The New Logo & Party Visual Identity

A User's Guide

January 2007 Onwards

Conservatives

The basics
Our logo

The tree provides a modern representation of the Conservative Party's traditional values of strength, endurance, renewal and growth. The tree has a distinctive, dynamic style that makes it instantly recognisable and representative of us as a Party.

The Conservative tree symbol

The Conservative logo: tree symbol and wordmark

The basics
Our logo family

The Parties in Scotland, Wales and Northern Ireland each have their own tree, creating a family of trees. As with the main tree, each of these has a style that is instantly recognisable as 'Conservative'.

Conservatives
Northern Ireland

Scottish
Conservatives

Ceidwadwyr
Cymreig

Welsh
Conservatives

The basics
Primary Colours

We've chosen bright, confident and positive colours as our primary palette. The PANTONE® references, process colour printing and RGB screen values are all shown below.
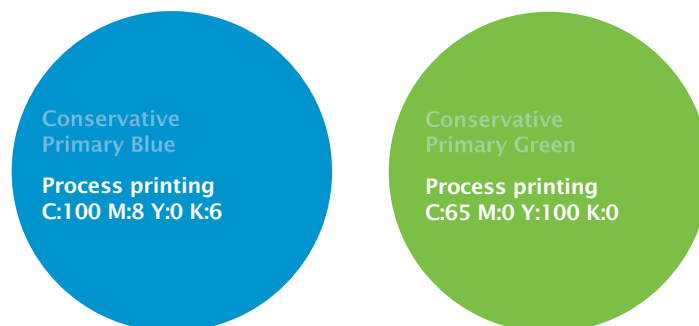
Spot colours
Spot colours are an exact match to our colours, so whenever possible, please try to use them. The option to print with spot colours is available through lithographic printers.
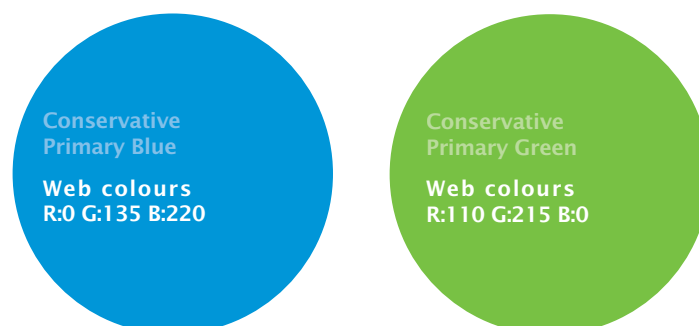
Conservative
Primary Blue

**Spot printing
Pantone Process Blue**

Conservative
Primary Green

**Spot printing
Pantone 368**

Process colours
When printing material with colour photographs (typically 4-colour, litho printing), the option to use spot colours may be prohibitive due to cost. In this case, it is advisable to use process colours (also known as CMYK). The CMYK breakdowns of our primary Blue and Green are as follows:

Conservative
Primary Blue

**Process printing
C:100 M:8 Y:0 K:6**

Conservative
Primary Green

**Process printing
C:65 M:0 Y:100 K:0**

Web colours
Our colours have been adapted to suit screens and monitors. The conversion below should be used when preparing graphics for websites and monitors.

Conservative
Primary Blue

**Web colours
R:0 G:135 B:220**

Conservative
Primary Green

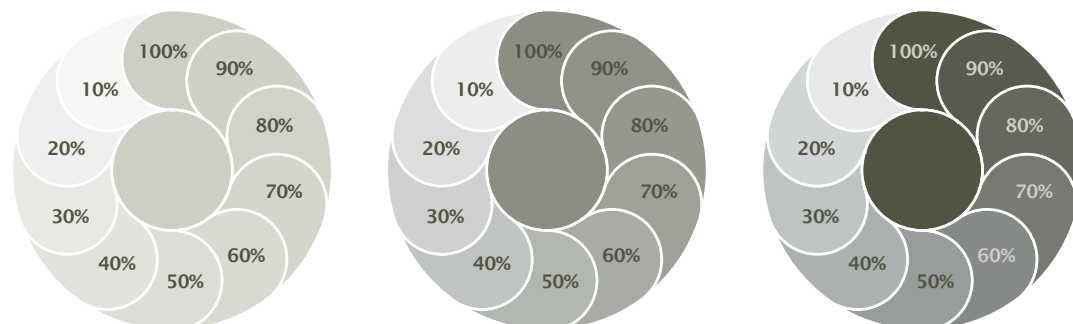**Web colours
R:110 G:215 B:0**

As a part of our colour palette, we use the secondary colours shown below. This consists of a range of warm greys which have been chosen to compliment and support the primary green and blue.

