

European Partnership for Democracy

brand guidelines

table of contents

01 tone of voice

02 logo

Main logo	6
Emblem	7
Main logo on different backgrounds	8
Main logo on a black background	9
Monochrome logo with emblem cutout	10
White space	11
Misuse of the logo	12

03 colours

Main colours	14
Secondary colours	15
All colours together	16

04 typography

Main typeface	18
---------------	----

05 graphic elements

Name card	20
Letterhead / Word document	21

06 photo usage

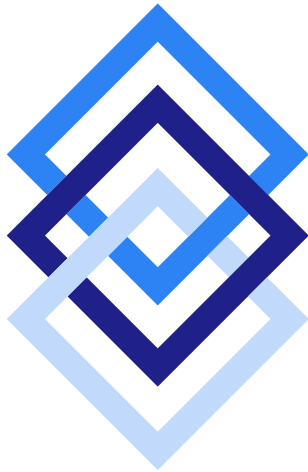
01 tone of voice

The European Partnership for Democracy works for a world of democracies that truly reflects the interests and needs of people, by thinking, advocating and acting through the expertise of a network of European democracy support organisations.

02 logo

Main logo

Use this main version of the logo
in all communications.



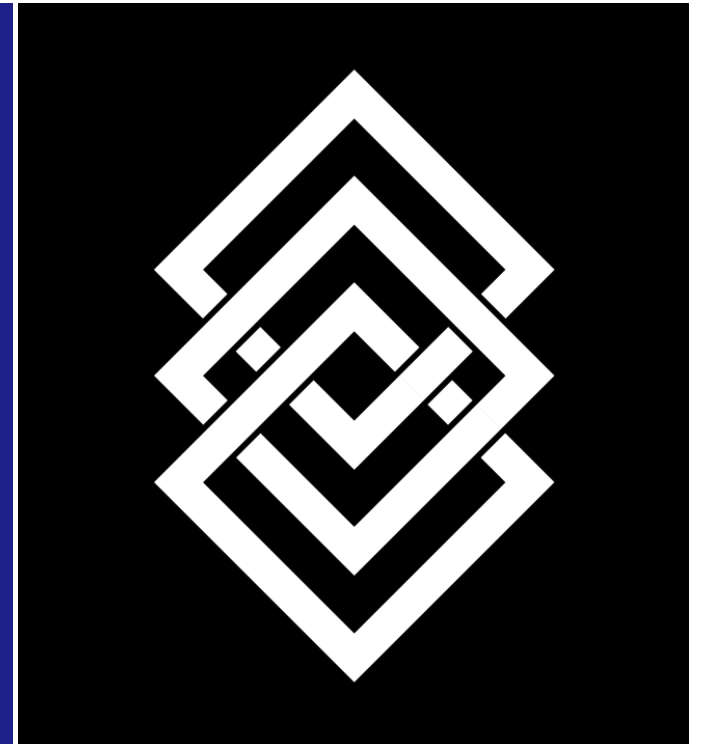
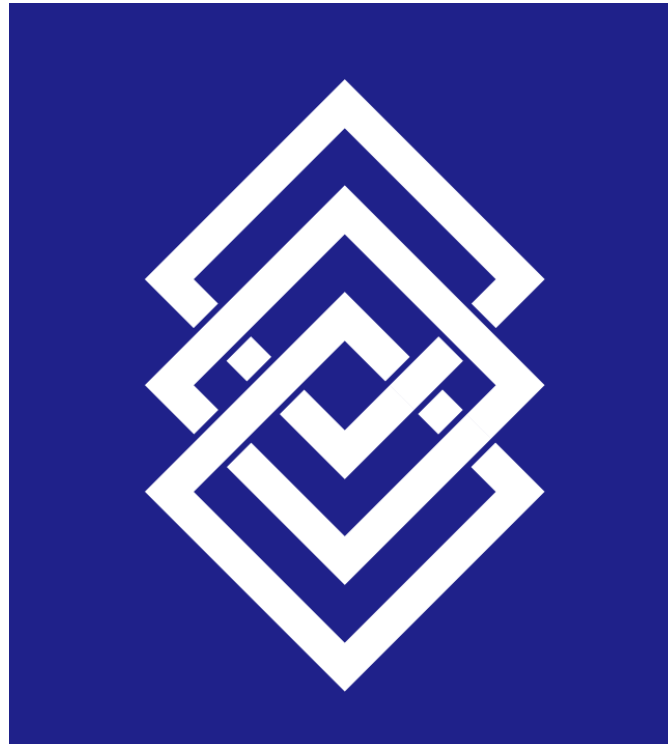
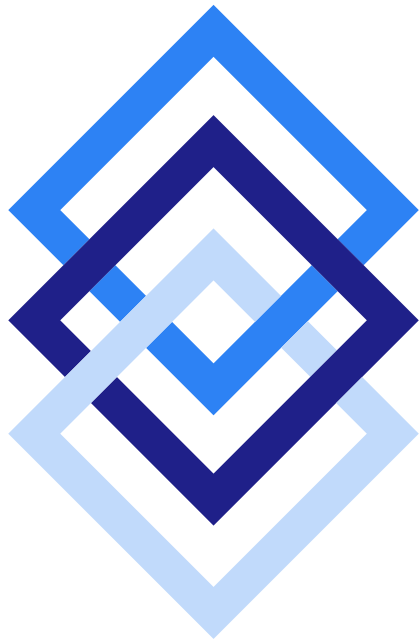
European Partnership for Democracy

