



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



The GP Neue Montreal typeface was customized by Canadian-based foundry Pangram Pangram. Its origins draw inspiration from the sans-serif 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.

Lockups

BILINGUAL



ENGLISH, 1 LINE



FRENCH, 1 LINE



ENGLISH, 2 LINE

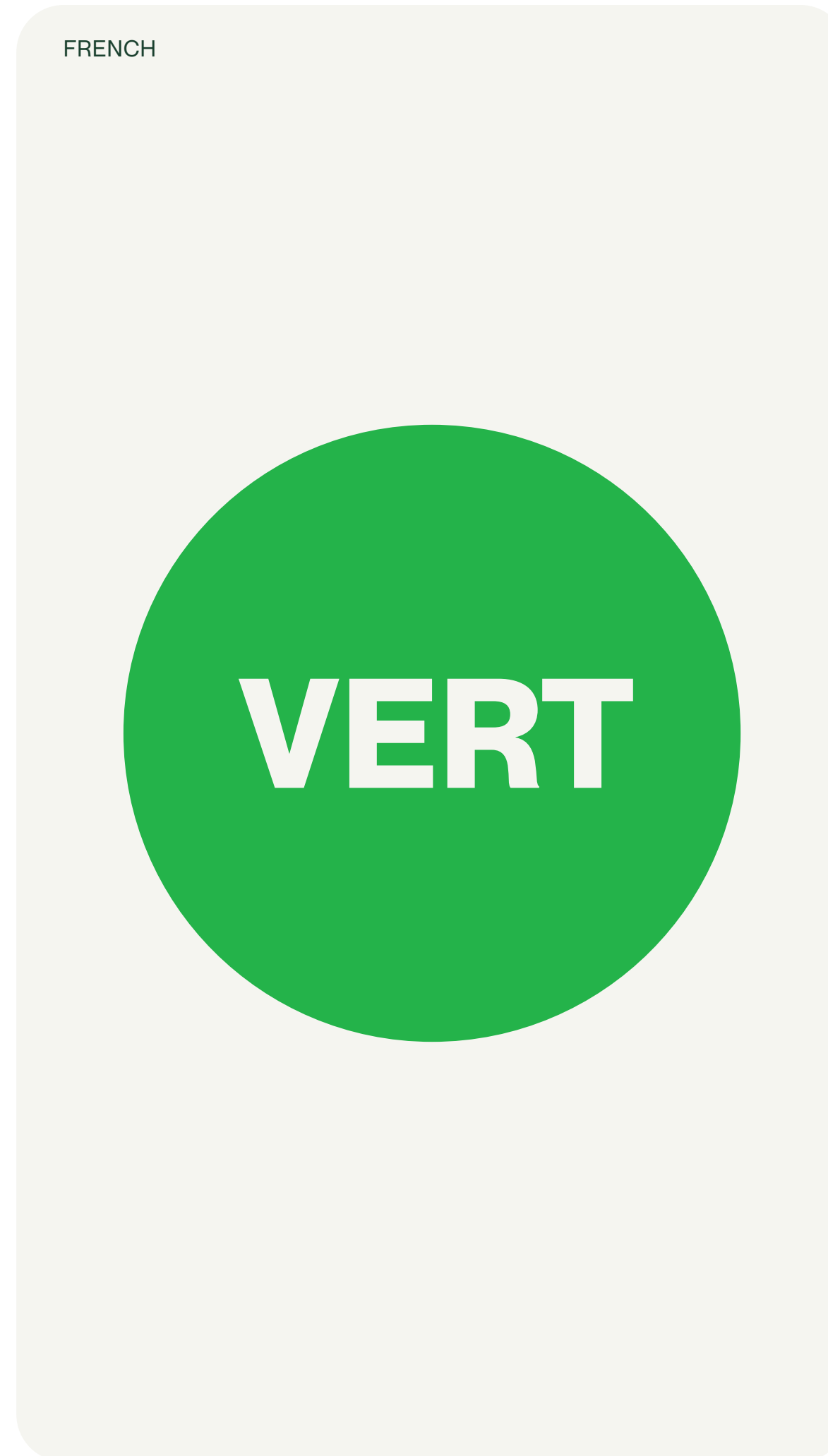


FRENCH, 2 LINE



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

Secondary Symbol



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.

Colour Palette

<p>Verdant</p> <p>PMS 2422 C RGB 26 / 178 / 74 CMYK 87 / 4 / 100 / 0 HEX #24B24A</p>	<p>Moss</p> <p>RGB 26 / 64 / 46 CMYK 59 / 0 / 28 / 0 HEX #1A402E</p>	
<p>Sunrise</p> <p>RGB 232 / 74 / 38 CMYK 3 / 86 / 100 / 0 HEX #E84A26</p>	<p>Petal</p> <p>RGB 252 / 219 / 222 CMYK 0 / 16 / 5 / 0 HEX #FCDBDE</p>	<p>Ice</p> <p>RGB 207 / 232 / 237 CMYK 18 / 1 / 5 / 0 HEX #CFE8ED</p>
<p>Gulf</p> <p>RGB 5 / 28 / 110 CMYK 100 / 96 / 25 / 21 HEX #051C6E</p>	<p>Marigold</p> <p>RGB 255 / 214 / 28 CMYK 1 / 12 / 96 / 0 HEX #FFD61C</p>	<p>Egg</p> <p>RGB 245 / 245 / 240 CMYK 3 / 2 / 4 / 0 HEX #F5F5F0</p>

Applying Colour

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.

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.

PRIMARY COLOURS	VERDANT	MOSS	SUNRISE	PETAL	ICE	GULF	MARIGOLD	EGG	BLACK (Special Cases)

WEB AA STANDARDS	#20A242	MOSS	SUNRISE	PETAL	ICE	GULF	MARIGOLD	EGG	BLACK (Special Cases)

Typography

GP Neue Montreal, a timeless sans serif by Pangram Pangram, has been customized for a distinct Green Party edition. Paired with Gelica—an inviting, approachable typeface inspired by Windsor, the font used in the party’s first 1984 brochure—this duo blends modernity with heritage.

