**OTHER WAYS YOU CAN CONNECT:**

- 🌐 [carolinelucas.com](http://carolinelucas.com)
- 📘 [facebook.com/carolinelucas.page](https://www.facebook.com/carolinelucas.page)
- 📧 [@carolinelucas](mailto:@carolinelucas)
- ☎ 01273 7666709

#VOTEGREEN2015




**STANDING UP FOR WHAT MATTERS**  
CAROLINE LUCAS  
BRIGHTON PAVILION



Local party details



# 4.3 APPLICATIONS - PRINT

## LEAFLETS, EXAMPLES

### NATIONAL

WE BELIEVE IN:



We have everything we need to build a fair economy: natural resources, skilled people, modern technology.

Our NHS is the most effective public service that we have ever created.

In the last thirty years there has been an explosion in environmental awareness and activism.

It's been sorely needed but governments must also prioritise action on climate change to avoid devastating harm to our economy, society and environment.

A rapid transition to a zero-carbon sustainable economy will create millions of jobs and secure a safe climate for our children and grandchildren.

JOIN.GREENPARTY.ORG.UK

**Green Party**  
for the common good



We have world class universities, brilliant teachers and talented students.

But by putting a price tag on education, running schools as businesses and making them exam factories we are wasting children's potential and stifling creativity.

We can free education from these shackles if we are bold and ambitious.

We all want somewhere warm, safe and secure to call home.

But we have a housing crisis with soaring private rents while social housing is being sold off left, right and centre.

We need homes that people can afford to live in.

Britain was the first country in the world to build a railway system.

But it was also one of the first to close lines and stations and then privatise the trains.

We need proper public transport that takes us where we want to go, affordably and reliably.

WE BELIEVE IN A SOCIETY THAT WORKS FOR THE COMMON GOOD... DO YOU?

GET INVOLVED... JOIN.GREENPARTY.ORG.UK

www.greenparty.org.uk 02027 456771 facebook.com/TheGreenParty @TheGreenParty

Printed by Millington Greenprint, Ltd, 55 Breach Avenue, Ruislip, HA4 8DQ. Promoted by Caroline Allen for the Green Party of England and Wales. Development House, 56-64 Leonard Street, London EC2A 4LF.

**Green Party**  
for the common good

### LOCAL



**VOTE FOR STUART ON 22ND MAY FOR:**

- A successful campaigner who stands up for local people and our environment
- A real change from failed, 'business as usual' politics
- A strong voice on Maidstone Borough Council, fighting for real jobs and defending public services difference in Fant

**JUST A HANDFUL OF VOTES NEEDED...**

With 23% of the vote here in the last Borough election in 2012 against a winning post of 32%, the Greens are already on course to win in this election.

Many people across the ward have told us they are switching to the Greens this year because of our work in the ward on issues that matter to people, such as leading the Fant Farm campaign.

YOUR VOTE WILL MAKE THE DIFFERENCE IN FANT.



**THE RIGHT TYPE OF HOUSING IN THE RIGHT PLACE**

- protecting our green spaces and farm land from development, especially 'fant farms'
- insulating existing homes are properly insulated, saving money and energy
- campaigning for more affordable and social housing close to jobs and transport links

**SAFER, HEALTHIER STREETS**

- calling for 20mph limit on all residential streets which would cut accidents by 60%
- campaigning for better public transport not more traffic
- pressing for a cycle lane into the town centre
- insisting on high quality pavements with good wheelchair access at junctions and a review of residents' parking

**AN ENVIRONMENT FIT TO LIVE IN**

- calling for real action to improve air quality
- pushing for more street cleaning and better enforcement against litter bins and inconsiderate dog walkers
- insisting that action be taken to reduce the chance of flooding
- more recycling bins, provided for free

**REAL JOBS TO BE PROUD OF**

- giving Maidstone an economic identity that we can be proud of - a centre for creative arts with more live music and digital media
- pushing for new jobs in public transport, plumbing, heating, insulating our homes
- campaigning against job losses on the council, protecting services and people

