

**PPEU identity**

**Proposal 4**

**code: maple**



Analysis

current EU parties

On the right side are presented all current EU parties. They are vaguely ranked and grouped according to their basic characteristics.

As observed, most frequent motifs are stars and the color blue, clearly derived from the EU flag. Some of the parties are more or less sucessfully trying to move away from the, well most obvious symbols of EU.

With the exceptons of PES and partly EPP, I think we can assume that most of them are lacking design qualities.

Maybe using the color blue is not a good idea, as party is a party and not an EU institution. Trying to mark it as so, I think does not do any favor (especially to smaller) parties.



Party of european socialists



European left



European greens



European people's party



AECR



Movement for a Europe of liberties and democracy



European christian political movement



ALDE



European democratic party

Alliance of European National Movements



European free alliance



European democrats

European Alliance for Freedom

## Analysis

## current European Pirate parties

Here are presented only a few of identities of pirate parties across Europe. We can observe that national parties logotypes come in a myriad of variations, shapes and colors. Some choose to use national flags colors for the logo, other have added crests or textboxes.

On the right side they are grouped according to their characteristics. In the left column are logotypes with textboxes, on top right are countries with national flags inside the P sign, and on the bottom with flags inside the circle. In the middle are parties with crests or national abbreviations.

We can observe that different countries tackle the identity issue in different ways, more or less successfully. One of the key tasks of unified PPEU logo should be to work well with all of them.