These greys are often used in circumstances when a tint might be used to distinguish sections of a layout (eg in fact boxes or case studies). The Primary palette should never be used as tints; this is the job of the secondary palette. The PANTONE® references, process colour printing and RGB screen values are all shown below.

Conservative Light, Medium, and Dark Grey

Conservative Light Grey

Spot printing
Pantone 413 C

Process printing
C:0 M:0 Y:6 K:18

Web colours
R:205 G:205 B:180

Conservative Medium Grey

Spot printing
Pantone 416 C

Process printing
C:0 M:0 Y:15 K:5

Web colours
R:147 G:145 B:115

Conservative Dark Grey

Spot printing
Pantone 418 C

Process printing
C:0 M:0 Y:30 K:79

Web colours
R:60 G:60 B:35

Tints of Conservative Light, Medium, and Dark Grey

Example of how a 40% tint of 'Conservative Light Grey' is used to distinguish a Case Study from the rest of the layout.

The basics
Typefaces

Our primary typeface is Lucida Sans in Regular, Bold or Italic.

The Bold and Italic weights should be used where appropriate when formatting body copy. For headlines, we'd recommend using Regular as often as possible, but it's up to you if you'd rather use Bold. It comes down to your message and tone of voice: in this document, for instance, we decided to use the Regular weight for titles, whereas in a campaign poster we would be more likely to use Lucida Sans Bold.

N.B. If Lucida Sans is not installed on your PC, please use Lucida Unicode. On a Macintosh operating system, Lucida Sans Regular is commonly listed as Lucida Sans Roman. Also note that on Macintosh operating systems, Lucida Demibold may be available which is a suitable alternative for Lucida Sans Bold.

Lucida Sans Family

Lucida Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@?#£$%&*()?

Lucida Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@?#£$%&*()?

Lucida Sans Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@?#£$%&()?*

Lucida Sans Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@?#£$%&*()?

Our secondary typeface is Times New Roman.

Use Times New Roman in text-heavy documents, reports and letters, but not in leaflets or posters, for example. The Bold and Italic weights should be used where appropriate when formatting body copy.

Times New Roman Family

Times New Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@€#£$%&*()?

Times New Roman Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@€#£$%&*()?

Times New Roman Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@€#£$%&()?*

Times New Roman Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@€#£$%&*()?

To achieve maximum presence and impact from our logo, we recommend that it is surrounded by sufficient clear space and that it is never reproduced too small in size.

As an absolute minimum, clear space equal to the height of the 'C' in the logo should always be maintained between the logo and text, symbols or other graphic elements that may compete for people's attention. Also, never print the logo smaller than 35 mm.

Minimum clear space around the Conservative logo

Minimum size of the Conservative logo

35 mm

Using the logo
Colour variations

We have various colour variations of the logo depending on where and how it appears.

Full colour version
Whenever possible, please try to use our full-colour logo. When the logo appears on an image or on the Conservative colour gradient (see page 9), please make sure you reverse it out of the picture in white – don't use the full colour version.

Full-colour logo

Monotone versions
When printing the full-colour version is not an option, the logo should appear in Conservative Blue or Conservative Green as either 'positive' (colour on white) or 'negative' (white on colour).

Monotone blue

Monotone green

When printing in colour is not an option, the logo should appear in 100% black as either 'positive' (black on white) or 'negative' (white on black).

Monotone black

Never use tints

Don't create new colour logo versions!
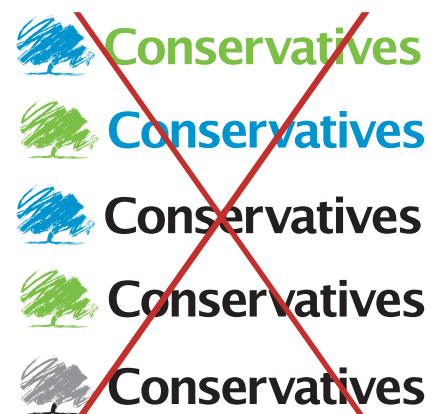
Owing to the fairly restrictive nature of Risograph printing, we have come up with the following solutions for depicting the logo.

