



BRAND STANDARDS

JUNE 2022

COPYRIGHT

All copyrights in the text, logos, graphics, symbols, photographs, videos, and other material (the “Works”) contained within or included with this document are owned exclusively by the Saskatchewan Liberal Party (herein after the “Party”) or its third-party licensors.

You are prohibited from copying, reproducing, modifying, distributing, communicating, displaying or performing any of the Works for any purposes, except if you are (i) an advertising agency of the Party, (ii) a registered Party Constituency Association, (iii) a nominated candidate of the Party, (iv) a member of the Party’s caucus, or (v) an authorized Officer of the Party, and will use the Works to (a) campaign under the umbrella of the Party, (b) positively promote the Party’s activities, or (c) inform the public about the Party in a positive manner regarding its activities, statements and campaigns; or if you have otherwise obtained a prior written authorization to do so by the Party.

Nothing stated or implied by any other communication may be considered a license or authorization to use the Works by persons

and for purposes other than those expressly mentioned above. Without limiting the generality of the foregoing, uses categorized as a commercial endeavor, as well as use of Works of the Party’s third-party licensors, which are subject to third-party licenses’ terms and conditions, are not covered by the exceptions above.

For any questions regarding the use of Works, please email contact@saskliberals.ca

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 or legal references to the Party, use **Saskatchewan Liberal Party**

Less formal references may use **Sask Liberal Party**, **Sask Liberals**, or **Saskatchewan Liberals**

SLP should only be used in subsequent references where the full name has already been used.

Do not use:

- Liberal Party
- Liberal Party of Saskatchewan
- Saskatchewan Liberal Association
- SaskLiberals
- any other variation

PRIMARY LOGO



The identification of the Saskatchewan Liberal Party consists of the stacked words **Sask** and **Liberals** in uppercase with a stylized wheat sheaf on the left side. A rectangular border surrounds both elements with a small break at the top of the wheat sheaf.

The primary colour for the text is red, the wheat sheaf element in yellow, and the border in blue-grey.

The wheat sheaf element represents growth, optimism and prosperity, both for the Province of Saskatchewan and the Saskatchewan Liberal Party.

This primary version of the logo is the preference to be used whenever possible.

VARIATIONS

The full-colour logo on a white or light background is the preferred representation whenever possible.



The two-colour logo on a white or light background is acceptable when full-colour printing is not available.



The black version is acceptable when colour printing is not available.



The white logo may be used over a solid red or blue-grey background.



RESTRICTED USAGE

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

Do not:

- stretch, rotate or skew
- add effects like drop shadows or glows
- change the font
- change colours
- reverse the logo over any colour other than red, blue-grey or black.
- run text or graphics over or within the logo

EXAMPLES OF PROHIBITED VARIATIONS



CLEAR SPACE

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

Clear space area (x) is equal to the height of the large "S".



COLOURS



HEX: #FBC000
RGB: 251 192 0
CMYK: 2 25 100 0
PANTONE: 116 C



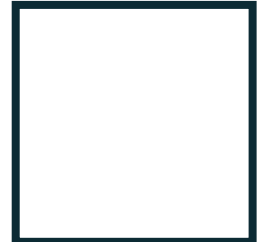
HEX: #F79824
RGB: 247 152 36
CMYK: 0 47 97 0
PANTONE: 151 C



HEX: #A90000
RGB: 169 0 0
CMYK: 22 100 100 18
PANTONE: 187 C



HEX: #092C35
RGB: 9 44 53
CMYK: 92 66 57 60
PANTONE: 296 C



HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

TYPOGRAPHY

The font for all print and digital applications is **Gotham**.

If Gotham is unavailable, the alternative is **Montserrat**.

Verdana may be used if neither are available, or as a web-safe fallback.

Usage:

- Do not use any stroke or drop shadow effects
- Headings should be red, blue-grey, or white
- Body text is always 90% grey, black, or white

Gotham:

Gotham Thin
Gotham Regular
Gotham Medium
Gotham Bold
Gotham Black
Gotham Ultra

Montserrat:

Montserrat ExtraLight
Montserrat Light
Montserrat Regular
Montserrat Bold
Montserrat ExtraBold
Montserrat Black

Verdana:

Verdana Regular
Verdana Bold

HEADINGS:

GOTHAM BLACK

GOTHAM BLACK

BODY COPY:

Gotham Regular
Tracking: 0 to -25
Size: 10pt minimum

Montserrat Light
Tracking: 0 to -25
Size: 10pt minimum

SECONDARY LOGO (ICON)

The secondary “icon” logo, featuring the abbreviated text **SLP** and square border, may be used in applications where a simplified mark is desired or required.



ADDITIONAL MARKS

CLUBS OR ASSOCIATIONS

Recognized clubs or associations may utilize their own logo, incorporating the Party logos with additional text consistent with these brand standards.

Additional text should use the font **Gotham Black**.



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

Party graphics, including the current version of this document, are available for download at www.saskliberals.ca/logo

For more information on the Saskatchewan Liberal Party's brand standards, or to request special elements or materials, please contact graphics@saskliberals.ca