

NOVEMBER 2015



Green Party
for the common good

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.

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

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.

Obtain local logos here:

cherry.lifework@gmail.com

Pantone 368
65 Cyan + 100 Yellow
R 106 G176 B35
#6AB023



#SAFECLIMATE



CAROLINE
LUCAS MP



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

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

57 HELVETICA NEUE CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!,:./?.,@*%&*()£

57 HELVETICA NEUE CONDENSED ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!,:./?.,@%&*()£*

77 HELVETICA NEUE BOLD CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!,:./?.,@*%&*()£

77 HELVETICA NEUE BOLD CONDENSED ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!,:./?.,@*%&*()£

1.3 CORE BRANDING

COLOUR BREAKDOWN

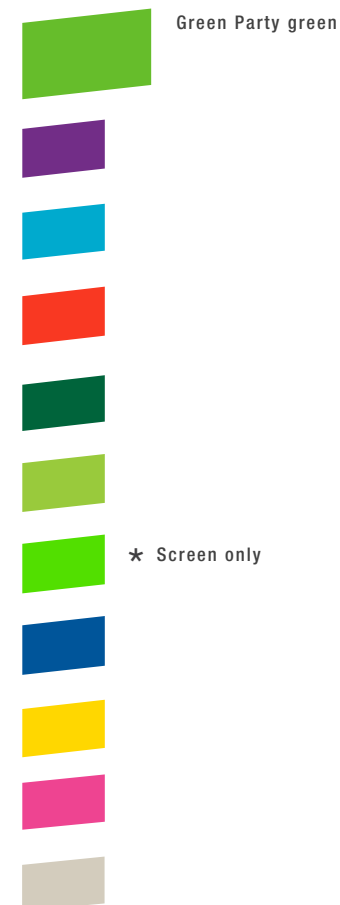
The Green Party green Pantone 368 is for single or 2 colour print work and only the black logos should be used with this. When full colour print is required please stipulate 65 Cyan + 100 Yellow in your artwork.

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 - 68 - 37 - 6	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:

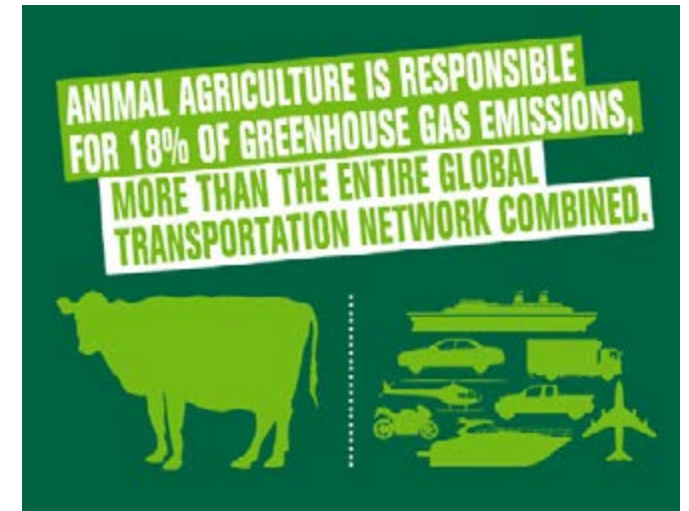
<http://www.greenparty.org.uk/brand.html>



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.

Castheir.

"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."

Castheir.



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

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
- 📘 facebook.com/carolinelucas.page
- 📧 [@carolinelucas](https://twitter.com/carolinelucas)
- ☎ 01273 7666709



