

**■ Quick guide to
essential elements
of the ECPR brand**

- All ECPR brand assets, including logos, the box and pattern devices, and various weights of the Muli font, are available on request from ECPR's Events Team.
Email **events@ecpr.eu**

- Our primary logo, available in two colourways and various file formats.



- Secondary logos, also available in two colourways. When using these logos, please ensure that the smaller text to the right of the main logo remains big enough to be clearly legible on a mobile device without having to zoom in.



European
Consortium
for Political
Research



Advancing
Political
Science

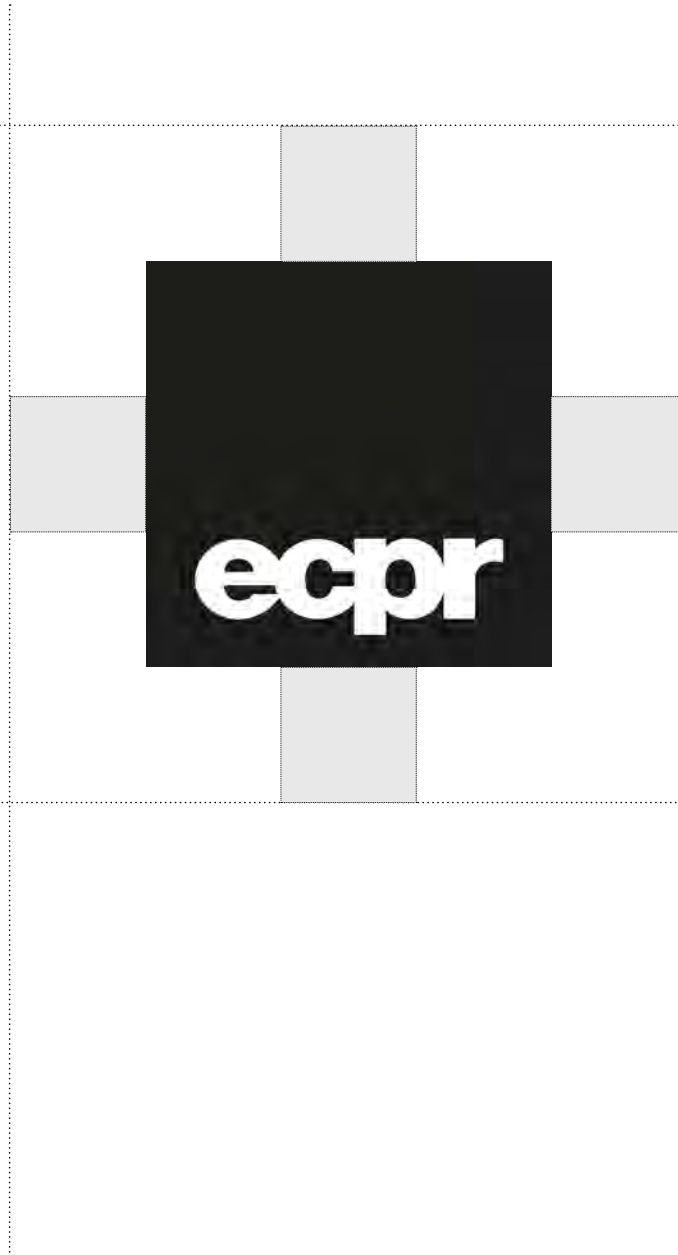


European
Consortium
for Political
Research

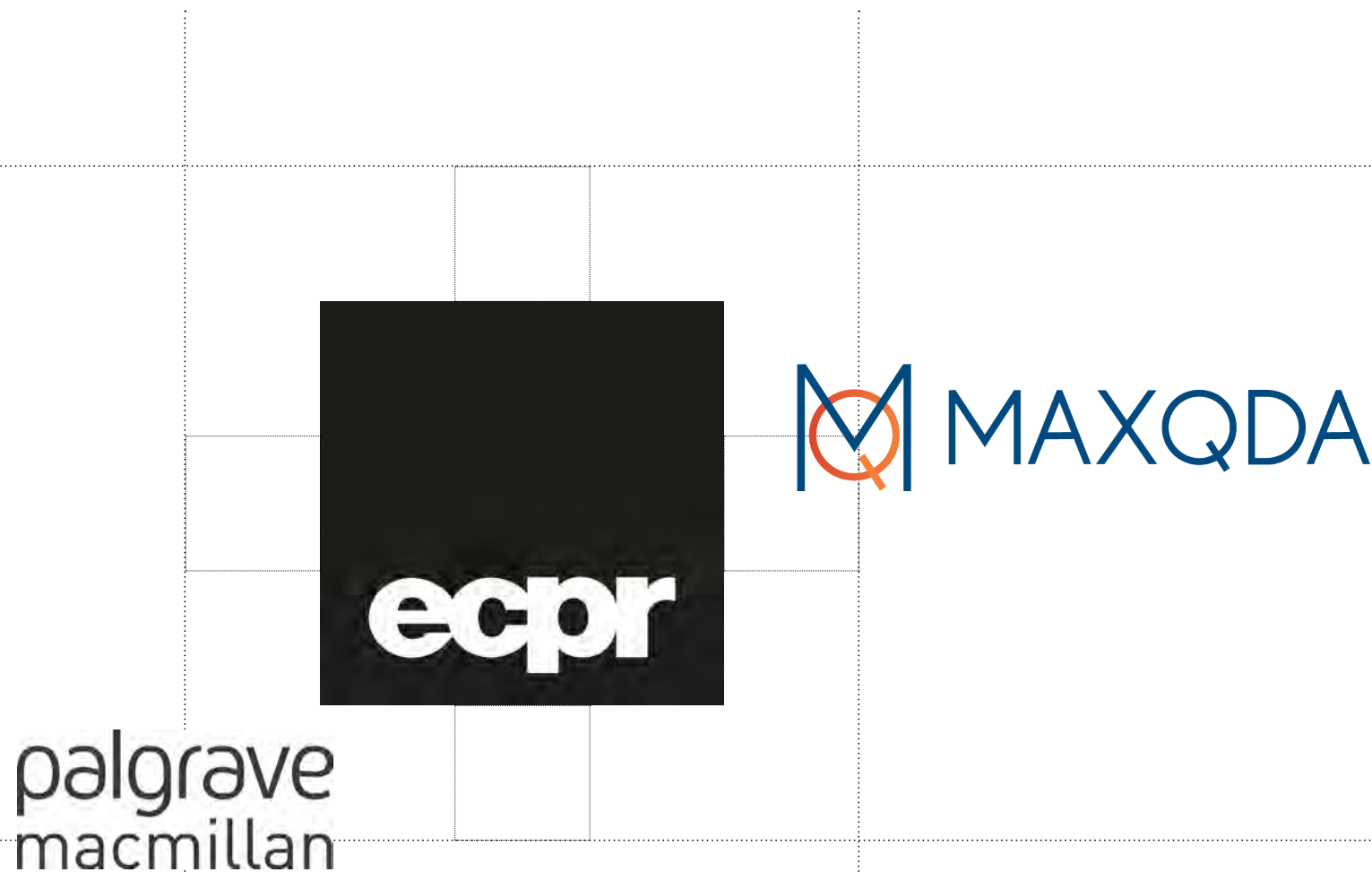


Advancing
Political
Science

- Please observe an exclusion zone around our logo, equal to one-third of the width of the main square.



- Please do not place partner logos, or text, within this exclusion zone, like so:



- Partner logos here positioned an acceptable distance from the ECPR logo.

palgrave
macmillan



European
Consortium
for Political
Research

MAXQDA

- You may overlay the logo on a photographic background, provided all text remains clearly legible.



