

The Labour Party **GENERAL ELECTION BRAND GUIDELINES** 2024

Core Brand Values

CLEAN
STRIKING
CONSISTENT

For impactful & strong brand recognition

NATIONAL

Logos

- Logo must be present on all party items
- Logo must be **left aligned**
- Leave breathing space around the logo
- Do not separate the rose from the logo
- The minimum size for print is **38mm**
- The minimum size for digital is **200px**



38mm/200px



Ballot Version

Election Materials

- There **must always** be a call to action to vote on Party election items, either in text or Logo
- Where there is no call to action to vote in text, use the vote Labour logo
- Where there is a call to action to vote in text, use the standard Labour logo



NATIONAL

Typography: Poppins

Poppins is the typeface for the Labour Party. First introduced at Conference 2023, it is a versatile typeface for print and web.

It can be downloaded here:

<https://fonts.google.com/specimen/Poppins>

- Use on all Party materials
- Use **Bold** or **Black** for display, headings, subheadings & emphasis for clear typographic hierarchy
- Use **Regular** or **Light** for body copy text for clear typographic hierarchy
- Minimum size of 9pt for body copy
- Minimum size of 7pt for imprint copy

Why typography matters:

Poppins, which is a member of the geometric sans family, has been tested to express honesty and clarity and performs particularly well for longer messaging.

Typography Matters: How science can help you master the art of typeface selection, Neurons x Monotype

Weight for Display, Heading, Sub-headings

Poppins Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Weight for Body copy

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

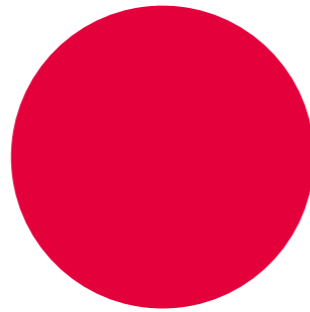
NATIONAL

Colours

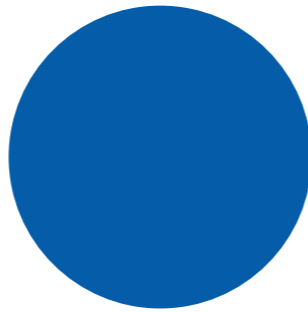
This is the primary brand colour and should be the predominate colour when producing Labour content or positive messaging.

- Always use Labour Red as the main brand colour
- Make sure secondary colour matches relevant Missions area
- Don't combine too many colours at once

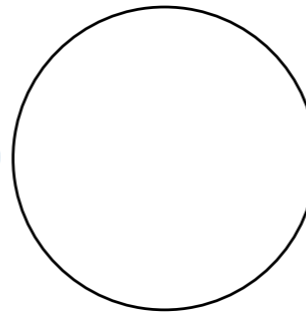
Primary Palette



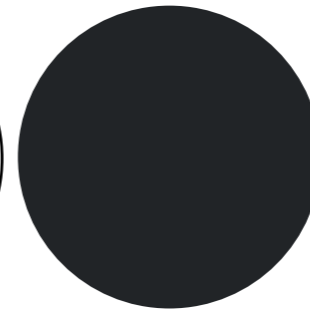
Labour Red
HEX #e4003b
R228 G0 B59
C0 M100 Y69 K0



Flag Blue
HEX #055da9
R5 G93 B169
C93 M62 Y0 K0

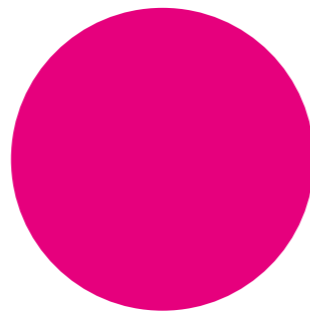


White
HEX #000000
R255 G255 B255
C0 M0 Y0 K0

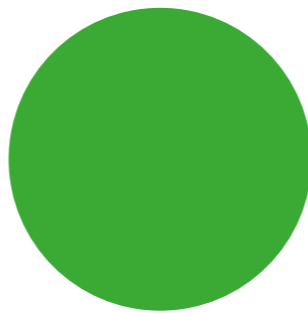


Accessible black
HEX #212427
R33 G36 B39
web only

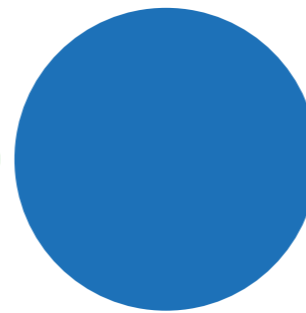
Secondary Palette (Missions)



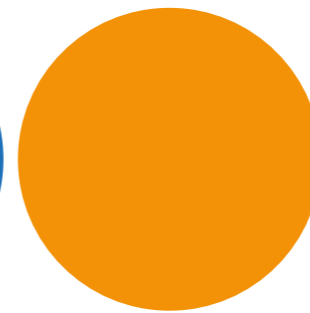
Growth Pink
HEX #e5007d
R230 G0 B126
C0 M100 Y0 K0



