Style Guide.

DEMOCRACY HERE, DEMOCRACY NOW.

Youth campaign
to revitalise
democracy.

Content.

Style Guide Content.

About.

A YOUTH CAMPAIGN FOR REVITALISING DEMOCRACY.

Revitalising democracy is a key strategic aim of the Council of Europe in response to historic low trust in public authorities, a growing disconnection between public expectations and political institutions, shrinking spaces for activists and NGOs and curbs on freedom of association and assembly (See also the 2021 report a Democratic Renewal for Europe).

Young people are particularly affected by the present situation. As the generation born into the digital age, they are exposed to fake news, conspiracy theories, scepticism and the potential human rights abuses made possible by artificial intelligence, data tracking and the digital divide - the possibility of exclusion if poverty or exclusion makes it impossible for them to access technology. All of this has been made worse by the Covid-19 pandemic - meaning they are faced with a world where they fear retribution if they exercise their freedom of expression and mistrust the official channels of public discourse.

CY

CY

The Brand.

Main Logotype

DEMOCRACY HERE NOW

Youth campaign
to revitalise
democracy.

**Logotype
without slogan**

DEMOCRACY HERE NOW

The Core Visual Element.

The Democracy Here, Democracy Now logo is the core element of the visual identity. It should be present on everything including, but not limited to, stationary, websites, printed material, social media outlets, sub-brands and any Democracy Here, Democracy Now publications.

DEMOCRACY HERE NOW
Youth campaign
to revitalise
democracy.

DEMOCRACY HERE NOW
Youth campaign
to revitalise
democracy.

DEMOCRACY HERE NOW

DEMOCRACY HERE NOW

CLEARSPACE.

A clearspace equal to the vertical height of "D" symbol must be maintained around the Democracy Here, Democracy Now logotype in every application. No other visual element may intrude within. If the Democracy Here, Democracy Now logo is applied on top of images or similar backgrounds, a decent visibility must be assured.

DEMOCRACY HERE NOW

DEMOCRACY HERE NOW
Youth campaign
to revitalise
democracy.

DEMOCRACY HERE NOW
Youth campaign
to revitalise
democracy.

DEMOCRACY HERE NOW
Youth campaign
to revitalise
democracy.

Typography.

Gotham
Primary Typeface Weights

AaBbCc

Book.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,.;-_*")

Italic.

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,.;-_*")*

Bold.

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,.;-_*")**

Cyrillic.

ABГΔEZHΘIκλμνξοπρστ

Playfair Display
Secondary Typeface Weights

AaBbCcDd *EeFfGg* HhIi0123456789 (+;%@*)

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,.;-_*")

Italic.

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,.;-_*")*

Bold.

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,.;-_*")**

Greek.

АБВГДЕЁЖзийклмно

Youth campaign to revitalise democracy.

Context Text and Headlines

Regular.
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Italic.
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Bold.
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Typeface Weights

Black Font 60 Pt.

Democracy Here

Black Font 48 Pt.

Democracy Now

Black Font 36 Pt.

Democracy Here

Black Font 24 Pt.

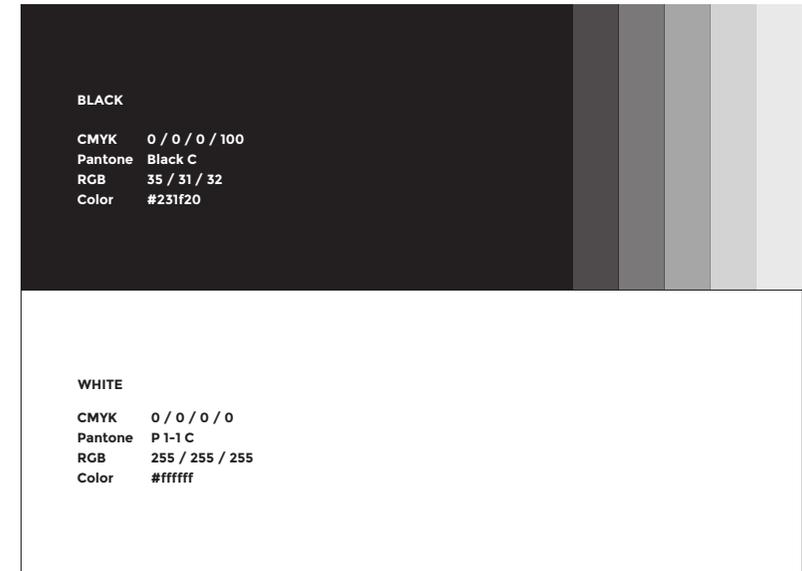### Democracy Now

Corporate Palette.

The logo is proposed in black and white colors for two reasons: firstly, because of the length of the text used in the slogan; and secondly, because of the logo design lines which use the outline feature. After numerous testings with different colours, we came to the conclusion that black and white is the version most visible for this logo.

Color Palette.
Primary Color System

BLACK

CMYK	0 / 0 / 0 / 100
Pantone	Black C
RGB	35 / 31 / 32
Color	#231f20

WHITE

CMYK	0 / 0 / 0 / 0
Pantone	P 1-1 C
RGB	255 / 255 / 255
Color	#ffffff

The Color.

Stationery.

Letterhead Parameter.

210 mm

297 mm

DEMOCRACY HERE NOW

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Pellentesque facilisis sollicitudin ante. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nunc feugiat tortor nunc, quis feugiat lectus mattis sit amet. Nunc urna velit, convallis scelerisque odio non, pulvinar tincidunt massa. Proin pulvinar lacus at ex auctor consequat. Maecenas eleifend tempus posuere. Aliquam non pretium metus. Mauris nibh velit, molestie et lorem quis, hendrerit lacinia nunc. Donec in dignissim augue. Curabitur vitae erat nisi. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam blandit magna ac augue placerat luctus. Ut et vehicula odio. Vivamus tincidunt diam diam, sed facilisis lectus pretium quis. Sed vel mi accumsan, luctus metus vel, congue ex.

Curabitur non tristique tellus. Nam maximus fermentum metus sit amet luctus. Cras semper nunc id urna lacinia, in interdum quam mollis. Mauris sit amet eros vel lorem facilisis semper non ac nunc. Curabitur ornare suscipit lacus. Duis sit amet lectus vitae nulla consectetur ullamcorper vitae id urna. Sed dictum at lectus eget vehicula. Phasellus non lacinia nunc. Mauris ex tortor, ultricies luctus lectus egestas, gravida ornare elit. In tempor libero non ullamcorper sagittis. Phasellus interdum pulvinar lacus vel sodales. Praesent nec velit bibendum, accumsan magna non, molestie tortor. Nam a est at arcu porta auctor quis id tortor.

Name Surname
Department & Job tittle

Dimensions
297 x 210 mm

Paper Weight
120 gram white

Print Color Format
CMYK

Videos.

Displaying logotypes on Videos

DEMOCRACY HERE NOW

Youth campaign
to revitalise
democracy.

43:27 / 97:30

DEMOCRACY HERE NOW

43:27 / 97:30

TOMATO