The Green Party
Visual Brand Guidelines

Accessibility Update 2023

Green Party

Contents

Logos

The Green Party logo is an important part of the identity. It needs to be placed where it can be seen at first glance, so as to identify immediately the political party. This would be on all printed and digital materials.

Wide logo

Wide logo - Wales

Stacked logo

Stacked logo - Wales

Logo colour variations

Core colour logos

White out of a secondary colour when necessary for contrast, but not where a core colour can be used e.g.

*digital use only

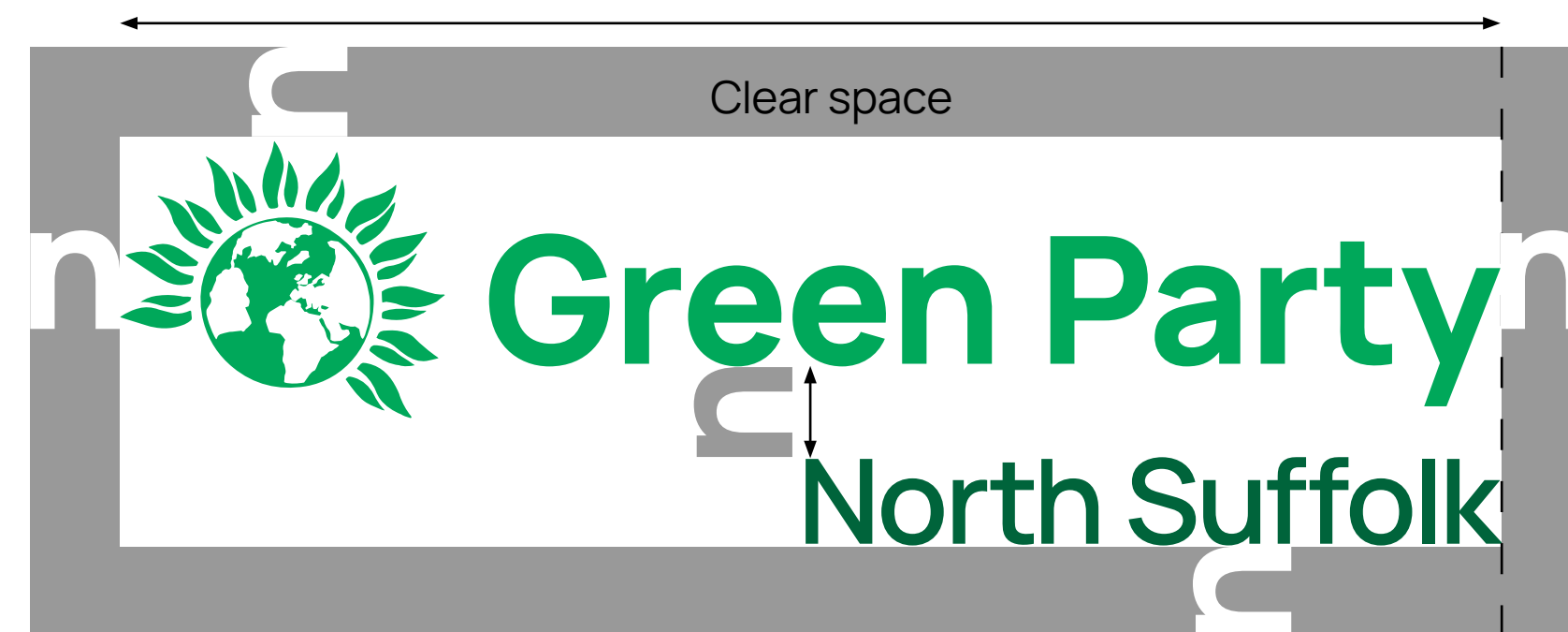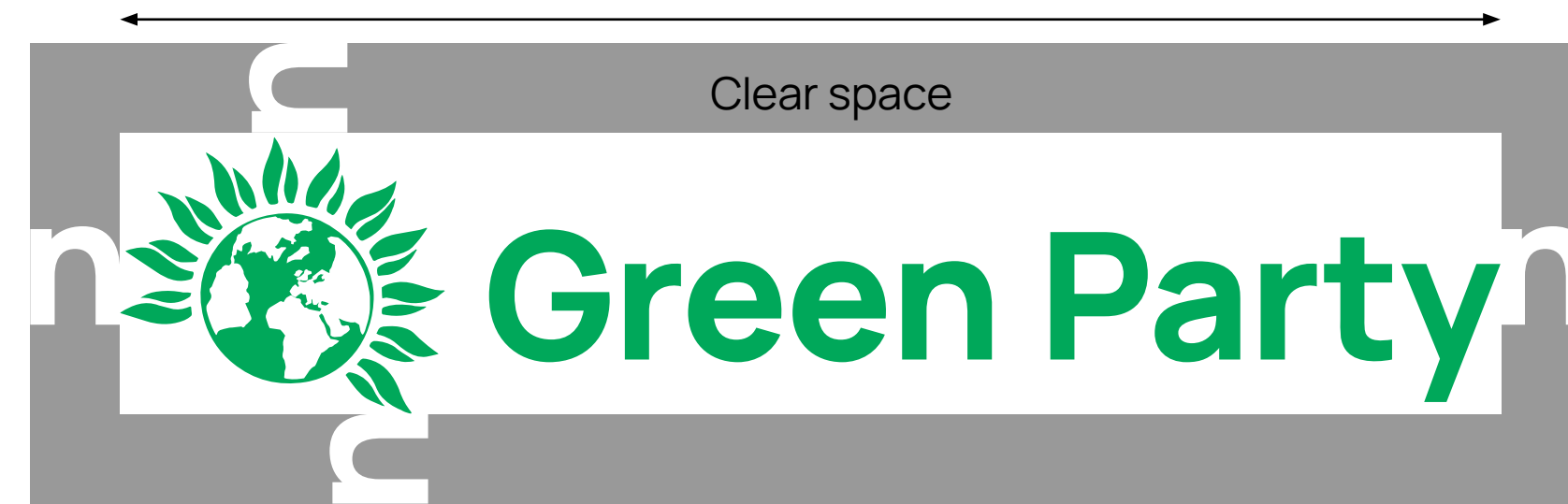Black & white logo only to be used on black & white only prints

