Scottish Labour

Visual Identity Guidelines 2018

Scottish🌹Labour

01 INTRODUCTION

What is our visual identity and why does it matter?

Our visual identity consists of the visual elements and marks which are used to create the look or appearance of our organisation.

Our identity is the means by which people recognise the Scottish Labour Party, whether at national or local level. It is expressed through the logotypes and fonts we use in our printed and electronic materials and communicated through the style and tone of our written and photographic content. Our visual identity is the initial impression our audience receives of us.

Using these things in a consistent way shows that we are clear about our message and are speaking with 'one voice' as an organisation.

By following the guidelines set out in the following chapters you will be able to indepentdently create professional Labour party materials including policy documents, training guides, and local informational booklets simply and quickly in programmes such as Microsoft Word, Microsoft Publisher and Pages for Mac.

02 THE LABOUR LOGO

The Scottish Labour logo consists of three inseparable elements: the logotypes 'Scottish and 'Labour', and by the rose symbol, which must be reproduced from official artwork.

The logotype is not a typeface. It has been specially drawn and must never be recreated or typeset in an alternative font.

The relative sizes and positions of the logotype and the rose are fixed and must not be altered. Never use the logotype on its own or the rose on its own.

The logo must appear on all Scottish Labour Party items.

The logo always appears on the left. On printed material the logo should appear on the bottom left.

On digital communications such as the website or emails the logo may appear top left.

You can download the Scottish Labour logo here: https://labour.org.uk/members/campaignresources/logos/

Partner logos

There are partner logos that the Labour Party uses in conjunction with the Labour logo. These include: LGBT Labour, Labour Students, BAME Labour. They each have their own rules about placement, and the following guidelines on logo usage apply to these partner organisations as well.

Ballot paper logos

The rose is the official registered trademark for the Labour Party. It is the identifying mark which appears on all ballot papers. Taking advantage of the square shape of the space available for political parties' logo on ballot papers, we have registered special versions of the rose logo.

This version of the logo is for use on ballot papers only and may **not** be used on other communications.

Vote Labour logos

During election campaigns a 'Vote Labour' logo is used which directly replaces the standard Labour logo, on all campaign related materials.

Logo with URL

In order to promote the Scottish Labour Party website www.scottishlabour. org.uk we have logos that incorporate the URL into the design.

Using the logo

An exclusion zone is in place to make sure that other graphic material or type does not interfere with or detract from the identity. This exclusion zone should also be the minimum when positioning the identity close to the edge of a page or trim area. The zone equates to a space that uses the width or height of 'L' as shown below.

The logo should not be larger than one-quarter of the page width, so on an A4 portrait page it is 38mm wide from the beginning of the rose to the end of 'Labour'.

38mm

The logo must always be produced in the correct colour. Whenever possible the logo should appear in pantone 199 (or CMYK breakdown). When using the logo on a coloured background use white for maximum contrast.

Avoid placing the logo on heavily patterned background that will impair legibility. When using photography the image should be cropped to allow a clear area behind the logo as shown below.

In single colour reproduction the logo should appear as 100% black.

Never use a tint to reduce the colour of the logo.

Both the rose and logotype must always be proportionally scaled.

The words should never be used on their own: always retain the rose. The Scottish Labour logo consists of three inseparable elements, which must be reproduced from official artwork.

Do not distort the logotype or the rose. Do not stretch or condense the logo to fit to a space

Do not change the colour of the logotype or the rose.

Do not put drop shadows on the logo.

Do not rearrange elements of the logo.

Do not change the typeface of the logo. The logotype is not a typeface. It has been specially drawn and must never be recreated or typeset in an alternative font.

03 IMAGES

Photographs and illustrations are used in Labour Party publications to help convey the right message.

Before using any image in a publication, you must check that you have permission to reproduce it from whoever owns the copyright. Also ensure that any identifiable people in the picture have no objection to their image being used to promote the Labour Party - it could be embarrassing if they made a public statement that they supported a different party or candidate.

Always try and use pictures which are interesting and relevant - for example, a picture of a candidate doing something, talking to other people or with a local landmark or setting is always preferable to a 'mugshot'.

