

Pirate Party Brand Guideline 2019

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Best practices

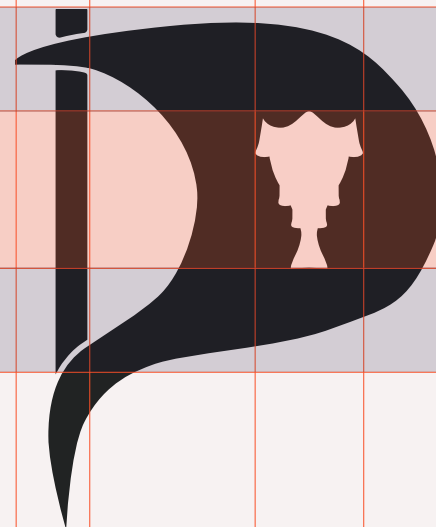
70

Contact

Logo

The logo is an integral part of the Pirate Party identity, it plays a key role as the most recognisable shape across all Pirate Party Communications.

Consideration must be taken into account when using the logo, clarity, consistency and standout must be of the utmost importance.



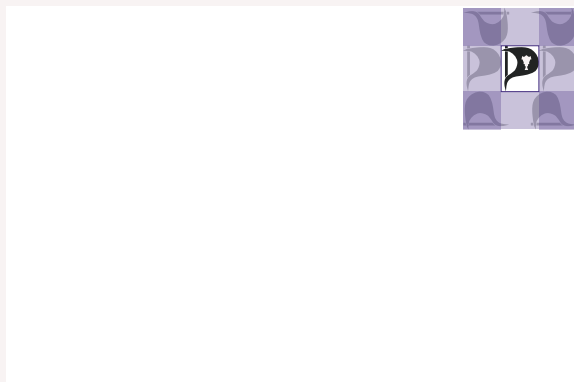
PÍRATAR

Logo

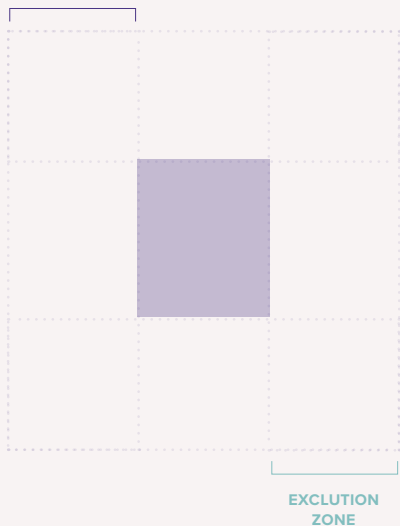
Exclusion zone

An exclusion zone has been created to uphold the integrity and ensure maximum standout of our Alva logo.

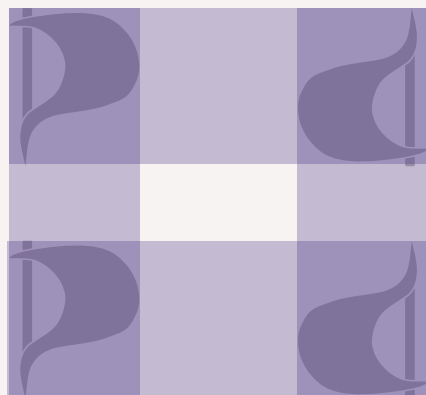
The logo, at all cost must sit on a clear background for clarity and greater impact.



EXCLUSION ZONE



EXCLUSION ZONE



EXCLUSION ZONE

Minimum size

For print and digital assets, there are minimum sizes that the Alva logo must not go beyond.

Print Use

The minimum logo size for all print assets is 8mm in height, any smaller and you will start to lose legibility and recognition.

For digital platforms, there is a more open Alva logo that must be used when the logo height drops to 40 pixels or below.

The Alva logo should never be no smaller than 24 pixels in height.



Digital Use

Print Use



Logo

Colors variance

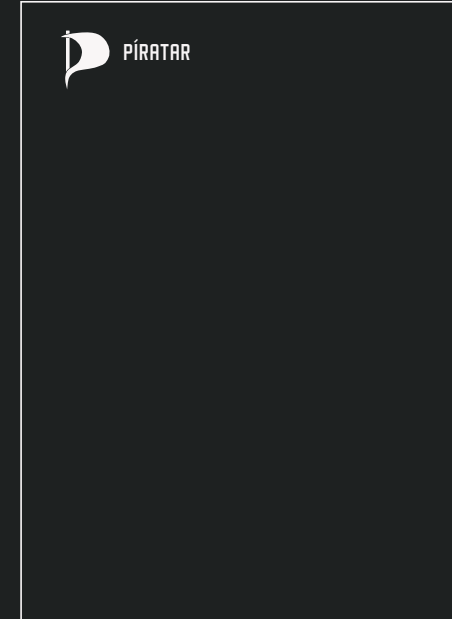
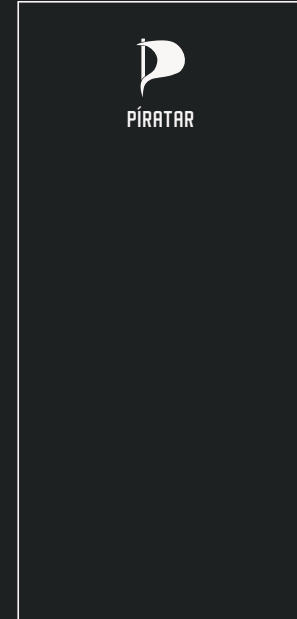
The Pirate purple is our primary logo color variant.

