



Brand Book

June 2026



logo use

color



This page shows the different approved versions of the Greens and Progressives logo to ensure consistent application across all materials. The full-colour logo should be used whenever possible, either on a white or light background.

Monochrome versions are included for situations where colour printing is not available or when the design requires a more neutral presentation.

logo use

do's & don'ts

This section outlines the essential do's and don'ts for using the Greens and Progressives logo. Following these guidelines helps preserve the integrity, legibility, and recognisability of the brand across all applications.

To ensure a consistent visual identity, the logo should never be altered, distorted, recoloured, or used in ways that compromise its clarity or meaning.



logo use spacing

Exclusion Zone

The logo's exclusion zone is equal to the width and height of the ampersand.



Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

The logo should never be smaller than 200px in digital or 20mm in print.



70px



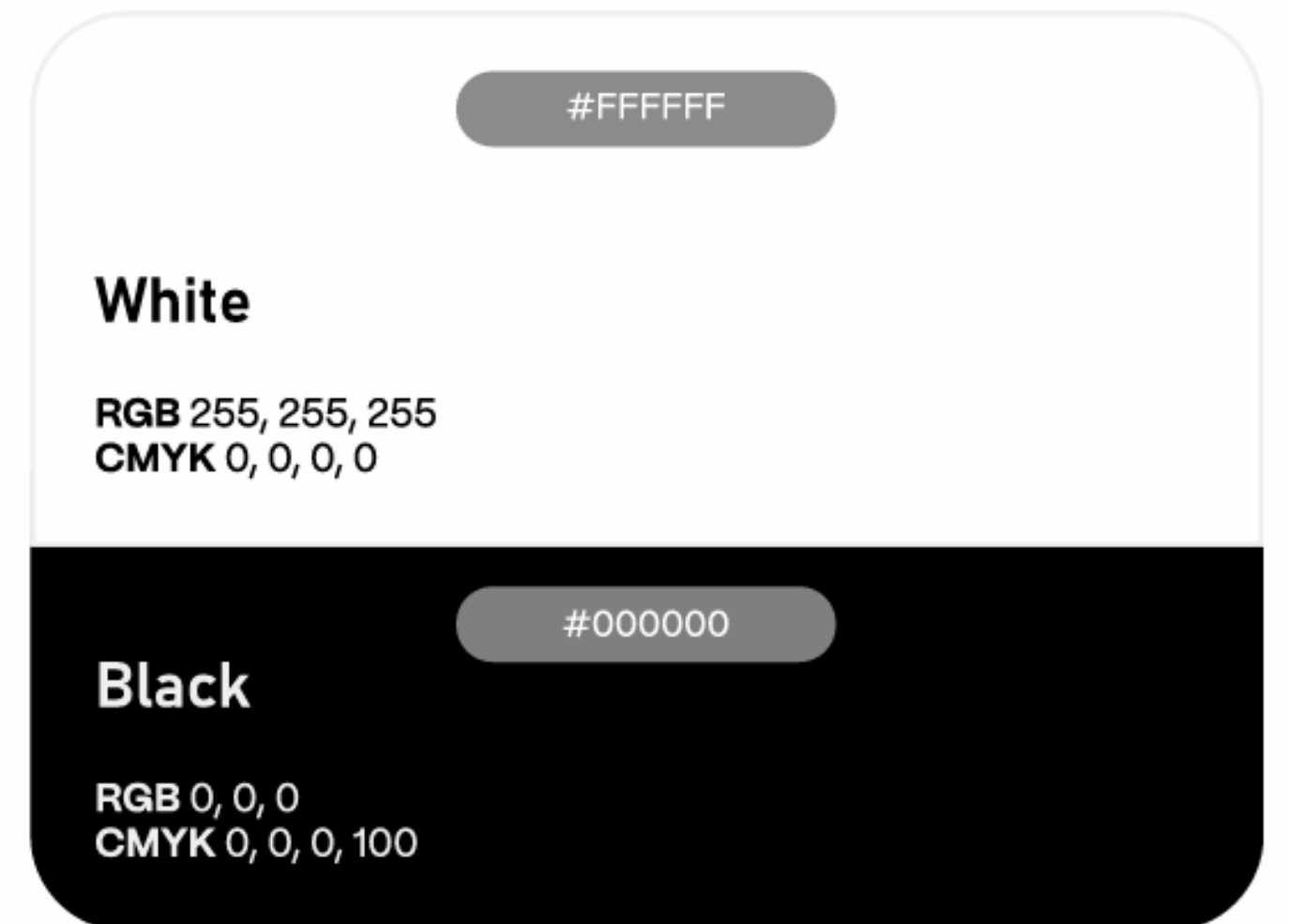
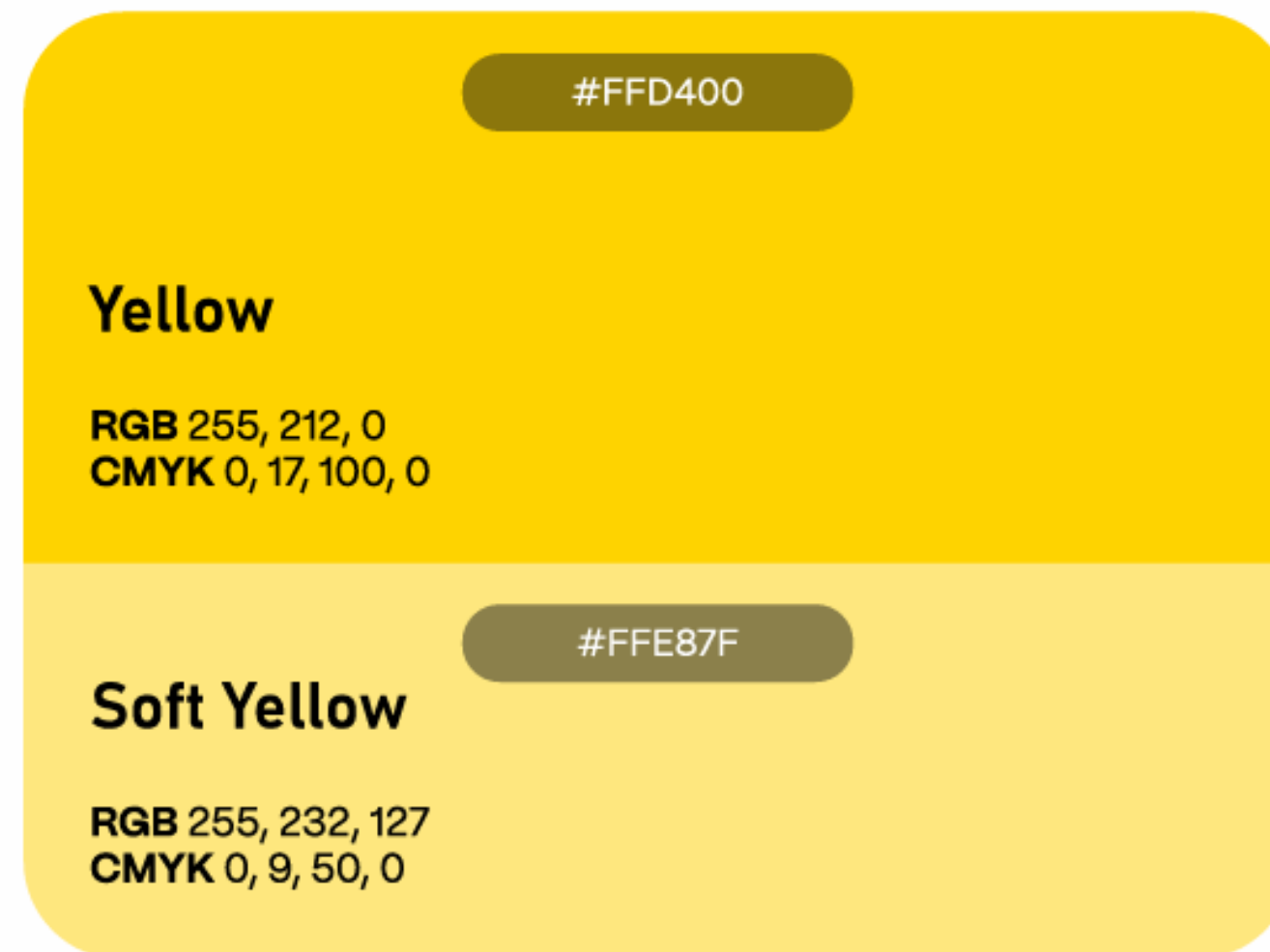
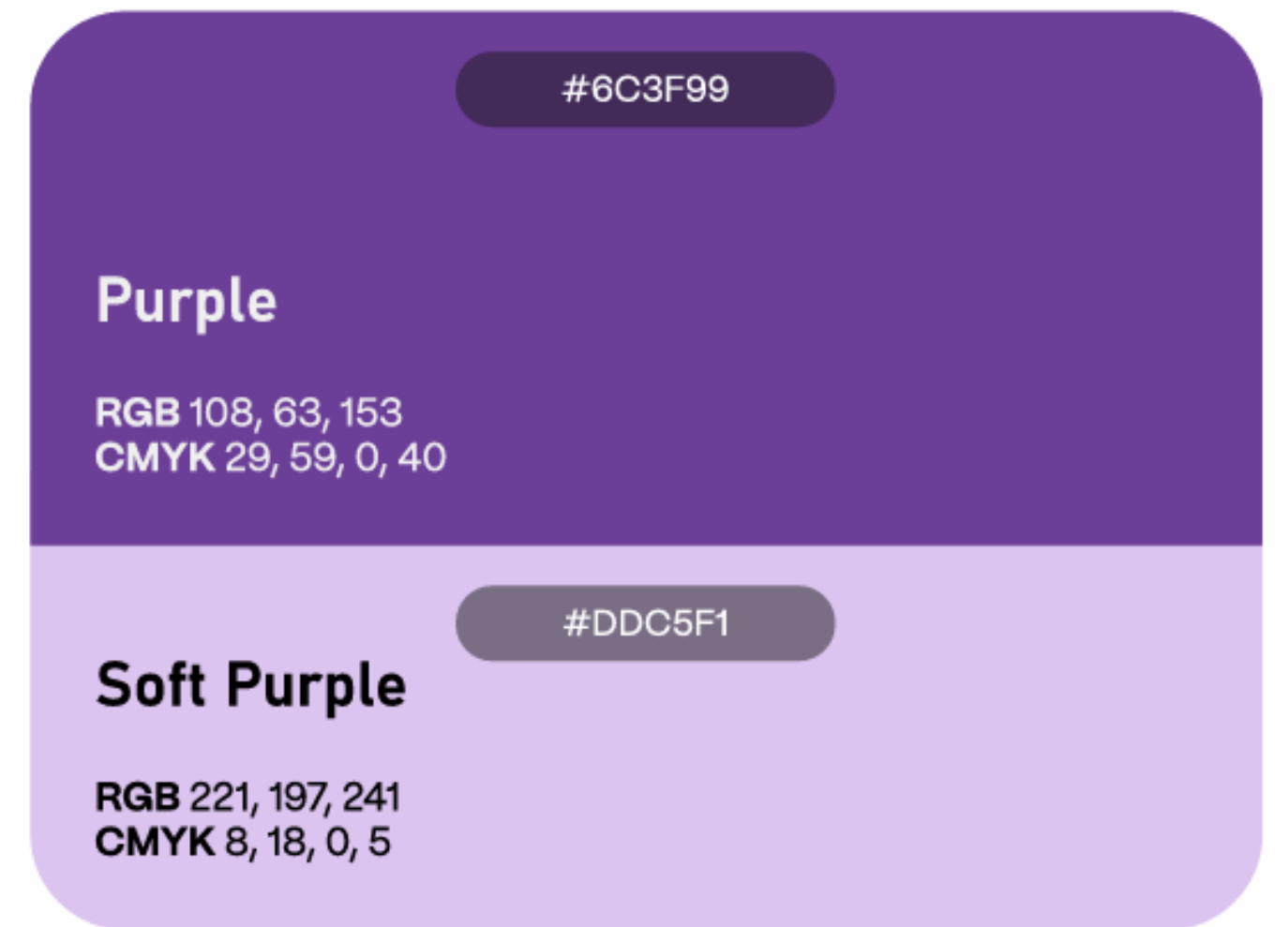
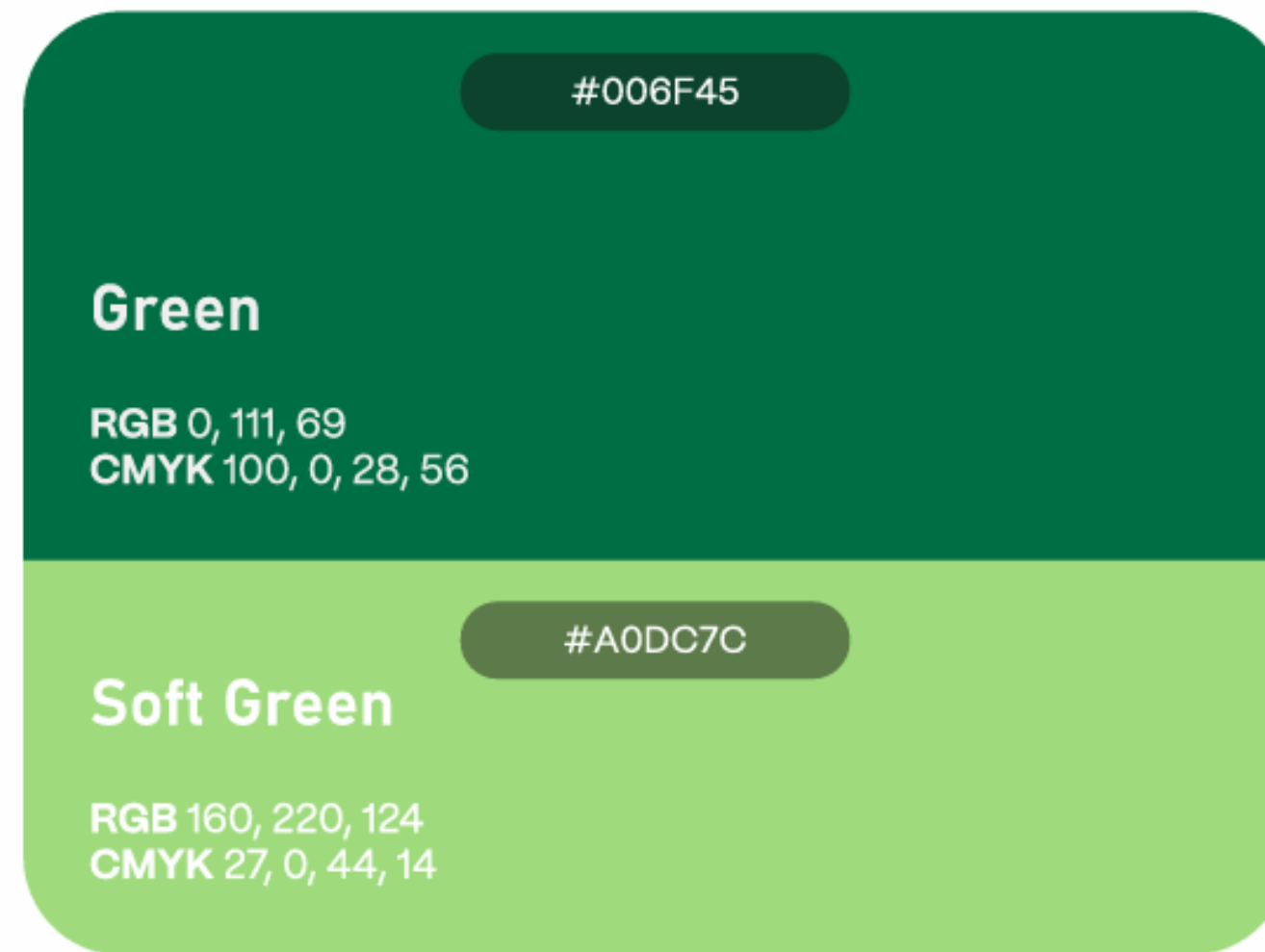
20mm

