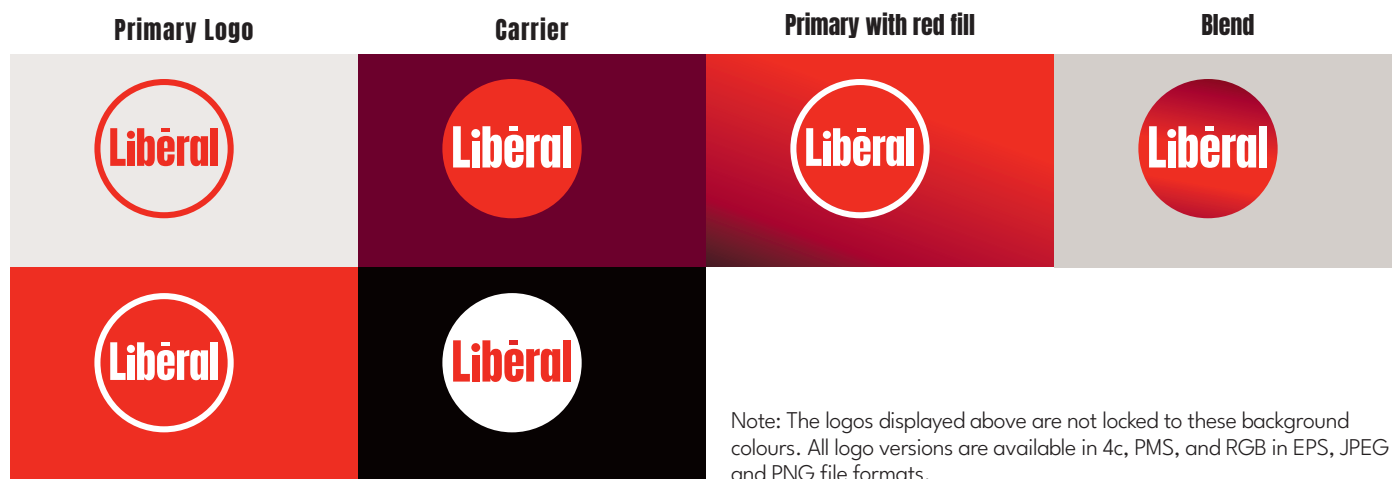


# ONTARIO LIBERAL BRAND STANDARDS QUICK GUIDE

## LOGO VERSIONS

The logo is available in multiple versions to provide maximum flexibility to the user.

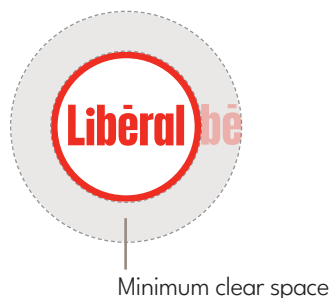


## LOGO LEGIBILITY

These guidelines apply to all logo versions.

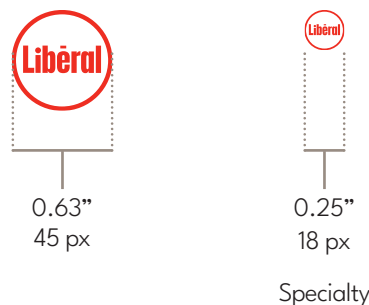
### Clear Space

To ensure legibility and avoid visual interference, a clear area around the logo should be maintained. The minimum protective space is equal to the width of the letters 'be' in the wordmark. Avoid graphics, images or text inside this safety zone.



### Minimum Logo Size

Minimum logo size is the smallest size at which the logo may be reproduced to ensure its legibility. The logo icon should not reproduce smaller than .63" (45 pixels) wide. In extremely limited specialty situations (e.g., pens) the size may be reduced further, as indicated below.



## INCORRECT LOGO USAGE



Do not rotate, flip or invert the logo.



Do not change any colours of the logo.



Do not stretch or compress the logo.



Do not alter the size or position of the logo elements.



Do not add elements to the logo.



Do not apply any effects other than outlined in this guide to the logo.



Do not reproduce a logo with poor quality.



Do not re-typeset the wordmark.



Do not place the logo on a colour with insufficient contrast.



Do not allow objects to enter the minimum clear space of the logo.



Do not place the logo on images or backgrounds that may compromise legibility.

## COLOURS

Correct and consistent use of the colours outlined here defines and reinforces the Ontario Liberal brand. Many variables affect the appearance of colour, including substrate, ink and lighting. Depending on your final product, ensure you choose the correct colour breakdown, whether print or digital.

CMYK 0 95 100 0 PMS 485 C RGB 218 41 28 #DA291C <b>Primary OL Red</b>	CMYK 0 85 95 0 Bright Red C RGB 249 56 34 #F93822	CMYK 0 100 87 22 PMS 7621 C RGB 171 35 40 #AB2328	CMYK 16 15 16 0 Warm Grey 2 C RGB 203 196 188 #CBC4BC	CMYK 31 29 30 6 Warm Grey 6 C RGB 165 156 148 #A59C94
<b>LEGEND</b> 4C – Four-colour process coated PMS – Pantone Matching System RGB – Red-Green-Blue # – HTML Color Codes (Hex code)	CMYK 0 100 68 35 PMS 7427 C RGB 151 27 47 #971B2F	CMYK 7 100 35 64 PMS 7421 C RGB 101 28 50 #651C32	CMYK 46 47 50 30 Warm Grey 11 C RGB 110 98 89 #6E6259	CMYK 52 59 45 90 PMS 412 C RGB 56 47 45 #382F2D  <b>Can be used as text colour on website.</b>

Note: as reds become pink when tinted, our red colours should never be used at any tint value other than 100%. Use of the full ‘PMS Warm Greys 1–11’ range is acceptable, including their tints. It is not acceptable to add ‘other’ warm greys.

## TYPOGRAPHY

The typefaces utilized are the Google fonts **Anton Regular** and the **League Spartan** font family.

### This is Anton Regular

Download Anton for free at:  
<https://fonts.google.com/specimen/Anton>

### This is League Spartan Regular

Download League Spartan for free at:  
<https://fonts.google.com/specimen/LeagueSpartan>