



JUNGE
EUROPÄISCHE
FÖDERALIST:INNEN
BERLIN-BRANDENBURG

VISUAL GUIDELINES

(nach den Visual Guidelines der JEF Europe)



WHAT ARE VISUAL GUIDELINES?

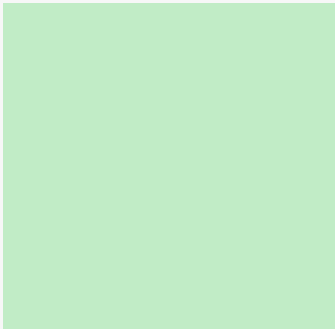
Visual guidelines include the elements used to represent our organisation, such as our logo, colour scheme, illustration style, typography, icons, photography, and the overall aesthetic representation of JEF Europe.

These elements work together to create a unique and consistent visual representation that helps to communicate the identity and values of the organisation and differentiate it from other brands and organisations.

MAIN COLOUR AND ITS SHADES



CMYK 100/0/50/20
RGB 0/204/102
#00C158
This is “the JEF green”
and the primary shade.



CMYK 18/0/16/7
RGB 193/236/198
#clecc6



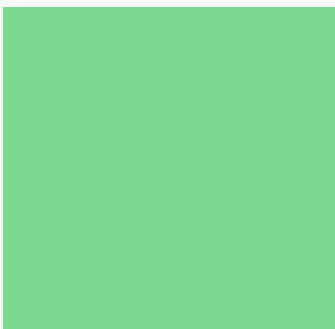
CMYK 100/0/55/30
RGB 0/179/81
#00b351



CMYK 29/0/25/11
RGB 160/226/170
#a0e2aa



CMYK 100/0/55/50
RGB 0/128/58
#00803a



CMYK 42/0/33/16
RGB 125/215/143
#7dd78f



CMYK 100/0/55/70
RGB 0/77/35
#004d23



CMYK 59/0/43/20
RGB 84/204/116
#54cc74

OTHER PRIMARY COLOURS



CMYK 0/100/46/24
RGB 193/0/105
#c10069
This is the primary shade.



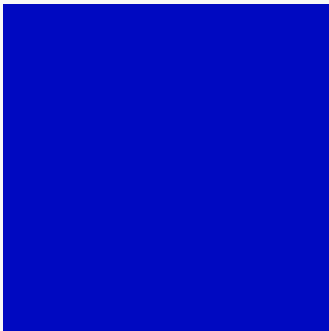
CMYK 0/35/24/9
RGB 232/150/177
#e896b1



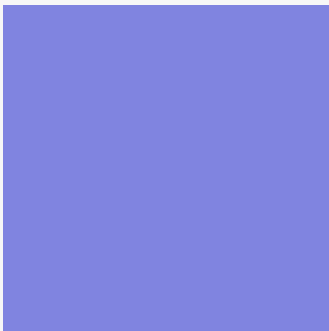
CMYK 0/49/31/13
RGB 221/113/152
#dd7198



CMYK 0/89/45/38
RGB 159/17/87
#9f1157



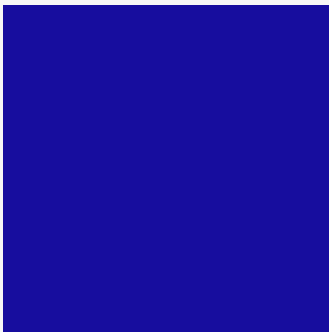
CMYK 100/95/0/24
RGB 0/9/193
#0009c1
This is the primary shade.



CMYK 43/41/0/12
RGB 128/132/224
#8084e0



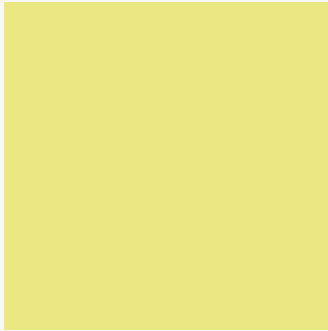
CMYK 64/61/0/17
RGB 77/83/212
#4d53d4



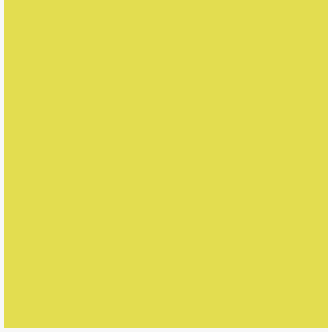
CMYK 85/92/0/38
RGB 23/13/158
#170d9e



CMYK 0/4/98/16
RGB 215/206/5
#d7ce05
This the primary shade.



