2021

The UK Labour Party's
Digital Design Guidelines

Labour

Contents

Labour

Briefs

Creative or Artworking?

Artwork

Design work to deliver visuals for fast turn around, usually same day, and are expected to create work in a time efficient manner. Examples of which are general announcements, quotes or PMQs.

These jobs are essential to campaign working for newsworthy and instantaneous posting and the design processes reflect the need for time efficiency, capacity and brand control.

In order to uphold strong, structured and clear visuals that can adhere to digital brand guidelines where delivered. Designers use templates for artwork briefs from a branded cache. These are developed specifically for fast turn around, relevant for use and kept consistent to the brand so to manage capacity.

What type of brief is yours?

To get the best out of design it is important to know exactly what type of work you are briefing in. This guide will help.

Creative

Design will work with digital content over a sustained period of time to develop designs or a concentrated mini-brand for your campaign to aide effective visual communication.

The wealth and benefit of creative in a digital campaign with focused visuals curated for specific audiences, targeted to engage and draw in more viewers. Bringing variety and freshness to the overall look and feel to our social media feeds.

When a Designer works on a creative brief, they will work directly with you and your team assisting with creative idea generation and visual outputs developing them through to finalisation. They will be there for the entire creative process and instrumental in visualising how best to direct the design output.

Labour

Logos
Wordmarks
and Clearspace

Labour Party
National

Scottish Labour

Welsh Labour

🌹Labour

Scottish🌹Labour

Welsh Labour 🌹Llafur Cymru

Do:
- Make sure the Labour logo is either on the **left** or the **centre**

- **Place logo on all Party items**

- Leave breathing space around the logo

Don't:
- Separate the rose from the logo.

Logo Sizes:
- The minimum size for print is **38mm**

- At least **150px** for digital

🌹Labour

38mm/200px

Scottish🌹Labour

38mm/200px

Welsh Labour 🌹Llafur Cymru

38mm/200px

Logos

Election Wordmarks and Clearspace

Labour Party
National

Scottish Labour

Welsh Labour

Do:
- Make sure the Labour logo is either on the **left** or the **centre**

- **Have the logo on all Party items**

- Leave breathing space around the logo

Don't:
- Separate the rose from the logo

- Use ballot icons **on anything other than ballot items**

Logo Sizes:
- The minimum size for print is **38mm**

- At least **150px** for digital

38mm/200px

38mm/200px

*Welsh vote materials include vote elsewhere   38mm/200px

Typography

How type should be displayed on <u>digital/web</u>

Licensing:

Lota is the preferred typeface for digital content and, where possible, you should endeavour to gain a font license when using this typeface. If you are unable to do so, Open Sans is an appropriate alternative which can be downloaded from Google fonts and is a part of the Labour brand. Any questions please speak to the Design Team at **designstaff@labour.org.uk**

Do:
- Use on all digital/web/video items

- Use **Bold** or **Black** for titles as it establishes typographic hierarchy and controls pacing of how information is taken on by viewer

- Use **ALL CAPS** when designing for Tory Attack as it creates a typographic distinction between positive and negative messaging

Don't:
- **Use Lota font typeface on print materials, all print is in Open Sans**

Lota Grotesque Alt 3

ABCDEFGHIJKLMNO PQRSTUVWXYZ 1234567890

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Labour

Colour
Breakdowns

Labour Red

This is the primary brand colour and should be the predominate colour when producing Labour content or positive messaging.

LABOUR RED

C: 0 M:100 Y: 69 K: 0
R: 228 G: 0 B: 59
#E4003B

LABOUR RED 30%

C: 0 M:100 Y: 69 K: 30
R: 175 G: 10 B: 44
#9F0029

LABOUR RED 50%

C: 0 M:100 Y: 69 K: 50
R: 139 G: 12 B: 33
#72001D

Positive messaging

Combining the dominant red with the secondary colours reinforces consistent and positive messaging.

Do:
• **Always use Labour Red as main brand colour**

• **(if possible)** Make sure Secondary Colour matches relevant Policy area.

Don't:
• Combine too many colours at once

Secondary

These secondary colours seek to compliment the Labour brand with complementary shades linked to the current policy areas.

