

# Visual Identity

Standards Manual



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# A User's Guide

These guidelines define the basic elements of the Liberal Party of Canada's visual identity.

There are very few rules but please take the time to read and understand how they work, and how they can be used together to ensure a fresh and vital brand identity.

Our values are reflected in our identity. We are focusing our communications to deliver clarity, consistency and impact. It is crucial that the brand appears correctly and consistently at every touchpoint.

It is our hope that this guide will inspire you to ensure that we support our common objectives in the most time- and cost-effective way.

Liberal

  
**Liberal**

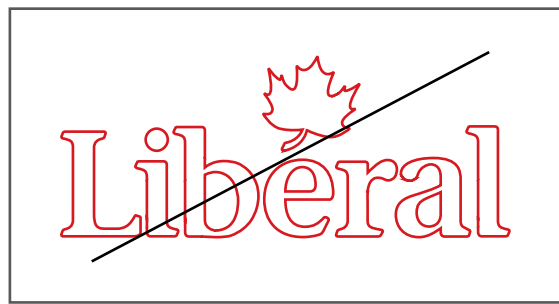
LOGO VARIATIONS



WORDMARK AS URL



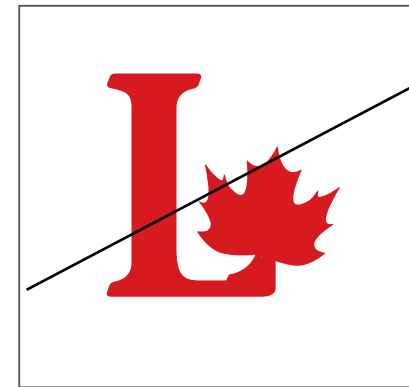
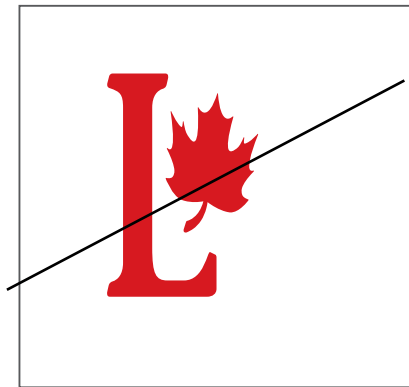
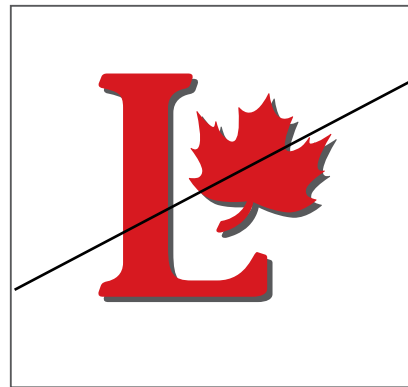
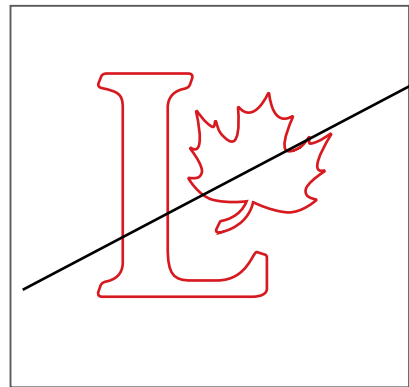
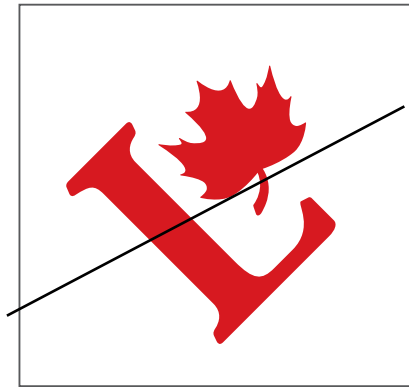
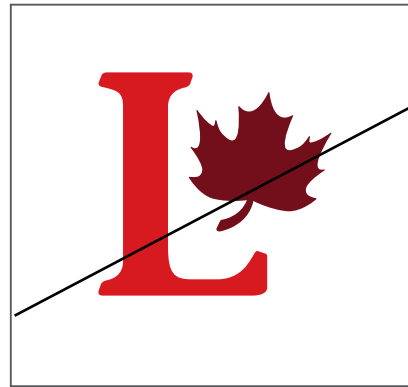
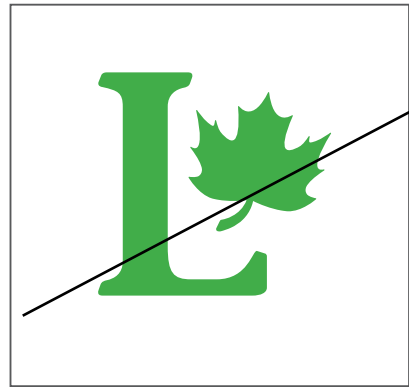
DON'T DO THIS



