



# VISUAL IDENTITY GUIDELINES

2020

## INTRODUCTION

The goal of the European Democratic Party's (EDP) visual identity is to communicate and visually embody the Party's values – peace, freedom, solidarity and education.

It describes all the elements that constitute it and sets out the rules to apply on all communication products.

The purpose of this graphic charter is to give the European Democratic Party a consistent and uniform image.

This visual identity shall be observed whenever the European Democratic Party, its members, external partners or stakeholders communicate on behalf of the EDP.

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# IDENTITY TOOLS





## PDE/EDP LOGO

A minimum blank space applies around any of the EDP/PDE logo versions and needs to be observed at all times and under all circumstances. This blank space is defined by the total height 'x' of the acronym and tagline combined. It applies to all 4 sides of the logo.

The standard EDP/PDE logo is in one colour and two languages, French on top and English at the bottom. It consists of two sets of four stars that are part of the same circle, of the acronyms PDE and EDP and of the full name of the party in French, Parti Démocrate Européen, and in English, European Democratic Party.

The logo should have at least a size of 20mm (A). Exceptions to this rule are explained on page 28.





## LOGO COLOURS

CMYK 94 56 0 0  
 RGB 0 113 206  
 HEX #0071CE  
 PANTONE 285 C

### BLACK VERSION

The black version is to be used in all black and white environments where the reproductive quality can not be assured or controlled. For faxes always use the black version.

### WHITE VERSION

The white (or 'negative') version is to be used on all backgrounds where the use of a coloured version leads to confusion due to insufficient contrast.

A



B



## LOGO BEST PRACTICES

On a darker busy background, it is better to use the blue version of the logo inside a white circle (A).

On a simple blue or dark background, it is possible to use directly the white logo (B+C). On a white or light background, always use the blue version of the logo (D).

C



D



**A****B****C****D****E****F****G****H****I****J**

## THE DON'TS

Do not use the logo under the hereinabove cited forms. The logo should ALWAYS keep its proportions **(A+B)**, those can't ever be altered for whatever reason.

The composition: 8 stars, 4 on each side **(C)**, equally spaced, both the French AND English acronyms **(D)** accompanied by their fully outwritten version.

Do not rotate the logo **(E)**. The new logo is made out of one color only.

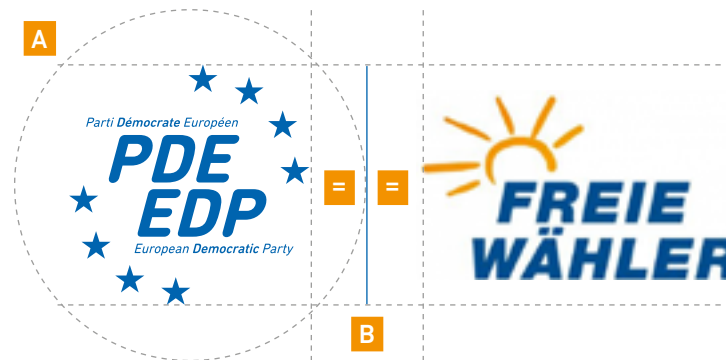
The orange used in the previous one is not applicable anymore **(F)**.

Do not use any other colours **(G)**.

Do not change the order of the languages in the logo, it is set as French first **(H)**.

Check if the logo is readable in the chosen background **(I)**.

Do not use older versions of the logo **(J)**.



## CO-BRANDING WITH OTHER LOGOS

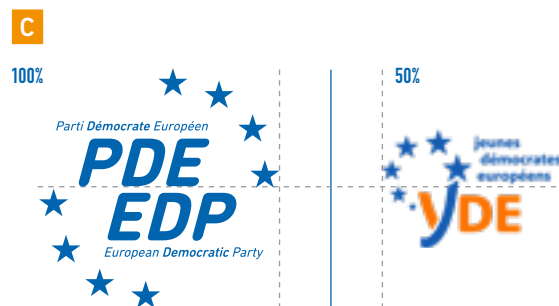
When you need to put together logos of several organisations together with the EDP, a visual balance between the logos is necessary. Always use the PDE/EDP logo in its blue version.

### CO-BRANDING IN FULL PARTNERSHIP

When it is a 100% partnership logo must not exceed the logo of the EDP (A). A thin line separates the two logos (B). This line is the same height as the PDE logo.

### CO-BRANDING FOR PDE/EDP AS MAIN ORGANISER

The PDE/EDP logo needs to be graphically more important. Other logos are to be displayed at a ratio of 50% of the size of the PDE/EDP logo, centered on the middle of the PDE/EDP logo as shown and separated by a blue line (C+D).





## EUROPEAN PARLIAMENT SUPPORT

Always put the sentence:  
With the financial support of the European Parliament.

With literary documents such as brochures, reports, etc., please use these two sentences:  
Realised with the financial support of the European Parliament. The opinions expressed are those of the authors and do not necessarily reflect the views of the European Parliament.

These sentences are to be placed usually at the bottom of the document like a signature (A) or on the back cover of a brochure (B).



