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Introduction

Graphical coherence



The graphic charter of the **European People's Party (EPP)** aims to define **graphical coherence** throughout all communication tools (online, print and gadgets) to ensure a clear visual identity. The European People's party graphic style guide are aligned with the **EPP**'s visual identity.

This graphic style guide will define:

- **the EPP trademarks & logos:** its colours, its positioning, its proportions, its different language versions, its variations on white and coloured backgrounds, its use in combination with other logos, etc;
- **the fonts** used;
- the various **colour** palettes for different information materials;
- the principles governing choices of images and illustrations.

This graphic style guide seeks to be as comprehensive as possible and envisages the broadest range of contexts where rules relating to the use of graphics must be applied, whilst allowing sufficient latitude to be able to evolve over time and to encompass the wide variety of communication tools produced by the EPP.

This graphic style guide is a reference work for designers and printers who work with the EPP. It will also serve as the basis for templates which will be produced for the various newsletters published within the EPP.

These graphic style guide are not intended to be the definitive source for all copyright and trademark attribution. They should be used in conjunction with additional (licensing) conditions and trademark guidelines.

Introduction

A unified identity



Graphic Style Guide - maintaining a unified identity throughout all communications and the importance of respecting it.

The EPP has exclusive trademark rights and copyrights for the EPP Wordmark and the EPP logos. All logos are copyrighted, with a © note.

The EPP logo should always be used with its typeline, unless otherwise specified. When referring to the EPP, its name should always be spelled in full or in capital letters with the acronym (EPP).

This document will guide you through:

1. Understanding who we are

Learn what makes us unique, what we see as opportunity, the way we work and why that's important.

2. Learning about our brand elements

Become familiar with the brand elements we use to differentiate ourselves from other political families and connect to our audiences.

3. Delivering communication needs

Use these brand elements to effectively create and manage branded applications throughout the organisation.

Introduction

A common logo



A common logo for the EPP political family

The European People's Party is a political family with a rich and powerful past and present. Brought closer together by its people, its common history and its shared challenges, the EPP is made up of different organisations that reflect its diverse nature. These organisations have, over the past decades, communicated using different logos, fonts and visual symbols.

Today, the different parts within the EPP ecosystem are collaborating on many fronts and wish to showcase this unification visually through the adoption of a common logo by its two main bodies: the Party and the Group. This is key to promoting the unity and coherence of the EPP as an overall alliance and will enable the public to recognise the EPP as a united organisation with common goals and ideas. This is an important step towards making the EPP a distinctive brand.

The EPP's trademarks & logos are protected intellectual property rights and EPP's trademarks are registered with the European Intellectual Property Office (EUIPO) and published in the EU trademark register n (<https://euipo.europa.eu/eSearch/>)

Our brand voice

Approachable

- ✓
 - Address the audience directly by using pronouns when appropriate.
 - Use an active tense with a warm, human voice to tell a story and engage in meaningful conversations.
 - Be concise, focusing on the big idea in headlines and secondary points in body copy.
- ✗
 - Don't overuse political jargon – if it is necessary, provide adequate context to ensure comprehension.
 - Don't obscure your main point.
 - Don't come across as unprofessional or overly emotional, yet show you care.

Optimistic & caring

- ✓
 - Using the active voice makes your text more understandable and concise.
 - Active: the party increased in size.
 - Passive: numbers were increased by the Party.
 - Be human and caring in the way you phrase your sentences and how you approach your subject.
 - Address citizens with 'you' instead of 'they' whenever possible.
- ✗
 - Avoid downplaying the challenges European citizens face.
 - Don't rely on adverbs or intensifiers such as 'very' or 'really'.
 - Don't create forced enthusiasm with unnecessary adjectives or exclamation marks.

Collaborative

- ✓
 - Have a broad perspective and focus on the big picture, understanding that communication will reach a wide audience.
 - Always keep in mind that at the EPP, we believe in people and in finding solutions together.
 - Use collective pronouns like 'we' and 'us'.
 - Use language that is intuitive, yet direct.
- ✗
 - Don't lecture or speak down to your audience.
 - Don't assume everyone understands or agrees with your messages.
 - Only write with the EU bubble in mind, as communication should be as inclusive as possible.
 - Don't stray from your goal or topic of your message.

