

GREEN
PARTY US

Brand Guidelines

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Introduction

To help establish it as a viable and strong 3rd party in American politics, The Green Party US (GPUS) has undertaken a comprehensive rebranding program. This process has required a critical, objective and passionate examination of every aspect of GPUS, both in terms of the tangible brand and the intangible brand (voice, voters impressions etc).

Having completed our journey, this document details our new brand so that you can use it as intended to help build the party and spread our message in your area. This brand is a cornerstone in our party strategy for growth, so we would urge you to use the elements, and to use them correctly and as intended.

There are artwork files available for everything that you see on the following pages. In all cases, a variety of formats have been built for use in different contexts. Please ensure that you are using the correct file type for the medium and context in which you are using it.

Contexts

Offset Printing (Spots):

This is traditional printing, done on a large format press at a print-shop with specific Pantone inks. This is commonly used for large quantities of prints, and for more cost-effective 1 or 2 color printing. These files are also applicable for silk-screen printing (t-shirts, posters) or embroidery (hats etc).

Digital Printing (CMYK):

This is more commonly used for short-run (<100) prints on inkjet laser printers. These can be at a printshop or at home. These colors are built with from combining 4 base colors – Cyan, Magenta, Yellow and Key (Black).

Screen (RGB):

All screens show color by combining Red, Green & Blue through their pixels. Any piece that you create for use on a screen, such as a website, emailer, presentation, social media post etc, should be built using this format.

File Types

Vector (AI or EPS)

This type of artwork is the original, and can be edited if necessary (please don't!). It can be scaled to any size while retaining its fidelity, so should be used for any larger outputs, and printing. These files require Adobe Creative Suite for use.

Raster (PNG)

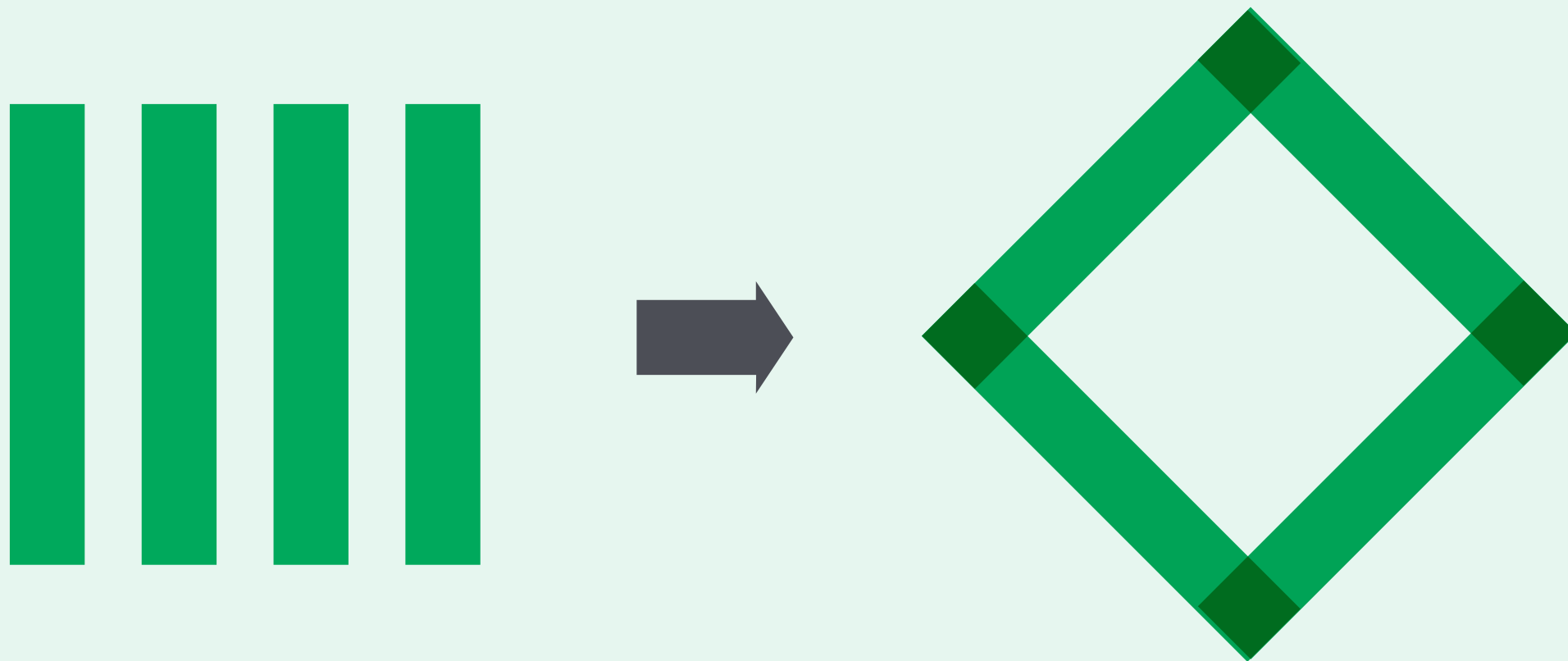
These files are made up of many defined pixels. As such, they will lose fidelity if scaled up (ie get blurry) or if printed. The PNG format retains transparency. These files should be used if you do not have Adobe Creative Suite to use the vector files. Please ensure that you are using the correct print (cmyk, 1200dpi) or screen (rgb, 288ppi) versions in all cases.