**PRIMARY COLOUR:  
BLUE**



CMYK    **94 56 0 0**  
RGB     **0 113 206**  
HEX     **#0071CE**  
PANTONE **285 C**

**SECONDARY COLOUR:  
ORANGE**



CMYK    **0 50 100 0**  
RGB     **243 146 0**  
HEX     **#F39200**  
PANTONE **144 C**

**CORPORATE COLOURS**

The blue is the primary colour and needs to be used in all EDP communications. The orange is a secondary colour and should be used in a lesser proportion as a support for the blue.



#### DIN NEXT LT PRO ULTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é'''(§è!çà)-^\$€ù`,,;:=''\*%£?./+

#### DIN NEXT LT PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é'''(§è!çà)-^\$€ù`,,;:=''\*%£?./+

#### DIN NEXT LT PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é'''(§è!çà)-^\$€ù`,,;:=''\*%£?./+

#### DIN NEXT LT PRO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é'''(§è!çà)-^\$€ù`,,;:=''\*%£?./+

#### DIN NEXT LT PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é'''(§è!çà)-^\$€ù`,,;:=''\*%£?./+

#### DIN NEXT LT PRO HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é'''(§è!çà)-^\$€ù`,,;:=''\*%£?./+

#### DIN NEXT LT PRO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é'''(§è!çà)-^\$€ù`,,;:=''\*%£?./+

#### DIN NEXT LT PRO ULTRA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é'''(§è!çà)-^\$€ù`,,;:=''\*%£?./+

#### DIN NEXT LT PRO LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é'''(§è!çà)-^\$€ù`,,;:=''\*%£?./+

#### DIN NEXT LT PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é'''(§è!çà)-^\$€ù`,,;:=''\*%£?./+

#### DIN NEXT LT PRO MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é'''(§è!çà)-^\$€ù`,,;:=''\*%£?./+

#### DIN NEXT LT PRO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é'''(§è!çà)-^\$€ù`,,;:=''\*%£?./+

#### DIN NEXT LT PRO HEAVY ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é'''(§è!çà)-^\$€ù`,,;:=''\*%£?./+

#### DIN NEXT LT PRO BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é'''(§è!çà)-^\$€ù`,,;:=''\*%£?./+

## TYPOGRAPHY (DTP)

A unified typography throughout all communication tools assures a recognizable identity and look&feel. The primary use of DIN NEXT LT PRO is for layouts produced in InDesign.

#### FRANKLIN GOTHIC BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 @&é"(§è!çà)-^\$€ù`,,;="\*%£?./+

#### FRANKLIN GOTHIC ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 @&é"(§è!çà)-^\$€ù`,,;="\*%£?./+

#### FRANKLIN GOTHIC DEMI

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 @&É"(§È!ÇÀ)-^\$€Ù`,,;="\*%£?./+**

#### FRANKLIN GOTHIC DEMI

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 @&É"(§È!ÇÀ)-^\$€Ù`,,;="\*%£?./+**

#### FRANKLIN GOTHIC HEAVY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 @&É"(§È!ÇÀ)-^\$€Ù`,,;="\*%£?./+**

#### FRANKLIN GOTHIC HEAVY ITALIC

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 @&É"(§È!ÇÀ)-^\$€Ù`,,;="\*%£?./+**

## TYPOGRAPHY (OFFICE)

For office applications such as Word the EDP is using a standard typography, Franklin Gothic, and has prepared a set of templates.

