

# Green Party identity

**NOVEMBER 2012 /8**

**Styles 1.0**

**Colours 2.0**

**Typefaces, paper and board 3.0**

**Adding your local party name 4.0**

# Styles

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These are designed to fit both landscape and portrait layouts. They are provided in three files types – jpegs in CMYK for print, Illustrator files for large work and jpegs in RGB for web design. Always use the logo with the wording as provided unless the globe is required separately for illustrations for background tints, placards and posters.

## Logo with current strapline



## GP1 files



## GP2 files



## GP3 files



## Ballot logo

# Colours

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See below 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**  
**R106 G176 B35**

# Typefaces, paper and board

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## 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

TheSansOffice

TheSerifOffice

*TheSansCD*

*TheSansOffice*

*TheSerifOffice*

**TheSansCD**

**TheSansOffice**

**TheSerifOffice**

***TheSansCD***

***TheSansOffice***

***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

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**Green Party** *East Devon*



**Green Party** *Tyneside*



**Green Party**  
*Banbury & Cherwell*

Add your local party name in italics to the logo in the same size.  
If the name is a long one place it under the logo in a smaller size.  
For jpegs with the logo and your party name together please contact:

[cherry.lifework@gmail.com](mailto:cherry.lifework@gmail.com)



[www.lifework.biz](http://www.lifework.biz)