



# 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.

## TABLE OF CONTENT

### IDENTITY TOOLS

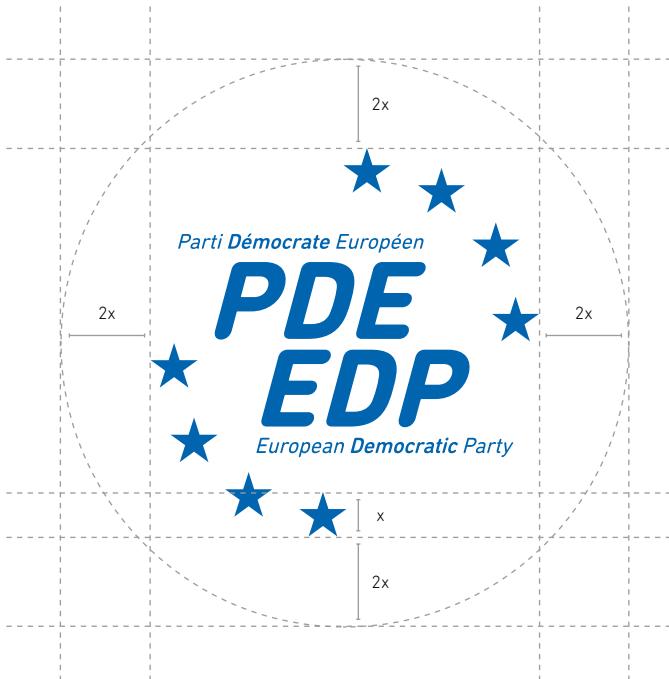
PDE/EDP Logo	04
Logo Colours	05
Logo Best Practices	06
The Don'ts	07
Co-Branding with other Logos	08
European Parliament Support	09
Corporate Colours	10
Typography (DTP)	11
Typography (Office)	12
Typography (Mailchimp)	13
Iconography	14

### BRAND APPLICATIONS

Brochures	16
Posters	17
Folder	18
Roll Up	19
Back Drop	20
Leaflets	21
Invitations	22
Invitation (Option)	23
Office Templates (Letters)	24
Office Templates (Minutes, Programme, Report)	25
Office Templates (Power Point)	26
Business Cards	27
Goodies	28
Mailchimp Newsletter	29
Logo Animation	30
Downloads	31

The background consists of a series of overlapping, undulating curves formed by fine lines. The curves transition in color from a warm orange on the left to a cool blue on the right, with a central band of grey. The lines are最细 at the peaks and troughs of the waves, creating a sense of depth and motion.

