



Democrats Abroad Logo Usage and Branding Guidelines 2014

As Democrats Abroad celebrates its 50th Anniversary, it is a good time to evaluate our branding across the entire global organization. We have made refinements to the current logo to make it easier to incorporate into a wide range of communications items from printed flyers to give-away items to online social media.

If you have questions about the logo and how to use it, contact members of the Communications Committee at com@democratsabroad.org



The current logo, designed in 2006, has served us well to help unify the Democrats Abroad brand across print and online platforms. However, it can be difficult to work with in certain situations.



The new version features the words "Democrats" and "Abroad" the same size. The star and stripes are in a new proportion to the words to allow for a flush alignment along the left edge.



The current web version, also used on banners and other one-off print applications where ink coverage is not an issue.



In the new web logo, the stripes maintain the same relationship to the star that they have in the print version. This detail should help with scalability of the logo.



Logo Variations



DEMOCRATS
ABROAD



DEMOCRATS
ABROAD



DEMOCRATS ABROAD



DEMOCRATS ABROAD
democratsabroad.org



DEMOCRATS ABROAD
Country Name



Logo with Integrated Country Names



The diagram above shows the size and placement relationships between the logo and country name. These relationships are scalable across applications and will help maintain a consistent look across all chapters.

Logos with country/chapter name configuration will be supplied to members for use on chapter-specific items.



democratsabroad.org

Democrats Abroad is a global organization with a larger function than maintaining its web site! It is true that democratsabroad.org is a primary hub of information but it should represent the whole organization.

Communications materials should drive users to the site as a part of the larger entity. Below are some options for incorporating the URL into the official logo configuration.



Please discontinue use of these versions of the logo immediately.





DEMOCRATS ABROAD

democratsabroad.org

VotefromAbroad.org
DEMOCRATS ABROAD

The version above was created for specialized usage in combination with the VotefromAbroad logo. The tearsheet to the right is an example of the organization logo with a separate but stylized version of the Democrats Abroad URL.

Vote. 2014.
Consider the Alternative.

Your voice counts.
Commit to
Vote from Abroad.



DEMOCRATS ABROAD **Vote from Abroad.org**
Absentee ballots for Americans

Paid for and authorized by the Democratic Party Committee Abroad.

VotefromAbroad.org
DEMOCRATS ABROAD

VotefromAbroad.org
DEMOCRATS ABROAD

VotefromAbroad.org
DEMOCRATS ABROAD

VotefromAbroad.org
DEMOCRATS ABROAD

VotefromAbroad.org
DEMOCRATS ABROAD



Color Palette



**DEMOCRATS
ABROAD**

4/color process
dark blue: C96.1 M98.55
Y37.93 K45.49
light blue: C35.53
M26.82 Y0 K0
red: C20.87 M97.06
Y91.03 K11.69



**DEMOCRATS
ABROAD**

2/color
blue: PMS 2765
red: PMS 1805



**DEMOCRATS
ABROAD**

3/color
blue: PMS 2765
red: PMS 1805
light blue: PMS 2716



**DEMOCRATS
ABROAD**

web safe
dark blue: 330033
light blue: 9999CC
red: CC3333



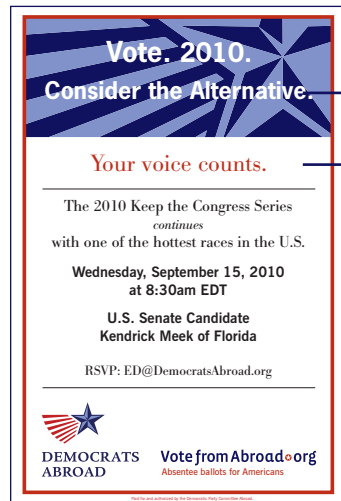
**DEMOCRATS
ABROAD**

2/color
blue: PMS 2765 and
light blue: 50% 2765
red: PMS 1805

Typeface Recommendations

When selecting a typeface to accompany the Democrats Abroad logo on communications materials, look for a typeface with contrasting characteristics to the logo.

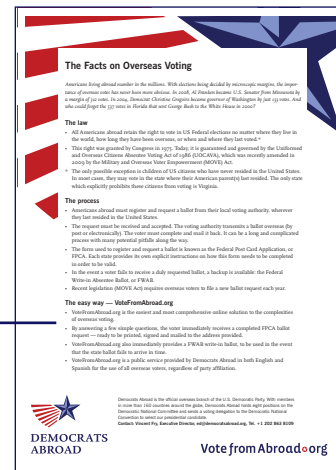
Since the Democrats Abroad logotype is a serif font, a sans serif generally contrasts well.



News Gothic Bold rather narrow, allows more text in a small space.

Bodoni the extreme thick and thin strokes contrast with the logotype.

Scala a contemporary serif typeface useful for large bodies of text.



This font is **News Gothic Bold**. As a rather narrow typeface, it allows for slightly more type in a small space.

Other sans serif options that are generally accessible:
Helvetica
Arial
Calibri

Serif fonts are better for large bodies of text because they are generally easier to read.

Other serif options include:
Cambria
Times

The example above uses two typefaces that contrast well with each other, and with the two logos at the bottom of the page. Note that the Democrats Abroad logo above is the new version.

The typefaces listed above are licensed and must be purchased in order to use them. Graphic designers tend to have many fonts to choose from. If you are not working with a designer, there are free fonts available that are acceptable for use with the logo.

Social Media Usage



Screenshots of recent Democrats Abroad pages from Facebook and Twitter, with the new logo inserted for demonstration.