WELCOME TO THE PEOPLE'S LOBBY BRAND GUIDE!

An introduction to The People's Lobby's brand system, the foundation for visual communication on behalf of our organization.

Updated: September 6, 2024
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ABOUT THIS DOCUMENT



These guidelines act as an easy to use foundation for members to build visuals for any communication needs while also having the flexibility for visual expression. Guidelines within this document cover use of logos, colors, fonts and other brand assets that comprise the visual representation of The People's Lobby.

It is encouraged to adhere to the guidelines whenever possible to maintain consistent visual unity and institutional credibility across all forms of communication.

TO ACCESS LINKS TO DOWNLOADS AND GENERATORS, VISIT THE ONLINE BRAND GUIDE AT

- thepeopleslobbyusa.org/brand-guide
- Password: TPL

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VISUAL IDENTITY

A clear, visually impactful, and engaging brand helps invite new audiences, amplify messages, and support our everyday work. Its purpose is to unify our visual communications in a clear and easy to implement system. Consistent and cohesive communications build trust and credibility for our organization.

PRIMARY LOGO



The People's Lobby's primary logo is inspired by street signs at intersections. A marker of place and a symbol of where we gather.

It is designed to be easy to use, recognizable, and legible at a distance.

GENERAL GUIDANCE

- Prioritize legibility
- Use the primary logo as much as possible
- Refer to slide 7 for more guidance

SAMPLE USE CASES:

- T-shirts
- Slide decks & Formal Documents
- Placards & Flyers

MINIMUM HEIGHT:



- Digital: 75px
- Print: 1”

SUPPORTING LOGOS



SECONDARY

Minimum height:
Digital: 65px
Print: .75” inch (three-quarters of an inch)



TERTIARY

Minimum height:
Digital: 50px
Print: .5” inch (half an inch)



ABBREVIATED

Minimum height:
Digital: 20px
Print: .5” inch (half an inch)

Ensure that “The People’s Lobby” is typed out fully nearby when using the abbreviated TPL logo.

In addition to the primary logo, The People’s Lobby has three supporting logos for applications where the primary logo isn’t able to be used.

GENERAL GUIDANCE

- Prioritize legibility
- Select the mark that fits the space the best

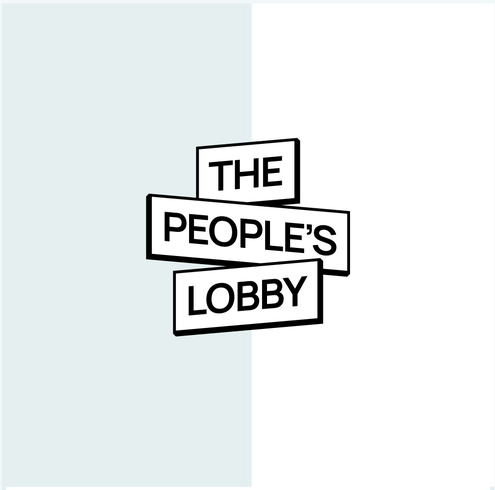
SAMPLE USE CASES

- Social Media
- Merch
- Bug on slides

LOGO USE



On dark backgrounds



On Light backgrounds



On busy backgrounds

Prioritize legibility whenever you use any of the The People's Lobby's logos on colored or busy backgrounds.

GENERAL GUIDANCE

- Always use the black and white logo provided on all kinds of backgrounds. This ensures legibility on all color backgrounds.
- Same guidance applies to primary and supporting logos.

LOGO MISUSE



Correct usage of the Logo



Don't shear or rotate the logomark



Don't use colors outside of the brand palette



Don't alter the spacing or proportions of the elements in the logomark



Don't place the logomark on colors outside of the brand palette



Don't change the font or style of the logomark

Refer to the examples on how not to use the logo.

TYPE PALETTE

OUR MISSION

WE ARE THE PEOPLE'S LOBBY

The People's Lobby is a membership-driven organization devoted to organizing widespread support for legislation and candidates that put the needs of people and the planet before the interests of big corporations and the very rich.