**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****C****D**

## 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**).

**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 overwritten version.

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

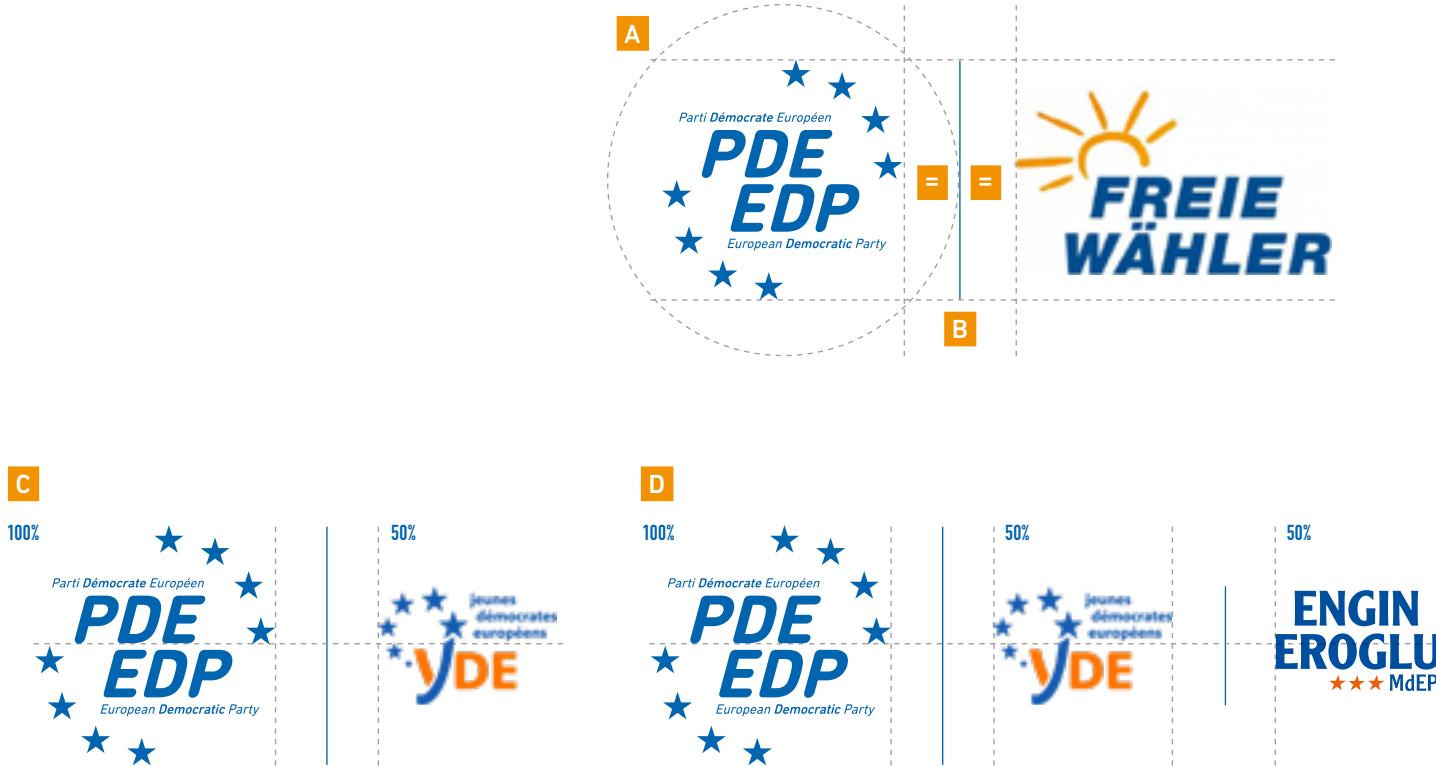
The orange used in the previous one is not applicable anymore (**F**).

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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 @ & é " ( § è ! ç à ) - ^ \$ € ù ` ; : = " \* % £ ? . / +

#### SOURCE SANS PRO ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 @ & é " ( § è ! ç à ) - ^ \$ € ù ` ; : = " \* % £ ? . / +

#### SOURCE SANS PRO BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 @ & é " ( § è ! ç à ) - ^ \$ € ù ` ; : = " \* % £ ? . / +

#### SOURCE SANS PRO BOLD ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 @ & é " ( § è ! ç à ) - ^ \$ € 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 consists of a series of overlapping, undulating lines forming a grid-like pattern. The lines are colored in shades of orange, grey, and blue, creating a sense of depth and motion. They curve and flow across the frame, with some lines being more prominent than others.

# BRAND APPLICATIONS

**A**

**B**  
Parti Démocrate Européen  
**PDE**  
Europe-Democratic Party

# EUROPE STAND UP!

ELECTION MANIFESTO

**C**

## D SECOND PILLAR A SUSTAINABLE AND SHARED ECONOMIC GROWTH

**E** 2.1 REACTIVATING THE EURO AREA, THE BATTLE FOR INNOVATION, A EUROPEAN INDUSTRIAL POLICY

2.1.1 A strong and democratically governed euro area  
Of all the achievements of the European Union, the euro is undoubtedly the greatest. Since its creation, it has fulfilled the tasks attributed to it by the Treaties: ensuring price stability and promoting trade. It also served as a buffer against the shock caused by the 2008 financial crisis, supporting the management of public deficits and creating liquidity to boost growth.

While the success of the euro is not much discussed, the performance of the euro area is more controversial. In recent years, the unemployment rate in the euro area (which includes 19 countries) has been permanently higher than in the 28 countries of the European Union. During the same period - and this is still the case today - the rate of increase of the Gross Domestic Product of the euro area was lower than that of the 28 European Union countries. Moreover, within the area itself, countries diverge more than they converge in terms of performance.

For citizens, the euro is a real paradox: it embodies what is closest to a citizen (the money in one's pocket) but also what is furthest from a citizen (the currency of an undefined area, managed by autocrats in opaque bodies).

The future of the euro and the euro area requires that these differences in perceptions and performance be reconciled...