Black logo can be used for black & white only print at home campaign materials

Logos

Clear space

Aim to to keep a minimum clear space all around the logo equal to the X height of the "n" from the word "Green" in the logo.

Clear space

Green Party

Clear space

Green Party
North Suffolk

Local & Regional Logos

Materials produced for local use can prioritise the use of their local logo where in place of the national logo.

In it's primary form, the Green Party logo appears in fair green, with the local/regional name in forest green set in Manrope Semibold beneath it.

Wide logo - short name - left aligned

Green Party
Stroud District

Wide logo - short name - right aligned

Green Party
Hackney

Wide logo - longer name - left aligned

Green Party
Bro Morgannwg
Vale of Glamorgan

Wide logo - longer name - right aligned

Green Party
Chippenham, Devizes
& North Wiltshire

Local & Regional Logos

short name

Green Party
Stroud

Green Party
Brighton & Hove

two-line name

Green Party
Mole Valley,
Epsom and Ewell

Green Party
Bridgwater &
West Somerset

long name

Green Party
Mid Sussex,
Crawley & Horsham

Green Party
Mid-Worcestershire
& the Vale

Green Party
Forest of Dean

Green Party
Herefordshire

Green Party
Harborough,
Oadby & Wigston

Green Party
Staffordshire
Moorlands

Local & Regional Logos

Digital profile picture examples

Typography

Headline font:
Bebas Neue Bold

- Primary headline and display text font
- Includes Welsh accent glyphs ŵ, ẅ, ẃ or ẁ

Bebas Neue BOLD

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890.,<>/?;:
'"[]{}\|!@£$
%^&*() _ +~

Body/content font:
Manrope

- Manrope Regular
- Includes Welsh accent glyphs ŵ, ẅ, ẃ or ẁ
- Open source font free for everyone
  to download here
- Available as a webfont

Manrope REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,< >/?;:
'"[]{}\|!@£$
%^&*()_+`~

Secondary content font:
Helvetica Neue Condensed

- Secondary reading font
- Available in italics
- Does not include Welsh accent glyphs

