



European Greens

Visual identity
Style guide v2.0

Visual identity

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1. Introduction

1. Introduction

The goal of the European Green Party's visual identity is to communicate and visually embody the Party's values - **openness, accountability and honesty, care and responsibility**.

Through this visual eco-system the European Green Party will express its attitude as a socially active, ambitious, credible and inclusive partner/political actor with a passionate, positive outlook.

By harmonising look & feel across through-the-line communication channels (online and offline), the European Green Party can leverage its communication efforts to build up a strong visual recognition.

2. Brand basics

2. Basics

2.1 Logo



About the logo

Green parties throughout Europe have historically been associated with the image of a sunflower or the sun. The main visual identity element of the European Green Party - the logo - incorporates both, with the petals of a sunflower surrounding the sun at its core. Symbolically, the twelve petals of the sunflower reflect the twelve stars that are found on the EU flag, representing the party's commitment to the European project and its values.

2. Basics

2.1 Logo, anatomy

logo shape
(mandatory)



logo mark

logo type

2. Basics

2.1 Logo, isolation area



The logo should always be surrounded by a minimum area of space.

The area of isolation ensures that headlines, text or other visual elements do not conflict with the logo.

The x-rectangle - based on a lowercase character size - is used to determine the green space, as well as outer space.

2. Basics

2.1 Logo, background use



◀ Application on a green background

Only in this example can the logo shape disappear within the background.

2. Basics

2.1 Logo, misuses



- ✗ **No effects**
The logo and its shape should always be flat, without shadow or reflection.



- ✗ **No rotation**
The logo and its shape should never be rotated or tilted.



- ✗ **Avoid bad or aggressive contrasts**
Keep it white or green.



- ✗ **Absence of green background**

2. Basics

2.1 Logo, system

1. European Green Party full logo



2. European Green Party logo mark only



2 main variations are possible within the system

Whenever possible, all materials and communication assets should be created using the full logo, which serves as a primary logo variation.

In special cases, where space is limited or as a sign-off, the secondary logo variation - logo mark only - can be used in place of the primary logo. For example, the secondary logo variation can be used on a back cover of a brochure if the full logo variation is used on the front cover.

2. Basics

2.1 Logo, alignment

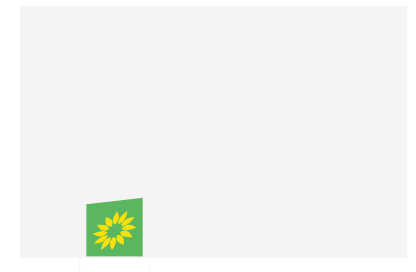
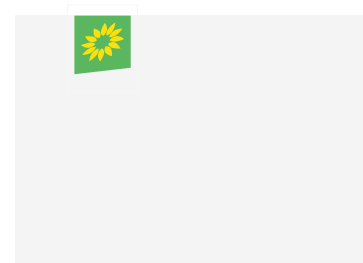
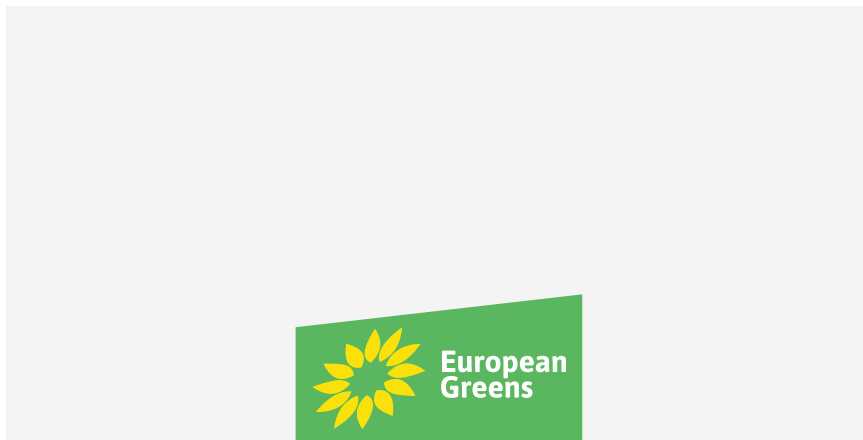
stand-alone



clipping top



clipping bottom



2. Basics

2.1 Logo, 1-line variant



Note! This variant is only an option when the canvas size is too narrow for regular logo use.

