

Green Party Branding

08.



Introduction

Following the General Elections in 2007, a wide range of opinion within the Party was canvassed with a view to updating the logo and branding. The purpose of that process was “to establish a fresh, original and consistently-applied visual identity for the Green Party for use by the Party at a national level, by elected representatives and election candidates, and by local constituency groups, throughout the island of Ireland, and across all of the media utilised by the Party both currently and going forward: posters, the web, documents, banners, flyers, etc.”

This document and the materials related to it stem from that consultation, a tender process (which was won by Eyecon Design consultants), and a subsequent period of testing and refinement of graphical proposals.

Stage design from Dundalk Convention April 2008



The new identity was first presented at the 2008 Convention in Dundalk. It is recommended that all of the people who produce material for, or on behalf of the Party and its representatives and candidates, are aware of these guidelines and use them as a basis for the production of all material that the public may encounter. The deployment of the Party's branding will be managed by the Publications Officer and Communications Manager.

Any questions should be addressed to:

Yvonne Loughrey, Publications Officer, Tel: 01 6369282, Email: publications@greenparty.ie

Damian Connon, Communications Manager, Tel: 01 618 3852, Email: damian.connon@greenparty.ie

Links to EPS files, high resolution version of the logos, and templates are available at:

<http://download.greenparty.ie>

The revised logo

The old logo



The new logo



The flame sunflower swirl is very similar to the one used on the old logo.

The new Green Party identity retains the swirl symbol used in the previous logo and addresses the issues of balance and typeface by centering everything underneath it. The font is changed to a lower case sans serif and everything is contained within a green box. A lighter green circle complements the swirl and adds a dynamic to the overall logo.

It is important that the logo is used in this green box format at all times and throughout this document we will address its use as the new green party identity.

The logo options



Following a decision by the NEC, any material produced for use in the Republic of Ireland must use either the primary bilingual logo, or BOTH English and Irish-language versions of the logo. (For use of the logo in Northern Ireland see page 16, and for local group adaptations of the logo see page 19.)

For production or printing reasons, if there is a need to reproduce the logo in black and white, it should be used in reverse on a black background. Only in VERY EXCEPTIONAL circumstances where there is no other alternative should the logo ever be used in positive form – i.e. on a white background. Please contact the Publications Officer or Communications Manager for guidance on this issue.

The typeface

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@%^&*()_+<>?

Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@%^&*()_+<>?

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@%^&*()_+<>?

Frutiger Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz!@%^&*()_+<>?

Frutiger Black should be used minimally for headings in posters etc

Frutiger is a typeface as functional as helvetica but is just that bit more elegant. Its variety of weights allows an extra dimension of subtlety (light) and impact (black). Your designer should have access to the frutiger typeface. Otherwise it is commercially available via outlets such as

<http://www.linotype.com/247675/frutiger-valuepack.html>

The colour palette

3 main colours
+ blue

Pantone 335	Pantone 376	Pantone 137	Pantone 293
<p><i>CMYK</i></p> <p>100 Cyan 0 Magenta 65 Yellow 30 Black</p> <p><i>RGB</i></p> <p>R: 0 G: 116 B: 95</p> <p><i>Web Hex:</i></p> <p># 008066</p>	<p><i>CMYK</i></p> <p>50 Cyan 0 Magenta 100 Yellow 0 Black</p> <p><i>RGB</i></p> <p>R: 162 G: 189 B: 48</p> <p><i>Web Hex:</i></p> <p># 8dc63f</p>	<p><i>CMYK</i></p> <p>0 Cyan 34 Magenta 91 Yellow 0 Black</p> <p><i>RGB</i></p> <p>R: 231 G: 179 B: 52</p> <p><i>Web Hex:</i></p> <p># fcb131</p>	<p><i>CMYK</i></p> <p>100 Cyan 57 Magenta 0 Yellow 2 Black</p> <p><i>RGB</i></p> <p>R: 0 G: 96 B: 165</p> <p><i>Web Hex:</i></p> <p># 0067b1</p>

Use of the blue is less frequent
for example the Northern Ireland logo,
on the website, in brochures, etc."

We've chosen bright, confident and positive colours as our primary palette. In addition to the existing Green Party dark green and gold, we have added a lighter green. Blue will be used as the logo colour for Northern Ireland (p16) as well as an additional colour for use on the website and more detailed documentation.