CMYK 0/2/45/8
RGB 235/231/130
#ebe782



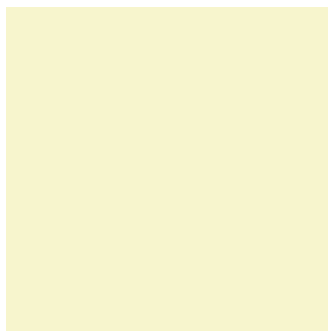
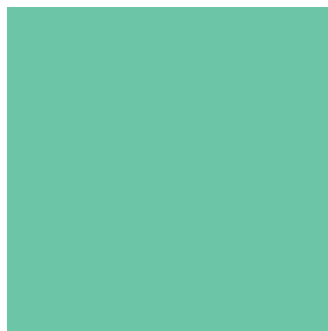
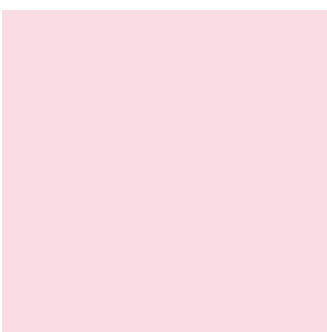
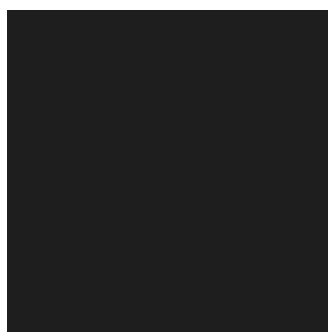
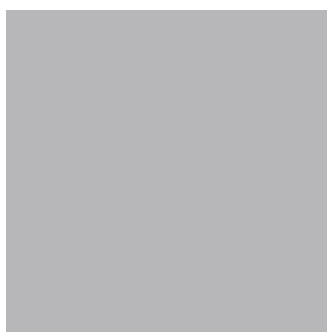
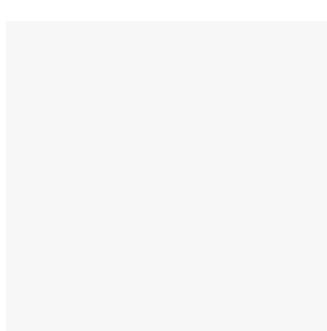
CMYK 0/3/65/11
RGB 227/221/80
#e3dd50



CMYK 0/4/98/33
RGB 172/165/4
#aca504

SECONDARY COLOURS

These may be used to complement primary colours,
e.g. when contrasts require this.

 CMYK 16/15/0/5 RGB 204/206/243 #cccef3 Lightest shade of primary blue	 CMYK 0/1/17/3 RGB 247/245/205 #f7f5cd Lightest shade of primary yellow.	 CMYK 45/0/15/23 RGB 109/197/167 #6DC5A7	 CMYK 2/3/0/55 RGB 113/112/115 #717073
 CMYK 68/84/0/64 RGB 29/15/92 #1d0f5c Darkest shade of primary blue	 CMYK 0/55/68/5 RGB 242/109/77 #F26D4D	 CMYK 23/56/0/25 RGB 148/85/192 #9455c0	 CMYK 3/3/0/42 RGB 145/145/149 #919195
 CMYK 0/12/8/2 RGB 249/220/228 #f9dce4 Lightest shade of primary berry red	 CMYK 0/40/66/6 RGB 240/144/81 #F09051	 CMYK 0/0/0/88 RGB 30/30/30 #1e1e1e DuP almost black	 CMYK 1/1/0/27 RGB 183/183/185 #b7b7b9
 CMYK 0/76/44/63 RGB 94/23/53 #5e1735 Darkest shade of primary berry red	 CMYK 0/66/50/13 RGB 223/75/112 #DF4B70	 CMYK 0/82/79/25 RGB 191/35/41 #bf2329 DuP red	 CMYK 0/0/0/3 RGB 247/247/247 #f7f7f7 DuP off-white

SAFETY SPACE FOR LOGOS

When using the JEF logo with other logos and graphic elements, maintain a safety space that equals 150% the size of the square around the logo.



