

Labour Party

Brand Guidelines

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' Logo during the short campaign

Main Full Colour Logo



For Print: Ideal width size: 38mm

Vote Logo



For Print: Ideal width size: 60mm

Typography

Poppins is the typeface for Labour Party. 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

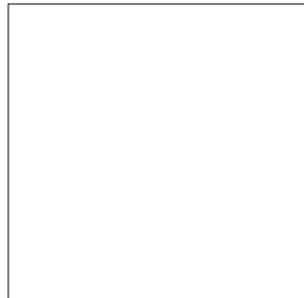
This is the primary palette and should be predominate when producing Labour Party content or positive messaging.

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

Primary Colours & Gradient



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



White
HEX #FFFFFF
R255 G255 B255
C0 M0 Y0 K0



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

Secondary Colours (The Missions)



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



Green Energy
HEX #3aa35
R58 G170 B53
C75 M0 Y100 K0



NHS Blue
HEX #1d71b8
R29 G113 B184
C85 M50 Y0 K0



Policing Yellow
HEX #f39407
R243 G146 B7
C0 M50 Y97 K0



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