The PANTONE® references, process colour printing (CMYK), screen (RGB) and web hex values are all shown above. It is very important that these particular colours are adhered to.

Graphics / dark green band on bottom

Dark green on bottom

Frutiger Black → **Primary Heading**

Frutiger Bold → **Secondary Heading**

Frutiger Bold → **Contact Details and other information**

Frutiger Roman + Bold (web address) → For more details see www.greenparty.ie

The logo as a 75% tint of light green can add impact to the background

The logo sits close to the top of the band

The logo should not appear too close to the bottom rhs corner of the document.

In addition to the logo on the right hand side, white text can be added to the dark green lower band.

Graphics will be subdivided into sections, for example in the signage above, the logo appears within a dark green band and the graphics above in the lighter green. Usually, the logo size will determine the height of the dark green band. It will appear close to the top of the band while there should be more room on the bottom and right hand side of the document.

This format will be used for election material, posters, signage etc.

Graphics / dark green band on top

The ghosted background works well where there is little or no imagery

Dark green on top



The logo should not appear too close to the top right hand side corner of the document.

The logo sits close to the bottom of the band

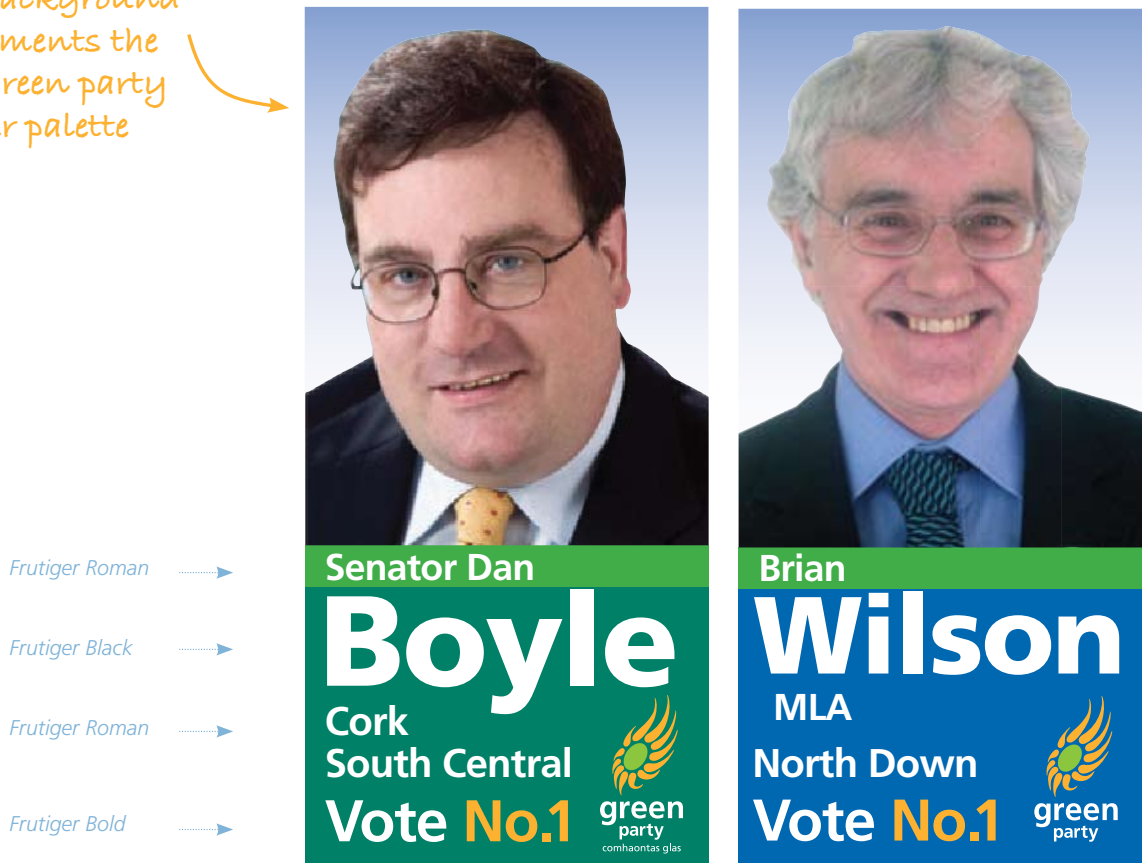
Sometimes it might be nice to carry the ghost into the lighter green colour.