We are dedicated to dismantling systemic inequalities and advocating for public policies and elected officials that promote racial and economic justice.

We train leaders to build bases in our communities, organize support for progressive legislation, endorse progressive candidates, and take direct action to pressure elected officials and other powerful people to put the interests of people and the planet first.

This is a caption.

The People's Lobby's Brand typeface is Manrope, a san-serif font that is both human and geometric.

It is versatile font that can flex from welcoming, approachable, and friendly to loud, urgent, and attention-grabbing.

It is a free Google font that can be used on all platforms. Download our font kit here

GENERAL GUIDANCE

- Refer to the next slide for the type specifications.
- Refer to slide 12 for acceptable color combinations for text legibility.

TYPE SPECIFICATIONS

STYLE	SAMPLE
EYEBROW **CASE:** All-caps **FONT:** Manrope Extrabold **LEADING:** 130% **TRACKING:** 0	**OUR MISSION**
PRIMARY HEADLINE **CASE:** All-caps **FONT:** Manrope Extrabold **LEADING, TRACKING:** 100%, -20 **FOR EMPHASIS:** Highlight	**WE ARE THE PEOPLE'S LOBBY**
HEADINGS **CASE:** Sentence case **FONT:** Manrope Bold **LEADING, TRACKING:** 120%, -20	**The People's Lobby is a membership-driven organization devoted to organizing widespread support for legislation and candidates that put the needs of people and the planet before the interests of big corporations and the very rich.**
BODY **CASE:** Sentence case **FONT:** Manrope regular **LEADING, TRACKING:** 140%, 0 **FOR EMPHASIS:** Bold	**We are dedicated to dismantling systemic inequalities and advocating for public policies and elected officials that promote racial and economic justice.** We train leaders to build bases in our communities, organize support for progressive legislation, endorse progressive candidates, and take direct action to pressure elected officials and other powerful people to put the interests of people and the planet first.
CAPTION **CASE:** Sentence case **FONT:** Manrope regular **LEADING, TRACKING:** 130%, 0	This is a caption

BRAND PALETTE

PRIMARY GREEN	YELLOW	TPLEI ORANGE	RED
Hex #DCFB5F	Hex #FFEB3F	Hex #FFAA00	Hex #EC6F2E
CMYK 12 0 62 2	CMYK 0 8 75 0	CMYK 0 33 100 0	CMYK 0 77 2 10
RGB 220 251 95	RGB 255 235 63	RGB 255 170 0	RGB 236 111 46

ACCENT GREEN	ACCENT YELLOW	ACCENT ORANGE	ACCENT RED
Hex #F1FDBF	Hex #FFF59C	Hex #FFDFAD	Hex #F4A982
CMYK 5 0 25 1	CMYK 0 4 39 0	CMYK 0 13 32 0	CMYK 0 31 47 4
RGB 241 253 191	RGB 255 245 156	RGB 255 223 173	RGB 244 169 130

INITIATIVES BLUE	BLUE-GRAY DARK	BLUE-GRAY MEDIUM	BLUE-GRAY LIGHT
Hex #6FC9C9	Hex #82B1B1	Hex #AFCDCD	Hex #E6EFEF
CMYK 45 0 0 21	CMYK 27 0 0 31	CMYK 15 0 0 20	CMYK 4 0 0 6
RGB 111 201 201	RGB 130 177 177	RGB 175 205 205	RGB 230 239 239

DARK BLUE	BLACK	WHITE
Hex #2C4342	Hex #000000	Hex #FFFFFF
CMYK 34 0 1 74	CMYK 0 0 0 100	CMYK 0 0 0 0
RGB 44 67 66	RGB 0 0 0	RGB 255 255 255