The Pirate logo colors must not be altered or changed under any circumstances.



Logo across formats

Our logo must become familiar with the local and wider community and it has to be competitive within the political sector, so visibility is crucial.



Logo across formats

Logo positioning

Because of the vast amount of assets today that a logo has to work across, there are some rules on where to place the Pírata logo.

Pírata logo (Top)

On most communications assets our logo must be anchored towards the top of the formats. This can be placed towards the top-right, top-left or top-centred.

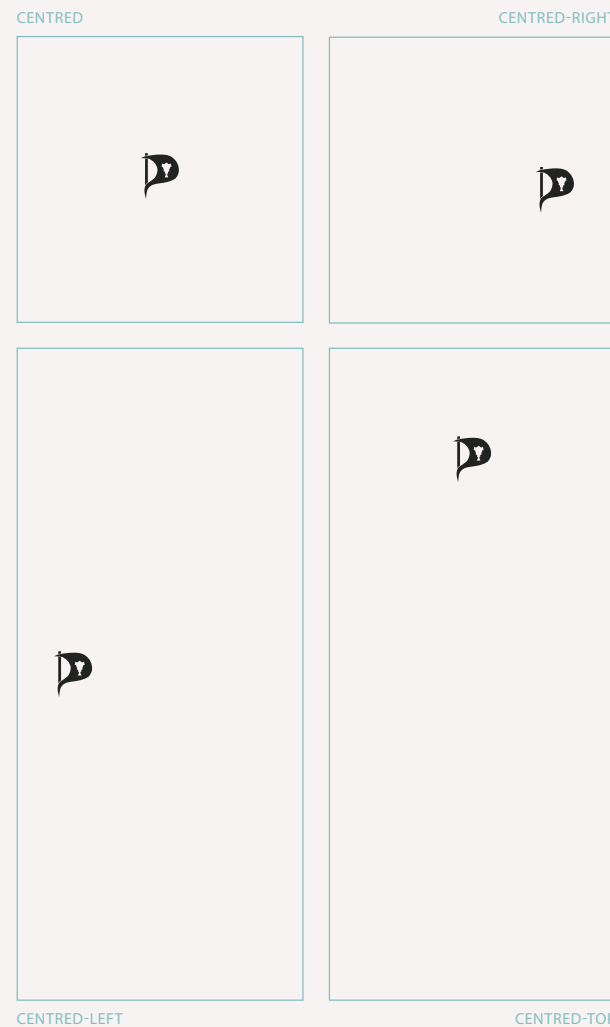
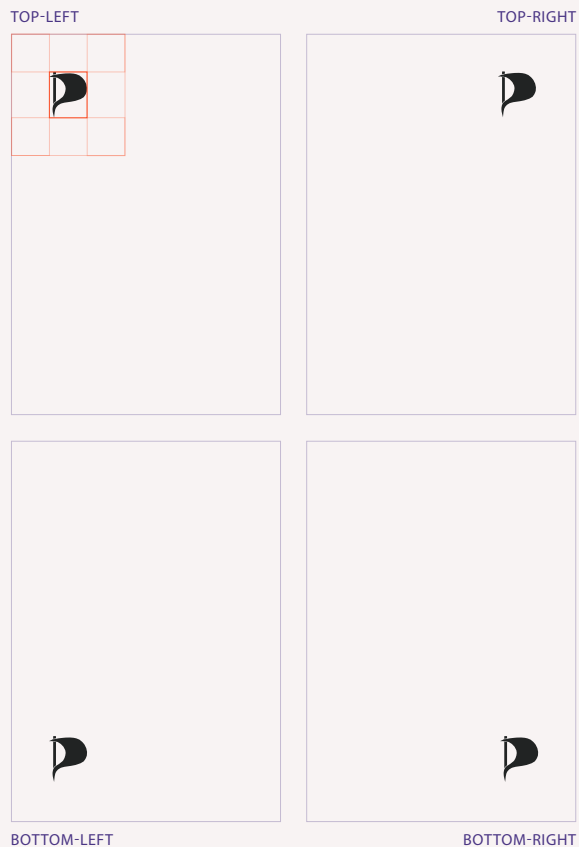
(Please see pages 00 regarding the exclusion zone or the Pírata logo)

Pírata logo (Base)

The Pírata logo can be placed towards the bottom-left or the bottom-right of any format, but this should only be considered after all other positions have been explored from the notes above.

Pírata logo (Centered)

If the layout is designed to focus on the Pírata logo or bring balance to the overall layout, the Pírata logo can be centred, centred-left or centred-right.



Logo across formats

Logo sizes across formats

We have a simple way to determine the size of the Pírata logo when considering different format sizes.

