

DEMOCRATS
EUROPEAN DEMOCRATIC PARTY

BRAND GUIDELINES 2024



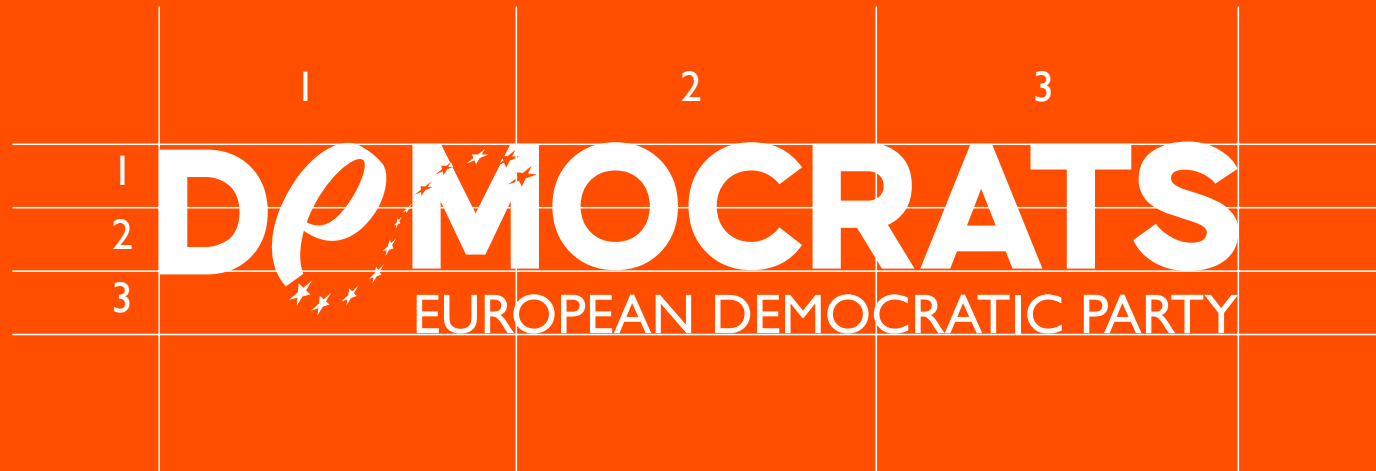
INTRODUCTION

On December 8, 2024, the European Democratic Party (EDP) unveiled a refreshed logo, marking a significant update to its visual identity. The centerpiece of this new design is the word “Democrats,” reflecting the party’s dedication to an inclusive and forward-thinking democracy. The vibrant orange hue signifies energy, innovation, and the party’s centrist stance, bridging socialist red and liberal yellow. Additionally, twelve stars encircle the design, symbolizing unity and paying homage to European values. This rebranding underscores the EDP’s commitment to fostering a united, strong, and inclusive Europe.

This internal document, which is made available to our MEPs, member parties and partners, sets out guidelines for the use of the logo in all circumstances.

- ▶ CONSTRUCTION
- CLEAR SPACE
- LANGUAGES
- ICON
- GRAPHIC ELEMENT
- COLOURS
- POSITION
- FONT
- APPLICATION
- WEB SITE
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The new logo of the European Democratic Party should be published in such a way that the proportions of the base and height are not altered in any way.



Do not stretch, maintain proportions.



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The white area (A) indicates the clear space, meaning the minimum space that must be maintained between the logo and other elements (including partner logos). Its size is equal to half the height of the letters in DEMOCRATS and the distance between the end of the word 'DEMOCRATS' and the end of the claim text. It is recommended to place the logos next to each other at the same size.



DEMOCRATS
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Les Engagés



DEMOCRATS
EUROPEAN DEMOCRATIC PARTY



Les Engagés



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LOGO PACKAGE

Although the working languages of the European Democratic Party (EDP) are English, French, German, and Italian, translations of the name within the “Democrats” logo are allowed to adapt to national or territorial contexts. Translations in the official languages of the European Union or other languages, such as Basque, are therefore permitted. To use such versions, a formal request must be submitted to the EDP, whose offices will produce the official graphic versions



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DEMOCRATES
PARTI DÉMOCRATE EUROPÉEN

DEMOCRATS
EUROPÄISCHE DEMOKRATISCHE PARTEI

DEMOCRATS
PARTITO DEMOCRATICO EUROPEO

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The use of this icon must be extremely limited: it is allowed as a favicon on websites and where the size available for display on digital media or for printing on paper or other material (e.g. gadgets) does not allow the word “Democrats” or the party name to be read.

