liberal

Earthy Dictionary

This logo invokes the erudite style of a dictionary entry. The lower case 'L' and thin typeface will appear especially humble when seen in an array next to the fat bold capital letters of the PC and NDP logos. The trillium, a confident and bold splash of colour, makes this a confident wordmark devoid of verbose posturing.The typeface is dark enough to be mistaken for black, but it's actually a deep dark brown - this helps make it a bit more environmental as the bright red flower springs out of the rich dark brown earthy typeface.

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Two colour reverse

Over a dark surface we'd use a white typeface and a lightly coloured trillium that hinted a bit more towards coral than the light pinkish tones of pantone201 when it's screened.

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Two colour spot

If we're printing 2 colours we can't jazz up the trillium - in this case we'll use pantone199 - a brighter shade than 201 and one that hints towards coral rather than pink and purple.

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Bold Banner

Here the old trillium remains, but it takes the form of a waving banner. The type is simple and bold. The caps add boldness, but the typeface used here is actually leaner than the *Franklin Gothic Heavy* we currently employ.

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TV Icon
For tally sidebars where broadcasters are breaking results down by columns

Web Icon
For social networking applications where we have less than 65 pixels x 65 pixels

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One colour reverse
If we are printing in one colour over a dark surface, in this case over a red surface.

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One colour spot
If we are printing in one colour over a white surface.

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The Way **Forward.**

Friendly Banner

Old trillium remains in the form of a waving banner. The type is from the same font family as the existing logo (it's *Franklin Gothic Medium*). Honest and unassuming, this is a bit liberated from it's past. It doesn't seem like a radical departure but the type is much slimmer and the letter spacing makes it less constrained and bulky than the existing implementation of *Franklin Gothic Heavy*. The letters have more room to breathe and the *'L' is just a bit taller, as though it just stopped slouching and stood up straighter.*

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TV Icon
For tally sidebars where broadcasters are breaking results down by columns

Web Icon
For social networking applications where we have less than 65 pixels x 65 pixels

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One colour reverse
If we are printing in one colour over a dark surface, in this case over say a pink t-shirt.

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One colour spot

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The Way **Forward.**

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Handwritten Note

This logo simulates a handwritten note. In essence we've dropped the pretense of a logo altogether and are addressing people personally. The trillium serves in lieu of an accent over the é - making this pseudo-bilingual.

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One colour reverse
If we are printing in one colour over a dark surface, in this case over say a pink t-shirt.

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One colour spot