Croatia



Czech republic



Germany



France



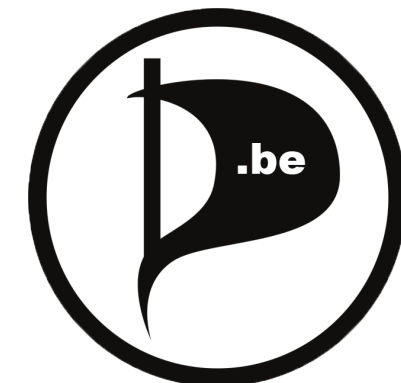
Ireland



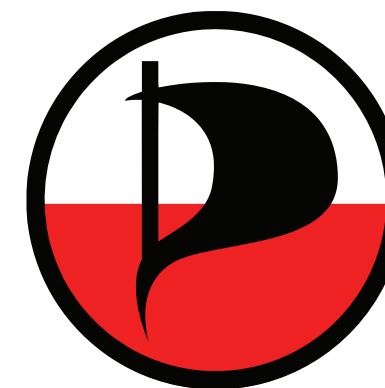
Italy



Slovakia



Belgium

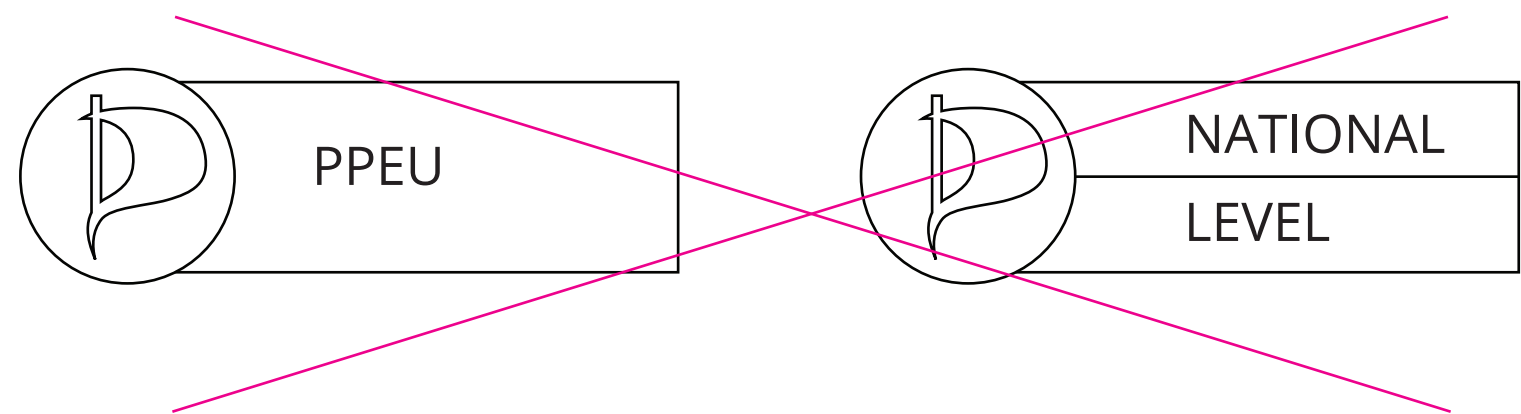


Poland

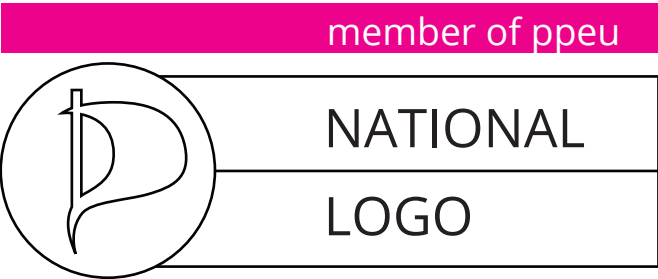


Portugal

1. New Identity as an upgrade or add-on to current national logotypes

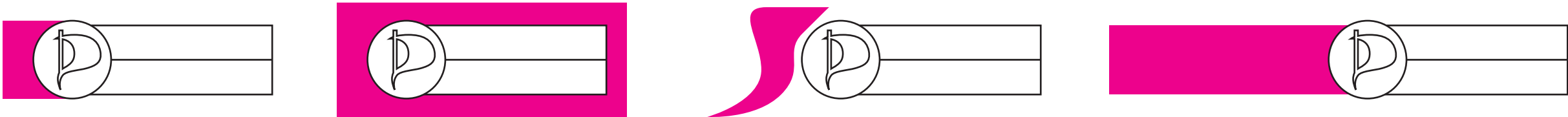


We should prevent duplicating of logos on different presentation materials (the ppeu logo alongside national logo). It creates confusion, problems with application and is not appealing from a design point of view. Plus most of other parties are practicing this.