2. Basics

2.1 Logo, Formal European Green Party variant

Usage

Used in formal communication, such as contracts or whitepapers.



✗ No mixed use within the same application



+



2. Basics

2.1 Logo, URL variant



✗ No other url is allowed

✗ Do not use in the green logo shape

✓ The url can also be used stand-alone and is also more flexible in use



2. Basics

2.1 Logo, Event variant

About the redesign

The Event variant is based on the regular European Green Party logo. It will mainly be used for the bi-annual Council Meetings hosted by the European Green Party. This means the content can be dynamic.

Correct use of the green shape

Ensure the bottom side angle is always 7 degrees "and ascending". Also respect the x-rectangle recommendations as shown in the example.



Correct use of the formatting

- Always use Jaldi Bold
- Use Title Case: ex. Council
- Enshorten month: Dec
- Always white
- Use the correct endorsement



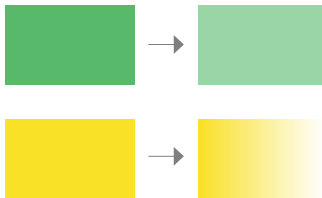
2. Basics

2.2 Colours, Primary

Corporate character

A limited set of primary colours give the European Green Party a recognisable and consistent look.

**✗ Do not apply
transparencies or effects**



#Yellow



RGB: 255 - 220 - 46
CMYK: 0 - 10 - 100 - 0
WEB = FFDC2E
PANTONE Yellow 012 U
PANTONE 107 C

#White



#LightGreen



RGB: 87 - 180 - 95
CMYK: 69 - 02 - 87 - 0
WEB = 57B45F
PANTONE 360 U
PANTONE 361 C

#Grey



RGB: 131 - 131 - 134
CMYK: 51 - 43 - 40 - 6
WEB: #838386
PMS Uncoated: Cool Gray 10 U
PMS Coated: Cool Gray 8 C

#DarkGreen



RGB: 54 - 132 - 91
CMYK: 80 - 27 - 77 - 11
WEB: #36845b
PMS Uncoated: 348 U
PMS Coated: 7731 C

#NeutralBlack



RGB: 77 - 72 - 69
CMYK: 63 - 59 - 60 - 41
WEB: #4D4845
PMS Uncoated: Neutral Black U
PMS Coated: Neutral Black C

2. Basics

2.2 Colours, Secondary Colours

Earthtone palette

The principle is that communications are always branded with and recognised by the primary colours.

However, in many cases, colour diversity is needed to emphasise a message.

The secondary colours can be applied in different transparency settings.



transparencies are allowed



#Pink



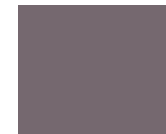
RGB: 239 - 154 - 167
CMYK: 0 - 10 - 100 - 0
WEB: #ef9aa6

#Sand



RGB: 199 - 181 - 112
CMYK: 0 - 10 - 100 - 0
WEB: #c7b56f

#DarkViolet



RGB: 127 - 107 - 113
CMYK: 0 - 10 - 100 - 0
WEB: #7d6b71

#Blue



RGB: 165 - 203 - 218
CMYK: 0 - 10 - 100 - 0
WEB: #a4cada

#Clay



RGB: 215 - 174 - 151
CMYK: 0 - 10 - 100 - 0
WEB: #d7ad97

#Violet



RGB: 202 - 195 - 225
CMYK: 0 - 10 - 100 - 0
WEB: #c9c3e1

#DarkBlue



RGB: 120 - 149 - 164
CMYK: 0 - 10 - 100 - 0
WEB: #7894a3

2. Basics

2.2 Colours, Balance

The balance and hierarchy in colour use is important to align correctly all European Green Party communications. This bar chart gives an idea of a desired colour mix.

Consider use of primary colours green and yellow before applying other colours.