Helvetica Neue Condensed REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
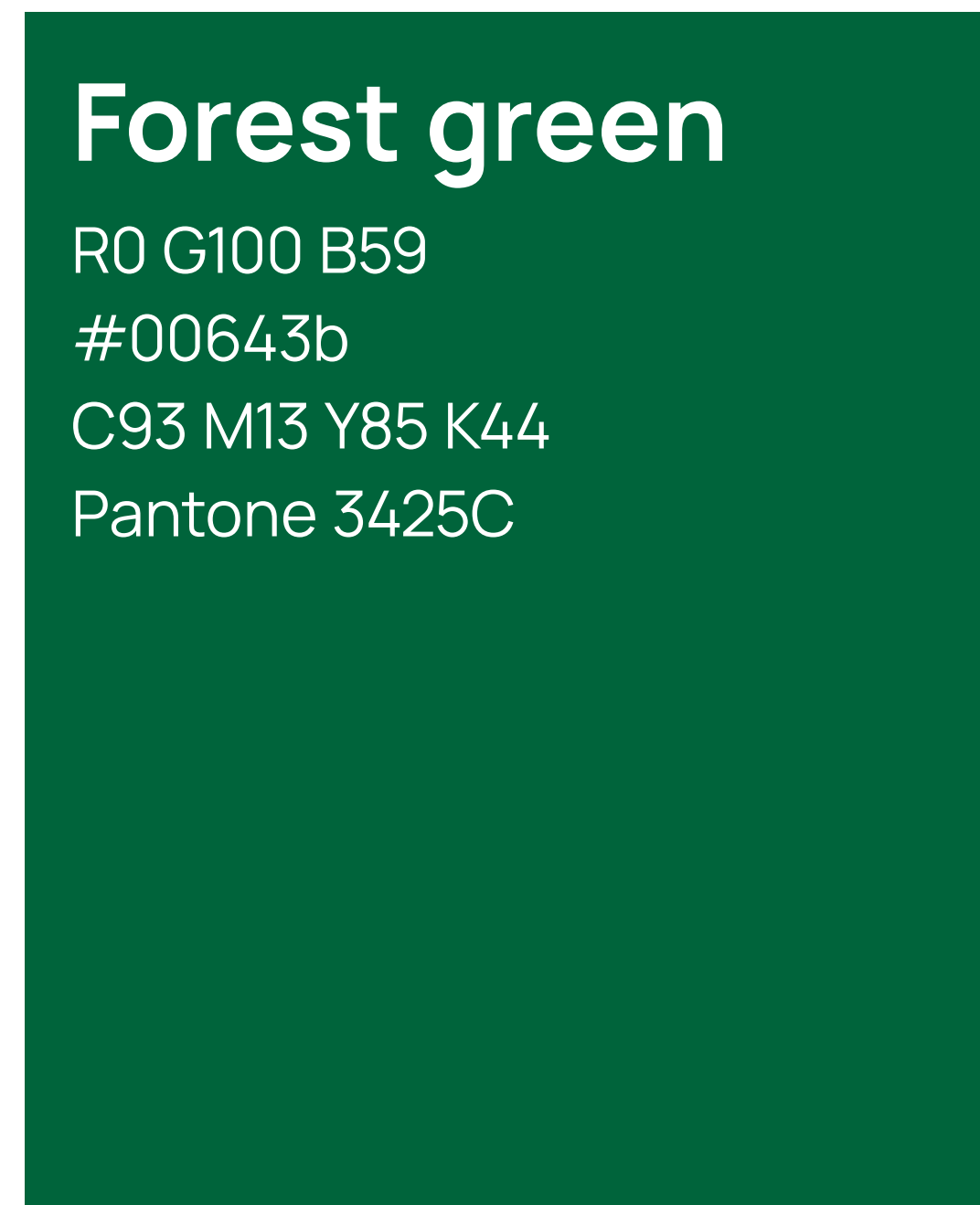abcdefghijklmnopqrstuvwxyz
1234567890.,<>/?;:
'"[]{}\|!@£$
%^&*()_+`~

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%^&*()_+`~

Colours

Core greens

Fair green is the main Party colour that should be the first choice on all branding. Forest green can be used independently where necessary.

Fair green

R0 G168 B90

#00a85a

C78 M0 Y81 K0

Pantone 7481C

Forest green

R0 G100 B59

#00643b

C93 M13 Y85 K44

Pantone 3425C

Secondary greens

These are supporting colours and should be used as secondary colours only.