**MAKE DEMOCRACY WORK FOR YOU**

- ensuring that council lost votes are recorded for important decisions so that you can hold us to account
- being a strong independent voice, not constrained by party whips
- insisting to people and making sure that your concerns are heard
- fighting clean campaigns, debating the issues and not playing party politics

www.maidstone.greenparty.org.uk sjeffery@fastmail.co.uk 07970 436 029

Printed by Stuart Jeffery, 82 Backland Road, Maidstone, Kent ME18 5G. Printed by Millington Greenprint Ltd, 55 Breach Avenue, Ruislip, Middlesex HA4 8DQ

Local party details

### LOCAL



**YOUR GREEN PARTY CANDIDATE TOM SHARMAN EALING CENTRAL AND ACTON**

I'm the national Green Party's Policy Communications Manager and have worked at the Party's Old Street HQ since March 2014.

I grew up in what I know the constituency of Ealing Central and Acton and attended Little Ealing and Acton High state schools. Before working full-time for the Green Party I spent a decade working for charities campaigning on global poverty and the environment in the UK, South Africa, New Zealand and Australia.

I'm standing to become Ealing's first Green MP because I believe in a brighter, greener future for Ealing.

I will fight for:

- A public NHS in which healthcare is provided free at the point of use.
- A fairer economy that creates good jobs that pay at least the living wage.
- Decent homes for everyone, whether you are rich or poor.
- A safe climate for our children and for future generations.
- Free education by scrapping university fees.
- Better transport by bringing the railways back into public hands and cutting fares by 10%.

I'm standing for what I believe in. If you like what I have to say please vote Green on 7th May.

**GET IN TOUCH**

- Shrm\_tharman
- tom.ealing@greenparty.org.uk
- facebook.com/GreenTomSharman

**GET INVOLVED**

- @TheGreenParty
- facebook.com/TheGreenParty
- www.greenparty.org.uk

**Green Party**  
for the common good

**ABOUT THIS PUBLICATION**

This publication has not been paid for by big business or corporate interests, but has been supported and funded by ordinary people and printed on 100% post-consumer fibre, FSC recycled certified and 100% (Process Chlorine Free) paper.

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Local party details

National party details

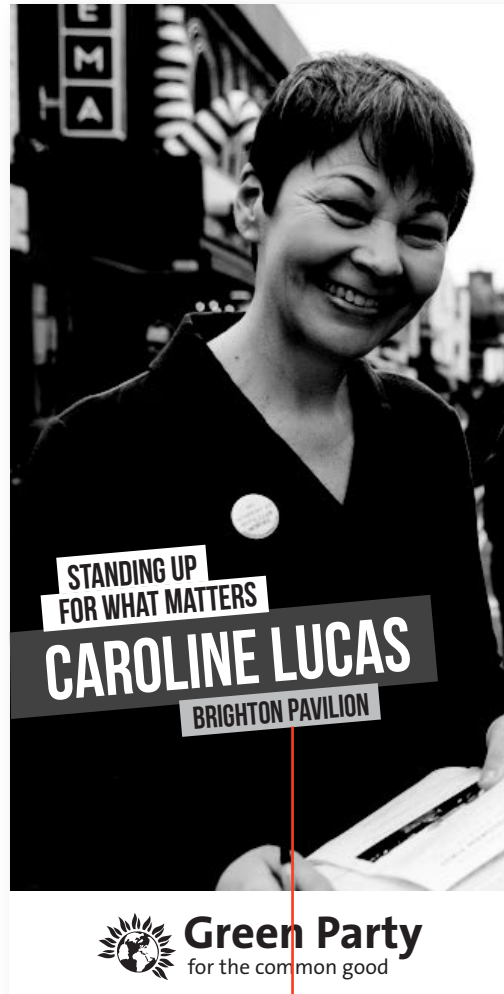
## 4.4 APPLICATIONS - PRINT

# LEAFLETS, BLACK & WHITE

In the event of needing to produce low-cost black and white publications, the brand can be adapted to monochrome. The use of white space and simple, bold elements will increase readability.

