transform! europe

Logo & Identity

Usage Guidelines

designed by sanja.at for transform! europe

sanja.at © 2016

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About transform! europe

transform! is a network of 28 European organizations from 19 countries, active in the field of political education and critical scientific analysis, and is the recognized corresponding political foundation of the European Left Party (EL).

This collaboration of independent non-profit organizations, institutes, foundations and people means to utilize their work to contribute to peaceful relations among people and to a transformation of the present world. Overcoming war, dominance of capital, social injustice, patriarchy, imperial rule and militarism as well as racism, working towards the establishment of an association in which the uninhibited development of each and every person is condition for the uninhibited development of all shall represent the highest goals of this undertaking. The equality of all people and their solidarity represent the most important values transform! is based on.

When the discussion points towards the democratic and social dimension which must be incorporated in to the Europe of tomorrow, it can only be continued with the people of the Middle and Eastern European countries. The role of civil and social organizations has to be strengthened in order to be strong pillars of the construct of a pan-European Union. It is important to involve everyone into the European integration process and an initial step is the establishment of the European network transform! which combines leftist and socialist intellectuals and will accompany the reformation and integration process of the EU expansion through communication and recommendation.

The members of the transform! network coordinate their scientific and educational work, carry out in cooperation theoretical and educational events, organize discourses regarding chief issues of the democratic left in Europe and in the whole world, they work together on publications and educational materials and work towards an intercontinental dialogue of the Left and its scientific and educational institutions.

transform! represents an open network. Member can become who supports the goals and accepts the commitments of transform! and who is found able and willing to be actively involved in purporting the ideals and values as agreed upon by all members.

CONTACT

transform! europe
Gusshausstrasse 14/3
1040 Vienna, Austria
Phone: +43 1 504 66 86
Fax: +43 1 2533 033 2683
Email: office@transform-network.net

1 The Logo and its usage

A Icon

B Word mark

The transform! europe logo combines two elements: the transform! europe word mark and icon as a graphical element. These elements should never be changed. Position, size, and colour, along with the spatial and proportional relationships of the transform! europe logo elements, are predetermined and should not be altered. The logo is available in various file formats as a pixel and vector graphic, a reconstruction is to be avoided! Used consistently, they will reinforce public awareness of the organisation.

2 Colour

THERE ARE THREE VERSIONS OF THE LOGO WHICH CAN BE USED.

STANDARD LOGO

This is the logo of choice, to be used whenever possible. For all print and digital marketing.

REVERSED VERSION 1

The reversed version 1 of the logotype is used on colourful backgrounds.

REVERSED VERSION 2

The reversed version 2 of the logotype is used on black or dark backgrounds.

3 Black and gray scale

THERE ARE TWO VERSIONS OF THE 2-COLOURED LOGO.

STANDARD LOGO

Icon and subline 70% black.

REVERSED VERSION

Background 100% black, icon and subline 30% black, word mark white.

THERE ARE TWO VERSIONS OF THE 1-COLOURED LOGO.

STANDARD LOGO

100% black

REVERSED VERSION

Background 100% black, logo white.

4 Clearspace

The transform! europe logo requires serperation from the other elements around it. The space required on all sides is roughly equivalent to the cap high of the logo type. It never should be less than that. The logo must always fit into the clearspace area and cannot be intervened by other graphical elements which could hinder legibility of the brand.

5 The Logo colour palette

A colour palette has been developed creating a unified, recognizable appearance across all communications.

PRIMARY COLOUR PALETTE

The following palette has been selected for use in transform! europe communcations. Lighter tints of these colours are also allowed, but the Logotype may only be used with a 100% tint.