minimum height
8 mm / 100 px



Emblem

The emblem is not to be understood as a replacement of the main logo, but rather as a supplement. The emblem can be used as a profile picture on social media or as a decorative element in corporate identity derivatives.



Main logo on different backgrounds

Use the main version of the logo on a light-colored background.

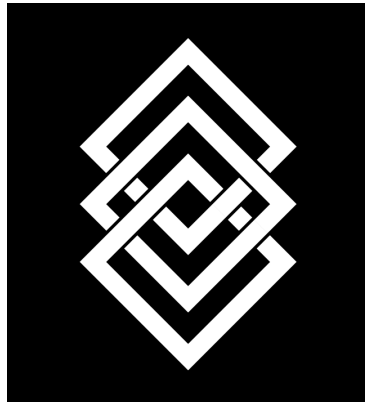


Use the white version of the logo on a dark-colored background.



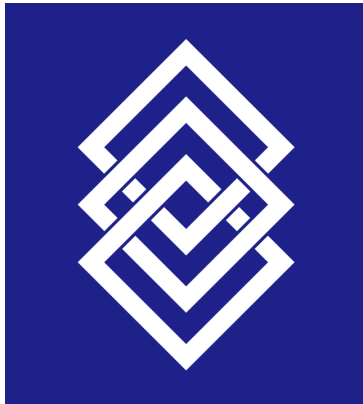
Main logo on a black background

Use the white version of the logo on a black background.



Monochrome logo with emblem cutout

Use the white version of the logo on a dark blue background.



White space

The EPD logo should always be recognisable and legible. Therefore, maintain sufficient white space around the logo.

Do not place text or other elements in this space. This area should always remain empty (or “white”).



Misuse of the logo

Do not modify the logo and its elements.



× Never change the colours of the logo.



× Do not rotate the logo.



× Never change the font of the logo.

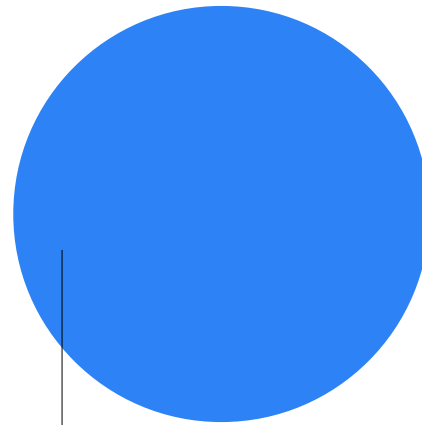


× Maintain the proportions of the logo.

03 colours

Main colours

Display logo colours correctly in all circumstances: on printed materials, on facades, on gadgets. Below are the technical specifications of the main colours for all possible applications: CMYK (for four-color printing), RGB (for video applications), web colours, PANTONE (for screen printing).

