



BRAND GUIDELINES

2025 v1

Promoted by Liberal Democrats, 66 Buckingham Gate, SW1E 6AU.

Foreword

The Liberal Democrats are using our record number of MPs to work hard for our communities and hold the Government to account.

The brand identity of the Liberal Democrats has been refreshed following the General Election. Building on our already strong brand, these new guidelines emphasise and reflect our party's growing strength and confidence.

Consistency and accessibility are essential for effective communications. These new brand guidelines, particularly our new, stronger primary colour, improve accessibility and introduce greater consistency across our branded communications from posters and leaflets to digital graphics and staging.

I hope you find these guidelines and resources useful in your campaigning and communications.

Councillor and Baroness Kath Pinnock

Chair, Federal Communications and Elections Committee



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Image ©House of Lords / photography by Roger Harris.

Logo

The Bird of Liberty, often known as 'Libby', has been the Liberal Democrats' icon since the party was formed. It is combined with the wordmark 'Liberal Democrats' to form the party logo.

This updated version of the logo uses the party's new core brand colour Democrat Orange, together with the existing wordmark.

This is the primary version of the Liberal Democrat logo and should be used whenever possible.



LOGO BREATHING SPACE

The logo should always appear with enough space between it and other design elements. The letter 'D' in Democrats can be used as a guide for the correct spacing of the logo.



ICON AND FEDERAL PARTY LOGO

The numerous versions of the logo have been designed to cater to all technical aspects of design, in both print and digital.

The version of the logo in use since 2014 has been retained within these brand guidelines to recognise its existing widespread use across the party. Content with this logo can continue to be used, in line with our commitment to sustainability. Newly designed content should the primary logo shown below.

PRIMARY



LEGACY



MONO



ICON



PRIMARY



BLACK



LEGACY



WHITE

The icon version should only be used where it is not reasonably practical to include the full logo e.g. social media profile photos.

Logos can be downloaded at libdems.org.uk/brand

STATE PARTY LOGOS

SCOTLAND

PRIMARY



LEGACY



MONO



WALES

PRIMARY



LEGACY



MONO



ENGLAND

PRIMARY



LEGACY



MONO



BALLOT PAPER EMBLEMS

The following logos are registered with the Electoral Commission and can appear next to Liberal Democrat candidates' names on ballot papers.

N.B. we are currently consulting on updating the ballot paper logos to make more effective use of the allocated space and will communicate this if and when any change is made.



A bird in flight
above the words
Liberal Democrats
[Emblem id 106]



A bird in flight
above the words
Scottish Liberal
Democrats
[Emblem id 108]



A bird in flight
above the words
Welsh Lib Dems
[Emblem id 107]

LOGO MISUSE

It is important to use the logos as provided to maintain consistency, and to ensure the logo is not placed on a low contrast background to ensure it is accessible.

X - Don't change colour



X - Don't stretch



X - Don't rotate



X - Don't add shadow



X - Don't use old logos



X - Don't use the logo on a complex or low-contrast background



Colours

DEMOCRAT ORANGE

Democrat Orange is the Liberal Democrats' primary brand colour and should be the predominant colour when producing Liberal Democrat content.

This colour has been chosen to make our brand more consistent by aligning with our RISO printed leaflets and iconic diamond posters. It also improves our accessibility with better overall contrast across a range of light and dark colours.



Digital: #ff6400
Digital: r255 g100 b0
Print: c0 m65 y100 k0
Pantone: 1505 C



DO50
Print: c0 m15 y25 k0

ACCENT COLOURS

Accent colours should be used sparingly to diversify design. Don't combine too many colours at once.

Our colours also have tint to be used in print design.

Community Magenta



Digital: #ff0075
Digital: r255 g0 b117
Print: c0 m100 y54 k0

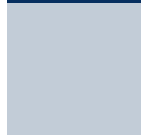


CM50
Print: c0 m15 y8 k0

Liberty Navy



Digital: #072f5f
Digital: r7 g47 b95
Print: c100 m92 y36 k36

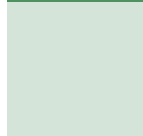


LN50
Print: c10 m5 y0 k16

Equality Green



Digital: #4f9161
Digital: r79 g145 b97
Print: c45 m0 y33 k43



EG50
Print: c7 m0 y5 k11

TOP TIP

When designing on screen, colours may look different to how to when printed. The CMYK values provided account for this difference.

OPPOSITION COLOURS

Opposition colours should be used sparingly to deliver our tactical messages, such as in bar charts and head-to-heads.

Other parties have often changed their exact colours in branding refreshed, the colours below have been chosen from these and to maintain distinction between our secondary colours and opposition party colours.