For emails or everyday use, such as Microsoft Word documents shared with those who do not have the font, GP Neue Montreal can be substituted with Helvetica or Arial. However, it’s not recommended to 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**

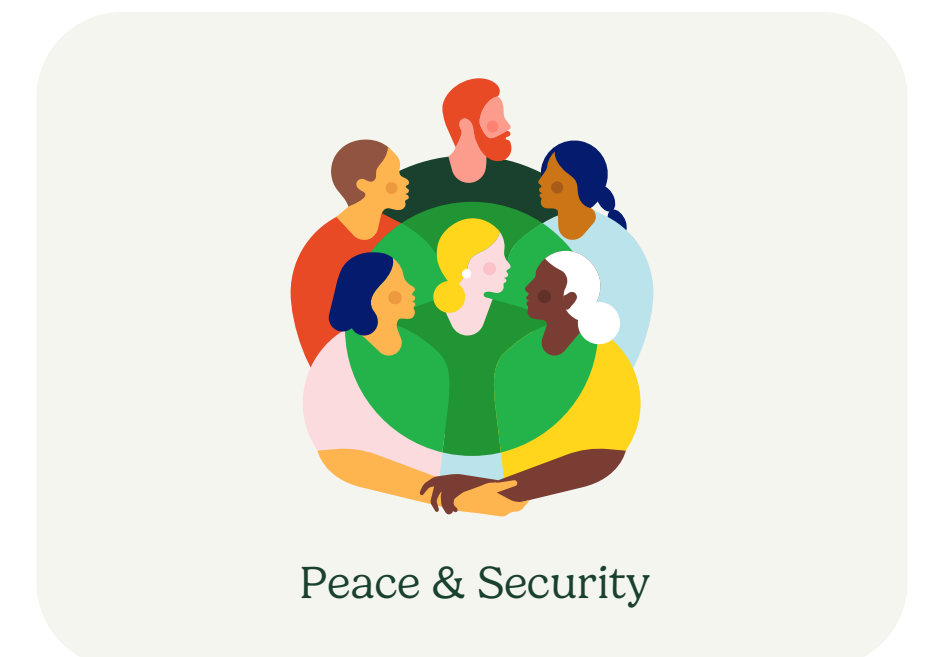
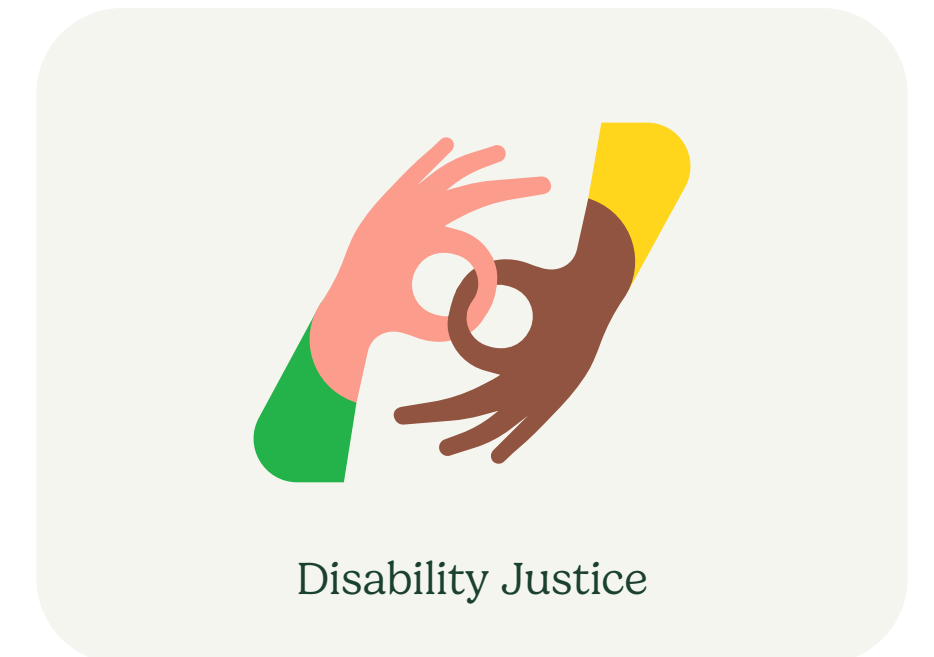
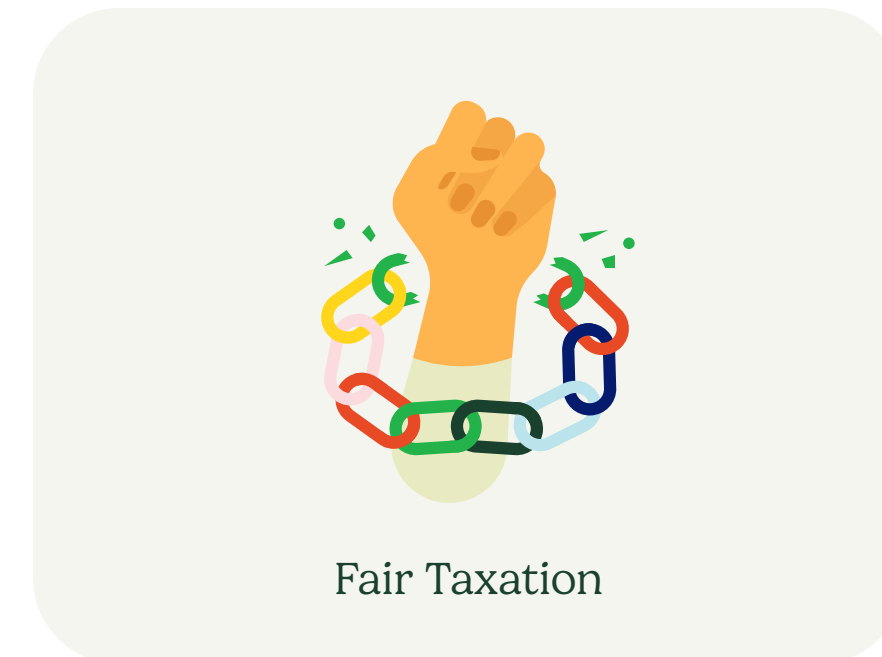
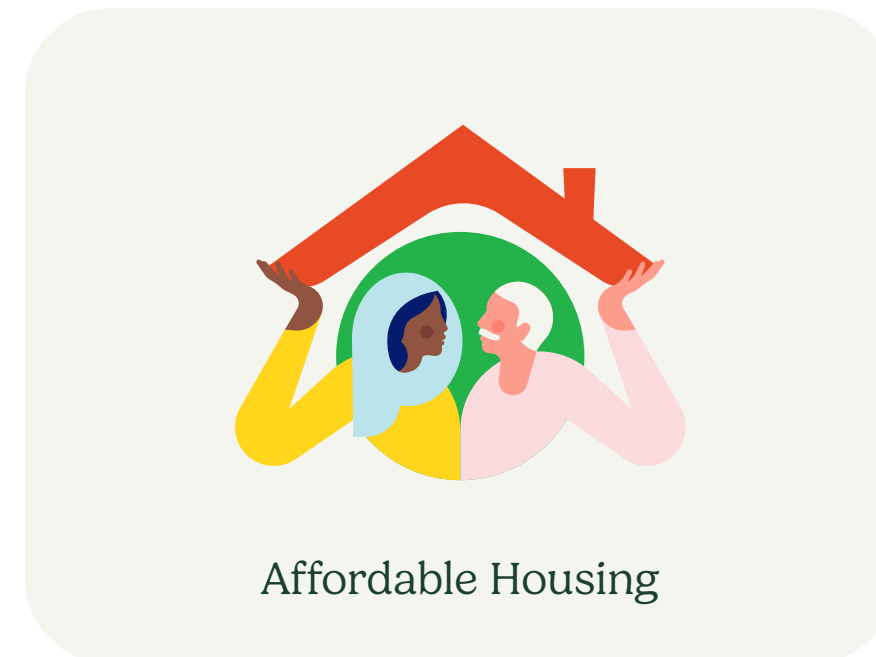
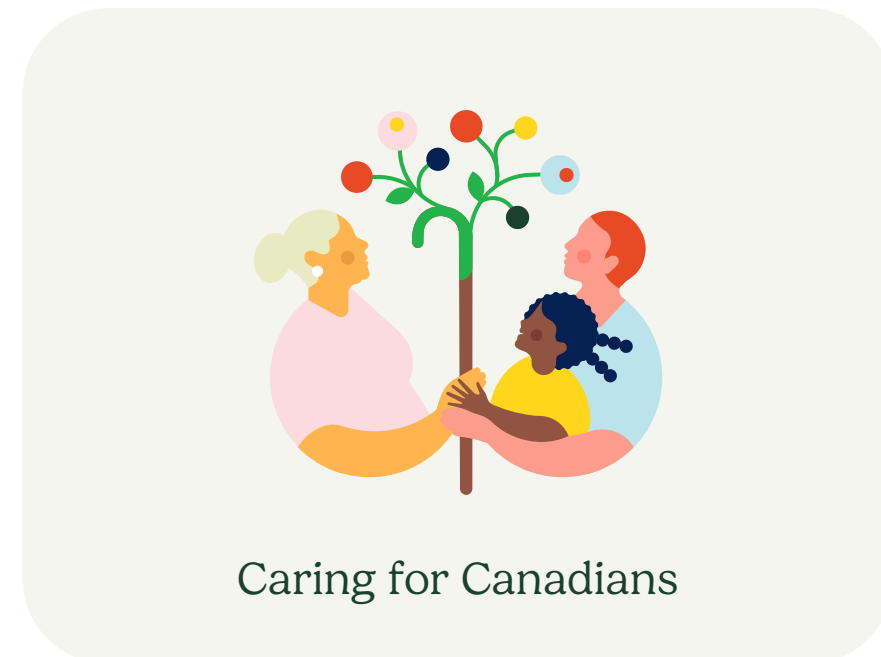
Designed by acclaimed illustrators Cecilia Castelli and Francesco Ciccolella, these illustrations go beyond decoration—they're storytelling tools to inspire action. Drawing on themes from 2024 brand workshops and the Green Party's 2025 election platform, they bring the party's vision to life.