Brand elements

Core Concept

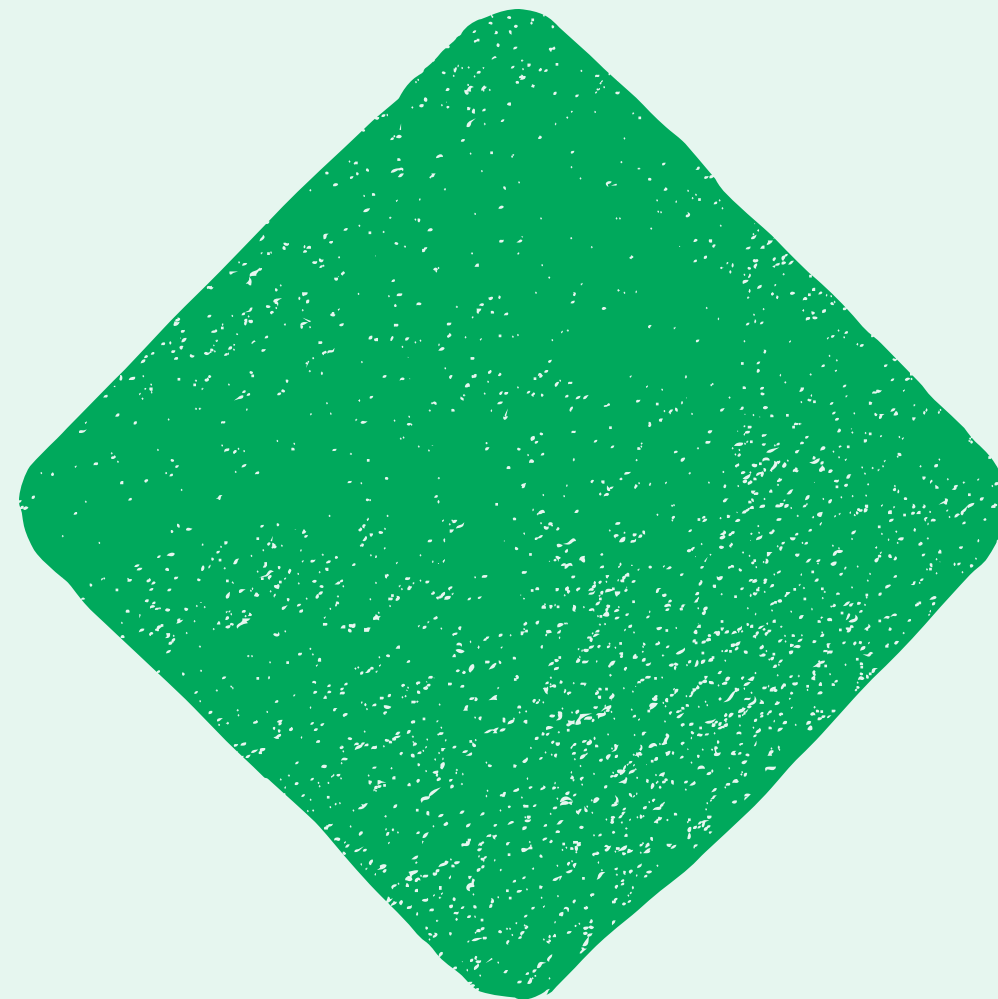
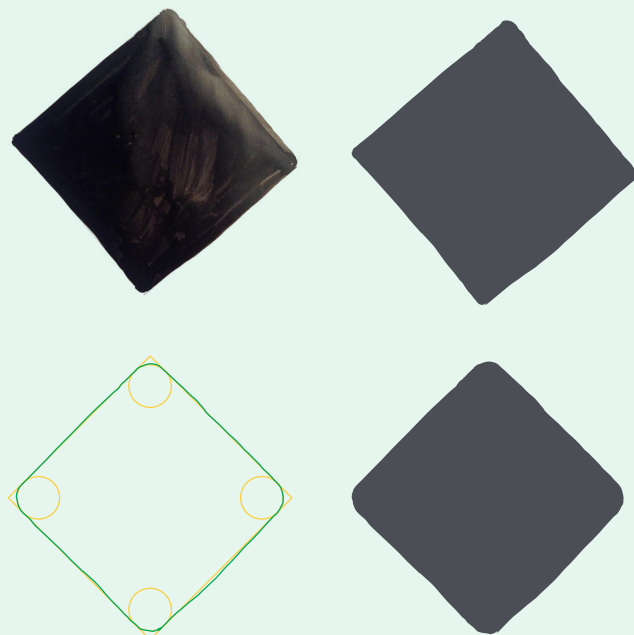
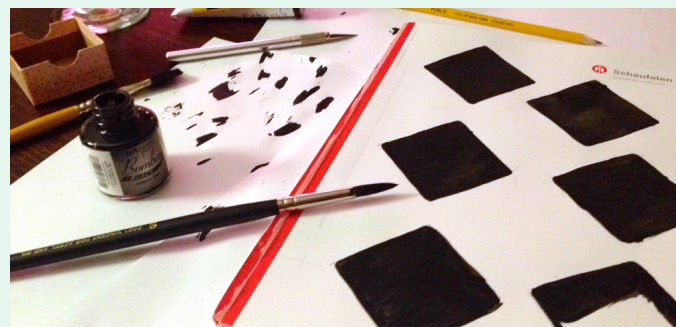
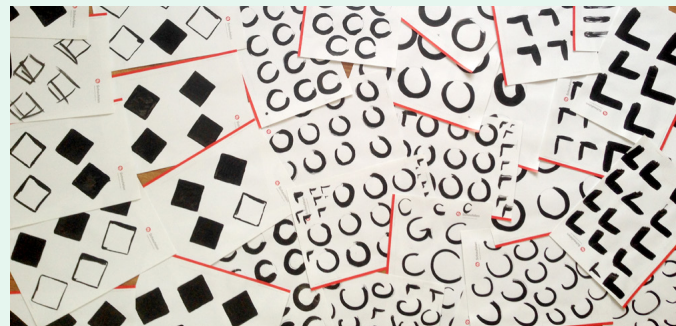
The Four Pillars are a foundational statement of the Green Party of the United States. They interrelate our philosophy from four different social movements. They are Peace, Ecology, Social Justice and Democracy.

Shown as single pillars they are rigid, separate and unmoving. However, when we turn them to meet each other they form a strong and dynamic square. This memorable and easily understood shape forms the basis of our brand concept.