COLOUR 1

HKS	14K
CMYK	0 / 100 / 100 / 0
RGB	226/56/42
HEX	#E2382A
Pantone	485 C
RAL	3020 Traffic red

COLOUR 2

CMKY	0 / 0 / 0 / 70
RGB	111 / 111 / 111
HEX	#6f6f6e

COLOUR 3

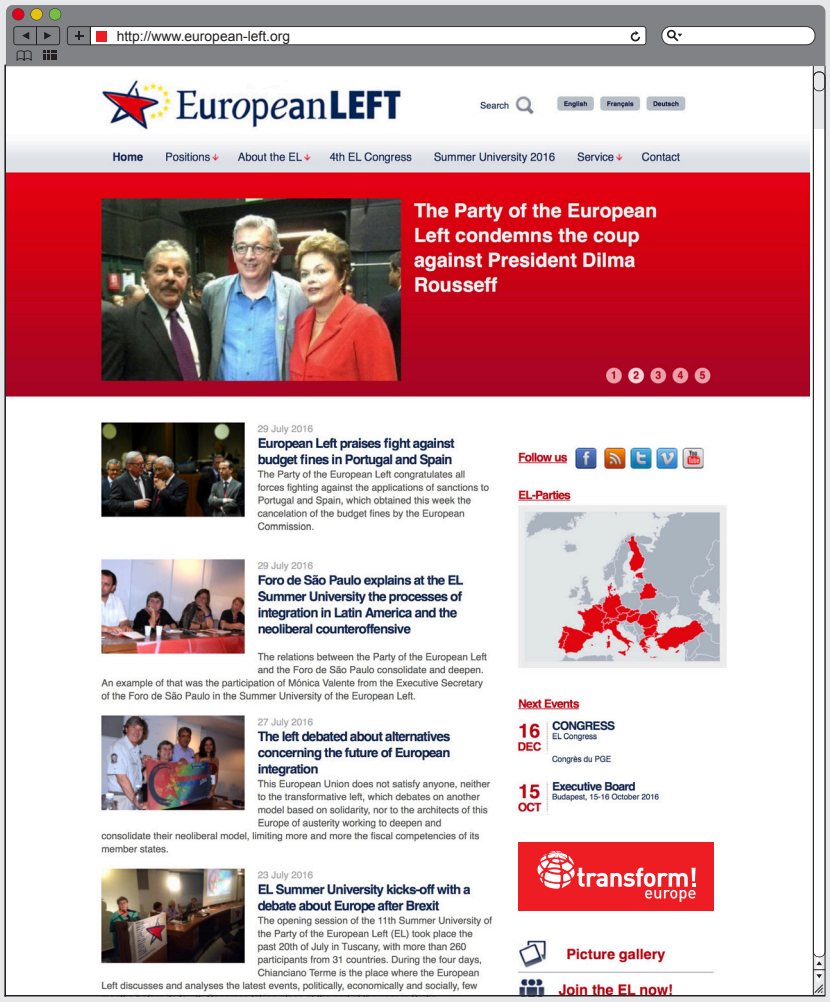
CMKY	0 / 0 / 0 / 100
RGB	0 / 0 / 0
HEX	#000000

