



# Social Media Style Guide **2023**

# Introduction

## Graphical coherence

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The graphic charter of the **EPP Group** in the European Parliament aims to define **graphical coherence** throughout all communication tools (online, print and gadgets) to ensure a clear visual identity. The Group's graphic guidelines are aligned with **the European People's Party's (EPP) 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 brand colours**;
- the use of **images for various online channels**;
- the use of **the video template**.

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 produced by the EPP Group.

This style guide is a reference work for designers and printers who work with the EPP Group.

# Introduction

## A unified identity

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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.





# Introduction

## Our brand voice

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### A common logo for the EPP political family

- ✓ 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.

### 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.

### 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 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.

- ✗ 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.

- ✗ 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.

# 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:



For web



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 EPP Group, you must use capitals for EPP and an initial cap for Group.

- ✓ © Copyright XXXX-2015 EPP Group. All rights reserved.

### Use of EPP Group

Do not use all capital or lowercase characters in the whole company name:

- ✓ Lorem ipsum dolor sit amet EPP Group.
- ✗ Lorem ipsum dolor sit amet EPP GROUP.
- ✗ Lorem ipsum dolor sit amet epp group.

When used in a link ([eppgroup.eu](http://eppgroup.eu)), be sure to use all lowercase characters:

- ✓ Lorem ipsum dolor sit amet [eppgroup.eu](http://eppgroup.eu)
- ✗ Lorem ipsum dolor sit amet [EPPGROUP.eu](http://EPPGROUP.eu)

# Visual identity

## EPP Group logo variations

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



One colour Pantone: 3015 C



Monochrome



Monochrome



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

# Visual identity

## Incorrect use of the EPP Group 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.



Don't remove the glyph.

NB: Please note that the logo can be downloaded in different versions (colours and languages). If you want to use the logo in a different language, follow the link below to download the version you need. Please don't change the logo; use it as it is provided to you.

[www.eppgroup.eu/about-us/logo-graphic-charter](http://www.eppgroup.eu/about-us/logo-graphic-charter)

# Visual identity

## EPP Group logo 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. The EPP Group logo should always be more prominent visible than the national party logo. When both logos are on the design, then The EPP Group logo should be:

- bigger than the national party logo
- mentioned first



### Exceptions:

If the EPP Group 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

## EPP Group logo language variations



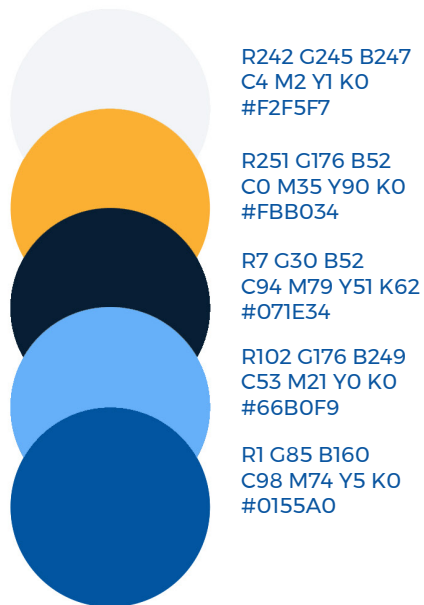
The EPP Group logo exists in 23 different languages  
BG, CS, DA, DE, EL, EN, ES, ET, FI, FR, HR, HU, IT, LT, LV, MT, NL, PL, PT, RO, SK, SL, SV.

Download them at: [www.eppgroup.eu/about-us/logo-graphic-charter](http://www.eppgroup.eu/about-us/logo-graphic-charter)