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EXAMPLE:

DEMOCRATS
EUROPEAN DEMOCRATIC PARTY

DEMOCRATS
EUROPEAN DEMOCRATIC PARTY

DEMOCRATS
EUROPEAN DEMOCRATIC PARTY

MINIMUM HEIGHT
26PX (OR 8MM)

| **DEMOCRATS**
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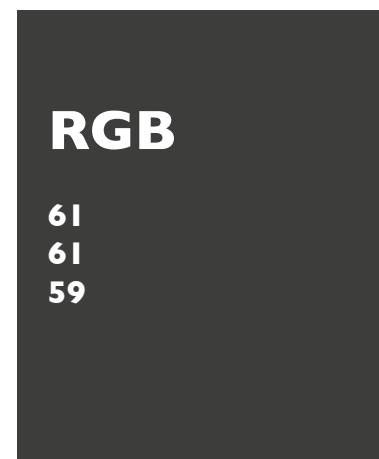
GADGET

SOCIAL

The graphic element of the twelve stars can be used as part of a complementary graphic illustration



The primary color is the one to be used in both negative and positive formats at all times. In the grayscale version, however, the secondary color must be used, which is an anthracite gray. Never use black.



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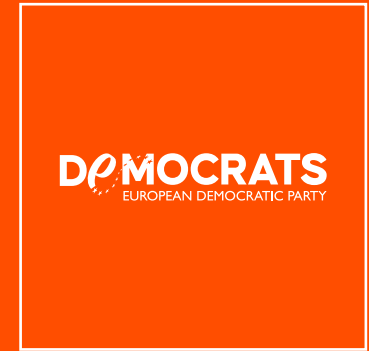
These are the only permitted colour combinations:



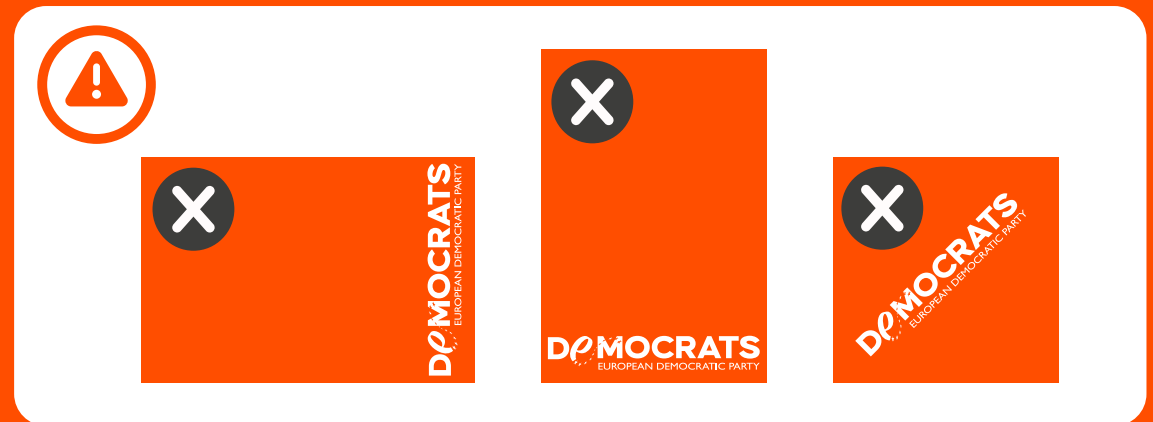
✗

✓

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The application on square formats is allowed both vertically and horizontally. For vertical formats, however, a vertical placement is recommended. In the horizontal version, usage is permitted exclusively in a horizontal orientation.



For titles, only uppercase and the “Causten Bold” font are allowed. For subtitles and body text, the “Gill Sans” font must be used.