If you are using a Risograph printer and are able to switch drums, please change your drum to 'blue' and '368 green'. Visit Concept for more details on replacing drums and suppliers. Your agent or organising secretary will have access to Concept.

Conservative Risograph drum colours.

'Blue'	'368 Green' (Visit Concept for more information)

If both of these colours are available, the logo should appear in full colour.

Full Colour version should be used if both risograph colours are available.

If blue is the only colour available (other than black), please use the monotone blue version of the logo. The positive logo (blue on white) should be used, however, in some circumstances the logo can be reversed out of blue.

'Positive' and 'reversed' shown respectively

If green is the only colour available other than black, please use the monotone green version of the logo. The positive logo (green on white) should be used, however, in some circumstances the logo can be reversed out of green.

'Positive' and 'reversed' shown respectively

The highly visible Conservative gradient is often used for posters, campaign literature and policy leaflets.

For some campaign literature and policy publications, we reverse the Conservative logo out of a special gradient.
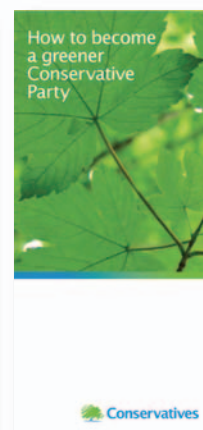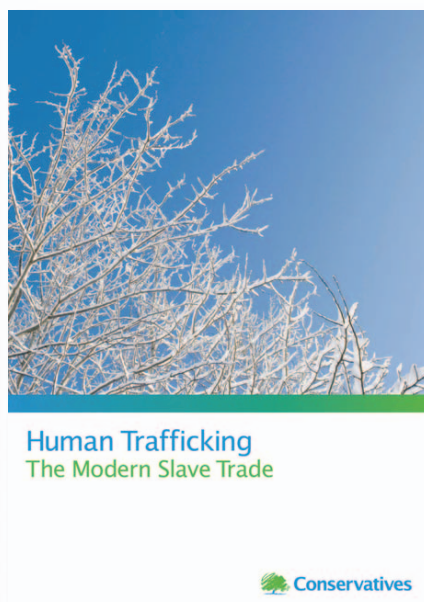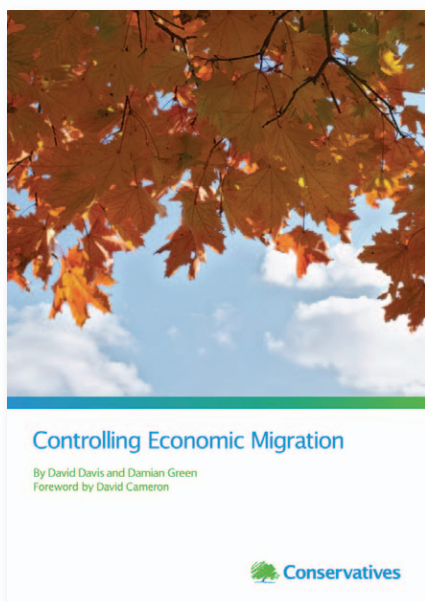
Logo reversed out of Conservative gradient

The full-colour logo should not be used with the Conservative gradient (or on any other background colour)

Below are some examples of how the gradient strip can be used, and where it should appear.

Controlling Economic Migration

By David Davis and Damian Green
Foreword by David Cameron

Conservatives

Human Trafficking
The Modern Slave Trade

Conservatives

How to become a greener Conservative Party

Conservatives

Conservatives

The logo can look great on photographs, but be careful how you use it.

The logo (reversed in white) may be used on images, provided they are not too cluttered (see examples). In no case should the full-colour logo be used on a photograph.

Logo reversed out of a suitable image

Never use the full-colour logo on an image

Unsuitable image

Using the logo
Bournemouth Conference 2006

The new identity was launched at the Conservative Conference in Bournemouth in October 2006.