#### SOURCE SANS PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é”’(§è!çà)-^\$€ù`,,;:=”\*%£?./+

#### SOURCE SANS PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é”’(§è!çà)-^\$€ù`,,;:=”\*%£?./+

#### SOURCE SANS PRO BOLD

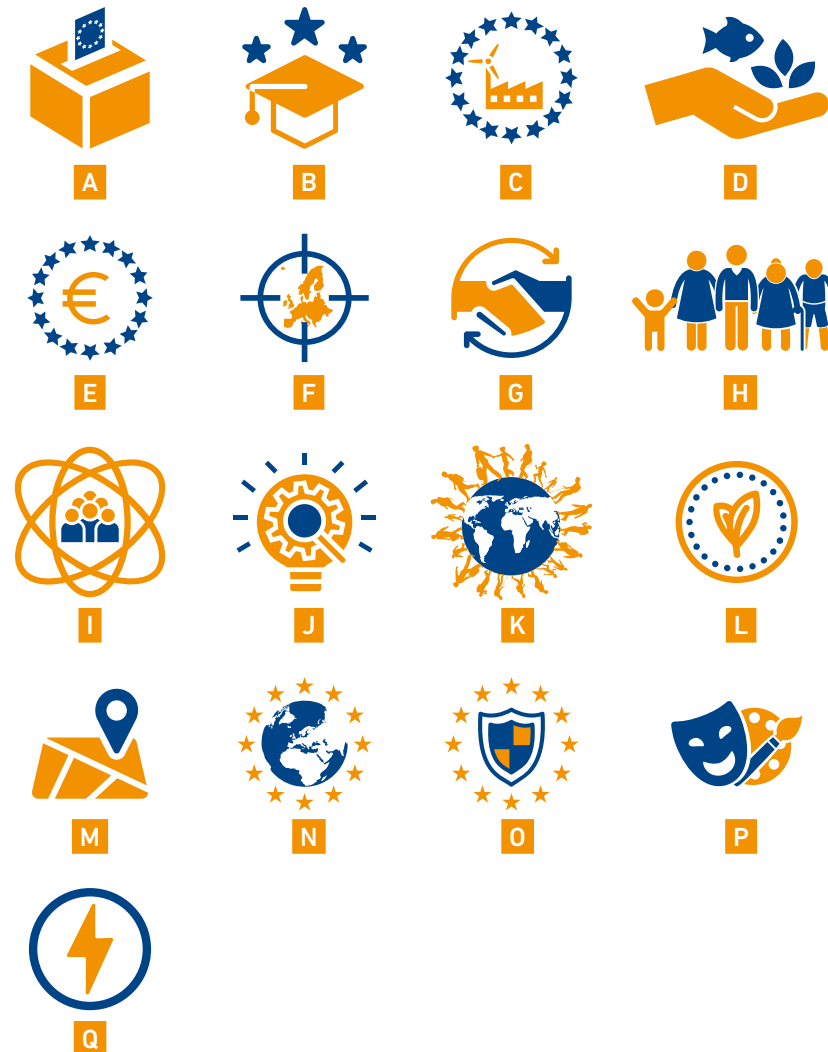
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é”’(§è!çà)-^\$€ù`,,;:=”\*%£?./+

#### SOURCE SANS PRO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @&é”’(§è!çà)-^\$€ù`,,;:=”\*%£?./+

## TYPOGRAPHY (MAILCHIMP)

For mailchimp mailings, the EDP is using a standard typography within the programme, Source Sans Pro.



## ICONOGRAPHY

The European Democratic Party icons are based on both corporate colours. They convey in a simple manner the main 17 topics the EDP is working on. If you need to work in just one colour, please keep the icons blue.

### WHEN IS AN ICON NEEDED?

The icons should never replace or dominate the European Democratic Party logo, but act as supporting information to indicate a topic. The more icons you use, the less attention they bring. Consider this when adding an icon to your communication. These icons exist also in white and are to be used when the background is coloured.

- (A) Democracy
- (B) European Identity
- (C) Industry
- (D) Agriculture & Fishery
- (E) Euro Zone
- (F) Terrorism Threat
- (G) Trade Policy
- (H) Demography
- (I) Shared Values
- (J) Research & Innovation
- (K) Migration
- (L) Climate Change
- (M) Mobility
- (N) Foreign Policy
- (O) Defence
- (P) Culture
- (Q) Energy

The background features a series of overlapping, wavy, wireframe-like shapes. On the left, there are orange-toned shapes, and on the right, there are blue-toned shapes. These shapes are composed of a dense grid of thin lines that create a three-dimensional, undulating effect. The overall aesthetic is modern and digital.

# BRAND APPLICATIONS



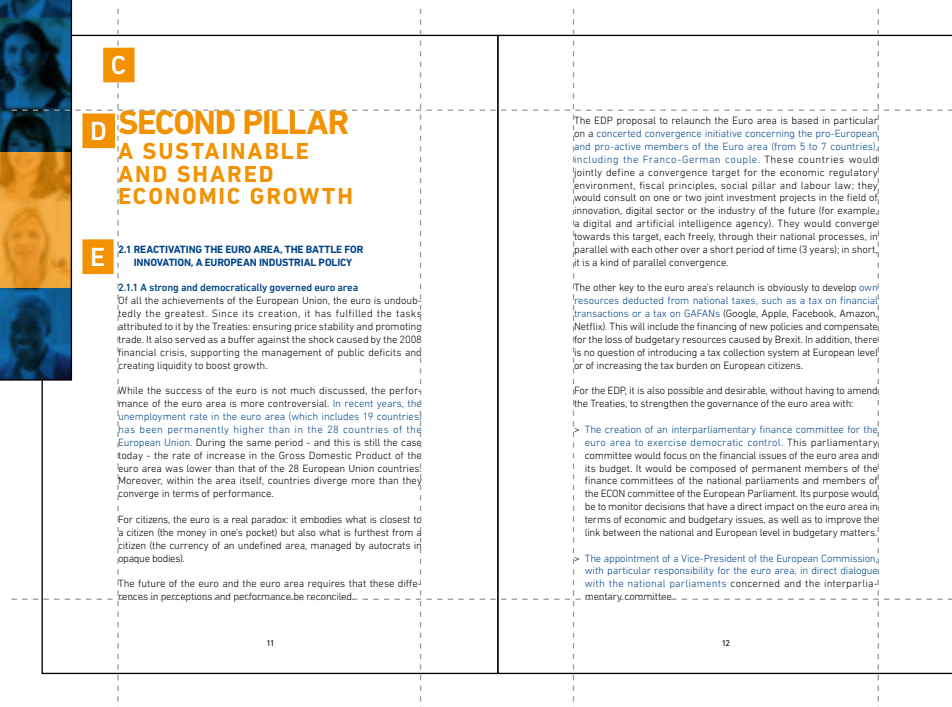
## BROCHURES

### COVER

On the cover use of an orange strip **(A)**.  
Logo in a circle and on a white background **(B)**.