Concept development

An integral aspect of the GPUS Square concept is that it is created by hand. This represents the authentic grass-roots of the party, speaks to the unique voices within it, and opens the door to having many member-created versions of the primary mark, particularly on rally signage or prints.



GPUS Color Palette

The GPUS brand color palettes have been carefully chosen to convey the spirit of our values and ethos through everything we create. They are bold, confident, memorable and beautiful, and intended to create a lasting impression in a USA's political sea of red, white and blue. The colors have all been chosen from Pantone's Uncoated swatchbook, and those inks should always be used. Please ensure that you always match the colors exactly as detailed here.

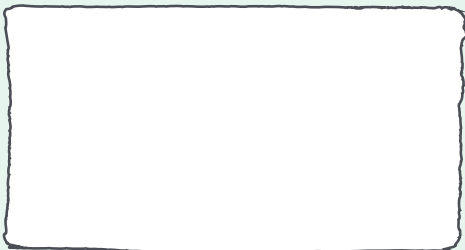
Primary Palette



Primary Green
Pantone 354U
c73 m0 y 81 k0
R0 G169 B92
Hex 4C4E56



Primary Black
Pantone Black 6U
c86 m69 y43 k55
r76 g78 b86
Hex 4C4E56



Primary White
White
c0 m0 y0 k0
r255 g255 b255
Hex FFFFFFFF

Secondary Palette



GPUS Red
Pantone 199 U
c96 m80 y0 k0
R211 G80 B97
Hex BD4F5C



GPUS Orange
Pantone 151 U
c0 m43 y91 k0
r255 g136 b62
Hex FF383E



GPUS Yellow
Pantone 7404 U
c0 m10 y100 k0
r253 g207 b65
Hex E6B10E



GPUS Blue
Pantone 305 U
c54 m0 y10 k0
R83 G202 B236
Hex 53CAEC



GPUS Indigo
Pantone 300 U
c100 m35 y0 k0
r0 g110 b182
Hex 006EB6



GPUS Violet
Pantone 268 U
c58 m78 y0 k0
r115 g8 b144
Hex 735990

GPUS Brand Typeface

The GPUS type family is called Omnes, and was created by Darden Studio in Brooklyn, NY. This should be used for all GPUS communications materials, in print and online. It is available as a webfont via Typekit. A licence must be held for each CPU on which it is being used. Please contact the Steering Committee if you need a licence & font.

Omnes

by Darden Studio, Brooklyn NY

UPPERCASE **A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

LOWERCASE **a b c d e f g h i j k l m n
o p q r s t u v w x y z**

FIGURES **1 2 3 4 5 6 7 8 9 0**

PUNCTUATION **& ! ? , . : ; ' " " " , , , « » < >
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+ - x ÷ = < > ≤ ≥ ≠ ±**

From the designers site:

Omnes™ Pro takes the curvaceous yet crisp original and turns it up to eleven. Many robust features have been added, making it better than ever for no-nonsense editorial work. Included are a wide range of index characters with eight variations; tabular figures and punctuation for chart work and information design; true numerator and denominator figures with OpenType support for auto fractions; an array of eye-catching arrows; extended language support; and stylistic sets.

Originally conceived as the brand typeface for a national retail chain,

Omnes™ Pro meets the need for a rounded typeface which is neither overly mannered nor excessively literal in its approach. Selective rounding adds subtle texture & circumvents the 'sausage-link' effect, while non-geometric forms pay homage to 19th-century rounded Grotesques which appeared well before the crisp visual style of the Bauhaus.

Omnes™ Pro's middle range is built for text use, and its weights on either end of the spectrum command a broader range of moods, from its austere, warm Hairlines to its punchy, convivial Blacks.