The great thing about the Party's new visual identity is that we can make it work for everyone. Templates are available on Concept that accomodate shorter constituency names as well as longer constituency names (see below). Your agent or organising secretary will have access to Concept.

Examples of the three template variations available on Concept.

Examples using Template 1: Names consisting of 4–8 characters

Bath Conservatives

Westbury Conservatives

Examples using Template 2: Names consisting of 9–20 characters

Aldershot Conservatives

Kensington & Chelsea Conservatives

Examples using Template 3: Names consisting of 20 characters or more

Bognor Regis & Littlehampton Conservatives

Croydon Central and South Conservative Federation Conservatives

Take care adjusting overall line spacing, as well as the individual spacing between letters.

Example of letter-spacing that is too loose

North East Lincolnshire Conservatives

Example of letter-spacing that is too tight

North East Lincolnshire Conservatives

Example of ideal letter-spacing

North East Lincolnshire Conservatives

Below are steps to help create your constituency logo should you not have access to Concept. Please note the respective distances between elements and rules of alignment.

Type in the name of your constituency above the Conservative wordmark in Conservative Green and in Lucida Bold. Ensure that its point size is 75% of the Conservative wordmark and allow an 'x-height' (of your constituency name) between the two. The entire arrangement should align slightly below the top of the tree, and with the bottom of the tree's canopy. The space between the tree and the words should be an 'x-width' (of your constituency name). As in the example above, take care tightening spaces between letters. N.B. The logo and wordmark are available on the Party website.
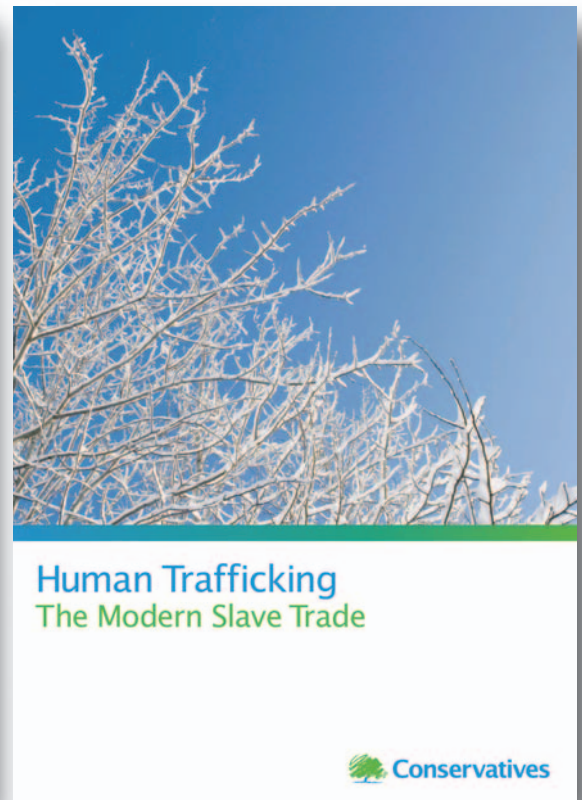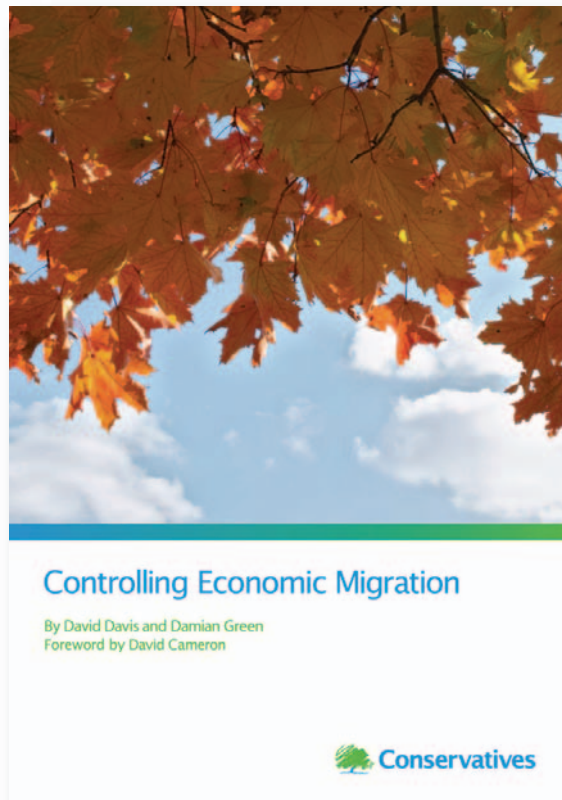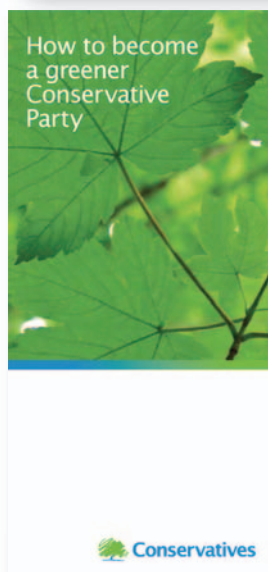
Constituency name Conservatives

