



**STOWARZYSZENIE
LIBERTARIAŃSKIE**

Libertarian Association

The brand philosophy



Freedom creates opportunities



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INTRODUCTION

The brand book is the comprehensive presentation of the philosophy, values, and strategy of the Libertarian Association. The comprehensive presentation of the brand-building vision aims to set the framework for action, methods of communication, and organizational practices of the Libertarian Association.

Its development is an important part of the Libertarian Association's action plan: it results from care for the brand and communication.

OUR VALUES

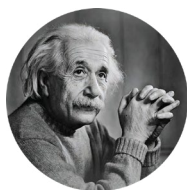
Freedom: lack of coercion; it is the area of voluntariness, where individuals are able to self-develop and pursue their own goals. It is a prerequisite for the social coexistence in peace and harmony.



Only liberty can achieve man's prosperity, fulfilment, and happiness.

Murray N. Rothbard

Opportunity: positive liberty; it's an occasion or a situation which, with proper actions, can be turned into a success. Only in a free world, it is available for everyone.



All that is valuable in human society depends upon the opportunity for development accorded the individual.

Albert Einstein

Open-mindedness towards ideas and reality: it is an unbiased attitude towards new experiences, viewpoints, and relationships. Closing off from the dynamically changing world is like closing our eyes to the obstacles we want to avoid.



Good tests kill flawed theories; we remain alive to guess again.

Karl Popper

Professionalism: standards and procedures; it is a high level of achieving competence. It is a synergy in which we act in accordance with other people and the accepted rules. It means honesty in relations, reliability in actions and taking responsibility for the final result.



The ability to deal with people is as purchasable a commodity as sugar or coffee, and I will pay more for that ability than for any other under the sun.

John D. Rockefeller

OUR GOALS

A free Poland, a free world – as a part of the international libertarian movement, we take the responsibility and obligation to increase personal and economic freedom in Poland and around the world.

Development – libertarianism is a philosophy of self-betterment. We see a chance for improving the quality of life, both structural changes in a socio-political system, and actions in the private sphere.

Libertarian network – Libertarian Association aims to be a vehicle for communication and cooperation of liberty-minded people in Poland and around the world. It is a hub of libertarian ideas; the framework of its actions is set by activists' projects and demands.



OUR ACTIONS

A network of projects – Libertarian Association is a hub of libertarian projects, a platform for action, and a tool for a wider community. It provides know-how, resources, and contacts. It promotes events and leaders and utilizes connections with the media.

Lobbying/Advocacy – Libertarian Association advocates pro-liberty ideas in different areas – from politics to business to active engagement in the media.

Publishing – Libertarian Association publishes books, articles, and analyses. It makes publishing and self-publishing possible for liberty-minded individuals.

Organizing debates, training courses, lectures, and workshops – Libertarian Association formulates plans of such events and executes them in cooperation with partner organizations.



PROFESSIONALISM

Standardization – norm/standard: the best way to achieve a set goal. We want good ideas to be well executed. Our methodology of work serves this purpose.

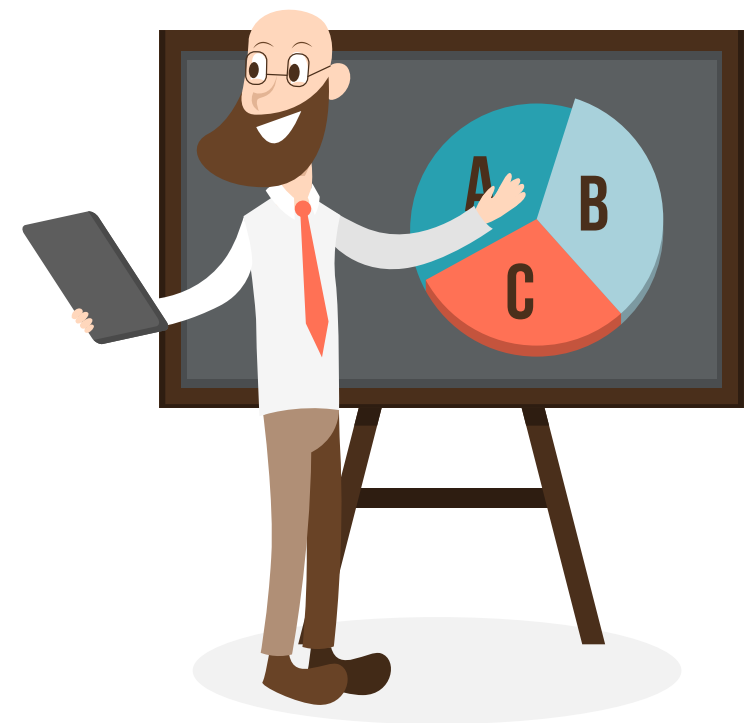
An idea is a project – planning, executing, and evaluating. The holy trinity of the project approach. It makes our actions efficient.