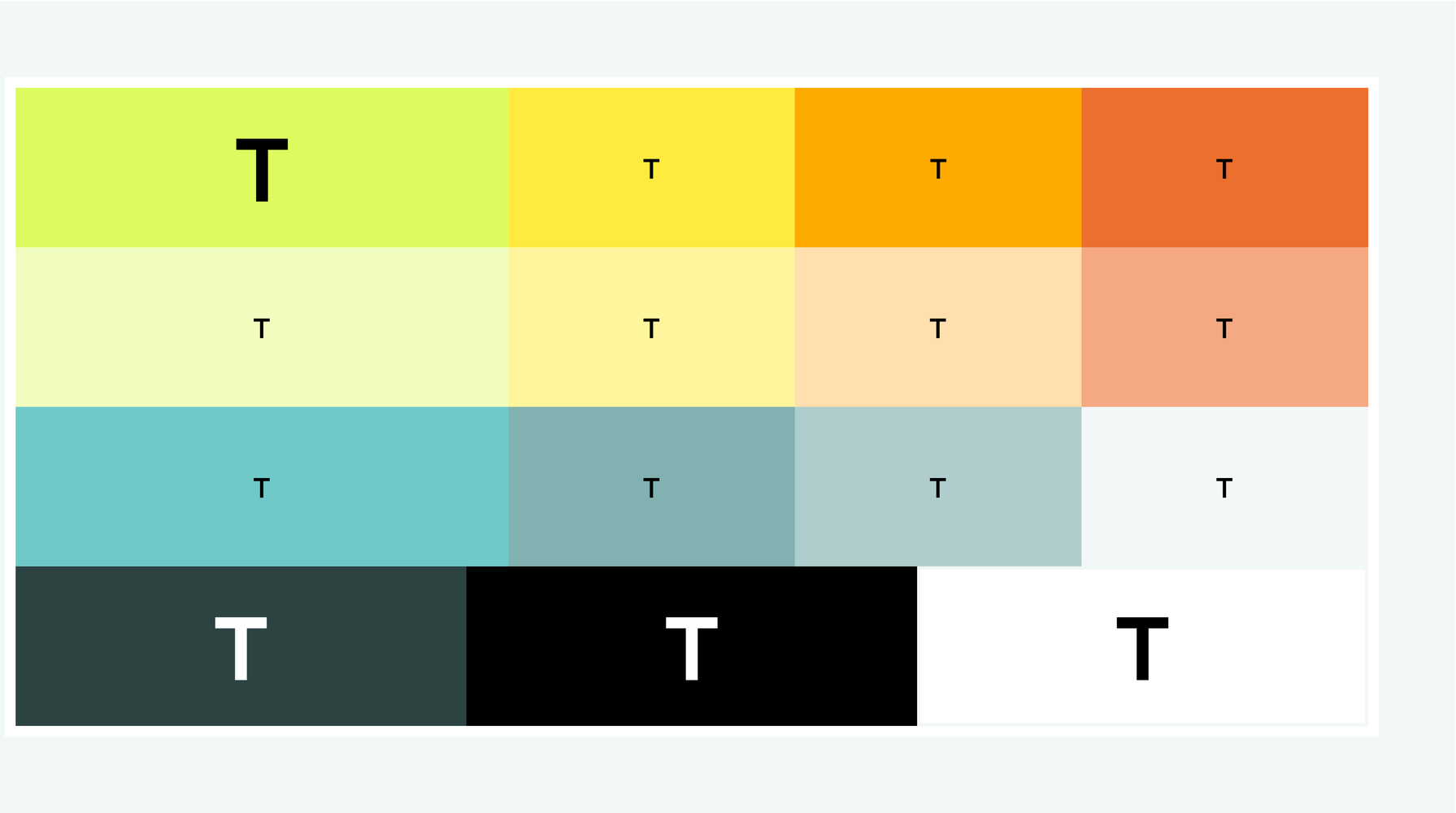
The People's Lobby's Brand Palette includes a range of bright eye catching colors with lighter tints and basic black and white for contrast.

Our primary color is a bright green that takes inspiration from high visibility gear as well as materials that can be easily found for flyers and placards.