colors

primary & secondary

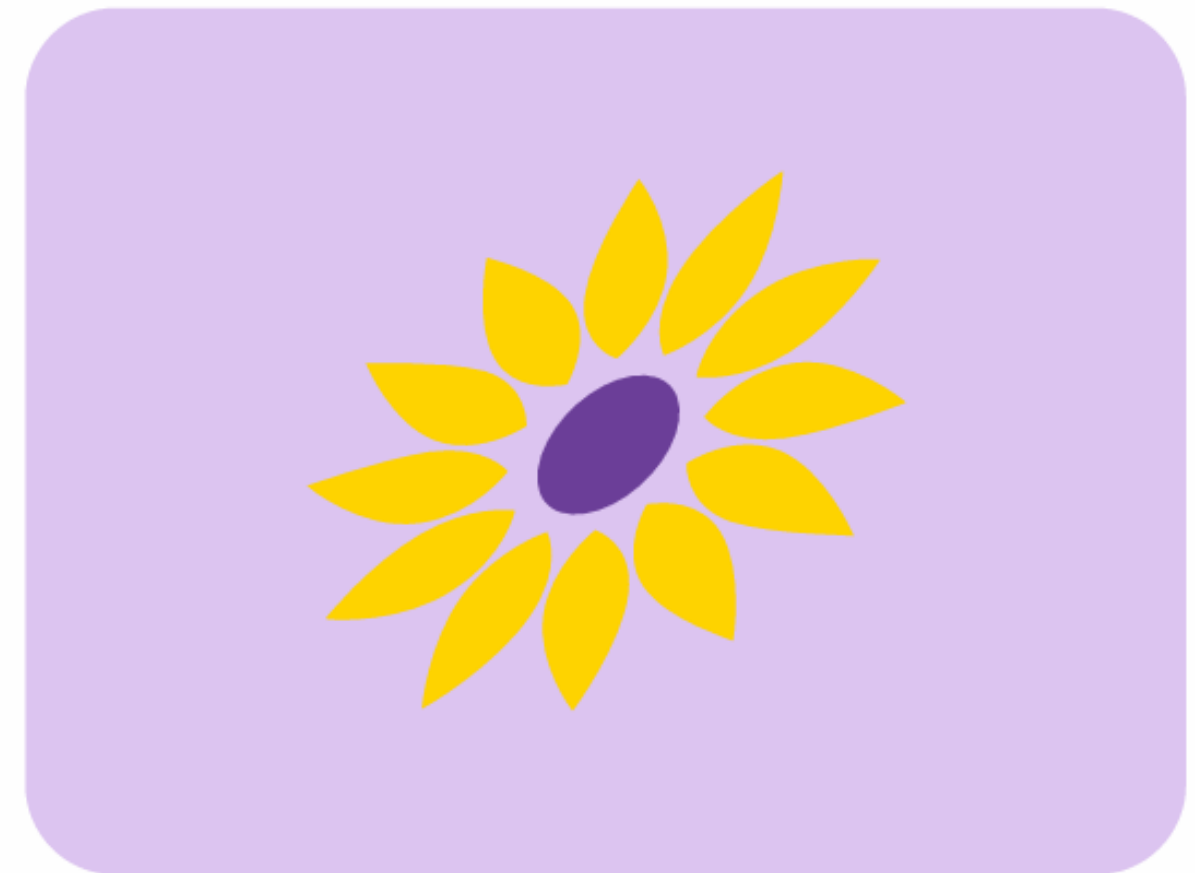
This color palette blends strong greens that reflect environmental leadership with warm yellows that convey optimism, openness, and positive change. The purple tones add depth, creativity, and a sense of social progress, while black and white ensure clarity and modernity across all communications.

Together, these colours create a cohesive identity that embodies the Greens and Progressives' commitment to sustainability, innovation, and a fairer Europe.



colors

secondary



Secondary colors are introduced to offer versatile background options that support the overall identity, ensuring clear readability and strong visual contrast across all applications.

typography

Bahnschrift

Bahnschrift Bahnschrift is a sans serif typeface that looks mechanically drawn and deceptively simple. It is based on the German industrial standard typeface design DIN 1451, which has been used in highway signage and has been widely influential since its introduction in 1931.

The font's clean, no-nonsense style works well on signs or notices and in headlines, and gives an authoritative look to any sort of information design.

We've opted for the use of Bahnschrift Light and **Bahnschrift Bold**, in order to keep things cohesive but be able to differentiate information.

