



**Visual Identity
Guidelines**





Liberal Party of Canada

Visual Identity Guidelines

Original Release: 2016

Last Updated: 2020

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CHOOSE FORWARD



What is branding?
Why is it so important?

The Liberal brand is about keeping Canada moving forward, and building a better future for all Canadians.

Branding goes way beyond just the logo or a specific graphic element.

When you think about the Liberal brand, you really want to think about all the ways that Canadians interact with the party—everything from party colours, logos and websites to the way we interact on the phone, on the doorstep and on social media.

In short, the brand is how Canadians see us as the Liberal Party of Canada, including our electoral district associations, provincial and territorial boards, candidates, members of parliament, and the national office.

Maintaining a strong and consistent visual identity helps to solidify the brand and make each entity visually recognizable. It also ensures that your efforts don't negatively affect the national brand, or that of the leader. Here are some specific reasons why branding is important:

Branding promotes recognition

If our brand is consistent and easy to recognize, it will help people feel more at ease engaging in our efforts. Canadians will certainly recognize Liberal brand assets, including the logo, the colour red, and the name and likeness of the leader.

A strong brand generates referrals

People love to tell others about the brands they like. On the flip side, people can't tell someone about a brand they can't remember. A strong and consistent brand is critical to generating name recognition and spreading our message.

Our brand provides motivation and direction to our volunteers

This includes how to act, how to win, and how to meet the organization's goals.

A consistent brand helps Canadians know what to expect

A brand that is consistent and clear puts Canadians at ease, because they know exactly what to expect each and every time they experience the brand.

Our brand represents all of us and our promises to Canadians

It is important to remember that our brand represents all of us. You are the brand, our volunteers are the brand, our marketing materials are the brand. What do they say about you, the national party and the leader?

Our brand helps us connect with voters emotionally

A good brand connects emotionally with people at an emotional level; they feel good when they experience the brand. Voting is an emotional experience, and having a strong brand helps people feel good at an emotional level when they engage with the party.

(Adapted from <http://www.strategynewmedia.com/why-is-branding-important>)



New, bold & innovative

The Liberal brand is about keeping Canada moving forward, and building a better future for all Canadians

In 2015, Canadians chose Justin Trudeau, a solid team of Liberal MPs, and our promise to offer a better, more open and engaged government. In 2019, Canadians voted to “Choose Forward,” with an innovative and forward-looking Liberal plan to continue investing in our middle class, protecting a clean environment, growing an economy that works for everyone, and keeping Canadians safe and healthy. The look and feel of our communications products must reflect that promise. From our logo and colours, to our fonts and graphics, the Liberal visual identity in 2020 and beyond will continue to push the limits and innovate for the future.

With a focus on Justin Trudeau, our simple yet versatile design elements will help Liberals from across the country create memorable products that connect with voters online, at the doorstep and in the mailbox, time after time.



The Wordmark

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The Liberal Wordmark is used across all platforms to identify the brand.

[A] The Wordmark

The Wordmark should be used whenever possible to ensure the greatest brand recognition.

Colour

The Wordmark should only ever appear in Liberal Red, white or dark grey (Hex: #414042), at 100% opacity, with no shadow.

Background

To ensure maximum readability, the Liberal Wordmark should be placed on a solid (or solid part of the) background. It should not appear on top of busy photographs.

[B] Clear space

In order to maintain integrity, the Wordmark should always appear with ample space between it and other branding, text or graphic elements. Minimum clear space is 1 leaf along the left and right, 1/2 leaf along the top and bottom.

[C] Minimum size

The Wordmark should not appear smaller than 2 cm (0.787 in) wide in print or 57 px wide digitally.

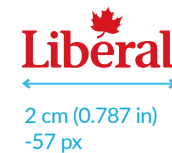
[A]



[B]



[C]



The Logo

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The Liberal Logo is used as a supporting element.

[A] The Logo

The Logo is usually paired with other elements or the full name of the organization (Liberal Party of Canada), or where space is limited.

Colour

The Logo should only ever appear in Liberal Red, white or black, at 100% opacity.

Background

To ensure maximum readability, the Liberal Logo should be placed on a solid (or solid part of the) background. It should not appear on top of busy photographs; a circle in Liberal Red containing a white Logo is desirable instead.

[B] Clear space

For the Logo, a minimum clear space of 1/2 the Logo should be maintained around all sides.

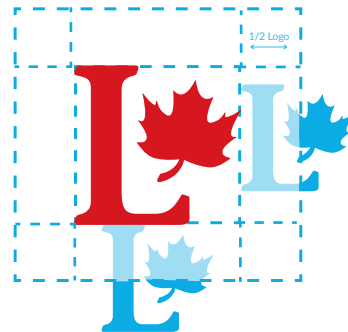
[C] Minimum size

The Logo should not appear smaller than 0.85 cm (0.335 in) wide in print or 24 px wide digitally.

[A]



[B]



[C]



Wordmark Dos and Don'ts

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How to, and not to, use the Liberal Wordmark and Logo.

Dos ✓

[A] White on Liberal Red

[B] Liberal Red on White

[C] White on Dark Grey

[D] Black and White

Although the black Liberal Wordmark on a white background is acceptable, it should only be used in printing black and white. Use the full colour version whenever possible.