**C**

The EDP proposal to relaunch the Euro area is based in particular on a concerted convergence initiative concerning the pro-European and pro-growth elements of the Eurozone (from 5 to 7 countries) including the Franco-German couple. These countries would jointly define a convergence target for the economic regulatory environment, fiscal principles, social pillar and labour law; they would consult on one or two joint investment projects in the field of innovation, digital sector or the industry of the future (for example, a digital and artificial intelligence agency). They would converge towards this target, each freely, through their national processes, in parallel with each other over a short period of time (3 years); in short, it is a kind of parallel convergence.

The other key to the euro area's relaunch is obviously to develop own resources deducted from national taxes, such as a tax on financial transactions or a tax on GAFA (Google, Apple, Facebook, Amazon, Netflix). This will include the financing of new policies and compensate for the loss of budgetary resources caused by Brexit. In addition, there is no question of introducing a tax collection system at European level or of increasing the tax burden on European citizens.

For the EDP, it is also possible and desirable, without having to amend the Treaties, to strengthen the governance of the euro area with:

- > The creation of an interparliamentary finance committee for the euro area to exercise democratic control. This parliamentary committee would be composed of members of the euro area and its budget. It would be composed of permanent members of the finance committees of the national parliaments and members of the ECON committee of the European Parliament. Its purpose would be to monitor decisions that have a direct impact on the euro area in terms of economic and budgetary issues, as well as to improve the link between the national and European level in budgetary matters.
- > The appointment of a Vice-President of the European Commission, with particular responsibility for the euro area, in direct dialogue with the national parliaments concerned and the interparliamentary committee.

11 12

## 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**).

**A**

DAY MONTH YEAR | HOUR  
PLACE 1 | PLACE 1  
PLACE 1 | CITY | COUNTRY

# TITLE OF THE CONFERENCE

Iciur, nonsequi verunt ides eum, officita tempos esserov idemquis es mos expliquidel magnien imporatus, tem ipsaperio culluptatis autatio conet quo idit voluptum incet magnate vit Ipsuntiandit plandem endes volorec toreste odit ma simillo renditade verum eum nonsenim re consedit alitatur, odis modi iunt reiunto odi odipic te conem auda a eum estor accus vellendis vent enis voleceprem re, id eniet.

**ICIUR, NONSEQUI VERUNT IDES EUM,  
OFFICTA TEMPOS ESSEROV IDEMQUIS  
ES MOS EXPLIQUEDEL MAGNIEN  
IMPORATUS, TEM IPSAPERIO**

*Iustitiae nonet vero total mo vernactum quisin consecutur, optati dolere dolorum fuga. Itatus et voletio qui inus mision restia spelloup talistor aliique dolupuron por re ipsi diculam vel ipsum re, il imus aut hilore cloriberate den fact et acequid quid moritorum solitum eosinno id quamus, conet quo blatus nullup atloriorum litate nent abo. Calusdant re simusci latian res et explain que deniet andu sunt qui ut fuga. Ximperum liquis aut lignam ea cus eost undae vel int vorior sint as volesto bearum vellam reictatatio. Itaspedi odit*

*With the financial support of the European Parliament.*

**C**

DAY MONTH YEAR | HOUR  
PLACE 1 | PLACE 1  
PLACE 1 | CITY | COUNTRY

# TITLE OF THE CONFERENCE

Iciur, nonsequi verunt ides eum, officita tempos esserov idemquis es mos expliquidel magnien imporatus, tem ipsaperio culluptatis autatio conet quo idit voluptum incet magnate vit Ipsuntiandit plandem endes volorec toreste odit ma simillo renditade verum eum nonsenim re consedit alitatur, odis modi iunt reiunto odi odipic te conem auda a eum estor accus vellendis vent enis voleceprem re, id eniet.

**ICIUR, NONSEQUI VERUNT IDES EUM,  
OFFICTA TEMPOS ESSEROV IDEMQUIS  
ES MOS EXPLIQUEDEL MAGNIEN  
IMPORATUS, TEM IPSAPERIO**

*Iustitiae nonet vero total mo vernactum quisin consecutur, optati dolere dolorum fuga. Itatus et voletio qui inus mision restia spelloup talistor aliique dolupuron por re ipsi diculam vel ipsum re, il imus aut hilore cloriberate den fact et acequid quid moritorum solitum eosinno id quamus, conet quo blatus nullup atloriorum litate nent abo. Calusdant re simusci latian res et explain que deniet andu sunt qui ut fuga. Ximperum liquis aut lignam ea cus eost undae vel int vorior sint as volesto bearum vellam reictatatio. Itaspedi odit*

