elf

Brand
guidelines

Our brand

Visual identity

Brand in action

Contents

Our brand

Brand snapshot

Vision

A liberal future in a united Europe

Mission

ELF works across Europe in order to find liberal solutions to European issues, and to deliver these solutions to policymakers at all levels. ELF works towards a prosperous Europe that provides opportunities for all European citizens

Values

- Professionalism
- Teamwork
- Fairness
- Integrity
- Transparency
- Experience
- Innovation
- Fun

Personality

- Dynamism
- Activism
- Knowledge
- Trust
- Positivism
- Grounded optimism
- Knowledge-based image

Stakeholders

The key audience groups are the following:

- Member organisations
- MEPs
- Board & Employees
- ALDE & Renew Europe
- Policymakers, politicians and policy experts mainly active on the EU/international level
- Press and media (EU level primarily)
- Other think tanks and expert research networks
- Donors
- General Public

For more in-depth information please contact the Communications team

Contents

Visual identity

Our logo

ELF uses the combination of both, logotype and logomark in order to create an impactful brand recognition and facilitate brand awareness.

Logotype:

The ELF logotype involves text or letters, and we are using both forms to identify the different branding within the organisation. ELF stands for European Liberal Forum. The Word Liberal comes the Latin *liber*, which means "**free**".

The ELF logotype aims to promote name recognition and description of who we are giving an easy access to brand awareness. The ELF logotype has the force of language behind it.

Logomark:

The ELF figure acts as the powerful and influential visual communication to identify the brand. As the foundation of liberal political and social philosophy that promotes individual rights, civil liberties, democracy, rule of law and free enterprise, ELF is represented with a "torch" as its Logomark. The idea behind the use of the torch as a symbol of liberalism relates to the purpose of illuminating a light of freedom in a dark world.

The torch is a popular icon and symbol in the Liberal world; however, we are evolving as an organisation and at the time of this rebranding, internal discussions were held among different stakeholders, and we agreed that we can also infer that the figure of ELF depicts an individual, a free spirit person which is highly identifiable with the liberal values. We can conclude then that the ELF figure is a torch that illuminates the light of freedom, represented also by an individual.

Its unique design is great for depicting a variety of brand characteristics and has been with the Organisation since the starting days, remaining unchanged in this new Brand Guidelines created in 2021.

Hierarchy

UNITS	Membership and strategy	Policy and research	Projects	Communications	Finance/HR

UMBRELLA PRODUCT CATEGORIES	PODCASTS	ACADEMY	BLOGS	EVENTS	PAPERS	PUBLICATIONS	See page 8

EXAMPLE PRODUCTS	Liberal Europe Ageing in Europe	My Academy Training	Digitising Europe Spotlight	Dare to Debate Thinking Aloud	Policy Brief Discussion Paper		See page 9

Campaigns
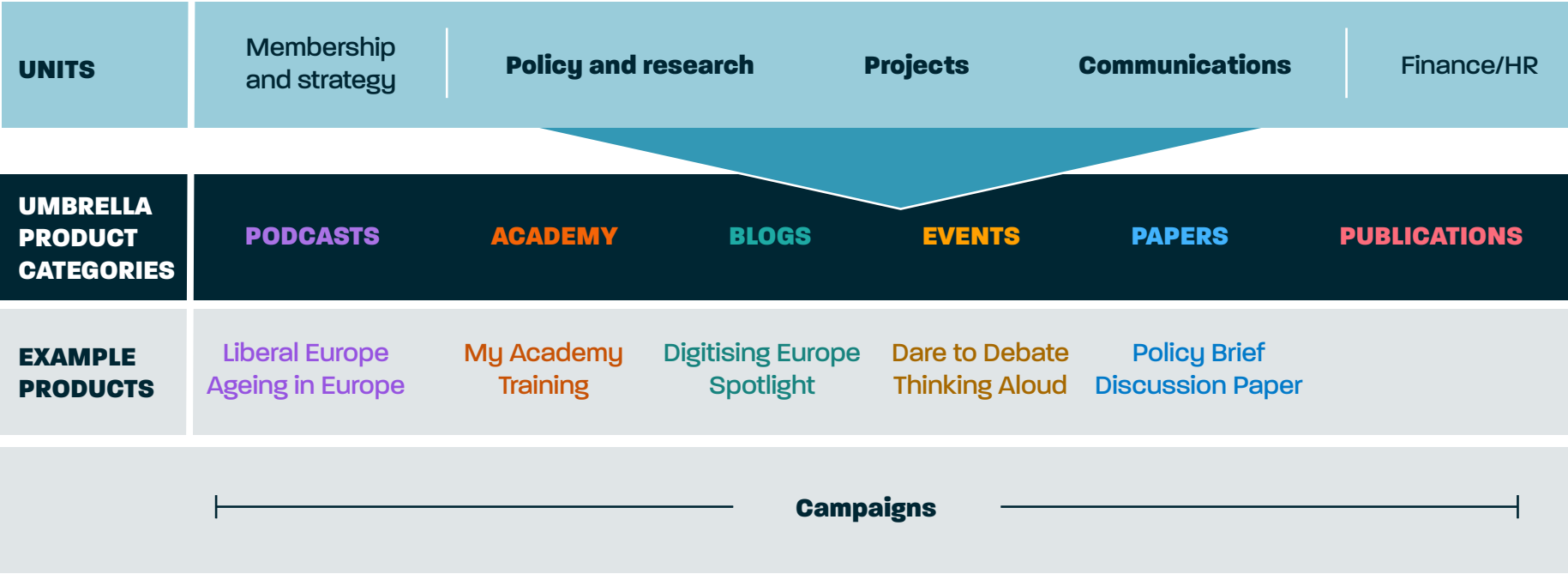
At the time of the rebranding, we encountered many logos in the ELF portfolio, all with different formats, sizes, and no brand consistency—this mixture of styles and branding needed organisation and simplification for identity purposes.

Due to the diversified nature of the logos, some that will remain in time and some others used -only- for a certain period, we at ELF decided to bring a uniform structure that reflects homogeneous brand efforts in a sustainable way. To solve the problem, we came up with the idea of having Umbrella Products or a group of products. We also identified within those Umbrella products the product logos that will belong to those groups. The current structure allows the promotion of all products across different channels, and -when needed- we individually promote the product logo that is required.

Umbrella products

The complete set of Umbrella Products creates a clear identification of ELF's full range of products. We can give a clear perspective to the different audiences of what we have to offer and offer easy access to understand if they would be interested in our products.

Full set

Variations

Preferred usage

On dark

On light

Alternatives

Ink Blue

White out

Mono

✔ The 'on dark' and 'on light' logos are favoured as the colours and colour-coding are an important part of our brand and should be retained wherever possible.

There will be situations where using these is not possible, and in these the 'ink blue' or 'white out' would be the next preference.

Product logos

Example showing product logos under the Events Umbrella Group

European Liberal Forum
EVENTS

Dare to Debate

On the Agenda

Thinking Aloud

Idea Accelerator

Ralf Dahrendorf Roundtables

Each Umbrella Product gives birth to its individual product logotypes. Each product logotype (or product logo) will follow the same colour coding as its respective Umbrella Product.

Creating product logotypes (only text) for each product resides in simplifying and homogenising the brand. We chose a logotype style that is easy to recreate inside ELF. Having the solution In-house means we do not depend on designers and extra costs every time we create a new product -and consequently a new logotype- belonging to any Umbrella Group.

Examples from the other product areas:

PODCASTS:	PAPERS:	ACADEMY:	BLOGS:
Ageing in Europe	**Discussion Paper**	**Liberal Compass**	**Digitising Europe**

✔ New product logos can be created using the template available from the Communications Unit.

Logo use

Due to the layered approach to our brand hierarchy and product outputs, we must be careful not to over-use the logos. It is particularly important not to allow the figure within our logos become repetitive.

ELF core logo

This would be used on key or general materials, which the organisation as a whole, or that do not fit into a specific product category. For example:

Banner stand

Formal document

Umbrella product logo

This would be used on materials that need badging by product area, such as Event invite (Events), or a Discussion paper (Papers). For example:

Discussion paper

Event social graphic
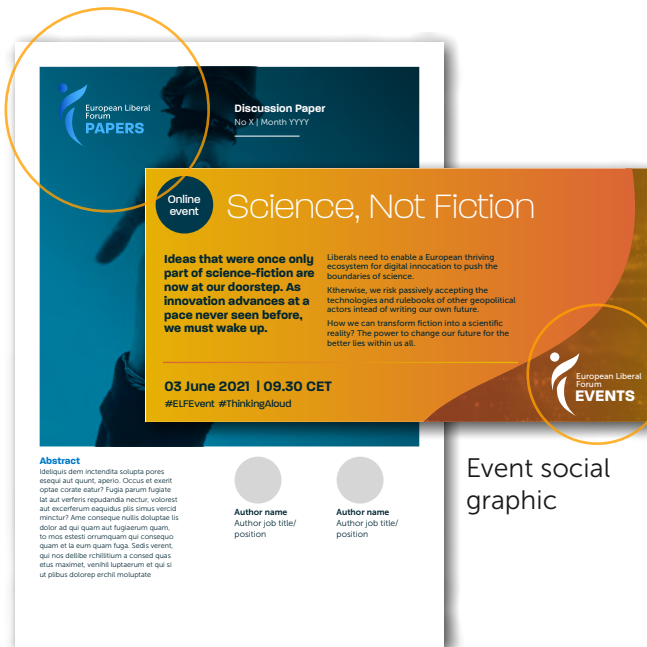
Product logo

These can be used in relation to the corresponding product at any time. The exception to this rule is for Events, where the individual product logos are limited to internal use only. If using a product logo, please ensure either the ELF core logo or umbrella product logo is also used on the layout, so that the organisation name appears somewhere.
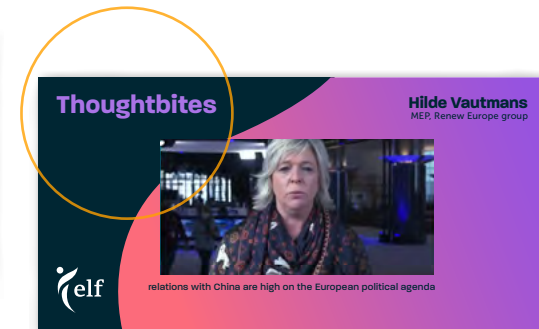
Promotional social graphic

✔ If using both the umbrella product and core logo is absolutely necessary, make sure that one is dominant and the other is smaller, depending on the desired hierarchy.