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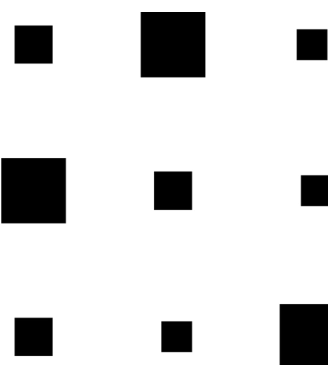
■ Without the translucent tint panel, the logo's strapline becomes unreadable.
Don't do this:



- Logos of all Standing Groups and Research Networks are available in four options, and a variety of file formats. Please use the spot version only in contexts in which the primary ECPR logo already appears.



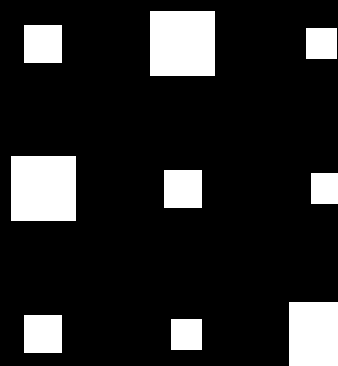
**Standing Group
on Presidential
Politics**



**ECPR Standing
Group on
Presidential Politics**



**Standing Group
on Presidential
Politics**



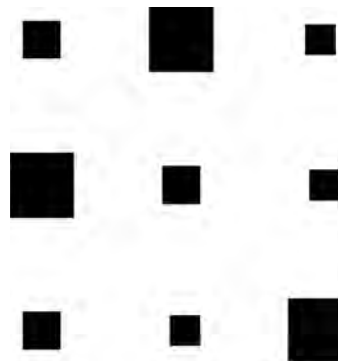
**ECPR Standing
Group on
Presidential Politics**

- Some more Standing Group / Research Network examples.

Rules on exclusion zone for partner logos, and legibility on photographic backgrounds, apply as for ECPR logos.



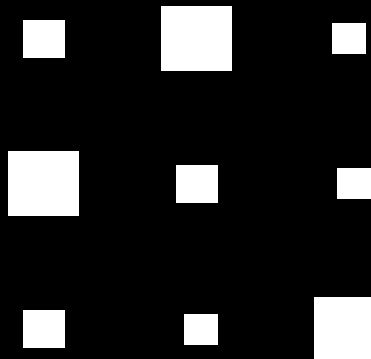
**Research Network
on Voting Advice
Applications**



**ECPR Standing Group
on Public Opinion
and Voting Behaviour
in a Comparative
Perspective**



**Standing Group on
Political Violence**



**ECPR Standing
Group on the
European Union**

- Our brand identity is entirely monochrome. The only colour in ECPR-branded materials should come from photography. Please, therefore, do not use black-and-white images.



▪ **100% Black**



▪ **White**



▪ **7% Black**

- Box device for titles and quotes



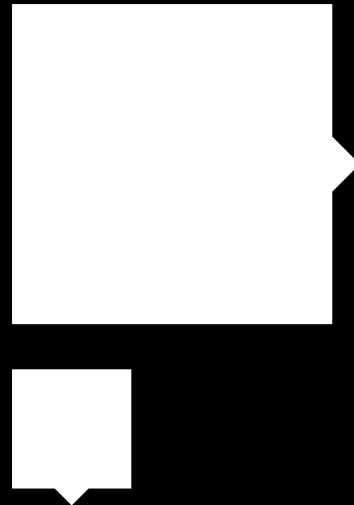
**2022
Mattei
Dogan
Foundation
Prize**



**48th Joint
Sessions of
Workshops**

14 – 17 April 2020

■ ecpr.eu



**3rd Summer School
on Concepts
and Methods
for Research on
Far-Right Politics**

4 – 8 July 2022

■ ecpr.eu

The image consists of a grid of small black squares arranged in a regular pattern. A solid black horizontal line runs across the middle of the image, dividing it into two equal halves. The top half has a white background with black squares, and the bottom half has a black background with white squares. The text 'Pattern device' is centered in each half.