Strength through consistency

Various brand elements can be used across the EPP Group to build a consistent brand image and strengthen our identity.

logo



Colour Palette



Subline

european people's party

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pattern



Graphic element



Visual identity

EPP Group logo



1 Logo type to be used whenever possible.



2 Glyph: use it as a decorative element or as an icon (social media, fav icon, etc.) only over EPP Blue or EPP Pattern.

1 Logo minimum size:



Logo safe area (clear space):



2 Glyph minimum size:



As a graphic element for print

Clear space

A minimum amount of clear space should surround the logo, separating it from other graphic design elements. This protected area preserves the legibility and visual impact of the logo.

The standard minimum clear space on all sides of the logo is equal to the height of the letter “e” in EPP.

Minimum sizing

The logo has been designed to maintain legibility in most sizes. However, when scaling to accommodate smaller applications, consider the legibility limitations provided.

Use of the company's legal name

When referring to the European People's Party or EPP, you must use capitals letters.

The abbreviation EPP is a registered EU Wordmark. It is not needed to use ® or TM symbol next to the EPP sign. No alternatives to the logo can be made.

✓ © Copyright XXXX - 2015 European People's Party - All rights reserved.

Use of EPP

Do not use all capital or lowercase characters in the complete name.

- ✓ Lorem ipsum dolor sit amet EPP.
- ✓ Lorem ipsum dolor sit amet European People's Party.
- ✗ Lorem ipsum dolor sit amet epp.
- ✗ Lorem ipsum dolor sit amet european people's party.
- ✗ Lorem ipsum dolor sit amet EUROPEAN PEOPLE'S PARTY.

When used in a link (epp.eu), be sure to use all lowercase characters.

- ✓ Lorem ipsum dolor sit amet epp.eu
- ✗ Lorem ipsum dolor sit amet EPP.eu

Visual identity

Logo variations



To be used on white background,
clear grey background and images.



One colour Pantone: 3015 C



Monochrome



The logo in white should only be used over
the EPP Pattern, photos and the EPP Blue.

Visual identity

Incorrect use of the logo



Do not change the position of the different elements of the logo.



Don't skew or attempt to make the logo 3-dimensional in any way.



Don't change the logo's color.



Don't apply any effects.



Don't rotate the logo.



Don't remove 'epp'.



Don't change the font.

Visual identity

Logo cohabitation



Cohabitation:

Whilst it is true that there are three variants of the logo and that its dimensions change proportionally from one language to another, it may be no smaller than the other logos around it.



Exceptions:

If the EPP logo needs to be used on a 3rd-party website or printed among other logos, you can change the colour of the plain black logo to a lower opacity.

This is a rare example of a situation when recolouring the EPP logo is permitted to match the other partner logos shown.

Visual identity

Logo language variations



The EPP logo exists in 30 different languages
BA, BG, CA, CZ, DE, DK, EE, EL, EN, ES, FI, FR, GE, HR, HU, IT, LT, LU, LV, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, TK.

