

LFG is a new political movement for growth.
We are building a coordinated mass
movement, with clear campaign objectives,
in order to pressure government to adopt and
deliver pro-growth policies.

Brand Colours

				
Black	Orange	Yellow	Blue	Cream
#000000	#FE5500	#EE9944	#79CAC4	#EBE3D0

Brand Fonts

octarine

bold light

For headlines and hero text
No Capitals, except for abbreviations

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DM Sans

Black Regular

For body copy
Sentence case

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Logo

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Website Linear

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Name Linear

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for
growth

Name Stacked

Graphical motif



Progressing



Fill