Skills management – The division of labor drives progress. Our team makes sure that tasks are executed by the most competent individuals.

Marketing and PR – ideas interact with each other. We make sure that our message is clear and fits our audience.

Strategy and planning – we are guided by the words of Rothbard who, quoting Lord Acton, stated that libertarianism is a philosophy seeking a policy. Our non-associational actions allow us to develop the set of skills that libertarianism as a philosophy is actively seeking.

Standards and procedures – Libertarian Association operates on the basis of internal standards and procedures.



OPEN-MINDEDNESS

Towards different views – members have diverse socio-political views.

Towards different communities – we cooperate with everyone who is willing to promote our values.

Towards new ideas – we are not afraid to take up subjects challenging the *status quo*.



LOGO

BASIC INFORMATION

Libertarian Association's logo consists of a graphic mark – black letters „**SL**” placed on a gold square – and a logotype – black lettering „**STOWARZYSZENIE LIBERTARIAŃSKIE**”. The logo uses capital letters and Oswald Regular font.

The logo should always be replicated from the original media. The logo is a coherent whole and should not be modified in any way, including:

- changing the font,
- changing the colors,
- changing the proportions,
- adding new elements,
- removing existing elements,
- changing the arrangement of the elements



**STOWARZYSZENIE
LIBERTARIAŃSKIE**

COLORS

The logo uses two basic colors employed by Libertarian Association: gold and black.

The gold color symbolizes property, capital, and the free market. It is the color of joy and enlightenment, which is clearly visible on the background of other colors – just like bold and creative ideas are visible on the background of fossilized and vague solutions.

The black symbolizes anarchy, freedom, and the absence of coercion. Moreover, it is associated with plainness, self-discipline, but also with authority and force.



GOLD

RGB: 245 / 217 / 51

CMYK: 7 / 10 / 85 / 0

Pantone: 604U



BLACK

RGB: 0 / 0 / 0

CMYK: 0 / 0 / 0 / 100

Pantone: Black 6U

MINIMUM SIZE

In order that the logo is appropriately visible and looks good, its size should not be smaller than displayed below.

LOGO



GRAPHIC MARK



PROTECTIVE FIELD

While placing the logo on any material, one should remember to maintain a protective field which will ensure the proper composition and visibility of the logo. The protective field is an area which should be free from any alien element – both graphical and textual. The minimum distance between the logo and any other element of the composition is half the length of the side of the graphic mark square.

This rule applies both when the full logo and only the graphic mark is used. The only excusable exception occurs when there is no technical possibility to keep the protective field – like, for example in the use of the graphic mark as the Facebook Page profile picture.



VERSIONS

MAIN VERSION



SHORT VERSION

The short version may be used when placing the full logo would result in decreased legibility or when the insufficient space on the composition would require using a smaller size of the full logo than the acceptable minimum size. An example is the microphone cube – the short version is used there in order that the logo is clearly visible on video.



ACHROMATIC VERSION

The achromatic version may be used when the requirements of the composition make it impossible to use the main or short version. An example may be a dark background where the lettering „Stowarzyszenie Libertariańskie” would be invisible. Although, in such cases, it is recommended to place the logo on a white rectangle with the protective field kept – the use of the achromatic version should be reduced to a minimum.



BRANCHES' LOGOS

The branches of the Libertarian Association may use their own logos. A branch's logo consists of the standard graphic mark and the name of the town. If the name of the town consists of more than one word, it is suggested to place it in two lines, which will prevent excessive elongation of the logo.

In the case of the one-word name of the town, it should be placed in one line and the font size should be two times bigger than the font size used in the main version.



LONDYN



**ALEKSANDRÓW
KUJAWSKI**

FEEDBACK

Libertarian Association is as strong as the strength of our activists and the community.

Do you have an idea? Do you want to share information? Are you an activist or a journalist?

Send us a message.

CONTACT

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Version 1.2

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Vectors graphics designed by Freepik