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LIBERAL DEMOCRATS VISUAL IDENTITY

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V.1 - Liberal Democrats styleguide - September 2018 - Demand Better

1. Introduction

A new style guide for both online and print.

PAGE 4

4. Font online

How to use the Lib Dem font for online.

PAGE 12

2. Logo

How to use the Lib Dem logo, with and without a strapline, and for federal or regional use.

PAGE 5

5. Font literature

How to use the Lib Dem font for literature.

PAGE 14

3. Colours

How to use the Lib Dem colours.

PAGE 10

6. Flag How to use the flag as a style element in your offline and online content.

PAGE 16

7. Shapes

How to use our new template shapes to frame and divide artwork

PAGE 19



1. Introduction

This new style guide for 2018 will allow us all to be more consistent when using the Liberal Democrats' brand. The guide has been streamlined to make it easier to implement. It includes an **updated colour palette** and introduces **Open Sans**, an open-source Google font, which can be accessed by all and used in both print and online. Alongside this new guide, our website also features a **downloadable toolkit** to help get you started.



When you see this icon it means the item can be found in the online toolkit

You can download the toolkit on **libdems.org.uk/styleguide**

2. Logo

Over the years there have been many iterations of the Liberal Democrat logo. In this style guide, we simplify the use of this, with or without a strapline and in colour or black and white. We also specify how to regionalise the logo.



Style guide Liberal Democrats - Page 6









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3. Colours

The colour palette has been streamlined too. From the many variations of yellow and orange, we now have one colour, complemented by white and charcoal.

3 Colours

	#151721 R = 21 G = 23 B = 33	These are web colours. Use in html/css etc. These are screen colours. Used for online and television.
Lib Dem Charcoal	C = 91 M = 80 Y = 54 K = 77	These are print colours. Used for printed literature/ leafletes/etc.
	#FAA61A	As additional colour, white can be used. The web code for white is: #FFFFFF
Lib Dem Yellow	$ \begin{array}{rcl} R &= 255 \\ G &= 159 \\ B &= 26 \\ \end{array} $ $ \begin{array}{rcl} C &= 0 \\ M &= 38 \\ \end{array} $	Disclaimer: some programs do not map the CMYK, Pantone and RGB codes exactly. Please use these codes as guidelines
	Y = 90 K = 0 Pantone: 1375 C	for the program you are using. Where possible please try to use RGB for digital content, CYMK for printed content, and Pantone for larger designs (stage sets, outdoor displays etc).



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4. Font Online

ETTER THAN BR Here you will find some basic guidelines for using the new Open Sans font online. As it is a Google Font it can be added to most websites and it has been optimised for page load speed and readibility.

Bold title	This is a bold title spread of two lines.	Font Open Sans Bold Font Size 36pt Leading 43pt Tracking-10
Light title	This is a light title spread over two lines.	Open Sans Light Font Size 36pt Leading 43pt Tracking -10
Subtitle	THIS IS A SUBTITLE Font Size 14pt Leading 17pt Tracking 50 In Caps	Font Open Sans Semi Bold Font Size 11pt
Intro	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.	Leading 17pt Tracking 65 point Alignment Left justify
Content	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.	FontOpen Sans LightFont Size11ptLeading17ptTracking50AlignmentLeft justifyStyle guide Liberal Democrats - Page 13



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5. Font Literature

Here you will find some basic guidelines for using the new Open Sans font in print publications. Similar principles to online apply but the font is given greater weight for added print readibility and eye-catching headlines.