JUSTICE AND HOME AFFAIRS

C: 0 M:100 Y: 30 K: 0
R: 229 G: 0 B: 100
#E50064

INTERNATIONAL

C: 30 M: 100 Y: 0 K: 15
R: 164 G: 11 B: 114
#A40B72

ECONOMY, BUSINESS AND TRADE

C: 0 M: 75 Y: 92 K: 0
R: 235 G: 91 B: 33
#EB5B21

WORK, PENSIONS AND EQUALITY

C: 100 M: 5 Y :61 K: 63
R: 0 G: 77 B: 64
#004D40

GREEN FOR WEB

C: 67 M: 2 Y: 46 K: 0
R: 79 G: 181 B: 158
#4FB59E

EARLY YEARS, EDUCATION AND SKILLS

C: 0 M: 38 Y: 85 K: 0
R: 248 G: 172 B: 51
#F8AC33

HEALTH AND SOCIAL CARE

C: 67 M: 0 Y: 22 K: 0
R: 65 G: 187 B: 203
#41BBCB

BLACK

C: 100 M: 100 Y: 100 K: 100
R: 0 G: 0 B: 0
#000000

WHITE

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
#FFFFFF

ENVIRONMENT, ENERGY AND CULTURE

C: 45 M: 0 Y: 100 K: 0
R: 162 G: 198 B: 23
#A2C516

HOUSING, LOCAL GOVERNMENT AND TRANSPORT

C: 90 M: 50 Y: 25 K: 36
R: 4 G: 80 B: 113
#045071

Imagery

How to use photography in Labour's design

Resources:

Licensed Accounts:

https://www.paimages.co.uk/
https://www.gettyimages.co.uk/
(Creative License only)

Political Resource:

Keir Flickr
Wikipedia
UK Parliament Official MP Portraits
https://www.flickr.com/photos/uk_parliament/
(CC2.0 with attribution)

Free Stock Imagery:

https://www.pexels.com/
https://pixabay.com/

Do:
- Make sure if we've taken a photo of someone we gain permission to use their photo.

- Use colourful overlays to positively contrast the message

Don't:
- **Show faces** if we're using photos of members of the public in stock imagery **(Creative License only)**

Positive Imagery

When using images for positive Labour messaging it is important to use full colour and bright, positive and people centric imagery.

Negative Imagery

When using images for negative or attack messaging use black and white imagery with a high contrast. This is done to reinforce the negative impact of the messaging.

Ratios

Social Media sizes and Positioning

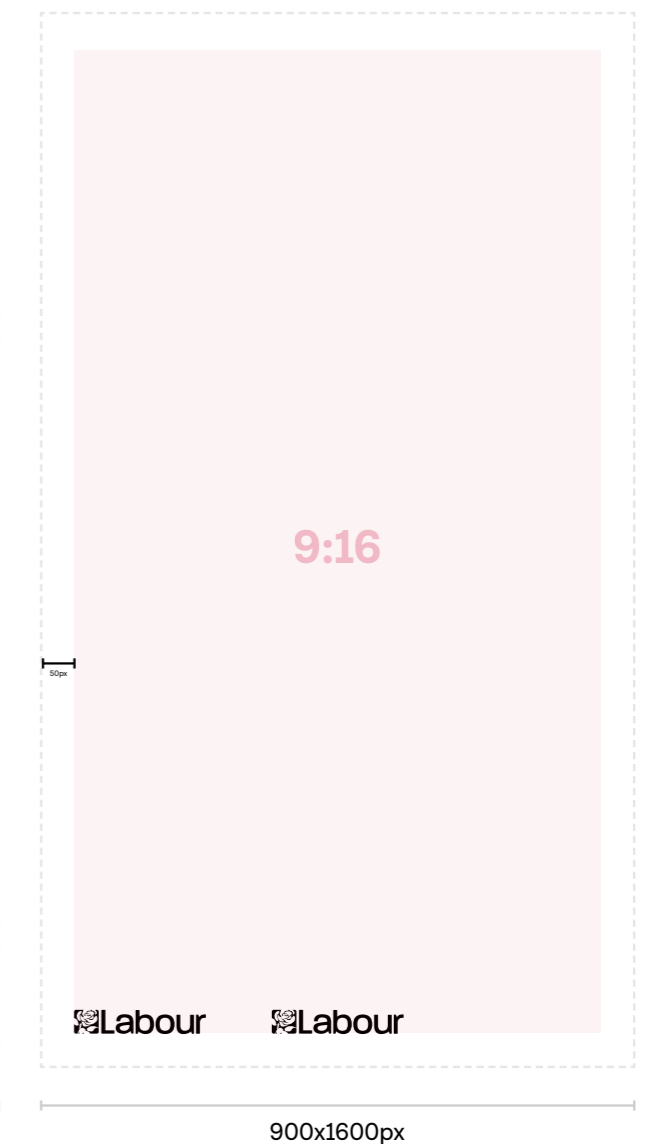**Full examples of use and best practice later on, in this document.**

Facebook
4:5, 1:1 & 16:9

Instagram
4:5, 1:1 & 9:16

Twitter
16:9

Logo Positioning

These are the ratios that are often used when producing assets for our digital campaigns.

When considering branding, the following logos and positions work best to for overall brand consistency, uniformity and control.

The logo always sits on the left with either strapline, hashtag or call to action on the right. When we don't have additional content the logo sits in the centre.