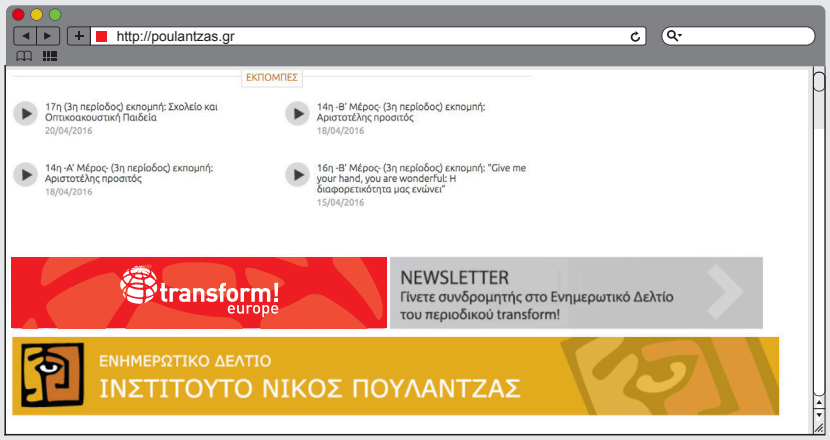
COLOUR 4

CMKY	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	#ffffff

6 Examples

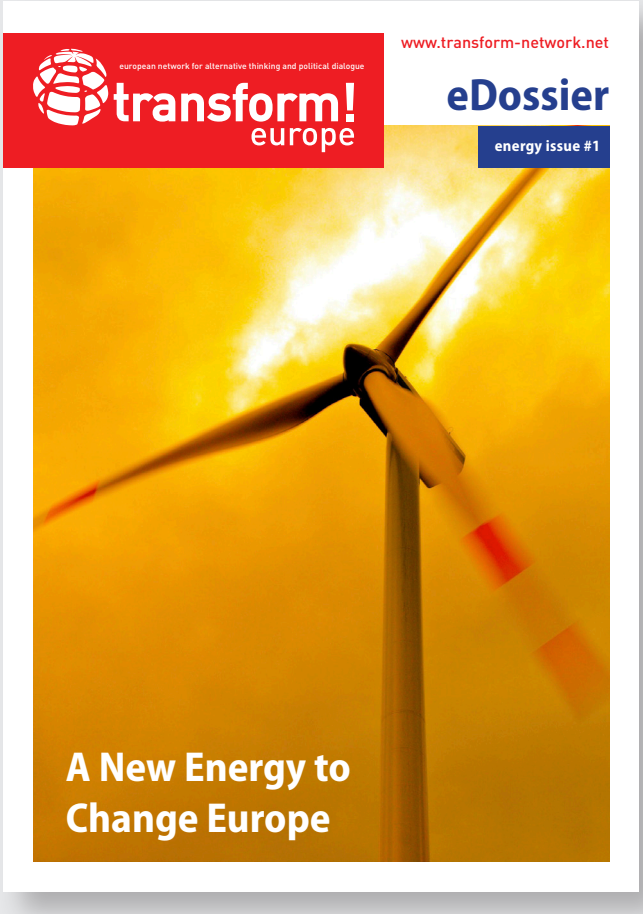
ADVERTISING BANNERS WITHIN PARTNER WEB PAGES





FACEBOOK HEADER

COVER PUBLICATION



STATIONARY

transform! europe

Barbara Steiner
Coordination office

Gusshausstrasse 14/3
1040 Vienna, Austria

steiner@transform-network.net
+43 1 504 66 86-30
www.transform-network.net

transform! europe

Heidemarie Ambrosch
Coordination Office

Gusshausstrasse 14/3
1040 Vienna, Austria

ambrosch@transform-network.net
+43 1 504 66 86-2
www.transform-network.net

transform! europe

Dr. Walter Baier
Coordinator

Gusshausstrasse 14/3
1040 Vienna, Austria

baier@transform-network.net
+43 1 504 66 86-10
www.transform-network.net

www.transform-network.net

transform! europe

transform! europe

Gusshausstrasse 14/3
1040 Vienna, Austria

office@transform-network.net
+43 1 504 66 86
www.transform-network.net

WITH COMPLIMENTS

www.transform-network.net

transform!
europe
transform! europe
Gusshausstrasse 14/3
1040 Vienna, Austria
office@transform-network.net
+43 1 504 66 86
www.transform-network.net
transform! europe | Gusshausstrasse 14/3 | 1040 Vienna, Austria | office@transform-network.net | +43 1 504 66 86 | www.transform-network.net

BANNER/ROLLUP

NEWSLETTER HEADER

If this newsletter doesn't display properly, click here.

transform! europe

european network for alternative thinking and political dialogue

newsletter 24 May 2016

Our newsletter contains information about the activities of our network, its members and observing members and about important initiatives of social movements we are taking part in.

Featured Article

Austria

Rejection of a Far-Right President

By Barbara Steiner

On Sunday 22 May, Austria elected its President in the second round. The results of the two candidates were so close that the election was decided when the voting cards were counted on Monday. The neoliberal, green, bourgeois and democratic candidate, Alexander Van der Bellen, won the second round... [read more...]

