



BRAND GUIDELINES 2022



GET ON THE BRAND WAGON.

Together we're making things happen.

A strong brand sets us apart and amplifies every message we send as **DEMOCRATS ABROAD**.

As a group, we need to circle the wagons around our common goals, in order to effect change for all.

By banding together from a place of power, we will create positive change in our country. **UNITED WE STAND**.

**READY.
SET.
LOGO!**



Our logo is the cornerstone of our brand.

Our brand is the cornerstone of our identity.

Our materials & communications are a vital reflection of that identity.

Let's go logo!

CHANGE IS GOOD.

All good logos evolve over their life cycle, and the time is right for the evolution of our brand.

Our previous mark was designed at a point when most of our deliverables were print vs. digital.

In March 2021, the redesign project kicked off a collaborative process.

50+ concepts were reviewed before landing on our final design



A STAR IS REBORN!

Today Democrats Abroad unveils a refreshed logo, redesigned to focus on elements in our previous design that best represent our mission & vision. This simplified design is built to work well in today's digital media landscape.



DEMOCRATS ABROAD

THE PRIMARY LOGO

Several design layouts were created to optimize marketing & media opportunities.

Primary (Horizontal)

The Primary Logo is designed to provide optimal visibility of the mark and the name. This layout works well for the majority of uses.



Stacked

The Stacked logo was designed for instances when horizontal space is limited.



Wordmark

When there is no room for the mark due to spacing and/or visual distractions. Keep it simple.

DEMOCRATS ABROAD

LOGO SUITE LOGO

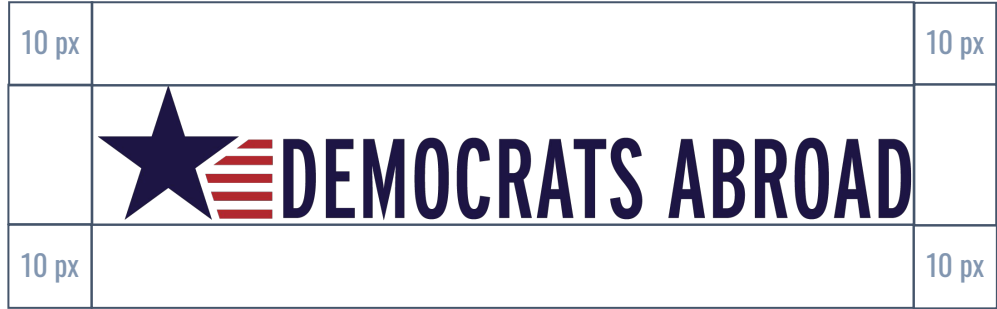
We have developed complete logo suites for each country, chapter, taskforce & team. You will be provided with 23 logo options.

- ✓ DIGITAL
 - ✓ COLOR
 - DA_LOGO_HORIZONTAL_NO_ICON.png
 - DA_LOGO_HORIZONTAL.png
 - DA_LOGO_STACKED_NO_ICON.png
 - DALOGO_STACKED.png
 - ✓ EMAIL-SIGNATURE
 - DA_E-MAIL_SIG.png
 - ✓ SOCIAL MEDIA
 - DA_FACEBOOK_COVER.png
 - DA_FACEBOOK_PROFILE_COLOR.png
 - DA_FACEBOOK_PROFILE_WHITE_ON_BLUE.png
 - DA_INSTAGRAM_PROFILE_COLOR.png
 - DA_INSTAGRAM_PROFILE_WHITE_ON_BLUE.png
 - DA_TWITTER_COVER.png
 - DA_TWITTER_PROFILE_COLOR.png
 - DA_TWITTER_PROFILE_WHITE_ON_BLUE.png
 - ✓ WHITE-KNOCKOUT
 - DA_LOGO_HORIZONTAL_NO_ICON_WHITE_KNOCKOUT.png
 - DA_LOGO_HORIZONTAL_WHITE_KNOCKOUT.png
 - DA_LOGO_STACKED_NO_ICON_WHITE_KNOCKOUT.png
 - DA_LOGO_STACKED_WHITE_KNOCKOUT.png
- ✓ PRINT
 - ✓ COLOR
 - DA_LOGO_HORIZONTAL_NO_ICON.pdf
 - DA_LOGO_HORIZONTAL.pdf
 - DA_LOGO_STACKED_NO_ICON.pdf
 - DA_LOGO_STACKED.pdf
 - ✓ WHITE-KNOCKOUT
 - DA_LOGO_HORIZONTAL_NO_ICON_WHITE_KNOCKOUT.pdf
 - DA_LOGO_HORIZONTAL_WHITE_KNOCKOUT.pdf
 - DA_LOGO_STACKED_NO_ICON_WHITE_KNOCKOUT.pdf
 - DA_LOGO_STACKED_WHITE_KNOCKOUT.pdf



LOGO CLEAR SPACE

Always leave at least 10 px of clear space around the logo.