LEGAL / REFERENCE **© ® ® ™ ¶ § † ‡**

CURRENCY SYMBOLS **£ \$ ¢ ¥ € f**

FRACTIONS **½ ¼ ¾ 0 1 2 3 4 5 6 7 8 9 / 0 1 2 3 4 5 6 7 8 9**

TABULAR FIGURES **1 1 2 3 4 5 6 7 8 9 0 @**

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+ - x ÷ = < > ≠ ≤ ≥ ≠ ± #

() [] { } \$ ¢ £ ¥ € f %

¶ § † ‡ / \ | / * ' " ° • ~

GPUS Painted Lines

To complement the hand-painted aesthetic of the primary logomark, we have created a series of brushstrokes that can be used to enhance a standard layout, holding shape, or border area. These are intended to be used subtly, such as along one edge of a layout (see footer area of this document for example), or as one stripe across an image to hold a headline. Generally, they are intended to be used as the edge of a larger area of green where it divides supporting content from a photograph or secondary color area.



GPUS Painted Lines Green RGB 01



GPUS Painted Lines Green RGB 02



GPUS Painted Lines Green RGB 03



GPUS Painted Lines Green RGB 04



GPUS Painted Lines Green RGB 05



GPUS Painted Lines Green RGB 06



GPUS Painted Lines Green RGB 07



GPUS Painted Lines Green RGB 08



GPUS Painted Lines Green RGB 09



GPUS Painted Lines Green RGB 10



GPUS Painted Lines Green RGB 11

Brand identities

The GPUS Primary Identity

The GPUS Primary Identity is a lockup of the Square and the logotype in Omnes. The Square is painted and represents both the creative hub of party vitality and also serving as a solid anchor to the party's movement (via the typography). The typography is carefully typeset for ease of legibility at a variety of sizes and contexts. It keeps a sharp focus on The 'Green' part of the name to help reinforce memorability and overall resonance. 'Party' is neatly aligned with the main lettering, with US sitting outside to help it read separately and providing prominence even at a smaller size. This placement also facilitates the modular approach for creating the State-level identities.



The GPUS Primary Identity Construction

The identity artwork has been carefully constructed for optimal balance and legibility. Never adjust the elements of the logo yourself. The primary unit used to align the elements is derived from the 'E' in Green. The Stem is used to define the horizontal spacing, and (half) the arms are used to define the vertical spacing.



Identity clear-space area

Do not place any artwork inside this area to help protect the identity's fidelity, legibility and impact.



Identity restrictions

The key to successful branding is consistency. In order to ensure the best possible implementation and audience awareness of our brand, please take care to NEVER change the brand artwork in ANY way from the master artwork files. These rules apply to ALL brand artwork, including the messaging and pillar artwork. The following examples are common issues that arise with implementation, though the list is not exhaustive.



Do not invert the artwork colors



Do not change the artwork colors. They must always be shown in their correct format



Do not use the logotype without the GPUS Square lockup. Also, never use the logotype in text – simply write it out normally.



Do not create the identity in all-green



Do not rotate the identity



Do not use gradients in the identity artwork



Do not add a drop shadow to the identity artwork. Also do not add any other effects such as bevelling, embossing, 3-D, etc.



Do not change the typefaces in any way. The identity artwork has been carefully typeset and formed for maximum effect, balance & legibility.



Do not change the size, position or relationship of any of the artwork elements.

GPUS Iconic G-Square

The G-Square serves as the secondary GPUS brand identity. It is used to represent GPUS whenever it is not desirable or possible to use the primary identity lockup.

This mark is intended for use as a standalone element, and is not to be used together with the typographic lockup (i.e. don't use this square with the primary identity – People will start reading from this G, and not from the G in Green, so the quick legibility and memorability is reduced).

This icon should only be used for marketing campaigns (eg to complement the I Am Green for... messaging), and branded collateral and merchandise.

It should NOT be used on the same layout / screen as the primary brand artwork, unless there is a significant difference in sizing (<20%) to reduce conflict between the two marks.

The G artwork is constructed from separate pieces of hand-painted strokes for the bowl and the stem / arrow. Note how the main form is quite geometric and circular, creating a nice balance and movement for the icon, and helping it to sit comfortably within the GPUS Square.