100%

150% Safety Space

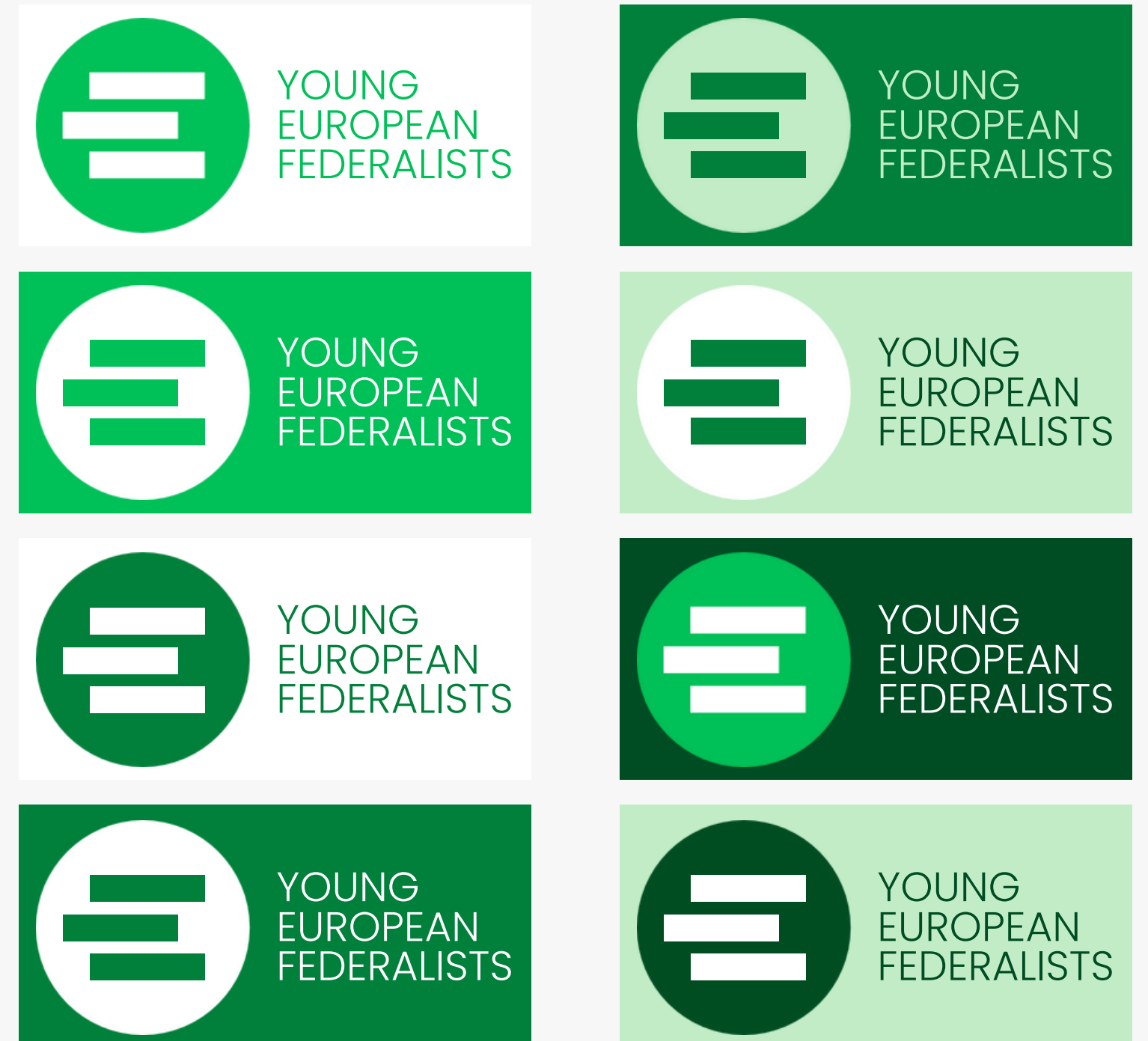


COLOURS FOR THE LOGO

The logo may be used with all colours provided in the visual guidelines given that there are enough contrasts between the colours to ensure the visibility of it.

It is recommended that the logo is all white on coloured backgrounds, and the standard green on white backgrounds.