### INSIDE PAGES

Good margins around to make the layout airy **(C)**.  
Simple layout, with main titles in orange **(D)**.  
Black text body with a recommended font size of 10pt body and line spacing of 12pt **(E)**.







Format: A3 (example displayed at 20%)  
Use of an orange strip (A).  
Logo in a white circle at the top left (B).  
Text aligned on the left with an important margin allowing the display of icons (C).  
For the use of icons, please see iconography chapter p. 12 (D).  
Text appears mostly in white for a blue background, orange is for elements of text to be highlighted (E).

The use of images is possible, either as a background or as a banner under the title. It must support the subject. Use of portrait photos is possible if space allows it (F). This image can be tone-on-tone (G).





Outside face



Inside face



## FOLDER

Format: Open size 480mm x 320mm  
Close 240mm x 320mm  
(example shown at 25%).



## ROLL UP

Format: 2000mm x 850mm  
(example shown at 8%).

### GENERAL PDE/EDP ROLL UP

(A) On a coloured blue background, please use the white version of the logo. When the roll up contains no text, the size of the logo can be increased and the logo can be centered.

### PDE/EDP - EVENT ROLL UP

Use of an orange strip to highlight the title of the roll-up (B).

Logo in a circle at the top left (C).

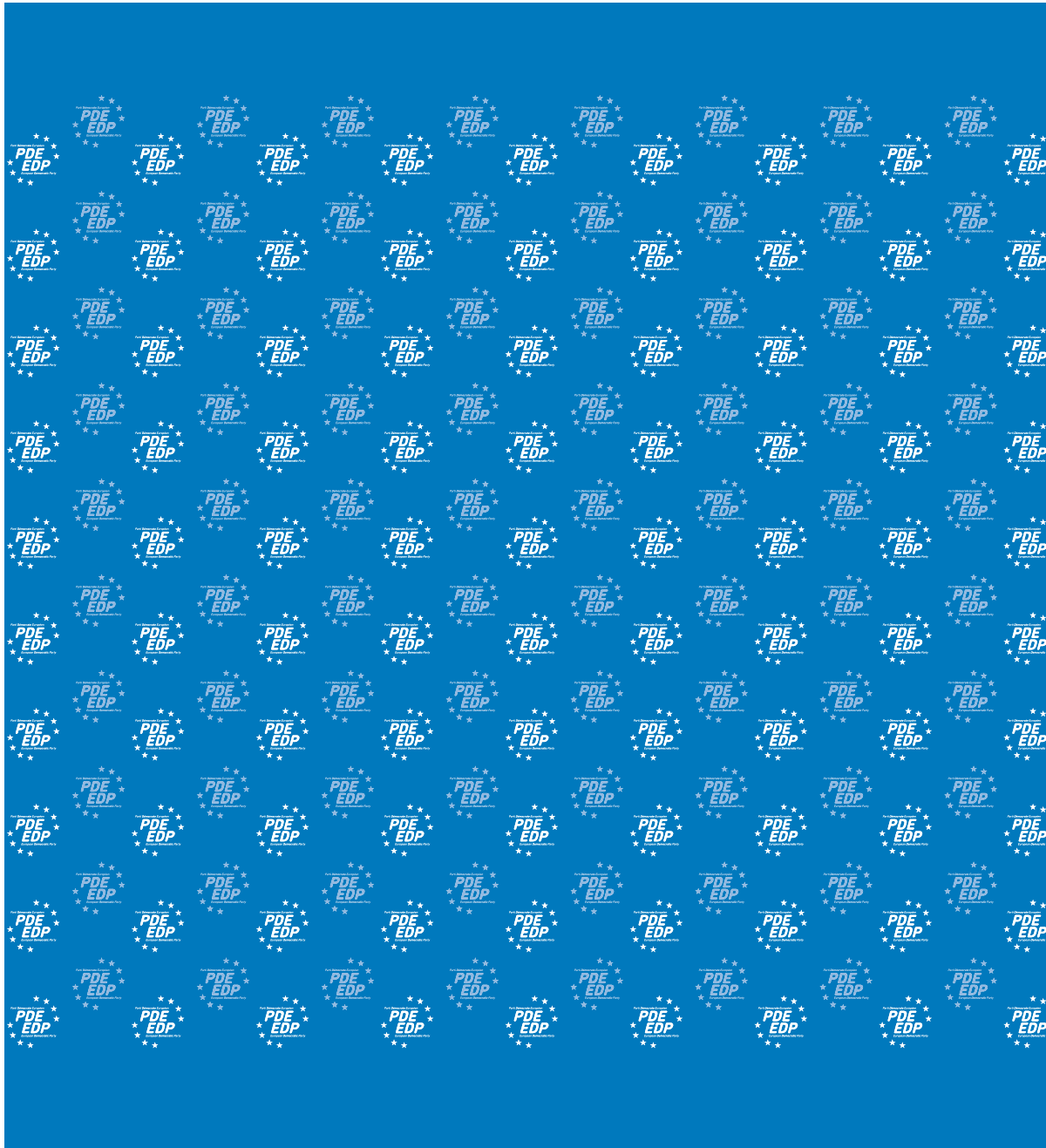
Text aligned on the left with an important margin allowing the display of icons (D).