# Visual identity

## Colour palette

### Primary



R242 G245 B247  
C4 M2 Y1 K0  
#F2F5F7

R251 G176 B52  
C0 M35 Y90 K0  
#FBB034

R7 G30 B52  
C94 M79 Y51 K62  
#071E34

R102 G176 B249  
C53 M21 Y0 K0  
#66B0F9

R1 G85 B160  
C98 M74 Y5 K0  
#0155A0

### Secondary



R140 G151 B204 / C51 M39 Y0 K0  
#8C97CC

R200 G160 B60 / C21 M33 Y84 K8  
#C8A03C

R54 G154 B157 / C74 M19 Y39 K3  
#369A9D

R252 G128 B55 / C0 M60 Y80 K0  
#FC8037

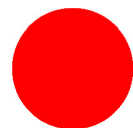
R55 G170 B100 / C74 M2 Y76 K0  
#37AA64

R41 G189 B221 / C69 M0 Y12 K0  
#29BDDD

R232 G31 B141 / C4 M92 Y0 K0  
#E81F8D

R138 G35 B123 / C55 M99 Y9 K2  
#8A237B

R90 G75 B152 / C77 M77 Y1 K0  
#5A4B98



**Use RED colour for dramatic or attacking visuals on Social Media ONLY**  
#FE0000

### Gradients



R0 G52 B210 > R7 G116 B239  
C91 M79 Y0 K0 > C80 M55 Y0 K0  
#0034D2 > #0774EF

R203 G96 B15 > R214 G159 B59  
C16 M73 Y100 K4 > C16 M38 Y91 K1  
#CB600F > #D69F3B

R100 G44 B210 > R41 G188 B221  
C74 M82 Y0 K0 > C67 M2 Y9 K0  
#642CD2 > #29BCDD

R14 G108 B179 > R73 G205 B117  
C89 M56 Y2 K0 > C64 M0 Y74 K0  
#0E6CB3 > #49CD75

R210 G109 B31 > R164 G14 B133  
C14 M67 Y100 K2 > C41 M100 Y8 K1  
#D26D1F > #A40E85

# Visual identity

## Typography

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### Primary font - Social Media

Montserrat Thin  
*Montserrat Thin Italic*  
Montserrat ExtraLight  
*Montserrat ExtraLight Italic*  
Montserrat Light  
*Montserrat Light Italic*  
Montserrat Regular  
*Montserrat Italic*  
**Montserrat Medium**  
*Montserrat Medium Italic*  
**Montserrat SemiBold**  
*Montserrat SemiBold Italic*  
**Montserrat Bold**  
*Montserrat Bold Italic*  
**Montserrat ExtraBold**  
*Montserrat ExtraBold Italic*  
**Montserrat Black**  
*Montserrat Black Italic*

### Secondary font - Website, YT Thumbnails

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

### Secondary font - Website, Body text

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*

NB: Please note that Montserrat is not available for BG and EL text. You can use Open Sans instead.



# Visual identity

## EPP Group Pattern

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### EPP Group Background Polygons



The EPP Group 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.

# Social Media

## Logo position & font

### EPP Group Logo position

The EPP Group logo is usually positionned in the **bottom-right corner** with a margin of 60px, with a height of 75px.

Depending on the picture used in the visual, it could be also positionned bottom-centre or bottom-left. The logo has to be clearly visible.

### Font

The main font used for visuals is the **Montserrat SemiBold** and **Montserrat Regular** (tracking: -50px).

Uppercase or lowercase are both authorised.

There is no max size regulation. Text must always be readable enough on both mobile and desktop devices.



# Social Media

## 70 years logo

### Exclusively in 2023

A “70 years” logo has been created to celebrate the 70th anniversary of the EPP Group.

The EPP Group and 70 years logos have to be side by side on all visuals only this year 2023. It is usually positionned in the **bottom-right corner** with a margin of 60px, with a height of 75px. Space between logos has a size of 38px.



# Social Media

## Creative visuals

### Overlaying text

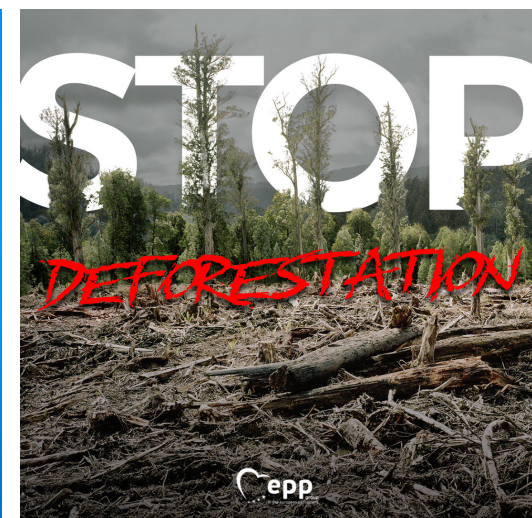
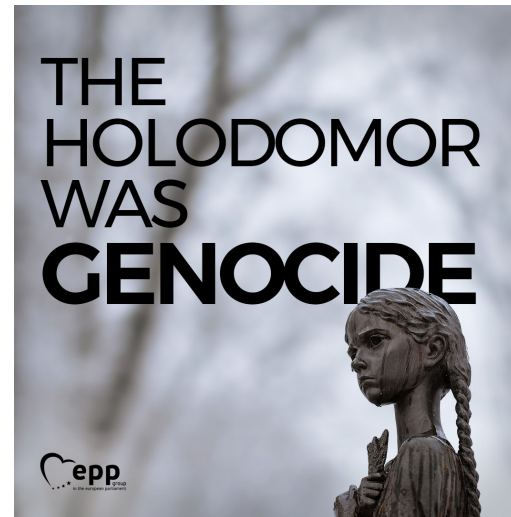
Playing with cutout people or objects and overlaying a part of the text is authorised.