There is a flexibility with use of the band and there is no reason why the dark green band cannot be on top. Again it is important to allow sufficient room for the logo from the top and right hand side of the band.

This format will be used for the website (p10).

Graphics / DL leaflet

A blue background complements the main green party colour palette



The dark green band can extend above the logo e.g. in this DL leaflet to accommodate the surname of the candidate.

Graphics / the website

Example of using the top green band layout



new Green Party website layout

a sample of a Northern Ireland blog

Example of using the top blue band layout



The website uses the dark green / blue band on top format with a subsidiary lighter green band to carry the key links on the site. The layout is simplified with a three grid format.

Graphics / Business Card

85mm x 55mm

The logo is tighter to the edge for the business card to maximise its size.

The logo is placed at 24% of size. 28mm (h) x 18mm (w)



The green and orange boxes balance the party logo and add a freshness to the look of the card.

The councillor business card will have councillor photograph. Contact details will start at the bottom line of the photograph and logo.

Example of a local councillor's business card



The business card must be flexible to accommodate variations in titles, longer addresses etc. With this in mind, a simple left hand side text right hand side logo and colours layout is adopted.

Graphics / Letterhead

210mm x 297mm

10mm bleed

10mm

34 mm

84 mm

99 mm

198 mm

257 mm

287mm

10mm bleed

Frutiger Bold-12/14

Frutiger Light 8/10

Date here

17th May 2008

Position address here, suitable for windowed and non-windowed envelopes. 15mm from first fold.

Green Party Head Office, 16/17 Suffolk Street, Dublin 2

Clr JJ Power
Kildare County Council /
Naas Town Council

green party
kildare

Ref: Membership List

Dear Alison & Team,

Please find enclosed a copy of our new membership list. I am delighted to say that membership has increased by 50% in the last year. I believe that this is the highest rate we have ever experienced. I hope that you have recovered from the very exciting and enjoyable conference in Dundalk.

Kind Regards,
Clr JJ. Power

JJ. power

Caragh, Naas, Co.Kildare Tel: +353 45 866888
Mobile: +353 87 2897797 Email: jjpower@eircom.net Web: www.greenparty.ie
Printed on recycled paper.

The logo is placed at 40% of size.

Green box 42mm (h) x 30mm(w)

Frutiger Roman 9/10 green panel is 5.5mm high

fold line

fold line

Start letter writing here, 20mm from left edge and 5mm from bottom of fold line. Which is suitable for window and non window envelopes

Frutiger Roman 10/14pt

99 mm

The dotted box indicates the letter writing area

For display purposes this graphic has been reduced to 50% actual size

Double space between contact details

Versions for Head Office, staff and for generic use are also available upon request. The Letterhead and compliment slip have to be flexible in design to accommodate a range of different contact information.

Graphics / Letterhead : use in Northern Ireland

210mm x 297mm

10mm bleed

10mm
Frutiger Bold-12/14
Frutiger Light 8/10

34 mm
Date here → 17th May 2008

Position address here, suitable for windowed and non-windowed envelopes. 15mm from first fold.

84 mm

99 mm
fold line

Start letter writing here, 20mm from left edge and 5mm from bottom of fold line

Frutiger Roman 10/14pt

99 mm

198 mm
fold line

257 mm

287mm
Frutiger Bold 9/10
Frutiger Light 8/10

Double space between contact details

Brian Wilson
Down District Council

17th May 2008

Green Party
Head Office,
16/17 Suffolk Street
Dublin 2

green party
down

Ref: Membership List

Dear Alison & Team,

Please find enclosed a copy of our new membership list. I am delighted to say that membership has increased by 50% in the last year. I believe that this is the highest rate we have ever experienced. I hope that you have recovered from the very exciting and enjoyable conference in Dundalk.