For the use of icons, please see iconography chapter p.12.

Most of the text appears in white (E).

### IMAGES

The use of images is possible, either as a background or as a banner under the title. It must support the subject (F).



## BACKDROP

Format: 2200mm x 2000mm  
(example shown at 8%).

## Cover



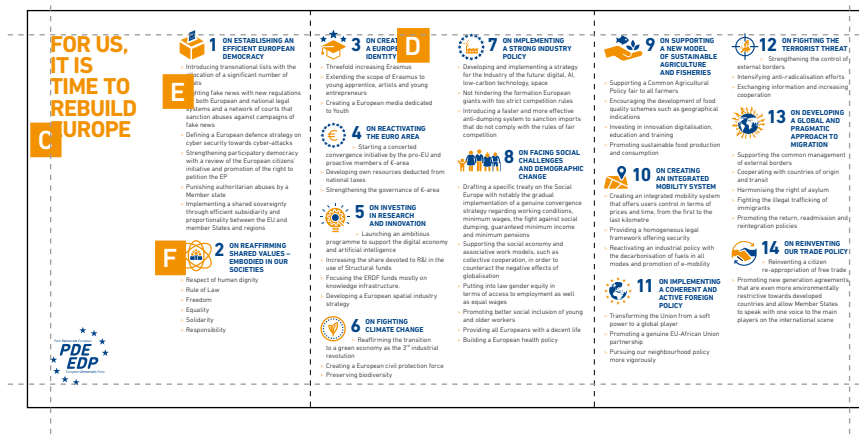
## Page 2



## Back cover



## Inside pages



## LEAFLETS

Format: A5 when closed (example shown at 25%).

## COVER

On the cover use of an orange strip (A).

Logo in a circle and on a white background (B).

## INSIDE PAGES

Main titles in orange and important paragraphs in blue. (C) & (D).

Body text in black, bulleted list in orange (E).

For the use of icons, please see iconography chapter p.12 (F).



## INVITATIONS

Recommended invitation size and format:  
1240px x 640px (example displayed at 20%)

Use of an orange strip (A).  
Logo in a circle at the top left (B).  
Text aligned on the left with an important margin allowing the display of icons (C).  
For the use of icons, please see iconography chapter p.12 (D).  
Most of the text appears in white. Orange is to be used to highlight an element or a word (E).

## IMAGES

The use of images is possible, either as a background or as a banner under the title. It must support the subject. Use of portrait photos is possible if space allows it (F).  
This image can be in tone-on-tone (G).



VENERDÌ 8 MARZO | DALLE ORE 15 ALLE ORE 19

PALAZZO NAIADI | SALA DIOCLEZIANO | PIAZZA DELLA REPUBBLICA, 47 | ROMA

## UN MANIFESTO DI IDEE E PROGETTI PRO-EUROPEI



**IL PARTITO DEMOCRATICO EUROPEO TI DA IL BENVENUTO**

Abbiamo condiviso l'importanza del PDE, fondato da Francesco Rutelli, ed oggi vogliamo dare il nostro contributo perché le elezioni europee 2019 non siano un'occasione perduta. Molti italiani vogliono un'Europa migliore, non un velleitario isolazionismo sovranista, che danneggia il comune destino europeo (deciso nel mondo che cambia) rapidamente anche gli interessi nazionali e quelli concreti del nostro popolo. Per non cedere ad anti-europeisti populistici, occorre unire le forze pro-europee, democratiche, ecologiste, civiche in vista del voto di maggio.



**TI ASPETTIAMO**

Hanno assicurato la loro partecipazione rappresentanti delle forze politiche italiane che stanno definendo e preparando la partecipazione alle elezioni europee. Saranno presenti al dibattito in rappresentanza della Presidenza del Partito Democratico Europeo, **Jean Marie Beaupuy** e **Jose Mari Etxebarria**.

Contribuiranno al dibattito i promotori, **Franco Bruno, Gigi Cecilovo, Lucia Esposito, Gabriele Molinari, Giovanni Palladino, Pino Pisicchio, Claudio Rosi, Gianluca Susta**.

Interverranno Parlamentari, Sindaci, eletti ed amministratori regionali e locali, docenti universitari, esponenti politici e della società civile, tra cui **Philippe Daverio, Roberto Bizzo, Federico Borgna, Pasquale Lionetti, Alessandro Maran, Franco Rossi**.

With the financial support of the European Parliament.



