

ESN PARLIAMENTARY GROUP // CI STYLEGUIDE

Our Europe.
Our identity.



ESN EUROPE OF
SOVEREIGN
NATIONS

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Introduction.

A common *identity* for a group whose members are actually *sovereign* is a challenge to begin with.

However, this CI styleguide shows, that even within a design system there can be enough flexibility for every Member of parliament making an *individual* mark.



Our Logo.

Our Logo is a symbol of everything Europe stands for. It is a symbol of life. With strong roots. And an abundance of different branches.



Our Logo./2

Our Logo is a symbol of everything Europe stands for. It is a symbol of life. With strong roots. And an abundance of different branches.

Our Logo can be adapted to different formats and backgrounds. A horizontal orientated version for landscape formats or a vertical oriented one for portrait or even slimmer



Our colours.

Our colours are a major part of our identity.

Our *primary colours* consist of a dark blue ESN BLUE and a lighter one ESN LIGHT BLUE. This colour combination stands for trust and solidity.

ESN BLUE

C/M/Y/K 90/60/10/60
R/G/B 25/52/90
#19345a

ESN LIGHT BLUE

C/M/Y/K 70/30/30/0
R/G/B 83/148/167
#5293a7

Our colours./2

Our *secondary colours* complement the primary ones.
They offer the possibility of a versatile design.

ESN BLUE

C/M/Y/K 90/60/10/60
R/G/B 25/52/90
#19345a

ESN LIGHT BLUE

C/M/Y/K 70/30/30/0
R/G/B 83/148/167
#5293a7

ESN RED

C/M/Y/K 10/100/70/0
R/G/B 214/15/60
#d60f3c

ESN LIGHT GREY

C/M/Y/K 30/0/10/10
R/G/B 177/210/216
#b1d2d8

ESN DARK BLUE

C/M/Y/K 100/60/10/80
R/G/B 0/27/55
#001b37

Our colours./3

Our gradients offer another option for designing online graphics, information graphics or tables for brochures and magazines.

ESN BLUE

C/M/Y/K 90/60/10/60
R/G/B 25/52/90
#19345a

ESN LIGHT BLUE

C/M/Y/K 70/30/30/0
R/G/B 83/148/167
#5293a7

ESN BLUE GRADIENT

ESN RED GRADIENT

ESN LIGHT BLUE GRADIENT

Our fonts.

Our fonts consist of two typefaces freely available from fonts.google.com. For differentiation purposes we have a *serif* font and a *sans serif* font. They work well together and help to form an indistinguishable design.

Serif font

Petrona Bold
Petrona Light

Ratustistrum ni temolor emporpo reptaturiam di conse magnatur? Acernat volessimi, invelis archil ipsuscia quae volore lit mollaccae consequ aeptatu sanditem ium delestion et hillias er epudant. Parum id utemqua estempore vid quis ut voluptas mo-

Sans serif font

Montserrat Bold
Montserrat Light

Ratustistrum ni temolor emporpo reptaturiam di conse magnatur? Acernat volessimi, invelis archil ipsuscia quae volore lit mollaccae.re non niandit adias

Graphic elements.

One of the main elements of our design is the diagonal *stroke of action*. It conveys power and vitality: a group going forward.



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Application examples.

Business cards.

Business cards always have to fulfill two things: underline the identity of the group *and* the person. Therefore the colours on the business card front can be chosen individually.



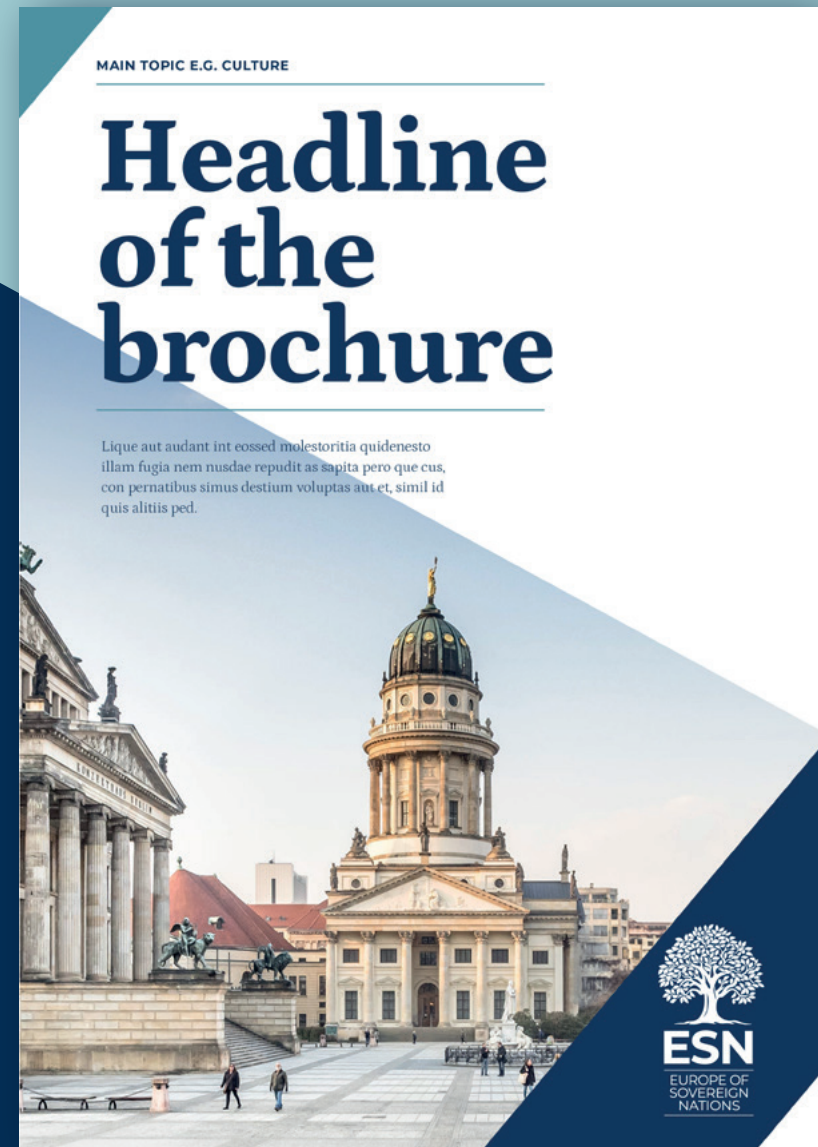
Social Media Post.

SocialMedia will be our main channel when talking to the public. Therefore we design templates that work for every topic, occasion or MEP.



Brochure design.

Brochures and magazines are an important tool to educate the public about our ideas and policies. A contemporary yet classic design is what we want to achieve.



Roll-ups.

For any press conference or *matinee* roll-ups are there to brand the occasion. Design can vary as long as the essential elements are included.



