
BRAND GUIDELINES



12 DEMANDS

CONTENT

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ICONS: 12 DEMANDS

ICONS

12 ICONS

12 ICONS: COLOR VERSION



When an icon is on a square, that square must be proportional 1 x 1

The white icon should be contained by its defined color, or black background.

ICONS

12 ICONS

12 ICONS: BLACK/WHITE VERSION



When an icon is on a square, that square must be proportional 1 x 1

The white icon should be contained by its defined color, or black background.

ICONS

12 ICONS

ICONS 6

12 ICONS: COLOR VERSION INVERSED

1 PUTTING EUROPE IN
THE HANDS OF PEOPLE



2 EQUALITY AND
HUMAN RIGHTS



3 STRONG SOCIAL
UNION



4 AMBITIOUS
CLIMATE ACTION



5 ROBUST MANAGEMENT
OF NATURAL RESOURCES



6 SUSTAINABLE AND
HEALTHY FOOD SYSTEMS



7 FAIR
TAXATION



8 FAIRTRADE
AGENDA



9 EU'S ROLE
IN THE WORLD



10 PEOPLE-CENTRED
RESPONSE TO MIGRATION



11 NEEDS-DRIVEN AND
RESPONSIBLE RESEARCH



12 PEOPLE-CENTRED
EU BUDGET



Each icon can ONLY be used inverted over a white background.

The icon may not be used inversely over a black nor a colored background.

ICON USAGE: DON'TS



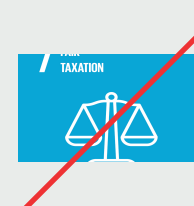
DO NOT stretch/squash/distort



DO NOT rearrange elements



DO NOT add drop shadows



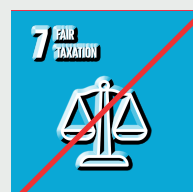
DO NOT crop



DO NOT swap colors between icons



DO NOT change icon color



DO NOT extrude or bevel

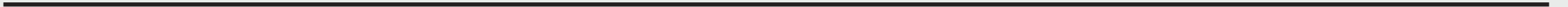


DO NOT alter typeface

These examples of icon treatments are NOT PERMITTED.

Format, size and coloring of the 12 demands are detailed within this document.

TYPOGRAPHY



TYPOGRAPHY

TYPEFACE

GIORGIO SANS

PRIMARY HEADLINE FONT
GIORGIO SANS — BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 * & % \$ # ! / :

SECONDARY HEADLINE FONT
GIORGIO SANS — EXTRA LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 * & % \$ # ! / :

GIORGIO SANS font is usually used for headlines and titles.

COLORS

COLOR

THE 12 COLORS

COLOR DEFINITIONS

R: 0 G: 118 B: 183 C: 86% M: 45% Y: 4% K: 0% #0076B7	R: 229 G: 51 B: 31 C: 1% M: 90% Y: 93% K: 0% #E5331F	R: 195 G: 28 B: 50 C: 16% M: 98% Y: 78% K: 6% #C31C32	R: 73 G: 118 B: 52 C: 74% M: 32% Y: 95% K: 19% #497634	R: 61 G: 165 B: 53 C: 75% M: 4% Y: 100% K: 0% #3DA535	R: 213 G: 160 B: 2 C: 16% M: 36% Y: 99% K: 5% #D5A002
R: 7 G: 166 B: 214 C: 75% M: 14% Y: 7% K: 0% #07A6D6	R: 250 G: 183 B: 0 C: 0% M: 31% Y: 100% K: 0% #FAB700	R: 32 G: 49 B: 96 C: 100% M: 87% Y: 32% K: 21% #203160	R: 221 G: 12 B: 121 C: 6% M: 98% Y: 9% K: 0% #DD0C79	R: 234 G: 100 B: 17 C: 1% M: 71% Y: 98% K: 0% #EA6411	R: 0 G: 75 B: 132 C: 100% M: 71% Y: 22% K: 5% #004B84

Each demand has an assigned color. This defined color is used for the 12 main icons.