Green Energy Green
HEX #3aa935
R58 G170 B53
C75 M0 Y100 K0



NHS Blue
HEX #1d70b7
R29 G113 B184
C85 M50 Y0 K0



Policing Yellow
HEX #f39206
R243 G146 B7
C0 M50 Y97 K0



Opportunity Purple
HEX #662381
R102 G36 B129
C75 M100 Y2 K0

NATIONAL

Flag Usage & Straplines

General strapline usage

BRITAIN'S FUTURE

**BRITAIN'S
FUTURE**

Exclusively for large format usage

LET'S GET
**BRITAIN'S
FUTURE
BACK**

Flag usage on smaller layouts



Flag usage on larger layouts



Make sure the smallest blue triangle in the flag is visible at all times

The Labour Party **SCOTLAND GENERAL ELECTION BRAND**

SCOTLAND

Logos

- Logo must be present on all party items
- Logo must be **left aligned**
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- Do not separate the thistle from the logo



38mm/200px



Ballot Version

Election Materials

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SCOTLAND

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Weight for Display, Heading, Sub-headings

Poppins Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&***

Poppins Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&***

Weight for Body copy

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

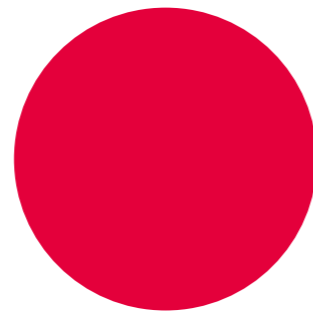
SCOTLAND

Colours

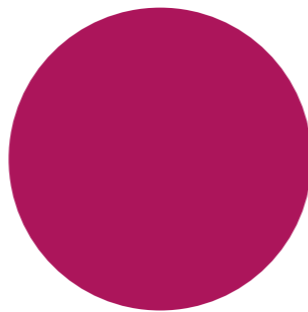
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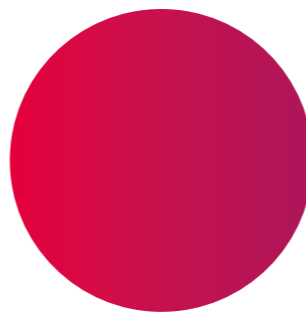
Primary Palette



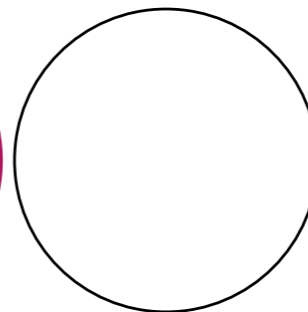
Labour Red
HEX #e4003b
R228 G0 B59
C0 M100 Y69 K0



Gradient Purple
HEX #086eb7
R8 G110 B183
C24 M99 Y31 K15



Scotland Brand Gradient

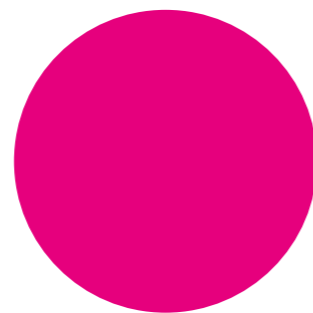


White
HEX #000000
R255 G255 B255
C0 M0 Y0 K0

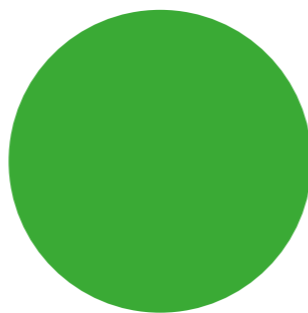


Accessible black
HEX #212427
R33 G36 B39
web only

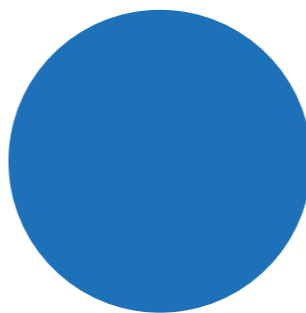
Secondary Palette (Missions)



Growth Pink
HEX #e5007d
R230 G0 B126
C0 M100 Y0 K0



Green Energy Green
HEX #3aa935
R58 G170 B53
C75 M0 Y100 K0



NHS Blue
HEX #1d70b7
R29 G113 B184
C85 M50 Y0 K0



Policing Yellow
HEX #f39206
R243 G146 B7
C0 M50 Y97 K0



Opportunity Purple
HEX #662381
R102 G36 B129
C75 M100 Y2 K0

SCOTLAND

Flag Usage & Straplines

THE CHANGE SCOTLAND NEEDS

**THE CHANGE
SCOTLAND NEEDS**

Flag usage on smaller layouts



Flag usage on larger layouts



The Labour Party **WALES GENERAL ELECTION BRAND**

WALES

Logos

- Logo must be present on all party items
- Logo must be **left aligned**
- Leave breathing space around the logo
- Do not separate the rose from the logo
- Welsh vote materials include vote call to action in body text

