### Green Party of Canada

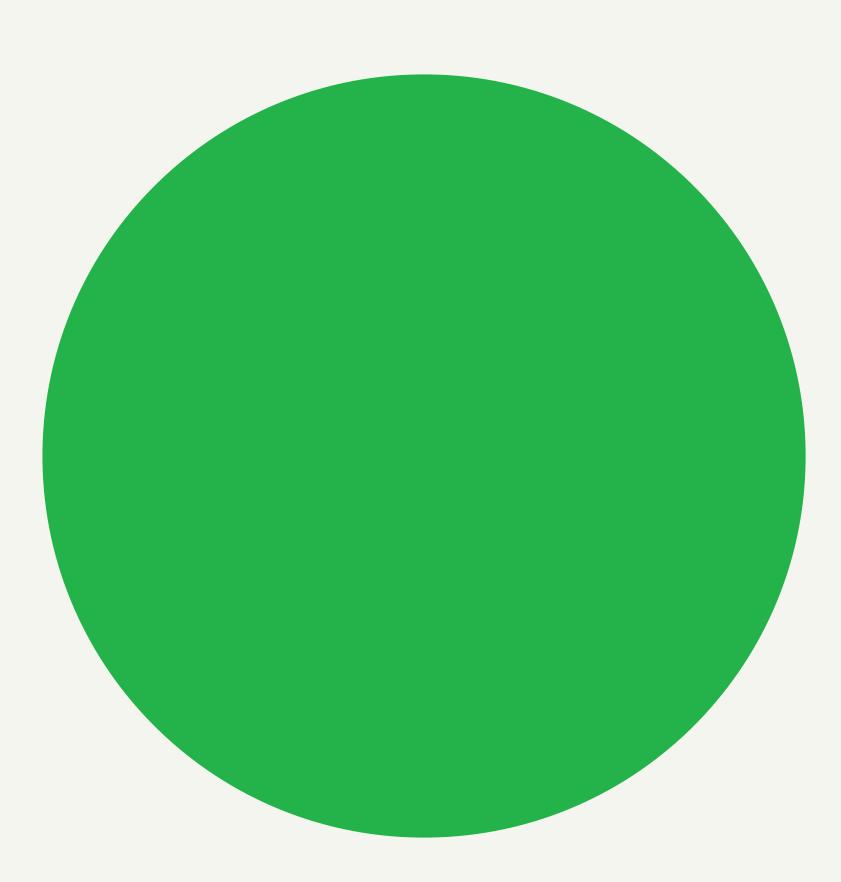
Brand Guidelines v1.0 February 2025



## Symbol

A bold, green circle—simple, memorable, and universally understood. It symbolizes a thriving, sustainable planet and the global call to action: Go Green. Rooted in democracy, its simplicity empowers anyone to create it. Vibrant, fresh, and instantly recognizable—even as an emoji—the logo embodies the Green Party's vision for a healthier, more inclusive future.

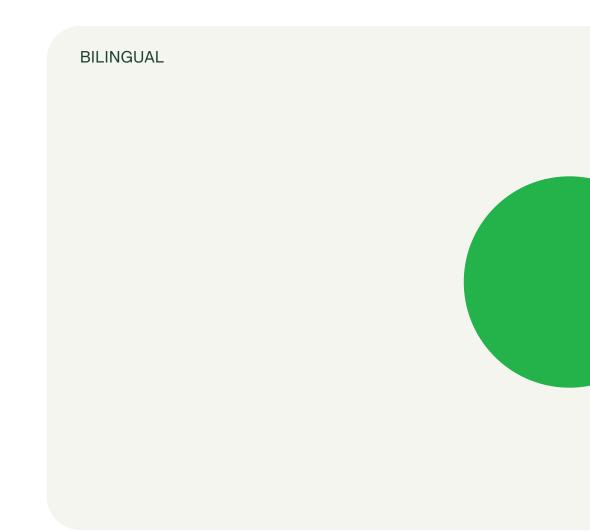
SYMBOL





### Lockups

The GP Neue Montreal typeface was customized by Canadian-based foundry Pangram Pangram. Its origins draw inspiration from the sansserif typefaces used at Expo '67 in Montréal, which remain visible throughout the city today. Party titles are intentionally set in all caps to ensure equal punctuation between English and French.