Logo standards

Standard sizes for documents

A6	23mm
A5	32mm
A4	45mm
A3	63mm
A2	88mm
A1	123mm

For consistency, the logo should always appear at a standard size for A-sized documents – the size **increased in line with the paper size**, so that the ratio is the same across all sizes.

Please note this is for a logo appearing **alone**, not in a corner wave.

Minimum size

Core logo

16mm
45px

Umbrella product logos

20mm
57px

Ensure the core logo or site specific logo always appears **at least 20 millimetres/57 pixels** wide. The standard sizes should be used across documents in most cases.

Exclusion zone

To make sure the logo is not crowded, a **space of the width of the 'f'** in the logotype should be used around all edges. No other parts of a design should enter that exclusion zone.

Logo rules

When using our logo,
do not:

01   Amend, rotate, change the scale of elements or reformat the type in any way

02   Change the colours – only use the colour combinations in the artworked asset kit, and do not create your own versions.

03   Put on low contrast coloured background. Use the right logo for the background you are using from the variations provided.

04   Stretch or squash the logo

05   Put the logo in a holding device.

06   Add effects to the logo

07   Create your own sub-brand logo

08   Crowd the logo

09   Place on a busy picture background. Try using a header or footer strip if it is problematic.
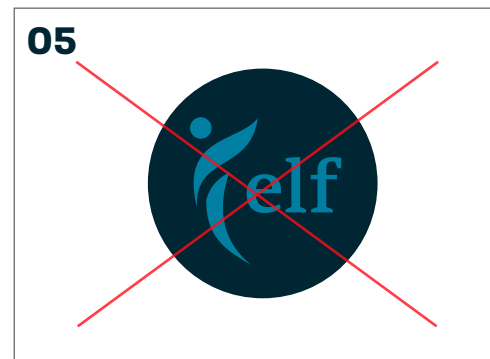
Colour palette

Our core colour palette is a set of bright, energetic colours, supported by darker shades to aid accessibility.

ELF core colours

Core Blue

RGB: 0, 127, 163
#007FA3
CMYK: 87, 8, 14, 7
PANTONE: 632

Ink Blue

RGB: 0, 38, 51
#002633
CMYK: 100, 11, 20, 70
PANTONE: 547

Secondary palette: On Dark

Purple
RGB: 17, 115, 230
#AA73E6
CMYK: 23, 49, 0, 0
PANTONE: 2572

Yellow
RGB: 255, 160, 1
#FFA001
CMYK: 2, 35, 96, 0
PANTONE: 7549

Teal
RGB: 30, 170, 164
#1EAAA4
CMYK: 81, 0, 38, 0
PANTONE: 326

Biscuit
RGB: 201, 158, 103
#C99E67
CMYK: 13, 25, 52, 6
PANTONE: 466

Pink
RGB: 252, 107, 123
#FC6B7B
CMYK: 0, 58, 29, 0
PANTONE: 177

Blue
RGB: 66, 179, 253
#42B3FD
CMYK: 58, 8, 0, 0
PANTONE: 2915

Orange
RGB: 244, 100, 7
#F46407
CMYK: 0, 54, 100, 0
PANTONE: 151

Secondary palette: On Light

Dark Purple
RGB: 150, 83, 224
#9653E0
CMYK: 41, 77, 0, 0
PANTONE: 2582

Dark Yellow
RGB: 166, 104, 0
#A66800
CMYK: 0, 36, 100, 26
PANTONE: 7551

Dark Teal
RGB: 23, 131, 126
#17837E
CMYK: 100, 0, 51, 0
PANTONE: 3272

Dark Biscuit
RGB: 154, 109, 54
#9A6D36
CMYK: 13, 31, 63, 12
PANTONE: 465

Dark Pink
RGB: 208, 67, 83
#D04353
CMYK: 0, 73, 32, 0
PANTONE: 709

Dark Blue
RGB: 2, 122, 201
#027AC9
CMYK: 75, 18, 0, 0
PANTONE: 2925

Dark Orange
RGB: 199, 82, 6
#C75206
CMYK: 0, 61, 100, 0
PANTONE: 152

Colour gradients

Our brand toolkit also includes gradients using pairs of colours from the palette. This adds to the feeling of movement and dynamism.

| Core Blue to Ink Blue | Teal to Core Blue | Core Blue to Purple | Purple to Pink | Pink to Orange | Orange to Yellow | Yellow to Teal |

✔ Use two colours only — use the appropriate colour references from page 13, depending on your output (CMYK for print, RGB for screen)

✔ Try to use the above combinations only, which use colours next to each other in the colour spectrum

✔ Generally the gradients work best running diagonally from bottom left to top right

Colour rules

We wish our brand to be vibrant and energetic, and the secondary colours are an important element to help us achieve this.

Whilst umbrella groups have been assigned a colour from the secondary palette, this does not mean the same secondary colours cannot be used as accents or highlights within all areas of the ELF brand. See the below examples:

The exception to this rule is for Events social media graphics, where it is important that each of our different events get the opportunity to stand out. Therefore the yellow used for the events umbrella group would always appear, the hierarchy does not have to be predominantly yellow all of the time. For example:

Member Organisation publication showing teal highlight

Discussion paper and Factsheet showing purple as a highlight colour

Events template showing yellow as highlight only

Corporate PowerPoint showing yellow-orange gradient and purple as highlights

Colour accessibility matrix

Please refer to the following page for a distillation of the following accessibility grid.

Key

AAA	Pass, AAA (7+)
AA	Pass, AA (4.5+)
AA18	Pass, Large Text Only (3+)
DNP	Does Not Pass

Accessible distillation

Drawing from the accessibility chart on the previous page, the following colour combinations are accessible online. There are additional combinations that work at 18pt plus, please refer to the matrix for these.

WCAG 2 AA or AAA compliant under 18pt

Dark background combinations

Ink blue and white

abc abc

Ink blue and purple

abc abc

Ink blue and yellow

abc abc

Ink blue and teal

abc abc

Ink blue and biscuit

abc abc

Ink blue and pink

abc abc

Ink blue and blue

abc abc

Ink blue and orange

abc abc

Light background combinations

White and core blue

abc abc

White and dark purple

abc abc

White and dark yellow

abc abc

White and dark teal

abc abc

White and dark biscuit

abc abc

White and dark pink

abc abc

White and dark blue

abc abc

White and dark orange

abc abc

Brand typefaces

We use two typefaces, Paralucent for headings, pull out quotes or any highlights, and Museo Sans for body copy. Both are available from Adobe Fonts.

For headings, subheadings, pull outs and highlights

For body copy throughout print and web. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Paralucent Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Paralucent Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Paralucent Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Paralucent Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Paralucent Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Sans 300

✔ Do not use Paralucent for large passages of text

✔ Do not use the Extra Light cut of Paralucent for smaller headings or pullouts – keep it for large applications only

✔ Do not use Museo Sans for headers

In-house typefaces

Our in-house font is Calibri. Please use this on documents to be formatted in Microsoft Office programmes such as Word and PowerPoint, and for emails.

Calibri Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Calibri Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Page title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur rhoncus ex non leo auctor, eget imperdiet nulla sagittis. Etiam pulvinar arcu at turpis imperdiet, ut sagittis massa congue. Donec nisl odio, viverra lacinia ipsum in, sagittis viverra mi. Nam velit velit, maximus at iaculis vel, dapibus et libero. Phasellus fermentum ipsum vel erat tincidunt facilisis. Proin ac cursus quam. In eleifend eros purus, quis condimentum purus condimentum eu. Fusce vehicula libero sit amet massa commodo malesuada.

2

Send   Discard   Attach   Signature   ···

From:

To:

Subject:

Calibri   12   B I U ab   A ⌄ ⌄   ⌄ ⌄ ⌄ ⌄ ⌄   A₂ ⌄ ⌄ ⌄

Vicky Martinez Dorr
Interim Communication Manager

elf

European Liberal Forum (ELF)
Rue d'Idalie 11-13, box 6, 1050 Ixelles, Brussels
T +32 (0) 47 00 60 101
www.liberalforum.eu | Like us on Facebook | @EurLiberalForum

Visit our new website:
PODCASTS • BLOGS • PAPERS • EVENTS • ACADEMY

This e-mail may contain confidential information. If you are not the intended recipient or have received this e-mail in error, please notify the sender immediately and destroy this e-mail. Any unauthorised copying, disclosure or distribution of the material in this e-mail is strictly forbidden. Thank you for your cooperation.

Standardisation guide

Internal communications

1. Files coding
When coding a document, please follow this structure:
- Date: YYMMDD
- Your initials
- Abbreviation for the project

Example: "Digital education in 21st century", 12 April 2019, draft programme
Name of the file: "190412-DraftProgramme-DigitalEducation"

2. Legal documents (printed files, attachments to emails)
- Font: Calibri 11, black, for the text in the paragraphs
- Font: Calibri 12, black, for the titles
- Space: 1.15
- Bullet points (no hyphens or variations)
- White or neutral background

3. Email signatures
- We have one standard email signature and one to be used when we run specific campaigns
- Font: Calibri 11, in ink blue (#002633)
- Please make sure the phone numbers are up to date
- See for further details

4 Legal templates
(STCs, special agreements, contracts with external providers, certificates, application documents for full and affiliate membership)
- Include the ELF logo in the header and the ELF full address, as well as social media references, in the footer
- Please include VAT number in legal documents
- Every page should be numbered
- The text for the footer:

EUROPEAN LIBERAL FORUM (ELF)
VAT Number: BE 0892305374
RUE D'IDALIE 11-13 • 1000 BRUSSELS • BELGIUM
+32 2 669 13 18 • LIBERALFORUM.EU
INFO@LIBERALFORUM.EU
 /EUROPEANLIBERALFORUM
 @EURLIBERALFORUM

5. KPI surveys or Satisfaction surveys
- The standard template is available on Google form
- Please change the background to "blue"
- Always mention:
  - Title of the event
  - Date and Place
  - If organised by a member organisation, please state the name of the member organisation as a supporting member

6. Participation forms
- The standard template is available on Microsoft Office/Forms. In case you can't find it, duplicate one of the existing forms and change the details
- Please include regular ELF logo (in case of an ELF project)

7. ELF logo and brand assets:
The logo and other brand assets are available in design formats (.ai, .eps), as a photo (.jpeg, .png) and as a Portable Document Format (pdf). Please ensure these files are used, are not edited, and correct colour values are used for materials.

