

# WCDP BRANDING & DISCLOSURE GUIDE FOR WCDP REPRESENTATIVES

*(Updated 12/12/23 KC; 07/5/24 KC)*

This guide provides basic information and parameters to ensure that WCDP representatives are presenting information that properly reflects the WCDP brand. The purpose of branding is to provide WCDP a way to ensure our media and other information from our organization is consistent and uniquely recognizable.

Please review the information regarding logos, font types, and color scheme. We have endeavored to provide alternative but similar types of fonts as not all platforms support the exact same fonts.

**NOTE:** If a representative or affiliated entity (i.e. precinct officer, WCDP district, etc.) produces advertising for events, candidates, campaigns, or activities (handouts, postcards or letters, or rack cards), entity disclosure at 12 pt. Font or 5% of the size of the product (whichever is larger), as well as completion of an In-Kind form to WCDP, is required by law. WCDP also requires clear disclosure on portable or yard signs and banners.

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## REVIEW AND APPROVAL REQUIRED *PRIOR* TO PUBLISHING

To ensure that representatives are properly reflecting the WCDP brand and also complying with any campaign finance disclosure laws, all product design - including social media, web page, literature (including postcards/letters), banners, and portable signage - must be reviewed and approved by WCDP leadership. Please allow for at least two full days for the approval process to be completed.

- The WCDP [3rd Vice Chair](#), [Lead Area Coordinator](#), [1st Vice Chair](#), [Chair](#), [Apex VC](#), and [Cary-Morrisville VC](#), plus some specifically designated WCDP District Coordinators may provide review or approval.

## THE LOGOS

The below logos are for reference only. [Download HD logos by clicking here.](#)

- A. The primary logo should be used for all formal and most standard communications.
- B. The logo without the “Wake County Democratic Party” label is the secondary logo. It should be used when there is not enough space for the full logo or for less formal occasions.
- C. ***Our WCDP logo should be included on all items produced at the precinct, district, or county-only affiliated entity items.*** Precincts, districts, and affiliated entities with their own logos are welcome to use those IN ADDITION TO the WCDP logo.

### Primary Logo 1, Transparent Background



### Primary Logo 2, Transparent Background



### Primary Logo 3, Blue Background



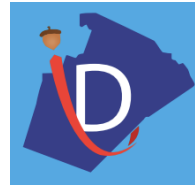
### Secondary Logo 1, Transparent Background



### Secondary Logo 2, Transparent Background



**Secondary Logo 3, Medium Blue Background**



**Secondary Logo 4, Dark Blue Background**



**Secondary Logo 5, Grayscale Grey Background**



**Secondary Logo 6, Grayscale Transparent Back**



When you open this document from the web, you should be able to click a logo and copy it (CTRL C) onto another Google document or onto a local Word document. [Here is a link to a folder](#) containing the logos.

**NOTE:** You must have your design approved per the **Review and Approval Requirement on pg. 1** before you publish online or via hard copy.

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## THE COLORS

There are **three primary** and **four secondary or accent colors** in our Wake County Democratic Party brand. They should be the main colors that get used across all of your platforms - email and social media graphics, business cards, internal communications, etc. Use these colors for documents that will be representing the WCDP, including precinct specific post cards or literature. **Any color not in this list should be used rarely as an accent color.**

### **LIGHT BLUE** #38aae1

The light blue is one of the primary colors and should be used often for day-to-day

communications and to evoke positive feelings.

#### **MEDIUM BLUE #0070c0**

The medium blue is one of the primary colors and should be used often for day-to-day communications. It evokes positive but solid emotions and pairs well the light and dark blues.

#### **DARK BLUE #2f4287**

The dark blue is another primary color and should be used often as well. It can be used as a neutral. It changes tone when paired with either the light blue or the reds.

#### **BRIGHT RED #fc0303w**

The bright red should be used to complement the blues, for smaller details, to highlight calls to actions, or to evoke negative feelings.

#### **DARK RED #c13021**

The dark red should be used to accent design elements.

#### **LIGHT GRAY #dadada**

The light gray should be used to complement the darker colors or soften the overall look.