Text has always to be readable.

### Complementary font

Adding a complementary font is authorised in the creative visual only to highlight a special word or to create a “stamp” on special occasions.

**The Montserrat font has always to be used as the main one.**





# Social Media

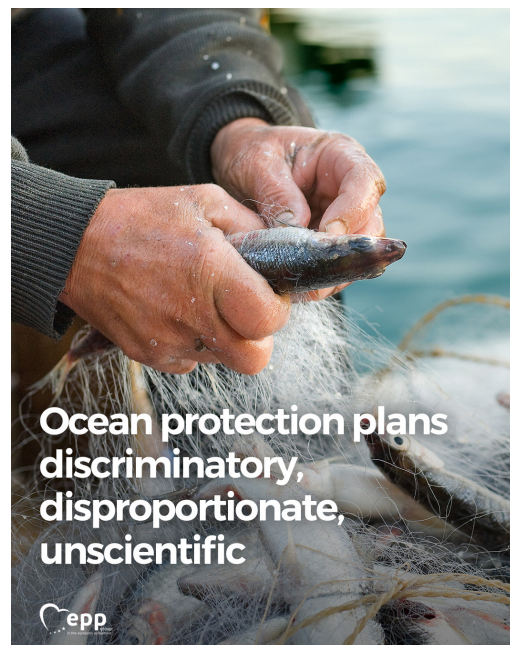
## Newstyle visuals

The Newstyle visual is a part of a Press Release on the EPP Group website.

In the most of the cases, the picture used on the Press Release is the same as the Newstyle visuals used on Social Media.

It exists in two different formats:

- **Portrait format**  
Montserrat SemiBold / 60px  
EPP Group All White Logo in bottom-left
- **Stories format**  
Montserrat SemiBold / 70px  
EPP Group All White Logo in bottom-left



Portrait format  
1080x1350px



Stories format  
1080x1920px

# Social Media

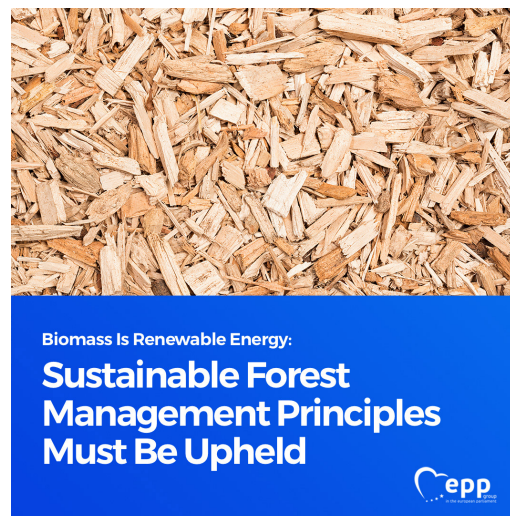
## Block visuals

The block visual is a corporate set using only Primary colours on a block background with Montserrat font.

The ratio between picture and block is 60% - 40%.

It exists in two different formats:

- **Square format**  
Headline Montserrat SemiBold / 36px  
(only if needed)  
BodyText Montserrat SemiBold / 70px  
EPP Group Logo in bottom-right
- **Stories format**  
Headline Montserrat SemiBold / 36px  
(only if needed)  
Montserrat SemiBold / 70px  
EPP Group Logo in bottom-right



Square format  
1080x1080px



Stories format  
1080x1920px

# Social Media

## Quote visuals 1

The quote visual is a corporate set using only Primary colours on a polygons background with Montserrat font. The MEP picture is cut-out on a light blue background.

The ratio between picture and block is 50% - 50%.