Visual identity

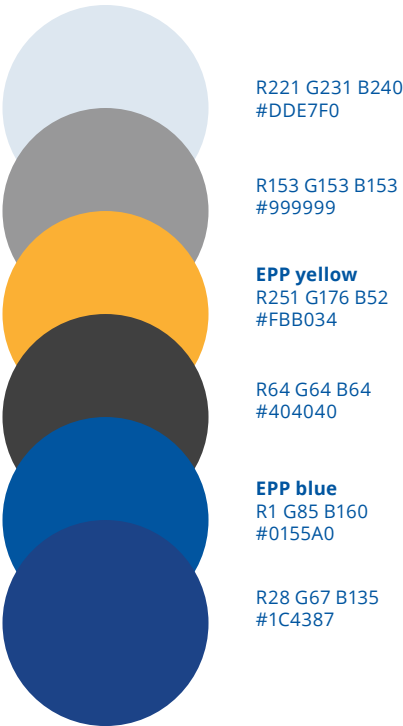
EPP TV



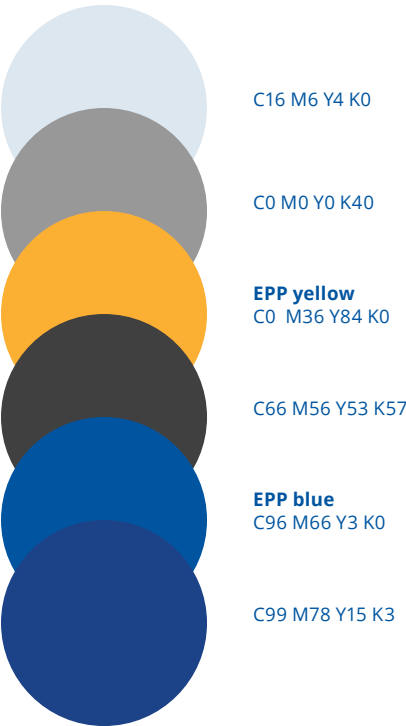
Visual identity

Primary colour palette

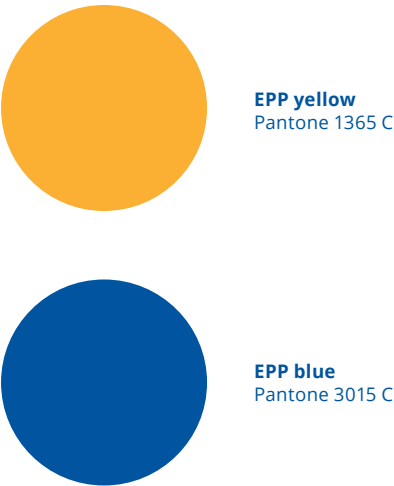
RGB values



CMYK values



Pantone values

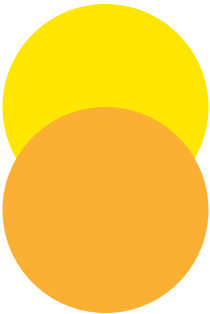


To maintain colour consistency across all media, specifications have been prepared for PANTONE®, CMYK, RGB and HTML formats. It is strongly advised to check with your printer to ensure proper colour reproduction.

Visual identity

Colour gradient

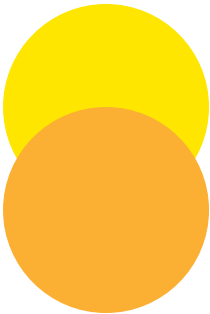
RGB values



Secondary colour
R255 G230 B0
#FFE600

EPP yellow
R251 G176 B52
#FBB034

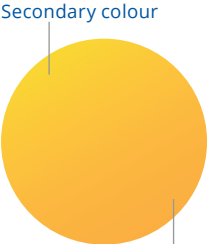
CMYK values



Secondary colour
C3 M4 Y91 K0

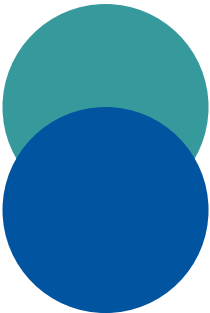
EPP yellow
C0 M36 Y84 K0

Gradient



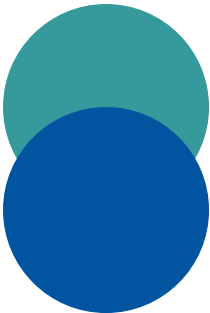
EPP yellow

Angle: -60°
Gradient slider: 30%



Secondary colour
R54 G154 B157
#369A9D

EPP blue
R1 G85 B160
#0155A0



Secondary colour
C74 M19 Y39 K3

EPP blue
C96 M66 Y3 K0



EPP blue

Angle: -60°
Gradient slider: 30%

NB: All colour names and colour values from the old corporate identity materials are no longer valid and should no longer be used.

Visual identity

Typography

Headline

Subheadings

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Headline

Subheadings

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Primary font - PF Beau Sans Pro - Headings

PF Beau Sans Pro Light
PF Beau Sans Pro Regular
PF Beau Sans Pro Bold

PF Beau Sans Pro covers a broad range of languages by incorporating 3 major scripts i.e. Latin, Greek and Cyrillic in one font. This typeface is totally recommended for titles.

Primary font - Open Sans
Web use - Body text - Subheadings

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic
Open Sans Extrabold
Open Sans Extrabold Italic

Open Sans currently supports a wide range of languages using Latin script. The non-italic fonts also support both modern and polytonic Greek, as well as glyph coverage for extended Cyrillic.

Secondary font - Garamond - Print body text

Garamond Regular
Garamond Italic
Garamond Bold

Like all old-style designs, variation in stroke width is restrained in a way that resembles handwriting, creating a design that seems organic and unadorned. Although there is no conclusive evidence from legibility studies, Garamond is considered to be among the most legible and naturally readable serif typefaces when printed on paper.