#### **MEDIUM GRAY #a9a9a9**

The medium gray should be used to complement the lighter colors and make the lighter colors “pop” or add a tone of gravitas to a graphic.

#### **WHITE #fefeff**

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## **THE FONTS**

### **Primary Font**

**Myriad Pro/Variable Concept** (Adobe font) or **Open Sans** (Canva/Google font) is the primary font family for the Wake County Democratic Party.

- Headings and titles should use all capital letters and heavier weights. Body text should be regular or light weight Myriad.
- If these listed fonts are not available, please be sure to choose a font that is visually similar to this, with well spaced letters and no serifs.

### **MYRIAD PRO or OPEN SANS**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

## Secondary Font

**Minion Variable Concept** (Adobe font) or **Crimson Pro** (Canva/Google Font) is the secondary font and should be used sparingly as a complement to Myriad Pro/Variable Concept.

- **Canva/Google Font Equivalent:** Crimson Pro (Normal weight)
- It should be used to create a font differentiation that makes it easier to read or nicer visually. This is great for titles, headings, or subheadings.
- If these listed fonts are not available, please be sure to choose a font that is visually similar to this, italicized and with serifs.

### MINION VARIABLE CONCEPT or CRIMSON PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

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## DISCLOSURE & REPORTING GUIDELINES

WCDP is a political entity, and campaign finance laws require that political entities provide disclosure on most political advertising. This is generally achieved with a "Paid For By X" legend. For all postcards, signage, literature, etc., ***Paid For By Wake County Democratic Party*** must be included on the content. This is also known as the *legend*.

- *If particular candidates or campaigns are highlighted or featured*, the following information must be added to the disclosure: ***Not endorsed by any candidate or campaign committee.***

***All donations also require disclosure, including In Kind Donations - non-cash donations of value.*** If an individual or a group of volunteers come together to pay for and produce advertising - such as postcards or literature - as a representative of WCDP, EACH INDIVIDUAL who donated anything to the project must fill out a WCDP In-Kind Donation Form so that WCDP remains in compliance with Campaign Finance Laws.

### Legend Guidelines for Print

- ✓ A legend is required when an ad or message is a contribution or expenditure.
- ✓ The legend must be 5% of the height for printed space or 12 point type font, whichever is larger.
- ✓ 28 points is the maximum for newspaper ads.

### Legend Disclosure Requirements

- Messaging by a candidate, committee, or Party must include the formal committee name after "Paid for by."
  - **Example:** *Paid for by Wake County Democratic Party*
- Messaging by an entity or individual authorized by a candidate, committee, or Party must include the name of the individual or entity after "Paid for by" and should include "Authorized by" the formal name of the candidate, committee, or Party.
  - **Example:** *Paid for by People for Responsive Politics. Authorized by Pete for the People.*
- Messaging by an entity ABOUT a candidate, referenda, or campaign by ANOTHER person or entity, but *not authorized by* the candidate/referenda/campaign, must include the name of the individual or entity after "Paid for by" and also include this statement "Not endorsed by any candidate or candidate committee."
  - **Example:** *Paid for by Wake County Democratic Party. Not authorized by any candidate or candidate committee.*

### Campaign Finance Reporting Requirements

- Every person who donates money, goods, etc., must complete a separate form. No bundling of money or in-kind goods is allowed. More than one donated item from the *same individual* can be included on an individual form.
- A WCDP In-Kind Donation Form must be completed and submitted within 10 days of receiving goods or the scheduled event using those goods. Each time goods are re-ordered (printed fliers, for example), complete a new form. [Click here for the WCDP In Kind Form](#) or contact the Executive Director, WCDP Treasurer, your District Coordinator, or your Regional Vice Chair for one.
- Scan/photograph and email completed WCDP In-Kind Donation forms to the WCDP Treasurer ([treasurer@wakedems.org](mailto:treasurer@wakedems.org)) or Executive Director ([execdirector@wakedems.org](mailto:execdirector@wakedems.org)). Include receipts when possible. Mail completed forms to **WCDP, PO Box 33173, Raleigh, NC 27636.**