Standardisation guide

External communications

1. Regular emails
- Use active verbs to send active messages
- Use British spelling
- Flagging: If the email body is long, consider creating paragraphs. At the beginning of each paragraph, give a quick summary line of the paragraph. It will help the reader see the build-up in the text and focus on the content.
- White or neutral background
- Font: Calibri 11, black
- Subject line should include the type of email in square brackets [], the title of the project or event, place and date
  Examples:
  [INVITATION] – ELF Autumn General Assembly – Prague, 20 September 2021
  [CALL FOR CHAPTERS] – White paper
  [INVITATION] – ELF Idea Accelerator – Brussels, 24 June 2021

2. Invitations to members' events
- Sent out via Mailchimp campaign (what we use for newsletters) to the full list of contacts
- Make sure the ELF logo is included, together with the logo of the supporting member organisation
- Introduce the event with a short text (you may copy it from the programme or project application forms), then provide information on the programme and include a link to the registration form
- See these two examples: RDR "Solving the EU Defence Market Puzzle" and "ELF Idea Accelerator"

4. Invitation to Secretariat's events
- Sent out via Mailchimp campaign (what we use for newsletters) to the full list of contacts
- Please use the customised Event logo available from the **Communications Unit**.

5. Calls for nominations /projects / applications/publications
- Content: what is ELF potentially offering to the readers?
- Duration: when is the deadline? How long will the call be open for?
- Who: who can apply?
- Is there a participation fee?
- How should interested candidates apply? (i.e. to which email address, addressing the application to whom)
- Who is the contact person at the ELF secretariat?
- If possible, include a draft programme.
- Mention the supporting ELF member.

FAQs

1. When should I use the header and footer?
If you're dealing with a legal document (contract, membership letter or special agreement), make sure that you always include an ELF logo, as well as the physical address of the office and a contact email. Formal invitations sent out to potential speakers at ELF event should also include these details. A template is available on Z/Secretariat folder.

2. How can I change the settings on Outlook?
Access your emails regularly. On the top-left of the screen, you should be able to click on a button and go back to the 'home' screen. Click on "Options" >> Signatures and stationery >> Personal stationery >> New mail messages. Now you may set the above mentioned options.

Graphic device – corner wave

A key feature of our visual identity, is a 'corner wave' which is created from the arms of the figure in the logo. It comes in two formats:

The two colour version us versatile and can be used as follows:

One colour

Two colour
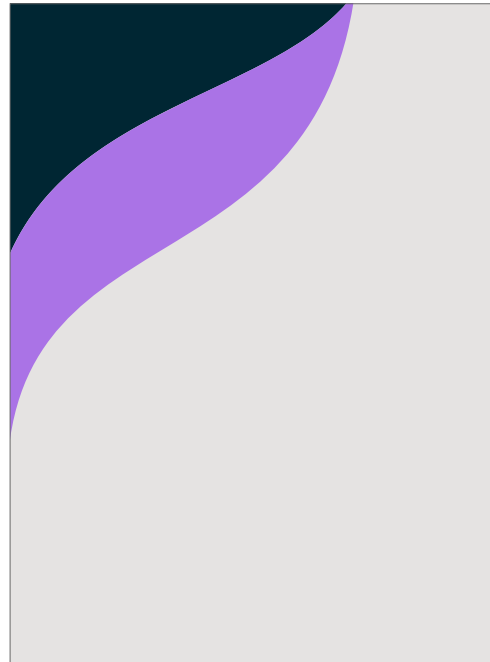
Solid colour or gradient fill (any from palette)
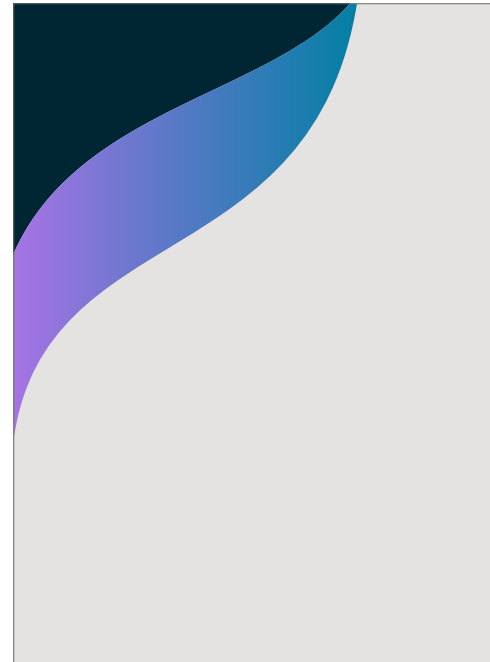
Image fill
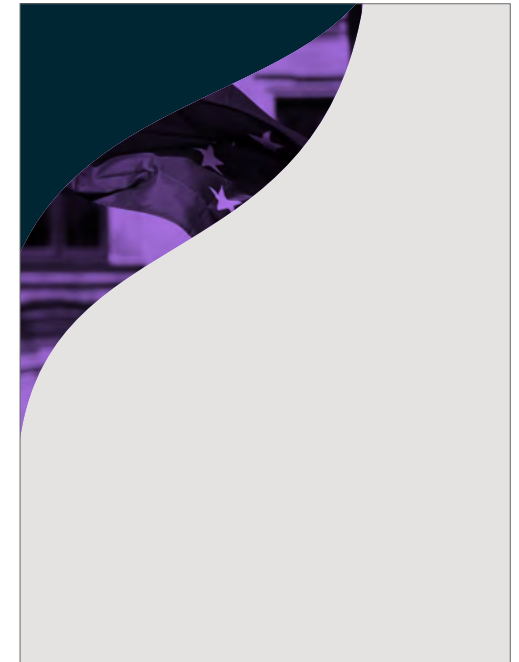
✔ Use sparingly – the corner wave is ideally only used once on a document, notably the cover or across the corner of a single social graphic.

✔ It can be used on sub-section pages, such as in this guidelines document (see as an example.

✔ Do use the corner wave to house the core ELF logo or Umbrella Product logo.

Academy materials

The Academy has an additional graphic device that can be used exclusively across Academy materials. It is a star symbolising excellence and pride

It can be used in the following ways:

Decorative element – single

Decorative element – layered

Text holder

Text holder
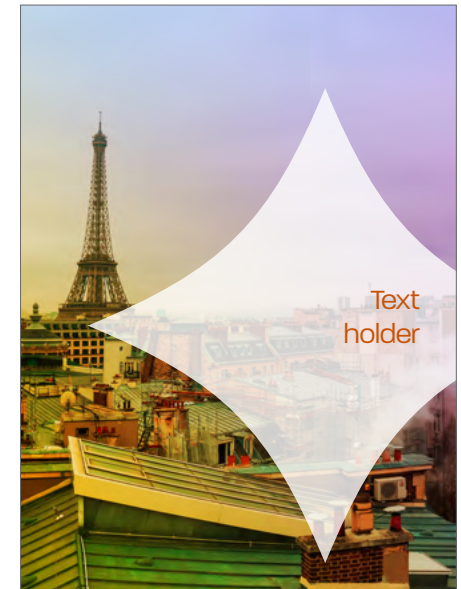
✔ Only use for Academy materials

✔ Use the brand toolkit file (available in various formats) – do not try and recreate the shape.

✔ The shape can be coloured to suit the materials being produced, but remember the Academy core colour is orange.

Icons

Our icon style is formed from solid icon
shapes within a circle.

Phone   **Donate**   **Share**   **Website**   **Email**

✔ Make sure when creating new icons that they sit with this suite
stylistically – they should be relatively solid with lines cutting through
for detail where necessary.

✔ The icons can be coloured to suit your materials.

Imagery treatment

Photographs can be used across branded materials in a number of ways. These are:

Monotone through colour/gradient

Full colour

Full colour with gradient light effects

✔ Make the image greyscale and colour in software such as InDesign 'Ink Blue', or make image monotone in Photoshop.

✔ 'Multiply' through your chosen colour background.

✔ In Photoshop, create separate single colour gradients from two or three corners and set to 'Overlay'.

Photography

Photography is an important part of our toolkit – it gives context to subjects and ideas, helps portray our values, and allows us to produce fresh and relevant materials. Our library is broken into the following categories:

People

- Diversity of age, ethnicity, gender
- Families and children
- Demonstrating a range of activities - indoors and outdoors
- Work in a range of jobs (from farms, to the corporate world)
- Engagement in politics – voting, deliberating, protesting
- Journalists, press conferences

For example

Europe

- Flags
- Famous landmarks
- EU Parliament
- EU Commission

For example

Conceptual

Such as hands reaching, the globe/space, trust, freedom, futuristic

For example

Themes

Including climate change, migration, security, technology, hardware, artificial intelligence, health, innovation, entrepreneurship, leadership, vaccines, rule of law, human rights, freedom, trust.

For example

Sourcing imagery

The image library will continue to expand to remain relevant to the themes, ideas and messages of the organisation. New images may be commissioned or sourced (from an online stock library such as Getty Images, or a copyright free source such as Unsplash) at any time, but it is important to follow the following criteria:

- **Good quality and definition of the picture.**
- **Relevant content linked to the news.**
- **Follow the idea of balance.** Make sure that the image has good balance and is not too crowded with objects or people.
- **Follow the same format** (same size) in each type of posts (for example, Secretariat pictures should have the same frame, while the featured picture in events should have the same dimensions).
- **Appropriate lighting is key**. It is better to have light pictures than dark pictures.

- **Don't cut heads, or body parts in unnatural ways**. The articulations are usually a good indication of where to cut.

Too close, little space around her head, no space for the image to "breathe"
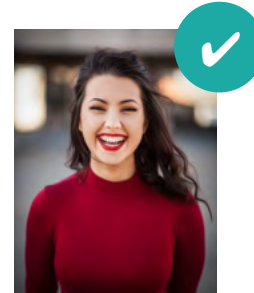
Enough air around, the arms are cut around the elbows, she appears in the centre.

- **Try to centre the object of attention** in the picture or follow the rule of the three quarters. Objects appearing in the red points in the picture below tend to attract the attention of the eye.

The three quarters rule

- **Take pictures a little lower than the eyes of the people**, to make them look more proportionate. For an air of importance, take the picture from a low angle.
- **Active pictures:** photos of people performing an action are more attractive to the audience, especially with their hands:

Active

Not very active

Contents
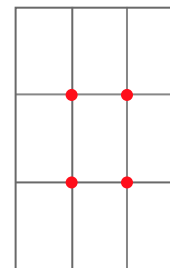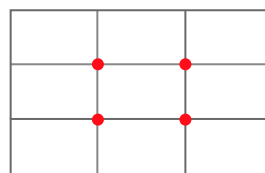
Brand in action

Accessibility

It is important that we remain accessible, and that our outputs are as legible as possible.

General rules

Do make sure to use the **appropriate logo** – if space is narrow, use the stacked version which has a larger text size.

Never use either logo smaller than the **minimum sizes** specified on page 9.

