

TRADITIONAL LIBERTARIAN PARTY BRANDING SHEET

PARTY BRANDING WITH DECADES OF VISIBILITY

Resource kit available at Resources.LibertarianStatue.com
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
- 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

GOLD	PMS 109C sRGB: #FFD100 (255, 209, 0) CMYK: 0 9 100 0 For non-decorative gold on white or as needed for improved contrast use 130C Dark Gold.	DARK GOLD	PMS 130C sRGB: #F2A900 (242, 169, 0) CMYK: 0 32 100 0 For solid area fills and against non-light colors use 109C. Also use in gradients with 109C	LIGHT GRAY	PMS Cool Gray 4C sRGB: #BBB8BC (187, 188, 188) CMYK: 12 8 9 23	RED	PMS 193C sRGB: #BF0D3E (191, 13, 62) CMYK: 2 99 62 11	GREEN	PMS 347C sRGB: #009A44 (0, 154, 68) CMYK: 93 0 100 0
BLUE	PMS 288C sRGB: #002D72 (0, 45, 114) CMYK: 100 80 6 32	CYAN	PMS 318C sRGB: #88DBDF (136, 219, 223) CMYK: 40 0 14 0 For non-decorative use on white, use 640C Cerulean	MEDIUM GRAY	PMS Cool Gray 9C sRGB: #75787B (117, 120, 123) CMYK: 30 22 17 57 For non-decorative use on white, use Cool Gray 11C	DEEP RED	PMS 7622C sRGB: #93272C (147, 29, 44) CMYK: 0 87 89 45	DARK GREEN	PMS 553C sRGB: #284734 (40, 71, 52) CMYK: 782 30 65 76
WHITE	PMS White sRGB: #FFFFFF (255, 255, 255) CMYK: 0 0 0 0	CERULEAN	PMS 640C sRGB: #0082BA (0, 130, 186) CMYK: 100 10 3 16 For area fills, consider using in a gradient with 318C or 288C	DARKER GRAY	PMS Cool Gray 11C sRGB: #53565A (83, 86, 90) CMYK: 44 34 22 77 For solid area fills use Cool Gray 9C	BROWN	PMS 161C sRGB: #603D20 (96, 61, 32) CMYK: 16 67 100 71	KHAKI	PMS 461C sRGB: #E9DF97 (233, 223, 151) CMYK: 2 1 45 2
BLACK	ISO 12647-2 Black sRGB: #000000 (0, 0, 0) CMYK: 0 0 0 100	PURPLE	PMS 255C sRGB: #72246C (114, 36, 108) CMYK: 53 96 10 24	NEAR BLACK	PMS 433C sRGB: #1D252D (29, 37, 45) CMYK: 90 68 41 90 For When Cool Gray 11C isn't dark enough and for gradients with black	Primary colors: Gold, Blue, White, and Black			

COMMON COLOR COMBINATIONS

GOLD AND BLUE	RED WHITE BLUE	GOLD AND BLACK	DARK GOLD BLUE	GOLD GRAY BLACK

MICROGRAMMA

Use for headlines, titles, signs, and similar

Font names	Microgramma, Eurostile, Libertygramma, Federation Bold, Michroma
Note	USE CAPITAL LETTERS ONLY



Roboto (2014)

Use for body text and as a sans serif

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

Century

Use for a serif typeface

Font names	TeX Gyre Schola, Century Schoolbook
Note	Multiple proprietary options

Journal (Fontourist)

Use for decorative situations

Font names	Journal
Note	Donationware. Please send donation to Fontourist

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TRADITIONAL LIBERTARIAN BRANDING — GENUINE LIBERTARIAN MESSAGE
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