Overview

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * () - + ?**

Weights

Light
Bold

logo alignment

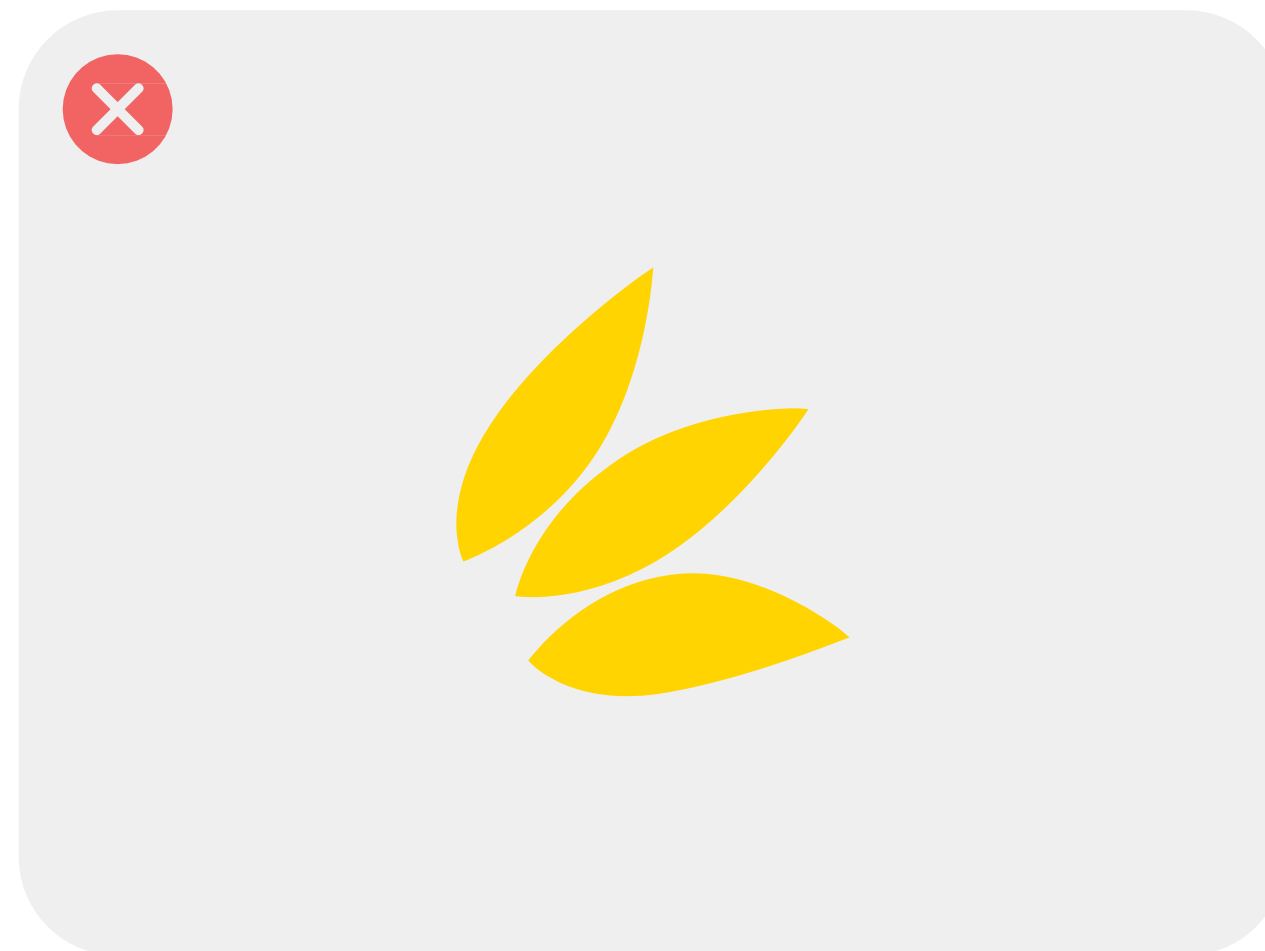
Co-branding

The different logotypes should always respect the same visual balance when used together with the European Committee of the Regions' logo.

The minimum space between logotypes is the same width of the EU flag.



icon use



In order to not damage the logo, the flower can not be recolored or destructed.



greenspro-cor.eu

The Greens and Progressives
in the European Committee of the Regions
greens.pro@cor.europa.eu
+32 2 282 2586