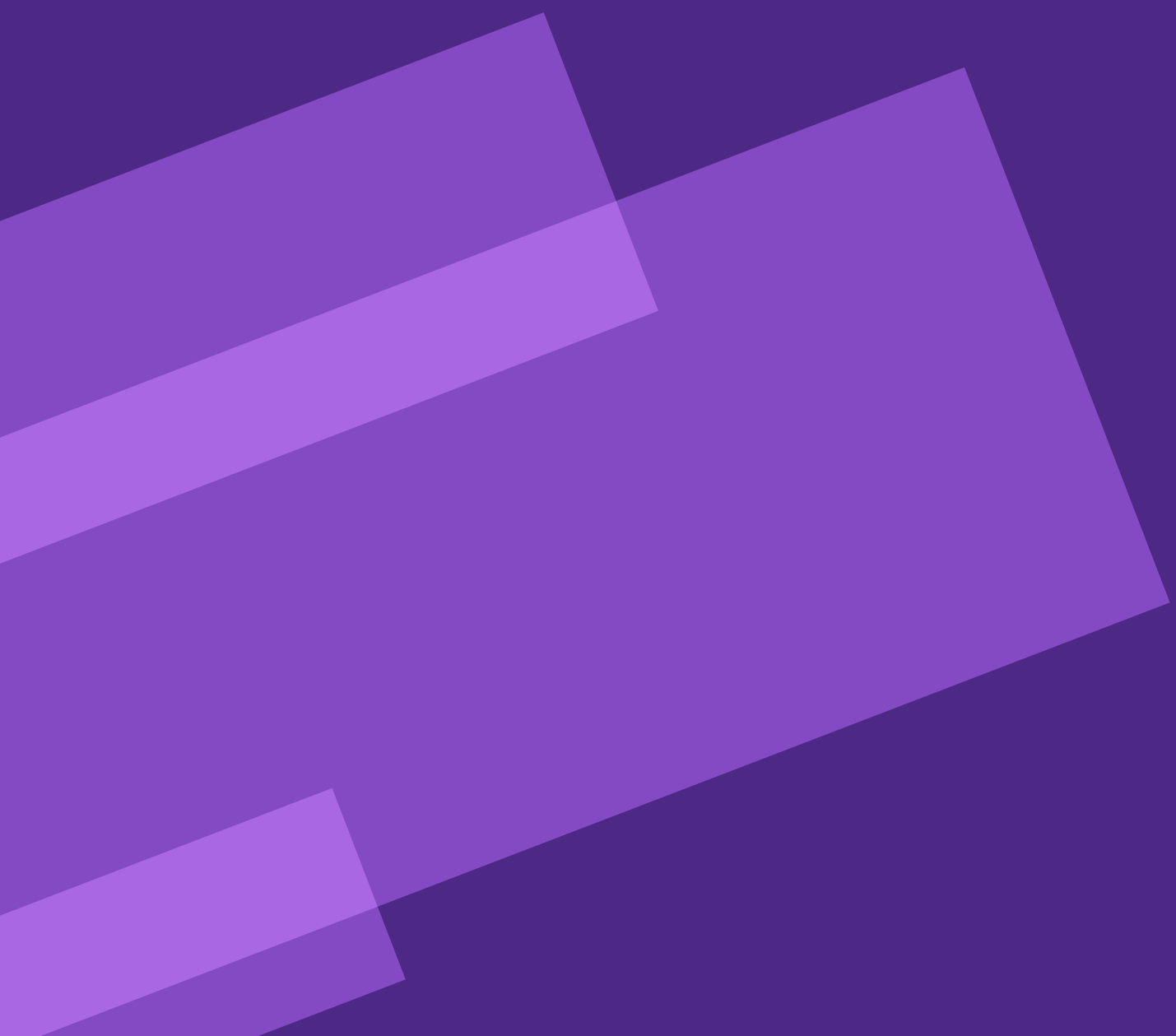


Basic Elements^{2.0}

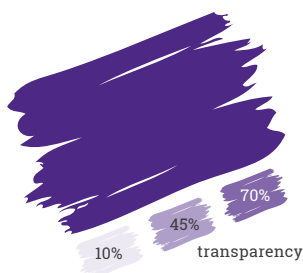


The Colors of Volt

The heart has dreams (imagination, purple) of ambition (purple) for a better world (positivity yellow). Filled with an inspiring energy (yellow) and positivity (yellow).

The mind wants to bring all political colors together (purple) so that society can move forward together. Being neither left nor right but trustfull (cyan) in stability (Cyan) and peace (white).

A = Font & Text **≡** = Bars & Buttons **★** = EU-Stars **🖼️** = larger Backgrounds **🔍** = Details & Pictograms **🌿** = „Green“ topics



Volt Purple

The purple stands for ambition and dreams we have for a better Europe. Brings all political colors together.