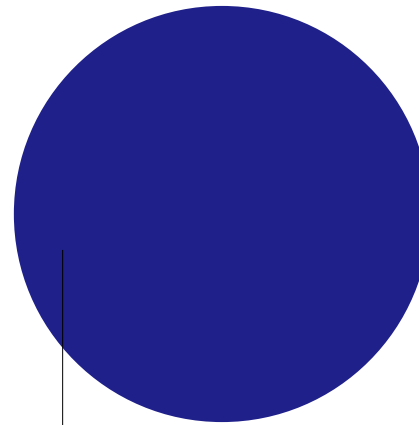


EPD Light blue

R45 C77
G131 M48
B245 Y0
K0

#2D83F5

PANTONE 2727 C

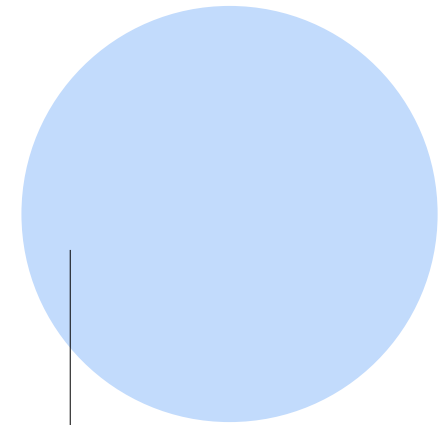


EPD Dark blue

R31 C100
G32 M100
B138 Y11
K4

#1F208A

PANTONE 2746 C



EPD Soft blue

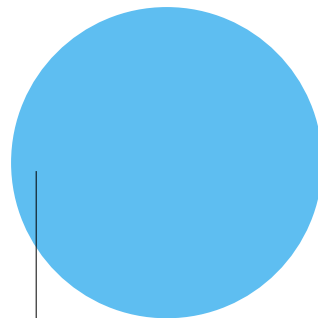
R194 C21
G219 M7
B252 Y0
K0

#C2DBFC

PANTONE 2707 C

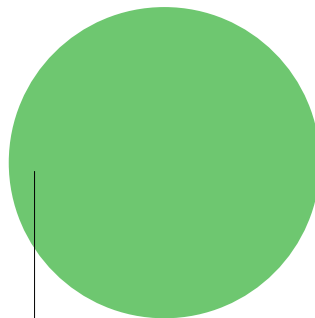
Secondary colours

Use these colours to complement the main colours. Here are the technical specifications of the secondary colours for all possible applications: CMYK (for four-color printing) RGB (for video applications), web colours.