FUN WITH COLOR

There's no rule that says political parties have to be boring. The Democrats Abroad brand makes use of a fun color palette ranging from deep navy to electric blue, supported by grey and a powerful red accent color. (Red isn't just for Republicans anymore!)

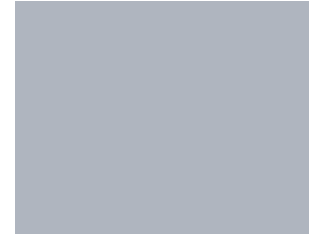
PRIMARY PALETTE



PMS: 2765
RGB: 31, 22, 70
CMYK: 97, 99, 38, 45
Web Safe: 1F1646



PMS: 1805
RGB: 178, 41, 46
CMYK: 21, 97, 90, 12
Web Safe: B2292E



PMS: 174
RGB: 175, 181, 191
CMYK: 32, 23, 18, 0
Web Safe: AFB5BF



PMS: 2716
RGB: 158, 173, 229
CMYK: 36, 27, 0, 0
Web Safe: 9EADE5



PMS: 2995
RGB: 0, 169, 224
CMYK: 79, 3, 0, 0
Web Safe: 00A9E0



PMS: 287
RGB: 0, 48, 135
CMYK: 100, 81, 0, 23
Web Safe: 003087

JUST OUR TYPE

A strong brand is so much more than just a logo - it's a whole system designed to convey the idea of a company or organization. The typography for Democrats Abroad is a powerful tool for clearly communicating ideas and inspiring action. Overpass & Oswald are generic fonts available free from Google fonts – compatible with most computers.

OSWALD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OVERPASS

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Overpass Thin
Overpass Extra-Light
Overpass Light
Overpass Regular
Overpass Semi-Bold
Overpass Bold
Overpass Extra-Bold
Overpass Black

WHAT TO AVOID

Presenting a clear and consistent brand is crucial to brand recognition for our mission and protects our image and reputation. Please do not alter the DA logo in any way.

Do not distort the logo



Do not use the colored logo on a dark background



Do not re-color the logo



Do not use another country's flag with the logo



Do not re-order the logo elements



Do not outline the logo



CAUCUSES IN COLOR

Each caucus has chosen a color that best represents their cause, while still clearly representing the DA brand.



LET'S GO LOGO!

We are excited to see
the logo in action.

For social media profiles we will
use the Democrats Abroad
“Button”. All teams will receive
custom banner artwork for
Facebook and Twitter.

Social media posts can be
branded with the button, and, if
needed, for sponsored events,
that require additional
identification, use your
complete logo or the wordmark.



OUR VOICE ONE VOICE

If DA were a person, what would they sound like? How would we want them to be perceived? The voice and tone in which we speak as DA is just as vital as our colors and fonts. Some points to consider:

OUR PERSONALITY

Integrity, Excellence, Innovation, Generosity, Passion
Helpful, Optimistic, Honest, Informative, Grateful, Creative, Respectful

OUR BRAND TONE

Above all, we want our brand to be inspirational. Whether we're talking to our members or a volunteer, our goal is that every interaction with DA feels exciting and filled with possibility.

We also want our brand to feel clear, in both message and design. It means we work hard to make sure language is understandable and visuals feel unified. We love simplicity.

A PICTURE IS WORTH 1000 WORDS

In addition to your logo suite to set your team apart, we encourage your teams to express your values and personality via imagery. Images evoke emotions that can be difficult to share with words alone.

When using images be sure they are royalty-free.



SO WHAT'S NEXT?

- Over the next few weeks we will roll out our new brand across all channels
- Update your digital assets, social media profiles/headers, email signatures as soon as you are able but no later than July 4, 2022.

Upon receipt of your logo suite, familiarize yourself with the artwork and usage guidelines. Share with your team and spread the word. Implement across platforms.

- Plan to update your printed materials with new logos during your next print run and/or if you have a high-profile event in the near future.
- If you need help please reach out to the design team we are happy to help and hope you have as much fun implementing our new logo as we did putting it all together!

There's hard work to be done but we're Democrats: we always have a little fun along the way.