Welsh Labour  Llafur Cymru

Labour

Llafur

Ballot Version

WALES

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abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&***

Poppins Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&***

Weight for Body copy

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

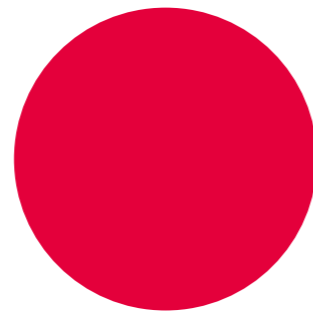
WALES

Colours

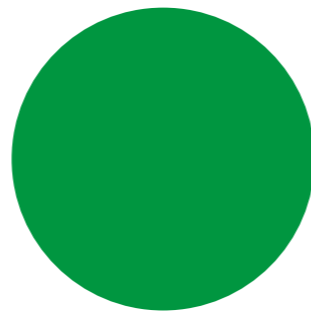
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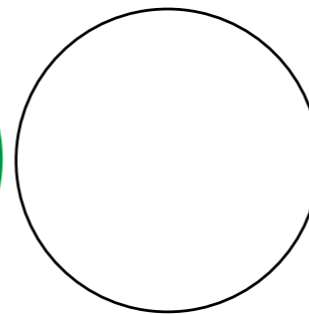
Primary Palette



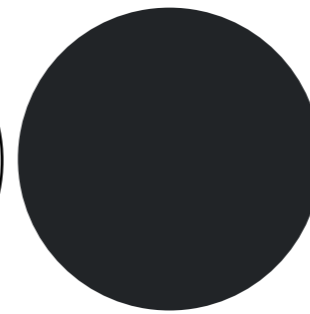
Labour Red
HEX #e4003b
R228 G0 B59
C0 M100 Y69 K0



Wales Flag Green
HEX #009640
R0 G150 B64
C84 M11 Y96 K1

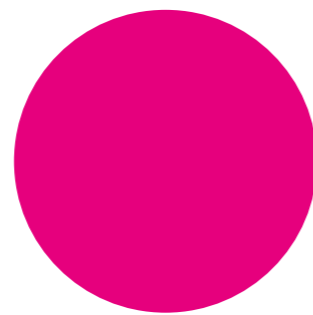


White
HEX #000000
R255 G255 B255
C0 M0 Y0 K0

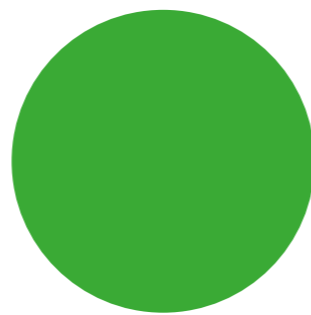


Accessible black
HEX #212427
R33 G36 B39
web only

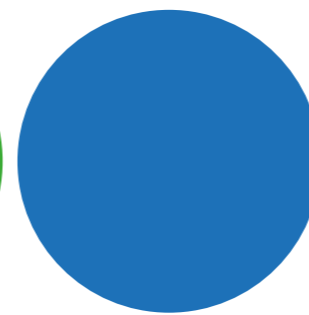
Secondary Palette (Missions)



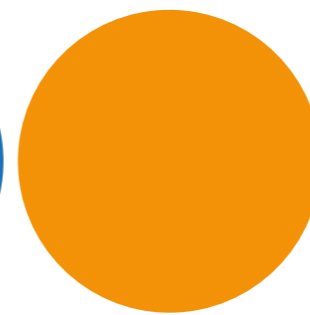
Growth Pink
HEX #e5007d
R230 G0 B126
C0 M100 Y0 K0



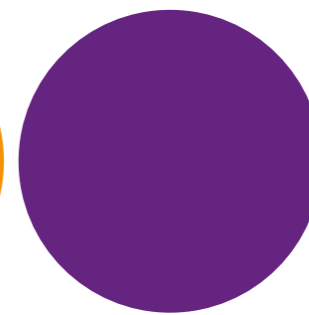
Green Energy Green
HEX #3aa935
R58 G170 B53
C75 M0 Y100 K0



NHS Blue
HEX #1d70b7
R29 G113 B184
C85 M50 Y0 K0



Policing Yellow
HEX #f39206
R243 G146 B7
C0 M50 Y97 K0



Opportunity Purple
HEX #662381
R102 G36 B129
C75 M100 Y2 K0

WALES

Flag Usage & Straplines

**WALES' FUTURE
DYFODOL CYMRU**

WALES' FUTURE

DYFODOL CYMRU

Flag usage on smaller layouts



Flag usage on larger layouts

