



European Policy
Innovation Council



BRAND GUIDELINES



Welcome!

These guidelines are designed to help you bring the brand to life. Read on for an intro to our brand strategy, verbal and visual identity– and how to use them to make sure we’re maintaining consistency across all marketing materials and communications.

Understanding and adhering to these guidelines will be essential in maintaining an unforgettable and meaningful design and voice for EPIC, *necessary for perserving the integrity of the brand.*

01 IDENTITY

- 1A Brand's Philosophy
- 1B Personality
- 1C Logo
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02 USE

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- 2B Use of colors
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01 IDENTITY

1A Brand's Philosophy

1B Personality

1C Logo

1D Logo Variations

Brand Story

Politics in Europe is often complex, distant, and inaccessible. Conversations happen, but key details are missed. Decisions are made, but engagement remains limited. The gap between policymakers, thought leaders, businesses, and the public is too wide.

EPIC exists to bridge that gap. We believe that engagement with EU politics should be bold, dynamic, and inclusive. That's why our identity is built around the asterisk (*)—a symbol of attention, detail, and connection.

How we speak

Thoughtful, clear, and engaging—serious when needed but always approachable.

How we look

Clean, modern, and bold—rooted in credibility yet visually dynamic.

How we engage

Encouraging dialogue, sparking ideas, and fostering community-driven political impact.

1C Logo

EPIC is the asterisk in EU politics; highlighting what matters, filling in the gaps and empowering people to engage in shaping europe’s future.

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The radiating points of the asterisk symbolize connections, expansion, and collaboration, linking ideas and people.

Its openness and growing structure evoke a sense of infinite potential and growth. Three main values, combined as one unique asterisk, with subtle alteration in thickness to resemble boldness.

Bold, symbolic and versatile.



Positive



Negative

1D Logo Variations



Positive

Negative



02 USE

2A Color Palette

2B Imagery | Photography Style

2C Tipography

2D Logo Protection

2E How not to use

2A Color Palette

Color has always been a cornerstone in storytelling, but now its taking on a bolder and more intentional role, becoming central to a EPIC’s identity.

Contrasting colors, blue shades for tech and innovation, orange stands for boldness, versality and warmth, and last gray tones for institucional and reliability.

Primary Colors

45%	45%	45%
65%	65%	65%
85%	85%	85%
R: 29 G: 7 B: 158 C: 100 M: 98 Y: 7 K: 1 #1D079E	R: 217 G: 54 B: 17 C: 7 M: 89 Y: 100 K: 1 #D93611	R: 56 G: 56 B: 56 C: 68 M: 58 Y: 55 K: 63 #383838

Secondary Colors

R: 75 G: 131 B: 242 C: 72 M: 49 Y: 0 K: 0 #4B83F2	R: 254 G: 204 B: 14 C: 0 M: 20 Y: 92 K: 0 #D93611	R: 237 G: 233 B: 242 C: 8 M: 9 Y: 2 K: 0 #EDE9F2
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2B Imagery | Photography Style

Using analog a noise-infused imagery connects deeply with Gen Z, a generations that thrives on nostalgia and digital rebellion.

The noise in analog feel mirror the imperfections of political systems, reinforcing the idea that change is messy, dynamic, and built on the foundations of the past.

By embracing this visual language, EPIC positions itself as a bold, disruptive, force thats speaks to a generation eager to challenge norms, amplify unheard voice, and engage with politics in a way that feels authentic, raw and real.



Host Grotesk

Modern sans-serif typeface, that offers a clean and minimalistic approach with polished lines and balanced structure. It also prioritizes legibility, while maintaining elegance.

It combines geometric shapes with slight humanist elements, giving it a more approachable and versatile feel. It also avoids overly stylized features, which allows it to blend seamlessly into various design contexts.

An epic font for an epic brand!

Aa

The thinking movement	<i>Think Epic.</i>
The thinking movement	<i>Think Epic.</i>
The thinking movement	<i>Think Epic.</i>
The thinking movement	<i>Think Epic.</i>
The thinking movement	<i>Think Epic.</i>
The thinking movement	<i>Think Epic.</i>

Helvetica

A clean, modern sans-serif typeface known for its timeless simplicity and exceptional readability. Its balanced, neutral design makes it versatile across various media, giving it a professional yet approachable feel.

Often associated with efficiency and clarity, Helvetica's geometric form and uniformity convey a sense of modernity and precision, making it a perfect choice for brands aiming to communicate trustworthiness.