VENERDÌ 8 MARZO | DALLE ORE 15 ALLE ORE 19

PALAZZO NAIADI | SALA DIOCLEZIANO | PIAZZA DELLA REPUBBLICA, 47 | ROMA

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François Bayrou   Mariella de Sarnez   Gérard Deprez   François Bayrou   Mariella de Sarnez   Gérard Deprez

Contribuiranno al dibattito i promotori, **Franco Bruno, Gigi Cecilovo, Lucia Esposito, Gabriele Molinari, Giovanni Palladino, Pino Pisicchio, Claudio Rosi, Gianluca Susta**.

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## INVITATION

This is an alternative to an invitation if more space is needed.



**C**

**A**

**B**

**E**

Company Name:  
Name Surname:  
Title:  
Address:  
City:  
Country:

**D**

Brussels, XX XXXXXXXX 202X

**OBJECT:** *Tae ipit dolore velesti atumque evenis mos dolla volupta tusandus*

Dear XXXXXX,

**F**

Tae ipit dolore velesti atumque evenis mos dolla volupta tusandus milissiniet quunt eate cumquis in ne ius con natessi mintur? Qui dunt esed unde quate ea non et facimus reium hillo odit et exerfer eptur, undit ut eum dus molorepudit, aligent dolorio te pelibus alit exces doluptae consecto quis sim aut percil ius anis qui apiet adi nonsequis maximet verepudae volesequo dis iminist lant ipsanimus quis dolupta tisqui cum hic tet acessumet et quis aborestiis volupietur.

**D**

Otae ipit dolore velesti atumque evenis mos dolla volupta tusandus milissiniet quunt eate cumquis in ne ius con natessi mintur? Qui dunt esed unde quate ea non et facimus reium hillo odit et exerfer eptur, undit ut eum dus molorepudit, aligent dolorio te pelibus alit exces doluptae consecto quis sim aut percil ius anis qui apiet adi nonsequis maximet verepudae volesequo dis iminist lant ipsanimus quis dolupta tisqui cum hic tet acessumet et quis aborestiis volupietur atatum fugiasp ienimus. explit, sitibus eos dolorem poraepra sit voluptatius reperitibus.

**G**

Mr. XXXXXXXXXX,  
President of EPD

**H**

EUROPEAN DEMOCRATIC PARTY  
Rue de l'Industrie 4  
1000 Bruxelles  
Belgique

+32 2 213 00 13  
[info@democrats.eu](mailto:info@democrats.eu)  
[www.democrats.eu](http://www.democrats.eu)

With the financial support of the European Parliament

## OFFICE TEMPLATES

### LETTERS

Format: A4 (example shown at 50%)

Logo in top left corner **(A)**.

Orange stars in support of the logo **(B)**.

Left margin aligned with the centre of the last star at the bottom of the logo **(C)**.

Orange line allows letter folding in 3 for envelopes with US format **(D)**.

Recipient address aligned on the right margin **(E)**.

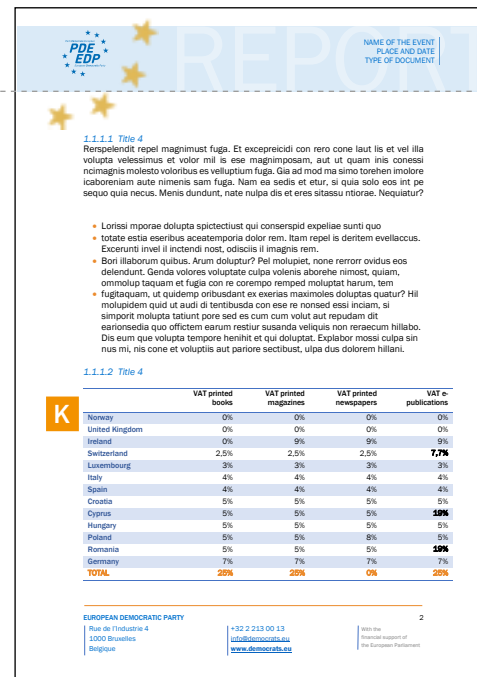
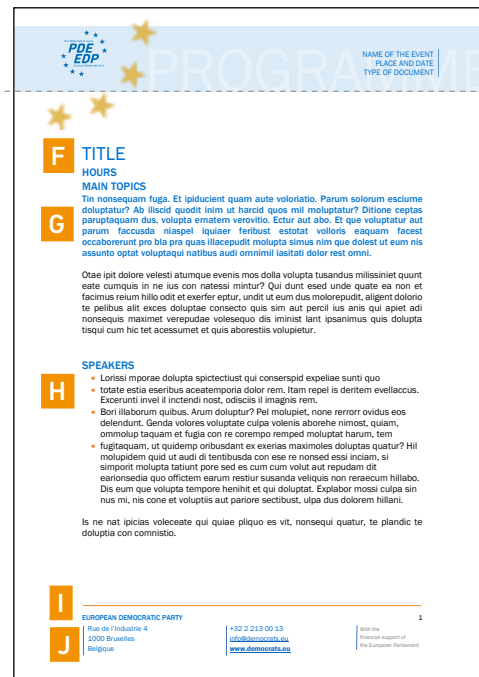
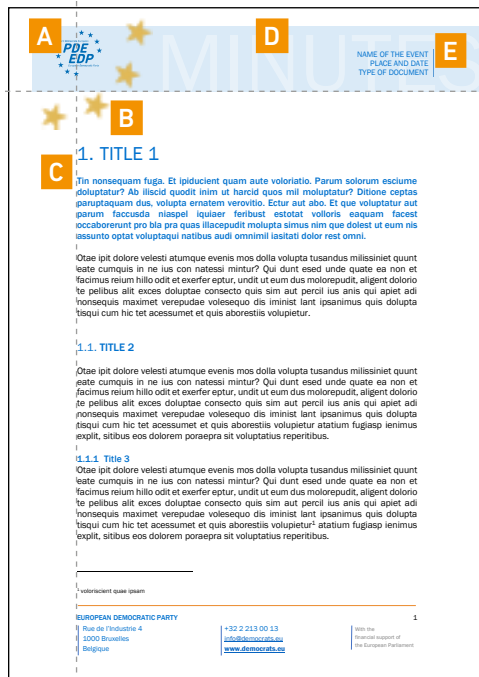
Text Franklin Gothic, black, justified **(F)**.