One should always stay within the same colour scheme and never opt for more colours and shades than two to three, always matching with the rest of the layout.



VARIATIONS OF THE LOGO

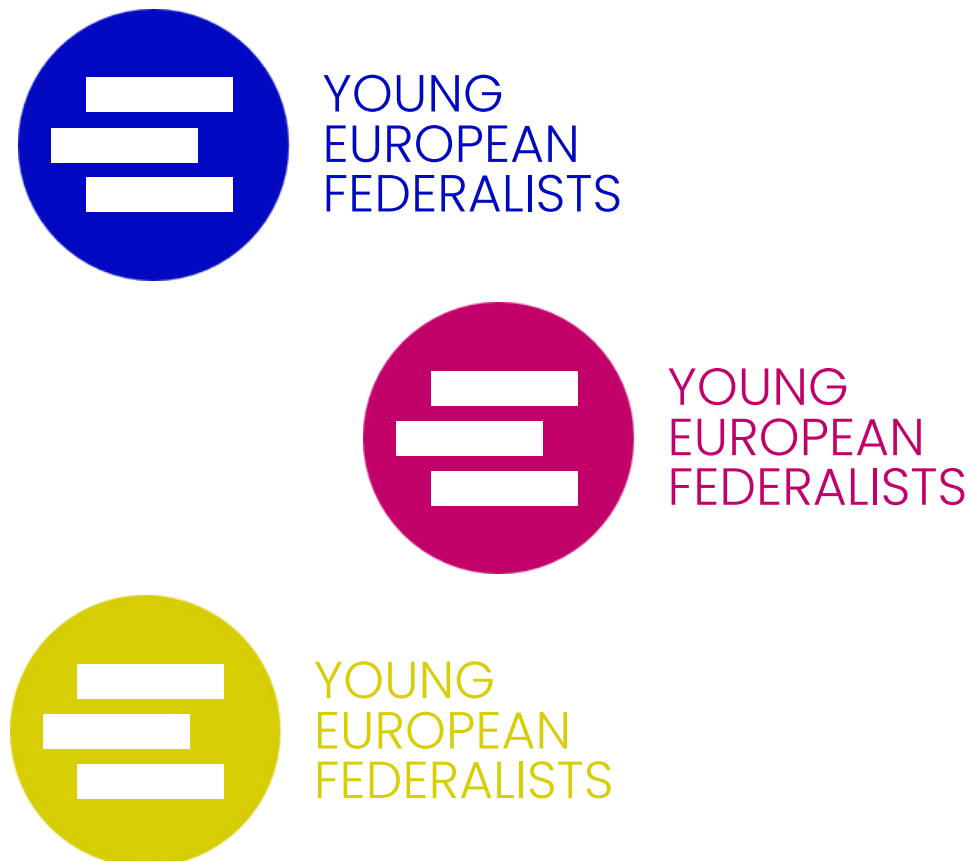
Primary version of the logo

The main colour of the logo is federalist green. There is also a white version of the logo with the lines of the letter E in green.



Secondary versions of the logo

The logo may also be used with other colours permitted by the visual guidelines as mentioned in the previous slide.