GENERAL GUIDANCE

- Primarily use the Primary Green for applications that need to be eye catching and very clearly TPL branded.
- Offset the bright colors with a lot of white space so as to not feel overwhelming.
- Refer to the next slide for acceptable color combinations for text legiblity.
- Refer to slides 16-19 for curated sub-brand color palettes.

APPROVED COLOR COMBOS FOR LEGIBILITY



To ensure legibility, we primarily use Black or White for text colored backgrounds.

GENERAL GUIDANCE

- Refer to this table to make quick decisions about what color your body text should be.

IMAGE TREATMENTS



FULL COLOR

People are the lifeblood of our organization. Primarily use full-color images to showcase the energy and vibrancy of our community. Ensure that the images are clear, bright, and vibrant as much as possible.



DUOTONE

For instances where the image needs to be a background element or pushed back, we use a duotone treatment that can be achieved by using a black and white image then placing it on top of a colored background with a multiply blend mode.

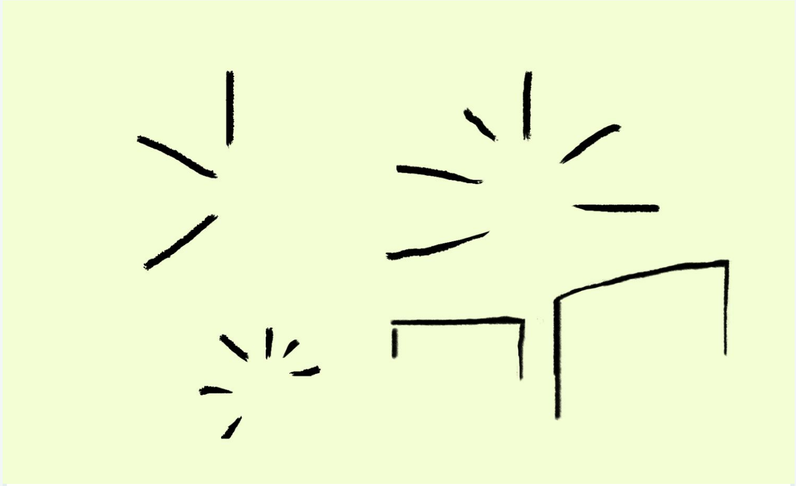
It is important to feature our members and actions as much as possible.

Refer to this page for the different ways we use images in our communications.

GENERAL GUIDANCE

- When cropping or framing photos, ensure that faces are not cut off as much as possible.
- Balance portraying action and community.
- As much as possible, feature the diverse demographics of our organization.
- Be mindful of slogans and logos on signs, shirts, and backgrounds.

GRAPHIC ELEMENTS



HAND-DRAWN LINES

For additional expression, TPL uses hand-drawn lines that emphasize certain actions or objects on images. For example: speaking, marching, placards, gestures of solidarity.



COLLAGE

For more expressive applications, create collages that combine full-color and duotone images with hand-drawn elements that highlight the main actions of the images or help set the scene.

In addition to photos, The People's Lobby uses hand-drawn lines and collages for applications that allow for more expression and personality.

GENERAL GUIDANCE

- Use your discretion to balance the organic and human feel with a clean graphic.
- Primarily use a full color treatment to feature individuals or a small group.
- Primarily use a duotone treatment to set the scene or for non-human subjects.

SAMPLE USE CASES

- Website
- Social Media
- Flyers

SUB-BRANDS

The People's Lobby brand system includes a set of sub-brands for initiatives, bases, the The People's Lobby Education Institute, and TPL PAC. The sub-brands include logos and curated color palettes.

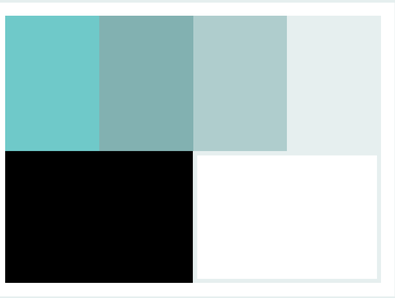
SUB-BRANDS

INITIATIVES

The People's Lobby's initiatives can have their own logos that feature stacked extruded boxes that convey unity, sturdiness, and form a literal platform.