ENGLISH, 1 LINE



ENGLISH, 2 LINE





FRENCH,1LINE



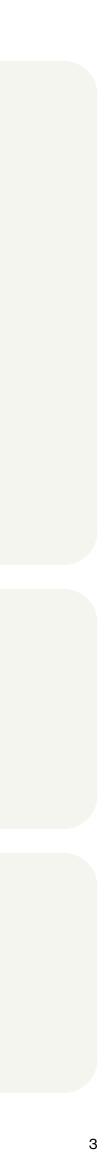
FRENCH, 2 LINE

GREEN

PARTY

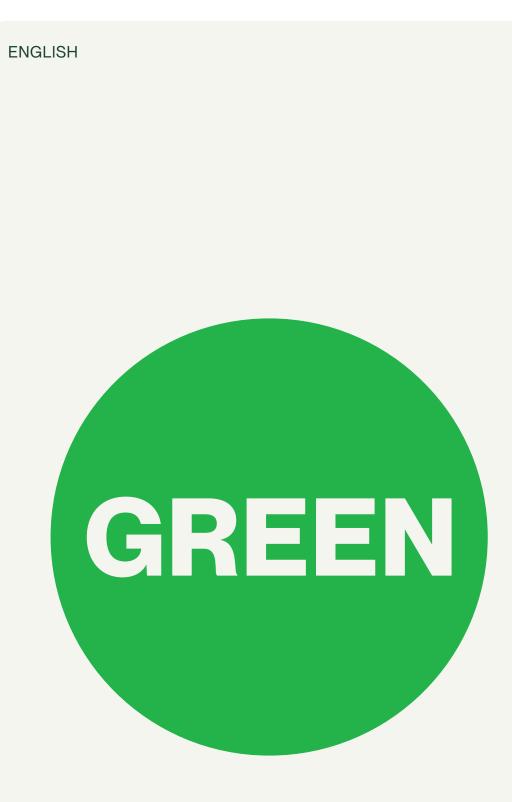






A secondary symbol featuring GREEN and VERT within the green circle may be used for select special activations.

# Secondary Symbol



GREEN PARTY OF CANADA





### Colour Palette

Our colour palette is inspired by nature at its most vibrant—lush forests, thriving ecosystems, and clear skies. Rooted in the warmth of the earth and the optimism of a brighter future, these colours evoke a sense of energy, renewal, and harmony.

### 2422 C PMS 26/178/74 RGB CMYK 87/4/100/0 #24B24A HEX Sunrise RGB 232/74/38 3/86/100/0 CMYK #E84A26 HEX Gulf RGB 5/28/110 CMYK 100/96/25/21 HEX #051C6E