Orange line at the footer to separate it from the rest **(G)**.

Address block in blue and grey in footer **(H)**.

These templates are available upon request. Please note that the different graphic elements mentioned here are to be kept as is.





## OFFICE TEMPLATES

### MINUTES, PROGRAMME, REPORT

Format: A4 (example dshown at 50%).

Logo in top left corner (A).

Orange stars in support of the logo (B).

Left margin aligned with the centre of the last star at the bottom of the logo (C).

Header in light blue with the purpose of the document, in tone-on-tone (D).

Document reference aligned on the right margin (E).

Title Franklin Gothic, blue, left aligned (F).

Intro Franklin Gothic, blue, justified (G).

Body text in Franklin Gothic, black, justified.

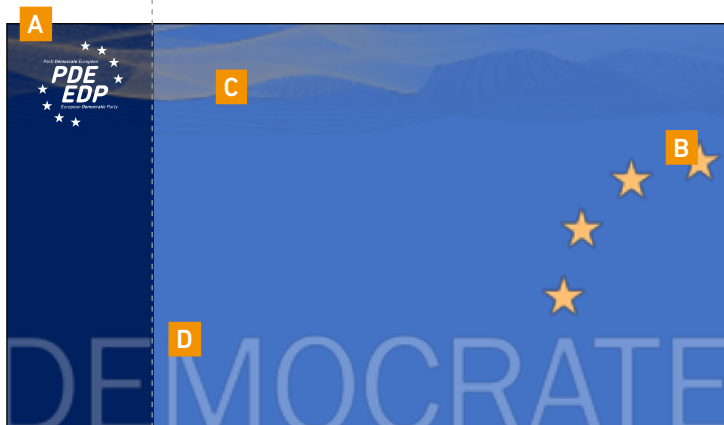
Orange bullet list (H).

Orange line at the footer to separate it from the rest (I).

Address block in blue and grey in footer (J).

Simple table design with only horizontal dividing lines (K).

These templates are available upon request. Please note that the different graphic elements mentioned here are to be kept as is.



## OFFICE TEMPLATES

### POWER POINT

Format: 16:9 (example shown at 28%).

### COVER

Logo in top left corner (A).

Orange stars in support of the logo (B).

Header wave pattern to be kept on all slides (C).

Large text cover of the subject in tone/ tone (D).

### INSIDE SLIDES

Left margin aligned with the first orange star (E).

Document reference right aligned with the right margin (F).

Title Franklin Gothic, blue, aligned on the left. To ensure dynamism in the setting page, do not hesitate to "play" with the Headlines (G).

Intro: Franklin Gothic, blue, right-aligned (H).

Body text: Franklin Gothic, black, justified.

Orange bullet list (I).

Orange line at the footer (J).

Address block in blue and grey page (K).



**These templates are available upon request. Please note that the different graphic elements mentioned here are to be kept as is.**



**Name Surname**

*Position*

n.surname@democrats.eu

T. +32 2 213 00 13

Rue Montoyer 25

B-1000 Bruxelles

## BUSINESS CARDS

Format: 88mm x 59mm  
(example shown at 100%).

Landscape version is double sided.

Recto: blue + white logo.

Verso: details on a white background.

**A**



**B**



The business cards model exists also in the vertical format with two colour options  
(A): logo + details printed in black and blue on a white background.

(B): logo + details printed in white on a blue background.



## GOODIES

If the promotional object has a sufficient size to place the PDE/EDP logo with at least a size of 20 mm, then use the standard logo (A).

You can use the simplified version of the logo only in special cases, if the space for the logo is smaller than 20 mm, then you are permitted to use the version without the full names of the party (B).