TITLES

CAUSTEN BOLD

TEXT

GILL SANS

Light

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Regular

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Bold

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EXAMPLE:

TITLE
subtitle **subtitle**

TITLE
subtitle **subtitle**

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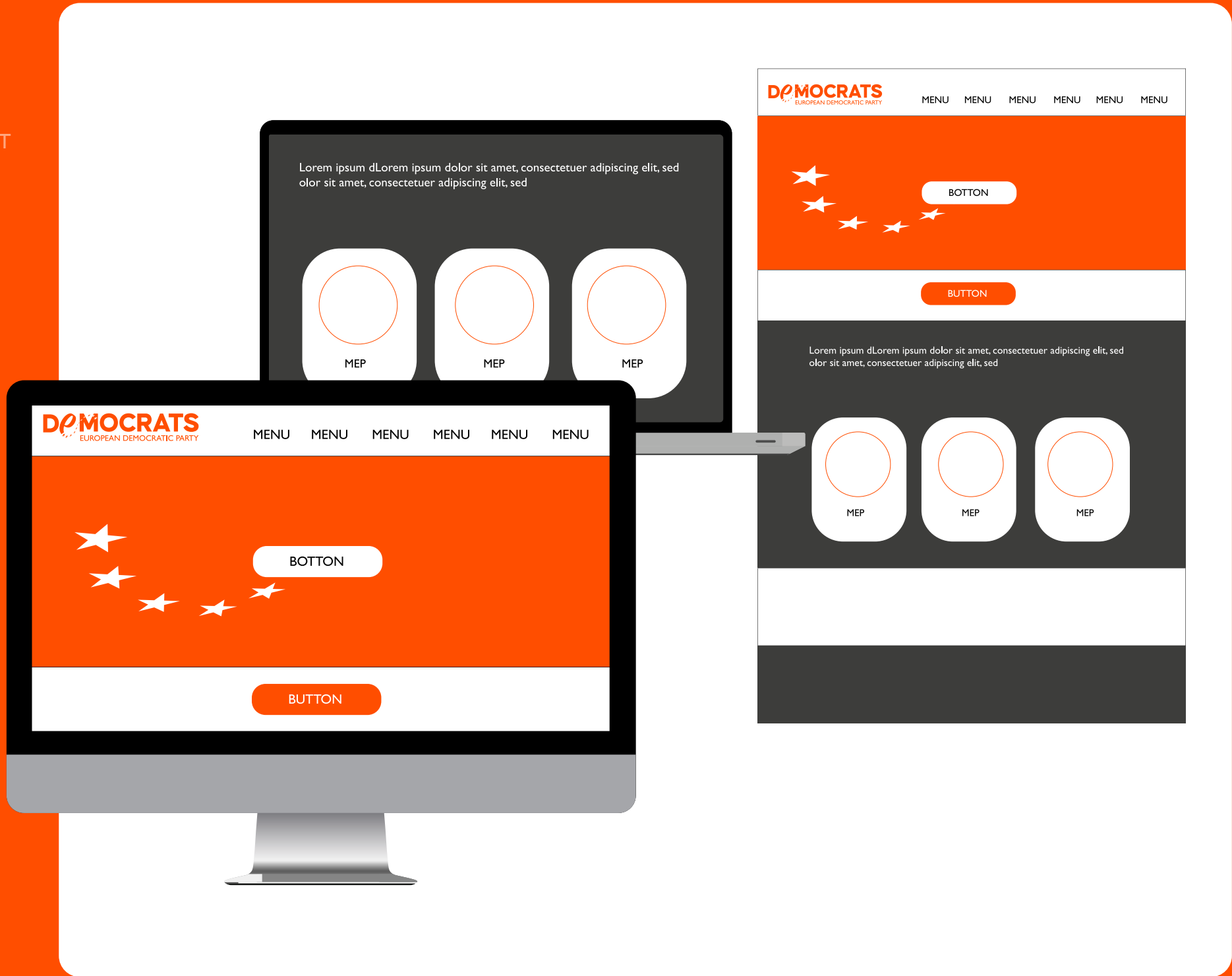
These are some examples of how to apply the logo based on the previous guidelines. Some of these materials are available in the toolkit in an editable and adaptable version for other formats.