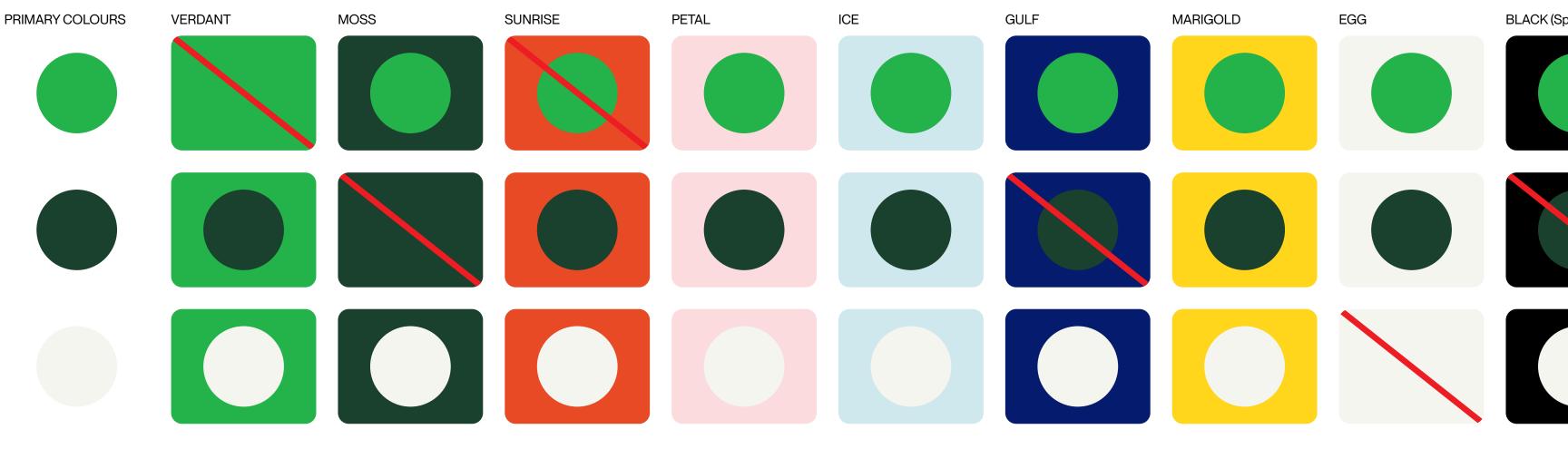
Brand Guidelines v1.0

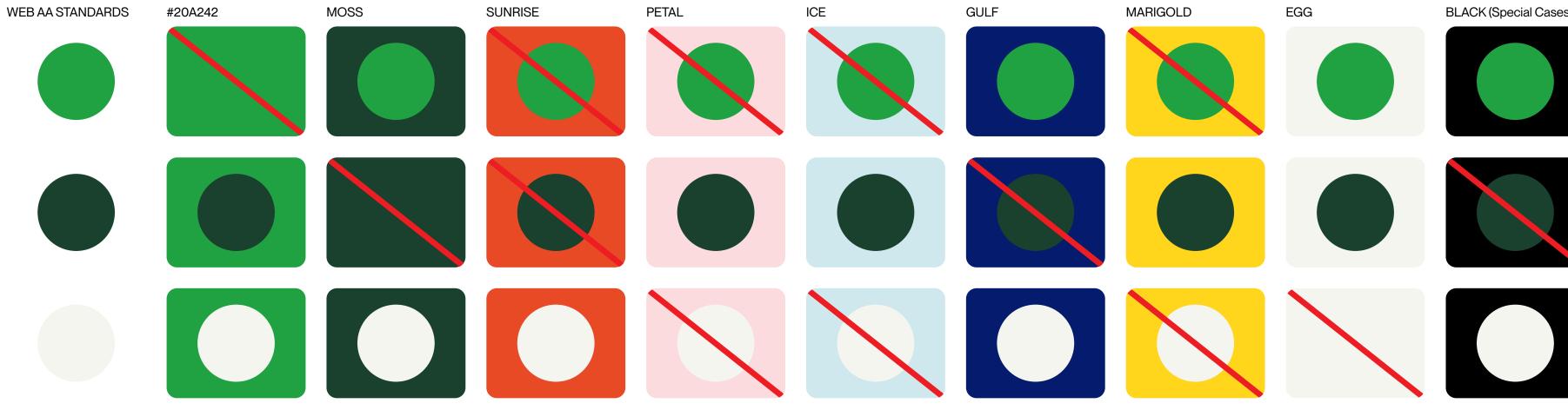
GREEN PARTY OF CANADA

Verdant		Moss
		RGB 26/64/46
		CMYK 59/0/28/0 HEX #1A402E
	Petal	Ice
	RGB 252/219/222 CMYK 0/16/5/0 HEX #FCDBDE	RGB 207/232/237 CMYK 18/1/5/0 HEX #CFE8ED
	Marigold	Egg
	RGB 255/214/28 CMYK 1/12/96/0 HEX #FFD61C	RGB 245/245/240 CMYK 3/2/4/0 HEX #F5F5F0



