



VISUAL BRAND GUIDELINES

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About Brand Guidelines



A visual identity is the fundamental style, quality, character and personality that distinguishes one organization from all others. Visual identity plays a crucial role in laying the foundation for recognition and preference among our members, employees, volunteers, and the general public.

A strong organizational identity can be a powerful tool in the electorate. A well-articulated, consistent and legally protected identity provides the recognition and reliability necessary to succeed in a competitive political environment.

In this guide, we will examine the basic elements of our organizational identity and the standards for their use. The legal protection for these marks allows us to keep others outside our party from using them. However, to preserve these rights, the marks must be consistent in their appearance and their use. This is important not only for legal reasons, but also because a mark is an asset; its consistent appearance and correct usage increase its recognition and strength in the political milieu.

Important details that help us present a consistent image strengthen our presence in the political sphere — you can either reinforce or undermine our party's image depending on how closely you follow our standards. Our goal is to project the same professional image, regardless of application.

We have created this guide to help avoid common misrepresentations. We urge you to refer to this manual often and to please help us by following these basic guidelines. Please be sure to familiarize yourself with the information in this guide before downloading and using any of the files. The guidelines apply to all visual communications materials for the Green Party of Canada. Remember that you are preserving the integrity of Green Party's most valuable asset: our image to voters.

Questions about the application of the logo, artwork or any other graphic element should be directed to brand@greenparty.ca.

This guide will be updated as needed.

Please Note: Green Party's Corporate Identity and Brand Standards are confidential. If you must share parts of these standards with partners or vendors, please be sure they understand the proprietary nature of the information contained in this guide.

Brand Strategy



This strategy is also commonly referred to as a Master Brand Policy. In the Green Party model, ALL marketing and communications will come under, and leverage, the party's name (brand). Two of the biggest benefits of a single brand strategy are increased brand awareness and cost efficiencies.

By focusing our resources on the Green Party brand, we create greater awareness across all of our marketing and communications. This strategy reinforces that each individual element has a strong, integrated relationship to a greater whole.

If the Green Party were to support standalone brands, those brands would need to be supported and managed independently. They may even need to have their own logos, brand colours, identity standards, etc.

At a practical level, the single brand strategy assures that every marketing effort, every press and analyst discussion supports not only our values and policies, but also reinforces the Green Party brand as a whole.

Logo Usage

The Green Party logo is a key element in our communications program. As such strict adherence must be paid in maintaining uniform design characteristics that will allow for a ready identification of the Green Party logo. Those characteristics, described in this section, are authorized artwork, minimum size, protected area and colouration.

ALWAYS USE AUTHORIZED ARTWORK

Precise, consistent reproduction of the Green Party logo is essential in reflecting our high standards of excellence. Through its careful use, we communicate the same attention to detail we bring to the values that define us and the policies we promulgate. An easily identifiable logo adds value to any branded components of the Green party's communication elements. The complete Green Party logo should be considered a sacrosanct piece of artwork, each element forming a whole that cannot be modified, rearranged or disassembled.



VARIATIONS OF THE GREEN PARTY OF CANADA LOGO



Logo Do's and Don'ts



The Green Party logo represents the innovative spirit of the organization. Preserving this identity requires using the logo consistently, according to the logo guidelines. Always use the electronic artwork provided by Green Party staff.

- Do not alter the logo in any way.
- Do not substitute colour.
- Do not use the logo as a repeated pattern, such as in a background or border pattern.
- Do not reproduce the logo with any method (such as embroidery at small sizes) that cannot hold the true shape of the letterforms.
- Do not rotate the logo to run vertically.
- Do not place the logo on any solid or varying colour background that will not allow contrast for clear legibility.

CLEARANCE SPACE

To protect the integrity and clarity of the Green Party identifier, a minimum clearance space must be respected at all times.

No other graphic or text element should appear within the perimeter of the clearance space.

This perimeter was calculated by using the size of the “g” letter from the logo.



MINIMUM SIZE

The width of the identifier should never be smaller than 25.4mm (1”).



Typography



The Green Party has adopted the following typefaces as standard. With options offering a variety of functional and creative uses, these typefaces provide a consistent, professional and legible appearance to all Green Party communications materials.

ENSURING READABILITY

To ensure easy readability, text should be flush left, ragged right. Justified or centered text should be used sparingly. Hyphenating a word at the end of a line is strongly discouraged.

The ideal line-length for body copy is 50-60 characters, with an upper limit of 75 characters per line.