Kind Regards,
Cllr JJ. Power

Brian Wilson

No.1, Innisfayle Drive, Co. Down Tel: +44 (0) 28 9052 1790
Email: aldermanwilson@hotmail.com Web: www.greenparty.ie
Printed on recycled paper

The logo is placed at 40% of size.
Blue box 42mm (h) x 30mm(w)
Frutiger Roman 9/10 green panel is 5.5mm high

fold line

The dotted box indicates the letter writing area

For display purposes this graphic has been reduced to 50% actual size

A version for Head Office and Staff are also available upon request.

The Letterhead and compliment slip have to be flexible in design to accommodate a range of different contact information.

Graphics / Compliment slip

210mm x 99mm

Displayed at 50% actual size

The logo is tighter to the edge for the business card to maximise its size,

For display purposes this graphic has been reduced to 50% actual size

Frutiger Bold 9/10
Frutiger Light 8/10

Clr JJ Power
Kildare County Council /
Naas Town Council

Frutiger Light 16/10

with compliments

Frutiger Light 9/12

Double Space between contact details

Caragh, Naas, Co.Kildare Tel +353 45 866888
Mobile: +353 87 2897797 Email: jjpower@eircom.net Web: www.greenparty.ie

Photograph with grey background
grey - 15% yellow,
30% black

The logo is placed at 40% of size. Green Box 42mm(h) x 30mm(w) 5mm from the edge

Anchors are 5mm in height, orange box is 5mm x 5mm. The boxes can be placed to the edge of the page if printed by professional printers, if printed inhouse there will be a 10mm border.

Sample of head office compliment slip

210mm(w) x 74mm(h)

with compliments

The Green Party / Comhaontas Glas 16/17 Suffolk Street, Dublin 2
Tel: +353 1 679 0012 Fax: +353 1 679 7168 Email: info@greenparty.ie Web: www.greenparty.ie

This compliment slip is shorter in height which means 4 compliment slips will fit on one page

The compliment slip must be flexible to accommodate variations in titles, longer addresses etc. With this in mind, a simple text, logo and colours layout is adopted. A version for staff is available upon request.

Graphics / Envelopes

DL envelope 110(h) x 220mm(w), displayed here at 40%

The logo is placed left hand corner at 35% of size for DL and A5 envelopes green box 25mm(w) x 40mm(h).