Style guide Liberal Democrats - Page 14

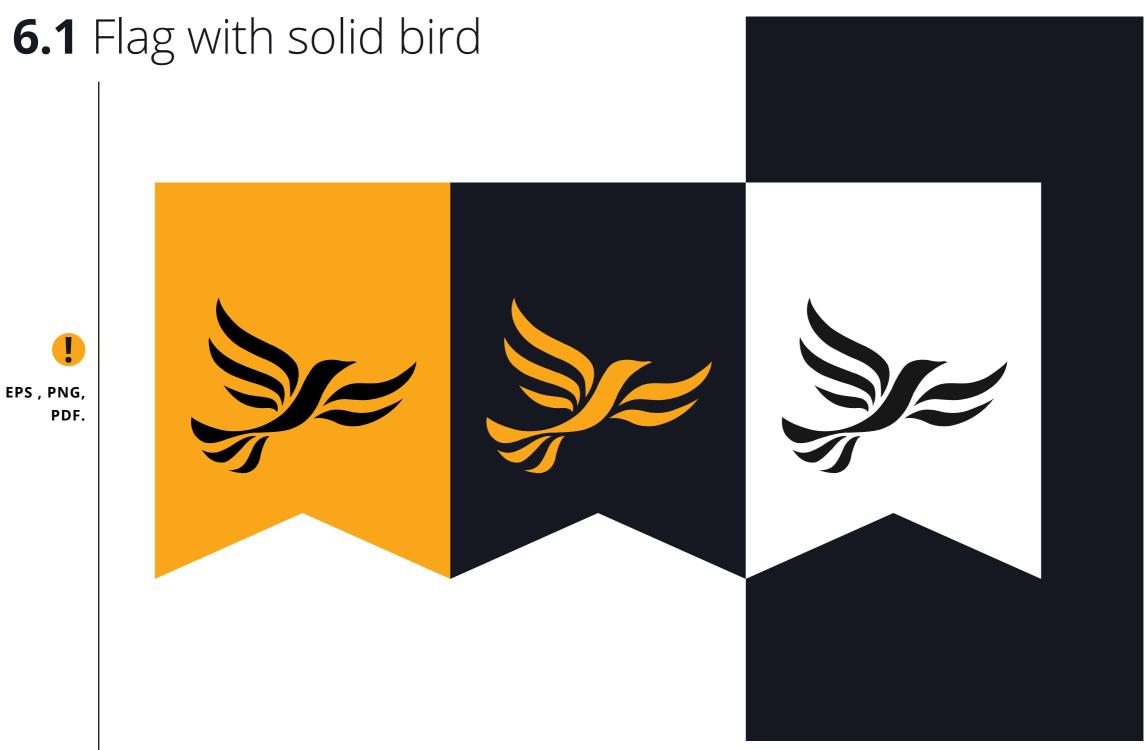
ER FOR OUR P

Extra Bold title Bold title	This is an extra l title. This is a bold title spread over two	8	Font Open Sans Light Font Size 36pt Leading 43pt Space between letters: -10	Font Open Sans Extra Bold Font Size 36pt Leading 43pt Space between letters: -10
Extra Bold Subtitle	THIS IS A SUBTITLE 12 14 17 17 17 17 17 17 50	ont pen Sans Extra Bold ont Size 4pt eading 7pt bace between letters:		Font Open Sans Bold Font Size 12pt Leading 17pt
Intro	Lorem ipsum dolor sit amet, consectetuer a Aenean commodo ligula eget dolor. Aenean sociis natoque penatibus et magnis dis part nascetur ridiculus mus. Donec quam felis, u pellentesque eu, pretium quis, sem. Nulla co	massa. Cum urient montes, ltricies nec,	Font Open Sans Semi Bold Font Size 12pt	Space between letters: 65 Alignment Left
Content	Lorem ipsum dolor sit amet, consectetuer adip commodo ligula eget dolor. Aenean massa. Cu penatibus et magnis dis parturient montes, na mus. Donec quam felis, ultricies nec, pellentes quis, sem. Nulla consequat massa quis enim.	m sociis natoque scetur ridiculus	Leading 17pt Space between letters: 50 Alignment Left	



