



**EPP Group
in the European Committee of the Regions**

101, rue Belliard
1040 Brussels
Belgium

Editor

Katie Owens
Press and Communication Officer

Coordinators

Dominik Krakoviak

Website

web.cor.europa.eu

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Introduction

Graphical coherence



The graphic charter of the **EPP Group in the European Committee of the Regions** aims to define **graphical coherence** throughout all communication tools (online, print and gadgets) to ensure a clear visual identity. These graphic guidelines are aligned with the **EPP political family's** visual identity.

This style guide will define:

- **the logo:** 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 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 we produce.

This style guide is a reference work for designers and printers who work with the EPP Group in the european committee of the regions. It will also serve as the basis for templates which will be produced for the various newsletters we publish.

Introduction

A unified identity



Guidelines - maintaining a unified identity throughout all communications and the importance of respecting it.

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 powerful and understandable brand.

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 to build a consistent brand image and strengthen our identity.

Logo



Colour Palette



Subline

in the european committee of the regions

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Pattern



Graphic element



Visual identity

Our logo



1 Logo type to be used whenever possible.



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

1 Logo minimum size:



Logo safe area (clear space):



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 EPP Group in the European Committee of the Regions, you must use capitals letters.

✓ © Copyright XXXX - 2016 EPP Group in the European Committee of the Regions- All rights reserved.

Use of EPP

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

- ✓ Lorem ipsum dolor sit amet EPP CoR.
- ✓ Lorem ipsum dolor sit amet EPP Group in the European Committee of the Regions.
- ✗ Lorem ipsum dolor sit amet epp cor.
- ✗ Lorem ipsum dolor sit amet epp group in the european committee of the regions.
- ✗ Lorem ipsum dolor sit amet EPP GROUP IN THE EUROPEAN COMMITTEE OF THE REGIONS.

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

- ✓ Lorem ipsum dolor sit amet web.cor.europa.eu
- ✗ Lorem ipsum dolor sit amet web.CoR.europa.eu

2 Glyph minimum size:



For web



As a graphic element for print

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:

The EPP CoR logo should be used in combination with the official logo of the European Committee of the Regions when there is a financial implication involved.



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 logo exists in 24 different languages
BG, CZ, DA, DE, EE, EL, EN, ES, FI, FR, HR, HU, IT, LT, LV, MT, NL, NT, PL, PT, RO, SE, SK, SL.

Visual identity


EPP TV




Visual identity

Primary colour palette


RGB values




R221 G231 B240
#DDE7F0




R153 G153 B153
#999999




EPP yellow
R251 G176 B52
#FBB034



R64 G64 B64
#404040




EPP blue
R1 G85 B160
#0155A0




R28 G67 B135
#1C4387

CMYK values



C16 M6 Y4 K0




C0 M0 Y0 K40




EPP yellow
C0 M36 Y84 K0



C66 M56 Y53 K57

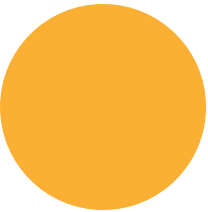


EPP blue
C96 M66 Y3 K0

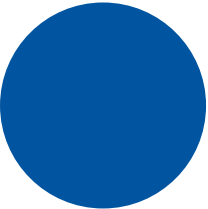


C99 M78 Y15 K3

Pantone values



EPP yellow
Pantone 1365 C



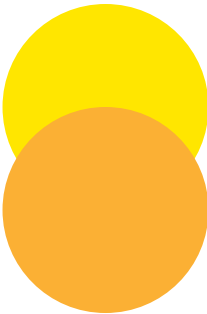
EPP blue
Pantone 3015 C

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

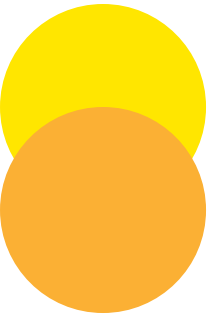
RGB values



Secondary colour
R255 G230 B0
#FFE600

EPP yellow
R251 G176 B52
#FBB034

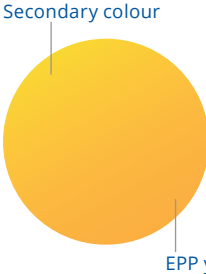
CMYK values



Secondary colour
C3 M4 Y91 K0

EPP yellow
C0 M36 Y84 K0

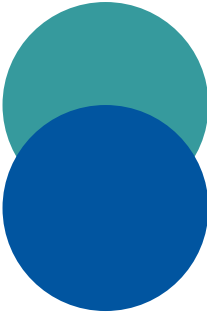
Gradient



Secondary colour

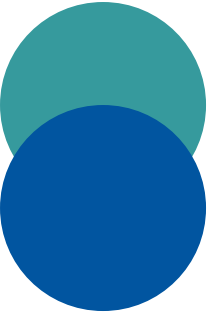
Angle: -60°
Gradient slider: 30%

EPP yellow




Secondary colour
R54 G154 B157
#369A9D

EPP blue
R1 G85 B160
#0155A0



Secondary colour
C74 M19 Y39 K3

EPP blue
C96 M66 Y3 K0



Secondary colour

Angle: -60°
Gradient slider: 30%

EPP blue

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

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Headline

Subheadings

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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

The pattern



Landscape



Portrait

The pattern

The 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.