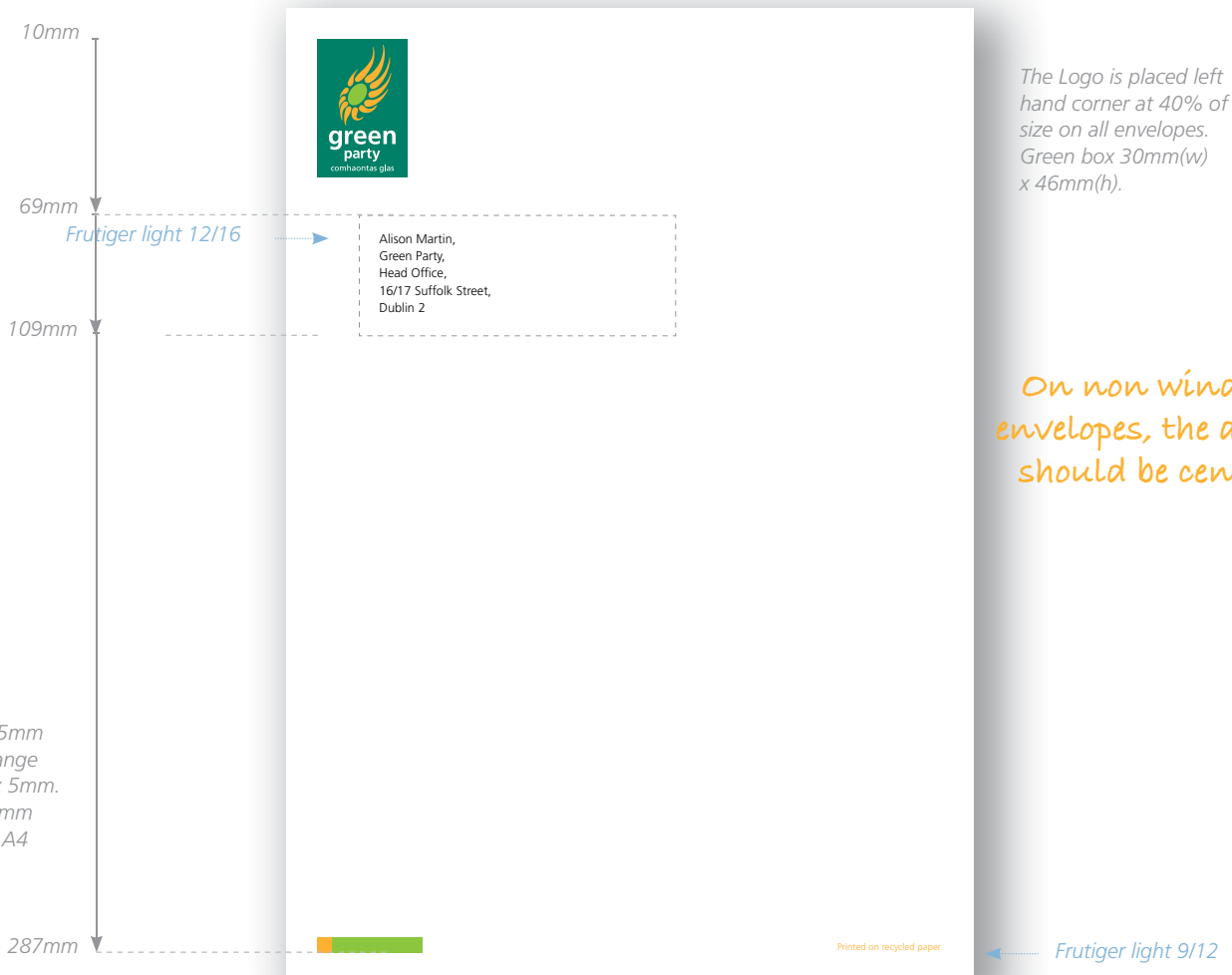


The box with broken line represents the window on envelopes

For A5 envelopes, 230mm(h) x 161mm(w), please use the same layout as dl envelope.

There is a 5mm bleed on the DL and A5 envelopes

A4 envelope 323(h) x 228mm(w), displayed here at 40%



The Logo is placed left hand corner at 40% of size on all envelopes. Green box 30mm(w) x 46mm(h).

On non windowed envelopes, the address should be centered.

Anchors are 5mm in height, orange box is 5mm x 5mm. There is a 10mm bleed on the A4 envelopes.

The logo in Northern Ireland

3 colour



*The dark green is replaced
with blue for use in the
north only.*

1 colour



A distinct identity is created for the Northern Greens by using a blue (pantone 293) instead of a dark green (pantone 337) background. All publicity material for the northern greens will replace the dark green with the dark blue.

Incorrect use of logo

Some
Examples



Incorrect colours



Incorrect proportions



Symbol too small



Scaled incorrectly

↪
Contact the
Publication
Officer if you
are not sure.

Always use the logo as supplied. Incorrect treatment of it leads to confusion and will have a negative impact on the reader.

Document layout

Heading in Frutiger Bold 16pt

It is recommended that body text is set at Frutiger light 10pt with a 14pt leading, example documents and letters.

If this is not suitable use Frutiger Roman 9.5pt with 14pt leading, example newsletters and flyers.

Ideally not having more than eleven or twelve words per line. All text should be justified to the left. Use 3mm space between text and images in a documents such as newsletters. The text should read flush left. Captions for pictures can be reduced to 7pt.

Don't go smaller than 7pt in size.

Leading is the space between lines. Type set at 10pt with a 16pt leading means there is 6 pt gap between the lines.



These are the recommended point sizes to use for documents although it can depend on who the reader is (older people require a larger font) and the space you have available to you in your document.

Local Party / Logo use

*The Logos **



An additional lighter green band is added to the logo to highlight a particular constituency. This may appear on stationery within the local area. The text would appear in white frutiger regular lower case at 9pt and would be centred top to bottom, left to right within the lighter green box.

*There will be logos for each constituency group available at; <http://download.greenparty.ie>

Minimum logo size / 28mm

Minimum



28mm

18mm

This is the size for
the business card.
24% of the actual logo size

New Layout



15mm

35mm

10mm

20mm

Please note: The recommended minimum size for the logo on an A4 page is 30mm(w) x 46mm (h). The minimum size of the logo is on the business card and is placed at 25% - 28mm (h) x 18mm (w).