TOOLKIT



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WEB SITE

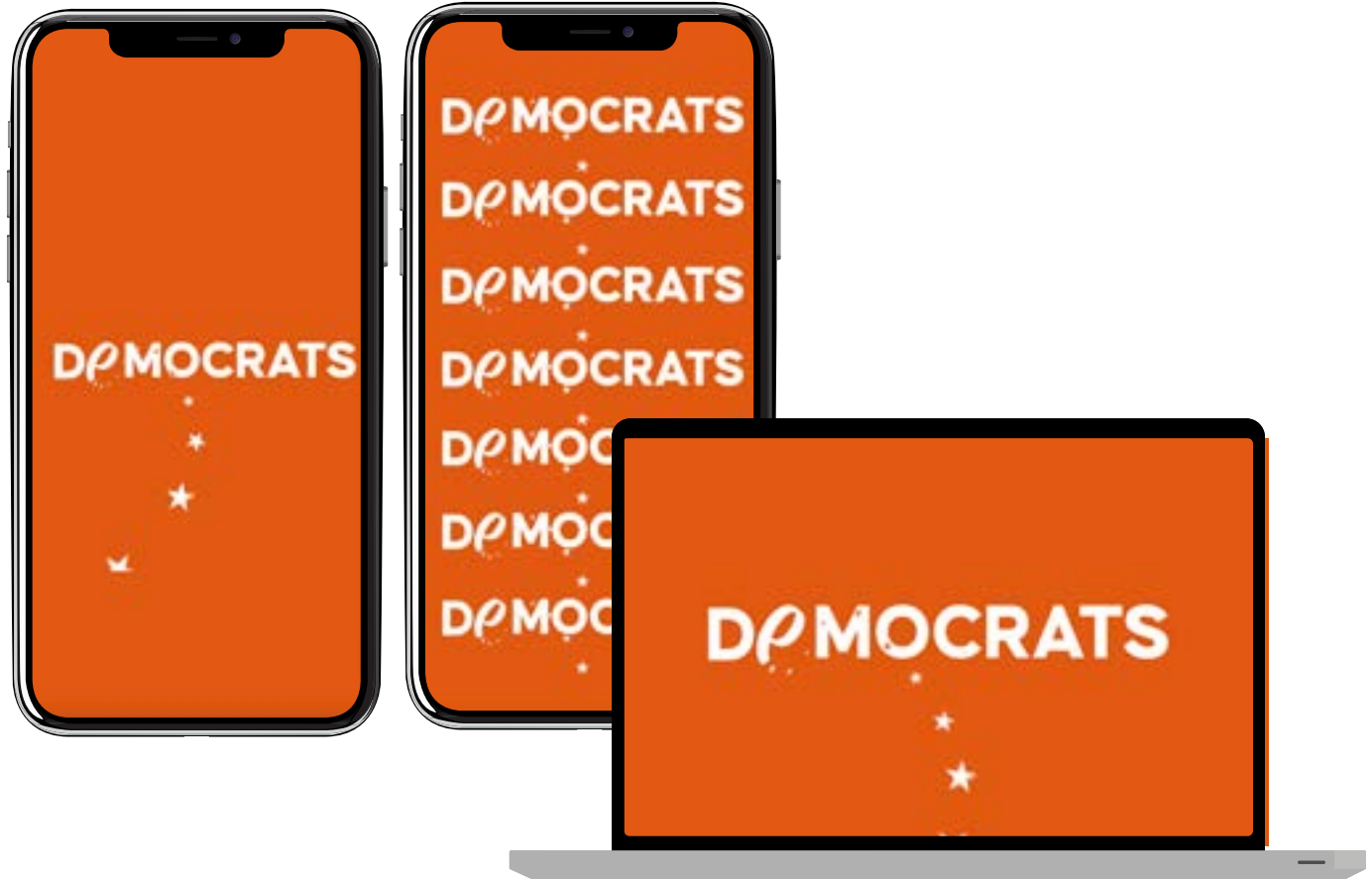
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