



WikiLeaks Party

VISUAL STYLE GUIDE

JULY 2013

This document is intended for online reading. Please consider double-sided, low-ink & one colour before printing

01: Legal

The WikiLeaks Party logo and logotypes are registered trademarks and may only be used in the original format represented here and downloadable from wikileaksparty.org.au/resources/.

CO-BRANDING

Co-branding occurs when the WikiLeaks Party logo is used in conjunction or association with the logo, emblem or trademark of other companies, associations, agencies or groups. Please use this guide to ensure the logo reproduces clearly and don't hesitate to contact the WikiLeaks Party if you are unsure.

WIKILEAKS PARTY TITLE AND TRADEMARKS

The name 'WikiLeaks Party' is the unique title of the organisation established in 2013. No other organisation may legally represent itself under the title WikiLeaks Party.

The WikiLeaks Party logo and logotypes are registered trademarks of WikiLeaks Party.

If you are uncertain about how to use the WikiLeaks Party branding, do not hesitate to contact us.



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02: Introduction

The WikiLeaks Party brand was launched in July 2013. It built upon the existing brand of WikiLeaks.

WHY HAVE A VISUAL STYLE GUIDE?

The visual identity - an expression of an organisation - is built on who we are, how we do things, where we came from and where we are going. This identity seeks to give expression to our mission, and to the values on which it is based. It reflects the WikiLeaks Party's standards and aspirations. The success of the WikiLeaks Party brand derives from the discipline and consistency with which it is applied.

In a time of visual overload, it is more important than ever that WikiLeaks Party maintains a recognisable brand in the marketplace and that this brand is reinforced as often as possible.

Whenever the public encounters a reference to the organisation, whether it is via advertising, promotional publications, websites or stationery, a consistent visual image should be portrayed. The best way for this to be achieved is by publishing and distributing a Visual Identity Guide that clearly outlines acceptable standards for the production of such materials. Maintaining a strong visual identity will help to ensure that WikiLeaks Party develop an impressive and robust brand identity with a strong platform from which to launch initiatives. The use of the Visual Identity Guide plays a key role in developing an immediate recognition of WikiLeaks Party by the public and assist in protecting the brand.

Every time WikiLeaks Party comes in contact with someone from the wider community, we are presented with an opportunity to enhance our reputation.

The Visual Style Guide sets out a number of basic elements to bring consistency to the WikiLeaks Party brand. These include the use of logos, fonts and colours.

This Visual Style Guide outlines the conditions governing the use of the WikiLeaks Party and family logos and the required graphic standards. Careful attention to these conditions and standards will ensure the integrity of each reproduction. The Visual Style Guide is also intended to avoid logo misrepresentation or exploitation.

SUGGESTED APPLICATIONS

The following are examples of contexts in which the WikiLeaks Party set of logos may be used:

Publications - brochures, reports, product sheets, media releases

Advertising - print, television, radio, billboards

Internet - websites, newsletters

Multimedia - videos, CD-ROMs, proposals, presentations

Displays - exhibition stands, lecterns, posters, banners

Corporate identity - letterheads, envelopes, compliment slips, business cards, fax cover sheets

Promotional items - ie Badges, T-shirts

OBTAINING THE WIKILEAKS PARTY LOGOS

Full logo sets can be downloaded here: wikileaksparty.org.au/resources/.

BEFORE GOING TO PRINT...

The organisation/person proposing to use the WikiLeaks Party logo must:

> observe the standards in this Visual Style Guide for the preparation of all reproductions of the logo.

If unsure, forward your material to the WikiLeaks Party - we would be more than happy to offer advice.

03: Graphics guide

THE LOGO

The ideal representation of the WikiLeaks Party logo is the color version. It is strongly recommended for use on printed communications and web pages. The grayscale version is available for black-and-white printing.

Always use the version that best suits the design and medium of your communication.

When the word WikiLeaks Party is used in text (such as this paragraph), use the same typeface, style and color as the rest of the text. Use sentence case (a capital W, L and P followed by lower case letters).

THE TAGLINE

There are two taglines - for use in different contexts:

Courage is contagious (T-shirts, caps, badges etc)

Transparency Accountability Justice (for banners at press conferences, on media releases etc).

Please refer to the example templates for clear direction on tagline use.

THE LOGO MARK

The 'hourglass' icon is intended to be used to give energy to pages and designs, but always subtly, never in overwhelming transparency or weights.

