

THE WEST'S FEDERAL PARTY

MAVERICK

FREEDOM

BRAND GUIDE

IMPORTANT ALL PRINTED AND DIGITAL MATERIALS

1. MUST BE APPROVED by the MAVERICK Party at media@maverickparty.ca to ensure brand adherence.
2. MUST HAVE THE FOLLOWING LINE ON ANY PRINTED OR DIGITAL PIECES:
Authorized by the Chief Agent of the Maverick Party

LOGO FILES

The MAVERICK logo files are available for download.

(Contact media@maverickparty.ca)

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PRIMARY LOGOS



OVERALL LOGO FOLDER:

Maverick West Fed Party Logos March 2021

USE LOGO FROM FOLDER:

Maverick West Fed Party LOGO for WhiteBackground

USE LOGO FROM FOLDER:

Maverick West Fed Party LOGO for BlackBackground

USE LOGO FROM FOLDER:

Maverick West Fed Party LOGO for GreenBackground



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SECONDARY LOGOS



OVERALL LOGO FOLDER:

Maverick West Fed Party Logos March 2021

USE LOGO FROM FOLDER:

Maverick West Fed Party LOGO Black

USE LOGO FROM FOLDER:

Maverick West Fed Party LOGO White

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OLDER LOGOS



OVERALL LOGO FOLDER:

Maverick West Fed Party Logos March 2021

USE LOGO FROM FOLDER:

Maverick logo URL Green Black

USE LOGO FROM FOLDER:

Maverick Logo URL white black

USE LOGO FROM FOLDER:

Maverick logo URL white reverse

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OLDER LOGOS Continued.



USE LOGO FROM FOLDER:

MAVERICK Logo url black



USE LOGO FROM FOLDER:

Maverick Logo green black



USE LOGO FROM FOLDER:

Maverick Logo black

NOTE: Other logos on request

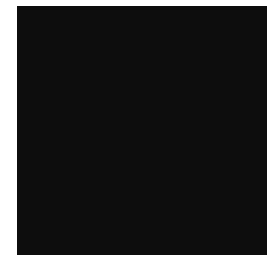
COLOUR PALETTE

Consistent use of colour is important to our brand. It builds recognition.



C – 35% R – 127
M – 0% G – 194
Y – 66% B – 65
K – 24%

Hex/HTML – 7FC241
Pantone 360C

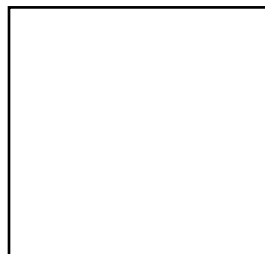


C – 0% R – 45
M – 0% G – 41
Y – 0% B – 38
K – 100%

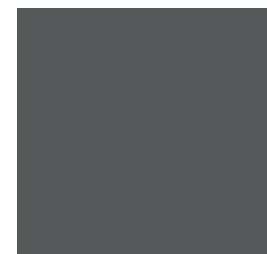
Hex/HTML – 2D2626
Pantone BLACK C

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C – 0% R – 255
M – 0% G – 255
Y – 0% B – 255
K – 0%



C – 0% R – 45
M – 0% G – 41
Y – 0% B – 38
K – 100%

Hex/HTML 545859
Pantone BLACK C

NOTE: Other Grey shades may be used on approval of Maverick Party.

TYPOGRAPHY SYSTEM

The Primary type face is san-serif font called Monserrat. Monserrat is very versatile and can be used in multiple domains such as websites, the publishing world, branding, editorial, logos, print, posters, etc.

Note: We have used this on our Website as the primary font.

Our secondary typeface is Arial. It is available on all computers. Please use Arial for any documents created in MS Office including PowerPoint, email and text on websites (where Proxima Nova is not available).

PRIMARY TYPEFACE

Montserrat Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@%&

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@%&

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@%&

PRIMARY TYPEFACE

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@%&

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@%&