Equation

Add the width and height measurement of your desired format and divide that equation number by 30, the total number should determine the height of the Pírata logo.

Divide by 20

In some cases such as a square format, dividing by 30 will not work. It is best to divide the format size by 20 instead. Please see example on the following page.

Digital Use

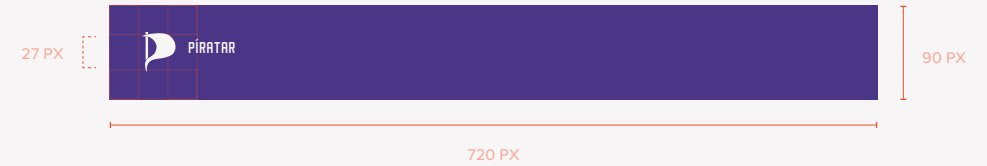
For digital platforms, there is a more open Pírata logo that must be used when the logo height drops to 40 pixels or below.

The Pírata logo should never be no smaller than 24 pixels in height.

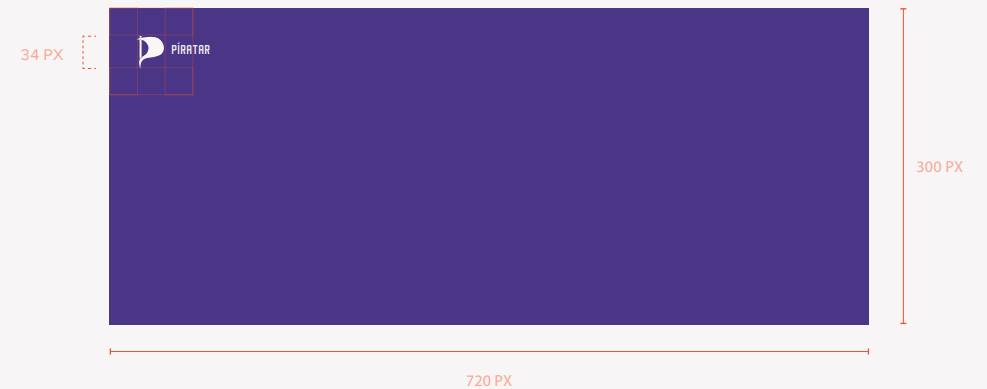
Some total numbers will have a decimal followed by long numbers, it is best to round this off.