By giving breathing space to the logo and respective graphic it stops content from feeling busy and squashed in.

Do:

• Make sure the Labour logo is either on the **left** or the **centre**

• Where possible keep to a 50px margin
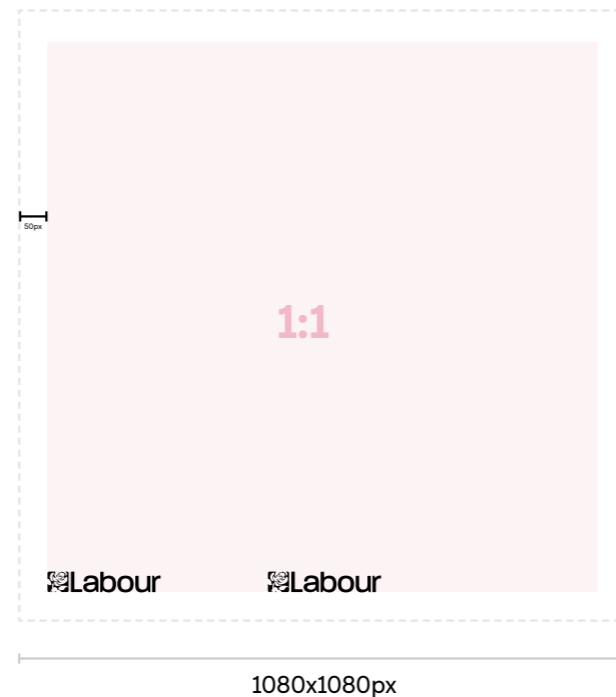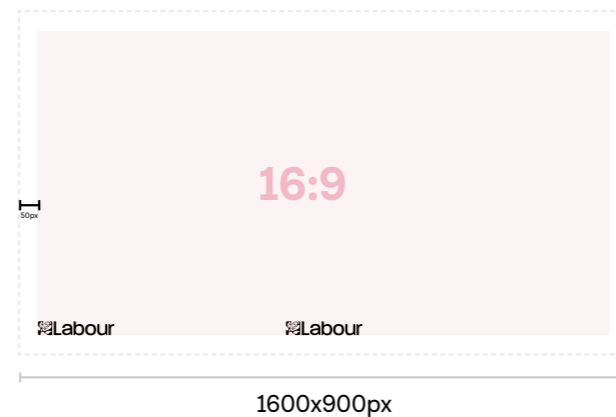
• Export as a PNG at Screen (72 ppi)

16:9

50px

Labour   Labour

1600x900px

1:1

50px

Labour   Labour

1080x1080px

4:5

50px

Labour   Labour

1080x1350px

9:16

50px

Labour   Labour

900x1600px

IG Stories

**Brand formatting for
posting stories to Instagram**

On Instagram Stories, please use the Classic font with a box around it either in white or black.