THE GREEN PARTY RECOMMENDS THE USE OF MONTERRAT AND LATO FONTS FOR DIGITAL AND PRINTED MEDIA.

Montserrat

Available under the Open Font License and can be obtained from Google (www.fonts.google.com)

Lato

Available under the Open Font License and can be obtained from Google (www.fonts.google.com)

The ITC Avant Garde Gothic font cannot be distributed widely or on a complimentary basis, for copyright reasons. However, licenses can be purchased online from (www.fonts.com).

TITLES AND HEADERS FONT

Montserrat

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$'!;!?@%&}}»

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$'!;!?@%&}}»

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$'!;!?@%&}}»

BODY COPY FONT

Lato

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$'!;!?@%&}}»

LOGO FONT

ITC Avant Garde Gothic - Demi

Colour Palette



The Green Party colour palette is designed to convey a visual uniformity across all Green Party communications materials.

PRIMARY GREEN AND GREY COLOUR PALETTE

Green Party's main colour palette consists of Green Party Green (Pantone 362 C) along with three tones of grey. Using these approved colours ensure consistency across all applications.

SECONDARY ACCENT COLOURS

Four (4) additional colours are offered for use in graphic elements and accents. The forest green accent colour is Pantone 7731 C; the moss green accent colour is Pantone 360 C; the blue accent colour is Pantone 3105 C, and the yellow accent colour is Pantone 3945 C. Do not use these colours to represent the logo. Do not use these accent colours as the predominant colour on any piece.

AVOID BLACK

Use of 100% black should be avoided, replaced instead by a softer 80% black. Two other tones of grey (20% and 5%) are to be used in backgrounds or interface elements, dividing lines, and material design.



MAIN COLOUR

SPECIFICATIONS

Spot colour printing
Pantone 362 C

RGB equivalent
R:61 G:155 B:53

Four-colour process (CMYK)
C:78 M:0 Y:100 K:2

HEX # 3D9B35

SECONDARY COLOURS



Spot colour printing
Pantone 7731 C

CMYK equivalent
C:88 M:29 Y:100 K:16

RGB equivalent
R:20 G:119 B:47

HEX # 14772F



Spot colour printing
Pantone 360 C

CMYK equivalent
C:64 M:5 Y:92 K:0

RGB equivalent
R:104 G:183 B:79

HEX # 68B74F



Spot colour printing
Pantone 3105 C

CMYK equivalent
C:60 M:3 Y:11 K:0

RGB equivalent
R:82 G:192 B:219

HEX # 52C0DB



Spot colour printing
Pantone 3945 C

CMYK equivalent
C:8 M:2 Y:100 K:0

RGB equivalent
R:241 G:228 B:5

HEX # F1E405

For accurate standards, refer to the current edition of the Pantone ® Formula Guide - Solid Coated and Pantone ® Color Bridge - Coated.

Corporate Stationery



Every day, Green Party stationery makes an impression on staff, partners, suppliers, voters, volunteers and the general public. These impressions must always be positive. All Green Party business stationery must be clear and professional.

This page shows examples of corporate stationery. Please follow these guidelines for letterhead, envelope, and business card.



www.greenparty.ca
www.partivert.ca

PO / CP Box 997 Stn / Succ B
Ottawa ON K1P 5R1

Ottawa-Gatineau
613-562-4916

Toll Free / Sans frais :
1-866-868-3447

Fax:
613-706-1424

Imprimé sur du papier 100% post-consommation recyclé Printed on 100% post consumer recycled paper

Email Signatures



For a strong party image, all email messages should identify the sender in a standard and clear manner. Please follow the examples shown. Please use the auto-signature feature in Gmail to add your signature to the end of every email you send.

Email signatures must follow the instructions given in the Google document. To ensure a professional presentation, **do not** add any additional graphics, logos, colours, slogans, taglines or messages to your email signature.

- Lines should not be too long, spacing included.
- When replying to a message, Gmail will add your signature at the end of the mail chain. To have it at the top of the chain, go to Settings > Labs > Signature Tweakings.
- If you're unsure of your title in French, just ask our comms team.

DETAILS:

- Font: Montserrat. Size: 13pt. Colour: black (Links are green in most browsers).
- It works in both FR and EN.
- It includes embedded link to GPC site.
- Not too long.

EXAMPLE

Jane Doe (she-her-hers-elle)
Job Position (EN) | Job Position (FR)
Tel: 613.123.4567 ext. 000 | Mobile: 613.123.4567
[Facebook](#) | [Twitter](#) | [Instagram](#) | [Website](#) | [Site web](#)



Unceded Algonquin Anishinabeg Territory