Don'ts ✗

[E] In Other/Multiple Colours

[F] Stretched

[G] Tilted

[H] Outlined

[I] With Shadow or Glow

[J] On Busy/Photo Backgrounds

[K-L] Old Logos

[A] ✓



[B] ✓



[C] ✓



[D] ✓



[E] ✗



[F] ✗



[G] ✗



[H] ✗



[I] ✗



[J] ✗



[K] ✗



[L] ✗





Liberal Red

- [A] CMYK: 0:100:100:10
Hex: #d71920
PANTONE: 1797U/1795C
- [B] CMYK: 0:100:100:30
Hex: #b11116
- [C] CMYK: 0:100:100:50
Hex: #8b0304
- [D] CMYK: 0:100:100:70
Hex: #760000

Liberal Grey

- [E] CMYK : 0:0:0:90
Hex: #414042
PANTONE: Neutral BlackU/
Black7C
- [F] CMYK: 0:0:0:70
Hex: #6d6e70
- [G] CMYK: 0:0:0:15
Hex: #dbdcde
- [H] CMYK: 0:0:0:5
Hex: #f1f1f2

Accent

- [I] Hex: #3d4f5d
- [J] Hex: #0babe3
- [K] Hex: #6ebf52
- [L] Hex: #f9b717

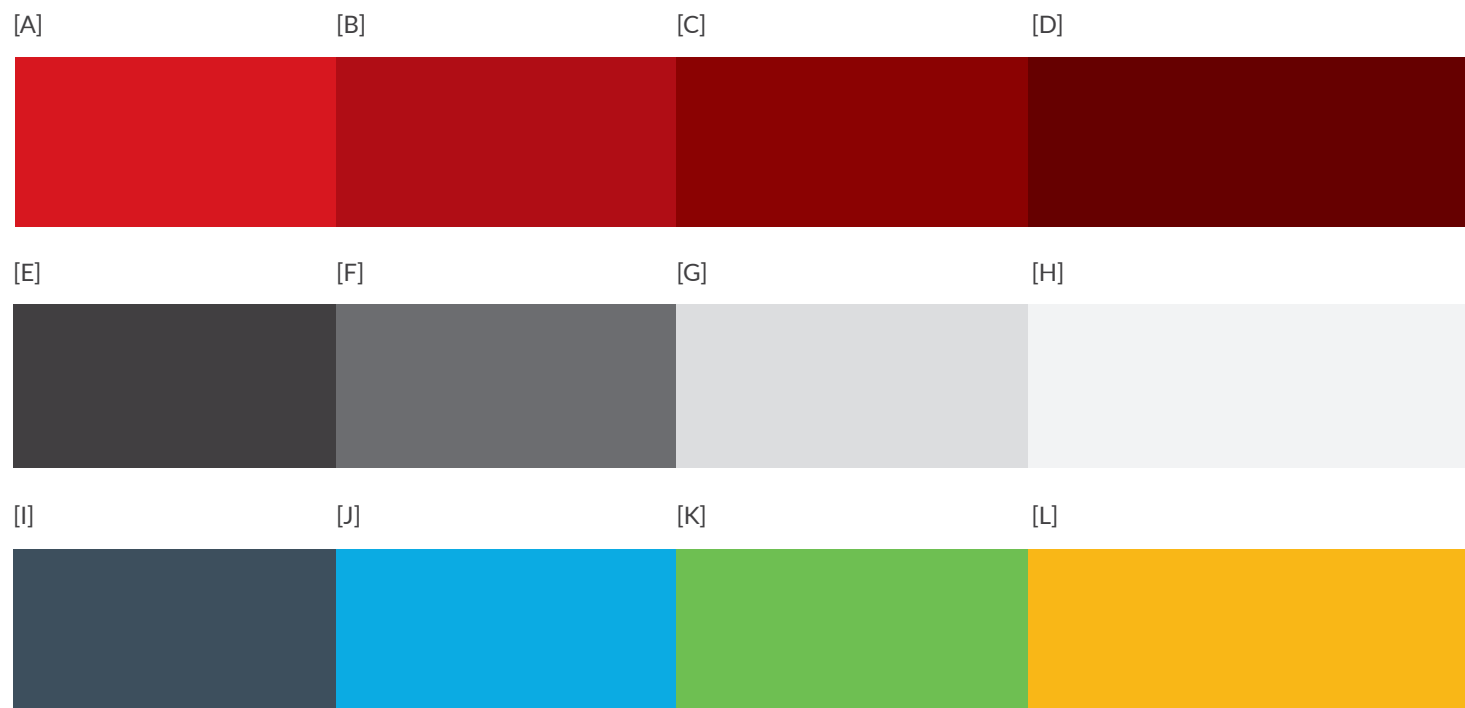
The Liberal Party of Canada is most easily recognized by its colours. It's crucial that the correct colours are used at all times.

Liberal Red [A] is the main colour of the Liberal Party of Canada and is a very recognizable part of the overall visual identity. Liberal Red should be used generously throughout all marketing products, most appropriately for headlines, colour-blocking, and accents.