It can be used very large and with only parts visible, only when the transparency is set at 7-20%. It must always be easy to read copy that has been placed over the hourglass. As a graphic device it can be used as a mask over images, as a bullet point in copy, as a border to draw attention to pull-out information, or a water mark.

Do not alter the logo in any way.

Do not rotate the logo.

Do not separate the elements and do not alter or remove the hourglass.

Do not add trademark symbols.

Do not change, translate, or localize the text and do not add version numbers.

Never attempt to set the logotype yourself, change the font, or alter the size, proportions, or space between letters.



Primary logo



One colour version



Greyscale version



Hourglass icon



Incorrect use of the logo

03: Graphics guide

SIZE

The WikiLeaks Party logo (without tagline) should never be used smaller than 16mm in width (print applications), or 50 pixels width at 72 dpi (for online applications), to ensure readability of the Party name.

There may be special exceptions when the logo might need to be visible at a smaller size. In these cases, use the one colour version of the logo and take special care that the logo can be clearly read.

The WikiLeaks Party logo WITH tagline has it's own minimum sizes. When using the logo with "Courage is contagious" tagline, minimum size is set to 42mm WIDE x 30 mm HIGH (117px X 85px @72dpi) - otherwise the tagline font is less than 7 point. When using the logo with "Transparency Accountability Justice" tagline, minimum size is set to 48mm WIDE x 35mm HIGH (153px X 111px @72dpi) - otherwise the tagline font is less than 7 point. 7 point becomes unreadable in grainy publications like newspapers, so please consider how the logo will be reproduced and adjust the size.

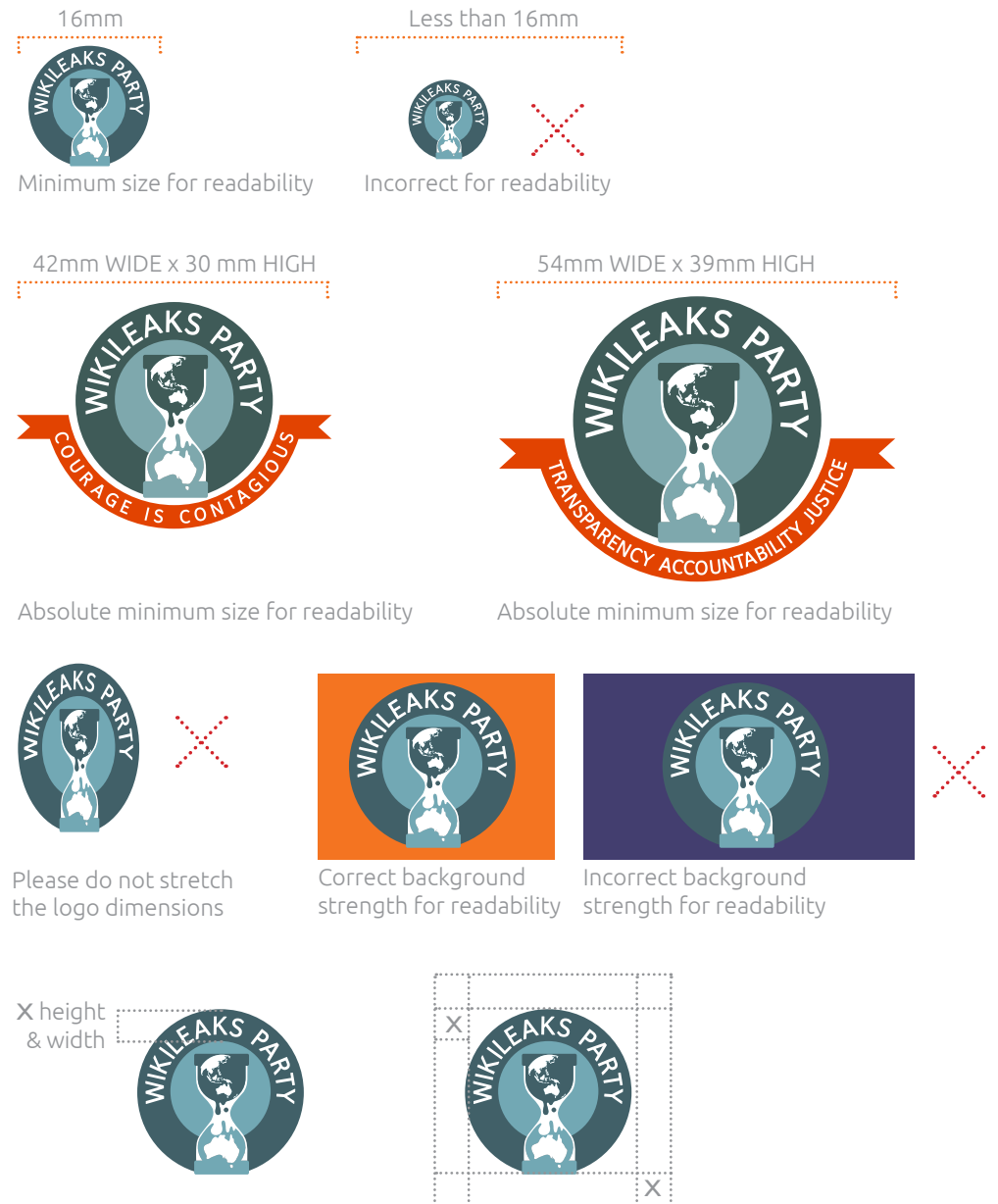
The logos should never be resized to dimensions disproportionate to its original proportions. The spacing and design of the logo is set and therefore should not be re-drawn or modified.