Identity alternate – Sunflower

The sunflower is the international symbol of the Green Movement, and was formerly used in our identity. As such, we felt it appropriate to have a version of the identity which includes this iconic symbol. However, this sunflower has been redrawn for a new audience, in line with the wider branding and illustration style.

The specific use-cases for this identity have not yet been defined, but are expected to be for communications intended for the core audience or donors, on merchandise (especially with ecology- or traditional party values focussed messaging), and as alternates for the State-level identities.



GPUS Spanish language Identity

Given that a key segment of GPUS target audience is Spanish speaking, GPUS wanted to encourage our commitment & outreach by having a Spanish-language version of the primary identity materials.

This should only be used on materials aimed at a Spanish speaking audience. Ideally, the entire contents of such pieces would also be written in Spanish, translated by a native speaker for accuracy.



State-specific identity

A unique feature of the Green Party US is its non-centralized and hierarchical nature. Within the broader party exist a number of semi-autonomous State-level parties. As such, each of those also need their own unique identity. One aspect of the branding process was to seek a way to visually unify the various parties to help foster wider voter recognition, understanding and participation.

One solution is to use the modular nature of the logotype to simply alter the 'US' lettering with the relevant State abbreviation. This immediately creates a unique identity suitable for State-level requirements, while clearly maintaining a solid relationship with the national party brand.

This artwork is for example purposes only and should NOT be considered final or production ready. Complete artwork (in whichever form) must still be tasked and completed for each State. Please contact the Steering Committee if you would like to create a suite of identity artwork for your state.

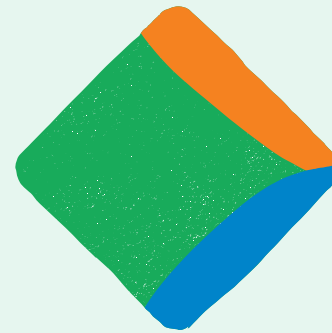


Alternate State identity

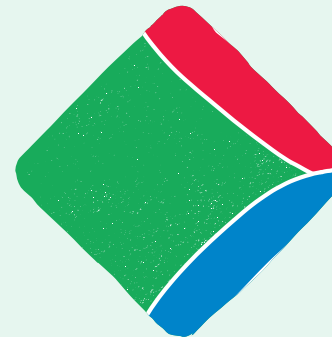
This version incorporates the state colors (though using GPUS brand colors). The two stripes form an arrow leading into the primary GREEN logotype, which is a great positive addition!

Note that the Texas flag has 3 colors (red, white, blue), hence the additional white line on that particular identity. The specific State flag colors are not used here, but instead the closest color from the GPUS color palette is used.

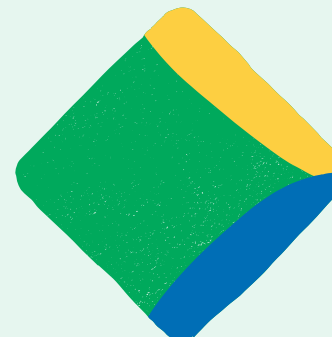
This artwork is for example purposes only and should NOT be considered final or production ready. Complete artwork (in whichever form) must still be tasked and completed for each State. Please contact the Steering Committee if you would like to create a suite of identity artwork for your state.



GREEN
PARTY NY



GREEN
PARTY TX



GREEN
PARTY CA

Pillar graphics

GPUS Pillar graphics

The Four Pillars are a central tenet and guiding force of Green politics and values. To show how they connect to each other and to the party membership who are fighting for them, we have illustrated them with a common ‘hands’ motif. These unique icons clearly and simply relate the emotive and political need behind each Pillar, whilst urging the viewer to participate.

The text is placed at a 45° angle in lock up with the square. This helps the eye to focus on the square itself, while binding the text more solidly to the square; more than if it was placed centered below it.