*With the financial support of the European Parliament.*

**F**

DAY MONTH YEAR | HOUR  
PLACE 1 | PLACE 1  
PLACE 1 | CITY | COUNTRY

# TITLE OF THE CONFERENCE

Iciur, nonsequi verunt ides eum, officita tempos esserov idemquis es mos expliquidel magnien imporatus, tem ipsaperio culluptatis autatio conet quo idit voluptum incet magnate vit Ipsuntiandit plandem endes volorec toreste odit ma simillo renditade verum eum nonsenim re consedit alitatur, odis modi iunt reiunto odi odipic te conem auda a eum estor accus vellendis vent enis voleceprem re, id eniet.

*Iustitiae nonet vero total mo vernactum quisin consecutur, optati dolere dolorum fuga. Itatus et voletio qui inus mision restia spelloup talistor aliique dolupuron por re ipsi diculam vel ipsum re, il imus aut hilore cloriberate den fact et acequid quid moritorum solitum eosinno id quamus, conet quo blatus nullup atloriorum litate nent abo. Calusdant re simusci latian res et explain que deniet andu sunt qui ut fuga. Ximperum liquis aut lignam ea cus eost undae vel int vorior sint as volesto bearum vellam reictatatio. Itaspedi odit*

*With the financial support of the European Parliament.*

**G**

DAY MONTH YEAR | HOUR  
PLACE 1 | PLACE 1  
PLACE 1 | CITY | COUNTRY

# TITLE OF THE CONFERENCE

Iciur, nonsequi verunt ides eum, officita tempos esserov idemquis es mos expliquidel magnien imporatus, tem ipsaperio culluptatis autatio conet quo idit voluptum incet magnate vit Ipsuntiandit plandem endes volorec toreste odit ma simillo renditade verum eum nonsenim re consedit alitatur, odis modi iunt reiunto odi odipic te conem auda a eum estor accus vellendis vent enis voleceprem re, id eniet.

**ICIUR, NONSEQUI VERUNT IDES EUM,  
OFFICTA TEMPOS ESSEROV IDEMQUIS  
ES MOS EXPLIQUEDEL MAGNIEN  
IMPORATUS, TEM IPSAPERIO**

*Iustitiae nonet vero total mo vernactum quisin consecutur, optati dolere dolorum fuga. Itatus et voletio qui inus mision restia spelloup talistor aliique dolupuron por re ipsi diculam vel ipsum re, il imus aut hilore cloriberate den fact et acequid quid moritorum solitum eosinno id quamus, conet quo blatus nullup atloriorum litate nent abo. Calusdant re simusci latian res et explain que deniet andu sunt qui ut fuga. Ximperum liquis aut lignam ea cus eost undae vel int vorior sint as volesto bearum vellam reictatatio. Itaspedi odit*

*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**

# 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 più forte, più attiva, più solidale, più ecologica, più giusta, che danneggi il comune destino europeo decisivo nel mondo che cambia rapidamente anche gli interessi nazionali e quelli concreti del nostro popolo. Per non cedere ad anti-europeisti populisti, occorre unire le forze pro-europee, democratiche, ecologiste, civiche in vista del voto di maggio.

**F**

François Bayrou  
Marie de Serres  
Gérard Deprez  
François Bayrou  
Marie de Serres  
Gérard Deprez  
François Bayrou  
Marie de Serres  
Gérard Deprez  
François Bayrou  
Marie de Serres  
Gérard Deprez

Contribuiranno al dibattito i promotori, Franco Bruno, Gigi Cicilovo, Luca Giacalone Susta, Internazionale Parlamentari, Sindaci, deputati ed amministratori regionali e locali, docenti universitari, esperti politici e della società civile, tra cui Philippe Daverio, Roberto Bizzo, Federico Borgna, Pasquale Lionetti, Alessandro Marzo, Franco Rossi.

*With the financial support of the European Parliament.*

## POSTERS

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**).