Local party details

National party logo

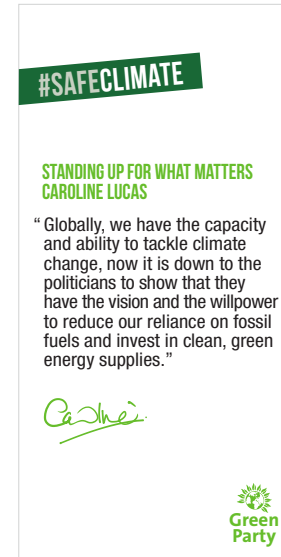
4.2 APPLICATIONS - PRINT

LEAFLETS

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

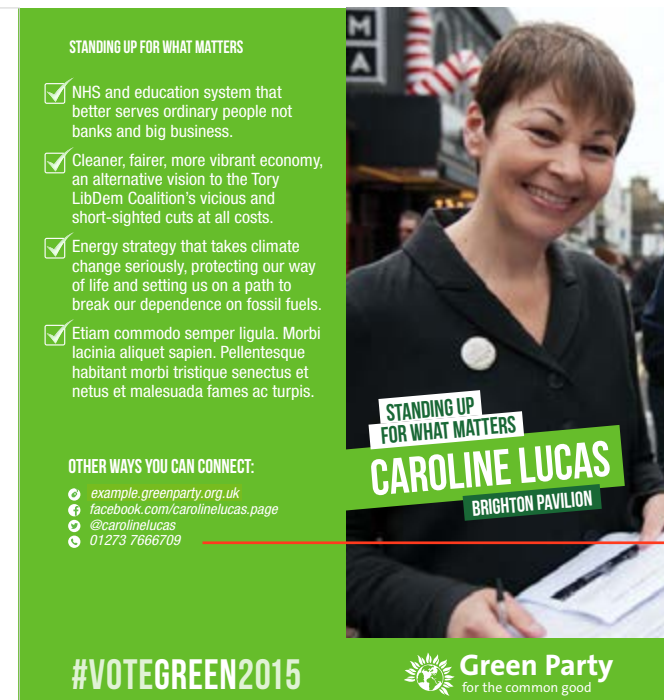
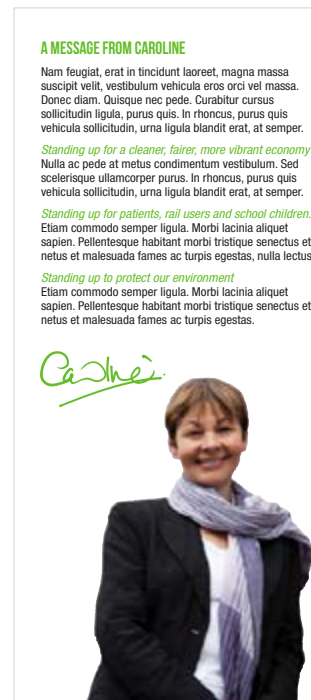
The cover image should be clear with one main focus (see section 3 on photography). In the example to the right, a panel of Green Party green has been used on the back cover and titles are in Green Party green.

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



Local party name in tag

National logo



Local party details

4.3 APPLICATIONS - PRINT

LEAFLETS, EXAMPLES

NATIONAL

WE BELIEVE IN:

- AN ECONOMY THAT WORKS FOR ALL** #FAIRECONOMY

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

But the Westminster Establishment has built an unfair one where those at the top gain while those at the bottom suffer.

We can transform our economy if we have the courage to challenge the vested interests and close the gap between the rich and the poor.
- TAKING BACK OUR HEALTHY SERVICES** #PUBLICNHS

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

But competition has poisoned it and privatisation is eroding it bit by bit.

That's why we need to take the profit motive out of healthcare and restore a public NHS that will last for generations to come.
- FOSSIL FREE AFFORDABLE ENERGY** #SAFECLIMATE

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

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

Printed by Wellington Greenprint Ltd, 58 Beach Avenue, Ruislip, Middx HA4 8DQ. Promoted by Caroline Allen for The Green Party of England and Wales, Development House, 56-64 Leonard Street, London EC2A 4LE.

Green Party for the common good

National party details

LOCAL

VOTE FOR: STUART JEFFERY

Green Party for the common good

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.

YOUR PRIORITIES ON MAIDSTONE BOROUGH COUNCIL

- THE RIGHT TYPE OF HOUSING IN THE RIGHT PLACE**
 - protecting our green spaces and farm land from development, especially Fant Farm
 - ensuring 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 residential 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
 - giving a strong independent voice, not constrained by party whips
 - listening to people and making sure that your concerns are heard
 - fighting clean campaigns, debating the issues and not playing party politics

Green Party for the common good

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

Printed by Stuart Jeffery, 82 Buckland Road, Maidstone, Kent ME16 0S. Printed by Wellington Greenprint Ltd, 58 Beach Avenue, Ruislip, Middx HA4 8DQ.