Note the slight texture in the artwork, helping to bind the icon and the square together and reinforcing the handmade/ grassroots ethos of the GPUS brand.



Peace

This icon reverts to the peace sign hand graphic, which is clear and effective, if not a little less interesting overall.

Blue for peace is universally recognised, and a logical choice for usage here.



Ecology

This icon is simple and to-the-point, getting across the message quite well without focussing on any one aspect of ecology policy or issues.

Yellow isn't an obvious choice for this area, but we feel it fits well as it's sunny, warm and positive. It is most often seen in nature at its most spectacular, such as in a beautiful sunset!



Social Justice

The central GPUS messages in this area boil down to equality. As such, the scales can represent that search for balance quite simply and easily, with the fist of protest showing the activist roots of justice and protest

The orange tones back the sense of conflict, that might arise from the more obvious choice of red. It's close, but a little unexpected and more reflective, thus a neater GPUS fit.



Democracy

Democracy is essentially about people coming together to make a difference. In keeping with the hands motif of the suite, here we simply show the hands coming together to represent action and democracy.

Purple for democracy is well-recognised as the color of bipartisanship, helping to carve out a space between the Democrats or Republicans for GPUS. This is especially helpful when trying to both transcend partisan politics and reach party members from both sides!

Pillar artwork alternates

Use these versions when the pillars are in a supporting role. The background on the Light version is a 10% tint of the primary GPUS Green. Please do not change this. The other versions are one-color in GPUS Black and White respectively.



GPUS Identity & Pillars artwork

Where communications materials focus on a particular pillar, it may be appropriate to include this version of the identity which includes that pillars artwork on the GPUS Square. Note that this is intended for use in a sign-off / supporting role only where the Iconic G-Square and relevant messaging artwork are used as the primary GPUS identifiers. This artwork should only be used in the primary brand colors (GPUS Green & Black) and never in the pillars related color.



Messaging

GPUS messaging background

As part of the rebranding process, a detailed workshop was conducted to examine the GPUS brand and messaging at all levels. Here are some of the key takeaways in the four key areas for constructing effective brand messaging.

These words / phrases come from each of the completed workbooks whenever they appear, and weren't added when similarly repeated by someone else. The lists aren't exhaustive by the way, but should give a sense of where we want to position the brand and focus the messaging.

GPUS Values

- Anti-fracking
- Anti-torture
- Anti-Govt. spying
- Anti-corporate money in campaigns / Anti-corruption
- Anti-prison industrial complex
- Anti-war
- Pro-Legalization
- Bravery in standing up for beliefs
- Speaks truth to power
- Unapologetically Progressive
- Visionary & ambitious (not playing small ball)

Emotion

- Alive
- Responsive
- In motion (forward)
- Hope
- Clarity
- Understanding
- Compassion
- Tenacity
- Happy
- Belonging
- Excited

Resonance

- Diversity
- Technologically savvy
- Able to balance analog and digital worlds
- Voice of the people
- Respectful to those in all income brackets

Keywords

- Progressive
- Grass roots
- People
- Sustainable
- Peace
- Fair
- Alternative (New?)
- Future
- Freedom [Reproductive, LGBT, Immigrant, Student, Marijuana...]
- Democracy
- Equality
- Planet
- Change
- Justice

GPUS messaging guiding words

In distilling that process to its essence, these are the guiding words that we feel are most important when considering how to best craft a GPUS message or campaign.

Ideally, your messaging should bind several of these concepts together in each case, so that over the course of the coming years the target audiences can recognise a top-level GPUS message (ie brand values, not for a specific event or action) and feel it speaks to them.

Since a primary goal of the rebranding is to increase awareness and membership, defining who the Green Party is an important aspect of the messaging. No one knows who GPUS are, or what we stand for. As such, our campaigns focus on creating & fostering that awareness.

The campaign should do so with the keywords here in mind throughout. Each message must be lead by the membership (or potential members), demonstrate why they are in GPUS and what they care about. It should indicate a core value or pillar of GPUS, show that GPUS holds a feasible policy solution, and feel generally positive, excited and 'alive'!