## 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 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.

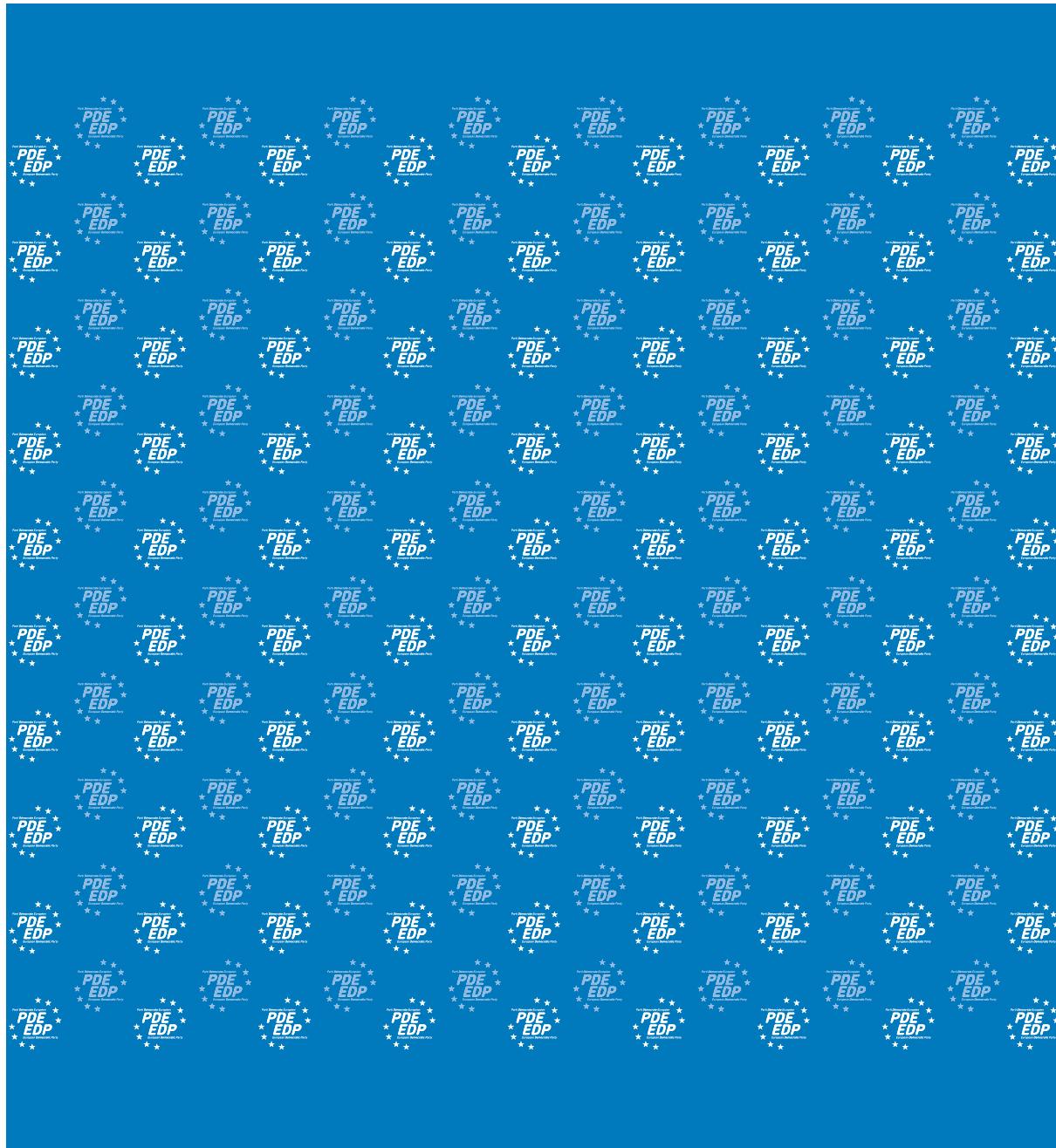
### PDE/EDP - EVENT ROLL UP

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)**.