Try to use **type at 12pt** and over, avoid using capitals for anything over a few words, avoid italics and underlining. Use bold for emphasis.

Do follow the **colour accessibility guidance** on pages 13–14, ensuring there is always a good contrast between text and background colours.

Do use icons and text to help clarify meaning – do not solely rely on **colour-coding**.

Do make sure to use **relevant photography** that supports the content.

Do **add a text description** or caption conveying essential information in a photo.

Do use **A4 paper** unless there is a specific reason not to.

Do use **matt paper** that does not reflect to eliminate glare.

Do make sure paper is thick enough not to have **show-through** – often this is 100gsm (please request samples of your chosen stock to be sure).

Do consider including an **accessible tag structure** and **metadata** in PDF outputs.

Tone of voice

Finding the right tone of voice for ELF is about choosing the right words that show our personality, create a conversation with our audience, and talk to them in a way that is consistently and recognisably ours.

Formal

Muted

Vibrant

Casual
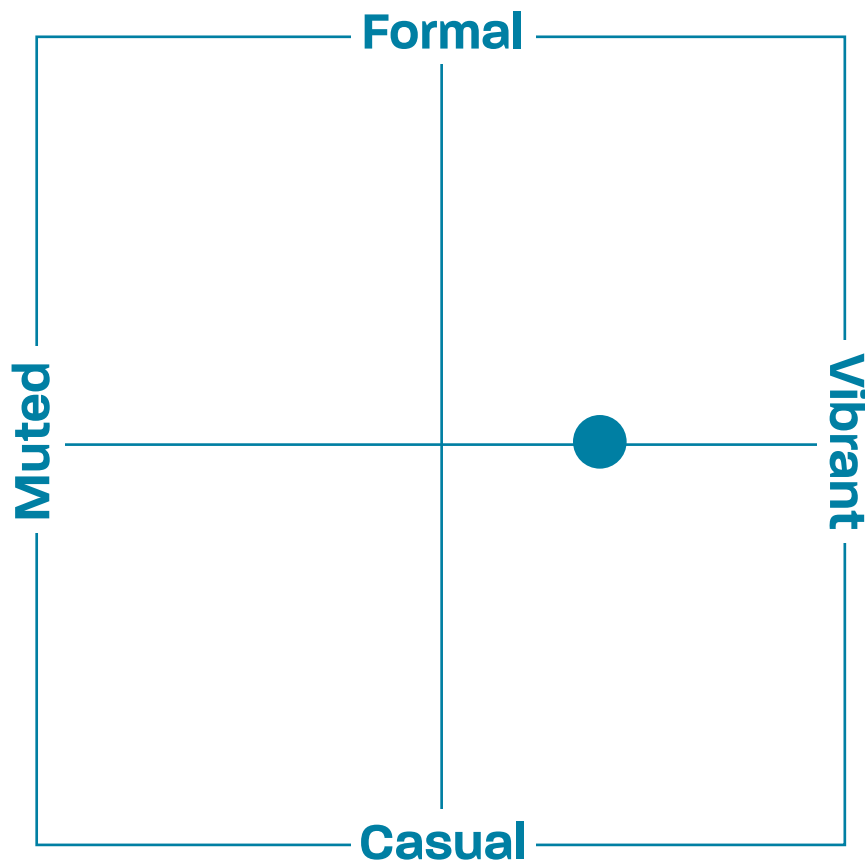
Adapting our tone of voice

Different audiences, different emphasis, same ELF.

We can flex our organizational tone of voice depending on the type of conversation/message we are having with our audience. Our tone of voice can vary over different platforms and contexts. On LinkedIn we can 'dial' up the degree of formality. On Twitter for example we can be more informal and wittier.

Our style

Our name: 'the European Liberal Forum' or 'ELF'.

Time: Use the 24 hour clock (19:00 not 7pm) - CET or CEST

Date: British date formats (28 November or 28/11).

British English: Use British spelling consistently.

Keep in mind...

What is in it for the audience? Always ask yourself about the benefit to your audience. Is the subject relevant to their work, studies, or daily life?

Clear and precise

Everything we do is grounded in evidence. Our tone of voice needs to reflect this professionalism.

We should always avoid vagueness and make sure that our words, and the facts we choose to support them, cut to the truth every time. The more specific we can be about our claims,the more convincing they will be.

• Don't use 10 words when three will do.

• Don't use an over-complicated, long word if a shorter word would do just as well. Use the smallest word that communicates exactly what you want to say.

• Make our language as easy as possible to understand (even by a 10-year-old).

• Get straight to the point.

• A vocabulary of precise nouns and vivid verbs helps you create strong mental pictures and avoid wordiness.

Examples:

How can you ...?
What is the trick to...?/What is the shortcut to...?

SoMe copy:

"Has the pandemic changed the way you entertain yourself? In-house screens and audio-visual creations have come front and centre in European citizens' day-to-day.

Read our latest policy paper by Pogorel to find out how this industry has been transformed."

Website copy:

Online child abuse has increased exponentially over the past decade. In Europe, online child sexual abuse reports rose from 23,000 in 2010 to over 725,000 in 2019. As we delve into a digital world, developing proper rules and mechanisms to address this challenge has become more important than ever.

This publication offers a thorough analysis of the danger's children may encounter on the internet, including cyberstalking, sexting, cyberbullying, and sexual exploitation. The reader will understand how these risks affect their behaviour and mental wellbeing. Finally, authors address possible solutions within the household, the legal framework and the education system.

Thought provoking

We need to stimulate interest in our work. We should open debate and make people think.

We stimulate thought and challenge and push to make it happen.

• This can be achieved with questions and engaging calls to action.

Question examples:

Have you thought about...?

What triggers...?

Why...?

How can we ...?

Did you know...?

Where do you stand? / What do you think?

Calls to action examples:

Join the discussion...

Get prepared to debate...

Get ready to debate...

Prepare your questions...

Be part of the change...

Find out ...

SoMe copy:

"The need to reform the WTO goes without saying. But is there potential for reform?

Many questions remain and we are here to debate.

Register to our roundtable"

Warm and engaging

We should create a close relationship with our audience, and a sense of dialogue, drawing them to our work.

- We should speak directly to the reader using the first person: you, we and us.

- Ask questions that engage your readers (dialogue).

- Use active rather than passive language. Passive language has the effect of distancing the reader from the message.

- Dynamic language.

Examples:

Do you want to know more about...?

Have you heard of...?

Did you know that this is what we are doing at ELF?

At ELF we work/we create/we debate/we research/ we pay attention to your thoughts/empathise with your (social and policy) concerns.

'We've got you covered'.

Are you ready for...?

Check this out.

SoMe copy:

"Do you want to combat populism? So do we!

In our latest Policy Brief by Radu Magdin you will find recommendations on how to communicate effectively to promote liberal values and optimistic ideas.

Read now"

Positive and optimistic

Our "motto" is grounded optimism and this needs to be apparent in the language we use too. It should be positive, portraying optimism in the future. We should convey hope for a better way and a true desire to see real change in the world/Europe.

Tips

• We should use strong language and energetic words.

• Focusing on positives – focus on solutions rather than on problems – we have the liberal answers to European problems.

Examples:

'The world is not getting worse, it is getting more complex'.

Yes, we have problems, yes, we have to push further. But this doesn't mean we cannot do it.

Embracing change even if we don't know what the end result will be. If things cannot evolve, if we are not engaged in change then we cannot progress.

Dark places vs enlightened places and future (light at the end of the tunnel).

Our future goes hand in hand with innovation and liberal ideas.

We believe we can build a better future together. We believe in our power.

Our future goes hand in hand with innovation.

The future is what we make of it.

"On xx we will discuss how to harness xxx to create a liberal future"

Confident and bold

We are proud of what we do as an organization. This confidence should come across in our tone of voice. We should recognize and showcase our successes.

• Be authoritative. This doesn't mean being pompous, rather we should show that we know what we are talking about.

• When celebrating success explain why it is relevant, why it's impressive and what difference it will make.

SoMe copy:

"Our OnTheAgenda was a total success.

Big thanks to our outstanding panelists xxx and to all of you who participated in this insightful event.

Mark your calendars for our next #OnTheAgenda xxx."

Website/email copy:

"Between January and March 2021, we held a "digital meet-and-greet consultation" with our Member Organisations around Europe. Our purpose was to understand their needs and priorities on the future of Europe. The Members involved, shared their valuable thoughts on how to move liberal ideas forward in a United Europe. With the opportunity to gather the 'intellectual' Faces of Liberals we ran a dedicated campaign to share these ideas and visionary content."

"In March 2021, we launched our #OwnTheFuture campaign, and we gathered some of the best minds of our times. Steven Pinker, Karen Horn, Yascha Mounk and Gerd Leonhard showed that progress, technology and innovation mean the future is at our fingertips."

Banner stand

A template is available for this banner in InDesign.

This is our core banner stand. It is possible to create other banner stands, please use the template and keep the logo element consistent, while making the rest of the design and content suit your purpose.

Discussion papers

The mockup pages shown:

European Liberal Forum PAPERS

Discussion Paper
No X | Month YYYY

Nothing is lasting without institutions:

Setting the scene for the Liberal White Book Europe 2030

Abstract
Ideliquis dem inctendita solupta pores esequi aut quunt, aperio. Occus et exerit optae corate eatur? Fugia parum fugiate lat aut verferis repudianda nectur, volorest aut excerferum eaquidus plis simus vercid minctur? Ame conseque nullis doluptae lis dolor ad qui quam aut fugiaerum quam, to mos estesti orrumquam qui consequo quam et la eum quam fuga. Sedis verent, qui nos dellibe rchillitium a consed quas etus maximet, venihil luptaerum et qui si ut plibus dolorep erchil moluptate

Author name
Author job title/position

Author name
Author job title/position

Nothing is lasting without institutions   European Liberal Forum Discussion Paper No X | Month YYYY

Chapter 1

Rethinking the Institutional Framework

The EU is facing (at least) three types of institutional challenges: a lack of policy responsiveness, a democratic deficit, and differentiated integration. A new institutional design for the EU should try to address all three of these challenges. A major problem, though, is growing heterogeneity of policy preferences between member states and citizens. One possible solution is a new "grand bargain", where in return for more majoritarian decision-making at the EU level there would be radical decentralisation of power in some areas and more flexibility in others. The EU also has an opportunity in the post-COVID world to "build democracy back better" – to use our new experiences of interacting online to foster greater engagement of citizens with the EU, more interactions between MEPs and national parliaments, and to introduce online voting in the 2024 European Parliament election.