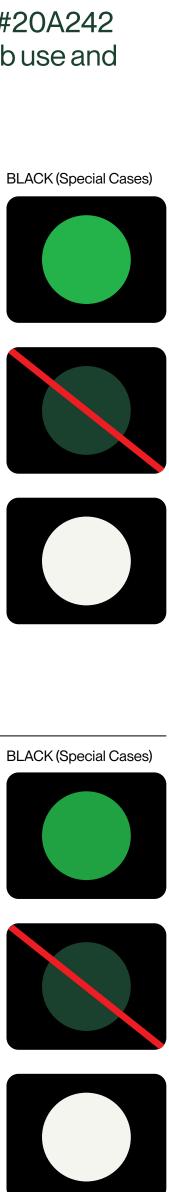
The primary symbol, lockups, and secondary symbols should be used in one of the three core colours—Verdant (Pantone 2422C), Moss, or Egg. Whenever possible, Moss should replace black, and Egg should replace white for a more cohesive look.





### Applying Colour

To meet AA web compliancy, certain colour combinations are not permitted. For the website only, the core green shifts to HEX #20A242 to ensure accessibility. This HEX value is strictly for digital web use and should not appear anywhere else in the brand.



### Typography

GP Neue Montreal, a timeless sans serif by Pangram Pangram, has been For emails or everyday use, such as Microsoft Word documents customized for a distinct Green Party edition. Paired with Gelica—an shared with those who do not have the font, GP Neue Montreal can be inviting, approachable typeface inspired by Windsor, the font used in the substituted with Helvetica or Arial. However, it's not recommended to party's first 1984 brochure—this duo blends modernity with heritage. substitute Gelica with any other fonts.

### **GP** Neue Montreal

This timeless sans serif was created by the Montreal-based type foundry Pangram Pangram, with modifications to key letters to create a unique edition called, GP Neue Montreal.

### Gelica

This friendly and approachable typeface, was designed by Font Spring. It draws inspiration from early fonts like Windsor, which was featured in the first Green Party brochure in 1984.

# CHANGE Vote For It





Designed by acclaimed illustrators Cecilia Castelli and Francesco Ciccolella, these illustrations go beyond decoration—they're storytelling tools to inspire action. Drawing on themes from 2024 brand workshops and the Green Party's 2025 election platform, they bring the party's vision to life.

# Illustrations



GREEN PARTY OF CANADA





### Illustrations

Designed by acclaimed illustrators Cecilia Castelli and Francesco Ciccolella, these illustrations go beyond decoration—they're storytelling tools to inspire action. Drawing on themes from 2024 brand workshops and the Green Party's 2025 election platform, they bring the party's vision to life.



Green Economy



Caring for Canadians



Indigenous Reconciliation





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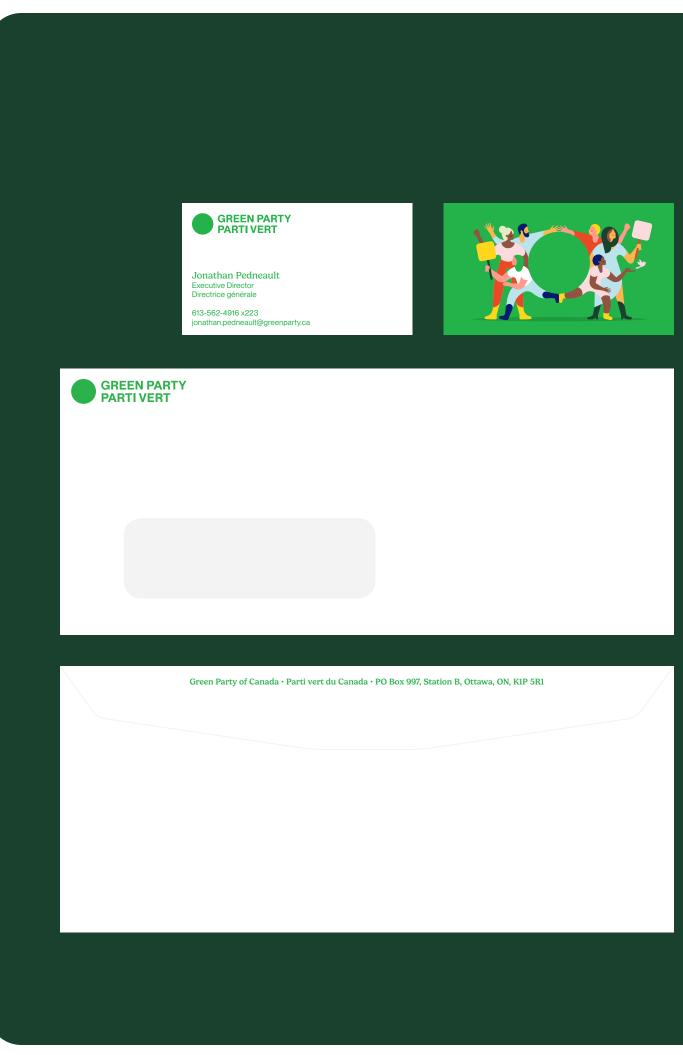
### Illustrations