Web banner platform - Horizontal

$$\text{EQUATION: } 728 + 90 = 818 \div 30 = 27 \text{ PX}$$



$$\text{EQUATION: } 720 + 300 = 1020 \div 30 = 34 \text{ PX}$$

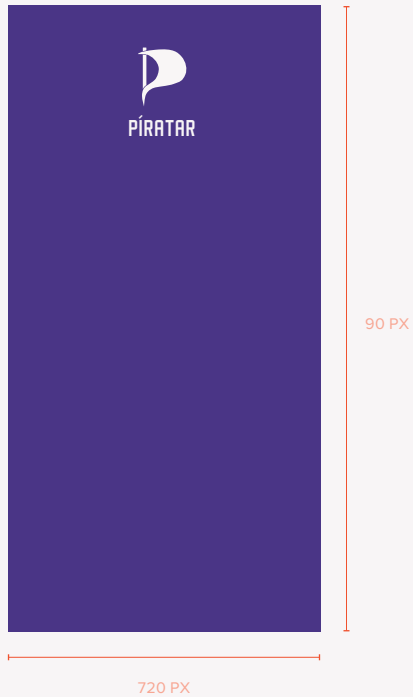


ALVA'S OPEN LOGO
ONLY USE AT
24-40 PIXELS ONLY

Logo across formats

Vertical web banners

EQUATION: $728 + 90 = 818 \div 30 = 27 \text{ PX}$

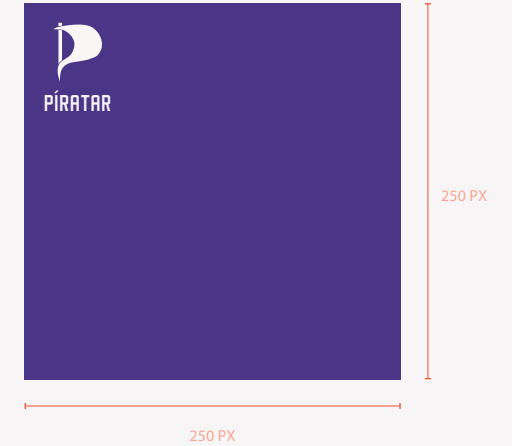


EQUATION: $728 + 90 = 818 \div 30 = 27 \text{ PX}$

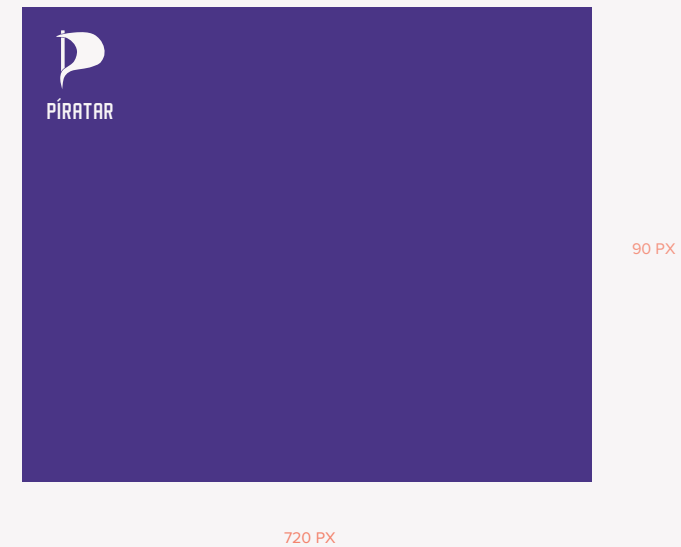


Square banner and close to square banner formats

EQUATION: $250 + 250 = 500 \div 20 = 25 \text{ PX}$



EQUATION: $336 + 280 = 616 \div 20 = 30 \text{ PX}$



Typeface

Typeface

Proxima Nova

Proxima Nova is our typeface, it comes in four weights supported by italics. Aesthetically it's open geometric form makes it uncomplicated, stable and it has a strong presence when it's used as a headline, and clarity when applied as body copy.

Thin

Light

Medium

Bold

Extra bold

Italic

Regular

Refrigerator Delux

Refrigerator Deluxe (2008) was inspired by generic block-style lettering typical of the mid-20th century. It follows the typical American model that can be seen in old lettering manuals, although I designed it purely from memory.

Light

Regular

Bold

Heavy

Typeface

Proxima Nova bold

This bold Proxima Nova weight best works as a headline feature, your starting point of any communication assets that involves typography.

**abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890
&@?!/+ (.,:;) kr KR**

Proxima Nova italic

Italic can be used to emphasize a word within the headline.

*abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890
&@?!/+ (.,:;) kr KR*

Proxima Nova Regular

Regular Proxima Nova weight should primarily be used as body copy, captions and credit copy.

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890
&@?!/+ (.,:;) kr KR

Proxima Nova Medium

Italic regular should be used to distinguish titles within body copy and captions.

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890
&@?!/+ (.,:;) kr KR

Typeface

Proxima Nova extrabold

This bold Apercu weight best works as a headline feature, your starting point of any communication assets that involves typography.

**abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890
&@?!/+ (.,:;) kr KR**

Proxima Nova light thin

Italic can be used to emphasis a word within the headline.

abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890
&@?!/+ (.,:;) kr KR

Typeface

Hierarchy

The hierarchy of information using type in all our communications must be as simple as possible.

To get across any type of message the fewer levels of information the better.

Try and stick to 3 steps of Hierarchy:

1. Headlines/Title
2. Body Copy/Lead
3. Captions/Credits/Section

Headline/Title

For headline layouts, we recommend using sentence case in Proxima Nova Bold or Proxima Nova Regular but do not use the two weights at the same time. For international communications, uppercase may be used.

Proxima nova Light should not be used as a headline.

Body Copy/Lead

Proxima Nova Light is the primary weight for body copy, supported by Proxima Nova Bold as a header.

Proxima nova Regular may be used as body copy only if BrownStd Light doesn't have the clear standout needed.

Caption/Credits/Section

For captions/credits and sections, being the smallest use of type on any communications, we recommend using BrownStd Regular or Proxima Nova Regular italic for better legibility.

HEADLINE / TITLE

1.
PROXIMA NOVA SEMIBOLD
SENTENCE CASE

1.
PROXIMA NOVA REGULAR
SENTENCE CASE

4.
PROXIMA NOVA BOLD
UPPERCASE

4.
PROXIMA NOVA REGULAR
UPPERCASE

Gagnrýnin hugsun og upplýstar ákvarðanir.

Gagnrýnin hugsun og upplýstar ákvarðanir.

GAGNRÝNIN HUGSUN OG UPPLÝSTAR ÁKVARÐANIR.

GAGNRÝNIN HUGSUN OG UPPLÝSTAR ÁKVARÐANIR.

BODY COPY HEADER

PROXIMA NOVA BOLD
SENTENCE CASE

BODY COPY / LEAD

PROXIMA NOVA LIGHT
SENTENCE CASE

GAGNRÝNIN HUGSUN

Allar stefnur Pírata byggja á grunnstefnu Pírata þar sem gagnrýnin hugsun og vel upplýstar ákvarðanir eru í fyrirrúmi.

CAPTIONS OR CREDITS / SECTION

PROXIMA NOVA REGULAR
SENTENCE CASE

PROXIMA NOVA REGULAR ITALIC
SENTENCE CASE

Allar stefnur pírata byggja á grunnstefnu pírata þar sem gagnrýnin hugsun

Allar stefnur pírata byggja á grunnstefnu pírata þar sem gagnrýnin hugsun

Typeface

Leading/Line spacing

Leading, or sometimes referred to as Line spacing plays an important role on legibility and influences the aesthetics of any typographic communication visual.

Kerning

Please refer to layout on the right regarding kerning rules.

Line spacing equation

Headlines: 112%

Once you've decided on your headline font size say: (18pt) in your leading box, make it the same size (18pt).