Introduction

I am speaking here today as a European, not as a Brit. So, if you can, suspend belief for the moment and imagine that I am not a British citizen who cares about the EU. I care passionately about the European project and have been involved in the institutional design of the EU starting with the Intergovernmental Conference that lead to the Amsterdam Treaty in 1999, where I was an advisor to the British government at that time. And I have been involved in the various treaty reforms since then. I have always been a critic of many of the outcomes of these reforms; but, such is the life of a constitutional design[1]

So, what I thought I would do today is give an overview of the main issues in the institutional design of the EU, to try and stimulate our discussion today. I am going to talk about what I think are the three sets of what I call "institutional challenges". There are, of course, many types of challenges the EU faces relating to the institutions, but I will focus on three of them.

I will then explain why I think there is actually an interesting opportunity for Europe, and also for liberals in Europe, to think about what I call "building democracy back better". We have heard lots of people talk about "building the economy back better", to create a new economy post-COVID world that is different from and better than the old one. But we should also be thinking about how we can try to build democracy back better.

1 This chapter is based on the keynote speech by Simon Hix delivered at the conference on the Future Institutional Framework which took place on 3 July...

Nothing is lasting without institutions   European Liberal Forum Discussion Paper No X | Month YYYY

Some of the things we have learned during the COVID crisis, as well as some new practices that have been put in place as a result of what's happened over the last few weeks and months, I think we can reinforce. I will also make the case that there is a significant opportunity to build democracy back better at European level in the coming months and years.

1. Three Types of Institutional Challenge

1.1. Institutional challenge 1: Policy responsiveness

The first set of institutional challenges the EU faces relates to what I call "policy responsiveness". Here, one of the frustrations of citizens in Europe is the apparent lack of responsiveness or lack of ability of the European institutions to take decisive action to address key challenges – for example with the Eurozone crisis, the migration crisis, the response to the rise of China globally, the battle between China and the US in global institutions, and most recently, of course, with the COVID crisis. There is also a lack of policy responsiveness on a more mundane day-to-day level, with the inability of the EU to generate growth in the Single Market, or to think radically about how to transform the Single Market framework to work for all citizens in Europe.

> "When faced with gridlock in the past, the EU has overcome these challenges via a grand bargain across a range of policy issues"

The basic architecture of the Single Market has been built very effectively. In fact, creating a single market on a continental scale, with the free movement of goods, services, capital and labour across our continent of half a billion people is (if you think in broad, historical and geographic terms) a remarkable achievement. Nevertheless, there is a sense that, over the last 10 to 15 years, the Single Market has not generated the growth that is needed to be able to secure jobs, opportunities, and prosperity for our citizens. Why is that? I think this is partly due to the inability of the EU to think creatively about how to change that regulatory architecture of the Single Market, which would unleash new incentives for new opportunities. And why has the EU lacked such policy creativity? The fault lies at the heart of the way the EU governance system works.

The EU operates through a mix of supranational and intergovernmental decision- making. Governance via supranational mechanisms is similar to a quasi-federal structure where the Commission has the right of legislative initiative, and laws are then agreed via the Council and the Parliament, with increasing input from national parliaments.

This mode of decision-making involves lots of checks and balances – which, on the one hand, is a great thing – but the trade-off of having lots of checks and balances is, of course, policy gridlock. Moreover, governance via

---

A template is available for this document in InDesign.

Change the image in on the front cover to something appropriate for your content, but do not change the colour gradient. Note, the image will need to be greyscale, and coloured Ink Blue in InDesign.

Keep to the stylesheets set in InDesign for the different types of content.

Factsheets

FACTSHEET

Freedom of establishment and freedom to provide services

The freedom of establishment and the freedom to provide services guarantee mobility of businesses and professionals within the EU. Expectations concerning the Services Directive are high, as it is of crucial importance for the completion of the internal market. Recent research indicates that the value of the benefits generated by legislation that Parliament has adopted in the area of free movement of services, including professional qualifications and retail, amounts to EUR 284 billion annually.

Legal basis

Articles 26 (internal market), 49 to 55 (establishment) and 56 to 62 (services) of the Treaty on the Functioning of the European Union (TFEU).

Objectives

Self-employed persons and professionals or legal persons within the meaning of Article 54 of the TFEU who are legally operating in one Member State may: (i) carry out an economic activity in a stable and continuous way in another Member State (freedom of establishment: Article 49 of the TFEU); or (ii) offer and provide their services in other Member States on a temporary basis while remaining in their country of origin (freedom to provide services: Article 56 of the TFEU). This implies eliminating discrimination on the grounds of nationality and, if these freedoms are to be used effectively, the adoption of measures to make it easier to exercise them, including the harmonisation of national access rules or their mutual recognition (2.1.6).

Achievements

A. Liberalisation in the Treaty

1. 'Fundamental freedoms'

The right of establishment includes the right to take up and pursue activities as a self-employed person and to set up and manage undertakings, for a permanent activity of a stable and continuous nature, under the same conditions as those laid down by the law of the Member State concerned regarding establishment for its own nationals.

provisions relating to the freedom of movement of goods, capital and persons. The person providing a 'service' may, in order to do so, temporarily pursue her or his activity in the Member State where the service is provided, under the same conditions as are imposed by that Member State on its own nationals.

2. The exceptions

Under the TFEU, activities connected with the exercise of official authority are excluded from freedom of establishment and provision of services (Article 51 of the TFEU). This exclusion is, however, limited by a restrictive interpretation: exclusions can cover only those specific activities and functions which imply the exercise of authority. Furthermore, a whole profession can be excluded only if its entire activity is dedicated to the exercise of official authority, or if the part that is dedicated to the exercise of public authority is inseparable from the rest. Exceptions enable Member States to exclude the production of or trade in war material (Article 346(1)(b) of the TFEU) and to retain rules for non-nationals in respect of public policy, public security or public health (Article 52(1)).

B. Services Directive — towards completing the internal market

The Services Directive (Directive 2006/123/EC on services in the internal market) strengthens the freedom to provide services within the EU. Its implementation deadline was 28 December 2009. This directive is crucial for completing the internal market, since it has huge potential for delivering benefits for consumers and SMEs. The aim is to create an open single market in services within the EU while at the same time ensuring the quality of services provided to consumers. The full implementation of the Services Directive could increase trade in commercial services by 45% and foreign direct investment by 25%, bringing an increase of between 0.5% and 1.5% in GDP[1]. The directive contributes to administrative and regulatory simplification and modernisation. This is achieved not only through the screening of the existing legislation and the adoption and amendment of relevant legislation, but also through long-term projects (setting up the Points of Single Contact and ensuring administrative cooperation). The implementation of the directive has been significantly delayed in a number of Member States in relation to the original deadline. Its successful implementation calls for sustained political commitment and widespread support at European, national, regional and local levels.

Role of the European Parliament

Parliament has been instrumental in liberalising the activities of the self-employed. It has ensured a strict delimitation of the activities that may be reserved for nationals (e.g. those relating to the exercise of public authority). It is also worth mentioning the case that Parliament brought before the Court of Justice of the European Union against the Council for failure to act with regard to transport policy. That case,

European Liberal Forum PODCASTS
European Liberal Forum ACADEMY
European Liberal Forum EVENTS
European Liberal Forum BLOGS
European Liberal Forum PAPERS
European Liberal Forum PUBLICATIONS

liberalforum.eu　/europeanliberalforum　@eurliberalforum

A template is available for this document in Microsoft Word.

Note that the template is designed to have the corner wave and umbrella product logos used on the first page only.

Keep to the stylesheets set in Word for the different types of content.

Formal document

Corporate Partnership Programme

Subheading | date

Who we are

"A liberal future in a united Europe"

The European Liberal Forum (ELF) is the official political foundation of the European Liberal Party, the ALDE Party. Together with 46 member organisations, we work across Europe on all political levels to bring new ideas into the political debate, to provide a platform for discussion, and to empower citizens to make their voices heard.

Founded in 2007 to strengthen the liberal and democrat movement in Europe, our work is guided by liberal ideals and a belief in the principle of freedom. We stand for a future-oriented Europe that offers opportunities for every citizen.

We bring together a diverse network of national foundations, think tanks and other experts. In this role, our forum serves as a space for an open and informed exchange of views between a wide range of different actors.

Hilde Vautmans MEP
President

Daniel Kaddik
Executive Director

49 Member Organisations

27 Countries

200+ events

liberalforum.eu 1

Corporate Partnership Programme   European Liberal Forum Date

Packages

PULSE

Your kind support will give you:
- Logo on the programme
- Logo at the end of series of 3 inventor videos
- Tagging on social media posts

€ 1500

LIGHTSPEED

All pulse benefits, plus:
- A special mention during our events
- An advertising space on our digital event banners
- Suggest an innovator to feature in one of our video interviews, and have your logo at the end of all 3 videos
- Suggest an author for a blogpost in the Science Not Fiction Series

€ 3000

WARPSPEED

All pulse and lightspeed benefits, plus:
- Special mention by the moderator throughout event
- "This event has been sponsored by:" dedicated advertising spot
- Chance to review and comment on a policy paper before publication
- Liberal Europe podcast episode with guest of your choice ("sponsored by")

Corporate Partnership Programme   European Liberal Forum Date

What is 'Own The Future'?

The world is not getting worse; it is getting more complex

Own the future is our campaign to empower liberal political actors with the knowledge required to take control of the technological future of the European Union.

The world is evolving, and every aspect of our lives is changing at an astonishing rate. Scenarios that were once only found within science-fiction are now part of our everyday lives, and mankind has made more progress over the last 100 years than in the first 100,000 of its existence. Information and change lead to more complexity, which opens the door to those who sell fear for their own gain, making people insecure. Information is faster and people must make sense of it.

The future is upon us – and liberals are ready to embrace it. Instead of fearing what is coming, we shape the agenda for a freer and fairer world. Our work is to reflect upon the leadership of tomorrow, define European policies, and reinforce our democratic values.