Below are some examples of documents we have published that illustrate how we use type and image.

Much of our literature follows a template of two-thirds image to one-third text and branding space.

A4 brochure covers

Controlling Economic Migration
By David Davis and Damian Green
Foreword by David Cameron

🌳 Conservatives

Human Trafficking
The Modern Slave Trade

🌳 Conservatives

DL brochure cover

How to become
a greener
Conservative
Party

🌳 Conservatives

To maintain consistency when producing letters, please follow the guidelines below.

Headlines should be Lucida Sans Regular or Bold, set in sentence case and justified to the left. When a headline runs over two or more lines, it should have leading (line–spacing) that allows a lower case letter to sit between the baseline of the top line and the 'x-height' of the following line (see below).

Subheads should be roughly 80% of the size of the headlines. Like headlines, they should be Lucida Sans Regular or Bold, set in sentence case and justified to the left.

In most cases, headlines should be in blue, and sub-heads in green. Line-spacing between headlines and sub-heads should have leading (line–spacing) that allows a lower case letter from the headline to sit between the baseline of the headline and the 'x-height' of the sub-head (see below).

Left-justified text

X-height line-spacing

Example headline
Example headline
Example subheadline

Body copy begins at least a baseline away from the last line of the headline (or sub-head)

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi

Headlines should never be fully justified

Example headline
Example subheadline
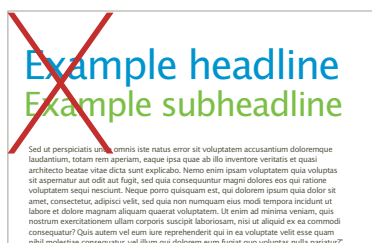
Headlines should never be right-aligned

Example headline
Example subheadline
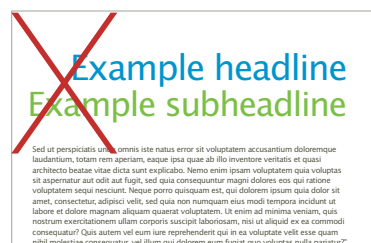
Headlines should never be centered

Example headline
Example subheadline
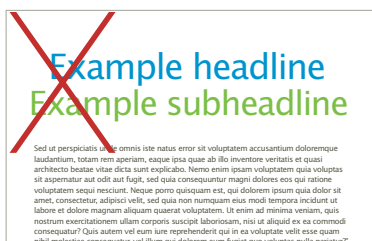
Headlines should never be set in caps.

EXAMPLE HEADLINE
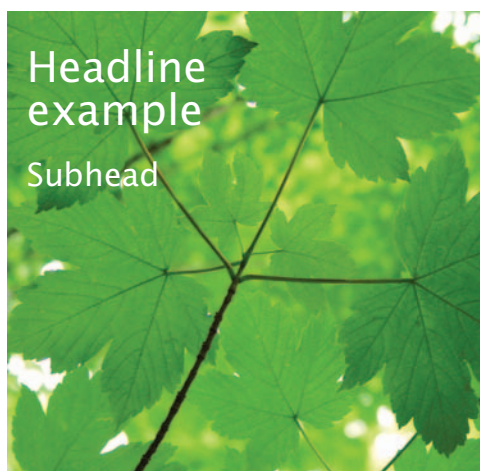EXAMPLE SUBHEADLINE
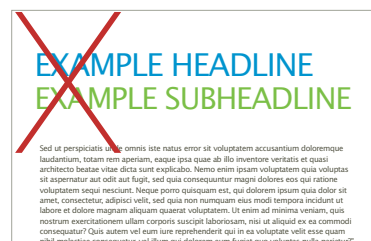
Below, you'll find details of how headlines should appear when placed on or next to images.