It exists in two different formats:

- **Square format**  
BodyText Montserrat SemiBold / 52px  
aligned right  
MEP name Montserrat SemiBold / 30px  
MEP title Montserrat Light / 30px  
EPP Group Logo in bottom-right
- **Stories format**  
BodyText Montserrat SemiBold / 52px  
aligned right  
MEP name Montserrat SemiBold / 30px  
MEP title Montserrat Light / 30px  
EPP Group Logo in bottom-right



Square format  
1080x1080px



Stories format  
1080x1920px



# Social Media

## Quote visuals 1

Blue



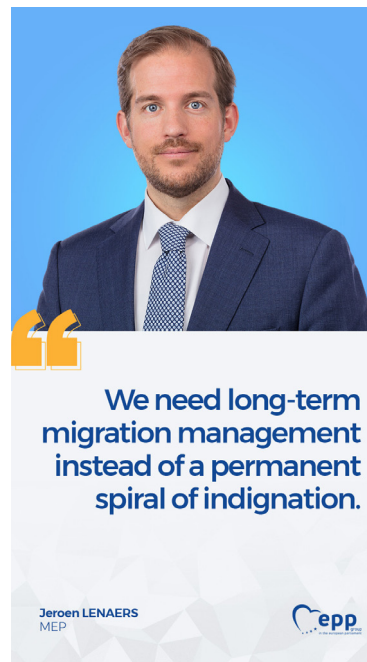
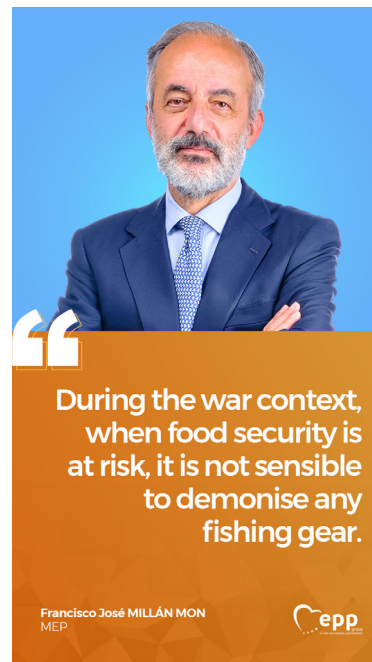
Yellow



Grey



Dark Blue





# Social Media

## Quote visuals 2

The quote visual is a colourful set using some Primary and Secondary colours on a polygons background with Montserrat font. The MEP is a cut-out out and aligned on bottom.

It exists in two different formats:

- **Square format**

BodyText Montserrat Light / 70px aligned left  
MEP name Montserrat SemiBold / 30px  
MEP title Montserrat Light / 30px  
EPP Group Logo in top-right  
MEP picture has to be 380px height max.

- **Stories format**

BodyText Montserrat Light / 80px aligned left  
MEP name Montserrat SemiBold / 30px  
MEP title Montserrat Light / 30px  
EPP Group Logo in top-right  
MEP picture has to be 780px height max.



Square format - Blue  
1080x1080px



Stories format - Blue  
1080x1920px

# Social Media

## Quote visuals 2

Yellow



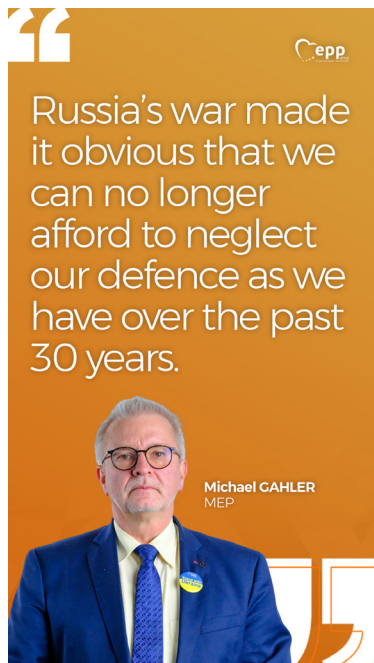
Green



Purple



Pink



# Social Media

## Large text

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Large text visual is a set using Primary colours on polygons background with Montserrat SemiBold font.

The text is the hero. No additional picture is needed.

**Exception:** Using a texture background related to the topic. instead of polygons (i.e. cammo texture for defence)

It exists in two different formats:

- **Square format**  
BodyText Montserrat SemiBold / Big text aligned left  
EPP Group Logo in bottom-right
- **Portrait format**  
BodyText Montserrat SemiBold / Big text aligned left  
EPP Group Logo in bottom-right.



Portrait format  
1080x1350px



# Social Media

Large text

Blue



Yellow



Grey



Darkblue



# Social Media

## Meta Advertising visuals

The Meta ads will automatically add some overlaid buttons or elements on the visuals.

