

Green Party identity

JANUARY 2015 /V14

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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 or colours.)

Logo on left



Logo centred



Stacked logo



Ballot logo

Strapline, Globe only and Colour

Logo with current strapline



Globe with transparent background for illustration work



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.*

Pantone 368

65 Cyan + 100 Yellow

RGB 106/176/35

#6AB023

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. There is a close match which you can download from this link <https://www.google.com/fonts/specimen/Open+Sans>

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

TheSansCD	TheSansOffice	TheSerifOffice
<i>TheSansCD</i>	<i>TheSansOffice</i>	<i>TheSerifOffice</i>
TheSansCD	TheSansOffice	TheSerifOffice
<i>TheSansCD</i>	<i>TheSansOffice</i>	<i>TheSerifOffice</i>

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