This is the right hashtag style to use 👇

#HASHTAG

If the subject matter is positive or soft, you can select a colour from the environment of the image to make it look nicer as long as it's still readable.
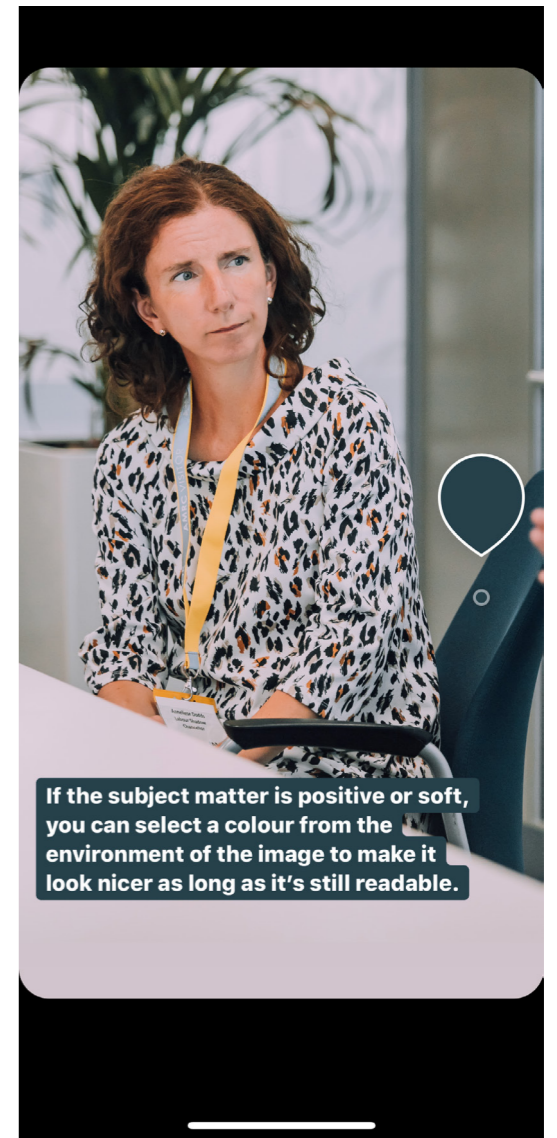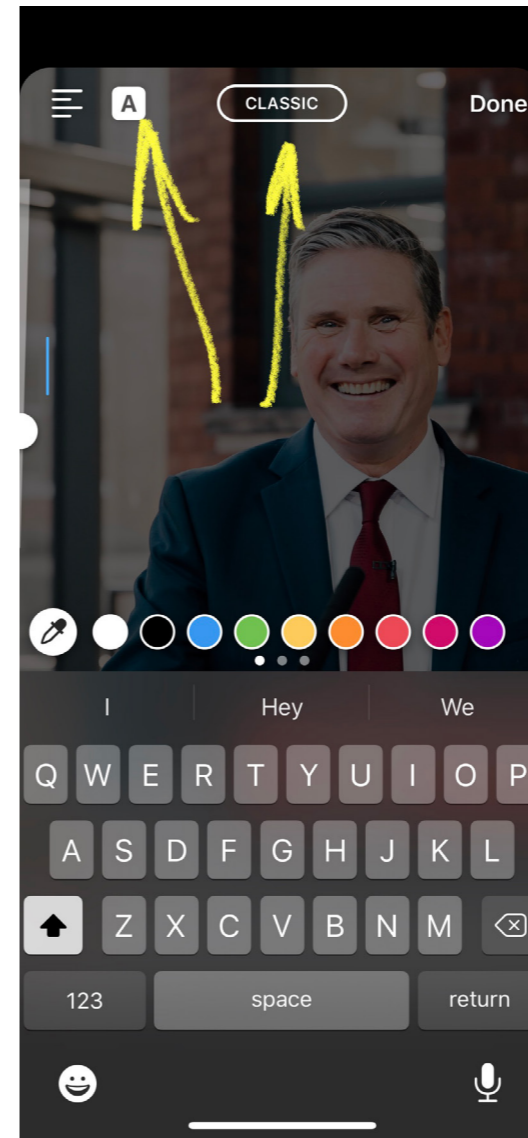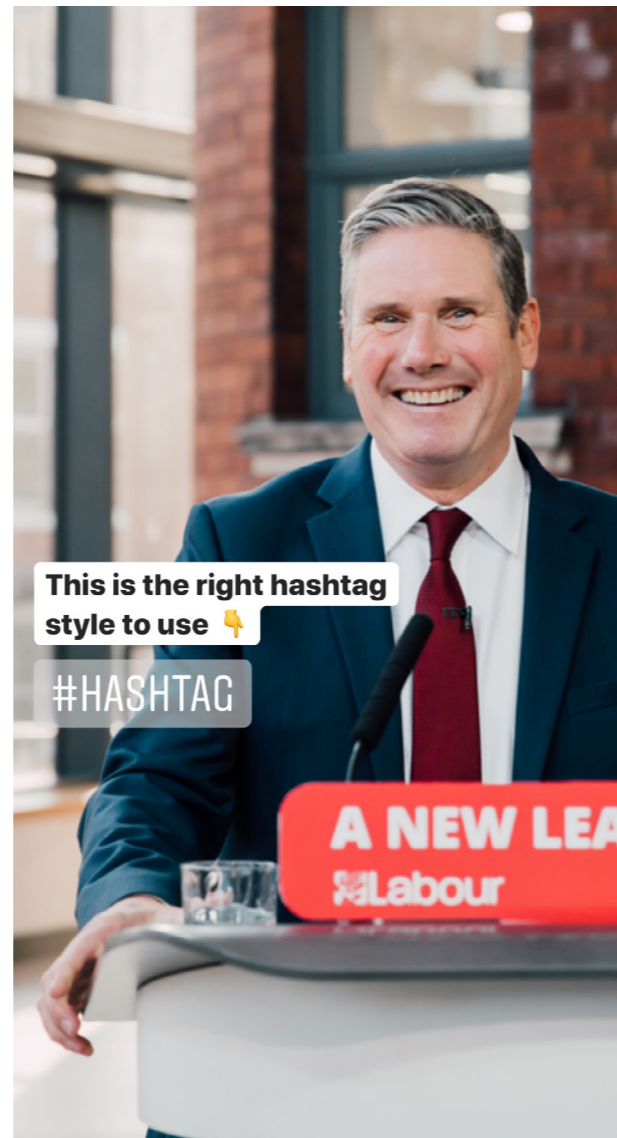
Gradients
Variety & Flair in Design

Resources:

Free gradient resource site

https://gradienthunt.com/

Adding Gradients

Using gradients adds extra depth to images, variety and flair to our graphics which helps our branding feel more visually curated and art directed.