Its widespread use in corporate and public spaces underscores its status as a classic font that adapts seamlessly to diverse branding needs.

Bb

The thinking movement

The thinking movement

The thinking movement

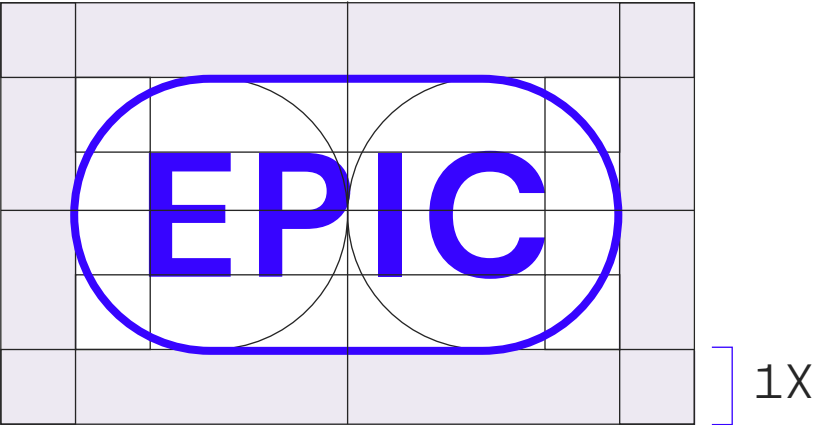
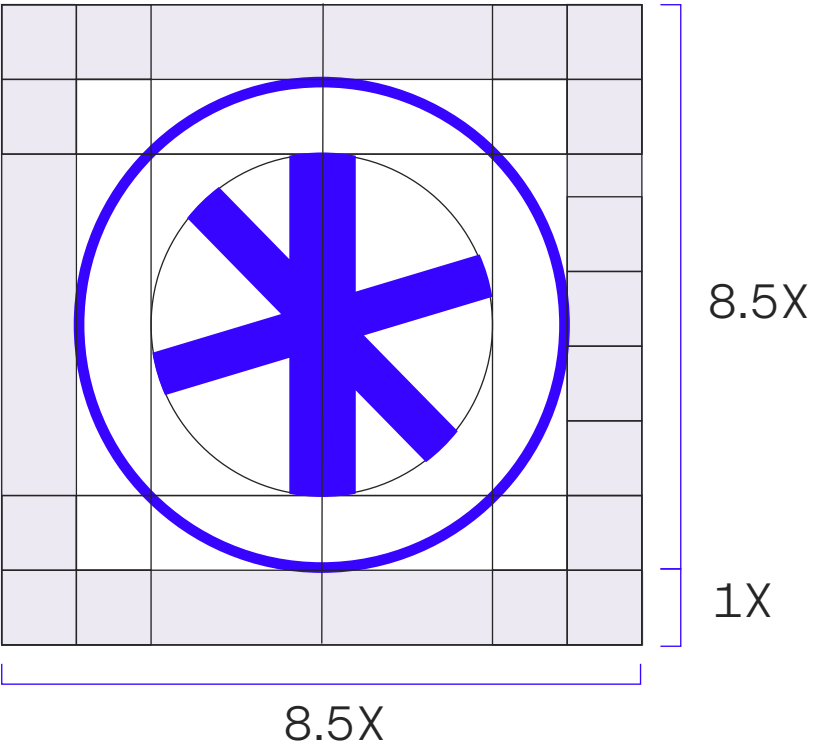
Think Tank

Think Tank

Think Tank

*This typography should only be used in case of not having the first brand Typeface (Host Grotesk)