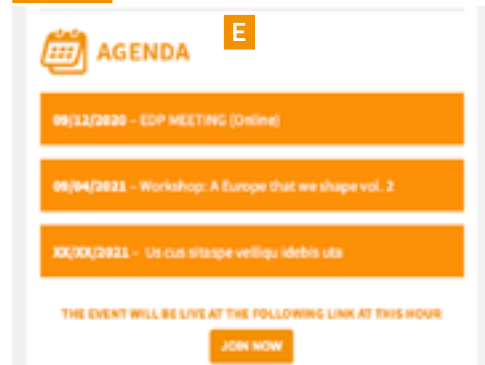
## Header



## Footer



## Agenda



## Body



# MAILCHIMP NEWSLETTER

## HEADER

Format: 800px wide in a desktop version  
Logo top left corner in a white circle (A).  
Background image with faded blue (B).  
Title and date in white aligned on the right (C).

## FOOTER

Social media icons and links together with mandatory mailing information and unsubscribe button (D).

## AGENDA

Agenda section is emphasized in orange.  
The full agenda box can be moved in the newsletter more up if needed (E).

## BODY

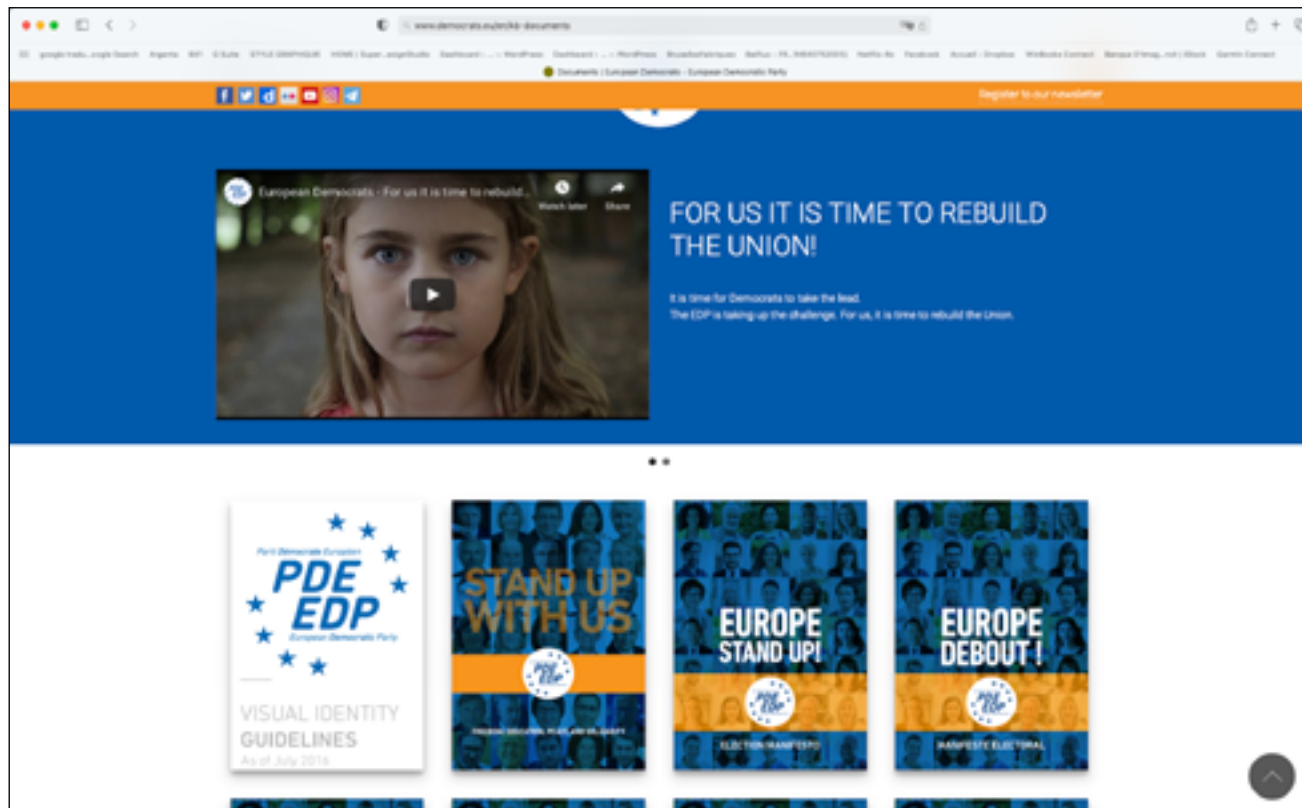
The body of the email is on a white background. If an article needs to be differentiated from the rest, then see point (I).  
Title in Source sans pro, blue, left aligned (F).  
Body of text Source sans pro, black, aligned on the left with a small language code at the beginning announcing if the article is in French or English (G).  
Pictures can support articles, they must be relevant to the topic (H).  
Some blocks may be on a blue background to give a different status (I).



## LOGO ANIMATION

If you wish to use an animated version of the logo, please refer yourself to the link above and keep the same order of appearance of the different elements.

<https://www.youtube.com/watch?v=LsPFj9E3fbc>



## DOWNLOADS

The visual identity can be found on our website. The logo, the fonts, and the templates can be found on a shared folder: [branding.democrats.eu](https://branding.democrats.eu)





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