When using the logo in smaller formats above the text in the logo, will have to separate to the right hand side of the swirl symbol.

Please consult the Publications Officer or Communication Manager for this logo and assistance when confronted with this issue.

Graphics / Sample newsletter front page

210mm x 297mm, 4 columns and 10mm bleed

Ghost sunflower 75% dark green

Headings
Frutiger Bold 16pt / 18

Body Text
Frutiger Roman 9.5pt / 14pt

The dark green banner encompasses your local green party logo, photograph, main and sub heading, date of newsletter.

Green Party News
Issued by the Dun Laoghaire Green Party
May 2008

green party
dún laoghaire

What is the future of Dublin Bay?

The Dún Laoghaire Greens will host a conference on the future of Dublin Bay on the 8th of April in the Kingston Hotel in Dún Laoghaire from 10am to 4pm. Many of us enjoy Dublin Bay and its coastline, and recent events such as the Dún Laoghaire Baths controversy have shown that there is great interest in the Bay's past and future development.

However, there is no one agency that has responsibility for the Bay's protection and future development. In fact, there are many agencies and groups with responsibilities for aspects of the Bay.

The Conference will discuss transport, environmental and planning issues in and around the Bay. The issues will range from wildlife protection to the need for good planning and design in new developments. All are invited to participate in the conference. To find out more, or to book your place give us a call on 284 6060 in the constituency office at 96 Patrick Street in Dún Laoghaire or visit www.dublinbayfuture.org



Dublin Bay viewed from beside the disused Blackrock Baths

Fashion Statements

On 31st March 2006 the Green Party is once again launching national No Logo Day in schools to raise students' awareness about issues surrounding brands, logos, and ethical trade.



We are asking students to cover up any logos with No Logo Day stickers. We are also inviting students to enter our Style Wars competition. Students will design and create a ready-to-wear outfit

for less than €25. They then create a "photoshoot" of their outfit and send it on to us with the chance of winning €1000 worth of prizes and appearing on RTE Two's TTV. The competition is open to all Secondary School Students and is an ideal way to learn more about logos, marketing and world trade issues. We hope that many students around the country will get involved and we are looking forward to 31st March being a great success. For more details please go to www.NoLogoDay.com

Action on Climate Change

In December the Green Party organised a Civic Forum on Climate Change. The event brought together scientific, business and political leaders to discuss how climate change will impact on Ireland and what kind of policy Ireland could implement in order to play its role in reducing its Greenhouse Gas emissions. The event, which took place in Dublin's Mansion House, drew a very large crowd who heard presentations from climate change experts and had the opportunity to question political representatives on their policies for reducing Ireland's emissions. The speakers and audience agreed a Dublin Declaration on Climate Change which, along with some of the presentations, is available from the office, or on-line. www.ClimateChangeIreland.org



1

The green and orange boxes are carried through to the newsletter, used here as a holder for the page number. Orange box is 5mm(h) x 5mm(w), green box is 5mm(h) x 10mm(w)

The Newsletter has 4 columns but text can be divided over 1, 2 or even three columns. Images can cover 1-4 columns, these leads to greater diversity and flexibility.

Graphics / Newsletter additional pages

Headings
Frutiger Bold 16pt / 18

Body Text
Frutiger Roman 9.5pt / 14pt

Green Heading band is 8mm in height

Blocks of colour can be used as text boxes but keep in mind that text is easier to read on white backgrounds

More Buses Please!, www.CiaranCuffe.com/DunLaoghaire



Quality Bus Corridors will only work if enough buses are provided to make them viable. The Green Party is in favour of the plans for new bus lanes, but they need to be well designed, and the Government has to deliver enough buses to make them a success. Dublin Bus

has repeatedly asked the Minister to deliver over 200 buses to meet the urgent demand for more public transport in the city.

The National Development Plan 2000-2006 provided for an expansion of the fleet with 275 new buses. So far only

93 of these have been delivered. In March last year Dublin Bus made a new application for 210 additional buses for the period 2006 to 2008, but they have again been unable to get any commitment to this expansion from the Minister.