When setting headlines and subheads on photos (as on the cover of this document), both should be in white. As they are both the same colour, large leading (line spacing) between the headline and subhead is needed to emphasise the shift in the tone of voice. In these instances, we recommend a distance double the 'x-height' of the subhead. If you are setting headlines and subheads on very pale images, please follow the suggestions on the previous page – i.e. use blue for the headlines and green for the subheads.

Example of an image requiring use of white headlines

Headline example

Subhead

Example of an image where blue and green headlines are suitable

Headline example

Subhead
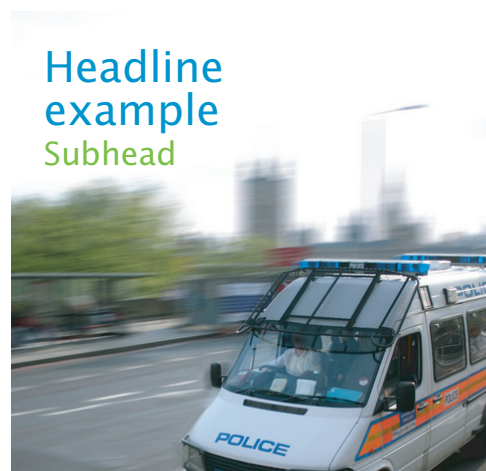
When you need to combine an image with text, and there is insufficient space on the image, the text should be set (Lucida Sans regular or bold, left-aligned) next to the image on a blue or green bar. In no case should an image be faded or graduated to accommodate text.

Web-banner using correct type/image relationship

Alan Duncan's
Small Business Task Force

Alan Duncan's
Small Business Task Force

A few examples of campaign literature are shown below.

Calling cards,
in touch,
and posters.

Letterhead layout

To maintain consistency when typing letters, please follow the guidelines below.

When setting body copy in letters we recommend Times New Roman set at 10-point type on 13-point leading. If 11-point type is required, use 14-point leading (and so on...). We'd also recommend that all body copy is left-aligned, rather than fully justified.

Fold line

Fold line

24mm

Begin typing at approximately 24mm from the left side of the page

Type sample below:
Times New Roman, 10 pt on 13pt leading, left-aligned

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet

Sed ut perspiciatis unde omnis iste natus error sit voluptatem

Left-justified text

Full-justified text

This template is available on Concept. Your agent or organising secretary will have access to Concept.

Example of
business card with
email address on
one line.

Name Surname
Job Title

t +44 (0)20 7984 8444
m+44 (0)7745 745745
f +44 (0)20 7984 8293

name.surname@conservatives.com

Conservative Campaign
Headquarters
30 Millbank
London SW1P 4DP

t +44 (0)20 7222 9000
f +44 (0)20 7222 1135

www.conservatives.com

Conservatives

Example of
business card with
email address over
two lines.

Name Surname
Job Title

t +44 (0)20 7984 8444
m+44 (0)7745 745745
f +44 (0)20 7984 8293

longername.longersurname
@conservatives.com

Conservative Campaign
Headquarters
30 Millbank
London SW1P 4DP

t +44 (0)20 7222 9000
f +44 (0)20 7222 1135

www.conservatives.com

Conservatives

Imagery
Image library

Organic, natural photographs are very much a part of our new visual identity, reflecting our optimism and new direction.

All imagery is available on Concept, which is regularily updated. Some is available on the Party website. Your agent or organising secretary will have access to Concept.

Examples of positive, Conservative imagery

Using images

Our nature imagery should appear in its original form to ensure the overall look is clean and fresh.

....

All the imagery we use should be published without effects (i.e. no gradients, tints, blurring etc).

Effects, such as
graduated fades,
should never be
used

Use natural, non-portrait style photographs of David Cameron.

Visit Concept to download the official photographs of David. You can also find these photographs on the Party website in the David Cameron photo gallery.

Promoted by George Bridges on behalf of the Conservative Party, both at 30 Millbank, London SW1P 4DP.

January 2007 Onwards