Remember – the logo(s) should be used as; avoid the addition of drop shadows, glows, colour overlays or blending effects.



DON'T DO THIS



Remember – the logo(s) should be used as; avoid the addition of drop shadows, glows, colour overlays or blending effects.

**OUR RED**



0c 100m 100y 10k

Four colour process



Pantone 1795 U

These colours are to be used only when  
printing pantones on uncoated stock



Pantone 7620 C

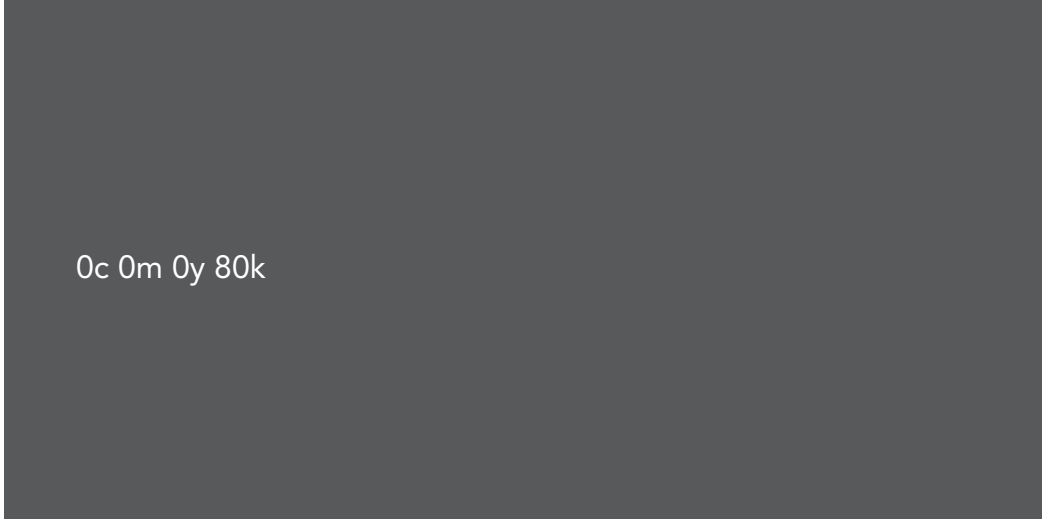
These colours are to be used only when printing  
pantones on coated stock



Hex code: d71920

Digital

**OUR GREY**



0c 0m 0y 80k

Four colour process



Pantone Cool Gray 440 U

These colours are to be used only when printing pantones on uncoated stock



Pantone Cool Gray 11 C

These colours are to be used only when printing pantones on coated stock



Hex code: 58585a

Digital

BACKGROUND PATTERN



# Headlines

## Liberal Serif

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Kerning: -15

Body Copy  
Avenir LT Std 55 Roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Sub Headings  
Avenir LT Std 95 Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Alternate  
Lato Regular / **Lato Black**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890