Having failed to get any response to their application, the chief executive of Dublin Bus finally wrote to the Minister stating that the company was being forced to buy 20 additional buses that were needed for essential replacement purposes, out of their own current revenues. It was only in response to that letter that the Minister agreed that he would fund those 20 replacement buses. How can we trust Fianna Fáil and the PDs with a ten-year transport plan when they consistently fail to meet basic public transport commitments? A number of Quality Bus Corridor projects are now on hold across the city because we simply don't have enough buses to justify opening them.

Green Party plans to encourage local businesses Plain

The Green Party recently carried out a survey of 2000 small to medium sized businesses in the Dún Laoghaire area. The results of the survey highlight a number of key problems namely, difficulties in sourcing suitable staff, access to public transport and high rates and other forms of taxation.

47% of respondents said that finding suitable staff is the greatest problem they face in running their business. 61% of those surveyed said that their employees travel to work by car with a large number finding parking and traffic congestion a problem for customers and employees. Many of the smaller companies surveyed said that both central and local government charges are having a crippling effect on their businesses.

The Green Party has drafted the following proposals in response to the survey findings:

- The Green Party will meet labour shortages by introducing a simple, transparent and fair visa system for non-EU workers who wish to come to Ireland.
- Increase investment in public transport and introduce financial incentives to encourage people to live closer to where they work, shop and socialise.
- We have called for a reduction of employers' and employees' PRSI contributions, to be replaced by levies on 'negative activities', for example activities that damage the environment. Local Authorities must also review rates to make them more manageable for smaller businesses. We will present our findings to Dún Laoghaire Chamber of Commerce and work with them to promote local enterprise.

www.GreenParty.ie/BusinessSurveyResults

CONTACT US

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Environment and Justice Spokesperson
96 Patrick Street (Over the Pet Shop), Dún Laoghaire
T + 353 0 284 6060, F + 353 0 618 4341 E Ciaran@CiaranCuffe.com
W www.CiaranCuffe.Com

2

The Newsletter must be flexible to cope with the varied amounts of text and images used for the individual newsletters. The amount of text to images ratio is decided by the individual.

Graphics / DL leaflet - front

297mm x 210mm, 5mm bleed

Displayed at 45% of actual size

use bright macro images, captures readers attention.

Headings
Frutiger Bold
16pt / 18

Body Text
Frutiger Roman
9.5pt / 14pt

(Inside fold) (back) fold line (front)

Raising Awareness

Climate change affects the whole world and is causing problems that, in the long term, everybody will have to pay for. Increased carbon emissions from vehicles, aeroplanes, deforestation, fossil fuel-supplied power plants, the burning of waste and the intensive rearing of livestock are among the foremost causes of global warming.

Average global temperatures have varied by less than one degree since the dawn of human civilisation but UN-endorsed studies predict a global rise in temperatures of between 1.4C and 5.8C by the year 2100. The effects of this are already evident in the Arctic, which contains a vast swathe of sea ice between Russia, Canada, Greenland and Alaska. This ice, according to recent reports, has shrunk for a fourth consecutive year. As well as swelling the world's oceans and seas this is contributing to an increase in sea temperature, as areas that were formerly covered by ice are now open water, which is darker and thus absorbs much more of the sun's energy than ice. As oceans begin to heat up it becomes very difficult for ice to form during the following autumn and winter, and this, along with several other factors, is what is leading some scientists to speculate

that we might be reaching a "tipping-point," after which global warming could accelerate possibly beyond control.

Warmer seas will play havoc with weather patterns as they disrupt ocean currents and wind-driven surface currents like the Gulf Stream. As well as the risk of ocean flooding, new development and infrastructure projects across Europe have damaged natural eco-systems and floodplains, resulting in dramatic and dangerous flash floods as rivers burst their banks. Temperature changes are also increasing the risk of disease as different species move into new territories in an attempt to find a climate that suits them, bringing with them foreign infections and diseases.

The problems we face in modern life are not only related to climate change. The Greens are a party focused on social justice, quality of life, public health and safety, the encouragement of small innovative businesses and the protection of the environment. From GMOs to the WTO – from waste disposal to corporate influence in the political process – the Green Party are committed to democracy, peace, transparency, honest debate and fair representation.