Press Enter, then go back into your leading box and type in: 112% Press Enter and you should have a leading point size of 20.16pt – done!

The 112% equation only applies to the headline and it's only a guide. Each job needs analysing individually.

Body copy/Lead: 125%

Again, once you've decided on your body copy size say: (9pt) In your leading box, make it the same size (9pt). Press Enter, go back to your leading box and type in: 125% Press Enter and you should have a leading point size of 11.25pt – finish!

Captions or Credits/

Section: 125%

Please follow the instructions from above.

The 125% leading rules should only apply to body copy or point sizes 10pt and below. The 112% rule should only apply to 11pt and above.

HEADLINE / TITLE

PROXIMA NOVA BOLD
SENTENCE CASE

PROXIMA NOVA REGULAR
SENTENCE CASE

PROXIMA NOVA BOLD
UPPERCASE

PROXIMA NOVA REGULAR
UPPERCASE

LEADING 112% / KERNING -10

**Gagngrýnin hugsun og
upplýstar ákvarðanir**

LEADING 112% / KERNING -10

Gagngrýnin hugsun og
upplýstar ákvarðanir

LEADING 112% / KERNING -10

**GAGNGRÝNIN HUGSUN,
UPPLÝSTAR ÁKVARÐANIR**

LEADING 112% / KERNING -10

GAGNGRÝNIN HUGSUN,
UPPLÝSTAR ÁKVARÐANIR

BODY COPY HEADER

PROXIMA NOVA BOLD
SENTENCE CASE

BODY COPY / LEAD

PROXIMA NOVALIGHT
SENTENCE CASE

LEADING 125% / KERNING -5

Gagngrýnin hugsun

Allar stefnur Pírata byggja á grunnstefnu Pírata þar sem gagnrýnin hugsun og vel upplýstar ákvarðanir eru í fyrirrúmi.

CAPTIONS OR CREDITS / SECTION

PROXIMA NOVA REGULAR
SENTENCE CASE

LEADING 125% / KERNING +10

We are the new kids
on the block and
we believe in doing
things differently.

PROXIMA NOVA REGULAR ITALIC
SENTENCE CASE

LEADING 125% / KERNING +10

*We are the new
kids on the block
and we believe in
doing things
differently.*

Typeface

Type alignment: Left

Except for headline copy in general, typography must always be ranged left, this will allow the eye to have a starting point for each line when reading.

Type alignment: Right

Words on history

History is a clock that people use to tell their political and cultural time of day. It is also a compass that people use to find themselves on the map of human geography. History tells a people where they have been and what they have been, where they are and what they are. Most important, history tells a people where they still must go, what they still must be. The relationship of history to the people is the same as the relationship of a mother to her child.

Dr. John Henrik Clarke

Type alignment: Centred

For bold headlines and announcements, centring type is a good way of being at the centre of attention. It must feel confident and be the main focal point.

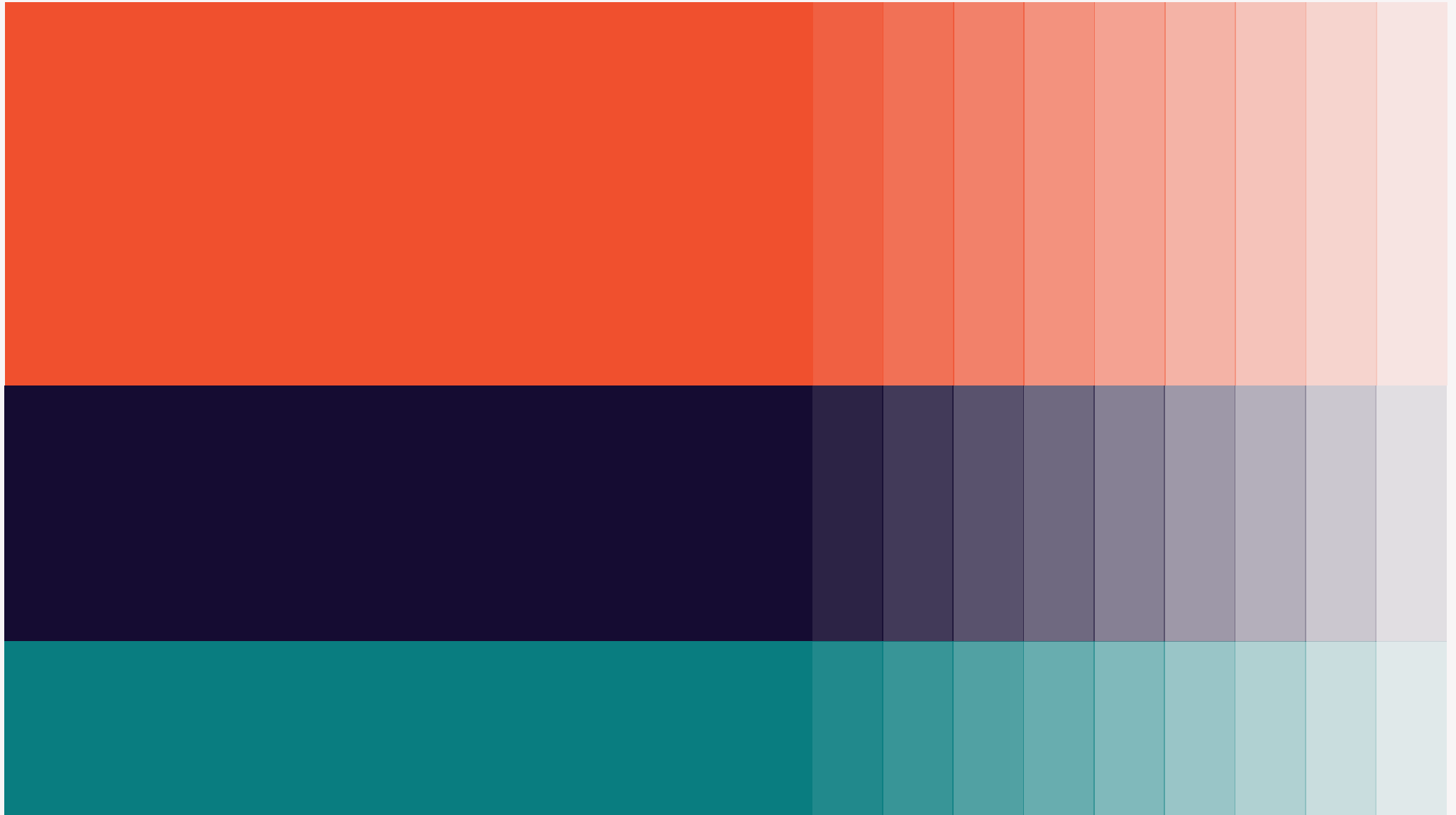
If you decide a centred headline works best for your layout, open up the leading to give the headline a bit more **breathing space**.