Illustrations



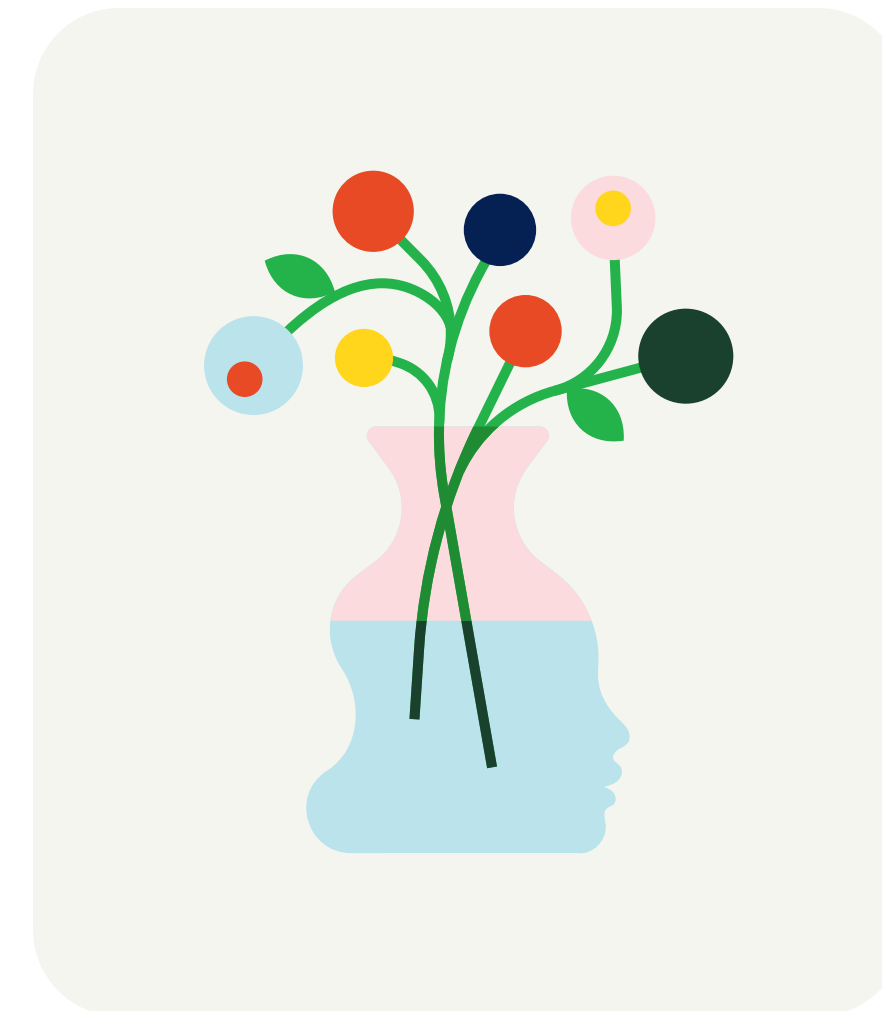
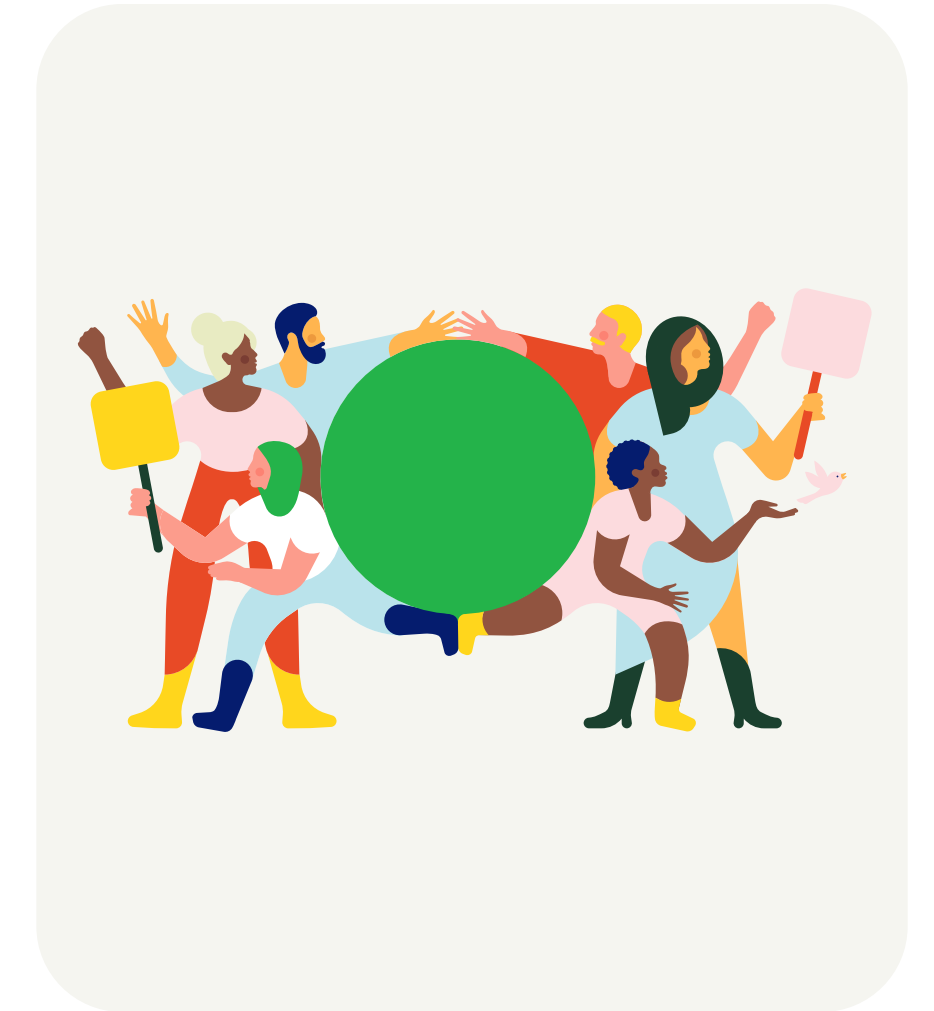
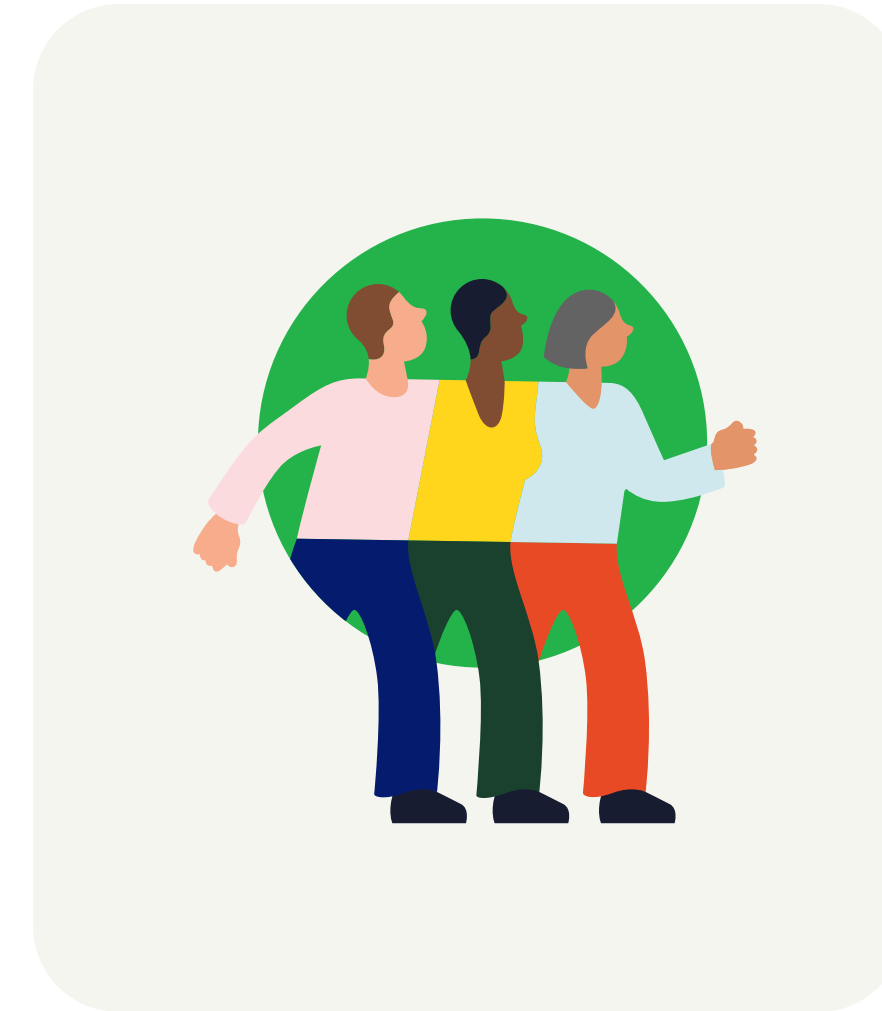