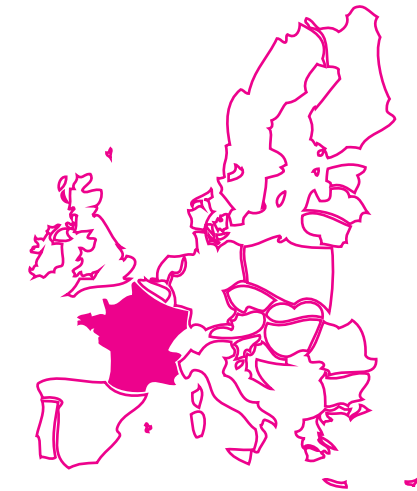
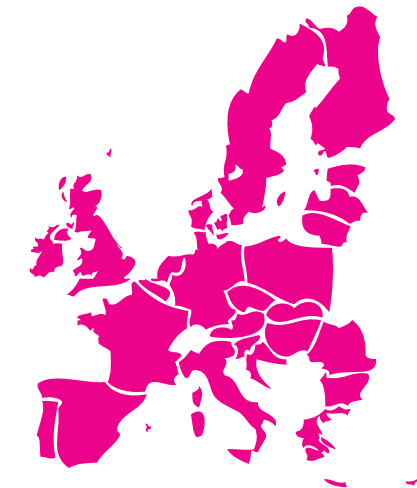
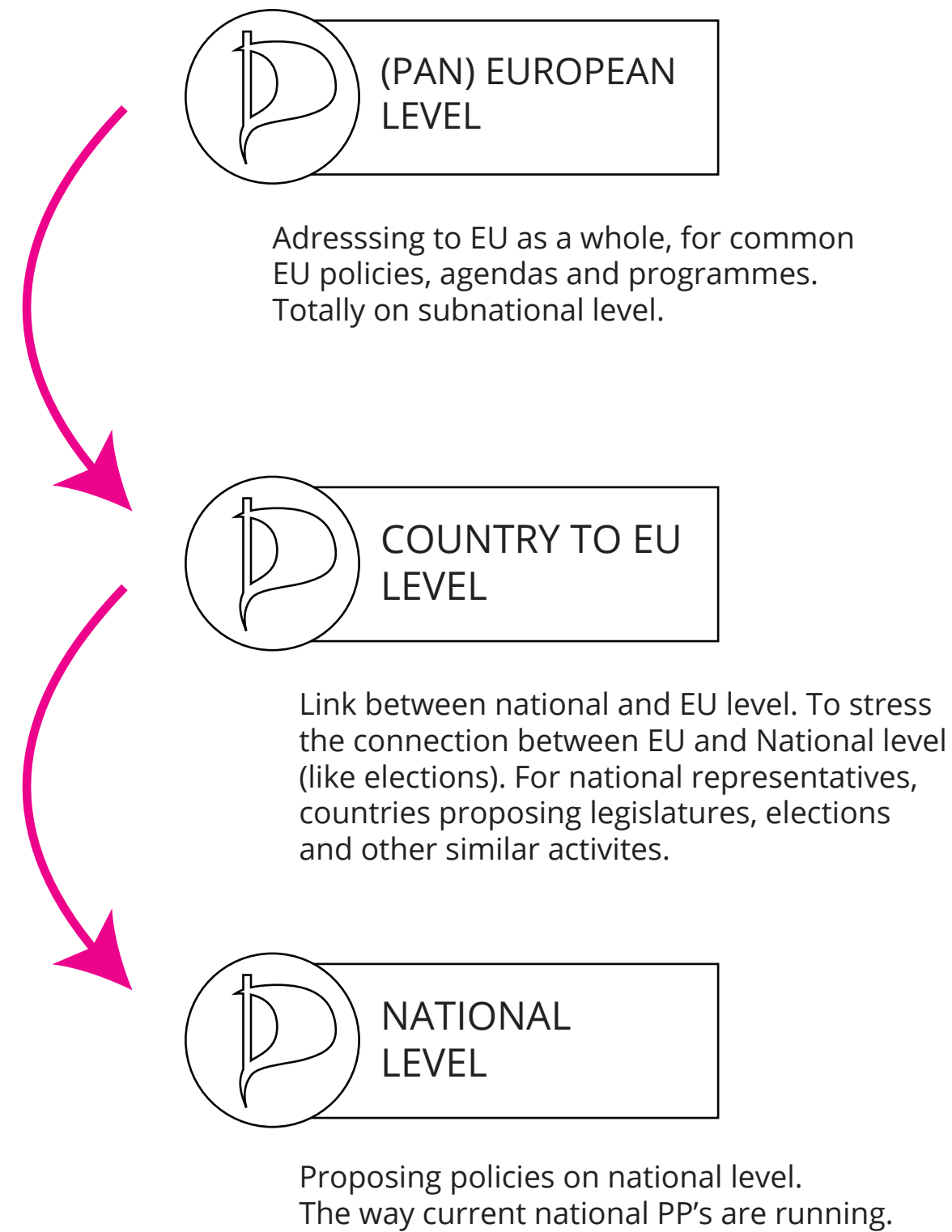


It would be better to find an extension, an add-on to the national logo. With the implementation of a new graphical element logo would easier communicate over different levels, from national to PPEU.