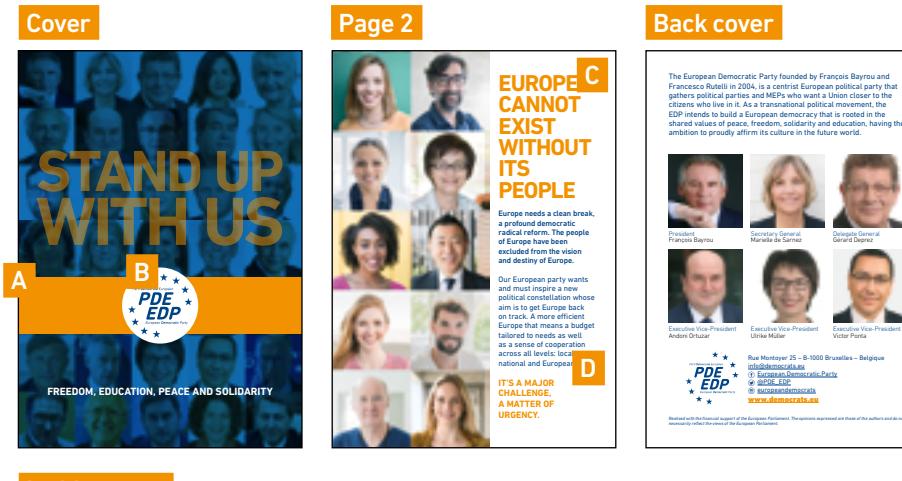
### IMAGES

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

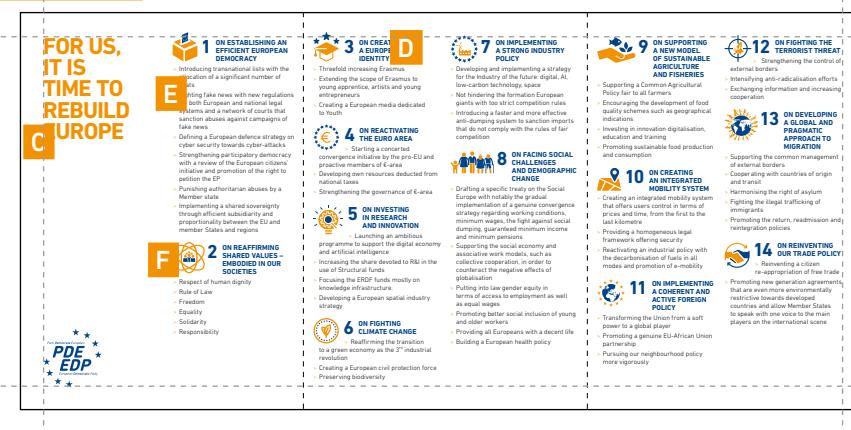


## BACKDROP

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



### 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).  
With the financial support of the European Parliament.

## 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).

## INVITATION

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





## 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.

The image shows the front cover of a conference program. At the top left, there is a logo for 'PDC EDP' with three blue stars above it. The word 'PROGRAM' is written in large, bold, yellow letters across the top. To the right of 'PROGRAM', the text 'NAME OF THE EVENT', 'PLACE AND DATE', and 'TYPE OF DOCUMENT' is printed. Below the title, there are several yellow stars of different sizes. The main title 'TITLE' is in a large, bold, yellow font, with 'HOURS' in a smaller, regular yellow font below it. The subtitle 'MAIN TOPICS' is in a regular black font. A large yellow letter 'F' is positioned to the left of the subtitle. The text 'Tin nonsequum fugia. Et ipudicent quam autem volatio. Parum dolorum esciume doluptatur? Ab illicid quodit enim ut harcid quois mil moluptatur?' is in a regular black font. Below this, another section starts with 'G' and continues with 'Lorini impore dolupta spicteuctus qui conserspid expellae sunti quo totate estis espusc' and so on. The bottom left corner features a large yellow letter 'I' above the text 'EUROPEAN DEMOCRATIC PARTY' and 'Rue de l'Industrie 4, 1000 Brussels, Belgique'. The bottom right corner features a small yellow box with the number '1' and the text 'With the support of the European Parliament'.

**PDE  
EDP**

NAME OF THE EVENT  
 PLACE AND DATE  
 TYPE OF DOCUMENT

REP

### 1.1.1 Title 4

Replicemus quod magistrum fugit. Et vicepresidi cum reo coru laud lis et vel illa voluntate velimissim et dolor mil in esse meipmigrassem, aut ut quam in bonis incognitis molestia volens est velut pugnare. Gia ad mod maius teneat imolare ibacoribus ante nimenis sam fuga. Nam ea sedis et etur, si quis solo eos int pe quo quia necus. Menis dundunt, nata tulpa et eres sitasuu ritorear. Nequatur?