Intelligence
plus character
that is the
goal of true
education

Primary Colour



Secondary Colour

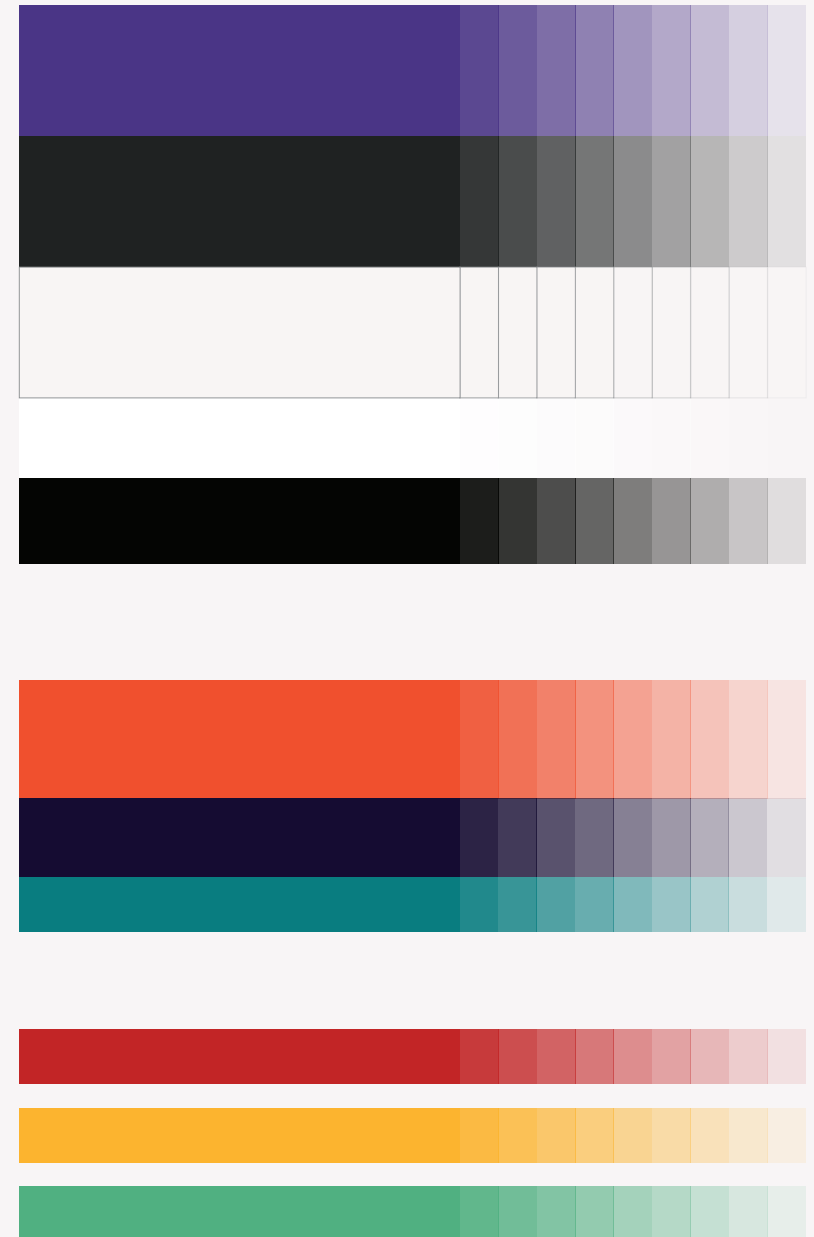


Accent Colour



Colour

PÍRATA PURPLE	R 74 G 53 B 132 # 4A3584
PÍRATA BLACK	R 33 G 36 B 36 # FA4F29
PÍRATA WHITE	R 247 G 242 B 242 # F7F2F2
WHITE	R 255 G 255 B 255 # FFFFFFFF
BLACK	R 0 G 0 B 0 # 000000
PÍRATA ORANGE	R 250 G 79 B 41 # FA4F29
DARK PIRATE BLUE	R 74 G 53 B 132 # 170B33
PIRATESTS OF CARABIAN BLUE	R 5 G 125 B 128 # 057D80
RED- WARNING & ERROR ALERT	R 74 G 53 B 132 # C32323