Do not print the colour version in black and white but use the correct black and white version of the Green tag.

Download the Green tag templates here:  
<http://www.greenparty.org.uk/brand.html>



Local party name in tag

CAROLINE  
LUCAS MP



Header example

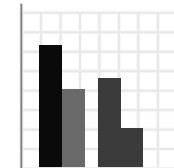
CAROLINE  
LUCAS MP



## ON YOUR SIDE IN EUROPE

Globally, we have the capacity and ability to tackle climate change, now it is down to the politicians to show that they have the vision and the willpower to reduce our reliance on fossil fuels and invest in clean, green energy supplies.”

Lorem ipsum dolor sit amet, conset tetuer adipiscing elit, cras nulla. Donec congue sodales quam. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.



Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Lorem ipsum dolor sit amet, conset tetuer adipiscing elit, cras nulla. Donec congue sodales quam. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Caroline Lucas

MESSAGE OR  
CALL US

YOU MIGHT START  
YOUR MESSAGE WITH

"Dear Caroline,  
I would like to talk to you about..."

carolinelucas.com  
facebook.com/carolinelucas.page  
@carolinelucas  
01273 7666709

Local party details

## 4.5 APPLICATIONS - PRINT

# POSTERS

Posters are most engaging when they are simple and clear. Use a bold photo with the brand elements and place the logo in a prominent place.



LOCAL EXAMPLE



NATIONAL EXAMPLE



## 4.6 APPLICATIONS - PRINT

# BILLBOARDS

Billboards are most engaging when they are simple and clear. Use a bold photo with the brand elements and place the logo in a prominent place.

Including the logo will encourage visits to the website.



Local party details

National party logo

## 4.7 APPLICATIONS - PRINT

# BILLBOARDS (CONT'D)

Different straplines can be used in Green tags for the same billboard campaign. Ensure that tags don't cover the main person's face.



National party logo



Local party details

# APPLICATIONS - DIGITAL

5.0



## 5.1 APPLICATIONS - DIGITAL

# SOCIAL MEDIA

Keep text to a minimum and keep to the brand style. Ensure text is Bebas Neue bold and (unless it doesn't work) keep the text in 5° slanted boxes.

Facebook and Instagram graphics should be square – preferably 900 x 900px with a 60 px margin. Twitter graphics should be rectangle – preferably 900 x 450 px with a margin of 45px on top and bottom and 90px on left and right so that they work on smartphones.

Use a white tag with a Green Party globe on one of the 4 corners within the margins. This is downloadable here: <https://www.greenparty.org.uk/brand.html>

Make text Primary Green within white boxes – but add other brand colours boxes with white text for secondary text.



## 5.2 APPLICATIONS - DIGITAL

# SOCIAL MEDIA (CONT'D)

For quote graphics – use a cut out photograph on a green background. If that's not possible – use a full photograph and put the text to the left or right of the person in a dark green gradient box (if the text isn't visible).

Use Bebas Neue Bold font in white.





## 5.3 APPLICATIONS - DIGITAL

# WEB BANNERS

Both illustration and photography can be used on web banners. The slogan hash tags can be changed to suit and used in different combinations.



## 5.4 APPLICATIONS - DIGITAL

# WEB BANNERS (CONT'D)

The Green tag format can be used along with a photo of a candidate for a top level web banner. Photos should show a local landmark in the background to keep a local focus. Ensure there is enough space on the left hand side of the photo to place the tag. It should not cover up any part of the candidate. The photo should be uncluttered.