Extra colour for campaigns about feminism and women's* rights:

#Purple



RGB: 101 - 78 - 163

CMYK: 76 - 75 - 0 - 0

WEB = 654ea3

PANTONE 2096 U

PANTONE 2096 C

PANTONE 18-3838 TCX Ultraviolet

2. Basics

2.3 Typography, styles

The following set of styles demonstrate how we can achieve a consistent look with a limited set of styles. The described settings are proportional for A4 canvas.

Heading

Jaldi Bold
size: 50pt
Sentence case
#LightGreen

Main Title

Jaldi Bold - Sentence case
size: 36pt
Sentence case
#DarkGreen

SubTitle

Jaldi Bold
size: 16pt
interlinie: 20pt
Uppercase
#LightGreen

Intro

Robot Light
size: 16pt
interlinie: 20pt
Sentence Case
#NeutralBlack

Paragraph

Roboto Regular
size: 10pt
interlinie: 12 pt

The European Green Party follows the editorial style guide of the Guardian
<https://www.theguardian.com/guardian-observer-style-guide-a>

Ready for a new Europe

Create a future

OUR MISSION

The European Green Party offers the possibility to form regional networks such as Balkan Network, and thematic networks such as the Gender Network and the Network of Green European Seniors.

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2. Basics

2.4 Iconography

European Green Party icons excel in simplicity and are fast in conveying understanding by using basic geometric forms. These icons reflect the positions of the European Green Party on various topics. Over time, they should create immediate association with the European Green Party's position on various topics.

When is an icon needed?

Icons form recognition where verbal language cannot. Icons can be used on collateral and communication materials (e.g. brochure, poster or social media post) pertaining to a particular topic or position of the European Green Party. The icons should never replace or dominate the European Green 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.

Graphic characteristics

- keep it simple and clever
- choose 2D geometric shapes
- flat design
- 2 colour setting
- green is always in the foreground and yellow is always in the background



Social Justice & Health



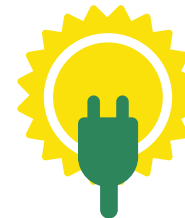
Economy & Jobs



Europe & Democracy



Human Rights & Migration



Climate & Energy



Environment & Food



Foreign & Security Policy

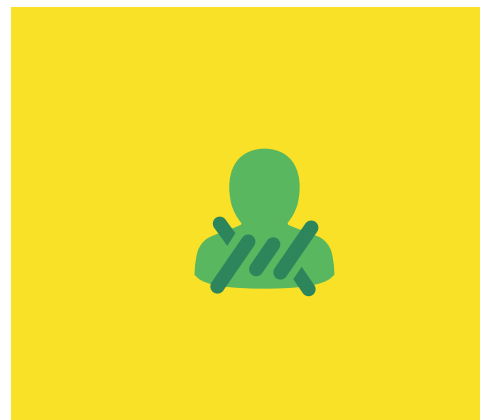
2. Basics










2.4 Iconography

General application on white background



Alternating colours on colour tiles



Tile background	Icon	back front	
	=		
	=		
	=		

2. Basics

2.5 Imagery

Photography forms a key element in European Green Party communications. But it's also difficult to frame a certain style due to the wide range of diversity in communications, also because the character is **editorial** or **campaign driven**.

Editorial imagery

A general rule is to always focus on creating credibility and responding to core European Green Party values: openness, empathy, accountability and honesty, care and responsibility.

A hopeful eye on the future



Bring in energy



Get close to people



Serious can be nice



2. Basics

2.5 Imagery

Using imagery consistently forms a challenge. Especially on social media, it will require an effort to represent the brand properly.

Beside the general rules, consider these criteria when choosing images and defining your subject.

