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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.

01



02



03



04



05



06



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

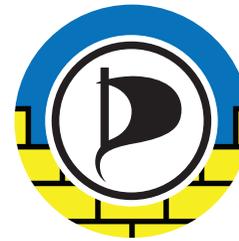


Figure 02
Junge Piraten

02



Figure 03
Landesverband
Mecklenburg-Vorpommern

Figure 04
Flaschenpost

03



04



Figure 05
Queerraten

05



Figure 06
Piratenfraktion Saarland

06