CURATED COLOR PALETTE
The TPL Initiatives sub-brand use the blues in the brand palette. Refer to slide 11 for color codes.

- Initiatives blue
- Blue-grey dark
- Blue-grey medium
- Blue-grey light
- Black
- White





CHICAGO GIG ALLIANCE



JUSTICE REFORM



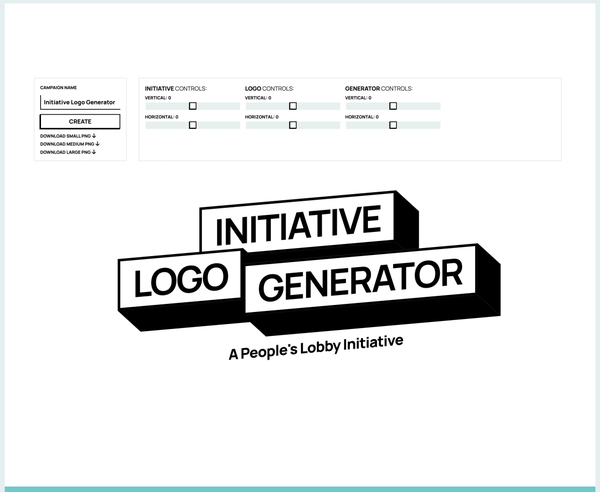
HEALTH CARE



ENVIRONMENTAL JUSTICE



BUILDING PROGRESSIVE ELECTORAL POWER



FOR NEW INITIATIVES, USE OUR GENERATOR

SUB-BRANDS

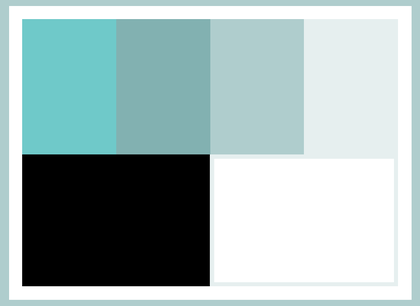
BASES

The People's Lobby organizing bases can have their own logos.

CURATED COLOR PALETTE

The TPL Bases sub-brand use the blues in the brand palette. Refer to slide 11 for color codes.

- Initiatives blue
- Blue-grey dark
- Blue-grey medium
- Blue-grey light
- Black
- White



THE PEOPLE'S LOBBY Electoral Work

CHICAGO GIG ALLIANCE

THE PEOPLE'S LOBBY Health Care

JUSTICE REFORM

THE PEOPLE'S LOBBY Justice Reform

HEALTH CARE

THE PEOPLE'S LOBBY Workers' Rights

ENVIRONMENTAL JUSTICE

THE PEOPLE'S LOBBY Environmental Justice

BUILDING PROGRESSIVE ELECTORAL POWER



THE PEOPLE'S LOBBY Bases Logo Generator

FOR NEW BASES, USE OUR GENERATOR

TPLEI

The People's Lobby Education Institute logo is based on The People's Lobby's primary logo.

GENERAL GUIDANCE

- Use the TPLEI sub-brand on all TPLEI communications.

CURATED COLOR PALETTE

The TPLEI sub-brand use the oranges and dark blue from the brand palette. Refer to slide 11 for color codes.

- Dark blue
- TPLEI orange
- Accent orange
- Black
- White



THE PEOPLE'S LOBBY
Education Institute

SUB-BRANDS

TPL PAC

The People's Lobby PAC logo is based on The People's Lobby's primary logo.

GENERAL GUIDANCE

- Use the TPL PAC sub-brand on all PAC communications.