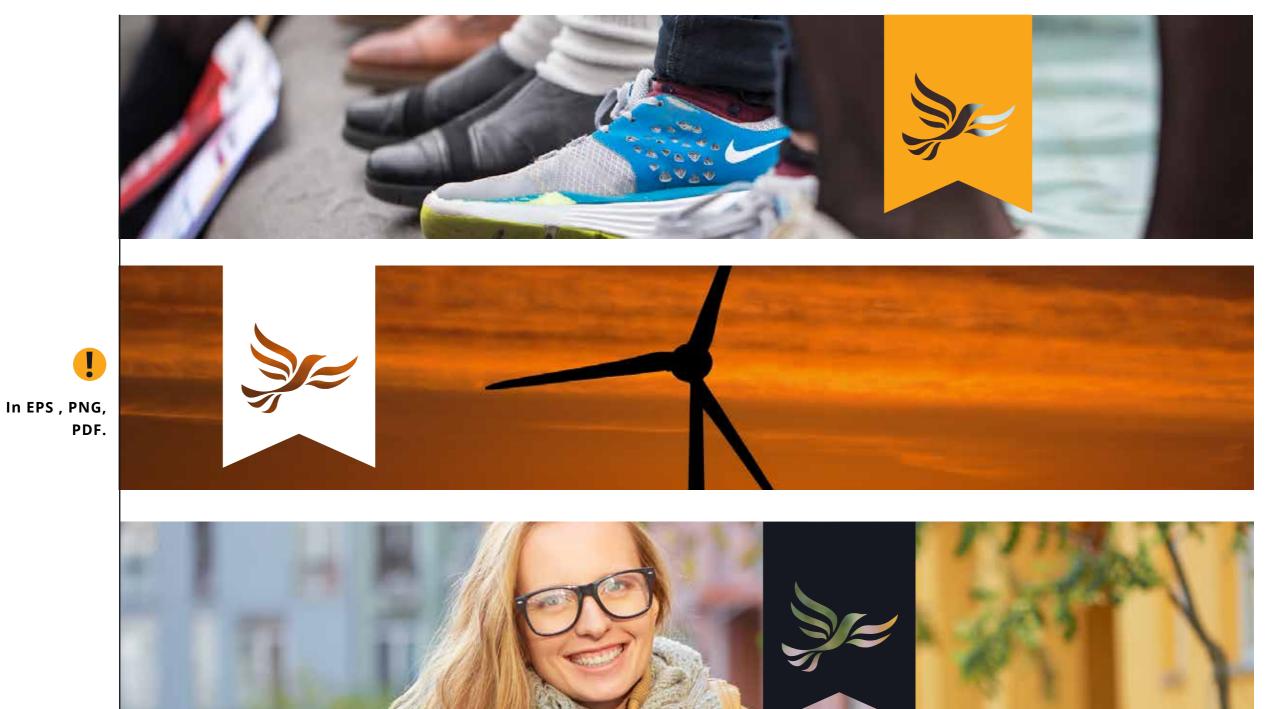
6. Flags eral Democrats

For the occasions when you do not want to use the full logo, we have introduced a new 'flag' which contains the bird and is adaptable for a variety of situations. We have six versions to choose from, including charcoal and white, ideal for black and white printing, to yellow and charcoal for colour printing and online. We also have transparent flags which can be overlaid on background images.



In EPS , PNG,

6.2 Flag with transparent bird



Style guide Liberal Democrats - Page 18



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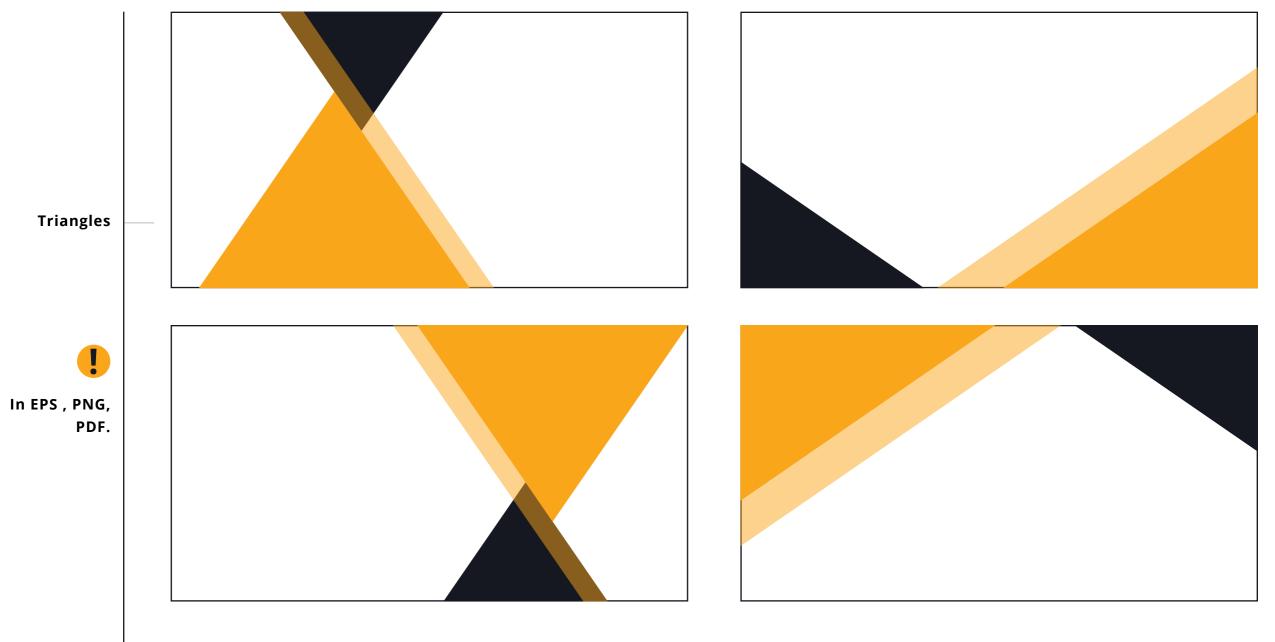
7. Shapes

We are also introducing new standardised shapes that can help frame or divide your artwork.

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Style guide Liberal Democrats - Page 19

7.1 Use the shape



7.2 Examples