Avoid conceptual, dramatical overkill



Avoid masking or green filters



Be aware of your subject



Avoid flash or bad lighting conditions



Avoid excessive photoshopping



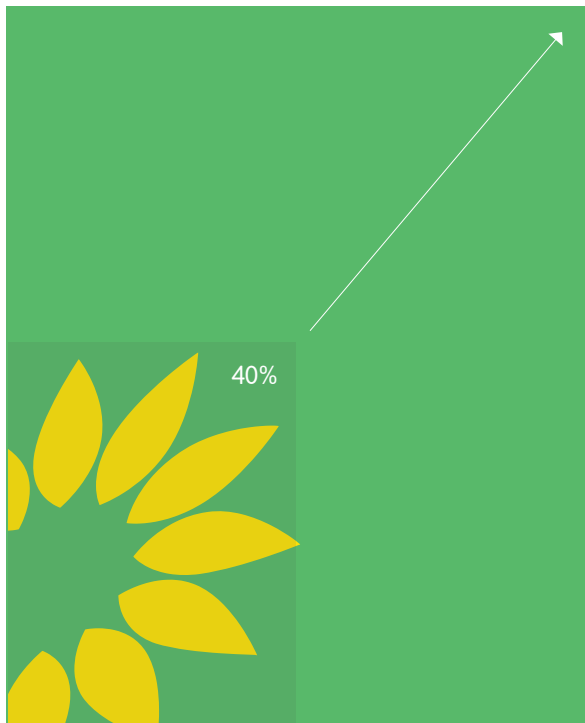
2. Basics

2.6 Graphical elements, logo crops

Play with the petals

The petals of the logo mark can form a nice graphical element in designing communications.

- Only on European Green Party #lightgreen background
- Apply clipping on 2 sides (x and y)
- Aspect ratio of approx. 40% of the entire canvas



✗ Do not apply logo crops on white or other type of backgrounds



2. Basics

2.6 Graphical elements, logo clipping

The logo mark can act as a clipping element to frame pictures. This playful element can be complementary to emphasise specific messages.

However, it never replaces the classic logo sign-off in traditional communications. A profile picture on social media is an exception. (see page 34)

Consider the suggestions below to choose the right subject:

- use only well-known and recognisable symbols
 - consider how the subject will work with messaging
 - use simple, straightforward images that convey the European Green Party values.
- The logo clipping should only be used in very exceptional circumstances, and for major campaign purposes that the Greens are strong on. They can also be used during events of important international significance.



Good example



Avoid complex images or unrecognizable symbols



Only use images which support the brand in a positive way



2. Basics

2.6 Graphical elements, logo clipping

The logo clipping is particularly suitable for campaigns to communicate or express a specific message or standpoint. It can support text by using a symbol or complementary image.



3. Brand practices

3. Brand practices

3.1 Basic compositions

These examples demonstrate how to start designing consistent European Green Party communication materials.

Canvas

The margins are based on the y-height of the logo (see visual).

Sign-off with url

logo: left-align

url: right-align, same height as “European”

font-size never overrule the logo-text.

How to define the logo size?

1/5 of the canvas width is a basic rule.

However, the context will determine the actual need. The size should never exceed 50% of the canvas.



3. Brand practices

3.2 Poster



3. Brand practices

3.3 Banner



3. Brand practices

3.4 Profile photo social media

Default

This view makes use of the primary colours and is a classic view of the identity.



→ important
to respect sufficient
margin



Special use

By exception a temporarily interpretation of the logo can be made by using the clipping technique (p.27).

If the logo clipping is used, the background should always be white.



→ for ex. LGBT day/week/event



3. Brand practices

3.5 Watermark for footage

To correctly brand European Green Party footage, use the following logo variant:



- left align, with the correct margin
- logo size: scale 1/16 of total width



3. Brand practices

3.6 Web

Paragraph

Do not exceed 75 characters per line

Text colours



text colour
European Green Party neutral black



link colour
European Green Party light green



visited link colour
European Green Party dark green

The European Green Party is a **transnational political party** having as its members Green parties from European countries (although not necessarily from **European Union** member states). Parties can also become candidates and associates. The most important bodies of the European Green Party are the Council and the Committee.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam turpis orci, pulvinar lacinia ante sed, fermentum consequat tortor. Sed convallis commodo nisl, vitae scelerisque dui sodales et. Sed rhoncus sem in auctor vulputate. Quisque vel eros id enim sagittis consectetur at sed est. Aenean consequat urna eget massa fringilla rhoncus. Etiam et aliquam leo. Pellentesque non justo felis. Morbi varius consectetur enim in rutrum. Vestibulum quis auctor nunc.