Strong green
R40 G170 B30
#28aa1e
C77 M0 Y100 K0
Pantone 361C

Apple green
R106 G176 B35
#6ab023
C65 M0 Y100 K0
Pantone 368C

Highlighter green
(Digital use only)
R39 G230 B99
#27e663

Olive green
R56 G94 B44
#385e2c
C40 M0 Y53 K63
Pantone 575C

Lime green
R151 G215 B0
#97d700
C46 M0 Y90 K0
Pantone 375C

Supporting colours
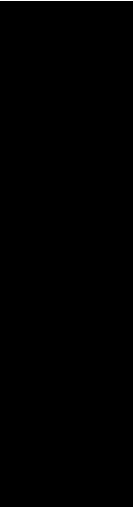
Supporting colours

These are a colours that can be used for illustrations, infographics, graphs etc.

Midnight
R0 G31 B78
#001f4e
C100 M36 Y0 K45
Pantone 7462C

Sky
R65 G182 B230
#41B6E6
C64 M15 Y0 K9
Pantone 2985C

Red
R223 G19 B23
#df1317
C0 M92 Y90 K13
Pantone 185C

Blush
R255 G138 B140
#ff8a8c
C0 M46 Y45 K0
Pantone 197C

Orange
R255 G91 B15
#ff5b0f
C0 M64 Y94 K0
Pantone 165C

Teal
R0 G96 B106
#00606a
C100 M10 Y0 K59
Pantone 7474C

Violet
R65 G0 B118
#410076
C45 M100 Y0 K54
Pantone Medium
Purple C

Morello
R188 G12 B41
#bc0c29
C0 M94 Y79 K27
Pantone 206C

Peach
R255 G195 B 153
#ffc399
C0 M24 Y40 K0
Pantone 713C

Brown
R113 G52 B0
#713400
C0 M54 Y100 K56
Pantone 731C

Turquoise
R0 G164 B153
#00a499
C100 M0 Y7 K36
Pantone 3265C

Purple
R130 G78 B228
#824ee4
C43 M66 Y0 K11
Pantone 2665C

Pink
R232 G62 B106
#e83e6a
C0 M74 Y55 K10
Pantone 212C

Yellow
R250 G225 B0
#fae100
C0 M10 Y100 K2
Pantone Yellow C

Neutrals

Dark grey
R51 G51 B51
#333333
C0 M0 Y0 K80
Pantone 425c

Black
R35 G31 B32
#231f20
C0 M0 Y0 K100
Pantone Black C

Mid grey
R153 G153 B153
#999999
C0 M0 Y0 K45
Pantone 422c

White
R255 G255 B255
#ffffff
C0 M0 Y0 K0

Colour contrast WCAG AA guidance

Accessibility and readability are a priority for all Green Party branded materials.

Please follow WCAG AA standard guidelines. You can read more guidance here: https://www.gov.uk/service-manual/helping-people-to-use-your-service/understanding-wcag

You can check contrasts on screen by keying in the hexcodes on the link below, or via other online tools: https://webaim.org/resources/contrastchecker/