Pattern device

Pattern device

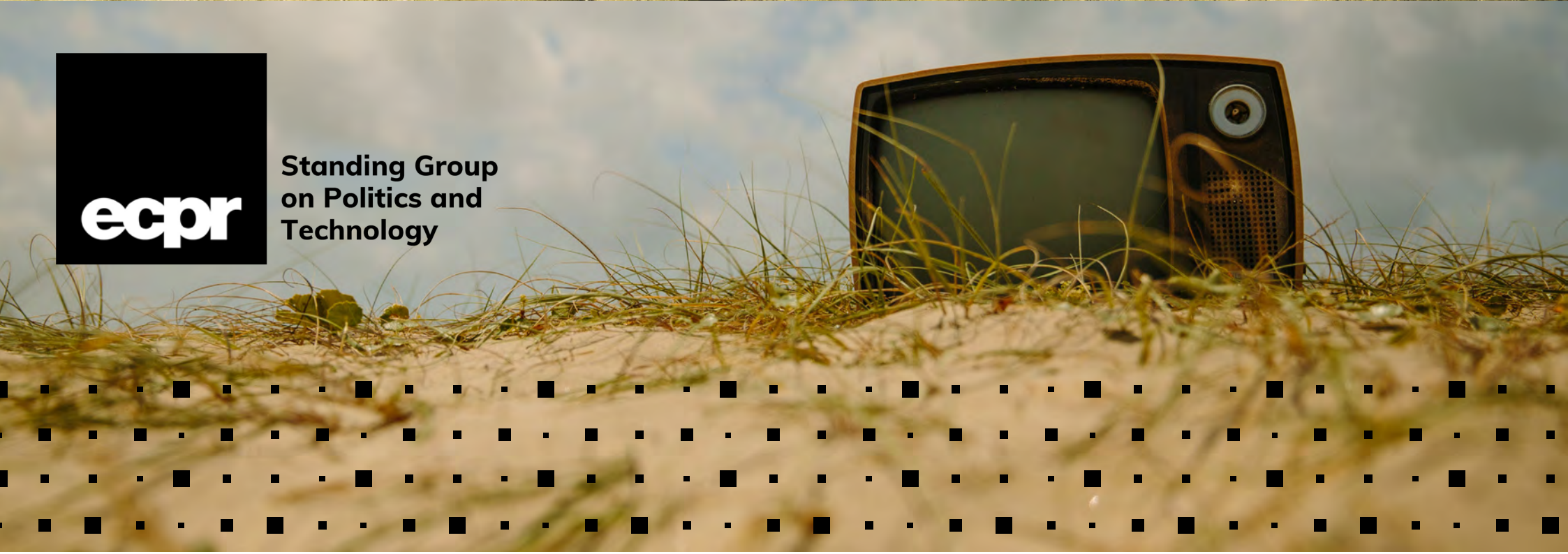
**Use the pattern device
to emphasise a key
phrase, or place a strip
of it over a photographic
background, as overleaf**



**Standing Group
on Environmental
Politics**



**Standing Group
on Politics and
Technology**



The ECPR font is Muli

It is available in a variety of weights

And in italic forms

**Ask a member of ECPR staff to send
a zipped file for easy installation**

See overleaf for all Muli options...