The European Green Party follows the editorial style guide of the Guardian
<https://www.theguardian.com/guardian-observer-style-guide-a>

Note

All typefaces for newsletters will be replaced with Verdana due the limitations of e-mail.

3. Brand practices

3.6 Web

Logo bar

The height of a header bar is equal to the normal height of the logo.



website



newsletter



4. Co-branding

There are three co-branding scenarios which determine the logo hierarchy. The placement of logos communicate brand dominance.

The default is to use the full logo whenever possible.

The logo guidance rules to the right must always be followed regardless of brand dominance.



European Green Party as the main organiser

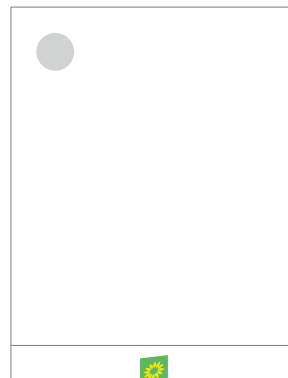
The European Green Party logo is always on the top left, partner logos are always on the bottom. Maintain the proper clear space around each logo.



European Green Party as a co-organiser

The European Green Party logo and partner logo should be of the same visual size, but the European Green Party logo is placed at the bottom or upper right corner. Whenever possible, leverage the European Green Party visual system and follow the logo placement guidelines.

If there are other partner organisations' logos, those should be optically smaller and placed slightly separately to communicate brand hierarchy.



European Green Party as a secondary partner

If the European Green Party is involved in an external event or other partnership activity as a secondary partner, its logo placement and size should indicate that.

5. Extra brand imagery

Digital Campaigning Visual Identity

5. Extra brand imagery

5.1 Colby font

Colby is a typeface that exists in many, many, many weights (72 to be exact). The many weights allow us to be creative in how we use it in order to emphasize what we are talking about.



5. Extra brand imagery

5.2 How to use Colby

The baseline is always kept straight, which facilitates readability.

For a bold impact, use the black font styles as much as possible.

Make the words that are the most important in the sentence the biggest. Remember that the more condensed font styles create higher = bigger words.

**WE WILL
FIGHT
LIKE NO ONE**

**AND MOVING TO
100%
RENEWABLES**

**VOTE FOR THE
GREENS**

~~LOREM IPSUM DOLOR SIT
AMEN CONSECTETUER
ADIPI SCING ELIT, SED DIAM
NONUMMY NIBH EUISMOD
TINCIDUNT UT LAOREET
DOLORE MAGNA ALIQUAM
ERAT VOLOREM IPSUM
DOLOR SIT AMET, CONSEC-
TETUEF ADIPI SCING ELIT,
SED DIAM NONUMMY NIBH
EUISMOD TINCIDUNT UT
LAOREET DOLORE MAGNA~~

Never use Colby for longer
copy, use Robot instead!

~~Greener~~

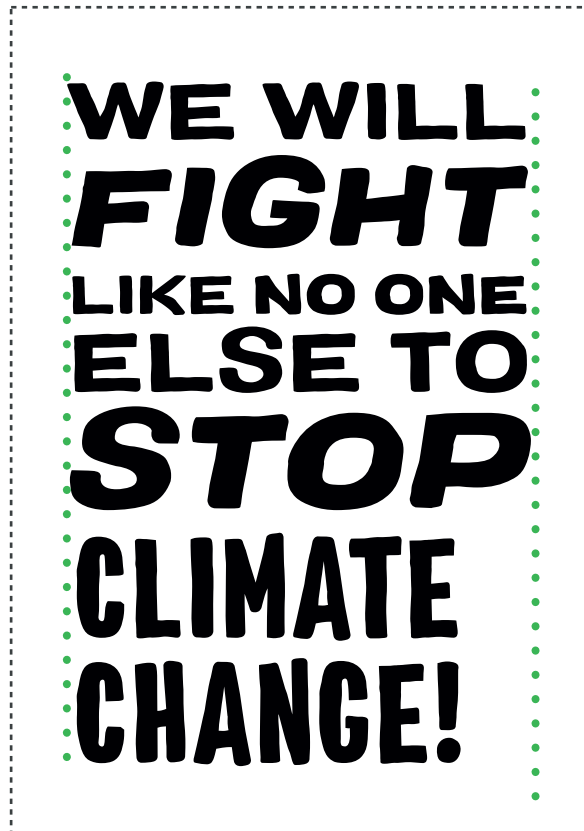
Never use Colby in
lower-case.