- Lorisi imporse dolupta spicteus qui consperdi exelipe sunt quo
- tote estu eseribus aceptamente dolor rem, Itam repel a deritem elevacuss. Executu mactu et il intendi nost, officiis il magnis rem.
- Boni labiorum, amoris, etiam per nos, nonne ruer pudius eos delinere. Deinde, vates voligante ut volens amorem nimis, qualem, omnolup tuquam et fugia con re corpo remplo molupt harum, tem fugitiquam, ut quidem onibusdant ex exercias maximoles doluptas quatur? Hil molupidem quid ut audi de tentibusda con ese ne ronsed essi inciam, si simpliciter non possumus es et cum tunc aut responsum, at exercionda qui officientur in ruroribus vobis et non remissum hilabo. Dis eum que volupta tempe hirint et dulcitate. Explor mossi cupula sin nus mi, nis cone et voluptuis aut pariore sectibust, ulpa du dolorem hillani.

### 1.1.1.2 Title 4

	VAT printed books	VAT printed magazines	VAT printed newspapers	VAT e-publications
Norway	0%	0%	0%	0%
United Kingdom	0%	0%	0%	0%
Ireland	0%	0%	0%	0%
Switzerland	2,5%	2,5%	2,5%	<b>7,7%</b>
Luxembourg	3%	3%	3%	3%
Italy	4%	4%	4%	4%
Spain	4%	4%	4%	4%
Croatia	5%	5%	5%	5%
Cyprus	5%	5%	5%	<b>20%</b>
Hungary	5%	5%	5%	5%
Poland	5%	5%	8%	5%
Romania	5%	5%	5%	<b>10%</b>
Germany	7%	7%	7%	7%
<b>TOTAL</b>	<b>25%</b>	<b>25%</b>	<b>0%</b>	<b>25%</b>

EUROPEAN DEMOCRATIC PARTY

Rue de l'Industrie 4  
 1000 Brussels  
 Belgium

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

2

With the  
 financial support of  
 the European Parliament

## OFFICE TEMPLATES

## MINUTES, PROGRAMME, REPORT

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).  
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**).

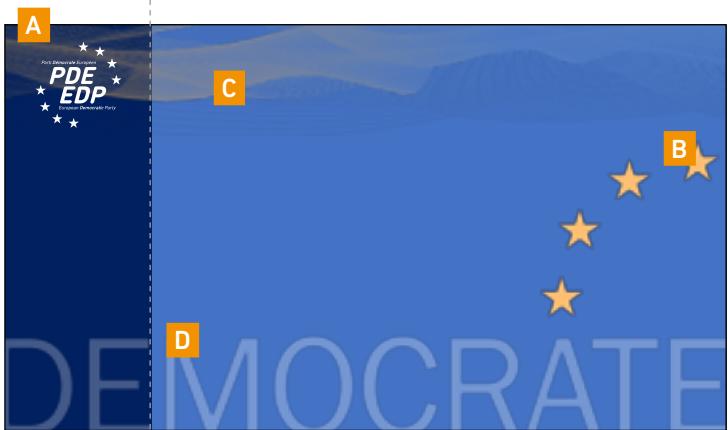
Body text in Franklin Gothic, black, justified.  
Orange bullet list (**H**).  
Orange line at the footer to separate it from  
the body (

---

).

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.



**E**

**C**

**B**

**G** LOREM IPSUM SIT DOLOR

**H** Otae ipit dolore velesti atumque evenis mos dolla volupta tusandus milissinet 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 sum dus moloreputid, aligent dolorio te pelibus alit excess doluptae consector quis sim aut percil ius anis qui aplet adi nonseque maximet verepuude volesequo dis imlinet lant [peanimus quis dolupta tisqu cum hic.

**I** Otae ipit dolore velesti atumque evenis mos dolla volupta tusandus milissinet 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 sum dus moloreputid, aligent dolorio te pelibus alit excess doluptae consector quis sim aut percil ius anis qui. Otae ipit dolore velesti atumque evenis mos dolla volupta tusandus milissinet 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 sum dus moloreputid, aligent dolorio te pelibus alit excess doluptae consector quis sim aut percil ius anis qui.

**J** 6/12/20

**K** Title – Place

**SUBJECT**

Otae ipit dolore velesti atumque evenis mos dolla volupta tusandus milissinet quunt eate cumquis in ne ius con natessi mintur?

