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.

For queries, email: design@greenparty.org.uk
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.

**Obtain local logos here:**
cherry.lifework@gmail.com
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
**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.

<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>368 c</td>
<td>65 - 0 - 100 - 0</td>
<td>106 - 176 - 35</td>
<td>#6AB023</td>
</tr>
<tr>
<td>2612 c</td>
<td>69 - 100 - 9 - 0</td>
<td>118 - 43 - 133</td>
<td>#772583</td>
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<tr>
<td>312 c</td>
<td>74 - 0 - 12 - 0</td>
<td>0 - 180 - 213</td>
<td>#00afd0</td>
</tr>
<tr>
<td>Bright Red c</td>
<td>0 - 78 - 86 - 2</td>
<td>249 - 56 - 34</td>
<td>#f93822</td>
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<tr>
<td>3425 c</td>
<td>93 - 13 - 85 - 44</td>
<td>0 - 100 - 59</td>
<td>#006341</td>
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<td>151 - 215 - 0</td>
<td>#97d700</td>
</tr>
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<td>100 - 48 - 6 - 30</td>
<td>0 - 85 - 140</td>
<td>#00558c</td>
</tr>
<tr>
<td>109 c</td>
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<td>255 - 209 - 0</td>
<td>#ff100</td>
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<td>212 c</td>
<td>0 - 68 - 37 - 6</td>
<td>240 - 78 - 152</td>
<td>#f4e9b8</td>
</tr>
<tr>
<td>7534c</td>
<td>5 - 5 - 15 - 8</td>
<td>209 - 204 - 189</td>
<td>#d1ccbd</td>
</tr>
</tbody>
</table>
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 world 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
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.
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.”
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
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
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.
APPLICATIONS - PRINT
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, consec tetur 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.

MESSAGE OR CALL US
To get in touch please phone 01273 766 670 or email caroline.lucas@greenparty.org.uk

YOU MIGHT START YOUR MESSAGE WITH
“Dear Caroline,
I would like to talk to you about…”
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.
WE BELIEVE IN:

- A successful campaigner who
stands up for local people and
our environment.
- Cuts through the noise, business
as usual politics.
- A strong voice on Kenton (Borough Council), fighting for
more jobs and defending public
services.

YOUR VOTE WILL MAKE THE DIFFERENCE IN FANT.

VOTE FOR:

Stuart Jeffery

ON 22ND MAY FOR:

- A local candidate who
stands up for local people and
our environment.
- Real change from failed, business as usual politics.
- A strong voice on Kenton (Borough Council), fighting for
more jobs and defending public
services.

Our NHS is the most effective,
least expensive and best
provider of healthcare in the
world, delivering medical care
that works for all.

WE BELIEVE IN:

- Fighting clean campaigns, debating
the issues and not playing party
politics.
- Listening to people and making sure
that your concerns are heard.
- So that you can hold us to account.

- Campaigning against job losses on
the council, protecting services and
people.
- Pushing for new jobs in public
transport, plumbing, heating,
insulating our homes.
- Giving Maidstone an economic identity
that we can be proud of: a centre for
real jobs to be proud of.

- More recycling bins, provided for free.
- Litter louts and inconsiderate dog
walkers.
- Calling for real action to improve
air quality.
- An environment fit to live in.

- Junctions and a review of residents’
parking.
- A cycle lane into the town centre.
- Campaigning for better public
transport not more traffic.

- 20 mph limit on all residential streets
which would cut accidents by 60%.
- Safer, healthier streets.

- Ensuring existing homes are
properly insulated, saving money
and energy.
- Protecting our green spaces and
farm land from development, especially
the right type of housing in the
right place.

- Creative arts with more live
music and digital media.

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the issues and not playing party
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GET INVOLVED...

- Visit greenparty.org.uk
- Follow us on Facebook, Twitter
- Join our local party:
- • Fighting clean campaigns, debating
the issues and not playing party
politics.
- • Listening to people and making sure
that your concerns are heard.
- • So that you can hold us to account.

- Campaigning against job losses on
the council, protecting services and
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- Creative arts with more live
music and digital media.
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
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.
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.
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.
APPLICATIONS - DIGITAL
5.1 APPLICATIONS - DIGITAL

SOCIAL MEDIA

Keep text to a minimum and keep to the brand style.
Choose a green sign off with white out text with full Green
Party logo. Main text is in Bebas Neue in a large font size
and kept to an absolute minimum for a recognisable
overall branding style. Use a drop shadow on the main text
if you are laying it over an image so that it is legible.

Keep sign off band at the bottom 1:7 ratio vertically for
square Facebook posts. 1:6 for Twitter and Facebook links.
5.2 APPLICATIONS - DIGITAL

SOCIAL MEDIA (CONT’D)

Choose between a short hashtag or Call to Action and full Green Party logo or just The Green Party Logo. In some designs the vertical Green Party Logo can be used to go in with the design as shown with the standing up graphic.

Keep sign off band at the bottom 1:7 ratio vertically for square Facebook posts. 1:6 for Twitter and Facebook links.
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
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).
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.