### Stationery

Consistent, professional communication is key to the Green Party's identity. Official stationery and email signature templates ensure a unified look across all correspondence, reinforcing the party's message with clarity and credibility.



### GREEN PARTY PARTI VERT

Elizabeth May Confederation Building, Room 518 229 Wellington St Ottawa, ON K1A 0A6

January 25, 2025

President Donald Trump The White House 1600 Pennsylvania Avenue, N.W. Washington, DC 20500

Dear Mr. Trump,

As one of Canada's voices for reason and environmental stewardship, I wanted to take a moment to reflect on your recent statements. While we may not always see eye to eye, I believe in the importance of dialogue and mutual understanding between neighbors.

Leadership is about more than words—it's about action that inspires, unites, and builds a better world. Canada will always advocate for those principles, and I hope we can find common ground in addressing the challenges that affect us all.

Wishing you wisdom and compassion in the year ahead.

Sincerely,

#### Elizabeth May

Member of Parliament Saanich—Gulf Islands

Green Party of CanadaTelephone / TéléphonParti vert du Canada1-866-868-3447PO Box 997, Station Bwww.greenparty.caOttawa, ON, K1P 5R1www.partyvert.ca

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Audrey-Ann Turcot-Brochu (she-her-elle) Communications & Fundraising Director

Green Party of Canada Directrice des communications et de la collecte de fonds Parti vert du Canada

greenparty.ca • partivert.ca

CHANGE Vote For It

Votez pour CHANGEMENT





A full suite of templates is available for Green Party candidates, including lawn signs, flyers, cards, and more in various sizes and formats. Contact your Green Party representative for access.

### Political Signs

<text>

CANDIDATE IN GELICA

• GREEN PARTY

Candidate Name

Saanich — Gulf Islands

PARTY FOCUS	CANDIDATE PICTURE
Nom du candidat	Elect
VERT	CANDIDATE
partivert.ca	Saanich – Gulf Islands greenparty.ca

CANDIDATE IN GPNEUE

GREEN PARTY

Candidate Name

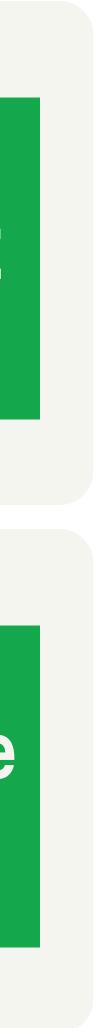
Saanich — Gulf Islands

LENGTHY NAMES USE 'OT MONTREAL SEMI-SQUEEZED'

#### • GREEN PARTY



Saanich — Gulf Islands





Leverage the Green Party's brand elements to create clear, engaging content. Use a mix of materials, with a strong focus on art, to stand out and connect with audiences in unique ways that other parties aren't.