CURATED COLOR PALETTE

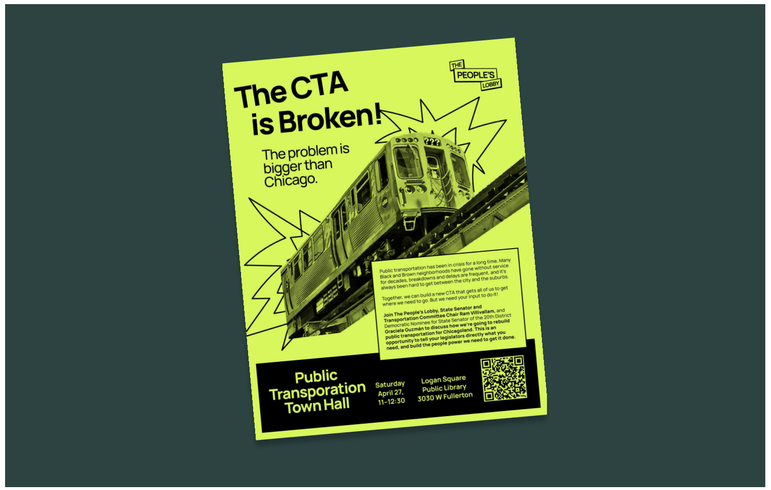
The TPL PAC sub-brand uses the full brand palette. Refer to slide 11 for color codes.



BRAND-IN-USE EXAMPLES

Refer to these examples for inspiration or a starting point on implementing The People's Lobby's brand system.

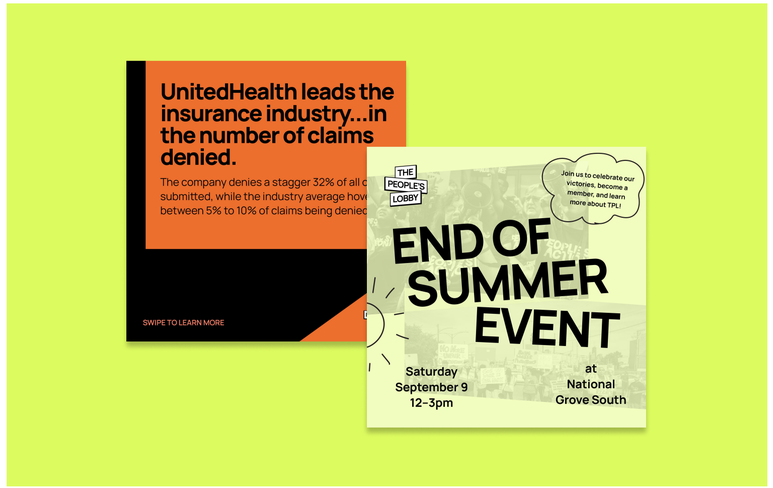
BRAND-IN-USE


The CTA is Broken!
The problem is bigger than Chicago.
THE PEOPLE'S LOBBY
Public Transporation Town Hall
Saturday April 27, 11-12:30
Logan Square Public Library 3030 W Fullerton


WE'RE BUILDING A PEOPLE'S MOVEMENT
STOP FUNDING CLIMATE CHAOS
THE PEOPLE'S LOBBY
Follow
The People's Lobby
@peopleslobbyusa
Organizing in Illinois to reclaim democracy from the billionaire class.
Chicago, IL
thepeopleslobbyusa.org/calendar
Joined January 2013


RECLAIMING
DEMOCRACY
THE PEOPLE'S LOBBY


THE PEOPLE'S LOBBY


UnitedHealth leads the insurance industry...in the number of claims denied.
SWIPE TO LEARN MORE
THE PEOPLE'S LOBBY
Join us to celebrate our victories, become a member, and learn more about TPL!
END OF SUMMER EVENT
Saturday September 9 12–3pm
at National Grove South


A People's Lobby Initiative
JUSTICE REFORM
Put People First!
A People's Lobby Initiative
CHICAGO GIG ALLIANCE
Put People First!
THE PEOPLE'S LOBBY
Workers' Rights

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