

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			SECONDARY			SPECIAL USE		
GOLD	PMS	109C	GRAY	PMS	Cool Gray 9C	CERULEAN	PMS	640C
	sRGB / web	#FFD100 (255, 209, 0)		sRGB / web	#75787B (117, 120, 125)		sRGB / web	#0028A (0, 130, 186)
	CMYK	0 9 100 0		CMYK	30 22 17 57		CMYK	100 10 3 16
	Substitution	Try sunburst yellow, golden yellow, or another rich yellow variant		Substitution	Try what's available for medium or dark gray		Substitution	Try what's available for cerulean, denim, azure
	Avoid	Orange		Avoid	Light gray, silver, steel gray		Avoid	Cyan, anything that's actually blue
	Note	For non-decorative gold on white, use 130C Dark Gold instead		Note	An LNC primary color; use Cool Gray 11C for title or headline text. Use black for small text.		Note	Do not use with dark blue for any details that need to be visible; do not use for the Classical Statue Logo
BLUE	PMS	288C	RED	PMS	7622C	CYAN	PMS	318C
	sRGB / web	#002D72 (0, 45, 114)		sRGB / web	#93272C (147, 39, 44)		sRGB / web	#0080F (0, 128, 255)
	CMYK	100 80 6 32		CMYK	0 97 89 45		CMYK	40 0 14 0
	Substitution	Try navy blue		Substitution	Try what's available for dark red, maroon, burgundy		Substitution	Try what's available for cyan or aqua or blue-green
	Avoid	Process Blue, Ultramarine Blue, Royal Blue		Avoid	Ruby red, medium red		Avoid	Blue, green, dark cyan
	Note			Note			Note	
WHITE	PMS	White	DARK GOLD	PMS	130C	DARK GREEN	PMS	553C
	sRGB / web	#FFFFFF (255, 255, 255)		sRGB / web	#F2A900 (242, 169, 0)		sRGB / web	#28473A (40, 71, 52)
				CMYK	0 32 100 3		CMYK	82 38 65 76
				Substitution	Try a dark gold or yellow orange		Substitution	Try Army Green, NATO Green, or what's available for dark green
				Avoid	Anything not dark enough		Avoid	Forest green
				Note	Defined by ISO 12647		Note	
BLACK	PMS	Black	GRAY	PMS	Gray 123	BROWN	PMS	347C
	sRGB / web	#000000 (0, 0, 0)		sRGB / web	#808080 (128, 128, 128)		sRGB / web	#808080 (128, 128, 128)
				CMYK	0 0 0 100		CMYK	93 0 100 0
				Substitution	Try black		Substitution	Try Forest Green
				Avoid			Avoid	Red-brown
				Note			Note	
PURPLE	PMS	255C	GRAY	PMS	Gray 123	PURPLE	PMS	255C
	sRGB / web	#72246C (114, 36, 108)		sRGB / web	#72246C (114, 36, 108)		sRGB / web	#72246C (114, 36, 108)
	CMYK	53 96 10 24		CMYK	53 96 10 24		CMYK	53 96 10 24
	Substitution	Try what's available for purple or violet		Substitution	Try what's available for purple or violet		Substitution	Try what's available for purple or violet
	Avoid	Magenta		Avoid			Avoid	
	Note			Note			Note	

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

DC 2024 Revision

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LIBERTY IN A BOX

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