



YOUNG
EUROPEAN
FEDERALISTS

A SIMPLE GUIDE



**A NEW VISUAL
IDENTITY...
A LOGO
THAT UNITES**

LOGOS

Europe is changing rapidly, and as Young European Federalists we must ensure to stay on the frontline of the debate. In this, JEF is more than just a three letter acronym. It stands for more than 35 active pro-European youth organisations striving for a more democratic, free and just European society. It stands for thousands of young Europeans, united in diversity, organised on the local, regional, national, cross-border and European level.

The fast pace of change in Europe and needed reactivity by the Young European Federalists is reflected in the new logo through the three 'moveable' stripes which, whilst referring to the federalist E, also show that the concept of federalism isn't carved in stone. The circle is a clear indication that we strive towards unity and perfection, towards the finalisation of our common European project. This all in a refreshed (federalist) green, ready to stay that generation ahead!



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LOGOS SAFETY SPACE

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.



FORMATS

CMYK

RGB

PANTONE

EPS

PNG(72dpi)

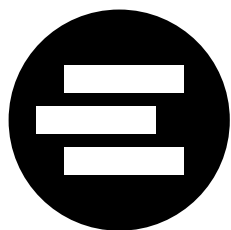
PNG(300dpi)

The positive logos are for standard usage, with a white or light coloured background.

The negative logos can be used in case of a dark background.



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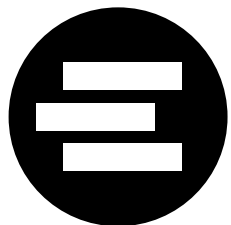
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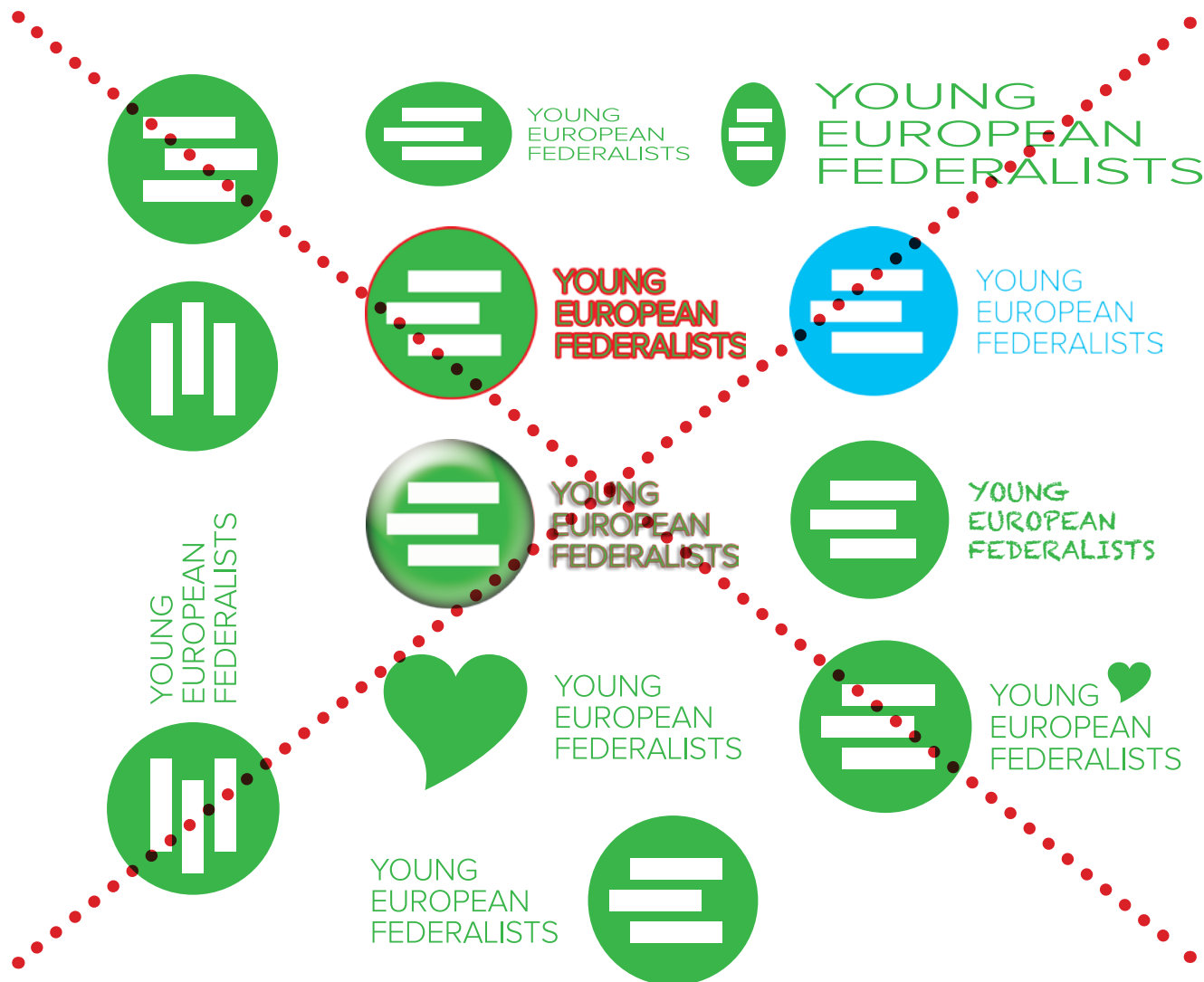
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DON'T

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

If you have any doubts feel free to ask.



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

COLORS



CMYK 75/0/100/0
RGB 0/192/88
PANTONE
362 C
#00CC66



CMYK 0/5/0/75
RGB 113/112/115
PANTONE
Cool Gray 11 C
#717073



CMYK 0/1/0/51
RGB 145/145/149
PANTONE
Cool Gray 9 C
#919195

TYPOGRAPHY

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@&#\$€*%^)

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@&#\$€*%^)

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@&#\$€*%^)

EUROPE IS WHAT WE MAKE OF IT.

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