# Table of contents

**Introduction** ............................................. 2  
Graphical coherence .................................. 2  
A unified identity .................................. 3  
A common logo .................................. 4  

**Our brand voice** .................................... 5  

**Visual identity** .......................................... 6  
EPP Group logo .................................. 7  
Logo variations ......................................... 8  
Incorrect use of the logo .......................... 9  
Logo cohabitation .................................. 10  
Logo language variations ....................... 11  
EPP TV ............................................... 12  
Primary colour palette ................................ 13  
Colour gradient .................................. 14  
EPP Group Services and colours ........ 15  
Typography ........................................... 16  
EPP Group pattern .................................. 17  
Background images .................................. 18  
Social media ........................................... 19  
Glyph Web ............................................ 20  
Graphic element ..................................... 21
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 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 produced by the EPP Group.

This style guide is a reference work for designers and printers who work with the EPP Group. It will also serve as the basis for templates which will be produced for the various newsletters published within the EPP Group.
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 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 across the EPP Group to build a consistent brand image and strengthen our identity.

- Logo
- Colour Palette
- Subline
- Typography
- Pattern
- Graphic element
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.

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.

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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), be sure to use all lowercase characters.

- Lorem ipsum dolor sit amet eppgroup.eu
- Lorem ipsum dolor sit amet EPPGROUP.eu
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 Blue, the EPP Pattern and photos.
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.

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/logos
Visual identity

Logo cohabitation

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 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
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/logos
Visual identity
EPP TV

Download them at: www.eppgroup.eu/logos
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

Secondary colour
R54 G154 B157
#369A9D

EPP blue
R1 G85 B160
#0155A0

CMYK values

Secondary colour
C3 M4 Y91 K0

EPP yellow
C0 M36 Y84 K0

Secondary colour
C74 M19 Y39 K3

EPP blue
C96 M66 Y3 K0

Gradient

Secondary colour

Angle: -60°
Gradient slider: 30%

EPP yellow

EPP blue

Angle: -60°
Gradient slider: 30%

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
EPP Group Services and colours

<table>
<thead>
<tr>
<th>Services</th>
<th>RGB values</th>
<th>CMYK values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colour for the EPP Group general usage</td>
<td>R1  G85  B160</td>
<td>C96  M66  Y3  K0</td>
</tr>
<tr>
<td>Colour for the Presidency</td>
<td>R140 G151 B204</td>
<td>C51  M39  Y0  K0</td>
</tr>
<tr>
<td>Parliamentary Works Service</td>
<td>R200 G160 B60</td>
<td>C21  M33  Y84  K8</td>
</tr>
<tr>
<td>External Policies-Committees Service</td>
<td>R54 G154 B157</td>
<td>C74  M19  Y39  K3</td>
</tr>
<tr>
<td>Relations with National Parliaments Service</td>
<td>R252 G128 B55</td>
<td>C0    M60  Y80  K0</td>
</tr>
<tr>
<td>Mediterranean Policy and Interreligious Dialogue &amp; Intercultural Activities Unit</td>
<td>R55 G170 B100</td>
<td>C74  M2  Y76  K0</td>
</tr>
<tr>
<td>Press and Communications Service</td>
<td>R251 G176 B52</td>
<td>C0    M36  Y84  K0</td>
</tr>
<tr>
<td>The European People's Party*</td>
<td>R41 G189 B221</td>
<td>C69  M0  Y12  K0</td>
</tr>
<tr>
<td>Internal Organisation - Organisation of External Meetings</td>
<td>R232 G31 B141</td>
<td>C4    M92  Y0  K0</td>
</tr>
<tr>
<td>Events and External meetings section*</td>
<td>R138 G35 B123</td>
<td>C55  M99  Y9  K2</td>
</tr>
<tr>
<td>Internal Organisation</td>
<td>R90 G75 B152</td>
<td>C77  M77  Y1  K0</td>
</tr>
</tbody>
</table>

* These colours are not related to services.

NB: All colour names and colour values from the old graphic charter are no longer valid and should no longer be used.
Visual identity
Typography

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
EPP Group pattern

EPP Group pattern

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, backlight 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.
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 EPP Group 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

**EPP Group 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.

**EPP Group social media profile picture**

Use the glyph icon on an EPP blue background.

**When using social media on EPP Group 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.

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.
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.