Light

▪ The quick brown fox jumps over the lazy dog...
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



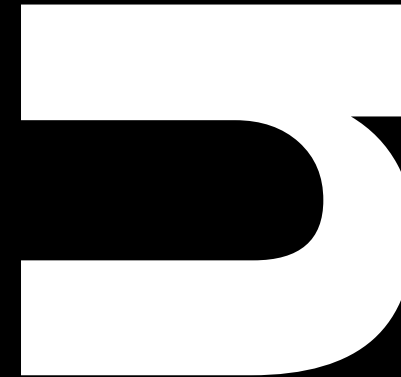
Regular

▪ The quick brown fox jumps over the lazy dog...
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Semi-Bold

▪ The quick brown fox jumps over the lazy dog...
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Extra Bold

▪ The quick brown fox jumps over the lazy dog...
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Black

▪ The quick brown fox jumps over the lazy dog...
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

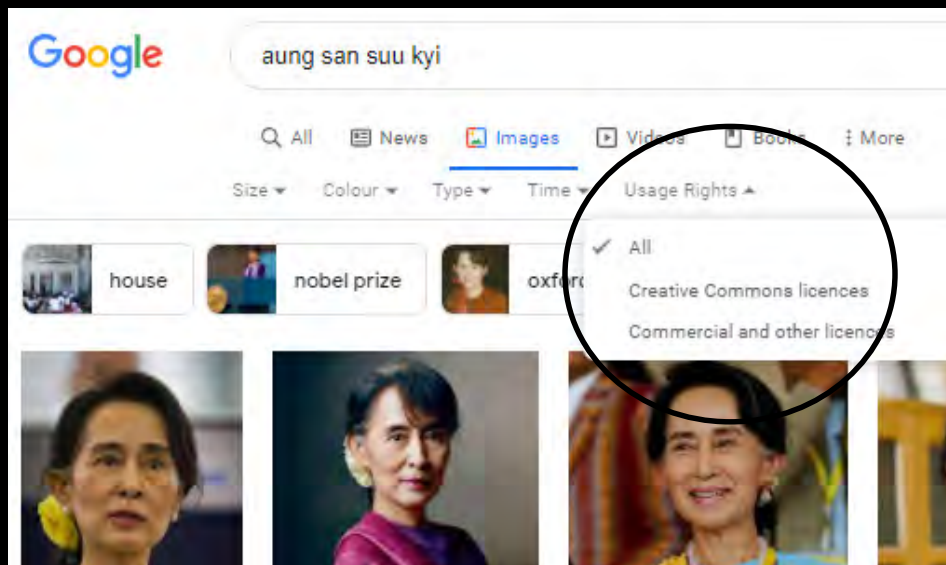


Italic

▪ *The quick brown fox jumps over the lazy dog...*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



■ Please use only copyright-free or Creative Commons-licensed images in public-facing materials. Good sources include Pexels, Unsplash and Pixabay. Alternatively, follow the instructions below to find your own:



1 To find Creative Commons-licensed images on Google, do an image search by keyword/s in the usual way.

2 Click 'Tools' and select 'Creative Commons licenses' from the 'Usage rights' drop-down menu.

3 Click on a picture that interests you. An enlarged version will appear in the right-hand panel.

4 Hover over it to see its dimensions, expressed in pixels, in the bottom-left corner of the image.



Digital flyers for events



**Seminar Series on
the European Union**

Thursday 17 February 2022
15:00 – 16:30 GMT / 16:00 – 17:30 CET

*Democratic backsliding in the European Parliament:
Understanding Discursive and Strategic Coalitions in the EP*

ecpr.eu/Events/184

ecpr Standing Group on
the European Union

- Keep text to a minimum (title, date, time, location if relevant), and ensure it is legible on a mobile device. If people are interested, they'll click through to read full details at ecpr.eu
- Use black and white text / logos only, and full-colour photography.
- If you are overlaying text on an image, ensure you can still read it.
- Don't forget to include the hyperlink!

ECPR's mission statement

Founded in 1970, ECPR is the leading European academic association with a mission to advance political science.

We bring scholars together across our global network to develop research and grow the discipline.

Our members are universities, and the communities within them, engaged in the research and teaching of social sciences.

Through our events, publications and research groups, we foster scholarly collaboration across borders.

We support academics at every stage of their career, providing training, research opportunities and professional development.

ECPR helps interpret the world's complex and changing political landscape for the benefit of everyone.



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