" We encourage people to get involved in finding solutions to their problems. We work tirelessly to raise awareness on issues we feel strongly about and we want you to get involved in helping to create a better shared future through your local Dáil Constituency Group. "

Contact details

The Green Party / Comhaontas Glas
16/17 Suffolk Street, Dublin 2
Tel +353 1 679 0012
Fax +353 1 679 7168
Email info@greenparty.ie
Web www.greenparty.ie

green party
comhaontas glas

An Introduction to the Green Party

green party
comhaontas glas

There is a 4mm gutter width between the middle panel and panels on left and right, giving enough space for fold

Ghost sunflower 75% dark green

Dark green panel 1/4 size of the page height 52.5mm(h)

DL leaflets have 1 column for text and images. There should be a good balance of image and text. Generic images will be available on <http://www.flickr.com/photos/thegreenparty/>

Graphics / DL leaflet - inside

297mm x 210mm, 5mm bleed

A4 fold into DL

Headings
Frutiger Bold
16pt / 18

Body Text
Frutiger Roman
9.5pt / 14pt

(inside left)

A Message from John Gormley



The Green Party/ An Comhaontas Glas is working to make our society more fair, sustainable, peaceful and healthy. The Green Party points the way towards a more equitable economy that works with, not against, nature. The Greens represent a new way of perceiving, experiencing and interacting with the political process, from

the local to the global. We are part of an international political movement that enjoys close ties with sister Green parties in Europe.

Our role is to provide positive solutions to the social environmental and economic problems we face. We have a clear sense of the urgency of our task and I hope that after having learned more about us you too will decide to become more involved in setting the agenda for this new century.



(inside middle)



(inside right)

The Structure of the Green Party / Comhaontas Glas

The constitution of the Green Party/ Comhaontas Glas is the governing document of the party and it defines the roles of the various organs of the party. The founding principles of the Green Party / Comhaontas Glas, which guide all the work of the party, are as follows:

1. The impact of society on the environment should not be ecologically disruptive.
2. Conservation of resources is vital to a sustainable society.
3. All political, social and economic decisions should be taken at the lowest effective level.
4. Society should be guided by self-reliance and co-operation at all levels.
5. As caretakers of the Earth, we have the responsibility to pass it on in a fit and healthy state.
6. The need for world peace overrides national and commercial interests.
7. The poverty of two-thirds of the world's family demands a redistribution of the world's resources.

There is a 4mm gutter width between the middle panel and panels on left and right, giving enough space for fold

fold line

45% of actual size

DL Leaflets are an important element of our printed literature and should inform and engage the reader which is why there should be a good balance between images and text. There are generic images available on <http://www.flickr.com/photos/thegreenparty/>

Graphics / Stands

Example of councillor stand

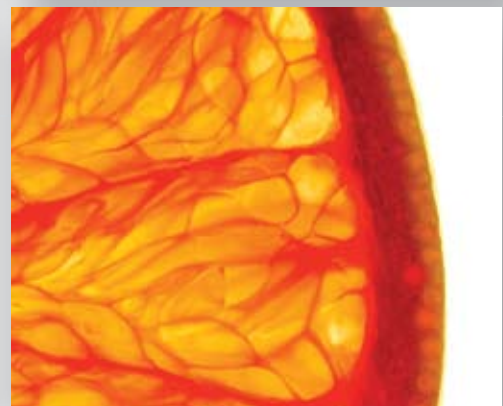


By using close up shots of the councillors and large font size we make good use of space.

The stands should be vibrant and create an impact but with flexibility for longer names and titles. If you have questions about the stand dimensions please contact the publication officer or communications manager (details page 2).

Image library

Style of imagery



Bright, vivid and natural imagery represents positivity and the interests of the party it also reflects the new colour palette (page 6). These images can be used on covers for documents. (page 27)

Document layout

Covers for Green Party documents

A4 - 210mm(w) x 297mm(h)

Use vivid generic images for document covers



Main Heading
Frutiger Bold 30pt / 18
Date
Frutiger Roman 16pt / 18

Dark green panel is 1/4 page of logo 210mm(w) x 74.2mm(h). Light green panel is 10mm(h)

The logo is placed at 40%

Displayed at 30% actual size

Branding in other formats

Postcard - 148.5mm(w) x 110mm(h)

Postcard at 100%



Outdoor signage

Green Party flag