Secondary font - Trebuchet MS -
PowerPoint, Word document and newsletter

Trebuchet MS Regular
Trebuchet MS Italic
Trebuchet MS Bold
Trebuchet MS Bold Italic

The purpose of the secondary font is to keep a continuity across all kinds of documents. Sometimes in documents like Word or PowerPoint it is easier to use a safe font (the same font will open on all computers).

Trebuchet MS is bundled with Windows 2000/XP and it is also included in the IE font pack (and bundled with other MS applications), so it is quite common in Windows 98 systems.

Visual identity

EPP pattern



Landscape



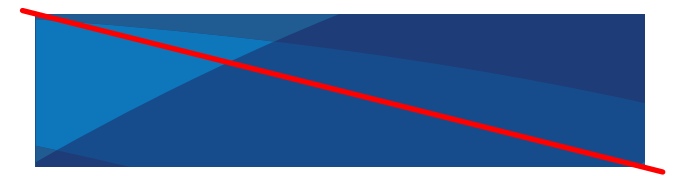
Portrait

EPP pattern

The EPP Pattern is vector based and can be enlarged as much as you want. It is usually used for events, for roll-ups, spider roll-ups, lecterns, front-lit banners, mesh banners, backlit tarp, etc.



✓ It should always be used “along” with the white font EPP logo.



✗ Be careful with the pattern, it should never be stretched. If you need to use it, you should crop the offset part.

Visual identity

Background images

Headline
Subheadings

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Headline
Subheadings

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Using a background image may allow the subject to be highlighted and adds body/texture to bare pages. For reasons of clarity and homogeneity, an image should not simply be placed in the background, even if its opacity is reduced.

The image will give the best result if you apply a colour over it as per the example provided. In the first case, to keep legibility we increase the contrast by adding a darker colour from the EPP Group colour palette with an 85% opacity over the image and by using white for the font. In the second case, we use a brighter colour with a darker colour for the font.

You can also blur the image to improve legibility.

For a heavy body of text we recommend not to use background images as it could be very tiring for readers.

Headline
Subheadings

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Headline
Subheadings

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Headline
Subheadings

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Headline
Subheadings

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Visual identity

Social media



EPP social media top banner

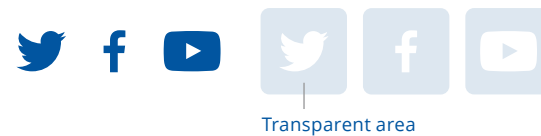
Never use too much information on the top banner, try to keep it simple. Be sure to consult the latest sizes and safe areas of the social media platform you are using. Use the logo, or add a special #hashtag.

EPP social media profile picture

Use the glyph icon on an EPP blue background.

When using social media on EPP Group communications

Always use the social media icons in one colour, either in white or in EPP blue.



Visual identity

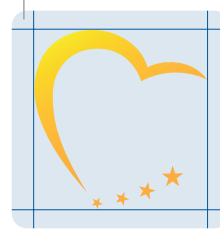
Glyph web/Favicons

Glyph safe space:

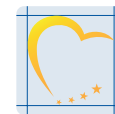
For icons there should be a small space between the glyph and the borders.

For 32px and 16px favicons there should be no space.

Transparent area



128px



64px



32px



16px

Glyph colour background for icons:

The icon background should always be the EPP blue.

Except for the 16px favicon:

For readability reasons, the glyph should be on white.