Possible combinations:



2. Levels on which identity should communicate



## Concept

stands

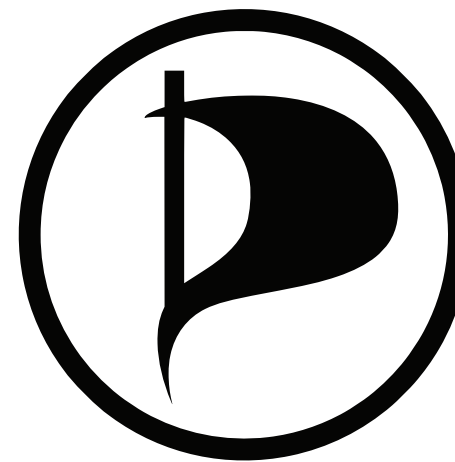
### 3. Colors and shapes



Currently most of national PP's are using different colours: purple, black, orange, cyan, etc. The new PPEU identity should take it into account and must perform equally well under all differences of them, as is highly unlikely countries will change their colours.



Maybe it would be the most appropriate to avoid the color blue, as it is widely used already by other parties. I would suggest to use black as the most neutral color to national parties color. It is also bold and strong color that leaves a mark.



This is the PP sweden original logo. Now it is being used so widely, that is almost a must that it is the base for the common PPEU logo. I have just "dared" to adjust the spacings inside the crest.







**European  
Pirate  
Party**

## Proposal

General idea tries to improve the PP signet, in order to give it more class. To the signet is simply added a band with the scripture PPEU, which can be later easilly applied to national logos.