We believe that the future needs to be defended, both against real threats like climate change and against pessimism. Throughout history, the future has shown us that it can earn our trust. It has faced very serious threats but has often surprised us with fantastic technology and social progress.
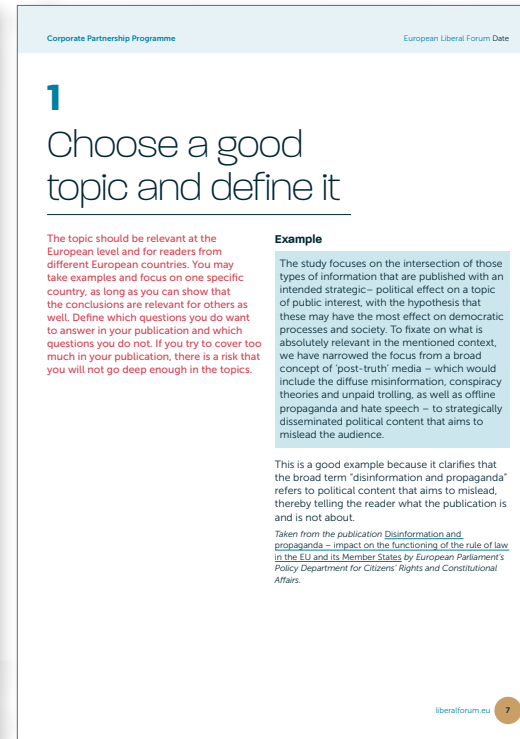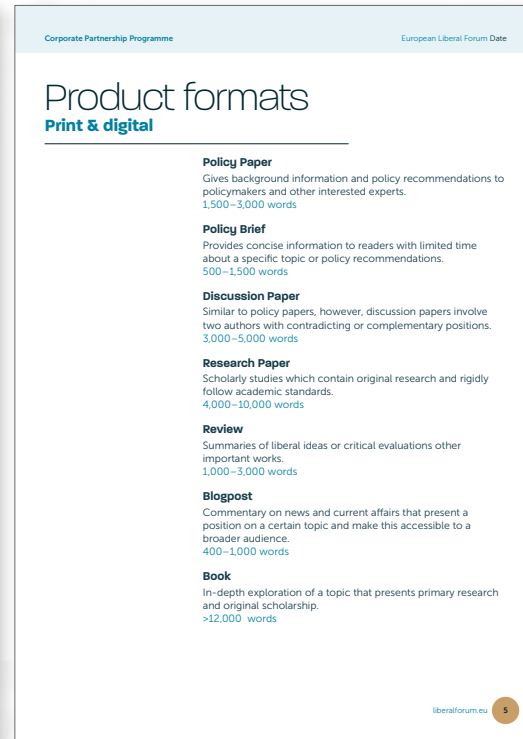
liberalforum.eu 3

A template is available for this document in InDesign.

Keep to the stylesheets set in InDesign for the different types of content.

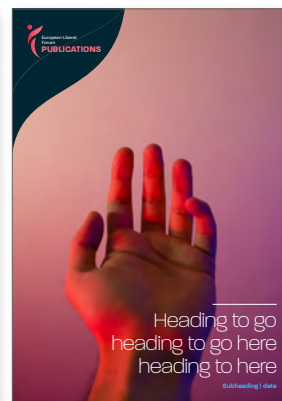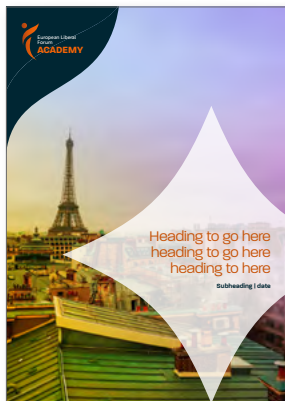You may change the highlight colour to any in the secondary palette.

Publications

"

Everything should be made as Simple as possible, **but not simpler"**

The purpose of this guide is to help the member organisations of The European Liberal Forum (ELF) in the process of drafting and creating ELF products, including publications, policy briefs, videos and podcasts. The guide provides definitions of the different formats, a few recommendations and some examples. It is meant to support less experienced member organisations, as well as to serve as an inspiration for expert member organisations.

liberalforum.eu 4

Product formats
Print & digital

Policy Paper
Gives background information and policy recommendations to policymakers and other interested experts.
1,500–3,000 words

Policy Brief
Provides concise information to readers with limited time about a specific topic or policy recommendations.
500–1,500 words

Discussion Paper
Similar to policy papers, however, discussion papers involve two authors with contradicting or complementary positions.
3,000–5,000 words

Research Paper
Scholarly studies which contain original research and rigidly follow academic standards.
4,000–10,000 words

Review
Summaries of liberal ideas or critical evaluations other important works.
1,000–3,000 words

Blogpost
Commentary on news and current affairs that present a position on a certain topic and make this accessible to a broader audience.
400–1,000 words

Book
In-depth exploration of a topic that presents primary research and original scholarship.
>12,000 words

liberalforum.eu 5

1
Choose a good topic and define it

The topic should be relevant at the European level and for readers from different European countries. You may take examples and focus on one specific country, as long as you can show that the conclusions are relevant for others as well. Define which questions you do want to answer in your publication and which questions you do not. If you try to cover too much in your publication, there is a risk that you will not go deep enough in the topics.

Example

The study focuses on the intersection of those types of information that are published with an intended strategic– political effect on a topic of public interest, with the hypothesis that these may have the most effect on democratic processes and society. To fixate on what is absolutely relevant in the mentioned context, we have narrowed the focus from a broad concept of 'post-truth' media – which would include the diffuse misinformation, conspiracy theories and unpaid trolling, as well as offline propaganda and hate speech – to strategically disseminated political content that aims to mislead the audience.

This is a good example because it clarifies that the broad term "disinformation and propaganda" refers to political content that aims to mislead, thereby telling the reader what the publication is and is not about.

Taken from the publication Disinformation and propaganda – impact on the functioning of the rule of law in the EU and its Member States by European Parliament's Policy Department for Citizens' Rights and Constitutional Affairs.

liberalforum.eu 7

A template is available for this document in InDesign.

Keep to the stylesheets set in InDesign for the different types of content.

European Liberal Forum
ACADEMY

Heading to go here
heading to go here
heading to here
Subheading | date

European Liberal Forum
ACADEMY

Heading to go here
heading to go here
heading to here
Subheading | date

European Liberal Forum
PUBLICATIONS

Heading to go
heading to go here
heading to here
Subheading | date

European Liberal Forum
PUBLICATIONS

Publication
guidelines
Recommendations | June 2021

Cover examples for core publications and Academy

Social post graphics – Secretariat

Event design A:
With bottom corner wave

Event design B:
Full Image

General template:

Speakers

Paragraphs

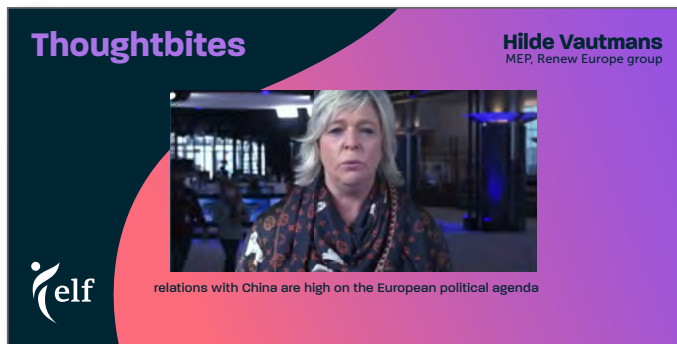**A template is available for these graphics in InDesign.**

Use the template that best suits your content.

The template is available in all secondary colours. Choose one to represent your event and use it consistently throughout marketing the event online.
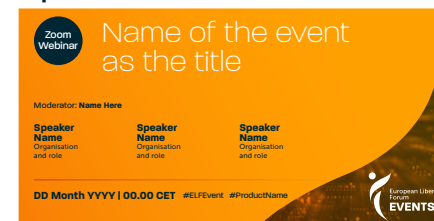
Keep to the stylesheets set in InDesign for the different types of content.

Note that there are two body content layers on the Events template – one to use if you are listing speakers, the other for simply text.

Social post graphics – Member Organisations

Speakers
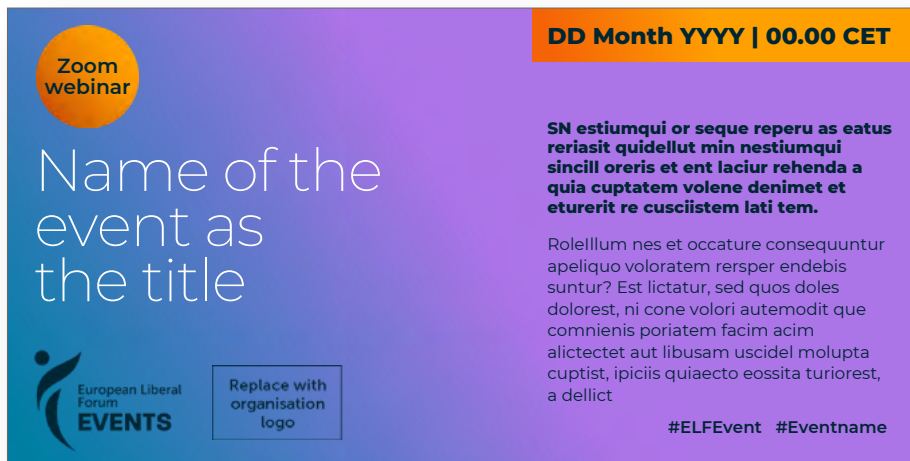
Paragraphs

A template is available for these graphics in Canva.

There are two content type templates – Speaker List and Paragraphs – use the template that best suits your content.

The template is available in all various gradient colourways. Choose one to represent your event and use it consistently throughout marketing the event online.

Do not move or change the ELF logo.

Do not move or change the roundel with event type in it, except to write the event type within it.

Do not move or change or the time and date bar except to change the information within it.

Do fill in your information in the text boxes provided and add your logo next to the ELF logo.

Event programmes

Science, not Fiction

Context

Who doesn't like a good fiction novel about the future? It takes us to a distant land centuries into the future and it shows us what the human race can achieve if it has the right conditions to flourish. Once we close the book and we think of the present day, we cannot help but wonder what needs to be done now in order for the human race to turn fiction into reality.

Join us on this journey of discovery and of realisation that the power to change our future for the better lies within us all. How can liberals foster innovation in Europe and reach new frontiers? We need not be scared of the future, but embrace its challenges and see how we can encourage and contribute to the creation of a liberal environment and mindset at the cutting edge of certain fields: digital, health, and hardware (with a special focus on space).

EVENT 1
Digital
Brussels / Hybrid event
03 June 2021, 09h30 – 11h15(CEST)

About the event

Innovation in almost any sector is advancing at a pace that we have not seen before and the digital sector is a prime example of the limitless nature of humans. What is new today will already be considered old next month. Liberals need to keep their eyes on the horizon and try to facilitate the creation of an innovative environment in which all sectors have everything they need to succeed and push the boundaries of science even further into space.

Europe seems to be falling behind in the competition of creating a thriving ecosystem for digital innovation. We risk becoming the readers of other geopolitical actor's novel instead of writing our own.

