LOGO

The deep blue is the preferred version, as it reinforces brand recognition.

On dark-coloured backgrounds, you can also use a negative version.

Any other version, colour or format of the logo is incorrect.
COLOUR PALETTE

The deep blue is to be used as our reference colour.

In the logotype or backgrounds, on communication media and supporting documents, the colour is always deep blue.

Any other colour or gradient is incorrect.

DEEP BLUE

C: 89
M: 56
Y: 10
K: 0

R: 24
G: 102
B: 165

#1866a5

PANTONE 647C
SECONDARY COLOURS

The use of yellow and light blue brings out the ECR blue and highlight the vivacity of the brand. The yellow is to be used on communication media and supporting documents as a contrast colour for headlines or titles background.

Dark grey is a background colour. Light blue and yellow can be used as highlighting colour.

It is important to use yellow in a small percentage compared to blue.

The dark grey adds an elegant contrast. It is used as text colour on white backgrounds.
ECR
PROXIMA NOVA CONDENSED BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.:;,’()/&%€=!?><@-_#*[]{}+

EUROPEAN CONSERVATIVES AND REFORMISTS GROUP
PROXIMA NOVA CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.:;,’()/&%€=!?><@-_#*[]{}+
CLEAR SPACE AND SAFE ZONE

The blue area indicates Logo Space and must be kept free of other elements.

The grey padding indicates the Safe Zone.
MINIMUM LOGO WIDTH

For excellent legibility of the logo, use a minimum width of 10mm.
NEGATIVE VERSION

It is best to use this logo only on dark backgrounds and on dark photos.

This version DOES NOT replace the main positive version, but can be used when necessary.
DON'T

Any other previous version, colour or format of the logo is incorrect.

POSITIVE

BEFORE REBRANDING CIRCLE FLAT

WITH NO BOX FLAT

WITH NO BOX GRADIENT

NEGATIVE

BEFORE REBRANDING CIRCLE FLAT

WITH NO BOX


**DON'T**

Apply the logotype versions as provided in the source files. The following examples represent incorrect use of the logo.

**DON'T CHANGE ELEMENT POSITION**

**DON'T USE POSITIVE VERSION ON COLOURFUL BACKGROUNDs**

**DON'T STRETCH OR DISTORT**

**DON'T CHANGE FONT OR COLOUR**

**DON'T CHANGE ELEMENT SIZE**

**DON'T DELETE ELEMENTS**

**DON'T USE THE LOGO WITHOUT THE BOX**

**DON'T USE OUTLINE**

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**ECR - BRAND MANUAL**

Fabrizio Efficace Advertising Agency
LETTERHEAD

Size
A4 (210x297 mm)

Contents
FONT FAMILY: Arial Regular
SIZE: 10,5 pt
LINE-HEIGHT: 12 pt

Footer
FONT FAMILY: Arial Regular
SIZE: 8 pt
LINE-HEIGHT: 10 pt

Tempore accusato! Eris sunt aut fugiae eos ea dictum sit enim est sit? Quaestionesque quo modales velit verumque qui saepe sed ut etiam radiam quae sed est nihil. Qui nunc etiam radiam nisi verumque ea dictum sit enim est sit? Qui nunc etiam radiam nisi verumque qui saepe sed ut etiam radiam quae sed est nihil. Qui nunc etiam radiam nisi verumque qui saepe sed ut etiam radiam quae sed est nihil.

Lorem ipsum dolor sit amet, consectetur adipiscing 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.

Tempor temporum est etiam radiam nisi verumque qui saepe sed ut etiam radiam quae sed est nihil. Qui nunc etiam radiam nisi verumque qui saepe sed ut etiam radiam quae sed est nihil. Qui nunc etiam radiam nisi verumque qui saepe sed ut etiam radiam quae sed est nihil. Qui nunc etiam radiam nisi verumque qui saepe sed ut etiam radiam quae sed est nihil.

