Welsh Labour
Brand Guidelines

Welsh Labour / Llafur Cymru

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

- Please only use the 'Vote' Logos during the short campaign

Main Full Colour Logo

Welsh Labour 🌹 Llafur Cymru

For Print: Ideal width size: 80mm

Monolingual

Vote 🌹 Welsh Labour

For Print: Ideal width size: 60mm

Pleidleisiwch 🌹 Llafur Cymru

For Print: Ideal width size: 80mm

Bilingual

Vote 🌹 Pleidleisiwch
Welsh Labour   Llafur Cymru

For Print: Ideal width size: 80mm

Welsh Labour 🌹 Llafur Cymru

Typography

Poppins is the typeface for Welsh Labour. First introduced at Conference 2023, it is a versatile typeface for print and web. It can be downloaded free online.

• Use on all Party materials

• 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

Display, Heading, Sub-headings

Poppins Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Poppins Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Body copy

Poppins Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Poppins Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Colours

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

- **Always use Welsh Labour Red as the main brand colour**
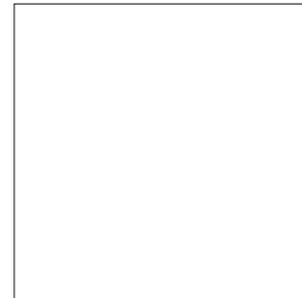
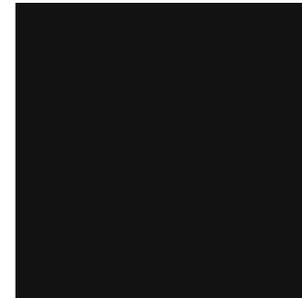- Don't combine too many colours at once

Primary Colours

Labour Red
HEX #e4003b
R228 G0 B59
C0 M100 Y69 K0
Pantone 199

Welsh Green
HEX #106936
R16 G105 B53
C86 M33 Y91 K22

White
HEX #000000
R255 G255 B255
C0 M0 Y0 K0

Off black
HEX #121212
R18 G18 B18
C0 M0 Y0 K93

Secondary Colours (The Priorities)

Lechyd da
HEX #0E6C81
R14 G108 B129
C86 M45 Y36 K10

Green jobs and Growth
HEX #459343
R69 G147 B67
C76 M17 Y89 K2

Opportunity for every family
HEX #ef7625
R239 G118 B37
C0 M65 Y90 K0

Connecting communities
HEX #f05d97
R240 G93 B151
C0 M76 Y34 K0

Welsh Labour 🌹 Llafur Cymru