Other versions of the logo

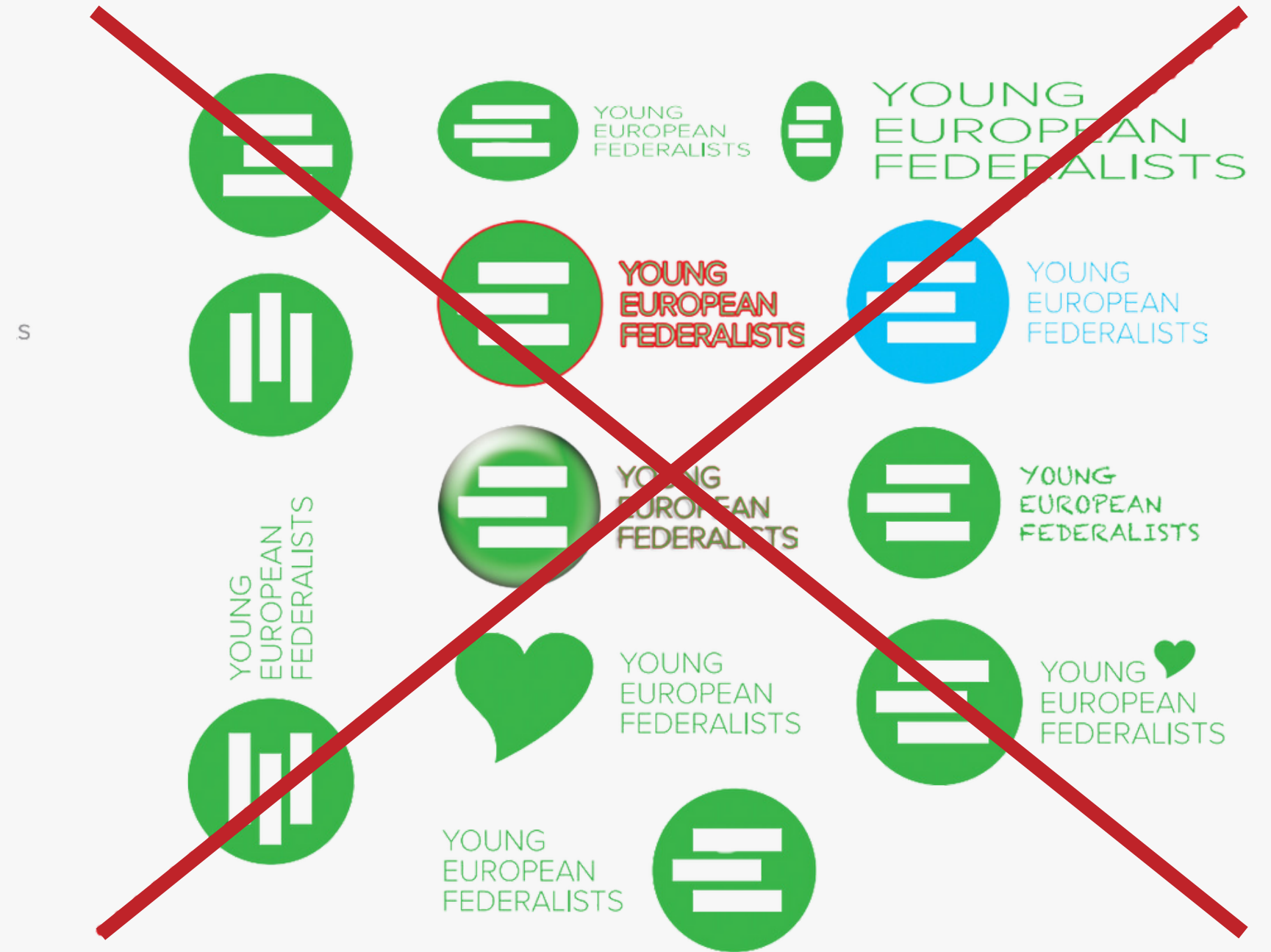
There are also specific versions of the logo created to celebrate a specific time of the year or highlight a political topic. Examples of these are e.g. logo with colours of the Ukrainian flag, pride version and JEF 50 years logo.



DONT'S OF LOGO

- Rotate or change the direction
- Overprint or obstruct any part
- Anthropomorphize
- Add special effects
- Use old versions
- Changed arrangement of logo elements
- Colour the lines
- Change the font
- Add other elements
- Write inside the circle
- Use the logo in any colour

If you have any doubts feel free to ask.



TYPOGRAPHY

Poppins is our primary font and is a versatile and internationalist font that can be used with all alphabets used in our sections across Europe, creating a more accessible and inclusive visual identity that can be used and followed by all of our members.

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 (!@&#\$€*%^)

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 (!@&#\$€*%^)

Poppins Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 (!@&#\$€%^)*

CHECKLIST FOR DESIGNS

- ✓ Logo present and in adequate size
- ✓ Logo in correct colour, monochrome
- ✓ Logo respecting safety space
- ✓ Logo in good contrast with background
- ✓ The name of the organisation is present if material is intended for external purposes
- ✓ Background elements do not interfere with the information presented
- ✓ Fonts are according to the guidelines
- ✓ Text is not coloured in plain black, but according to the text colours
- ✓ Pictures are in high resolution and nothing important is cut off
- ✓ Pictures have correct copyright statement
- ✓ Document has correct colour space according to print destination (CMYK, RGB, etc.)
- ✓ Check for spelling mistakes

EUROPE IS WHAT WE MAKE OF IT.

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