### Social Media

#### QUOTE

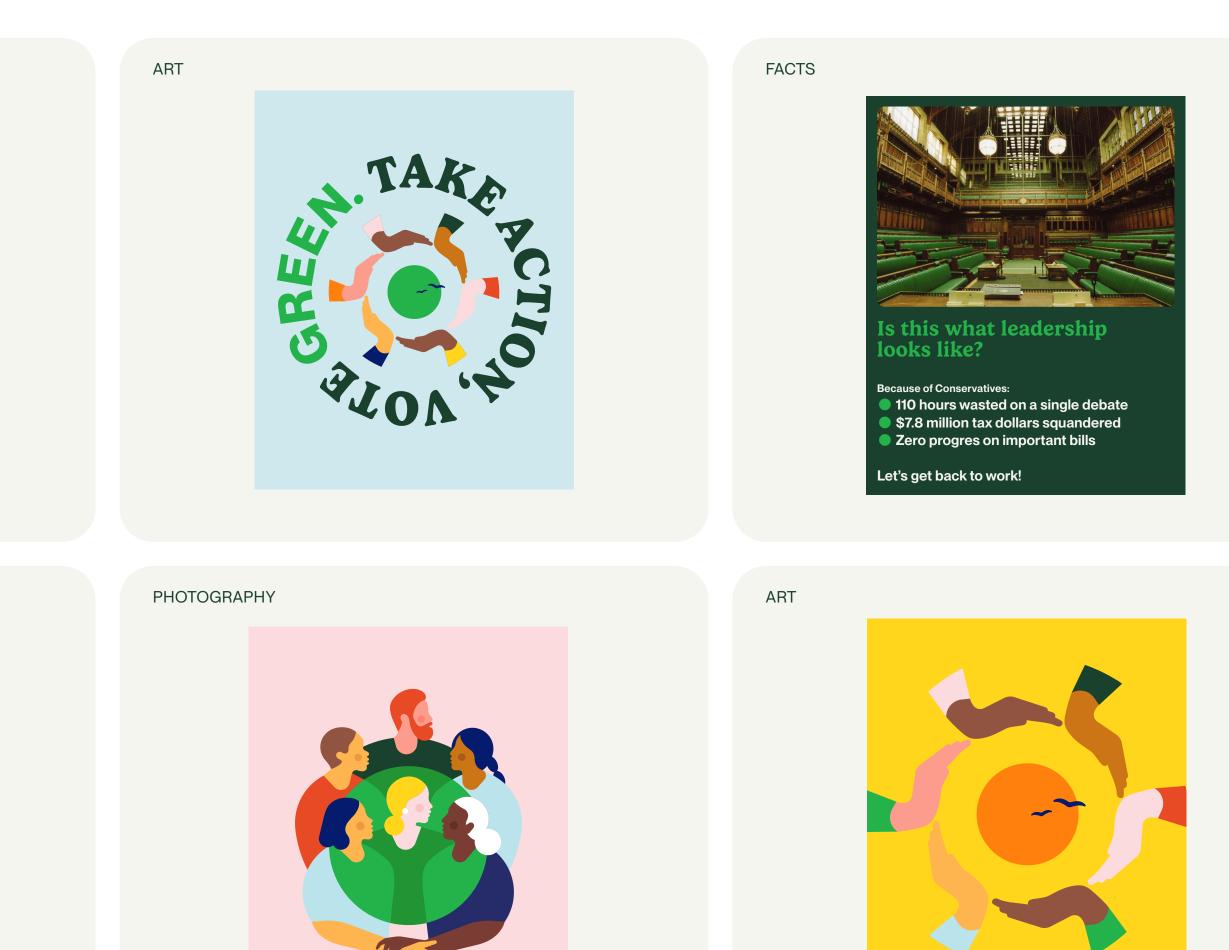


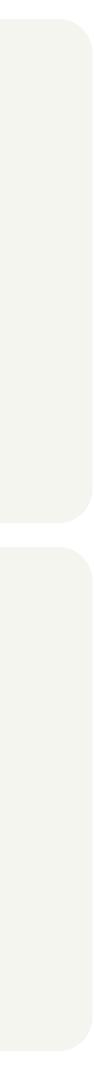
progressive proposals for Canadians.



ART







### For more information visit:

greenparty.ca/brand

Or contact us via email: comms@greenparty.ca

The Green Party brand was designed by workbytomorrow.com

