Volt Design
Beginner Edition
Hello Europe!

The following document serves to illustrate Volt’s style guide and was designed with the aim of bringing all of Volt’s chapters under one common visual identity.

Moreover, it is presented in a simple and straightforward manner to allow for a quick and easy implementation throughout Europe.

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European Design Lead
## Content

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Concept
One Europe, Collaborations, Architecture, etc.
One Europe

Volt is the central unifying European brand - without regional or local variations. Perfectly in accordance with an essential idea driving party and movement for One Europe, One Democracy.

There is only one Volt to communicate!
Wording Formats

For a truly professional image, it’s essential to dispense with all word games playing with the attribute Volt* in external communication.

Examples:

- Voltcast
- Volttube
- ...
Architecture

Volt sub brands include formats such as the podcast or the digital magazine European Reporter. To express the connection we place Volt next to the brand by choosing the verb detailing the nature of the affiliation.

- Powered by Volt
- Curated by Volt
- Edited by Volt
Collaborations

Volt collaborations are temporary alliances or partnerships with organizations, movements or parties such as the initiative #VoltersWithoutBorders.

Examples
Basic Elements

Logo, Colours, Typography, etc.
Basic Elements

Logo

The Logo is only used in the primary colours of Volt:

Purple and White

WARNING: When using the Logo, make sure you’re using our image and not a “written down” version.

Examples
Colours

The Primary colours of Volt are Purple and White. They are primarily used in all basic communication.

The Signal colours of Volt are used for campaign visuals and further communication. They are based on the political color spectrum represented in most parliaments across Europe thus making Volt relatable for a broad range of Volters.
Basic Elements

Colours

Associates with Social Welfare, care and solidarity
RGB  230 62 18
CMYK 0 73 92 10
HEX  #E63E12

Associates with economy, digital, technological, smart and entrepreneurial.
RGB  130 208 244
CMYK 47 15 0 4
HEX  #82D0F4
Basic Elements

Colours

Associates with liberal, individual, open minded, free, responsible, tolerant and just.

<table>
<thead>
<tr>
<th></th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>253 194 32</td>
<td>0 23 87 1</td>
<td>#FDC220</td>
</tr>
</tbody>
</table>

Associates with sustainable, ecological, environmental and nature.

<table>
<thead>
<tr>
<th></th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>27 190 111</td>
<td>86 0 42 25</td>
<td>#1BBE6F</td>
</tr>
</tbody>
</table>
Typography: font

It’s Ubuntu — It’s only Ubuntu!*

For Headlines use Ubuntu Bold
The subtitle should be smaller
and can be italic

Make sure there is a high contrast between big and small texts to create a visible difference. Text should be horizontal, therefore never tilted and purple or white at all times.

Use the different styles (Light, Regular, Medium, Bold) to order your content by hierarchy

*The only exception is if you are writing in e.g. Arabic, Georgian or Armenian which use scripts that Ubuntu does not support, in which case use the appropriate Noto Sans font.
The democratic, modular layout system provides the opportunity to choose from different template elements and create unique but coherent brand campaign visuals. There are two background types:
Background Flexibility
Volt Red

Portrait Format

Landscape Format
Background Flexibility
Volt Yellow

Portrait Format

Landscape Format
Background Flexibility
Volt Green

Portrait Format

Landscape Format
Background Flexibility Volt Blue
Background Flexibility
Volt Multi-Colored

Portrait Format

Landscape Format
Print
Flyers, Posters, Rollups, etc.
Examples
Examples

Damian Boeselager im Gespräch mit der Frankfurter Rundschau
07.09.2020 - 16 Uhr
Frankenalee 81
60327 Frankfurt

ZUKUNFT MADE IN EUROPE

Hamburg macht mal neue Politik
Damian Boeselager

ZUKUNFT MADE IN EUROPE
Examples

Volt

Pragmatičan
Progresivan
Paneuropski

#PridružiSePromjeni
#Politika
volthrvatska.org

Volt

Πανευρωπαϊκό
Προοδευτικό
Πραγματιστικό

#JoinTheChange
#PurpleWave
#VoltGreece

Volt

Pragmatični.
Progresivni.
Pan-Evropski.

#JoinTheChange
#NewPolitics
voltslovenija.org
Social Media

Posts, Stories, Banners, etc.
Profile Pictures

Profile pictures are to remain constant throughout all social media platforms.
Social Media

Examples

Raw

Desktop

Smartphone
Examples

Meet & Greet: Leipzig
Join us before the old town hall
2022-06-14 at 13:00

We will march through Paris!

We will march through Paris!
Examples

Volt Meet & Greet
28.12.2022 • 20h
Link below

Volt Meet & Greet
28.12.2022 • 20h
Link below

Volt Meet & Greet
28.12.2022 • 20h
Link below

Volt Meet & Greet
28.12.2022 • 20h
Link below
Examples

Text Layout

Picture Layout

Cutout Layout

Autoarme Innenstadt wie in Madrid!

Meet some of our local candidates across Europe

Damian Boeselager
Examples
Examples

All Eurovision 2021 Finalists, Good Luck!

#Eurovision

Volt was, is, and will always be a Pro-choice Party

#VoltMalta

Dit is: Juliet Broersen

De eerste lijsttrekker van Volt Amsterdam

USR PLUS

Quo vadis?
Examples
Thank You