People
Grassroots
Belonging
Alive
Hope
Clarity
Excited

GPUS messaging structure

The messaging structure is centered on the fact that GPUS is all about grassroots and people. As such our grassroots will become our voice and will speak for us as much as possible.

This will help define our party and message, with a core concept of having our members identity themselves as Green, and say why they are a member.

This three part structure then can be effectively applied to almost any person and topic, enabling us to talk about all GPUS issues within the one framework.

Over the course of many images and the broader campaign, hopefully this would generate a great number of people, fostering both a sense of belonging and of purpose. To those looking in as potential members, they would see quickly if the party is for them and why.

Message structure

Each sentence would have an identifier [*I'm / We're (-only those, never you, they etc. Abbreviated for familiarity)*], then [*Green for (never against)*] [*Value/policy (1–2 clear words max where possible)*]

This messaging works most effectively with (*well-taken*) photos of the (*real*) member being quoted, and should only be used in that format.

I'm Green for...

We're Green for...

eg:

I'm Green for voting rights

We're Green for equal pay

GPUS hashtag

The messaging structure is centered on the fact that GPUS is all about grassroots and people. As such our grassroots will become our voice and will speak for us as much as possible.

#WeAreGreen

#IAmGreen

GP.org

GPUS hashtag

The messaging structure is centered on the fact that GPUS is all about grassroots and people. As such our grassroots will become our voice and will speak for us as much as possible.

#PeaceIsGreen

#EcologyIsGreen

#DemocracyIsGreen

#JusticeIsGreen

GPUS social media cover art

How the brand is conveyed on social media is critical to a successful rollout, building our audience and engaging volunteers both for campaigns and in ongoing conversations about Green policy. A professional, coherent, and consistent brand appearance and tone of voice is central to achieving this well. Below is an example of how the brand elements and messaging can be used to form a Facebook / Twitter profile image and cover art.



GPUS messaging example

This is an example of how this campaign might look when pulled together. This layout is indicative only and is **NOT** designed to be official brand artwork.

The image here is stock FPO and has a watermark, which isn't helpful for showing the elements. This will be updated with proper photography with our members once we have it prepared.

Note the use of the secondary G mark to denote the party but being more cool and part of the group selfie.

Note also the statement structure, and the GPUS hashtag below. This is central to the awareness campaign, with use of Instagram and Twitter especially important to reach our target audience and encourage party participation.

If using the hashtag (or any other brand element), please try to use it in combination with rebranded artwork and graphic elements, and NEVER with existing artwork or styles. This is to reduce undermining of the messaging and elements.



GPUS messaging example



This is an example of how this campaign might look when pulled together. This layout is indicative only and is **NOT** designed to be official brand artwork.

Again the image is stock and has a watermark. The elements are the same as before, but note how a better image and overall format can really help to present the message and brand elements.



This is an alternate focussing on 'I am'. The main thing to note here is the switch in the primary brand square to the peace pillar artwork. This is a subtle but nice use of the graphic elements for showing what we stand for and linking to the messaging.

Note too, that while the elements and positioning are not yet thought out, we would encourage having the brand square sit in the center of the holding area in this context. This is a natural place for the eye to land, anchoring the overall layout and ensuring that the identity (and thus GPUS name) will be read on each layout.

Note too the use of the supporting hashtag alongside the party website. It should be possible for someone who follows GPUS on Twitter to never need to go to the main site, as long as they are being engaged on Twitter / other social media platforms.

GPUS messaging example



These are not fully realized, so should not be taken as official artwork or used to guide GPUS layouts too closely. They were conceived as alternates if you do not want to feature members

as centrally for certain issues. The structure is the same as before, but featuring the pillar graphic and hashtag instead of GPUS versions.



End

If you have any questions about any part of this guidelines document, or require brand artwork, please contact Karen Young, or a member of the Steering Committee.