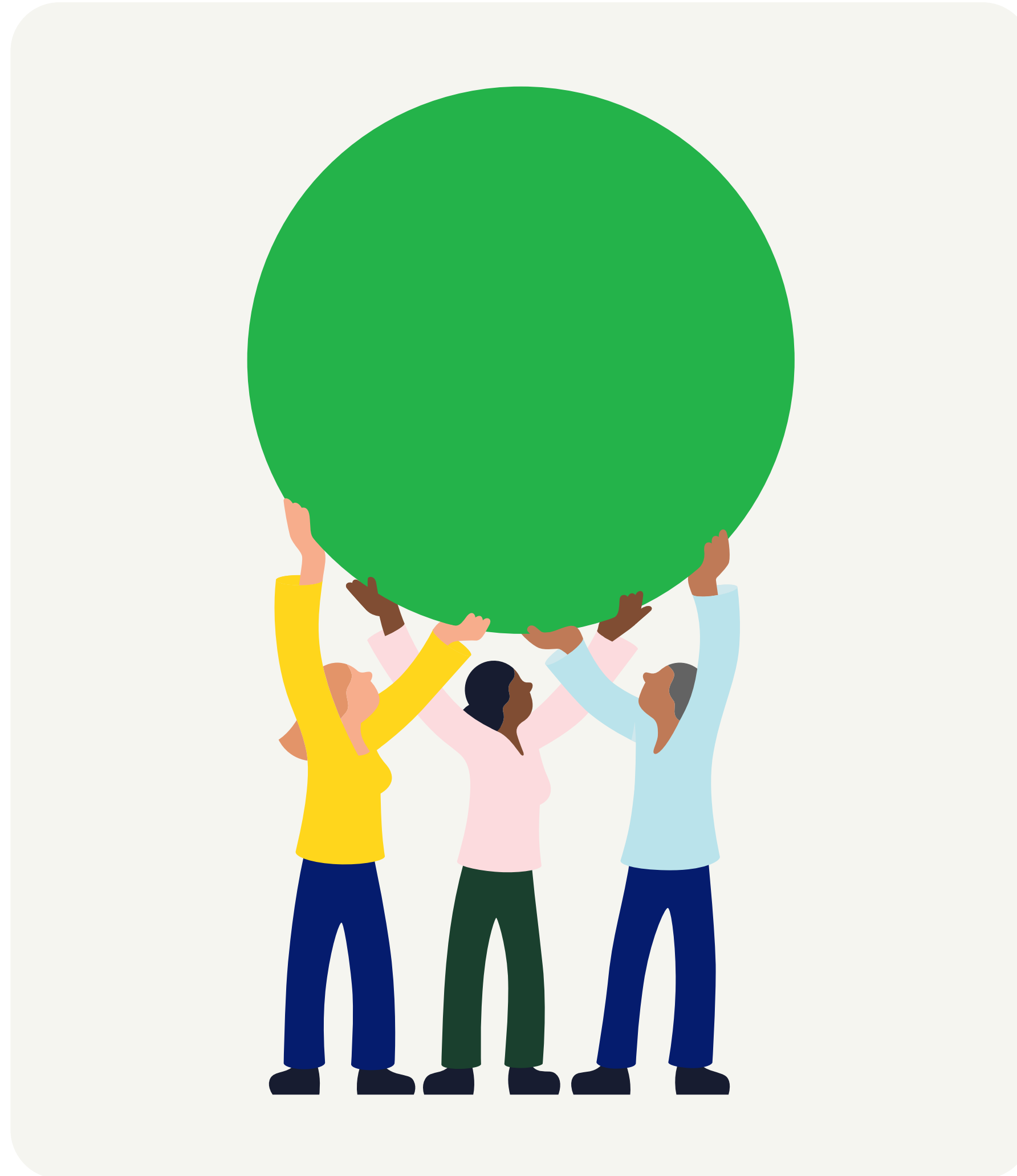
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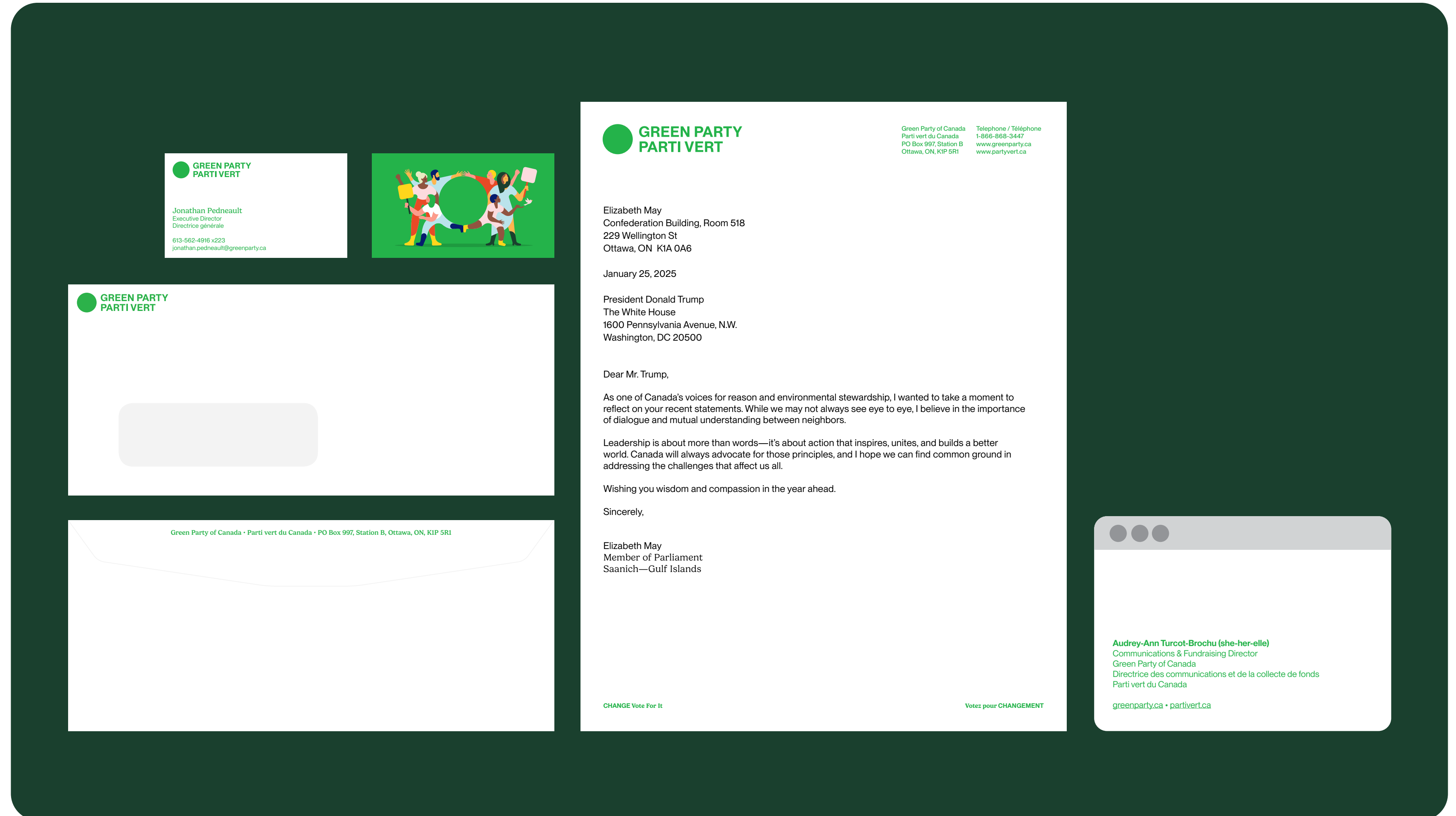