Labour



Digital: #e4003b
Digital: r228 g0 b59
Print: c0 m100 y69 k0

Conservatives



Digital: #0087dc
Digital: r0 g135 b220
Print: c100 m8 y0 k6

Reform Party



Digital: #00bed6
Digital: r0 c190 b214
Print: c69 m0 y16 k0

SNP



Digital: #fdf38e
Digital: r253 g243 b142
Print: c2 m0 y56 k0

Green Party or Scottish Greens



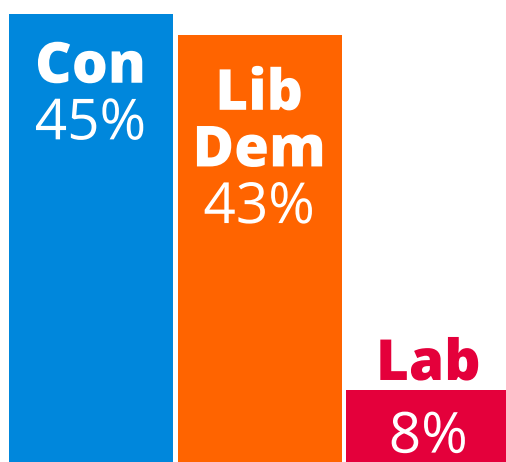
Digital: #00a85a
Digital: r0 g171 b85
Print: c100 m0 y50 k33

Plaid Cymru



Digital: #005851
Digital: r0 g88 b81
Print: c90 m44 y65 k33

EXAMPLE



TOP TIP

Find out more about crafting an effective squeeze message over time in our [Guide to Squeeze on the Campaign Hub](#).

Typography

The Liberal Democrats' typeface is Open Sans. Open Sans is a sans serif typeface which has excellent legibility in print and digital uses.

Body text should use Regular weight, utilising Bold weight for emphasis. Body text colour must ensure high contrast with the background. Use of italics should be avoided. Avoid using hyphenation whenever possible to create a comfortable flow for the reader.

Headlines should be in Extrabold weight. Headlines should be in Democrat Orange, black or white, depending on the background.

Body text should be no smaller than 12pt. Imprints should be no smaller than 6pt (n.b. at Scottish Parliament elections, there are specific rules on imprint size, which can be found [here](#))

Leading (line spacing) of body text should be set at 120%. We recommend using condense letter spacing (tracking) for headlines and digital content, with a tracking of -40.

Open Sans Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !'@£%&*",.?()

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !'@£%&*",.?()

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !'@£%&*",.?()

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !'@£%&*",.?()

Download Open Sans free: fonts.google.com/specimen/Open+Sans

Photography

Liberal Democrats use photos to engage users, promoting an emotional connect with voters.

People will form their impression of your candidate largely from what they see in photographs. Get this wrong and it can undermine your whole campaign.

Building up a good photo bank is something every single candidate - at any level - can do easily and cheaply. It is the one thing that will make the biggest difference to the quality of your content.

When using images for negative or attack messaging use black and white imagery with a high contrast. This is done to reinforce the negative impact of the messaging.

More information and practical guidance can be found in the [Campaign Hub](#).



Non-Branded Content

This document sets out guidelines for producing Liberal Democrat branded content online and offline. These are the core of our communications.

In the battle for attention, using non-branded content is an important tactic for reaching voters. Blue letters, magazines, creative graphics and tabloids are all vital parts of our content mix. These items should follow the templates available in the [Campaign Hub](#) and not use the branding in this document.

Tabloids should always follow the guidance is available [here](#) and use the templates available in the [Campaign Hub](#). Please avoid giving your tabloid a title that could be confused with any similar local newspaper.

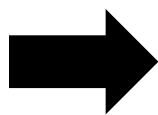
Two-Colour RISOs

Many Liberal Democrat local parties use two-colour RISO printers to produce leaflets in-house. Our new primary brand colour Democrat Orange has been chosen to closely resemble RISO-printed orange and unify our branding.

When artworking for two-colour RISO printers, design elements which will be produced in orange must be shown on screen in red (c0 m100 y100 k0).

Artwork on screen

FOCUS



Printed leaflet

FOCUS

We support the use of RISOs through templates in the [Campaign Hub](#).

Campaign Hub

The Campaign Hub is the home of the Liberal Democrats' templates and resources.

To register for access to the Campaign Hub visit libdems.org.uk/access

Once you have been granted access, you can visit the Campaign Hub at any time at libdems.org.uk/hub

KEY GUIDES ON THE HUB

[Effective Campaign Photos](#)

[Guide to Squeeze](#)

[2026 Campaign Plan](#)



Other Resources

[Download the Open Sans font for free](#)

[Logos](#)

[Affinity Publisher Brand Resources](#)

[Digital Imprints Guide](#)

[The law on imprint font size for Scottish Parliamentary Elections](#)

For queries about Print Design, please contact campaigners@libdems.org.uk

For queries about Digital Design, please contact digitalcomms@libdems.org.uk