2D Logo Protection



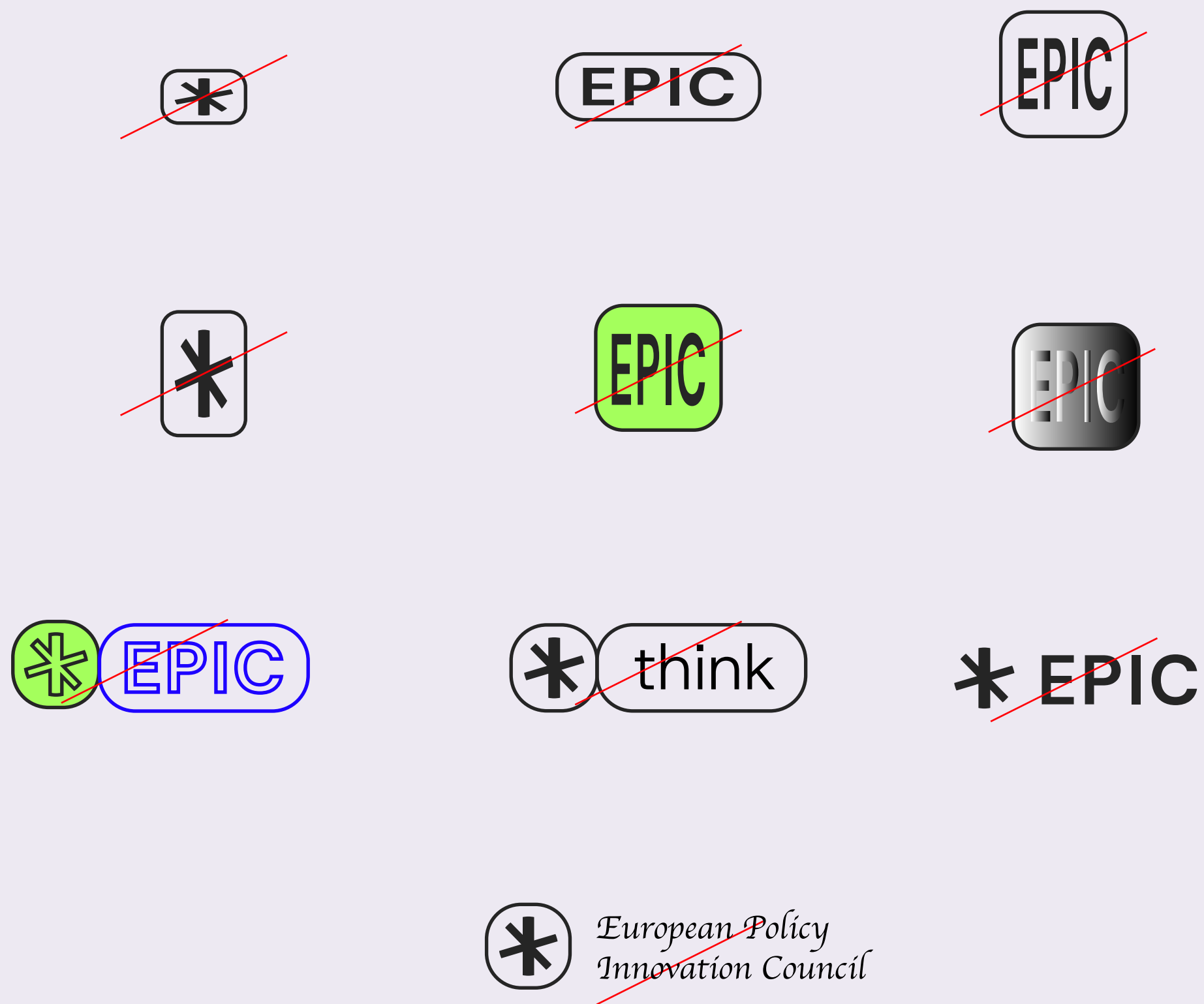
 Protection area

2E How not to use

When using the logo, it is important to maintain its integrity and not alter its appearance.

The logo should never be distorted, stretched, or skewed in any way. It must not be altered in color, cropped, or combined with other graphics that compromise its clarity or recognition.