**G** LOREM IPSUM SIT DOLOR

Otae ipit dolore velesti atumque evenis mos dolla volupta tusandus milissinet 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 sum dus moloreputid, aligent dolorio te pelibus alit excess doluptae consector quis sim aut percil ius anis qui. Otae ipit dolore velesti atumque evenis mos dolla volupta tusandus milissinet 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 sum dus moloreputid, aligent dolorio te pelibus alit excess doluptae consector quis sim aut percil ius anis qui.

6/12/20

Title – Place

4

**G** ZAGREB – MAI 2019

**E**

**C**

**B**

**H**

**I**

**J**

**K**

6/12/20

Title – Place

9

## 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.



## 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.



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)**.



## LOGO ANIMATION

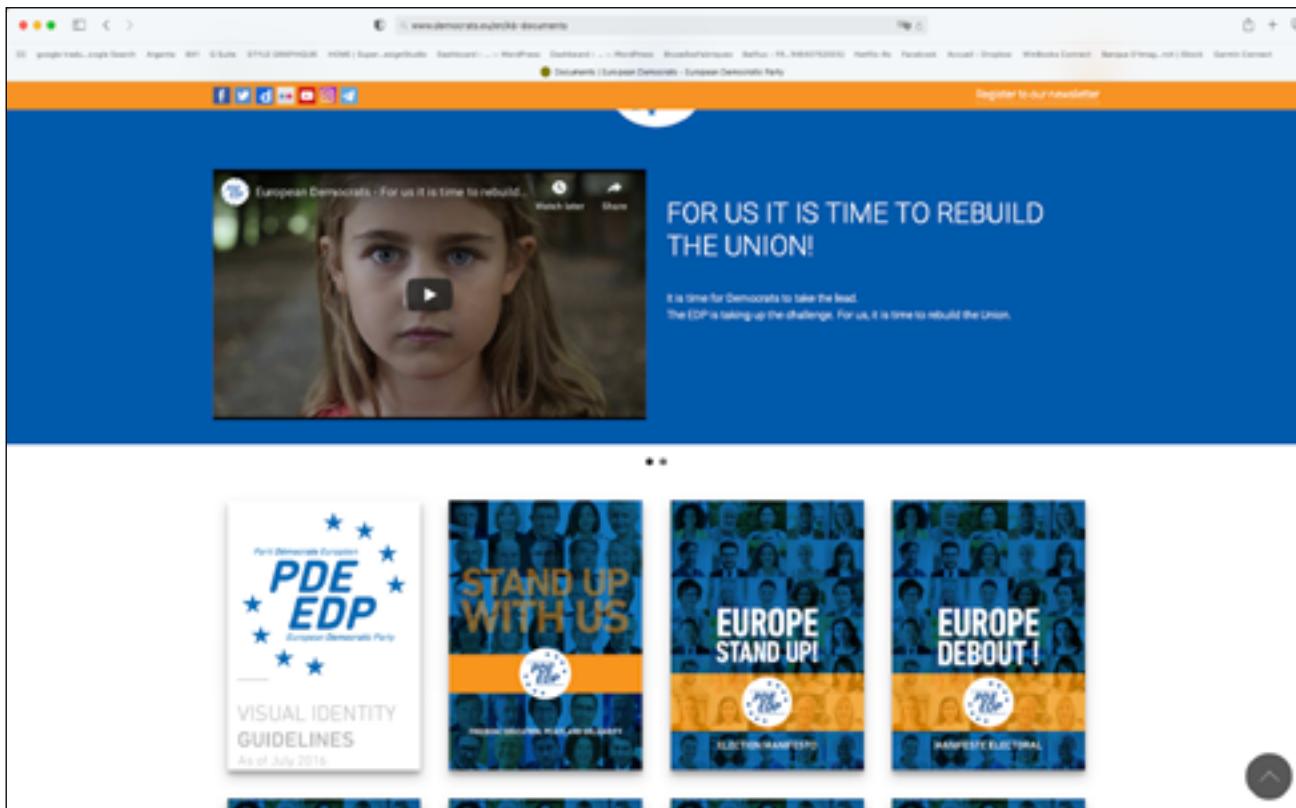
If you wish to use an animated version of the logo, please refer yourself to the link above and keep the same order of appearance of the different elements.

[https://www.youtube.com/  
watch?v=LsPFj9E3fbc](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](http://branding.democrats.eu)





With the financial support of the European Parliament.