Do:
- Use positive, fresh, policy relevant colours, transitions and tones when using a gradient

- Overlay or multiply on images to help them pop and give them extra depth

Don't:
- Use colours that are not complimentary or clash

JUSTICE AND HOME AFFAIR

INTERNATIONAL

ECONOMY, BUSINESS AND TRADE

WORK, PENSIONS AND EQUALITY

EARLY YEARS, EDUCATION AND SKILLS

HEALTH AND SOCIAL CARE

ENVIRONMENT, ENERGY AND CULTURE

HOUSING, LOCAL GOVERNMENT AND TRANSPORT

Labour

Icons

Communicating with iconography

Resources:

Icon resource site
https://thenounproject.com/
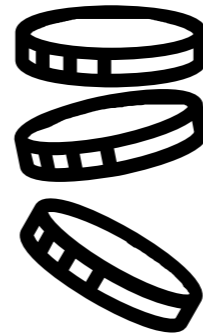
Font Awesome icon typeface
https://fontawesome.com/

Using Icons

When communicating information quickly it is sensible to use symbols and icons which visualise imagery swiftly.

Do:
• Use modern, clean, policy relevant icons when representing the topic

Font Awesome

Negative
Messaging

Attack Branding

To emphasise the difference in messaging these colours should be used for negative messaging. We want to create consistency and variety in our channels and this is a strong way to do this.

Do:
- **Always use a variant of the these blues**

- Keep the visual tone gloomy/negative

- Use the attack typeface

- Use the negative imagery style

- Mix up styling with image multiplied on colour

- Use the Drop Box to Highlight key messaging

Don't:
- Use the exact Tory Brand Blue
  (as it is lighter and more positive)

Image treatment

Typeface

BEBAS KAI REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Dropbox

#CANCELTHECUT

TORY ATTACK 1

R: 33 G: 74 B: 143
#214a8f

TORY ATTACK 2

R: 18 G: 43 B: 89
#122B59

TORY ATTACK 3

R: 15 G: 28 B: 41
#0F1C29

BLACK

C: 100 M:100 Y: 100 K: 100
R: 0 G: 0 B: 0
#000000

WHITE

C: 100 M: 100 Y: 100 K: 100
R: 139 G: 12 B: 33
#FFFFFF

Labour

Templates

Designing for speed & fast turn around

Generic artwork templates for policy graphic options with text and imagery

Artwork briefs

For brand control and consistency we have set up templates in advance to be populated easily for quick turnaround work.

Templating is efficient and allows for creative delegation and capacity management.

Do:
- Use templates for quick turn around jobs such as PMQs or sudden quote statics

Don't:
- Rely only on these. Variety is key. These are not a substitute for the value and benefit of organically and creatively produced content.

Support. Create. Grow.

Labour has a plan for Jobs.

🌹Labour

LOGO SAT IN THE LEFT HAND CORNER

THESE VISUALS ARE EXAMPLES
All templates are fluid and subject to changes due to copy, policy area, messaging style (positive or attack) etc.

Labour has a plan for Jobs.

Support Create Grow

🌹Labour

PULL OUT TEXT IN LOTA BOLD

Labour has a plan for Jobs.

Support Create Grow

🌹Labour

USING OUR GRAIDENTS AND COLOUR

MULTIPLY THE COLOUR OVER A GRAYSCALE IMAGE

🌹Labour

Templates

Designing for speed & fast turn around

Generic artwork templates for policy graphic options with icons and gradients

Artwork briefs

For brand control and consistency we have set up templates in advance to be populated easily for quick turnaround work.

Templating is efficient and allows for creative delegation and capacity management.

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- Use templates for quick turn around jobs such as PMQs or sudden quote statics

