DiEM25 Visual Identity guide

One of the main goals for DiEM25 is the creation of an international network of pro Europe activists.

This guide is there to ensure a unified appearance of the DiEM25 international network, and to promote transparency of activism at all levels inside DiEM25. It obviously does not intend to restrict your creativity or your freedom of expression. In order to achieve this unified appearance, please respect this guide when producing graphics and documents related to DiEM25.

Thank you for joining and helping DiEM25 grow and strive! Carpe DiEM!

In the following, we will use the broad term 'creation' for any artistic work you might be doing in the context of DiEM25: graphics, textual documents, charts...

As stated in the *DiEM25 Organising Principles*, you may not modify or create DiEM25 logos of any kind any more. All logos– including for your DSC–are made available to you as high quality images and open vector files. **For more information about the DiEM25 logos, please read the accompanying *DiEM25 Logo usage guide*.**

Should you have special needs or want to propose graphics and other cool media, please do get in touch through *volunteer@diem25.org* or through the forum. The CC Media team is eager to help you out and strives to always respond within a day. When sharing your graphics, making use of an open format (e.g. SVG) is advisable.

▸▸ For transparency and to fulfill your curiosity, you will find a graphical description of how the DiEM25 logo is built below.

▸▸ The font used by DiEM25 is Biko (Regular and Bold) for which DiEM25 owns a license, restricted to a certain number of users. We therefore cannot share the font files. But this is not an issue: **you may use any font of your liking for your creations**. Consider the following free fonts (meaning under an open license, more than only gratuitous): Ubuntu as a relative of Biko, Open Sans and Vollkorn for very readable texts, Lato for a contemporary styling (this text is Lato), Exo2 for a stylish geometric look... Have a look at Font Squirrel! (`fontsquirrel.com`)

▸▸ When reproducing the **DiEM25 Gradient**, it is particularly important in terms of consistency, that you **use precisely the right colours at both gradient stops**. See to the left for its definition.

▸▸ We have found that when using white text over a colourful background (such as a photo or the DiEM25 Gradient), underlining the text with a very subtle dark shadow greatly enhances readbility.

▸▸ When you create for DiEM25, you own the copyright on your creation. Therefore, we recommend that you license it under a **Creative Commons** Attribution-NonCommercial-ShareAlike 4.0 International license. This allows everyone to reuse and modify your creations, while ensuring your authorship is recognised. Check out how we have indicated this license, which incidentally applies to this guide, at the bottom of the page.

DiEM25 Gradient

RGB 236, 80, 34
at bounding box edge

RGB 237, 29, 36
at bounding box edge

Logo size 250x250 px	**Export resolution** at least 360 dpi		
Background RGBA 255, 255, 255, 255 (white without transparency) No border			
'DiEM' Biko Regular 44.75	**'25'** Biko Bold 30.5	**'DiEM25'** RGB 0, 0, 0 (pure black)	
All Text Biko Bold 16 Justify right No spaces	**DSC Name** RGB 0, 0, 0 (pure black)	**'DSC'** Letter spacing -0.48 px DiEM25 gradient	**DRA Name & 'Volunteer'** DiEM25 gradient

▸▸DiEM25
CityName1DSC
RegionName
Volunteer

▸▸DiEM25   ▸▸DiEM25 City1DSC   ▸▸DiEM25 Region   ▸▸DiEM25 Volunteer   ▸▸DiEM25   ▸▸DiEM25

DiEM25 Gradient

RGB 236, 80, 34
at bounding box edge

RGB 237, 29, 36
at bounding box edge

DiEM25 International Non Profit Making Association holds all intellectual property rights (copyright) on the entire DiEM25 Trademark containing Logo Set and Visual Identity. It mandates the Coordinating Collective of the DiEM25 Movement with the development, modification and distribution of its Trademark. **The Trademark may be used and reproduced by all members of DiEM25 for the purpose of promoting DiEM25. It may also be reproduced for educational and encyclopaedic purposes. It may not be altered in any way.**