Liberal Red is supported by 3 other shades of red. These are also paired with a number of greys to further compliment the red. These greys should be used for body text, colour-blocking, backgrounds, etc.

Finally, four additional accent colours have been added to the Liberal colour palette. These should be used sparingly and only when needed to differentiate something from the main colour palette. Event badges utilize this palette, where [A] is used for Staff, [K] is used for Volunteer and [L] for Media.

In general, solid colours should be used— especially for print applications and text. Gradients may be used for background elements, and work best for digital applications like web and email. Gradients should only be created between two adjacent shades of the same colour (red or grey).





Typography: Lato

123abc

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The primary typeface is “Lato”, an open-source, sans-serif typeface. It should be used, almost exclusively on all Liberal Party branded materials.

[A] Lato: Light

[B] Lato: Regular

Body text should be in this weight and should be in the official Liberal grey, black or white (see page 6).

[C] Lato: Black

The Lato typeface should be used for most applications, including letters, brochures, business cards, document body copy, etc. Body text should use Regular weight, using Black weight to emphasize inline text spans. Text should be either Liberal Grey, black or white. While oblique versions of Lato are also available, they should be avoided unless necessary. Avoid using hyphenation whenever possible to create a comfortable flow for the reader.

Notes should be styled using Regular weight, at a lighter shade from the colour palette and a smaller font size.

Headlines may appear in Lato; however, it’s recommended to use Oswald (page 8). Headlines that do appear in Lato should use the Black weight and be uppercase. Headlines

should appear in Liberal Red, Liberal Grey, black or white. Subheadings should also appear in the Black weight, but should be written using sentence case. Subheadings may appear in any colour from the Liberal palette. Colons should not be used at the end of headlines or subheadings. Be sure to provide ample negative space between headlines and body text.

In all cases, Lato should only be used with condensed letter spacing (tracking). For font sizes greater than or equal to 10 pt, a tracking of -30 should be used. For font sizes less than 10 pt, a tracking of -20 may be used.

When the English and French versions of a word or phrase appear side-by-side, they should be separated with a bullet “•” character.

123abc

[A] aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPq
QrRsStTuUvVwWxXyYzZ0!?!%&*

[B] aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPq
QrRsStTuUvVwWxXyYzZ!?!%&*

[C] aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPq
QrRsStTuUvVwWxXyYzZ!?!%&*

Typography: Oswald

123 abc

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The secondary typeface is “Oswald”, an open-source, condensed, sans-serif typeface that should be used as the main alternate typeface.

[A] Oswald: Light

[B] Oswald: Regular

Body text should be in this weight and should be in the official Liberal grey, black or white (see page 6).

[C] Oswald: Bold

The Oswald typeface should only be used in headlines or subheadings, not body copy (use Lato for body copy), and should be used in uppercase. Headlines should appear in Liberal Red, Liberal Grey, black or white. Subheadings. Subheadings may appear in any colour from the Liberal palette. Colons should not be used at the end of headlines or subheadings. Be sure to provide ample negative space between headlines and body text.

The use of Oswald should be seen as an accent, mixed with Lato for the bulk of a document's copy. Mixing weights within the two typefaces is also encouraged.

Oswald should only be used with condensed letter spacing (tracking). For font sizes greater than or equal to 10 pt, a tracking of -20 should be used. For font sizes less than 10 pt, a tracking of -10 may be used.

123 abc

[A] aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsStTuUvV
wWxXyYzZ0!/?#%&*

[B] aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsStTuUvV
wWxXyYzZ!/?#%&*

[C] aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsS
tTuUvVwWxXyYzZ!/?#%&*



The Liberal Party of Canada uses photos heavily to engage users. This helps to promote the emotional connection between Canadians and the Prime Minister.

[A] Official Headshot

The most recent campaign portrait.

[B] Photos with other elements

In this example, the Logo is used on top of the Liberal red circle.

* <http://www.liberal.ca/official-graphics/>

† <https://www.flickr.com/photos/pmtrudeau/>

Photos capture and help demonstrate the openness and sincerity that the brand embodies. The official portrait of the leader may be used for any products, as needed. Full resolution versions of these files are available on the official graphics page.* Do not alter the colouring of these photos, and do not place any elements over the leader's face.

There are also many other photos available for use on Justin Trudeau's flickr account.† Similar restrictions apply to these photos as well.

[A]



[C]



**Official Graphics Page**

liberal.ca/official-graphics

Download public-facing resources such as the official portraits of Justin Trudeau, the Liberal Logo, and the Liberal Party's Fundraising program logos.

Team Trudeau Graphics Hub

infographie-graphicshub.liberal.ca/storefront

The Graphics Hub is a one-stop location for designed print products. With the online editor you will be able to personalize some items by adding your name, riding, and photos.

Design Request Form

my.liberal.ca/graphic-design-request-form

Use this webpage to request a design from the Liberal Party of Canada creative team.

Lato on Google Fonts

lpc.ca/lato

Download LPC's primary typeface, Lato.

Oswald on Google Fonts

lpc.ca/oswald

Download LPC's secondary typeface, Oswald.

