



Conservative Party of Canada
Brand Style Guide
September 2020

Stacked version



Horizontal version



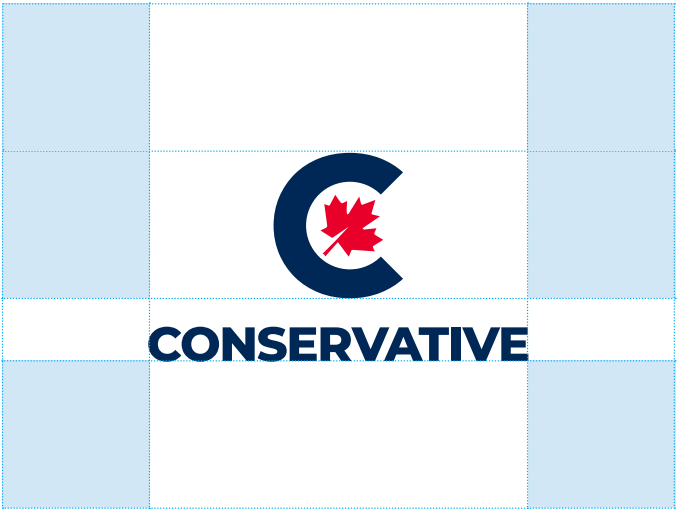


Stacked version



Horizontal version





Download font: <https://fonts.google.com/specimen/Lato?query=Lato>

Lato Regular

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Lato Regular

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Lato Bold

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Lato Black

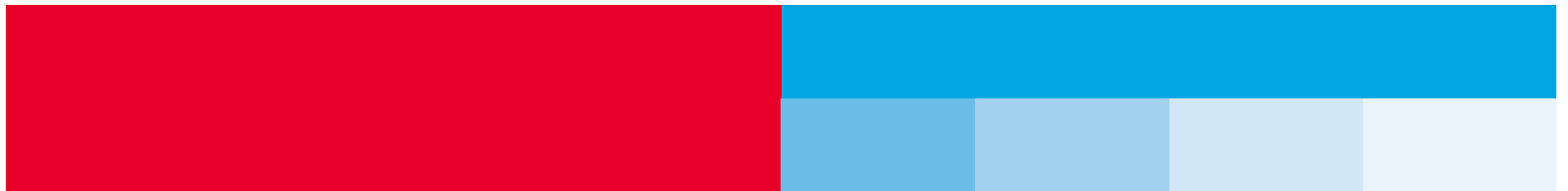
abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Primary Colour



Pantone 295
C: 100 M: 83.83 Y: 36.02 K: 39
R: 0F G: 2D B: 52

Secondary Colours



PANTONE 185
C: 1.55 M: 100 Y: 92.08 K: 0.05
R: EA G: 00 B: 29

PANTONE 2995
C: 81.36 M: 12.18 Y: 1.08 K: 0
R: 00 G: A7 B: E1

Tertiary Colours



PANTONE 2627
C: 83.96 M: 100 Y: 31.77 K: 34.98
R: 52 G: 0F G: 4F

PANTONE 4625
C: 44.04 M: 73.2 Y: 80.2 K: 58.71
R: 52 G: 34 B: 0F

PANTONE 357
C: 85.77 M: 39.82 Y: 90.7 K: 38.65
R: 0F G: 52 B: 13

PANTONE 375
C: 46.96 M: 0 Y: 100 K: 0
R: 9E G: EA B: 00