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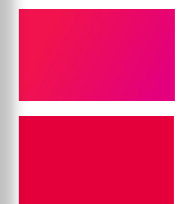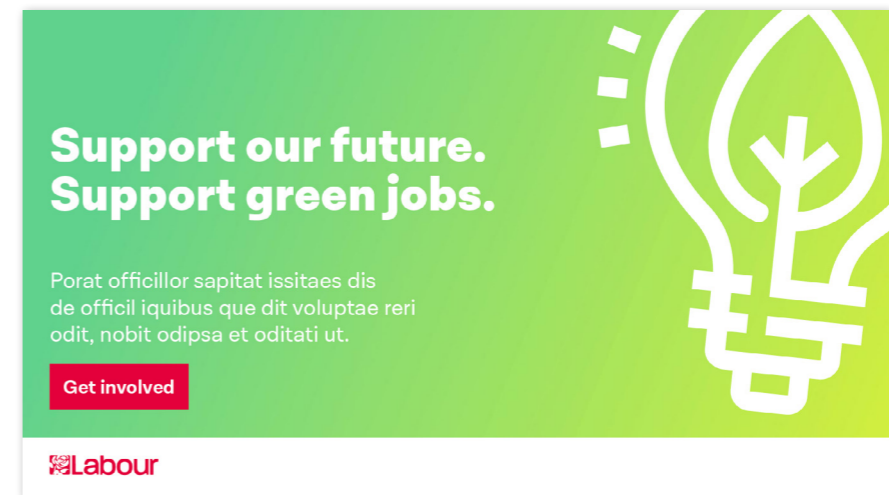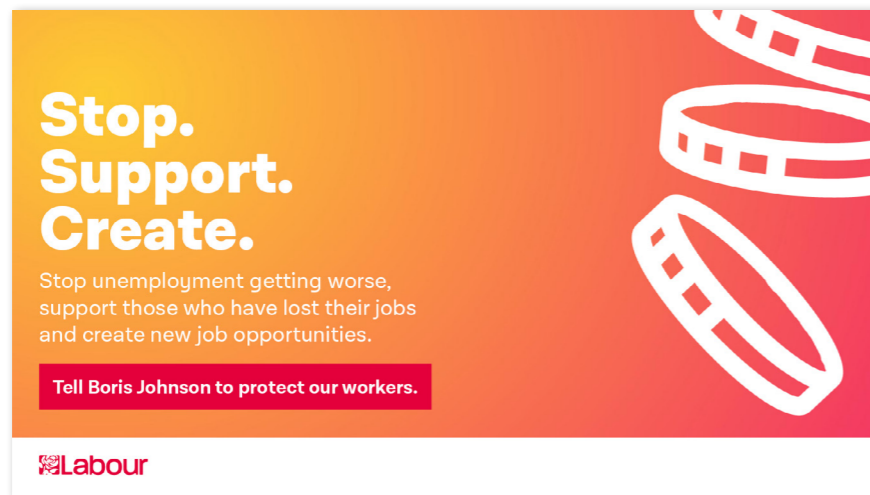
**Stop.
Support.
Create.**

Stop unemployment getting worse, support those who have lost their jobs and create new job opportunities.

Tell Boris Johnson to protect our workers.

Labour

Keep Parking for NHS Staff.

The Government has only made hospital car parks free for NHS workers during the coronavirus crisis. This is not enough.

Share

Labour

**Stop.
Support.
Create.**

Stop unemployment getting worse, support those who have lost their jobs and create new job opportunities.

Tell Boris Johnson to protect our workers.

Labour

**Support our future.
Support green jobs.**

Porat officillor sapitat issitaes dis de officil iquibus que dit voluptae reri odit, nobit odipsa et oditati ut.

Get involved

Labour

THESE VISUALS ARE EXAMPLES
All templates are fluid and subject to changes due to copy, policy area, messaging style (positive or attack) etc.

Templates

Designing for speed & fast turn around

*Generic artwork templates
for quote graphic options*

Artwork briefs

For brand control and consistency we have set up templates in advance to be populated easily for quick turnaround work.
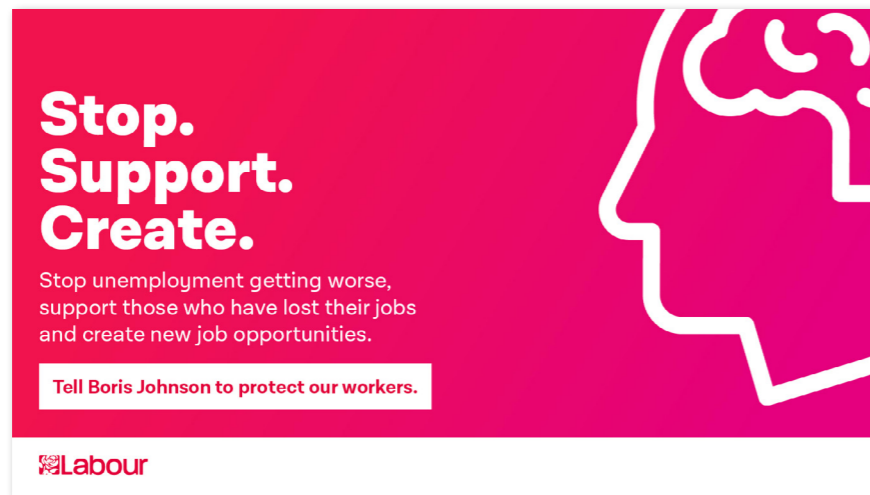
Templating is efficient and allows for creative delegation and capacity management.

Do:
- Use templates for quick turn around jobs such as PMQs or sudden quote statics

Don't:
- Rely only on these. Variety is key. These are not a substitute for the value and benefit of organically and creatively produced content.