PLACEMENT

The placement of the logo will vary depending on the marketing collateral being used. The logos should not be placed on a pattern, image or colour that compromises readability and clarity. When the logo is used on dark or busy images, it is advisable to use the reverse logo and ensure the background is dark enough to ensure readable contrast with the logo.

MINIMUM CLEAR SPACE

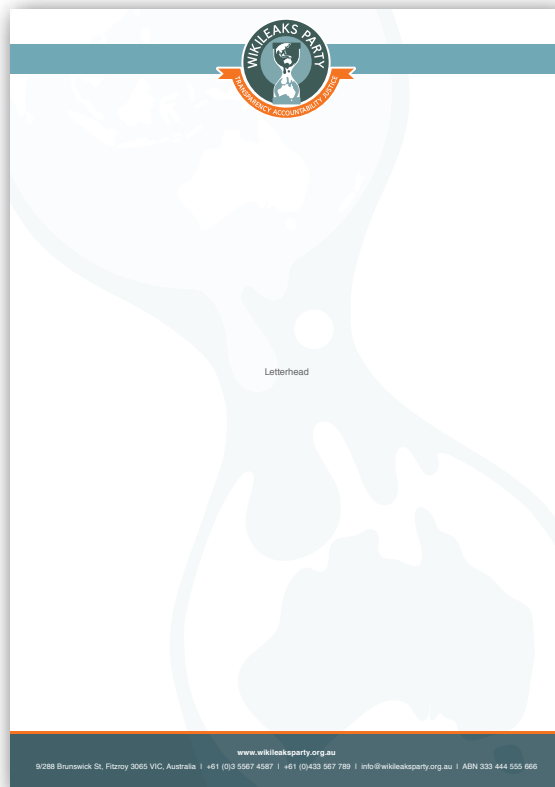
No other art or text, including typography, photography, design elements and page trim, graphic or strong colour must encroach on the minimum clear space area around the logo block. The clear space required for the logo block is defined by a unit on all sides equal to the width of the house within the logo. This is the absolute minimum space required and the logo standout will always benefit from more negative space around it. Exceptions to this rule can be seen in the template section.



03: Graphics guide

THE LOGO MARK / "HOURLASS"

The WikiLeaks Party logo mark or "Hourglass" is a useful branding and design element. It can be used subtly, ie at 7% transparency behind copy on a letterhead, as a strong white design element to block out parts of an image/hold an image/divide sections in a design or as a corner element to create an interesting positive/negative space. Here are some examples of the correct use. The hourglass is always larger than the page, runs off the right hand side, top or bottom and sits near or under the WikiLeaks Party logo.



In the WikiLeaks Party letterhead the hourglass is a watermark to accommodate copy over the top.

The hourglass is the only graphic element that can be used in this way. Do not adorn the page with decoration or put graphic elements behind text, unless text is used over photographs.

Bar charts, pie graphs, tables and diagrams should be clear, uncluttered, use the palette as specified in Section 6: Colour, and always look professional - using diagrams that have been grabbed from the internet end up looking pixelated and are usually jarring in colour.