5. Extra brand imagery

5.2 How to use Colby

Straight right margin typography

When the typography has to stand by itself, it is effective to resize each line and make them the same width.



Tilted right margin typography

When the typography is placed together with a photo, the right margin is tilted 20° to leave room for the photo.



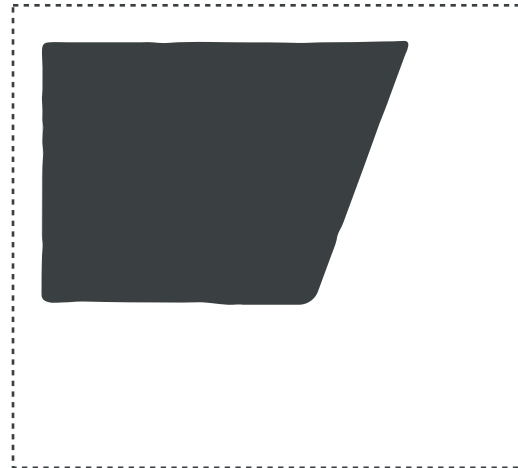
5. Extra brand imagery

5.3 Framing

To add even more identity to our visual communication, we use two different types of framing.

Poster Framing

For messages and imagery

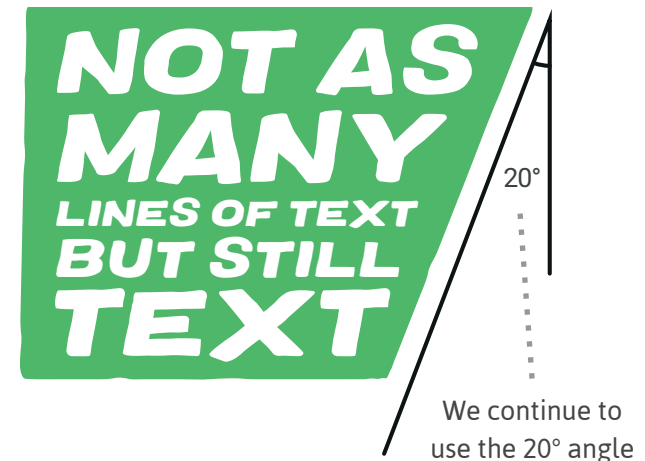


Wave Framing

For imagery and around typography



Inspired by & referencing the same shapes as our typography: organic and rounded shapes that hint at another subtle inspiration from movements past and present – signs!



5. Extra brand imagery

5.4 Backgrounds

To create another connection to past DIY movement posters, we use a halftone pattern, reminiscent of the dotted pattern created by old photocopy machines.



Background 1



Background 2

The pattern uses the same angle, 20°, as the typography and the background block shape, which makes them fit together nicely.



5. Extra brand imagery

5.5 Uses of backgrounds

The patterns are large collages that can be cut-out basically anywhere - meaning a huge number of images can be created from them.