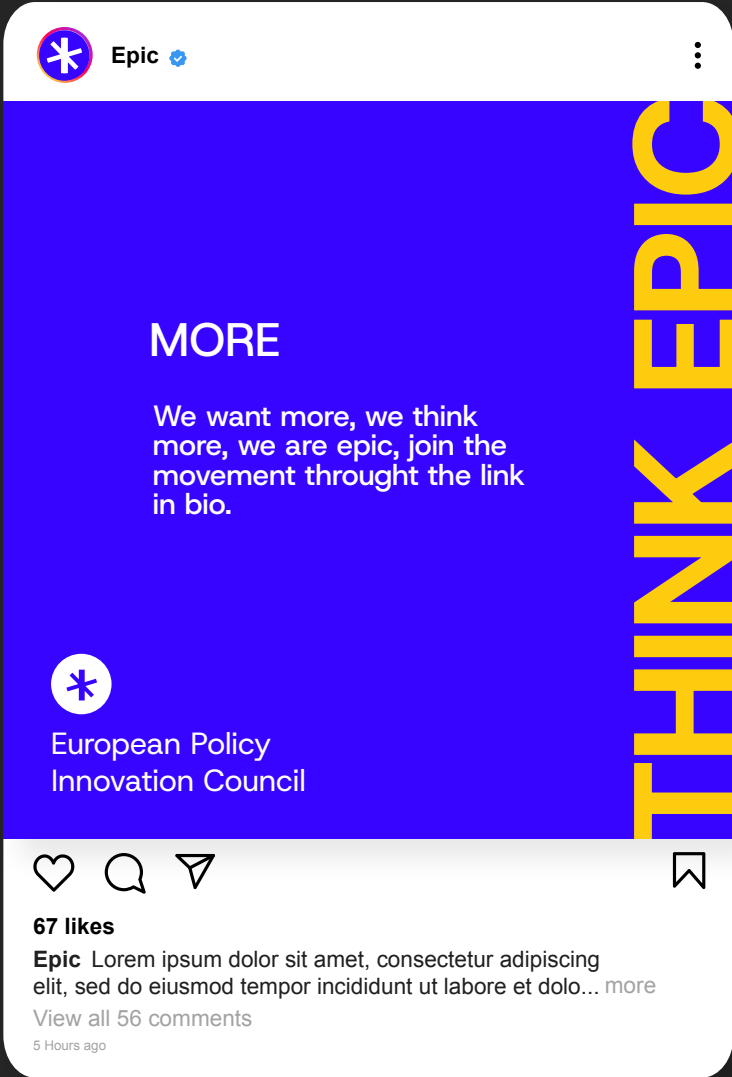
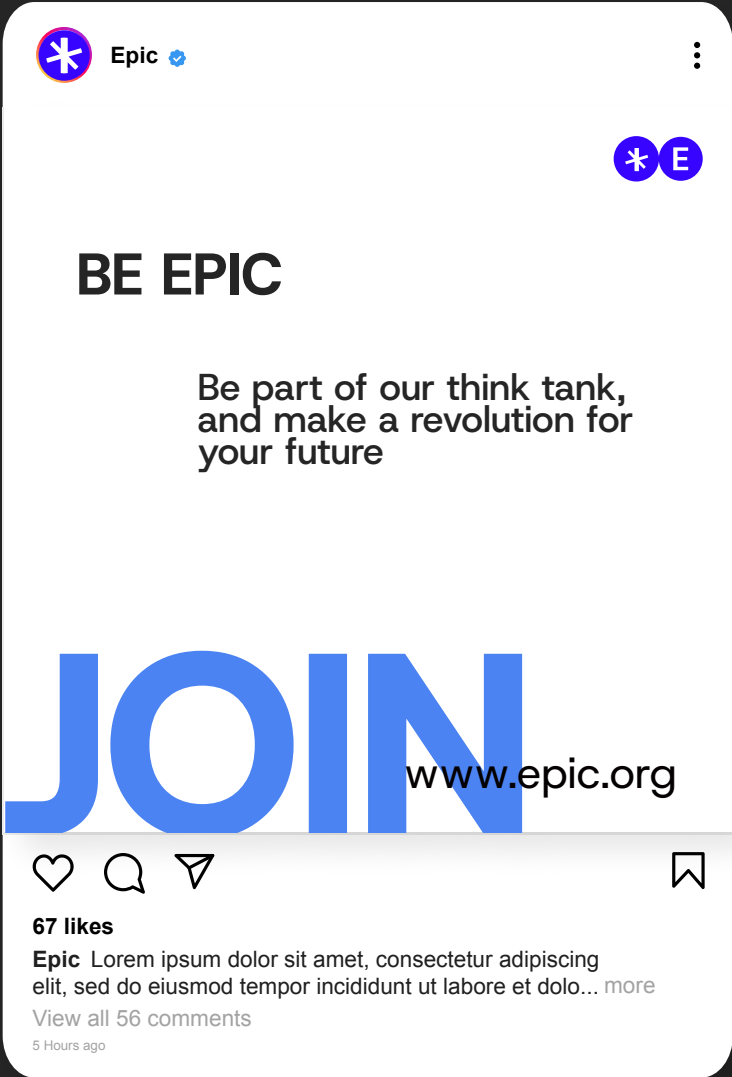
Additionally, it should not be placed on backgrounds that make it difficult to read or visually clash with the design. The logo must always be used in accordance with the brand guidelines to ensure consistent and professional representation across all platforms and materials.



03 VISUALS

3A Social Media

3B Applications





3B Applications



3B Applications







The thinking movement





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