Example of stickers



04: Typefaces & text

WikiLeaks Party's strong and contemporary visual identity should be reflected in all the Party's printed and online materials. The following design guidelines will help you to produce materials that are not only visually appealing in their own right, but also meet the design standards set by the organisation.

TYPEFACES

The typeface used is the Ubuntu family. It can be downloaded from: <http://www.google.com/fonts/specimen/Ubuntu>

Ubuntu Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Ubuntu Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpTtUuVvWwXxYyZz 1234567890

Ubuntu Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpVvWwXxYyZz 1234567890

Ubuntu Light Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Ubuntu Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrVvWwXxYyZz 1234567890

Ubuntu Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpVvWwXxYyZz 1234567890

For general uses outside of graphic design software (such as letters, faxes and minutes) the typeface Helvetica is recommended for its excellent legibility. Helvetica is a standard issue font with all PC and Macintosh systems.

Helvetica Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Helvetica Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw
1234567890**

Helvetica is also preferred when preparing online applications where ubuntu is NOT available, such as websites, email and newsletters.

NOTE:

When Ubuntu is available, please do not use other fonts or combine Ubuntu with Helvetica/Verdana. Ubuntu Light is the preferred body copy typeface.

04: Typefaces & text

TEXT

All text should be in the appropriate upper and lower-case letters. The exception to this is the WikiLeaks Party logotype, which should only be reproduced from original artwork. Headings and sub-headings may appear in all caps and in a colour that complements the design layout. Body text should always appear in dark tones like black, dark blue or charcoal. It is important to consider the means of publishing to decide on the colour of large blocks of text. Body text may appear in reverse (white) on a coloured or black background. When reversing text out of a photograph, ensure that it is from an area of little image detail so as not to compete with the copy. Readability should always govern this decision. The space before a heading should always be larger than after a heading to increase readability. Typography should be inviting, highly legible and with an enduring style.

TYPESETTING

Text should be formatted flush left, ragged right. This also applies to headings and sub-headings in most cases. Blocks of body copy should not be justified. Headings and text can be centred in more distinctive and unique materials like direct marketing pieces or display advertisements. Headings and sub-headings should relate to the body text. This can be achieved by varying the leading between the heading and body text. Do not track bodycopy more than -20 or 20 thousands of an em.

TEXT LAYOUT

When producing more distinctive or unique materials, please keep the following layout principles in mind: the text (and any graphics) should look uncluttered on the page; there should be ample space around the

logo and logotypes; large amounts of text should be broken up with headings, sub-headings, paragraphs or bullet points; allow for 10mm or more space between columns.

Body Copy

Ubuntu Light: 8-12 points

Ubuntu Light italic: 8-12 points

Ubuntu Regular: 8-12 points

Ubuntu Italic: 8-12 points

Ubuntu Bold: 8-12 points

Ubuntu Bold Italic: 8-12 points

Sub headings

Ubuntu Medium - 12-16 point in colour

For coloured headings use Medium or Bold

Major headings (for example in an A4 application)

Ubuntu Light - 30+ points

or

Ubuntu Bold - 30+ points

05: Colours

The colours referred to in this Visual Style Guide are intended to provide a guide only to the Pantone® Matching System (PMS) colours. What you see on screen and from digital reproductions are never an exact match for PMS. Please refer to the current edition of the Pantone® colour formula guide for an accurate representation of these colours. On the logo these two colours are used in a gradient and each piece of the logomark knocked back to 70% transparency to create a layered effect. Use the colours at transparency for large areas and solid for small areas, ie bullet points.



WikiLeaks Party blue 1:
PMS 5493
CMYK: 57,21,25,0
RGB: 114,168,181
HEX#: 72a8b5



WikiLeaks Party blue 2:
PMS 5477
CMYK: 77,51,48,22
RGB: 65,96,104
HEX# 416068



WikiLeaks Party orange:
PMS 1665
CMYK: 0, 68,100,0
RGB: 243,115, 33
HEX# f37321



Cold Grey 1 PMS 432
CMYK: 23,2,0,77
RGB: 69,85,96



Cold Grey 2 PMS 431
CMYK: 11,1,0,64
RGB: 106,115,123



Cold Grey 3 PMS 429
CMYK: 3,0,0,32
RGB: 176,183,187

orange
blue
blue
white
black
dark grey
medium grey
light grey