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
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 cannot 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.
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
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).
UN MANIFESTO DI IDEE E PROGETTI PRO-EUROPEI

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Tel. (06) 45 50 50 01 - Fax (06) 31 03 59 98 - info@edp.eu

Con il sostegno finanziario del Parlamento Europeo.

Le opinioni espressi sono quelle degli autori e non necessariamente riflettono le opinioni del Parlamento Europeo.

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).

EUROPEAN PARLIAMENT
SUPPORT

Always put the sentence:

With the financial support of the European Parliament.
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.
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.
For office applications such as Word the EDP is using a standard typography, Franklin Gothic, and has prepared a set of templates.
TYPOGRAPHY (MAILCHIMP)

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

**SOURCE SANS PRO REGULAR**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&é''(§èçà)-^-§€ù` ;::=``*%£?.+/
```

**SOURCE SANS PRO ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&é''(§èçà)-^-§€ù` ;::=``*%£?.+/
```

**SOURCE SANS PRO BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&é''(§èçà)-^-§€ù` ;::=``*%£?.+/
```

**SOURCE SANS PRO BOLD ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&é''(§èçà)-^-§€ù` ;::=``*%£?.+/
```
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  
(G) Energy
BRAND APPLICATIONS
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, the rate of increase in the Gross Domestic Product of the euro area was lower than that of the 28 European Union countries. Moreover, within the euro area, countries diverge more than they converge in terms of performance.

For citizens, the euro is a 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.

SECOND PILLAR
A SUSTAINABLE AND SHARED ECONOMIC GROWTH

The EDP proposal to relaunch the Euro area is based in particular on a concerted convergence initiative concerning the pro-European and pro-active members of the Euro area (from 5 to 7 countries, including France, Germany, Italy, Spain and Portugal). These countries would jointly define a convergence target for the economic regulatory environment, fiscal principles, social policy and labour law. They would then consult on one or two joint investment projects in the field of innovation, digital economy or the development of the manufacturing base. The aim is to converge towards this target, each freely, through their national processes, of course, with each other over a short period of time (3 years), in order to foster a level of partnership and transparency.

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 focus on the financial issues of the euro area and its budget. It would notably be composed of the finance ministers of the national parliaments and members of the ECON committee of the European Parliament. It would make 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.

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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.
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%).
EUROPE CANNOT EXIST WITHOUT ITS PEOPLE

Europe needs a clean break, a profound democratic radical reform. The people excluded from the vision of Europe have been

URGENCY.

IT’S A MAJOR

across all levels: local,

Europe that means a budget

without

excluded from the vision

and must inspire a new

URGENCY.

IT’S A MAJOR

across all levels: local,

Europe that means a budget

without

excluded from the vision

and must inspire a new
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).
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.
LOREM IPSUM SIT DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id ante pulvinar, vehicula velit in, tristique libero. Donec ac lectus et elit lobortis venenatis eu ac lectus.

ZAGREB – MAI 2019

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).
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).
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
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