



Style guide

LIBERAL DEMOCRATS VISUAL IDENTITY



HOUSING.

FOR OUR ARMED

DEMAND BETTER

DEMAND BETTER FOR THE NHS.

BETTER THAN BREXIT. **DEMAND BETTER**

BETTER FOR OUR COMMUNITIES. **DEMAND BETTER**

BETTER FROM GOVERNMENT. **DEMAND BETTER**

AND BETTER FOR THE NHS.

SCHOOLS. **DEMAND BETTER**

AND BETTER FOR OUR ENVIRONMENT.

FOR OUR COMMUNITIES. **DEMAND**

DEMAND BETTER FROM GOVERNMENT.

HOUSING. **DEMAND BETTER** OPPORTUNITIES. **DE**

FOR OUR ARMED FORCES. **DEMAND BETTER** FROM B

DEMAND BETTER FOR CARE SERVICES. **DEMAND BETTE**

DEMAND BETTER FOR THE NHS. **DEMAND BETTER** FOR SC

DEMAND BETTER FOR OUR ENVIRONMENT.

DEMAND BETTER FOR OUR POL

DEMAND BETTER HOUSING. **DEMAND**



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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.

2.1 Federal logo



In EPS, PNG,
PDF.

With and
without
strapline.



2.2 Local logo



Without
strapline

Font:
Open Sans Light
Font Size:
48pt
Tracking:
-10

Liberal
Democrats
South West



Please follow these steps when adding your regional or local name:

1. Download and install all fonts from the toolkit.
2. Open the .eps or .png file in your design software.
3. Type your regional or local name using the font settings on the left side of this page.
4. Keep logo and regional or local name in proportion when exporting.

2.3 Welsh logo



In EPS , PNG,
PDF.

**Welsh Liberal
Democrats**

**Democratiaid
Rhyddfrydol Cymru**



2.4 Scottish logo



In EPS , PNG,
PDF.

Scottish 
Liberal Democrats



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

Lib Dem
Charcoal



#151721

R = 21
G = 23
B = 33

C = 91
M = 80
Y = 54
K = 77

These are web colours. Use in html/css etc.

These are screen colours. Used for online and television.

These are print colours. Used for printed literature/leaflets/etc.

As additional colour, white can be used. The web code for white is: #FFFFFF

Lib Dem Yellow



#FAA61A

R = 255
G = 159
B = 26

C = 0
M = 38
Y = 90
K = 0

Pantone: 1375 C

Disclaimer: some programs do not map the CMYK, Pantone and RGB codes exactly. Please use these codes as guidelines 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).



4. Font Online

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 readability.

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.

Font
Open Sans Light
Font Size
36pt
Leading
43pt
Tracking
-10

Subtitle

THIS IS A SUBTITLE

Font
Open Sans Bold
Font Size
14pt
Leading
17pt
Tracking
50
In Caps

Font
Open Sans Semi
Bold
Font Size
11pt
Leading
17pt
Tracking
65 point
Alignment
Left justify

Intro

Lorem ipsum dolor sit amet, consectetur 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.

Font
Open Sans Light
Font Size
11pt
Leading
17pt
Tracking
50
Alignment
Left justify

Content

Lorem ipsum dolor sit amet, consectetur 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.



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 readability and eye-catching headlines.

Extra Bold title

This is an extra bold title.

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

Bold title

This is a bold title spread over two lines.

Extra Bold Subtitle

THIS IS A SUBTITLE

Font
Open Sans Extra Bold
Font Size
14pt
Leading
17pt
Space between letters:
50
In Caps

Font
Open Sans Bold
Font Size
12pt
Leading
17pt
Space between letters:
65
Alignment
Left

Intro

Lorem ipsum dolor sit amet, consectetur 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

Font
Open Sans Semi Bold
Font Size
12pt
Leading
17pt
Space between letters:
50
Alignment
Left

Content

Lorem ipsum dolor sit amet, consectetur 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.



6. Flags

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.

6.1 Flag with solid bird



In EPS , PNG,
PDF.



6.2 Flag with transparent bird



! In EPS , PNG, PDF.





7. Shapes

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



HOUSING

FOR OUR ARM

DEMAND BETT

DEMAND BETTER

BETTER THAN BREXIT.

BETTER FOR OUR COMMU

TTER FROM GOVERNMENT

7.1 Use the shape

Triangles



In EPS , PNG,
PDF.



7.2 Examples

Triangles with
imagery.