128px



64px



32px



16px

Transparent area



128px



64px



32px



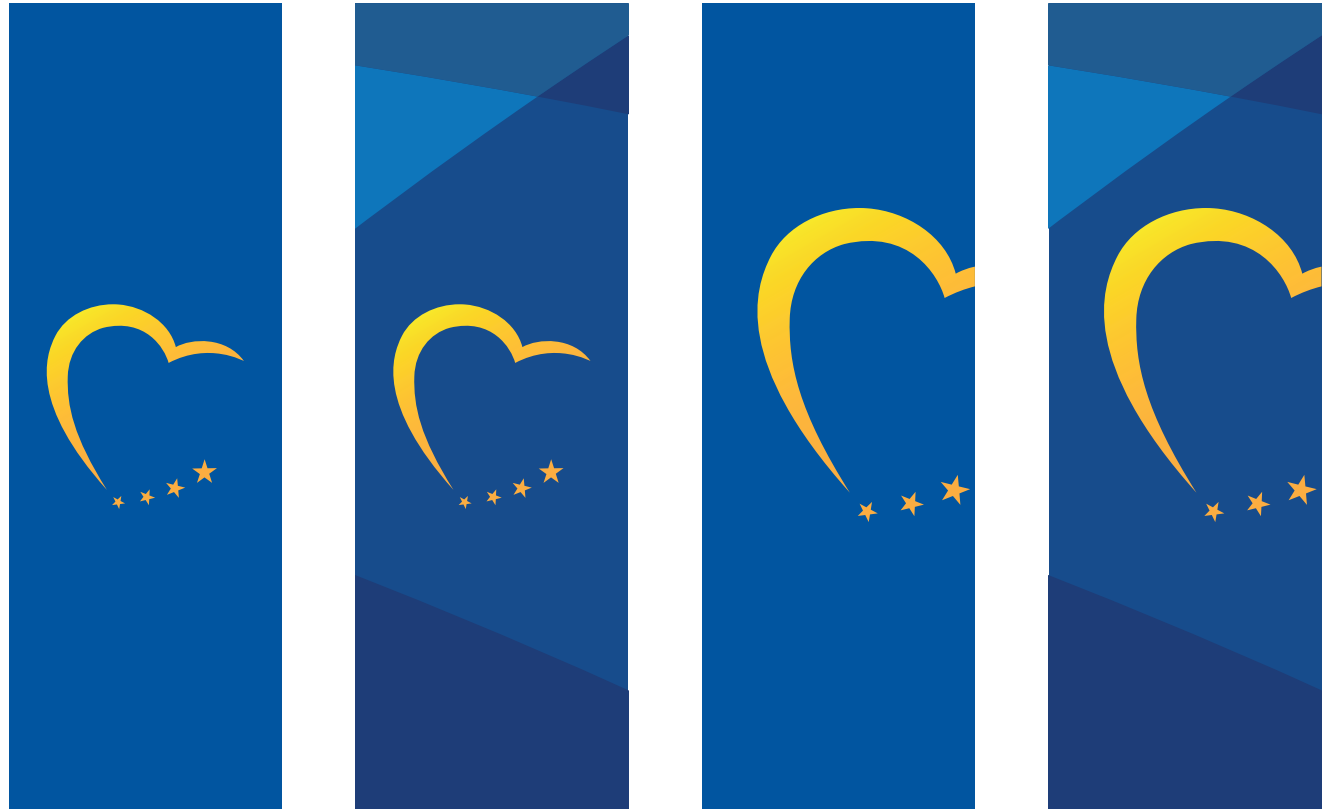
16px

Visual identity

Graphic element

The logo heart as a graphic element

Whilst an exclusion zone must be respected for the logo, where the logo is used as a graphic element, there is just one rule: no distortion of the logo (stretching, overwriting, perspective) or rotation, so that it always remains identifiable.



Trademarks

Trademarks

A trademark can be any sign, a word, a logo, or even a slogan used to identify a company's products or services and distinguish them from those of other companies. EPP is the sole owner of the EPP Wordmark and logos. These trademarks are registered with the European Union Intellectual Property Office (EUIPO). Because trademarks are valuable assets, the EPP trademarks must be used properly/carefully to prevent public confusion about the ownership and responsibility and to protect the valuable investment EPP has made in its trademarks.

Scope of protection

EPP has exclusive trademark rights and is entitled to prevent all third parties not having consent from using in the course of trade, in relation to goods or services, the EPP trademarks or similar signs or similar signs for identical or similar services, or where the use takes unfair advantage of, or is detrimental to, the distinctive character or repute of the EPP trademarks.

Trademark use

For reasons of equity and legal certainty, EPP should make sure her trademarks are and stay distinctive. For example: the EPP trademarks should be used as registered to stay distinctive and enforceable. Incorrect use can result in trademark rights being lost. The trademark must be used consistently. For the correct use of the EPP trademarks & logos we refer to our trademark (usage) guidelines.

If you wish to use the EPP trademarks in any other manner not outlined above, you can request for permission, e-mail: connect@epp.eu

'The European People's Party is the proprietor of multiple European Union trademarks (EUTMs), as registered with the European Union Intellectual Property Office (EUIPO), amongst others, but not limited to:..'

All listed trademarks are published in the EU trademark register: <https://euipo.europa.eu/eSearch/>