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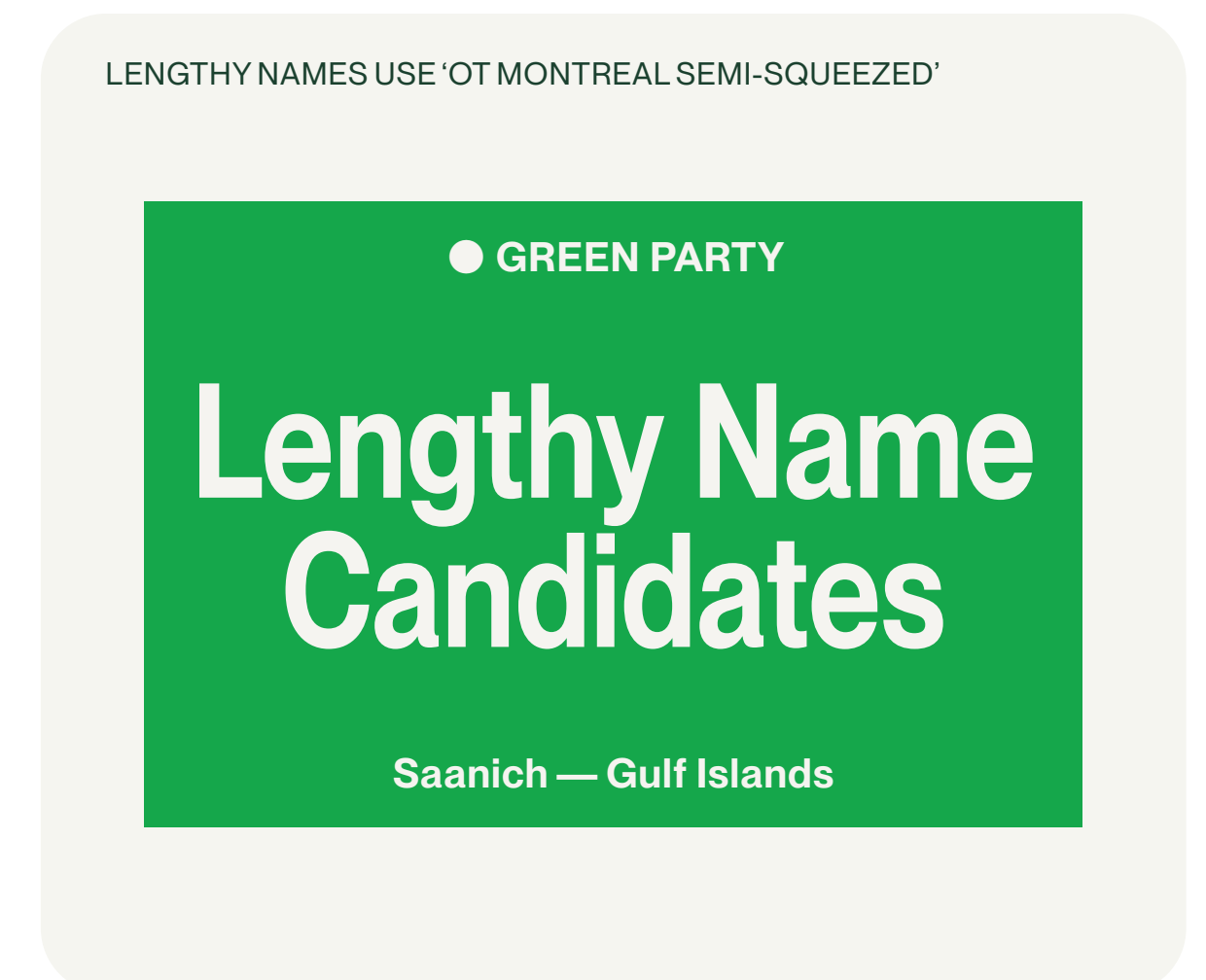
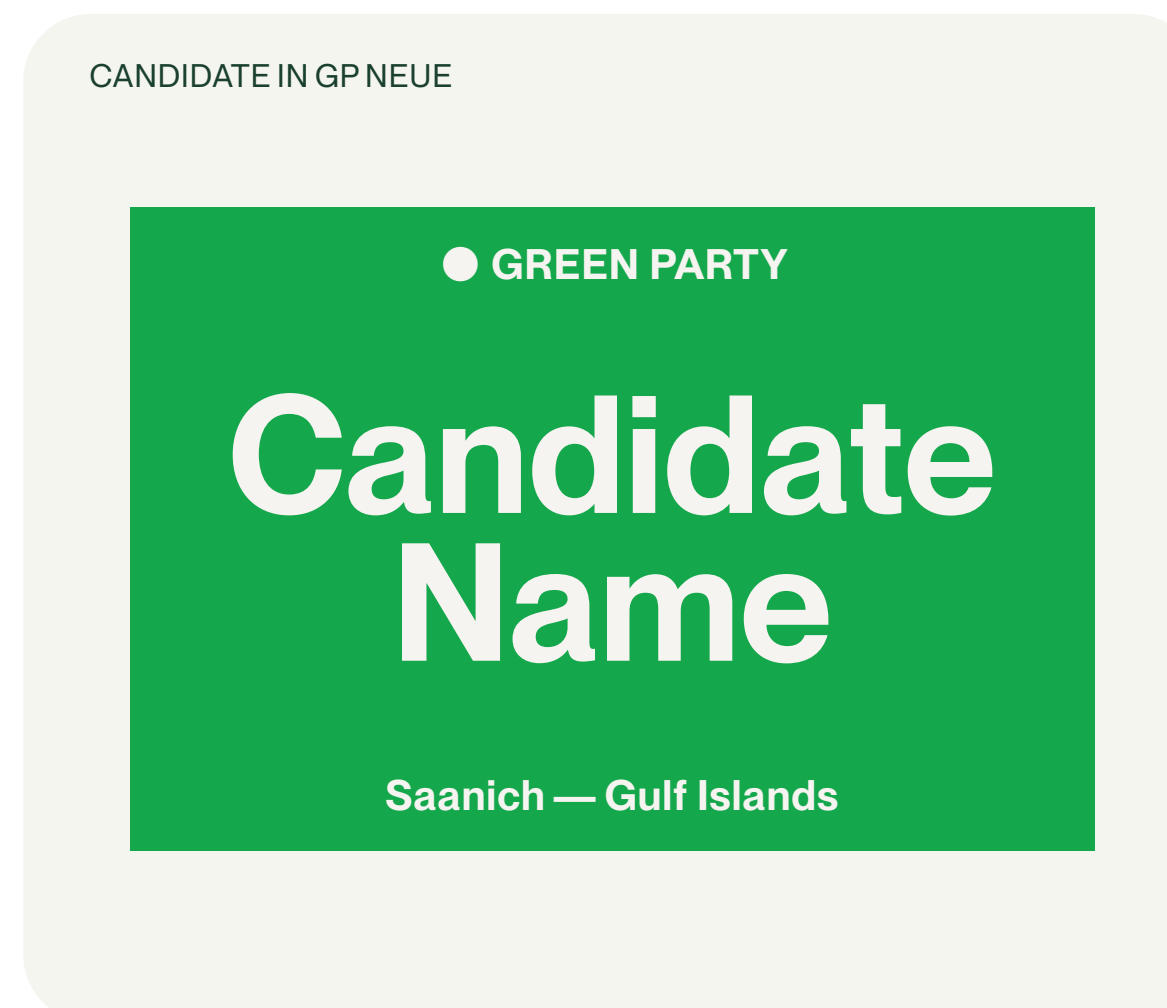
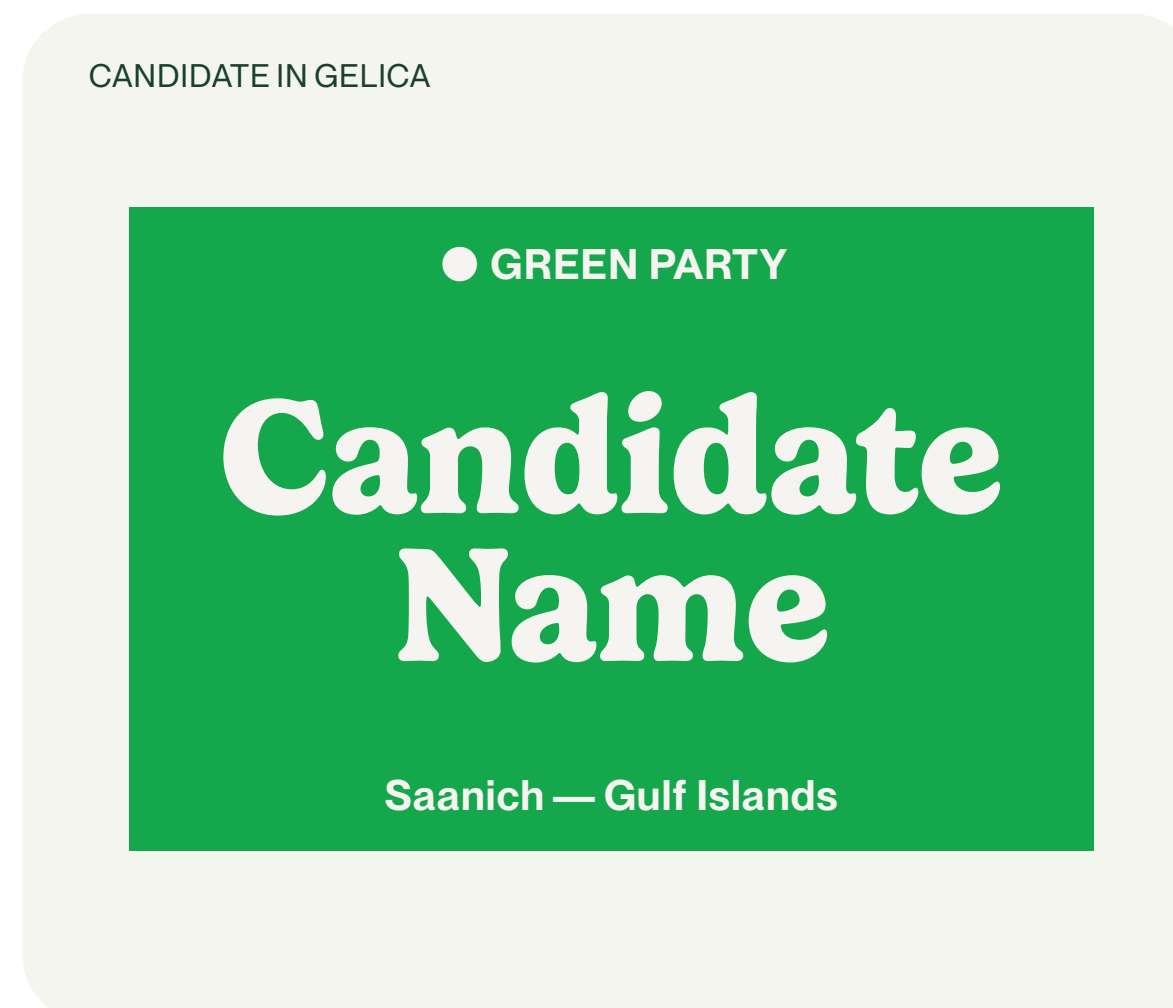
