

Green Party identity

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THESE LOGOS ARE NOT FOR USE AS ARTWORK

Styles

The logos are designed to fit both landscape and portrait layouts and for print or online use. **The green is a strong part of the identity so please use it freely.**

Black logos are provided for single colour black print eg. newspapers.

Always use the logo with the wording as provided unless the globe is required separately as an illustration. They all, apart from the globe illustration, have white or green backgrounds to ensure that the identity is clearly seen.

All the logos can be downloaded from the national website for print and online usage at <http://greenparty.org.uk/logos.html>

(Do not use this pdf as artwork or carry on using any old style logos.)

Logo on left



Logo centred



Stacked logo



Ballot logo

*to be decided

Strapline, Globe only and Colour

Logo with current strapline



Globe with transparent background for illustration work



Pantone 368

65 Cyan + 100 Yellow

RGB 106/176/35

#6AB023

Colours

See left for the Green Party house green with breakdown for full colour printing (CMYK), web (RGB) and single colour Pantone.

- For posters, placards and door drop cards a fluorescent green paper or card with black printing can catch the eye. *Take note that fluorescent green cannot be replicated using digital or litho full colour printing.*

Typefaces, paper and board

Typefaces

The families of typefaces below are the official ones to use but they are available to only a few because of license restrictions. If you are unable to use these typefaces then please match closely to the styles below.

The wording on the logo is **TheSansOffice Bold** and is provided with the globe image. *There is no need to typeset it separately.*

TheSansCD

TheSansCD

TheSansCD

TheSansCD

TheSansOffice

TheSansOffice

TheSansOffice

TheSansOffice

TheSerifOffice

TheSerifOffice

TheSerifOffice

TheSerifOffice

Paper and board

It is Green Party policy to print on 100% recycled paper or board. Talk to your printer to see if they have any in stock as that will be cheaper than ordering it in.

Adding your local party name



Top and middle: Add your local party name in italics to the logo in the same size.

Bottom: If the name is a long one place it over the logo in a smaller size.

If you cannot do this for jpegs with the logo and your party name together please contact:

cherry.lifework@gmail.com  www.lifework.biz



Why do we need an identity?



- 1 The visual identity of an organisation is a way of branding it in the public eye. The more people are exposed to the same logo and colour the more well known it will become. The Green Party is no different to any other political party in this respect and needs to be able to compete at a high level for the public's interest. We are lucky as our name is a colour which, if used, makes us more recognisable.
- 2 Local parties and the national party need to use the identity to make public awareness possible. For example: if you are going on a demo make sure the Green Party logo and wording is on the placard, along with the slogan, to raise public awareness and say who you belong to. The Green Shop sells ready made placards either with a slogan or blank for your own words.
- 3 People do get us muddled up with Greenpeace and think we are an NGO so it is a good idea to not just say 'Green' but put 'Party' after it in any text.
- 4 As well as being able to buy Green Party flyers, posters and placards etc. from the Green Shop it is possible to download those items for printing on your desktop printer (placards not included as they are A2 size). Download from the Members' website on the Campaigns page.

Green Shop: <http://shop.greenparty.org.uk>