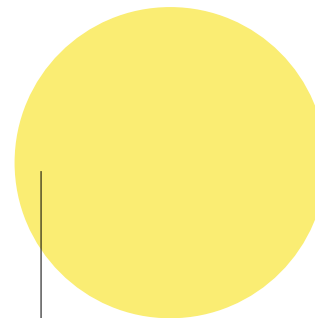
R133	C60
G84	M7
B239	Y0
	K0

#5ebef1



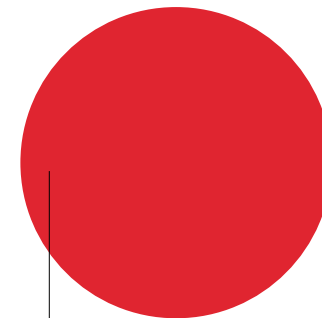
R109	C60
G198	M0
B112	Y69
	K0

#6ec770



R250	C5
G236	M0
B115	Y65
	K0

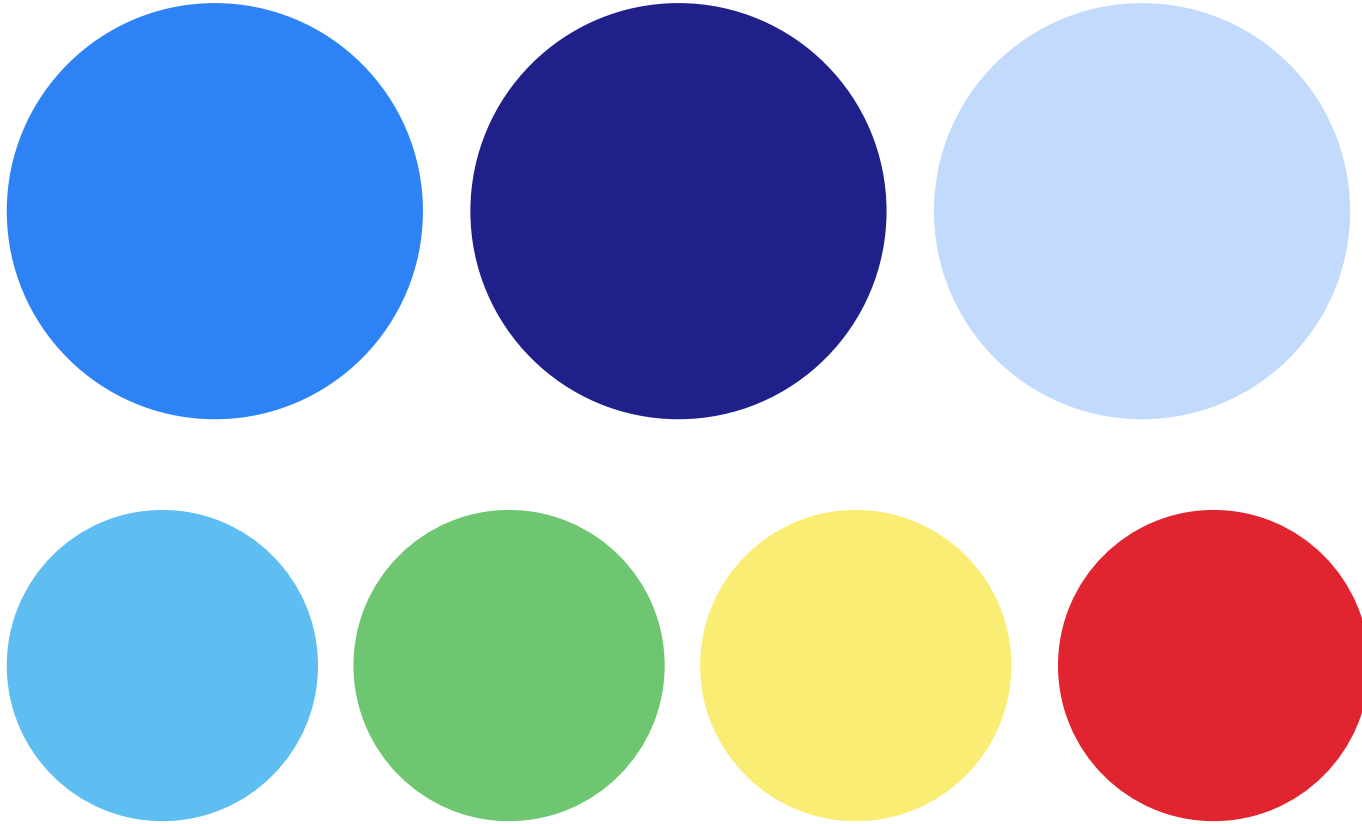
#faed73



R224	C3
G37	M95
B48	Y80
	K0

#e02530

All colours together



04 typography

Main Typeface

Public Sans: designed by USWDS, Dan Williams, Pablo Impallari, Rodrigo Fuenzalida

Public sans Black

Public sans Bold

Public sans Italic

Public sans Medium

Public sans Medium Italic

Public sans Regular

Public sans Italic

Public sans Thin

Based on Libre Franklin, Public Sans is a strong, neutral typeface for interfaces, text, and headings. It was Developed by the United States Web Design System.

The family was upgraded to a variable font in May 2022.

05 graphic elements

Name card



Letterhead / Word document

Top: 4,4cm **Bottom:** 2,54cm

Left: 2,7cm **Right:** 1,9cm

Gutter: 0 cm

Margin values set in word document. This file can be used as a letterhead pre-print or a work document for Microsoft Word.



06 photo usage



Use a white space behind the logo for maximized effect and readability.



Use of the emblem on highly calibrated images.



Add Black (#000000) Shading 30% to increase readability of the logo on an image.

Contact

If you have questions about the logo or applications, do not hesitate to ask EPD's communications team.

EPD
Rue Froissart 123-133
B-1040 Bruxelles

+32 2 733 2282
info@epd.eu