Serious/attack quote

Positive quote

THESE VISUALS ARE EXAMPLES
All templates are fluid and subject to changes due to copy, policy area, messaging style (positive or attack) etc.

Meta-Datas
Designing for speed
& fast turn around
Generic artwork templates
for metadata graphic options

Stop.
Support.
Create.

Stop unemployment getting worse,
support those who have lost their jobs
and create new job opportunities.

Tell Boris Johnson to protect our workers.

Labour

Keep
Parking for
NHS Staff.

The Government has only made hospital
car parks free for NHS workers during the
coronavirus crisis. This is not enough.

Share

Labour

Stop.
Support.
Create.

Stop unemployment getting worse,
support those who have lost their jobs
and create new job opportunities.

Tell Boris Johnson to protect our workers.

Labour

Support our
future. Support
green jobs.

Porat officillor sapitat issitaes dis
de officil iquibus que dit voluptae reri
odit, nobit odipsa et oditati ut.

Get involved

Labour

THESE VISUALS ARE EXAMPLES
All templates are fluid and subject to changes due to copy, policy area, messaging style (positive or attack) etc.

Templates

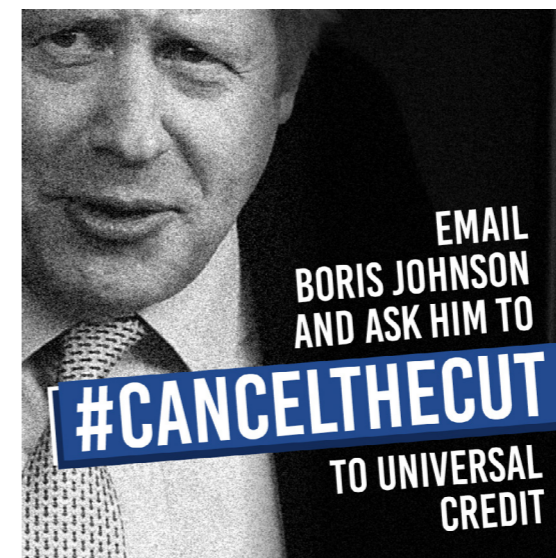## Designing for speed & fast turn around

Generic artwork templates for attack graphic options

Do:
- Use templates for quick turn around jobs such as PMQs or sudden quote statics

- Use the Attack Messaging colours and Attack Imagery guides for photos

Don't:
- We want the negative association to be entirely focused on the opponents and the content of the attack.

Animations

Designing motion graphics for our digital campaigns

Using creativity to promote our digital campaigns

Resources:

Music resource site
https://artlist.io/
(Video Team to provide account details)

YouTube free audio library
https://www.youtube.com/audiolibrary/music?nv=1

Animating

Creating short animations are a great way to communicate lots of information in a visually stimulating and engaging way.

Many of our animations are a part of our concentrated mini-brands and a mixture of the mini-brand colours, icons, imagery and illustrations while preserving the overall branding of Labour.

These styles are used to expand on the respective campaign messaging and fill the space between static graphics and longer form videos.

Do:
• Use a way to communicate lots of information

• Always end with a Labour branded end card. Often these end cards include the current strapline with the Labour Logo. In periods of transition, use the generic Labour logo one

• Add music if possible to add depth and emotion to the content and messaging

Don't:
• Make the text transitions too fast

FIVE TIPS ON HOW TO TAKE CARE OF YOUR MENTAL HEALTH DURING THE CORONAVIRUS CRISIS

From Dr Rosena Allin-Khan, Labour's Shadow Minister for Mental Health

Labour

TRY WRITING OUT A DAILY ROUTINE THAT PRIORITISES YOURSELF

Maybe reading a book

Going for some exercise

Or practising relaxation techniques like meditation

IT'S OKAY TO BE LESS PRODUCTIVE THAN USUAL, GO EASY ON YOURSELF!

REACH OUT TO FRIENDS AND FAMILY

This could be on email, sending a text or an online call.

Some people are even planning weekly online quizzes with their friends!

DON'T BE AFRAID TO REACH OUT,

OTHER PEOPLE MAY BE FEELING ISOLATED TOO.

LIMIT YOUR NEWS INTAKE

If the news is causing you stress and anxiety, limit your daily intake

BE AWARE OF THE IMPACT OF SOCIAL MEDIA ON YOUR MENTAL HEALTH

Shhh

If there are accounts that make you worry or feel anxious, try unfollowing or muting them for a while,

OR TRY LOGGING OFF COMPLETELY

AVOID SPECULATION AND GET RELIABLE INFORMATION

NHS

Trusted websites like the NHS and gov.uk should help you feel reassured and more in control.