Local party details

LOCAL

YOUR GREEN PARTY CANDIDATE

TOM SHARMAN

EALING CENTRAL AND ACTON

Green Party for the common good

YOUR GREEN PARTY CANDIDATE

TOM SHARMAN

EALING CENTRAL AND ACTON

Green Party for the common good

Local party details

Local party details

4.4 APPLICATIONS - PRINT

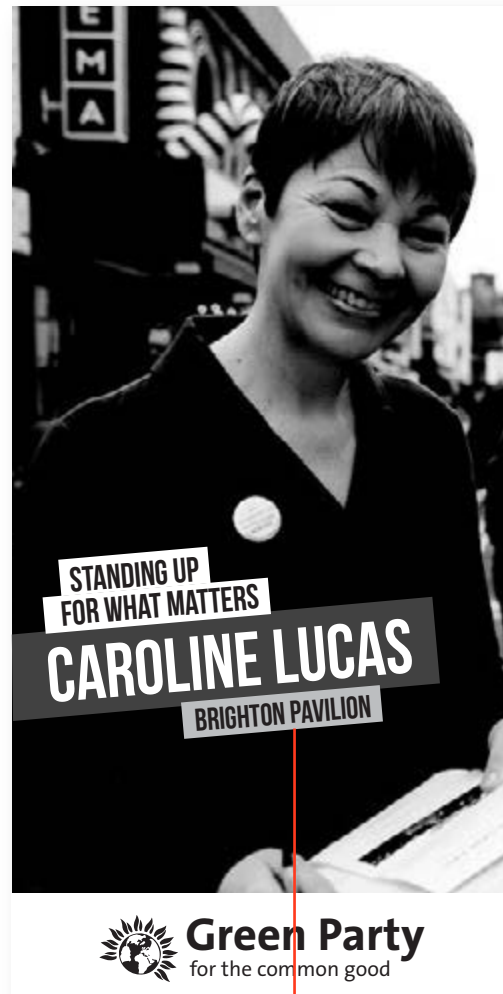
LEAFLETS, BLACK & WHITE

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

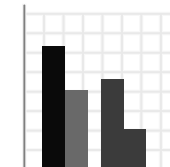
CAROLINE
LUCAS MP



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, consectetur 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, consectetur adipiscing elit, cras nulla. Donec congue sodales quam. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Caroline

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. 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.

NATIONAL EXAMPLE



NATIONAL EXAMPLE



NATIONAL EXAMPLE



NATIONAL EXAMPLE



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.

LOCAL EXAMPLE



Local party logo
(see page 4)

NATIONAL EXAMPLE



National party logo

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.



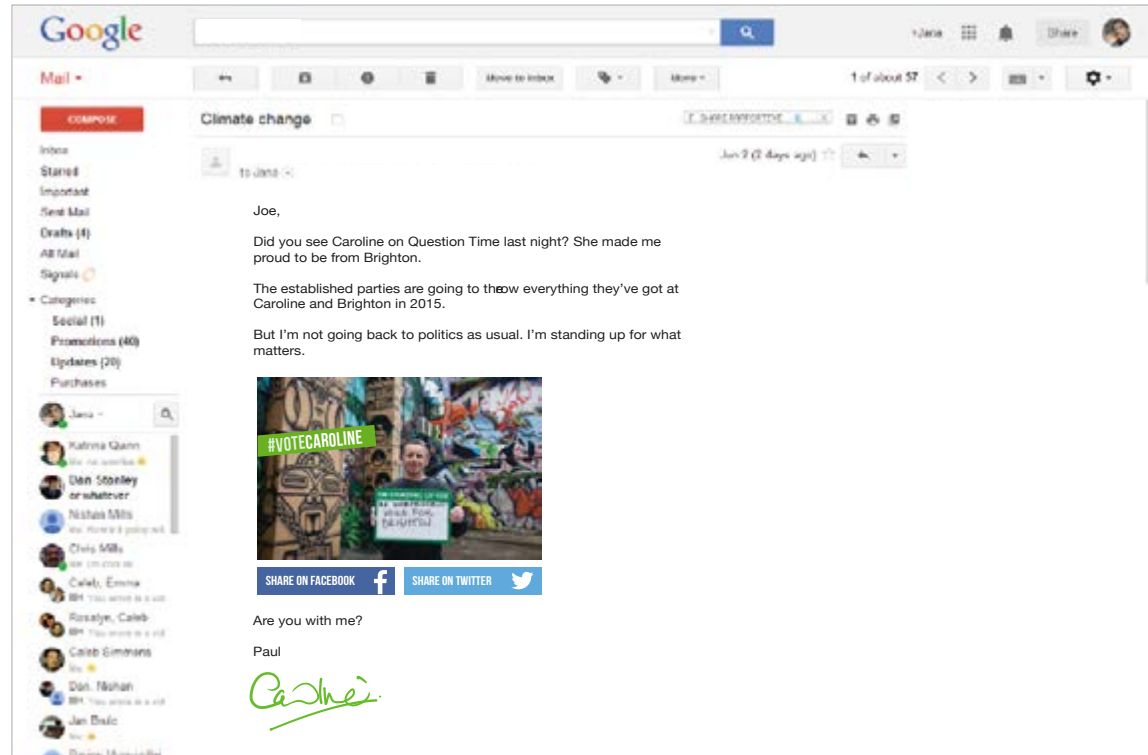
Local party name in tag

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

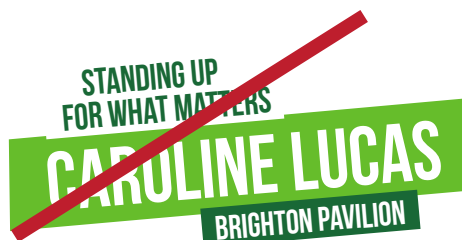
7.0

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)



(4)



(2)



(5)



(3)



(6)





@TheGreenParty



facebook.com/TheGreenParty



www.greenparty.org.uk

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