



Brand Standards

November 2018

For more information on the Saskatchewan Liberal Party's brand standards or to download graphics go to www.saskliberals.ca/logo

SaskLiberals.ca

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Introduction

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

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. Our focus is 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.

Party Name

In all formal references to the Party, use **Saskatchewan Liberal Party**

Less formal or subsequent references may use **Saskatchewan Liberals** or **Sask Liberals**

Do not use:

- Liberal Party of Saskatchewan
- Saskatchewan Liberal Association
- SaskLiberals (*except for social media*)
- SLP (*except internally*)

Primary Wordmark

The identification of the Saskatchewan Liberal Party consists of the word “Liberals” in a bold semi-italic typeface with a stylized sun rising over a prairie field.

The colour red has been chosen as the traditional colour long associated with both provincial and federal Liberal parties in Canada. Green and yellow represent the colours of the flag of Saskatchewan.

The Saskatchewan Liberal identity represents the dawn of a new era in the history of the Saskatchewan Liberal Party and the Province of Saskatchewan.



Colour Variations

The full-colour logo on a white background is the preferred representation whenever possible. (1)

The single-colour logo using red and 90% black is acceptable when full-colour is not available. (2)

Single Colour Application

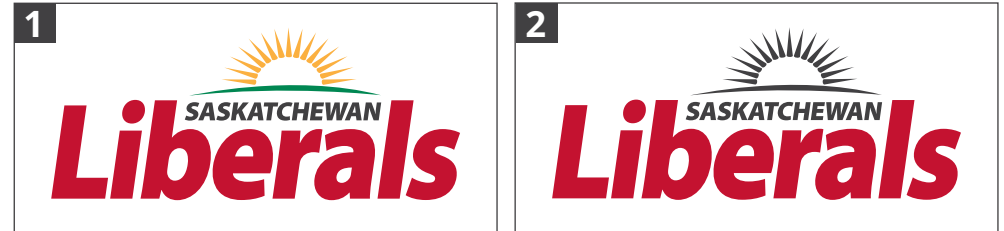
When possible, the colour red should be used in single-colour applications. (3)

Greyscale (4) or black (5) versions are acceptable when colour is not available.

The logo may be reversed on a red or black background (white knockout). (6 & 7)

Any other colour combinations are not permitted. Do not reverse the logo on green, yellow or any other colour.

Preferred



Acceptable



Restricted Usage

The logo should be used as provided. Original colours, proportions and scale must be maintained.

Do not:

- stretch, rotate or skew
- add special effects like drop shadows or glows
- re-colour
- reverse the logo on any colour, except red or black
- run text or graphics over the logo

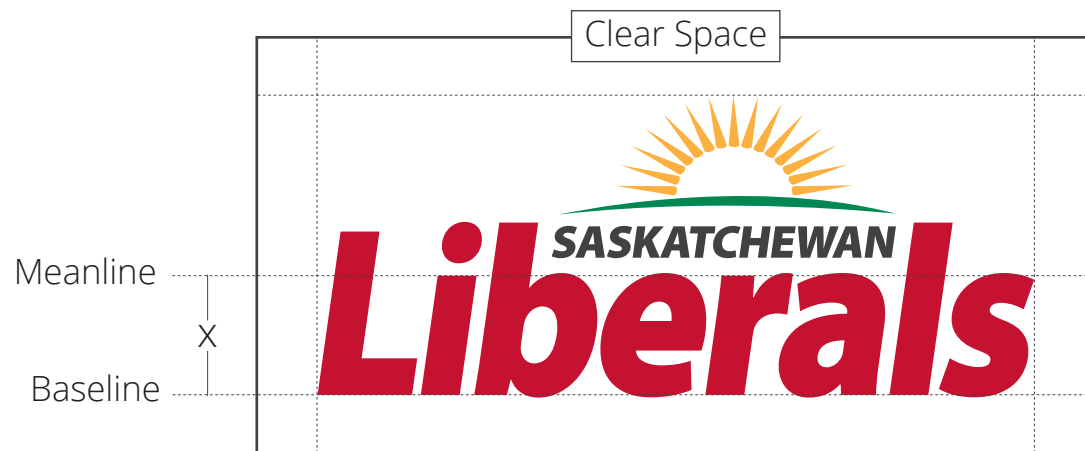
Examples of Prohibited Variations



Clear Space

No other graphics, text or illustrations should enter the clear space area.

Clear space area is one half the height from baseline to meanline (x).



Logo Typeface

Myriad Pro Black
Shear 8°, Tracking -40

(See page 8 for general typography.)





Myriad Pro Black
Myriad Pro Black

Colours


Coated Spot

-  Red
Pantone 187C
-  Green
Pantone 348C
-  Yellow
Pantone 143C
-  Black
90%





Uncoated Spot

-  Red
Pantone 187U
-  Green
Pantone 355U
-  Yellow
Pantone 122U
-  Black
90%

Four Colour Process (CMYK)

-  Red
C-0, M-100, Y-79, K-20
-  Green
C-100, M-0, Y-85, K-24
-  Yellow
C-0, M-35, Y-85, K-0
-  Black
C-0, M-0, Y-0, K-90

Digital (RGB)

-  Red
#b32017
-  Green
#008752
-  Yellow
#ff9933
-  Black
#1a1a1a

Typography

The font for all print and digital applications is **Open Sans**.
If Open Sans is unavailable, **Arial** is permitted as a substitute.

Usage:

- Do not use a stroke or drop shadow around any font
- Body text is always black, 90% grey, or white (over red)
- Headers should be red, or white (over red)
- Subheads can be red, black, 90% grey, or white (over red)

Open Sans

Open Sans Light

Open Sans Regular

Open Sans Semibold

Open Sans Bold

Open Sans Extrabold

Free Download:

<https://www.google.com/fonts/specimen/Open+Sans>

Arial

Arial Regular

Arial Bold

Arial Black

Headings:

Open Sans Extrabold

Tracking: -25

Open Sans Bold

Tracking: -25

Open Sans Semibold

Tracking: -25

Body Copy:

Open Sans Regular

Tracking: -25

Size: minimum 10pt

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890

Secondary Wordmark

The secondary wordmark, featuring the shortening of “Saskatchewan” to “Sask” and without the sunrise element, may be used in applications where a simplified mark is desired or required.

The only acceptable colour variations of this wordmark are red, black, or white (knockout).

**Sask
Liberals**



Additional Marks

Website

The website of the Saskatchewan Liberal Party forms an integral part of the Party's communication strategy. When possible, the website mark should be included on all print material.

SaskLiberals.ca

SaskLiberals.ca

Clubs or Associations

Recognized clubs or associations may utilize their own mark, and are encouraged to follow these brand standards in the same manner.

***Sask
Liberals***
on Campus

Supporting Visuals

Headshot Photos

The use of high quality photography is important in conveying a professional and approachable image of individuals who represent our organization.

The subject should be professionally dressed, have a natural smile and body language, and be making eye contact with the camera.

Specifications:

- High resolution JPEG (Min. 2000 x 3000px, 72dpi)
- Show full head and shoulders
- Background should be neutral or light coloured
- Proper lighting (natural or studio lights, no on-camera flash)
- Photo should be recent (within 5 years)



More Information

For more information about the Saskatchewan Liberal Party's brand standards, or to request special elements or materials, please contact:

Eric Steiner

Communications & Public Relations Chair

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