Scottish Labour
Brand Guidelines

Scottish Labour

Logos

- **Logo must be present on all party items**

- Logo must be **left aligned**

- Leave breathing space around the logo

- Do not separate the thistle from the logo

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

Main Full Logo

For Print: Ideal width size: 60mm

Vote Logo

For Print: Ideal width size: 70mm

Typography

Poppins is the typeface for Scottish 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!@£$%^&*

Scottish Labour

Colours

This is the primary palette and should be predominate when producing Scottish Labour 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

Scotland Gradient
Scottish Purple
to Labour Red

Scottish Purple
HEX #AE1857
R174 G24 B87
C30 M98 Y41 K7

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

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