



# Graphic Standards

Saskatchewan Liberal Party / April 2009

For more information on the Saskatchewan Liberal Party's graphic standards or to download graphics go to [www.saskliberals.ca](http://www.saskliberals.ca)

***SaskLiberals.ca***

## Logo





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

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







## Party Colours





Coated paper spot colour:

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





Coated paper 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

Uncoated paper spot colour:

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

Uncoated paper CMYK:

	Red	C-0, M-100, Y-79, K-20
	Green	C-94, M-0, Y-100, K-20
	Yellow	C-0, M-17, Y-80, K-0
	Black	C-0, M-0, Y-0, K-90

## Typeface

### “Liberals”

Myriad Pro Black  
Upper and Lower Case  
Shear 8°, Tracking -40

### “Saskatchewan”

Myriad Pro Black  
Upper Case  
Shear 8°, Tracking -25

**Myriad Pro Black**

***Myriad Pro Black***

**MYRIAD PRO BLACK**

# Colour Application

Red is the official colour of the Saskatchewan Liberal Party.

A full-colour logo on white is the preferred representation. (1)

A two-colour logo using red, yellow and 90% black (2), or single-colour logo using red and 90% black (3) is also acceptable.

# Single-Colour Application

When possible, the colour red should be used in single-colour applications. (5)  
Black (6) or greyscale (4) is also acceptable.

The logo may be reversed on a red or black background (white knockout). (7,8)  
Generally, do not reverse the logo on green, yellow or any other colour.

Any other colour combinations are not permitted.

YES



YES



NO



# Maintain Integrity

The logo may not be altered or manually reproduced in any way. Original proportions and scale must be maintained.

NO



# Clear Space

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

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



# Additional Elements

The website of the Saskatchewan Liberal Party forms an integral part of the SLP's communication strategy. When possible, the website address "saskliberals.ca" should be included on any printed material.

The 'sunrise' element may be used independently or in conjunction with other design elements in limited or special circumstances.

**SaskLiberals.ca**