It exists in two different formats:

- **Square format**

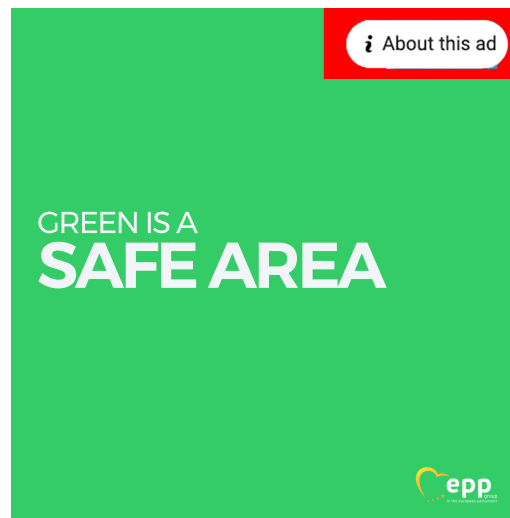
A “About this ad” button will appear on the top-right side of the visual.

**Please, don’t put anything on the red place.**  
Respect the “safe area” in green on the example.

- **Stories format**

Some elements will appear on top and on the bottom of the visual.

**Please, don’t put anything on the red place.**  
Respect the “safe area” in green on the example.



Square format  
1080x1080px



Stories format  
1080x1920px

# Social Media

## Quote video

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### Square format

EPP Group Logo in top-right  
70 years logo (Exclusively in 2023) in top-left  
Dark blue background at the bottom

Subtitles:

Montserrat SemiBold / 45px

Colour: White & EPP Blue Stroke / 2.0

Shadow opacity: 25%

Lower Third:

Montserrat SemiBold

Colour: White & EPP Blue

Animated colour bar at the bottom of the video

Colour: EPP Yellow

Outro:

Animated video with EPP Group logo



Square format  
1080x1080px

# Social Media

## Quote video

---

### Stories format

Dark blue background at the bottom

Subtitles:

Montserrat SemiBold / 60px

Colour: White & EPP Blue Stroke / 7.0

Shadow opacity: 25%

Lower Third:

Montserrat SemiBold

Colour: White & EPP Blue

Outro:

Animated video with call to action “Follow for more”, EPP Group logo (& 70 years logo - exclusively in 2023)



Stories format  
1080x1920px

# Social Media

## Quote video

### Landscape format

EPP Group Logo in top-right  
70 years logo (Exclusively in 2023) in top-left

Subtitles:  
Montserrat SemiBold / 50px  
Colour: White & EPP Blue Stroke / 5.0

Subtitles background:  
Border size: 15  
Colour: EPP Blue  
Opacity: 85%

Lower Third:  
Montserrat SemiBold  
Colour: White & EPP Blue

Outro:  
Animated video with EPP Group logo



Landscape format  
1920x1080px



# Social Media

## Transitions in quote video

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### Plenary videos

If there are multiple quotes in one video, the Adobe Premiere effect “Dip to White” (duration: 8 frames) is added as a transition between them.

### Other videos

In other videos, different kinds of transitions can be added between the footage depending on the style of the video. (eg. Camera transitions, light leaks, overlays, etc.)

# Social Media

## Podcast

The Podcast format requires several visuals for the Social Media promotion, but also for the VoxBox recording.

It exists in three different formats:

- **Screen format (16:9)**

To appear on VoxBox screen.

Visual is composed with headline, tagline and guests. There is also an “End Screen” with EPPGroup.eu and social media icons.

- **Square format**

To promote on Social Media.

**Key visual** is composed with headline and tagline.

**Podcast visual** is composed with headline, tagline, names and “New episode” button.

- **Stories format**

To promote on Social Media.

Visual is composed with headline, tagline, and “New episode” button.

**Logos, waves and gradient elements are on ALL formats.**



Screen format  
1920x1080px



# Social Media

## Podcast

Only for the VoxBox recording, third lows have to be produced:

- **Screen format (16:9)**  
To appear on VoxBox screen.  
Visual is composed with Podcast logo, name and title of guests, waves and gradient elements.

It requires to be saved in **PNG Transparent**.



Screen format  
1920x1080px



# Social Media

## Podcast

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Key visual  
1080x1080px



Podcast visual  
1080x1080px



Stories visual  
1080x1920px



# Social Media

## Podcast quote

The Podcast quotes is similar to previous EPP Group quotes but with the podcast logo, waves and elements.

It exists in two different formats:

- **Square format**  
1080x1080px
- **Stories format**  
1080x1920px



Square visual  
1080x1080px



Stories visual  
1080x1920px

# Social Media

## Podcast video square

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The template of the videos for the Podcast format uses the podcast logo, waves and elements, to differentiate it from the rest of our social media videos.