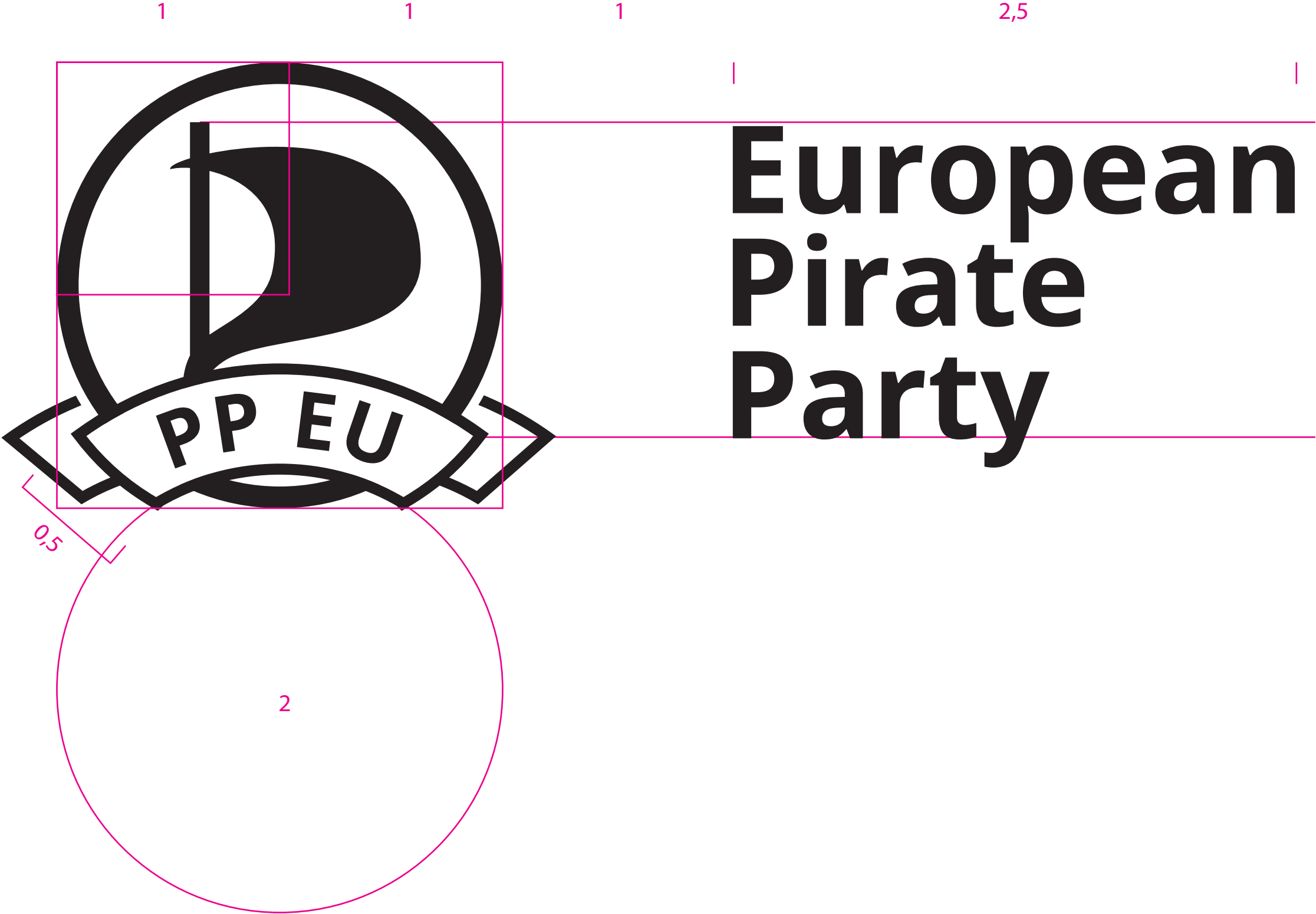


National party signet



Proposal

Construction of logotype



Negative and tiny versions



European  
Pirate  
Party



European  
Pirate  
Party



European  
Pirate  
Party



European  
Pirate  
Party



European  
Pirate  
Party



European  
Pirate  
Party

# Proposal

Typeset used is Open Sans. It is an open source font, developed by Steve Matteson. It is licenced under Apache 2.0 and is royalty free and free to use and to share. (as long as he is quoted as author and there is a legal disclaimer).

## Open Sans Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Vv Zz 0123456789

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Vv Zz 0123456789*

## Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Vv Zz 0123456789

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Vv Zz 0123456789*

## Open Sans Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Vv Zz 0123456789

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Vv Zz 0123456789*

## Open Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Vv Zz 0123456789

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Vv Zz 0123456789***

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**Proposal**

If needed, different lines of text can be added. If needed, the band can also be colored.



**European  
Pirate  
Party**



**European  
Pirates**



**PPEU**



**European  
Pirate  
Party**

# Proposal

Application of logotype on national identities

On case of Pirate Party Poland:



On case of Pirate Party Germany:



Levels of application of logotype

PANEUROPEAN LEVEL

Presenting PPEU as a whole



**European  
Pirate  
Party**



COUNTRY TO EU LEVEL

If national PP's want to stress they are members of PPEU or their representatives want to show connections between levels.



**PIRATEN  
PARTEI**



NATIONAL LEVEL

National parties, as today.



**PIRATEN  
PARTEI**

Proposal

Possible applications



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Pirate  
Party**

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# Proposal

Possible extension to national parties

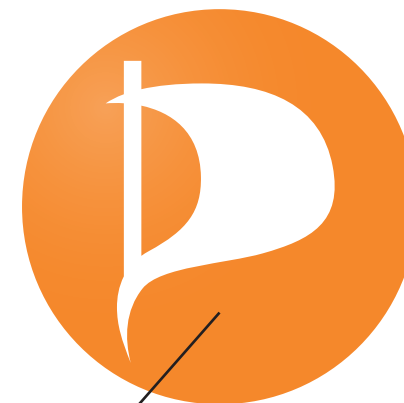
Currently all European national Pirate Parties have very different identities, which are ranging vastly on their quality. Please do not get me wrong, diversity is good and we should not lose it.

But still, maybe the introduction of new PPEU identity would be a good chance to propose some new design guidelines to improve also national identities.

I would like to present some suggestions, of course from perspective to fit better with PPEU. Let me present them to you on the case of Pirate Party Germany.



Abandon bands with text. Bands just don't fit well with the round mark.



Color the inside of the circle with country's specific color (in case of Germany is orange)

PIRATEN  
.de

Maybe Open Sans could be adopted as a common font.

Avoid using national flag colors or national flags inside the logotype. Rather apply country code as the national differentiator between parties.