How can we provide enough incentives to nurture digital innovation in Europe? How should the EU tax digital companies that operate on its territory? Where does the liability of actions in the digital domain lie? What is the most beneficial environment for citizens, entrepreneurs and companies? What can and should the EU do in order to transform fiction into science?

liberalforum.eu /europeanliberalforum @eurliberalforum

Programme

09:25 Participants connect to Zoom

09:30 Introductory remarks
Svenja Hahn, Vice-President, European Liberal Forum

Conference Moderator:
Dave Keating, davidkeating@gmail.com

09:35 Setting the scene/problem assessment
Futurist to do the setting of the scene: Gerd Leonhard
- Why are we only looking at what's in front of us instead of 2 steps ahead?
- What's already on the horizon: augmented reality, neuralink, quantum computing, facial recognition, 6G (+Internet of Things)
- Why is it important for Europe to retain our technological sovereignty and to push for "citizen-centered innovation"?
- What happens if we leave the monopoly of innovation in the digital sphere to countries that do not share our values?

09:45 "Lightning Talk" with innovator
Speaker: Hans-Christian Boos, CEO, Arago (AI Knowledge Automation)

09:50 Reaction from MEP
Speaker: Morten Petersen

09:55 How to make that fiction reality?
Speaker: Aura Salla, Public Policy Director & Head of EU Affairs, Facebook (Brussels)
Is European regulation innovation-friendly? Are we ready for the next digital revolution? What are the skills we need to foster to make that reality? What do we need to do not to be overtaken by China/India/etc?

10:20 Coffee break

10:25 "Lightning Talk" with innovator
Speaker: Leonie Mueck, CPO, Riverlane
What problems does Europe have in nurturing and retaining innovative talent?

10:30 Reaction from MEP
Speaker: Dita Charanzova, MEP, Renew Europe Group & Vice-President of the European Parliament

10:35 How to make this fiction reality?
Speaker: Representative from Cabinet of Mariya Gabriel
Is Europe a continent of passive users rather than active innovators? How can we make people feel positive about innovation and not consider it a threat? How can we improve our education systems and programmes to foster innovative mindsets? R&D boost?

liberalforum.eu /europeanliberalforum @eurliberalforum

A template is available for these graphics in Microsoft Word.

Ensure the design of your header matches that of the event invite and other social graphics, in colour and image.

Use the InDesign template for the header to create this.

Keep to the stylesheets set in Word for the different types of content.

Social channels

Profile image

Header image

A liberal future
in a united Europe

A template is available for these graphics in InDesign.

Please do not change the channel header image on any of our channels unless the Communications Unit have specified to.

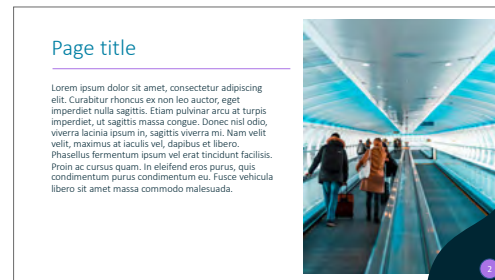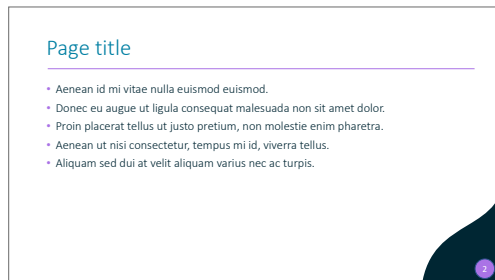The header image and profile image should match across all of our channels.
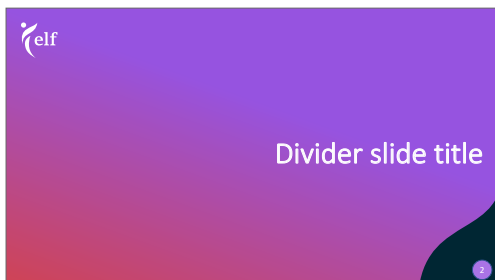
PowerPoint

Cover slides

Content slides

Divider slide

End slide

A template is available for these graphics in Microsoft PowerPoint.

Use the Master page most appropriate to your type of content.

Stick to the Master styles for copy – Calibri is the font choice for PowerPoint presentations.

Pick one or two secondary colours for use throughout so the presentation feels consistent (unless for example, it is a presentation about all of the product areas, in which case using the assigned logo colour for a section on each would make most sense).

Email signature

General/corporate

Vicky Martinez Dorr
Interim Communication Manager

European Liberal Forum (ELF)
Rue d'Idalie 11-13, box 6, 1050 Ixelles, Brussels
T +32 (0) 47 00 60 101
www.liberalforum.eu | Like us on Facebook | @EurLiberalForum

Visit our new website:
PODCASTS • BLOGS • PAPERS • EVENTS • ACADEMY

This e-mail may contain confidential information. If you are not the intended recipient or have received this e-mail in error, please notify the sender immediately and destroy this e-mail. Any unauthorised copying, disclosure or distribution of the material in this e-mail is strictly forbidden. Thank you for your cooperation.

Campaign specific

Vicky Martinez Dorr
Interim Communication Manager

European Liberal Forum (ELF)
Rue d'Idalie 11-13, box 6, 1050 Ixelles, Brussels
T +32 (0) 47 00 60 101
www.liberalforum.eu | Like us on Facebook | @EurLiberalForum

This e-mail may contain confidential information. If you are not the intended recipient or have received this e-mail in error, please notify the sender immediately and destroy this e-mail. Any unauthorised copying, disclosure or distribution of the material in this e-mail is strictly forbidden. Thank you for your cooperation.

A template is available from the Communications Unit.

Please use the template provided and see for further details.

Member Organisation publications – ELF template

There is a template prepared for the Member Organisations, to use for all their publications. This template must followed by all Member Organisations.

If you have any questions, please contact the <u>Communications Unit</u>.

The cover

Challenges facing free movement in the European Union after Brexit and the Covid-19 pandemic

**Edited by
Name Surname**

**Member
logo here**

Choose an image relevant to your content. Make sure it is displayed in full colour. Ensure is it not overly busy or that the focus of the image is in the bottom portion that sits behind the title.

Choose a colour from the secondary palette on <u>page 13</u> for the stripe on the cover. This colour will appear throughout the document.

Do not change the size or position of the ELF logo, or the colour of the blue gradient background.

Edit the title and author/editor text accordingly, without changing the size unless completely unavoidable.

Insert your organisation logo here, ideally with a transparent background and in a colour that works on the blue gradient – ideally this would be white-out like the ELF logo it sits beside.

Headers, footers and highlight colour

Ensure the 'Chapter or section title' is changed per chapter. You could create new master pages for each chapter if required.

Leave 'European Liberal Forum' and the 'X' symbol in place and replace 'Member name' with the name of your organisation. Ensure this remains Core ELF Blue.

Page numbers are automatic and will not need changing. However make sure you amend the 'Document title here' on the master pages so that it is consistent throughout.

Your 'Highlight colours' is everything you see on this spread in pink.

"Highlight colour – Background" will be the lighter (on dark) colour and includes the cover stripe, table colours and header strip, "Highlight colour –Text on white" will be the darker (on light) version of the colour for accessibility reasons.

Change these stylesheet colours to the chosen colour and ensure these are CMYK colours if your document will be printed.

European Liberal Forum X Member name

Chapter or section title here

Chapter 1

Chapter name here like this

Any supplementary information needed could go here like this, like the name of someone who has contributed

Name Surname

The EU is facing (at least) three types of institutional challenges: a lack of policy responsiveness, a democratic deficit, and differentiated integration. A new institutional design for the EU should try to address all three of these challenges. A major problem, though, is growing heterogeneity of policy preferences between member states and citizens. One possible solution is a new "grand bargain", where in return for more majoritarian decision-making at the EU level there would be radical decentralisation of power in some areas and more flexibility in others. The EU also has an opportunity in the post-COVID world to "build democracy back better" – to use our new experiences of interacting online to foster greater engagement of citizens with the EU, more interactions between MEPs and national parliaments, and to introduce online voting in the 2024 European Parliament election.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sollicitudin efficitur nunc at ornare. Vivamus sed nunc augue. Mauris pharetra ante vel ultricies dignissim.

Aenean vitae orci mauris. Suspendisse dictum risus vel quam tincidunt consequat. Ut ut felis sed lacus sodales tincidunt. Donec volutpat velit velit, sit amet auctor tortor dignissim non. Aenean vitae orci mauris. Suspendisse dictum risus vel quam tincidunt consequat. Ut ut felis sed lacus sodales tincidunt. Maecenas in lorem sed lectus posuere ullamcorper a nec est![1]

Subheading here

Phasellus interdum urna lorem, sed pharetra elit cursus ut. Praesent lacinia arcu eget mi vehicula, elementum maximus tortor facilisis. In hac habitasse platea dictumst. Proin vitae massa at sem tempor porta. Nullam cursus elementum interdum. Morbi tincidunt tortor sed facilisis lobortis cursus elementum.

"A quote or pull out here a quote or pull out here"

Level	Goal
E-enabling	Supporting those who would not typically access the internet and take advantage of the large amount of information available.
E-engaging	Consulting a wider audience to enable deeper contributions and support deliberative debate on policy issues
E-empowering	Supporting active participation and facilitating bottom-up ideas

1 This chapter is based on the keynote speech by Simon Hix delivered at the ELF Expert Forum on the Future Institutional Framework which took place on 3 July 2020.

Styling typography

All consistent styles for text are available within the Paragraph and Character stylesheet panels. They are set to the following fonts and sizes. Please pay attention to details like space before and after, colour and keylines, all of which are included in the stylesheets.

Terminology:

Q∨ Museo Sans ▾ | 12 pt ━━ Point size

300 ▾ | 15 pt ━━ Leading – space between lines

Chapter headings are set in Paralucent Extra Light 33pt on 37pt leading.

Automatic **footnotes** should be used, and are set to Museo Sans 300 9pt on 12pt leading.

European Liberal Forum X Member name   Chapter or section title here

Chapter 1

Chapter name here like this

Any supplementary information needed could go here like this, like the name of someone who has contributed

Name Surname

The EU is facing (at least) three types of institutional challenges: a lack of policy responsiveness, a democratic deficit, and differentiated integration. A new institutional design for the EU should try to address all three of these challenges. A major problem, though, is growing heterogeneity of policy preferences between member states and citizens. One possible solution is a new "grand bargain", where in return for more majoritarian decision-making at the EU level there would be radical decentralisation of power in some areas and more flexibility in others. The EU also has an opportunity in the post-COVID world to "build democracy back better" – to use our new experiences of interacting online to foster greater engagement of citizens with the EU, more interactions between MEPs and national parliaments, and to introduce online voting in the 2024 European Parliament election.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sollicitudin efficitur nunc at ornare. Vivamus sed nunc augue. Mauris pharetra ante vel ultricies dignissim.