FOR MORE SUPPORT, THE MENTAL HEALTH FOUNDATION HAS GREAT INFORMATION ON THEIR WEBSITE.

MENTALHEALTH.ORG.UK/CORONAVIRUS

SAMARITANS are available to call 24/7 on **116 123.**

Don't be afraid to pick up the phone. We will get through this, together.

Labour

Labour

Set up in
1:1 (1080x1080px)
16:9 (1600x900px)
9:16 (900x1600px)

Concentrated Mini-brands

Bespoke Creative campaigns under the Labour branding

Examples of previous digital design campaigns

Mini-Brands

Creating concentrated mini brands are a great way to designate digital space to each campaign and draw in attention.

Our concentrated mini-brands are a mixture of the mini-brand colours, icons, imagery and illustrations while preserving the overall branding of Labour.

The style needs to be individual but still noticeably Labour.

Do:
- Be as creative as possible with imagery, iconography, visuals, illustrations and media

- Be creative and adventurous about how the mini-branding expands over various formats

- **Make sure the Labour branding is consistent and prevalent throughout as the main/ umbrella branding**

Don't:
- **Make each output inconsistent. Seeing everything together in Brand/Asset sheets relays inconsistencies in brand expansion**

NATIONAL POLICY FORUM 2020

CENTURY GOTHIC PRO REGULAR

Justice and Home Affairs

Economy, Business and Trade

Early Years, Education and Skills

Environment, Energy and Culture

International

Work, Pensions and Equality

Health and Social Care

Housing, Local Government and Transport

Concentrated Mini-brands

Bespoke Creative campaigns under the Labour branding

Examples of previous digital design campaigns

Mini-Brands

Creating concentrated mini brands are a great way to designate digital space to each campaign and draw in attention.

It is important when considering the branding for these that the overall Labour branding sits comfortably within the mini-brand assets.

The style needs to be individual but still noticeably Labour.

Do:
- Be as creative as possible with imagery, iconography, visuals, illustrations and media

- Be creative and adventures about how the mini-branding expands over various formats

- **Make sure the Labour branding is consistent and prevalent throughout as the main/ umbrella branding**
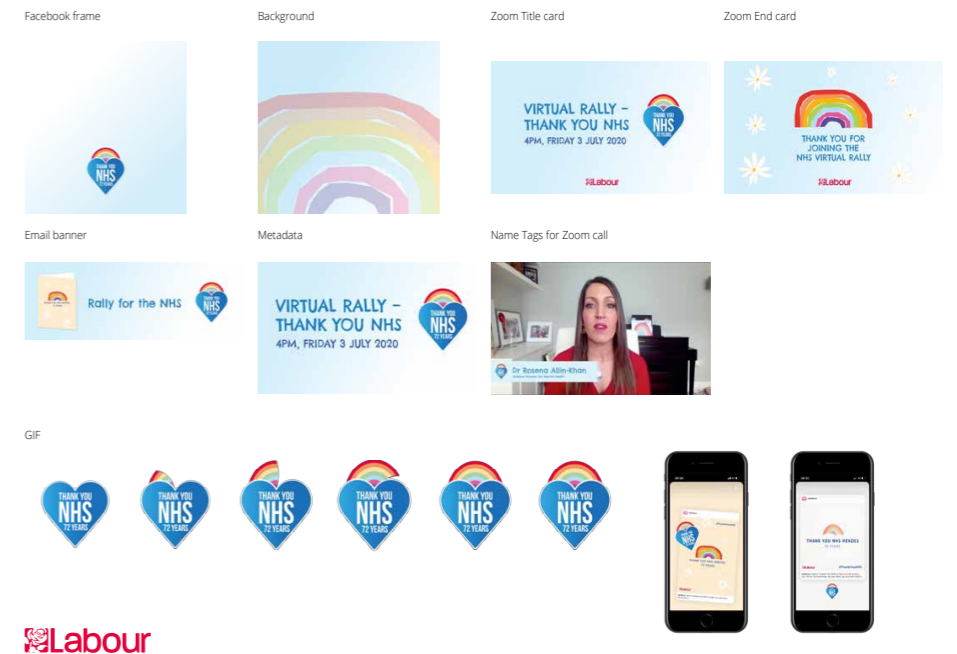
Don't:
- **Make each output inconsistent. Seeing everything together in Brand/Asset sheets relays inconsistencies in brand expansion**

NHS BIRTHDAY (THANK YOU) DESIGN ASSETS

Logo

Social media graphics (England)

Social media graphics (Scotland)

Card design

Metadata

Website (mobile)

NHS BIRTHDAY (THANK YOU) DESIGN ASSETS RALLY

Facebook frame

Background

Zoom Title card

Zoom End card

Email banner

Metadata

Name Tags for Zoom call

GIF

Questions?

designstaff@labour.org.uk