Local party name in tag

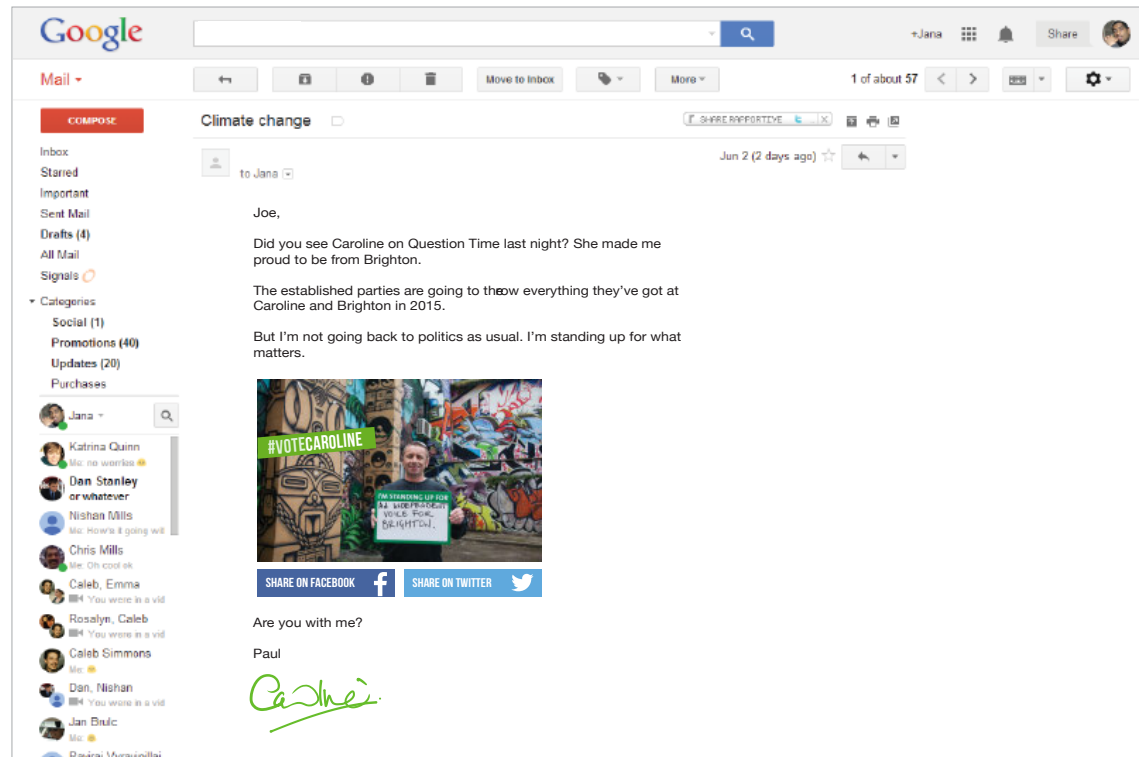
National party logo



## 5.5 APPLICATIONS - DIGITAL

# EMAILS

Emails are most effective when delivering a single message with a personal touch. Use a candidate's signature in the brand's style (see page 12).



# MISCELLANEOUS

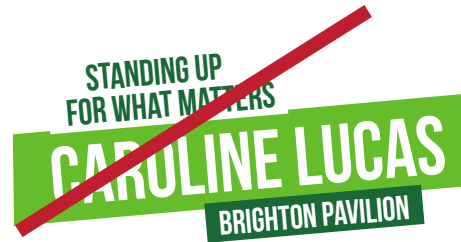
# 7.0

## 7.0 MISCELLANEOUS

# DO'S AND DON'TS

1. Do not place the tag on a white background.
2. Do not recreate the tag in different fonts.
3. Don't use the Green tag in different colours.
4. Do not obscure peoples faces with the main Green tag.
5. Do not obscure peoples faces using the hash tag.
6. Do not use photography which has not received permission for use. If using photo libraries do not use photos 'for editorial use only', on posters and materials that promote the Green Party.

(1)



(2)



(3)



(4)



(5)



(6)





[@TheGreenParty](https://twitter.com/TheGreenParty)



[facebook.com/TheGreenParty](https://facebook.com/TheGreenParty)



[www.greenparty.org.uk](http://www.greenparty.org.uk)