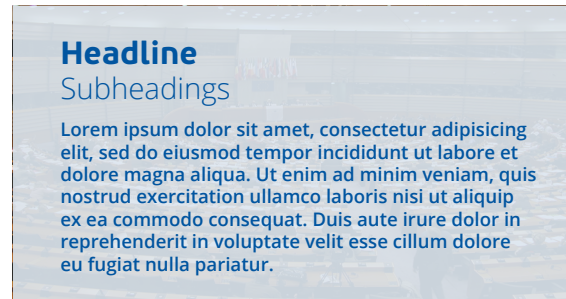
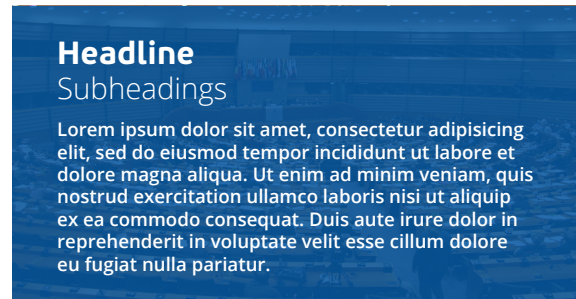
✓ It should always be used “along” with the white font EPP logo.



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

Visual identity

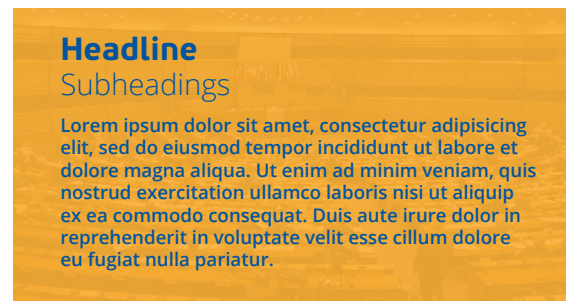
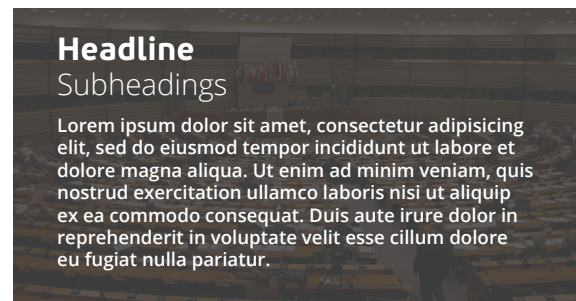
Background images



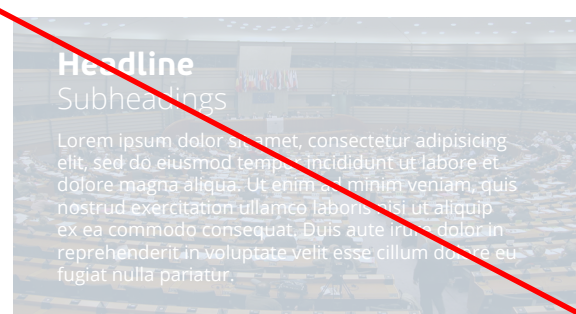
Using a background image may allow the subject to be highlighted and adds body/texture to bare pages. For reasons of clarity and homogeneity, an image should not simply be placed in the background, even if its opacity is reduced.

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 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.



Visual identity

Social media



Social media top banner

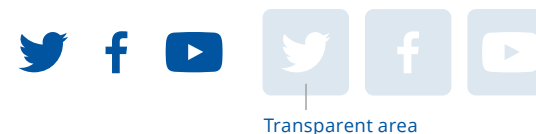
Never use too much information on the top banner, try to keep it simple. Be sure to consult the latest sizes and safe areas of the social media platform you are using. Use the logo or add a special #hashtag.

Social media profile picture

Use the glyph icon on an EPP blue background.

When using social media on our communications

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



Visual identity

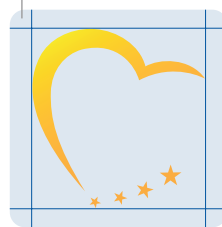
Glyph web/Favicons

Glyph safe space

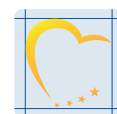
For icons there should be a small space between the glyph and the borders.

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.

