

The New Logo Visual Identity

Brand Guidelines
2010



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Partit Laburista Logotype

Partit Laburista logotype

The Partit Laburista logotype is shown below. The Partit Laburista logotype should only be reproduced from the master artwork, it should never be redrawn or altered in any way.

It's recommended that the Partit Laburista logotype is used in full colour. Wherever this is not possible, please contact the Partit Laburista Brand Manager for alternative reproduction approval.



The logo is a registered trademark. Partit Laburista reserves the right to take legal action against whoever breaches copyright laws.

Partit Laburista Logotype

Partit Laburista logotype reproduction

The Partit Laburista logotype should only be reproduced from the master artwork, it should never be redrawn or altered in any way.

1. Colour logotype (preferred logotype)
2. White logotype on coloured background
3. Greyscale logotype
4. White logotype on grey background
5. Black and white logotype
6. White logotype on black background
7. Spot Colour logotype (for use in exceptional circumstances where a full colour print is unachievable).

1.



2.



3.



4.



5.



6.



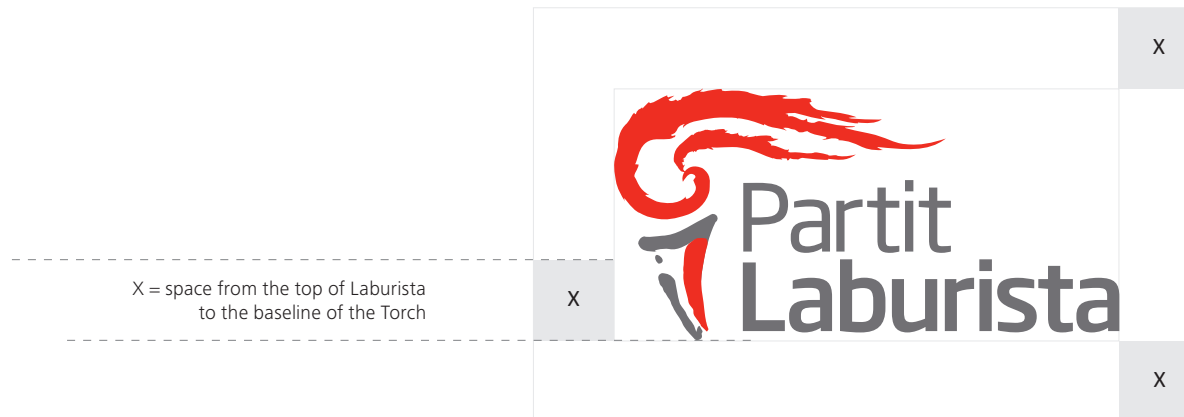
7.



Partit Laburista Logotype

Exclusion zone

This is the exclusion zone for the Partit Laburista logotype. To ensure the Partit Laburista logotype works successfully on all applications, the exclusion zone must be used at all times, for legibility and consistency across the brand.



Partit Laburista Logotype

Minimum size

To ensure maximum legibility and reproduction quality of the Partit Laburista logotype, it should never be scaled down beyond the minimum size range.

Print minimum size logotype - 10mm height



Partit Laburista Logotype

Misuse of the Partit Laburista logotype

The Partit Laburista logotype must not be altered in any way from the original artwork files. This page demonstrates how not to use the logotype.

1. Do not rotate
2. Do not use spot colour logotype on full colour applications*
3. Do not scale disproportionately
4. Do not crop
5. Do not change the perspective
6. Do not redraw
7. Do not create shear
8. Do not change the colour

1.



2. *



3.



4.



5.



6.



7.



8.



* The spot colour logotype should only be used in exceptional circumstances where a four colour print is unachievable.

Partit Laburista Logotype

How the Partit Laburista logotype works on colour

Below are examples of correct usage of the Partit Laburista logotype on coloured backgrounds.

1. Partit Laburista logotype on a white or light coloured background. (recommended)



2. Partit Laburista logotype on a black background.



3. Partit Laburista logotype on a dark background.



4. Partit Laburista white logotype on an image.



5. Partit Laburista greyscale logotype on a white background.



6. Partit Laburista black and white logo on a white background



Partit Laburista Logotype

Misuse of Partit Laburista logotype on colour

Below are examples of how not to use the Partit Laburista logotype on coloured backgrounds.

1. Do not place the colour Partit Laburista logotype on a coloured background.



2. Do not place the colour Partit Laburista Logotype on a gradient background.



3. Do not place the colour Partit Laburista logotype on a greyscale gradient background.



4. Do not place the colour Partit Laburista logotype over an image.



5. Do not place the Partit Laburista greyscale logotype on a coloured background.



6. Do not place the Partit Laburista greyscale logotype on a greyscale gradient background.



7. Do not place the white Partit Laburista logotype on a light coloured background.




8. Do not place the Partit Laburista black and white logotype on a dark coloured background.



Colours

Using our colours

The Partit Laburista colours are red and cool grey. Their CMYK, Spot and RGB values are provided below.

Partit Laburista Red	
	
CMYK	C0 M95 Y100 K0
Spot	Pantone 485C
RGB	R220 G36 B21

Partit Laburista Grey	
	
CMYK	C0 M0 Y0 K70
Spot	Pantone Cool Grey 11C
RGB	R104 G104 B106

Typefaces

Our typefaces [primary and secondary typeface have also the Maltese glyphs]

Calibri

Calibri is the primary Partit Laburista typeface. It is to be used across all communications and is mainly used for titles and sub-titles.

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?%&€

Calibri Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?%&€*

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?%&€**

Calibri Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?%&€***

Garamondi

Garamondi is the secondary typeface and preferably it is used for bulk body copy.

Garamondi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?%&

Contact

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