YELLOW - MINER ERROR	R 74 G 53 B 132 # FFB42D
GREENEN - SUCSESS ALERT	R 74 G 53 B 132 # 55AF82



BLEIKI SKATTURINN AFNUMINN



Tíðavörur og getnaðarvarnir falla í
lægra þrep virðisaukaskatts
11% í stað 24%



BLEIKI SKATTURINN AFNUMINN

Tíðavörur og getnaðarvarnir falla
í lægra þrep virðisaukaskatts
11% í stað 24%

BERJUMST GEGN LOFTSLAGSBREYTINGUNUM!

GERUM ÍSLAND AÐ LEIÐANDI AFLI Í ÁTT
AÐ KOLEFNISHLUTLAUSUM HEIMI!





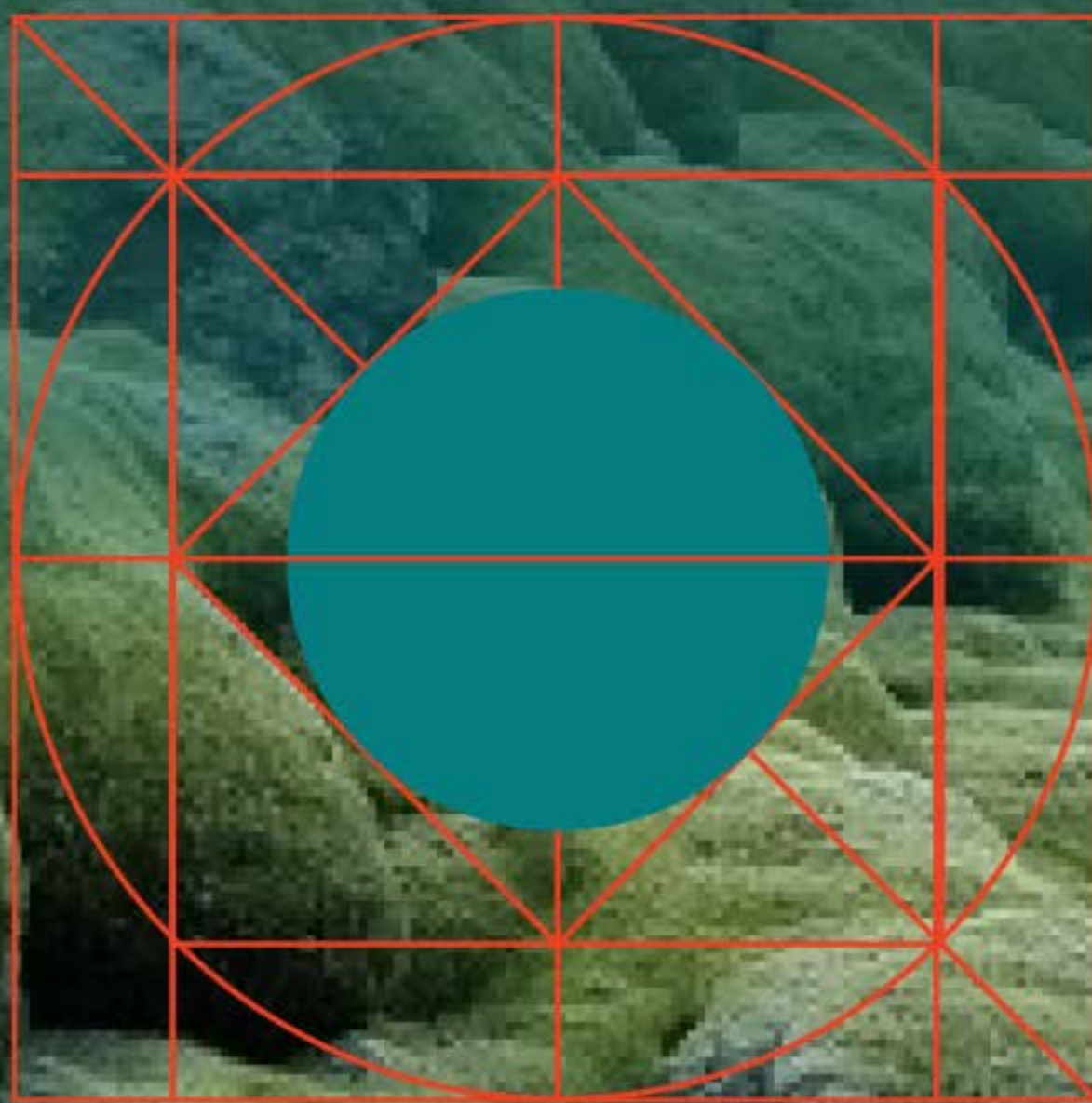
LEIÐIN AÐ SJÁLFBÆRU ÍSLANDI

PÍRATAR LEGGJA TIL BEINAR AÐGERÐIR GEGN
HAMFARAHLÝNUN:

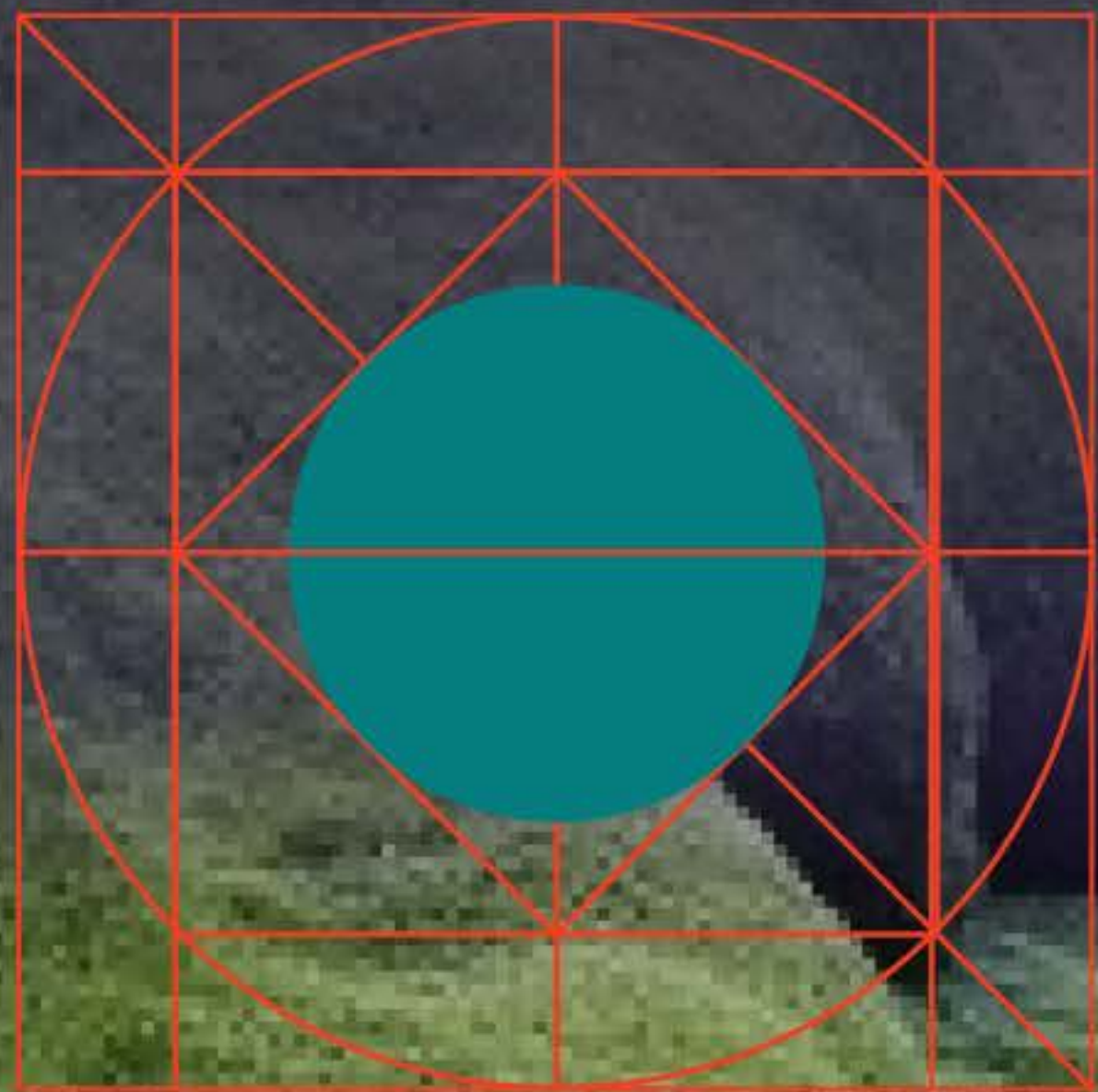
- OPINBER FJÁRMÁL TAKA TILLIT TIL ÚTBLÁSTURS KOLTVÍSÝRINGS
- SJÁLFBÆR OG VITRÆN IÐNAÐARSTEFNA
- LEIÐANDI ALÞJÓÐLEGT HLUTVERK Í LOFTSLAGSMÁLUM



BERJUMST GEGN LOFTSLAGSBREYTINGUM!



AÐGERÐIR, EKKI LOFORÐ.



BERJUMST GEGN LOFTSLAGSBREYTINGUM!

AÐGERÐIR, EKKI LOFORÐ

#PÍRATAR