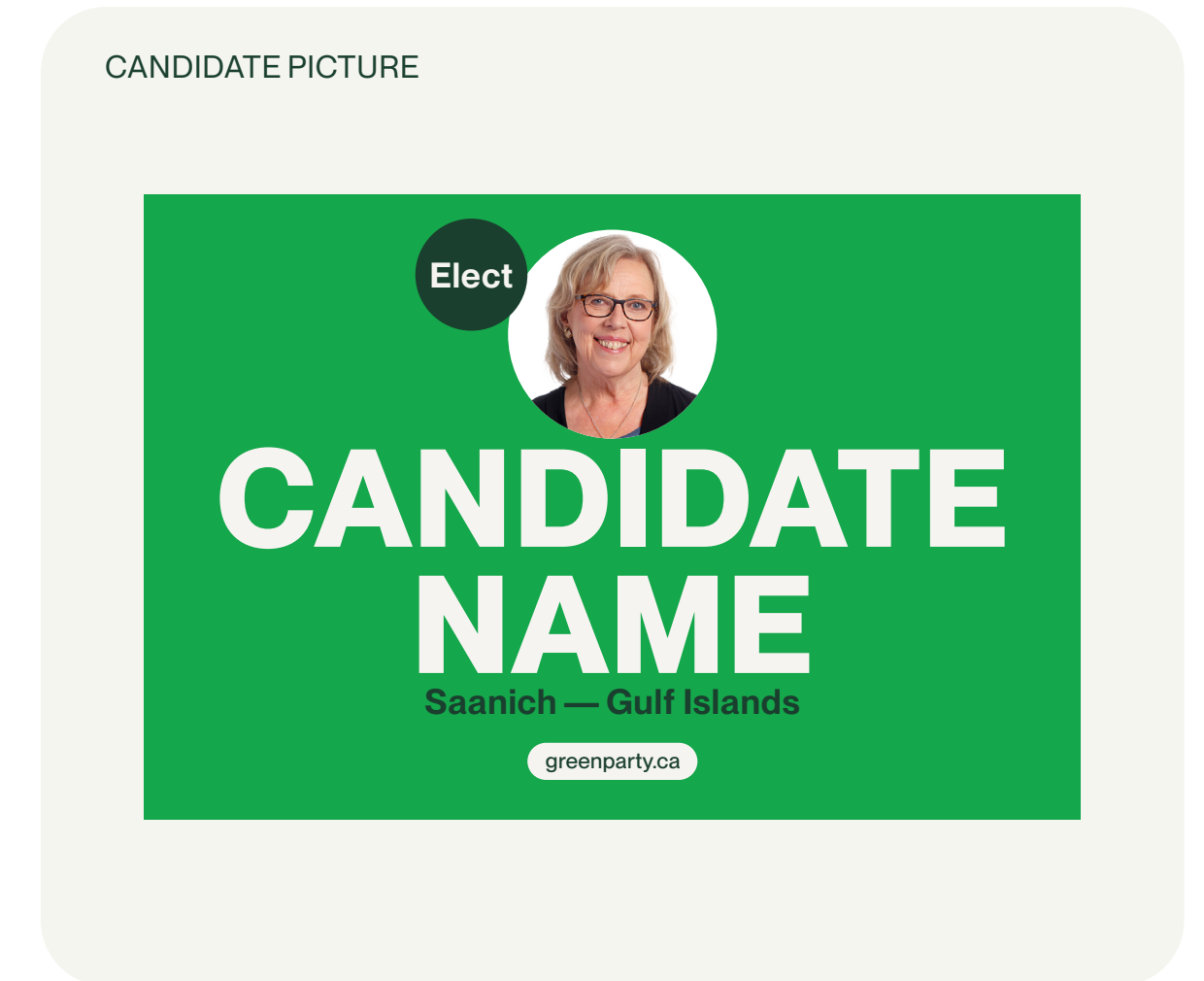
Consistent, professional communication is key to the Green Party's identity. Official stationery and email signature templates ensure a unified look across all correspondence, reinforcing the party's message with clarity and credibility.