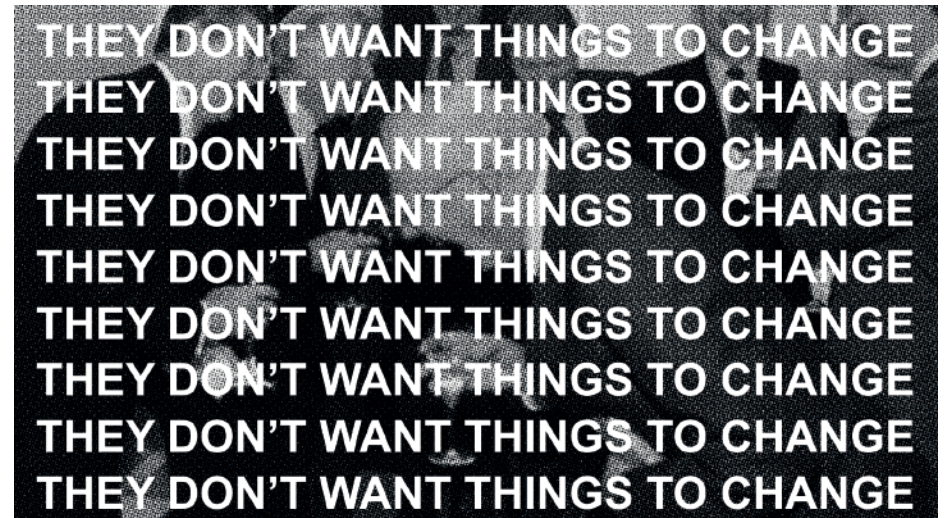
The collages can be coloured (using the bitmap files) and also placed with effects such as “overlay” or “multiply” over the different greens in our palette.



5. Extra brand imagery

5.6 Opposition branding

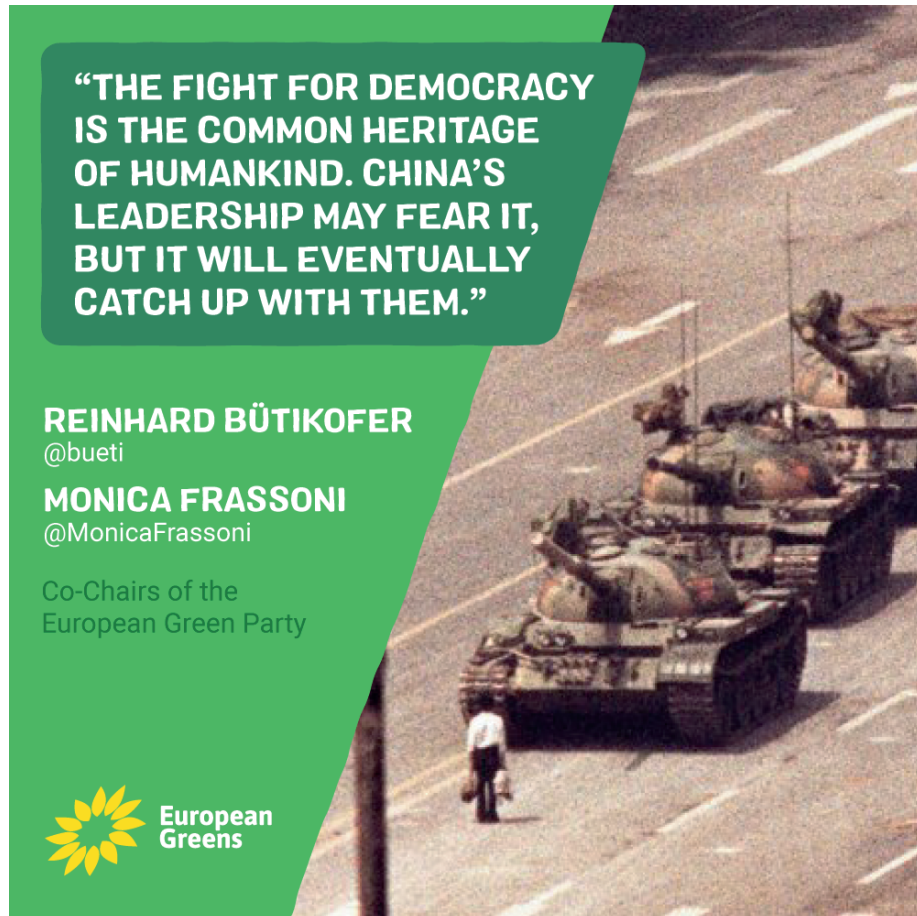
Only when we talk about the opposition we go for black and white. Harder, more contrast and repeats = less fun.



5. Extra brand imagery

5.7 Examples of use

For quote cards and for general visuals.



6. Download assets

Get access to our brand assets:

www.europeangreens.eu/brandassets



europeangreens.eu

Find us on



@europeangreens
info@europeangreens.eu