Lorem ipsum dolor sit amet, consectetur adipiscing 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.
BUSINESS CARD

Size
85x55 mm

Name and Surname
FONT FAMILY: Proxima Nova Bold
SIZE: 9 pt

Other info
FONT FAMILY: Proxima Nova Light
SIZE: 5,5 pt
LINE-HEIGHT: 7 pt
SOCIAL MEDIA

Cover and Post template

#REALREFORM

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISICING ELIT, SED DO EIUSSMOD TEMPOR

ECR IDEAS FOR REFORM

WEALTH CREATION
TWITTER

#REALREFORM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

ECR GROUP

@ECRGROUP

Who to follow

Media

ECR Ideas for Reform

Wealth Creation

Financed 2019

Follow
ECR Group
Political organization
European Conservatives and Reformists Group in the European Parliament. #REALREFORM
www.ecrgroup.eu
Followed by snowgraphs
THE EXTENDED VERSION OF THE LOGO IS MEANT TO BE USED ON BIG LAYOUTS ONLY SUCH AS ATL APPLICATIONS.

DO NOT CONSIDER THIS THE MAIN VERSION OF THE LOGO.
**EXTENDED LOGO**

This version of the logo is meant to be used on big format layouts.

**Do not** use this version as main logo.

The deep blue is the preferred version, as it reinforces brand recognition.

On dark-coloured backgrounds, you may also use the negative version.

**Any other version, colour or format of the logo is incorrect.**
CLEAR SPACE AND SAFE ZONE

The blue area indicates Logo Space and must be kept free of other elements.

The grey padding indicates Safe Zone.
MINIMUM SECONDARY LOGO WIDTH

For excellent legibility of the logo, use a minimum width of 30mm.
NEGATIVE VERSION

It is best to use this logo only on dark backgrounds.

This version DOES NOT replace the main positive version, but can be used when necessary.
DON'T

Any other previous version, colour or format of the logo is incorrect.

POSITIVE

BEFORE REBRANDING CIRCLE FLAT

WITH NO BOX FLAT

WITH NO BOX GRADIENT

NEGATIVE

BEFORE REBRANDING CIRCLE FLAT

WITH NO BOX
## DON'T

Apply the logotype versions as provided in the source files. The following examples represent incorrect use of the logo.

<table>
<thead>
<tr>
<th>DON'T CHANGE ELEMENT POSITION</th>
<th>DON'T USE POSITIVE VERSION ON COLOURFUL BACKGROUND</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Correct Version]</td>
<td>![Incorrect Version]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DON'T STRETCH OR DISTORT</th>
<th>DON'T CHANGE FONT OR COLOUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Correct Version]</td>
<td>![Incorrect Version]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DON'T DELETE ELEMENTS</th>
<th>DON'T USE THE LOGO WITHOUT THE BOX</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Correct Version]</td>
<td>![Incorrect Version]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DON'T USE OUTLINE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>![Incorrect Version]</td>
<td></td>
</tr>
</tbody>
</table>
ATL APPLICATIONS

Vertical format.

To make the headline more prominent use the yellow extra colour.

REAL REFORM

Lici blabo. Pore eliquatiae est, as eum que mil in nit eos a sum veruptatur autet lauetem quia similique qui blabore rcimus minis sa quis ium ipsapit la nosa cusdam,

ECR - BRAND MANUAL

NE VOLORE DEST, CULLUP ATUREPRA VEL MOLUPTATEM EATEM FACILIT IONSEQUATE CON EUM ID ETUR AUT QUI SEQUAM, CONSEQUAM EXCERUMQUI OPTAS ALIC TESEDIPIS AD QUATE VENT HILIAS DOLUPTA TUSCPSA CUSPAPI MINVERI BERA DENIENIS ET, ASIT
REAL REFORM
Lici blabo. Pore eliquatiae est, as eum que mil in nit eos a sum veruptatur autet lautem quia simillique qui blabore rcius minis sa quis ium ipsapit la nosa cusdam.

www.ecrgroup.eu
ATL APPLICATIONS

Horizontal format.

To make the headline more prominent use the yellow extra colour.
GOOD DESIGN SOLVES PROBLEMS.
BAD DESIGN WILL CREATE ONE.