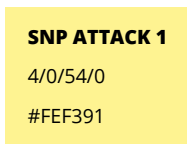# 04 CORPORATE COLOURS

Primary colours

The Labour Party's main colour is red - the colour used by left-of centre parties all over the world. Our red is Pantone Red 199.

This palette has been developed using the 2017 Manifesto. The topics/area represented by the colour is just a suggestion, but we try to use when possible.

For print please use the C/M/Y/K breakdown and for digital the #hexcode.

LABOUR RED
0/100/69/0
#E4003B

LABOUR RED 30% BLACK
0/100/69/30
#AF0A2C

LABOUR RED 50% BLACK
0/100/69/50
#8B0B20

The classic red should be the predominant colour when producing Labour/positive messaging content.

TORY ATTACK 1
99/75/7/0
#0D4993

SNP ATTACK 1
4/0/54/0
#FEF391

TORY ATTACK 2
99/75/7/50
#0A2B5B

SNP ATTACK 2
2/22/64/0
#FACD6F

TORY ATTACK 3
100/80/50/70
#0A1B2A

SNP ATTACK 3
6/36/76/0
#F8AC33

Tory attack blues and SNP attack yellows, use with the background colours to create consistent negative messaging.
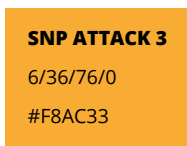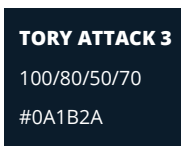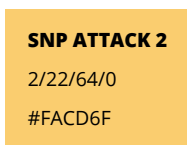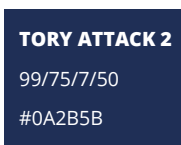
EXTENDING DEMOCRACY 0/68/72/0 #FF6F43	**CREATING AN ECONOMY** 39/100/30/36 #7C1B58	**A MORE EQUAL SOCIETY** 0/38/85/0 #F9AA4A
NAT EDUCATION SERVICE 0/100/30/0 #E33B7F	**LEADING RICHER LIVES** 100/5/61/63 #065O42	**SECURE HOMES FOR ALL** 90/50/25/35 #121561F
NEGOTIATING BREXIT 82/33/21/5 #2687A7	**SOCIAL SECURITY** 42/0/22/0 #81CDBF	**SAFER COMMUNITIES** 45/0/100/0 #9BC257
HEALTHCARE FOR ALL 67/0/22/0 #33BFD4	**A GLOBAL BRITAIN** 43/84/0/0 #934A94	**A FAIR DEAL AT WORK** 0/100/69/0 #E4003B

These colours relate to subject areas in the Manifesto, when creating content use the subject colour as a starting point - but always include and use Labour red.

If creating a cover page for a policy document, training guide, or local informational booklet use either a Pantone Red 199 background with white text and white logo, or white background with Pantone Red 199 text and logo. This can be done simply and quickly in programmes such as Microsoft Word, Microsoft Publisher and Pages for Mac.

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05 TYPEFACES

The party's typeface is Open Sans.

Our standard use for Titles: Bold or extra bold. It should always be at least 2 points bigger than the body copy. DON'T BE AFRAID OF ALL CAPS.

Our standard use for Subheadings: Same as the size of the body copy, use Bold or Semibold.

Our standard use for bodycopy: Light or Regular at 10pt (leading at 14pt). These are fluid rules but its should never be smaller than 9pt or larger that 12pt.

When Typesetting we use a 2mm space after and a hard return between paragraphs.

Heading and text must always be aligned left.

06 IMPRINTS

Every piece of work needs an imprint* this is a legal requirement. It will include who is promoting the job and the printer. This will be at 6pt, unless a its a large format job.

Examples of imprints:

Promoted by Martin Lennon on behalf of Martin Lennon both at 6 Richmond Grove, Rutherglen G73 3LD. Printed by the Scottish Labour Party, 290 Bath Street, Glasgow G2 4RE.

Promoted by Francis Fallan on behalf of Clare Quigley, both at 88 Main Street, Shotts, ML7 5HA. Printed by Cowan Print, Burnside Industrial Estate, Kilsyth, G65 9JX.

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*   Some exceptions to this rule: Social media graphis do not need an imprint.

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