Style guide
LIBERAL DEMOCRATS VISUAL IDENTITY

DEMAND BETTER FOR THE NHS. DEMAND BETTER FOR OUR ENVIRONMENT. DEMAND BETTER FOR OUR COMMUNITIES. DEMAND BETTER FOR OUR ARMED FORCES. DEMAND BETTER FOR CARE SERVICES. DEMAND BETTER FOR HOUSING. DEMAND BETTER FOR OUR OPPORTUNITIES. DEMAND BETTER FOR GOOD GOVERNMENT.

DEMAND BETTER FOR A FUTURE BETTER THAN BREXIT.
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A new style guide for both online and print.

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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

![Federal Logo](image)

In EPS, PNG, PDF. With and without strapline.
2.2 Local logo

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

Welsh Liberal Democrats
Democratiaid Rhyddfrydol Cymru

In EPS, PNG, PDF.
2.4 Scottish logo

Scottish Liberal Democrats

In EPS, PNG, PDF.
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.
# Colours

### Lib Dem Yellow

**#FAA61A**

- **R** = 255
- **G** = 159
- **B** = 26
- **C** = 0
- **M** = 38
- **Y** = 90
- **K** = 0

Pantone: 1375 C

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

### Lib Dem Charcoal

**#151721**

- **R** = 21
- **G** = 23
- **B** = 33
- **C** = 91
- **M** = 80
- **Y** = 54
- **K** = 77

These are screen colours. Used for online and television.

### As additional colour, white can be used.

The web code for white is: #FFFFFF

**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, CMYK 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.
This is a bold title spread of two lines.

This is a light title spread over two lines.

THIS IS A SUBTITLE


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.
This is a bold title spread over two lines.

THIS IS A SUBTITLE


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.
7.1 Use the shape

Triangles

In EPS, PNG, PDF.
7.2 Examples

Triangles with imagery.