YOUNG LIBERALS STYLE GUIDE 2019

1. INTRODUCTION

This style guide will allow Young Liberals to be more consistent when applying the YL brand, which is similar but distinct from the main party's guidelines.

It includes a colour palette, as well as instructions on how best to use Open Sans, the party's font of choice.

Adopting these guidelines will help your branch be more in-line with the Young Liberals style.

2. COLOURS

Lib Dem Orange
#FAA61A, (RGB: 250, 168, 30)
Primary colour

Young Liberals Magenta
#E6007E, (RGB: 230, 5, 129)
Highlight colour

Jet Black
#000000, (RGB: 0, 0, 0)
Tertiary colour

"TACKLING ECONOMIC DEPRIVATION
AND SOCIAL INJUSTICE.
THIS SHOULD BE ONE OF OUR LEITMOTIFS
GOING FORWARD."

Liberal
Democrats

**Lib Dem Orange the predominant
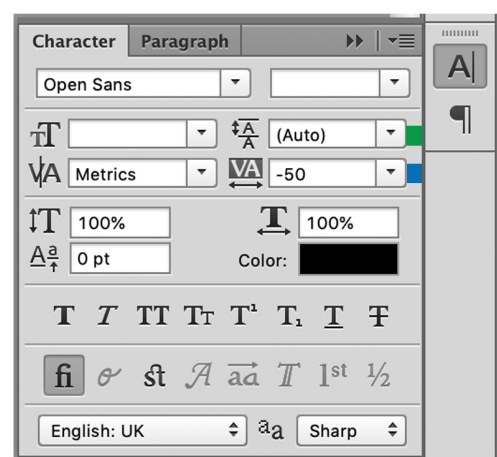colour for backgrounds**

3. TEXT

USE EXTRABOLD ITALIC FOR HEADLINES, IN ALL CAPS

Use bold non-italic for body text on graphics

Use regular for body text on printed literature

Set the tracking (space between letters) to a setting lower than default to make text look more streamlined.

Similarly, make sure leading space (space between lines) is narrow enough that paragraphs look neatly condensed together.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

NOT LIKE THIS.

The leading space (between lines) is far too large and makes the text look unstructured. The tracking (space between characters) is also too much.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

MUCH BETTER.

4. OTHER FEATURES

Blobs
These perfect circles of YL Magenta break up the block colour of the backgrounds to graphics, and are used particularly around photographs of people to emphasise them. Use sparingly so they're just a highlight rather than a predominant figure.

Hero Graphics
These are gradient mapped images of key figures in the party, which can be put in a graphic or on a leaflet. They are in black and white to make them stand out against the backdrop of Lib Dem Orange and YL Magenta.

YL Logo
This should be used either on its own or with a simple two-line written "Young Liberals" in Open Sans Extrabold Italic. Only use the official federal or state versions. Do not stretch it out of proportion or add your own colorations without first talking to the Federal Communications Officer.

YL Magenta blobs to highlight the hero graphic

> *"TACKLING ECONOMIC DEPRIVATION*
> *AND SOCIAL INJUSTICE.*
> *THIS SHOULD BE ONE OF OUR LEITMOTIFS*
> *GOING FORWARD."*

Liberal Democrats

Dynamic pose in hero graphic to make the person stand out