

LIBERTARIAN STATUE RESOURCE KIT

BUTTONS

Button sheets in five size ranges from 25mm to 3 inch.
They all work with variant sizes from multiple equipment vendors.



SIGNS

Message signs in most common sizes and some less common ones



TEMPLATES

Starting points for candidate, message, and organizational materials



...Plus fonts, clip art, specifications, and guides

For inquiries,
text James at
940 395 4028

WEB-BASED INTERFACE

visit

<http://libertarianstatue.com/resourcekit>

New edition in development! Preview it at at:

<http://libertarianstatue.com/resourcekittesting/mainmenu.html>

LIBERTARIANSTATUE.COM

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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

- Logo should always be dark blue whenever possible. In a black and white setting the logo should be black

- Never invert the logo colors. Use the outline version for dark backgrounds

- 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

PRIMARY

GOLD	PMS	109C
	sRGB / web	#FFD100 (255, 209, 0)
	CMYK	0 9 100 0
	Substitution	Try sunburst yellow, golden yellow, or another rich yellow variant
	Avoid	Orange
	Note	For non-decorative gold on white, use 130C Dark Gold instead
BLUE	PMS	288C
	sRGB / web	#002D72 (0, 45, 114)
	CMYK	100 80 6 32
	Substitution	Try navy blue
	Avoid	Process Blue, Ultramarine Blue, Royal Blue
WHITE	PMS	White
	sRGB / web	#FFFFFF (255, 255, 255)

SECONDARY

GRAY	PMS	Cool Gray 9C
	sRGB / web	#75787B (117, 120, 125)
	CMYK	30 22 17 57
	Substitution	Try what's available for medium or dark gray
	Avoid	Light gray, silver, steel gray
RED	PMS	7622C
	sRGB / web	#93272C (147, 39, 44)
	CMYK	0 97 89 45
	Substitution	Try what's available for dark red, maroon, burgundy
	Avoid	Ruby red, medium red
DARK GOLD	PMS	130C
	sRGB / web	#F2A900 (242, 169, 0)
	CMYK	0 32 100 3
	Substitution	Try a dark gold or yellow orange
	Avoid	Anything not dark enough
BLACK		Defined by ISO 12647
	sRGB / web	#000000 (0, 0, 0)

SPECIAL USE

CERULEAN	PMS	640C
	sRGB / web	#00828A (0, 130, 186)
	CMYK	100 10 3 16
	Substitution	Try what's available for cerulean, denim, azure
	Avoid	Cyan, anything that's actually blue
CYAN	PMS	318C
	sRGB / web	#00B0F0 (0, 176, 240)
	CMYK	40 0 14 0
	Substitution	Try what's available for cyan or aqua or blue-green
	Avoid	Blue, green, dark cyan
DARK GREEN	PMS	553C
	sRGB / web	#28473A (40, 71, 52)
	CMYK	82 30 65 76
	Substitution	Try Army Green, NATO Green, or what's available for dark green
	Avoid	Forest green
GREEN	PMS	347C
	sRGB / web	#009A44 (0, 154, 68)
	CMYK	93 0 100 0
	Substitution	Try Forest Green
	Avoid	Red-brown
BROWN	PMS	161C
	sRGB / web	#603D28 (96, 61, 32)
	CMYK	16 67 100 71
	Substitution	Try what's available for brown
	Avoid	Red-brown
PURPLE	PMS	255C
	sRGB / web	#72246C (114, 36, 108)
	CMYK	53 96 10 24
	Substitution	Try what's available for purple or violet
	Avoid	Magenta

COMMON COLOR COMBINATIONS



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, Segoe UI, Frutiger, Myriad
Beware	Roboto (2012) is a different typeface with the same name and designer

Journal

Use for decorative situations

Font names	Journal
Note	Donationware. Please send donation to Fontourist

Century

Use for a serif typeface

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

LIBERTARIAN STATUE PRESS®

TRADITIONAL LIBERTARIAN BRANDING — GENUINE LIBERTARIAN MESSAGE
LIBERTY IN A BOX®

LIBERTARIANSTATUE.COM

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