Usage:

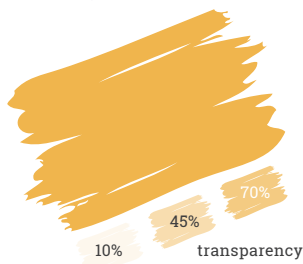
A **≡** **★** **🖼️** **🔍** **✗**

CMYK: 82 98 0 12

RGB: 88 44 131

HEX/HTML: #582C83

Pantone: 268 C



Electric Yellow

The yellow stands for the energy we need for the changes and it is also a strong yellow for the power of the people that wants to work for a better europe. It shines for the positivity that Volts want to spread.

Usage:

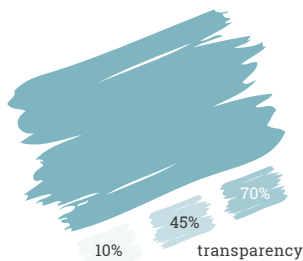
A **≡** **✗** **✗** **🔍** **✗**

CMYK: 5 30 80 0

RGB: 240 183 76

HEX/HTML: #F0B74C

Pantone: 143 C



Soothing Cyan

The cyan symbolises serene tranquility, a calming energy inspiring stability and creativity. Such is the Europe we desire: a beacon of empathy in times of chaos, going beyond the status quo to create a safe home for all.

Usage:

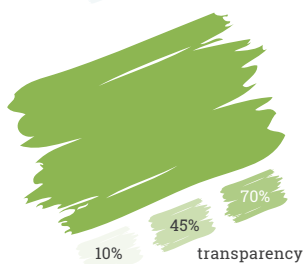
A **≡** **✗** **🖼️** **🔍** **✗**

CMYK: 50 15 20 0

RGB: 140 185 199

HEX/HTML: 8CB9C7

Pantone: 550 C



Renewable Green

The green symbolises sustainability and the environment. It is nurturing, empowering us to grow, renew and heal not just ourselves but also our planet. To help nature return to balance and protect it for the future.

Usage:

A **≡** **✗** **✗** **🔍** **🌿**

CMYK: 50 10 88 0

RGB: 136 176 75

HEX/HTML: #88B04B

Pantone: 15-0343 TCX (Greenery)



White

Usage:

A **≡** **★** **🖼️** **🔍** **✗**

CMYK: 0 0 0 0

RGB: 255 255 255

HEX/HTML: #FFFFFF



Gray

Usage:

✗ **✗** **✗** **🖼️** **✗** **✗**

CMYK: 0 0 0 20

RGB: 218 218 218

HEX/HTML: #DADADA



Black (95%)

Usage:

A **✗** **✗** **✗** **🔍** **✗**

CMYK: 0 0 0 95

RGB: 13 13 13

HEX/HTML: #0D0D0D

The Fonts of Volt

A well-laid-out text should be structured, easy to read and „inviting“, which means that it should **motivate the audience** to actually read the information. By using only one font, texts can feel rather monotone since everything looks the same. And monotone texts are not very inviting just by looking at it.

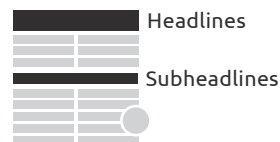
That’s where a second font comes in handy. The goal is to archive a certain **contrast** between headlines and paragraphs. It helps the reader to **quickly recognize** the importance and hierarchy of each text-element.

Also, a paragraph-font has different needs than a headline. It needs to be **easy to read**, while a headline can be more on the **decorative** side.

And there is a third font that acts like a „disturber“ to attract additional attention, for example when you have a button or a **„call to action“**.

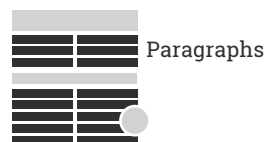
Ubuntu

Light Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Regular Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 Medium
 Bold 0 1 2 3 4 5 6 7 8 9



Roboto Slab

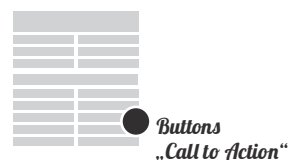
Thin Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Light Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 Regular 0 1 2 3 4 5 6 7 8 9
 Bold



Recommended **font-size** for flyers and letters = 10pt
 Recommended **line-height** for flyers and letters = 15pt

Lobster

Regular *Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn*
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9



New Stripes

While the 21° bars are one of Volt's characteristic design elements, this angle can be difficult to use sometimes. That is why we now defined additional angles to give you more variety for smoother layouts.

Please keep in mind that the 21° angle should still be the preferred one and the others are meant as a Plan B.