Aenean vitae orci mauris. Suspendisse dictum risus vel quam tincidunt consequat. Ut ut felis sed lacus sodales tincidunt. Donec volutpat velit velit, sit amet auctor tortor dignissim non. Aenean vitae orci mauris. Suspendisse dictum risus vel quam tincidunt consequat. Ut ut felis sed lacus sodales tincidunt. Maecenas in lorem sed lectus posuere ullamcorper a nec est![1]

Subheading here

Phasellus interdum urna lorem, sed pharetra elit cursus ut. Praesent lacinia arcu eget mi vehicula, elementum maximus tortor facilisis. In hac habitasse platea dictumst. Proin vitae massa at sem tempor porta. Nullam cursus elementum interdum. Morbi tincidunt tortor sed facilisis lobortis cursus elementum.

"A quote or pull out here a quote or pull out here"

Level	Goal
E-enabling	Supporting those who would not typically access the internet and take advantage of the large amount of information available.
E-engaging	Consulting a wider audience to enable deeper contributions and support deliberative debate on policy issues
E-empowering	Supporting active participation and facilitating bottom-up ideas

---

1 This chapter is based on the keynote speech by Simon Hix delivered at the ELF Expert Forum on the Future Institutional Framework which took place on 3 July 2020.

2 Document title here   Document title here 3

Quotes should be set in the narrow right hand column in Paralucent Extra Light 17pt on 21pt leading.

Subheadings are set in Paralucent Medium 12pt on 15pt leading. There are further subheadings in the stylesheets.

Body copy is set in Museo Sans 300 10pt on 13pt leading.

Body bold is Museo Sans 700.

Imagery and other elements

Use solid colour single pages in your highlight colour to help break up the white text pages, and to hold quotes and monotone image panels (see top right)

Monotone feature panels can be created in the ELF ink Blue. These work well for colour overlays (see left) and to help pace the document.

Please use the set table style and adjust to work with your content. Use the full width of the page for tables to ensure they do not become too unwieldy and long.

Full colour images should be used to break up the text, and should be relevant to the content. Ensure they have a caption to describe the image.

European Liberal Forum X Member name

Chapter or section title here

"Seni con ratum arum, explignis evenditias eum, coritat iatque latemo quos ant officiunt laborrovidUnt lam fuga. Namentio. Nam il intiorercid quatiur seditaq uatusam sinci ut"

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sollicitudin efficitur nunc at ornare. Vivamus sed nunc augue. Mauris pharetra ante vel ultricies dignissim. Aenean vitae orci mauris. Suspendisse dictum risus vel quam tincidunt consequat. Ut ut felis sed lacus sodales tincidunt. **Donec volutpat velit velit, sit amet auctor tortor dignissim non.** Duis ac quam enim. Donec volutpat rutrum ante vel venenatis. Pellentesque scelerisque rhoncus metus eget eleifend. Maecenas in lorem sed lectus posuere ullamcorper a nec est.

Phasellus interdum urna lorem, sed pharetra elit cursus ut. Praesent lacinia arcu eget mi vehicula, elementum maximus tortor facilisis. In hac habitasse platea dictumst. Proin vitae massa at sem tempor porta. Nullam cursus elementum interdum. Morbi tincidunt tortor sed facilisis lobortis. Ut purus diam, sagittis

4 Document title here

Chapter or section title here

Phasellus interdum urna lorem, sed pharetra elit cursus ut. Praesent lacinia arcu eget mi vehicula, elementum maximus tortor facilisis. In hac habitasse platea dictumst. Proin vitae massa at sem tempor porta. Nullam cursus elementum interdum. Morbi tincidunt tortor sed facilisis lobortis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sollicitudin efficitur nunc at ornare. Vivamus sed nunc augue. Mauris pharetra ante vel ultricies dignissim.

Aenean vitae orci mauris. Suspendisse dictum risus vel quam tincidunt consequat. Ut ut felis sed lacus sodales tincidunt. Donec volutpat velit velit, sit amet auctor tortor dignissim non. Aenean vitae orci mauris. Suspendisse dictum risus vel quam tincidunt consequat. Ut ut felis sed lacus sodales tincidunt. Maecenas in lorem sed lectus posuere ullamcorper a nec est!

Proin vitae massa at sem tempor porta. Nullam cursus interdum. Morbi tincidunt tortor sed facilisis lobortis. adipiscing elit.

Caption for an image

Level	Goal
E-enabling	Supporting those who would not typically access the internet and take advantage of the large amount of information available.
E-engaging	Consulting a wider audience to enable deeper contributions and support deliberative debate on policy issues
E-empowering	Supporting active participation and facilitating bottom-up ideas

1 This chapter is based on the keynote speech by Simon Hix delivered at the ELF Expert Forum on the Future Institutional Framework which took place on 3 July 2020.

Document title here 3

Document title here 7

Member Organisation publications – bespoke design

Member Organisations can design their Publication in a "free style" if only if they comply with the following requirements:

1. Content of the Publication has increased strategic value for ELF. This means that the content of the Publication fits perfectly with any of the strategic vectors.

2. The Publication title, the cover and overall design is a loyal representation of the content.

3. The Publication audience is beyond Member Organisations such as International Conferences, Interested Public, ELF Flagship Events, Road Shows.

4. Distribution Channel is broader than ELF events (e.g., Book stores).

5. The four points are above are approved and signed off with the secretariat before its production.

NOTE: If Member Organisation decides to use the Publication template provided by ELF, nothing can be changed from the existing design.

If Member Organisation decides to follow the bespoke design, then and design will be free. By no means, when choosing a free style, can the Member Organisation use parts of the Publication template. Please do not make hybrid choices between the options offered above.
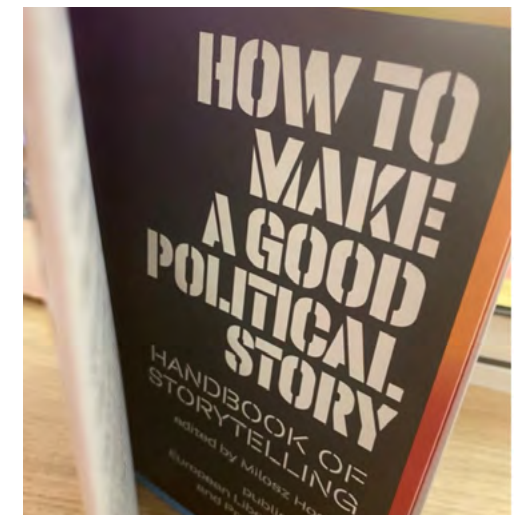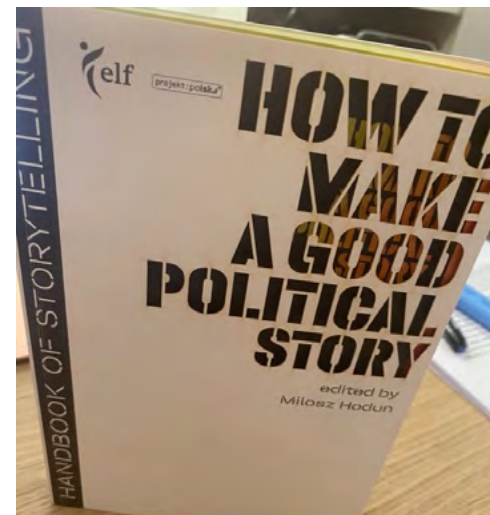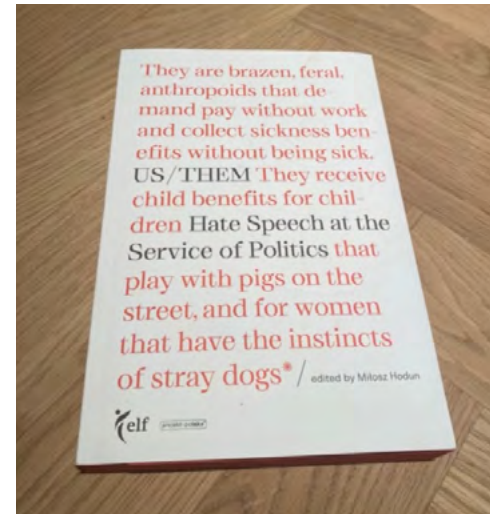
Podcasts

Our recommendations and good examples:

Distinguish between 'interview' and 'conversation' podcast

Avoiding a conflation between the two formats will help the listener to have a clearer understanding of the topic.

Help your guest

prepare your guests. If they are briefed in advance, the conversation will be more natural. Also, remind them about the importance of taking pauses. Once they've made their points, take a few seconds of break.

Define your target audience

keep in mind who you are talking to when making a podcast or a video. Your target group will determine the amount of time you need to devote to introducing the topic. For example, is your target audience the "Brussels bubble" or a national audience?

Keep a flow in the storyline

when you prepare some questions for the interviewee, ensure a build-up of the story. Stick to one topic for the conversation and only use anecdotes if you can master them.

Two examples of good podcasts.

THE WORLD IN 30 MINUTES

A good conversation podcast

PHILOSOPHY BITES

A good interview style podcast

Video intro and outro

Make sure that you use this Intro and Outro video for any videos that you create and that are co-funded by ELF.

Intro

Intro with disclaimer

This video is produced by the European Liberal Forum.
Co-funded by the European Parliament.

The views expressed herein are those of the speaker(s) alone.

These views do not necessarily reflect those of the
European Parliament and/or the European Liberal Forum.

Outro

You can find the original files here.

Video formats

Our recommendations and good examples:

Interviews

This format is well-suited if you wish to create empathy around an interesting or inspiring person.

Vlogs

Vlogs are diary-style videos and are typically firmed by one person in front of a camera. They offer an effective medium for taking the viewers on a journey.

Emotional videos

This format is particularly suitable for personal storytelling and the promotion of ideas through stories.

Trailers or teaser videos

This format lends itself well to making announcements. The primary purpose of trailers and teaser videos is to increase expectations and to create hype.

Infographic videos

This format is ideal for explaining complex ideas or concepts.

Explanatory videos

These videos are shorter than documentaries. They take a single issue and analyze it in max 5 minutes with an expert.

Documentaries

This is the lengthiest format and typically illustrates topics or policies in greater depth.

For further information and guidance,
please contact the Communications Unit:

Vicky Martinez Dorr
Interim Communication Manager
E: vmartinezdorr@liberalforum.eu

Viktorya Muradyan
Junior Communication Officer
E: vmuradyan@liberalforum.eu

Elina Baltatzi (from August 2021)
Communication Manager
E: ebaltatzi@liberalforum.eu

elf

liberalforum.eu