Blog

transform_logo_2016-avatar.ai

transform_logo_2016-avatar.pdf

transform_logo_2016-avatar3.ai

transform_logo_2016-avatar3.pdf

transform_logo_2016-hks.ai

transform_logo_2016-hks.eps

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transform_logo_2016_cmyk.ai

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transform_logo_2016-nr.ai

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transform_logo_2016-n.pdf

transform_logo_2016-n.svg

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transform_logo_2016-grn.ai

transform_logo_2016-k.ai

transform_logo_2016-k.eps

transform_logo_2016-k.pdf

transform_logo_2016-avatar3.jpg

transform_logo_2016-avatar3.gif

transform_logo_2016-avatar3.png

transform_logo_2016-avatar.jpg

transform_logo_2016_cmyk.tif

transform_logo_2016.jpg

transform_logo_2016.gif

transform_logo_2016.png

transform_logo_2016-gr.tif

transform_logo_2016-gr.jpg

transform_logo_2016-gr.gif

transform_logo_2016-gr.png

transform_logo_2016-k.tif

transform_logo_2016-k.jpg

transform_logo_2016-k.gif

transform_logo_2016-k.png

transform_logo_2016-n.gif

transform_logo_2016-n.gif

transform_logo_2016-n.png

.eps, .ai, .pdf vector (transparent) for print, **.svg** vector for web

.tif Pixel for print, **.jpg** Pixel for print or office applications, **.png/.gif** Pixel (transparent) for web

Fonts for office and web

Open Sans Light
a á ä b c d e é f g h ch i í j k l m n o ó ô p q r s š t u ú v w x y ý z ž
A Á Ä B C D E É F G H Ch I Í J K L M N O Ó Ô P Q R S Š T U Ú V W X Y Ý Z Ž

Open Sans Regular
a á ä b c d e é f g h ch i í j k l m n o ó ô p q r s š t u ú v w x y ý z ž
A Á Ä B C D E É F G H Ch I Í J K L M N O Ó Ô P Q R S Š T U Ú V W X Y Ý Z Ž

Open Sans Semibold
a á ä b c d e é f g h ch i í j k l m n o ó ô p q r s š t u ú v w x y ý z ž
A Á Ä B C D E É F G H Ch I Í J K L M N O Ó Ô P Q R S Š T U Ú V W X Y Ý Z Ž

Open Sans Bold
a á ä b c d e é f g h ch i í j k l m n o ó ô p q r s š t u ú v w x y ý z ž
A Á Ä B C D E É F G H Ch I Í J K L M N O Ó Ô P Q R S Š T U Ú V W X Y Ý Z Ž

Open Sans Condensed Light
a á ä b c d e é f g h ch i í j k l m n o ó ô p q r s š t u ú v w x y ý z ž
A Á Ä B C D E É F G H Ch I Í J K L M N O Ó Ô P Q R S Š T U Ú V W X Y Ý Z Ž

Open Sans Condensed Bold
a á ä b c d e é f g h ch i í j k l m n o ó ô p q r s š t u ú v w x y ý z ž
A Á Ä B C D E É F G H Ch I Í J K L M N O Ó Ô P Q R S Š T U Ú V W X Y Ý Z Ž

aA aA **aA** **aA** aA **aA**

ABOUT

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

CHARACTERS

A B C Ć Č D Đ E F G H I J K L M N O P Q R S Š T U V W X Y Z Ž
a b c č ć d đ e f g h i j k l m n o p q r s š t u v w x y z ž А Б В Г Ґ
Д Ђ Е Ё Є Ж З Ѕ И І Ї Й Ј К Л Љ М Н Њ О П Р С Т Ћ У Ў Ф Х Ц
Ч Џ Ш Щ Ъ Ы Ь Э Ю Я а б в г ґ д ђ е ё є ж з ѕ и і ї й ј к л љ
м н њ о п р с т ћ у ў ф х ц ч џ ш щ ъ ы ь э ю я А В Г Δ Е Z Н
Θ І К Λ М Ν Ξ О П Ρ Σ Τ Υ Φ Χ Ψ Ω α β γ δ ε ζ η θ ι κ λ μ ν ξ ο
π ρ σ τ υ φ χ ψ ω ά Ά έ Έ ή Ή ί ϊ ΐ Ί ό Ό ύ ΰ ϋ Ύ Ÿ Ώ Ă Â Ê Ô Ơ
Ư ă â ê ô ơ ư 1 2 3 4 5 6 7 8 9 0 ‘ ? ’ “ ! ” (%) [#] { @ } / & < -
+ ÷ × = > ® © $ € £ ¥ ¢ : ; , . *