Aim to apply these for:
Logos
Large text
Body text
Graphics and icons

Examples for fair green and forest green: ⊘ Yes, meets WCAG AA   ⊗ No, does not meet WCAG AA
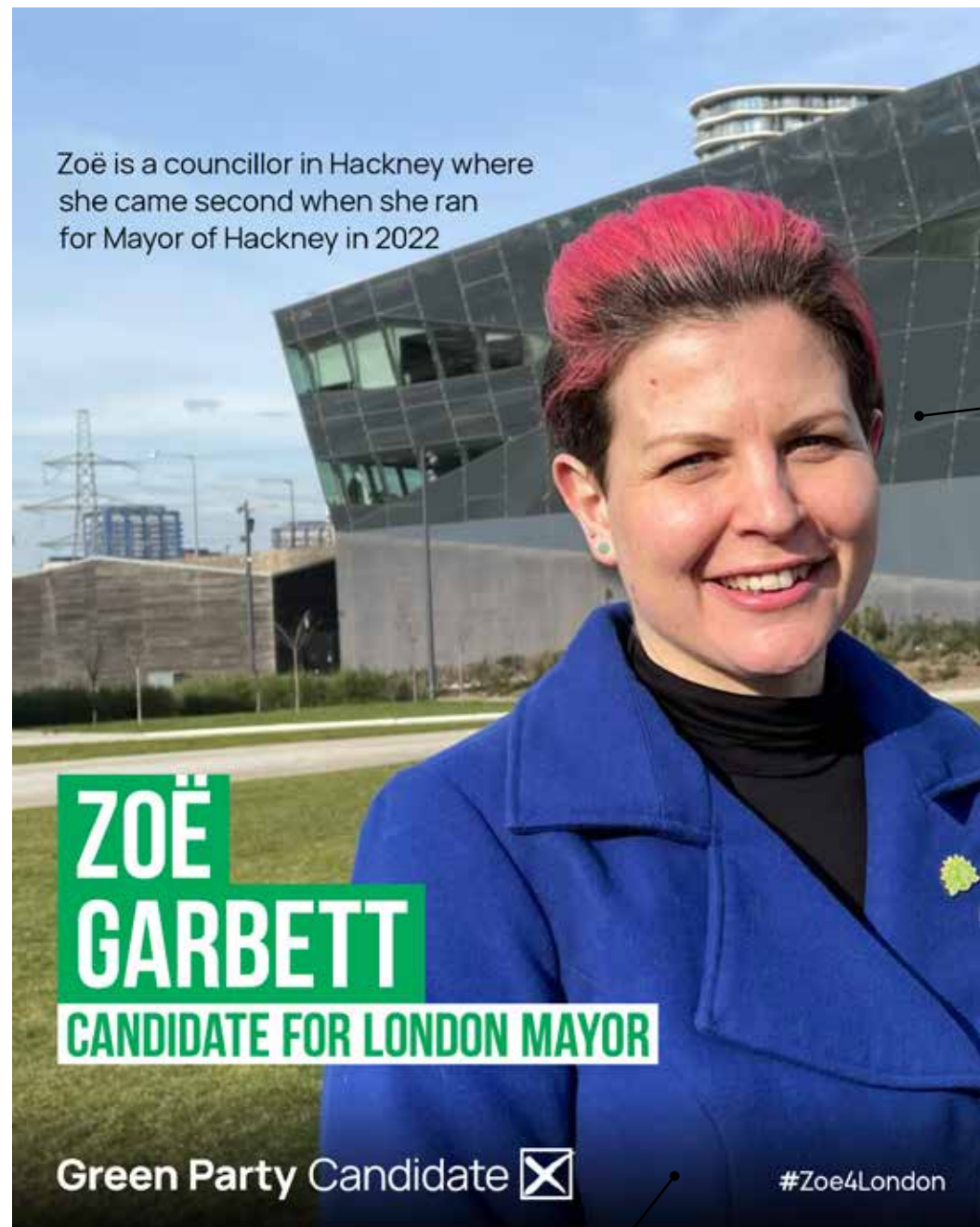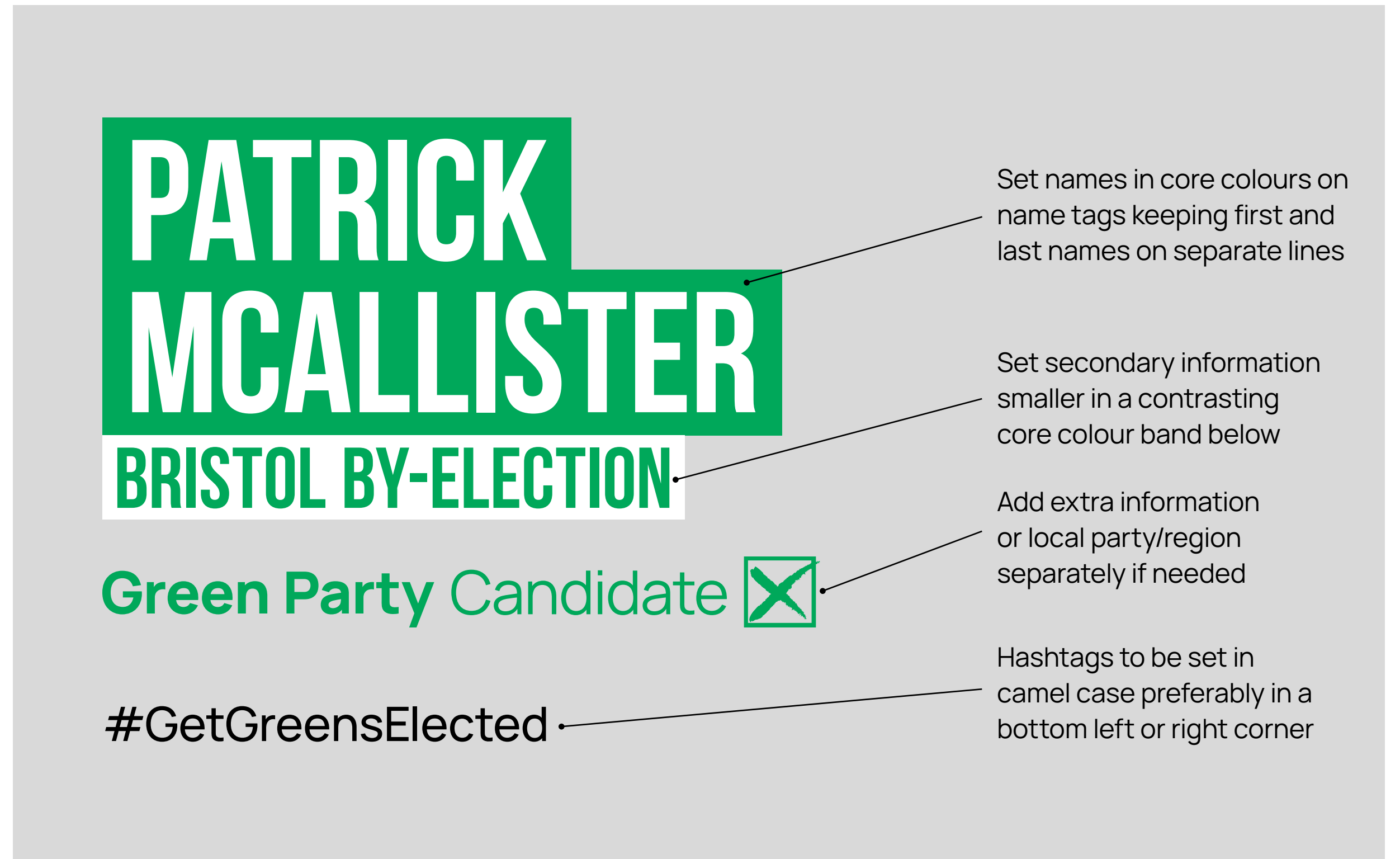
Green Profiles