Stationery



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



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



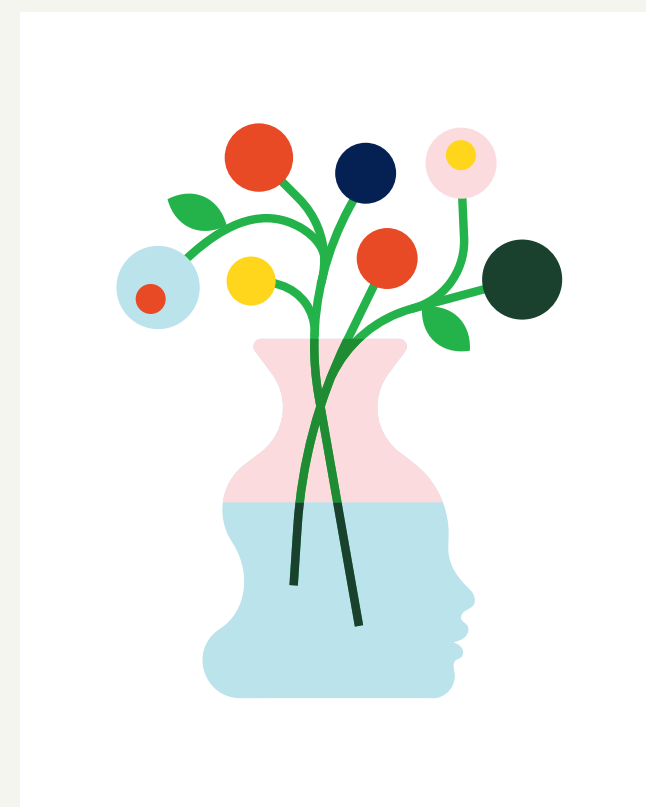
ART



FACTS



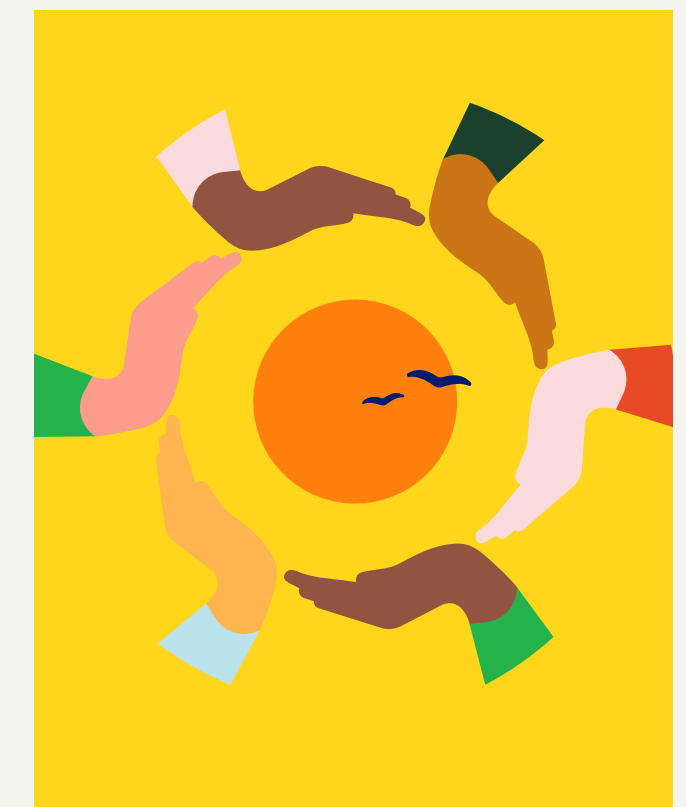
ART



PHOTOGRAPHY



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