Free Download at following links (SELECT THIS FONT > FAMILY SELECTED > CUSTOMIZE > SELECT LANGUAGES AND FONTSTYLES > DOWNLOAD THIS SELLECTION): https://fonts.google.com/specimen/Open+Sans and https://fonts.google.com/specimen/Open+Sans+Condensed

Alternate hierarchy of fonts:

Headline 1
Open Sans Condensed-Bold, z. B. 34 pt

Headline 2
Open Sans Condensed-Bold, z. B. 24 pt

Headline 3
Open Sans Condensed-Bold, 14 pt

Text
Open Sans-Regular, 9,5 pt

Text Highlight
Open Sans-Bold, 9,5 pt

Headline 2

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. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing **Lorem Ipsum** passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Headline 3

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. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing **Lorem Ipsum** passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Fonts for print

Myriad Pro Light
a á ä b c d e é f g h ch i í j k l m n o ó ô p q r s š t u ú v w x y ý z ž
A Á Ä B C D E É F G H Ch I Í J K L M N O Ó Ô P Q R S Š T U Ú V W X Y Ý Z Ž

Myriad Pro Regular
a á ä b c d e é f g h ch i í j k l m n o ó ô p q r s š t u ú v w x y ý z ž
A Á Ä B C D E É F G H Ch I Í J K L M N O Ó Ô P Q R S Š T U Ú V W X Y Ý Z Ž

Myriad Pro-Semibold
a á ä b c d e é f g h ch i í j k l m n o ó ô p q r s š t u ú v w x y ý z ž
A Á Ä B C D E É F G H Ch I Í J K L M N O Ó Ô P Q R S Š T U Ú V W X Y Ý Z Ž

Myriad Pro-Bold
a á ä b c d e é f g h ch i í j k l m n o ó ô p q r s š t u ú v w x y ý z ž
A Á Ä B C D E É F G H Ch I Í J K L M N O Ó Ô P Q R S Š T U Ú V W X Y Ý Z Ž

Myriad Pro Condensed
a á ä b c d e é f g h ch i í j k l m n o ó ô p q r s š t u ú v w x y ý z ž
A Á Ä B C D E É F G H Ch I Í J K L M N O Ó Ô P Q R S Š T U Ú V W X Y Ý Z Ž

Myriad Pro Bold Condensed
a á ä b c d e é f g h ch i í j k l m n o ó ô p q r s š t u ú v w x y ý z ž
A Á Ä B C D E É F G H Ch I Í J K L M N O Ó Ô P Q R S Š T U Ú V W X Y Ý Z Ž

aA aA **aA** **aA** aA **aA**

ABOUT

An Adobe Originals design first released in 1992, Myriad has become popular for both text and display composition.

As an OpenType release, Myriad Pro expands this sans serif family to include Greek and Cyrillic glyphs, as well as adding oldstyle figures and improving support for Latin-based languages. The full Myriad Pro family includes condensed, normal, and extended widths in a full range of weights.

Designed by Robert Slimbach & Carol Twombly with Fred Brady & Christopher Slye, Myriad has a warmth and readability that result from the humanistic treatment of letter proportions and design detail.

Myriad Pro's clean open shapes, precise letter fit, and extensive kerning pairs make this unified family of roman and italic an excellent choice for text typography that is comfortable to read, while the wide variety of weights and widths in the family provide a generous creative palette for even the most demanding display typography.

Myriad Pro is included with Adobe Creative Suite 4.0 or later.

Download at: https://www.fonts.com/de/font/adobe/myriad

Alternate hierarchy of fonts:

Headline 1
Myriad Pro-Bold Condensed, z. B. 34 pt

Headline 2
Myriad Pro-Bold Condensed, z. B. 24 pt

HEADLINE 3
Myriad Pro-Semibold, Caps, z. B. 14 pt

Text
Myriad Pro-Light, 9,5 pt

Text Highlight
Myriad Pro-Semibold, 9,5 pt

Headline 2

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. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing **Lorem Ipsum** passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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