

# TRADITIONAL LIBERTARIAN PARTY BRANDING SHEET

PARTY BRANDING WITH DECADES OF VISIBILITY

Resource kit available at <http://libertarianstatue.com/resourcekit> Includes logo graphics, clip art, fonts, ready-made signs and buttons, and more!



**SINGLE COLOR**  
Use only on white or near-white



**WHITE FILL**  
Use on light colors only



**WHITE OUTLINE**  
Must use on dark colors

- Logo images (multiple formats) at [libertarianstatue.com/about-the-logo.html](http://libertarianstatue.com/about-the-logo.html)
- Logo should always be dark blue whenever possible, outside of specialized use cases. In a black and white setting the logo should be black.
- Never invert the logo colors. Use the outline version for dark backgrounds. You may thicken the outline as needed.
- Lower areas of logo may be cropped as needed. The face is the most important part, followed by arm and torch
- Logo may be rotated 3 or 7 degrees counterclockwise

<b>GOLD</b>	<b>PMS 109C</b> sRGB: #FFD100 (255, 209, 0) CMYK: 0 9 100 0 <small>For non-decorative gold on white or as needed for improved contrast use 130C Dark Gold.</small>	<b>DARK GOLD</b>	<b>PMS 130C</b> sRGB: #F2A900 (242, 169, 0) CMYK: 0 32 100 0 <small>For solid area fills and against non-light colors use 109C. Also use in gradients with 109C</small>	<b>LIGHT GRAY</b>	<b>PMS Cool Gray 4C</b> sRGB: #BBBCBC (187, 188, 188) CMYK: 12 8 9 23	<b>RED</b>	<b>PMS 193C</b> sRGB: #BF0D3E (191, 13, 62) CMYK: 2 99 62 11	<b>GREEN</b>	<b>PMS 347C</b> sRGB: #009A44 (0, 154, 68) CMYK: 93 0 100 0
<b>BLUE</b>	<b>PMS 288C</b> sRGB: #002D72 (0, 45, 114) CMYK: 100 80 6 32	<b>CYAN</b>	<b>PMS 318C</b> sRGB: #88DBDF (136, 219, 223) CMYK: 40 0 14 0 <small>For non-decorative use on white, use 640C Cerulean</small>	<b>MEDIUM GRAY</b>	<b>PMS Cool Gray 9C</b> sRGB: #75787B (117, 120, 123) CMYK: 30 22 17 57 <small>For non-decorative use on white, use Cool Gray 11C</small>	<b>DARK RED</b>	<b>PMS 7622C</b> sRGB: #93272C (147, 29, 44) CMYK: 0 87 89 45	<b>DARK GREEN</b>	<b>PMS 553C</b> sRGB: #284734 (40, 71, 52) CMYK: 782 30 65 76
<b>WHITE</b>	<b>PMS White</b> sRGB: #FFFFFF (255, 255, 255) CMYK: 0 0 0 0	<b>CERULEAN</b>	<b>PMS 640C</b> sRGB: #0082BA (0, 130, 186) CMYK: 100 10 3 16 <small>For area fills, consider using in a gradient with 318C or 288C</small>	<b>DARKER GRAY</b>	<b>PMS Cool Gray 11C</b> sRGB: #53565A (83, 86, 90) CMYK: 44 34 22 77 <small>For solid area fills use Cool Gray 9C</small>	<b>BROWN</b>	<b>PMS 161C</b> sRGB: #603D20 (96, 61, 32) CMYK: 16 67 100 71	<b>KHAKI</b>	<b>PMS 461C</b> sRGB: #E9DF97 (233, 223, 151) CMYK: 2 1 45 2
<b>BLACK</b>	<b>ISO 12647-2 Black</b> sRGB: #000000 (0, 0, 0) CMYK: 0 0 0 100	<b>PURPLE</b>	<b>PMS 255C</b> sRGB: #72246C (114, 36, 108) CMYK: 53 96 10 24	<b>NEAR BLACK</b>	<b>PMS 433C</b> sRGB: #1D252D (29, 37, 45) CMYK: 90 68 41 90 <small>For When Cool Gray 11C isn't dark enough and for gradients with black</small>	<h2>Primary colors: Gold, Blue, White, and Black</h2>			

### COMMON COLOR COMBINATIONS



## MICROGRAMMA

Use for headlines, titles, signs, and similar

<b>Font names</b>	Microgramma, Eurostile, Libertygramma, Federation Bold, Michroma
<b>Note</b>	USE CAPITAL LETTERS ONLY

## Roboto (2014)

Use for body text and as a sans serif

<b>Font names</b>	Roboto, Heebo
<b>Substitution</b>	Univers, Arial, Helvetica, Liberation Sans
<b>Avoid</b>	DejaVu Sans, Segoe, Frutiger, Myriad, Open Sans
<b>Beware</b>	Roboto (2012) is a different typeface with the same name and designer

## Century

Use for a serif typeface

<b>Font names</b>	TeX Gyre Schola, Century Schoolbook
<b>Note</b>	Multiple proprietary options

## Journal (Fontourist)

Use for decorative situations

<b>Font names</b>	Journal
<b>Note</b>	Donationware. Please send donation to Fontourist

Winter 2026 Revision

# LIBERTARIAN STATUE PRESS

TRADITIONAL LIBERTARIAN BRANDING — GENUINE LIBERTARIAN MESSAGE  
LIBERTY IN A BOX

[LIBERTARIANSTATUE.COM](http://LIBERTARIANSTATUE.COM)

