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Concept



The PPEU logo is based on the default Pirate Party sign and the flag of Europe.

The form is adopted of an upcoming logo style from the Piratenpartei Berlin, Germany.

The logo exists in two versions. First the sign itself. Secondly the sign with word mark.

### Figure 01

This logo format is the main part of the PPEU logo. It contains the P-shaped ship sail surrounded by a blue circle containing twelve yellow stars derivative from the official European flag.

### Figure 02

This Logo format is the primary and preferred PPEU Logo configuration and should used most frequently.

01



02



**PIRATE PARTY**  
*Europe*

Aside to the primary PPEU logo, adaptations to any of its legal forms, acronyms and translations are allowed.

European Pirates, European Pirate Party, PIRATES, and PPEU are just a few.

**Figure 01**  
European Pirate Party

01



*European*  
**PIRATE PARTY**

**Figure 02**  
European Pirates

02



*European*  
**PIRATES**

The logo form allows for a couple of other textforms for subgroups or -organisations.

Examples of other organisations are displayed at 08 Concept.

**Figure 01**  
Pirates

**Figure 02**  
PPEU

01



02





If the full background or the main part of an medium is covered by an image, the PPEU logo can be placed without problems.

If the background image or video is more dark, the logo text switches to white. If the background is more light, the text stays black.

The sign stays as it is with an white border, regardless to the background.

This usage is only acceptable if the background doesn't disturb the readability of the logo.

Adding a shadow to the text and the sign should be avoided.



**PIRATE PARTY**  
*Europe*

Thanks to the white border, the sign can be placed on varying backgrounds without problems.

Depending on the backgrounds brightness the text has to be inverted.

An extra black and white version of the logo exists for use on black and white displaying medias. It doesn't contain grey tones and the text can be inverted depending on the backgrounds brightness, too.

### Figure 01

On dark Backgrounds the text switches to white. The signs stays untouched.

### Figure 02

One legal version is black and white. This version doesn't contain grey tones!

The blue circle transforms to black and the yellow stars to white.

### Figure 03

On light background, the text is black.

01



02



03



To clarify the exact usage, here are some bad examples listed.

**Figure 01**  
No colour for the P-shaped ship sail or its circle.



**Figure 02**  
No extension next to the sign.



**Figure 03**  
No grey in the black and white version.



**Figure 04**  
No colour just for one element.



**Figure 05**  
No black and white version if colours are available.



**Figure 06**  
No extra borders or circles.



The main concept of the PPEU logo comes from an concept for the logo of the Piratenpartei Berlin, Germany.

It was developed to align the logos of every organisation, work- or servicegroups, subassociations and other organs of the Pirate Party.

**Figure 01**  
Piratenpartei Deutschland. The head organisation got its main colour „orange“ for its circle.

**Figure 02**  
Piratenpartei Berlin. Suborganisation like Berlin can keep the „orange“, too.

**Figure 03**  
Piratenpartei Bayern. Suborganisations are also able to modify its circle with elements dedicated to their regional culture.

01



**PIRATENPARTEI**  
*Deutschland*

02



**PIRATENPARTEI**  
*Berlin*

03



**PIRATENPARTEI**  
*Bayern*

The logo for the „Piratenfraktion im Abgeordnetenhaus von Berlin“ was the first one. All other logos were derived of this version.

The concept was developed by Fred Bordfeld, Lotte Steenbrink and Peter Amende in 2011/12 for the Piratenpartei Berlin.

### Figure 01

Piratenfraktion im Abgeordnetenhaus von Berlin. This logo is for an official fraction of the Berlin parliament called „Abgeordnetenhaus von Berlin“.

### Figure 02

This logo is for the design service group inside the german Pirateparty. The service groups have a turquoise coloured circle. It could contain the extension „Deutschland“, but it is usually not required.

### Figure 03

This logo is for an intern workinggroup for political topics. It contains an extension, because it is not located directly under the head organisation, but for a regional association.

01



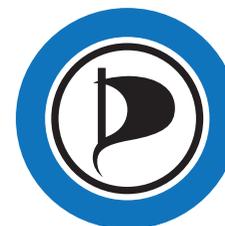
**PIRATENFRAKTION**  
*im Abgeordnetenhaus von Berlin*

02



**SERVICEGRUPPE**  
**GESTALTUNG**

03



**ARBEITSKREIS**  
**DATENSCHUTZ**  
*Sachsen-Anhalt*

This concept is adaptable on every country or organisation.

The following are examples how existing parties could look like with this concept.

**Figure 01**  
Pirate Party United States

01



**PIRATE PARTY**  
*United States*

**Figure 02**  
Pirate Party Norway

02



**PIRATPARTIET**  
*Norge*

**Figure 03**  
Pirate Party International

03



**PIRATE PARTY**  
*International*

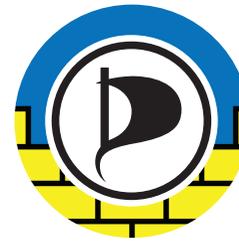
Many suborganisations of the German Pirate Party use this logo concept today.

No matter how the circle is filled or the inner sign is changed, there is an overall consistency between all those different logos.

This leads to a recognizable identity on all levels.

**Figure 01**  
Kreisverband Bautzen

01



**Figure 02**  
Junge Piraten

02



**Figure 03**  
Landesverband  
Mecklenburg-Vorpommern

**Figure 04**  
Flaschenpost

03



**Figure 05**  
Queerraten

04



**Figure 06**  
Piratenfraktion Saarland

05



06