Logos: (only on landscape and square format)  
EPP Group Logo in top-right  
70 years logo (Exclusively in 2023) in top-right  
Podcast logo in top-left

Subtitles:

### Square format

Montserrat SemiBold / 45px  
Colour: White & light purple (#880967) Stroke / 2.0  
Shadow opacity: 25%



Square format  
1080x1080px

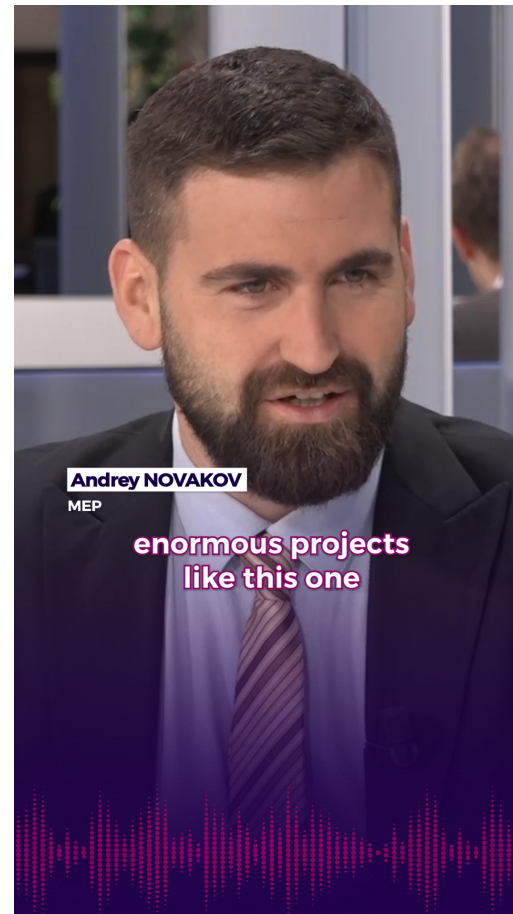
# Social Media

## Podcast video stories

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### Stories format

Montserrat SemiBold / 60px  
Colour: White & light purple (#880967)  
Stroke / 7.0  
Shadow opacity: 25%



Stories format  
1080x1920px

# Social Media

## Podcast video landscape

### Landscape format

Montserrat SemiBold / 50px

Colour: White & dark purple (#150041) / 5.0

Border size: 15

Colour: dark purple (#150041)

Opacity: 85%

Lower Third:

Montserrat SemiBold

Colour: White & dark purple (#150041)

Intro & Outro:

Animated video with Podcast logo



Landscape format  
1920x1080px



# Branding campaigns

## Health

# #EPP4Health

The Health campaign uses a combination of rectangular and square blocs with secondary colours on a white background.

The #EPP4Health has to be on all visuals, with the EPP Group logo.

### Font

The main font used for visuals is the **Montserrat SemiBold**.

Headlines have to be in uppercase. Main text, tagline or quote has to be in lowercase.

There is no max size regulation. Text must always be readable enough on both mobile and desktop devices.



# Branding campaigns

## Health

# #EPP4Health

### Video

The template of the videos for the Health campaign has colourful rectangular and square blocks matching our visuals.

EPP Group Logo in top-right

Subtitles:

Montserrat SemiBold

Colour: White & Purple Stroke / 5.0

Outro:

Animated video with EPP Group logo & #EPP4Health hashtag



# Branding campaigns

EUCanBeatCancer



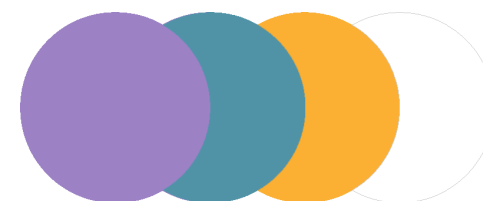
The EUCanBeatCancer campaign uses a set of elements like cross, square, triangle and circle on a greenish and purple gradient backgrounds.

The #EUCanBeatCancer has to be on all visuals, with the EPP Group logo.

The main font used for visuals is the **Montserrat SemiBold** and has to be white with yellow #FBB034 for highlighting some part.

Main text, tagline or quote has to be in lowercase. MEP Name and title for quotes is uppercase.

There is no max size regulation. Text must always be readable enough on both mobile and desktop devices.



# 9c81c4 # 5093a7 # fbb034 # ffffff



**Campaigns Directorate**  
EPP Group in the European Parliament  
2023