Zoë is a councillor in Hackney where she came second when she ran for Mayor of Hackney in 2022

ZOË GARBETT
CANDIDATE FOR LONDON MAYOR
Green Party Candidate ☒
#Zoe4London

Use head and shoulders photos that set people in relevant environments or against uncluttered backgrounds or in natural spaces

Add a black gradient underneath text or branding if needed for colour contrast

PATRICK MCALLISTER
BRISTOL BY-ELECTION
Green Party Candidate ☒
#GetGreensElected

PATRICK MCALLISTER
BRISTOL BY-ELECTION

Green Party Candidate ☒

#GetGreensElected

Set names in core colours on name tags keeping first and last names on separate lines

Set secondary information smaller in a contrasting core colour band below

Add extra information or local party/region separately if needed

Hashtags to be set in camel case preferably in a bottom left or right corner

Social Media

Slogan graphic

Aim to keep logos in bottom left or right corners

Quote graphic

Set quote tags by name, and Green role beneath

Use a headshot cut on a fair green thumbnail

Use text boxes if needed for legibility on images

Typography:
Bebas headline,
Manrope body text

Policy graphic

Use concise headlines on text tags in Bebas

Use ticks or bullets to separate information

Parliamentarian graphics

National logo can be replaced by local/regional or relevant special interest group logos

Social Media

Image alt text

Always add alt text for images when posting on social media

Video captions

Always add clear captions on videos / radio clips in either white on black, or forest green on white.

Use Manrope if available, or a system sans serif font such as Arial or Roboto.

Keep captions to one or two lines.

Conference

Spring conference logo
in fair green

Autumn conference logo
in forest green

Spring final agenda cover

Spring timetable cover

Motions passed social graphic

Conference 'together'
graphic branding

Spring email header