



TheRepublic

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1 Brand Foundations

The fundamental elements that define a brand's identity.

The Republic

Mission

Values

TheRepublic aspires to be Germany's foremost center-right campaign think tank, championing Western values and principles. Our goal is to shape Germany's political landscape with innovative conservative ideas.

Mission

Our mission is to safeguard and promote the values of freedom, security, and prosperity within Germany and beyond. We strive to influence policy debates and public opinion with clarity, determination, and impact.

Principles

At TheRepublic, boldness, edginess, and disruption define our approach to transforming Germany's political discourse. These principles reflect our commitment to reshaping the center-right narrative with innovation and vigor.



2 Logo Usage

The guidelines and principles governing the proper application of a brand's logo.

Brand Logo

Minimum Size

Clear Space

Logo Placement

The logo is a powerful visual representation that creates a unique and easily recognizable identity is commonly referred to as a logo. This graphic symbol is specifically designed to convey the essence of a company and plays a crucial role in its recognition, serving as a key element in its marketing and branding strategy.

This brand element aids consumers in distinguishing the brand presence from its competitors, thereby enhancing brand awareness with confidence.

Logo Lockup

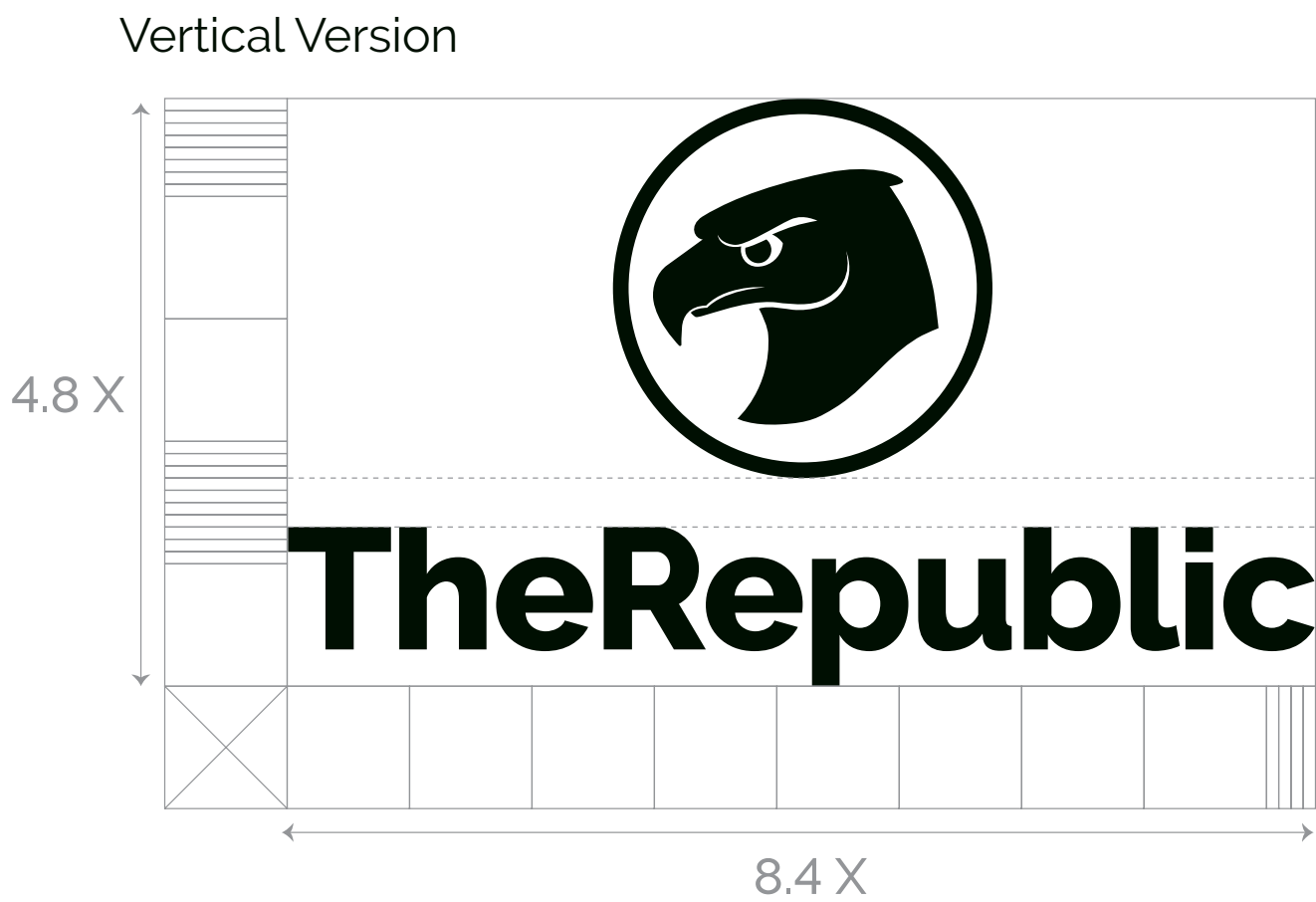
The combination of brandmark and wordmark is a carefully crafted composition that must not be altered in any way. Specific proportions and arrangements are used to create this design, and any deviation from these guidelines could result in a loss of brand recognition and identity.

Brandmark

It is an emblematic design element that distinctively symbolizes the brand. Its primary function is to enable independent identification of the brand without the aid of a wordmark.



This resource is instrumental in creating a unique brand identity and fostering brand recognition.



All the logo's proportions are built from the "R" height.

Establishing a minimum size requirement for logos is crucial for ensuring their legibility, visibility, and uniformity. Designers and brand managers must consider complexity, clarity, and intended applications when determining the requirement.

This practice also ensures high-quality reproduction and effectiveness across various platforms.

Print

Establishing a minimum size for logos ensures clarity and maintains brand identity, as small logos can lose detail and appear blurry.

Digital

It is important to maintain a minimum logo size for responsive design, ensuring visual effectiveness and recognizability across all devices.

These measurements correspond to the recommended minimum width.



20 mm / 80 px



TheRepublic

65 mm / 300 px



TheRepublic



TheRepublic



TheRepublic

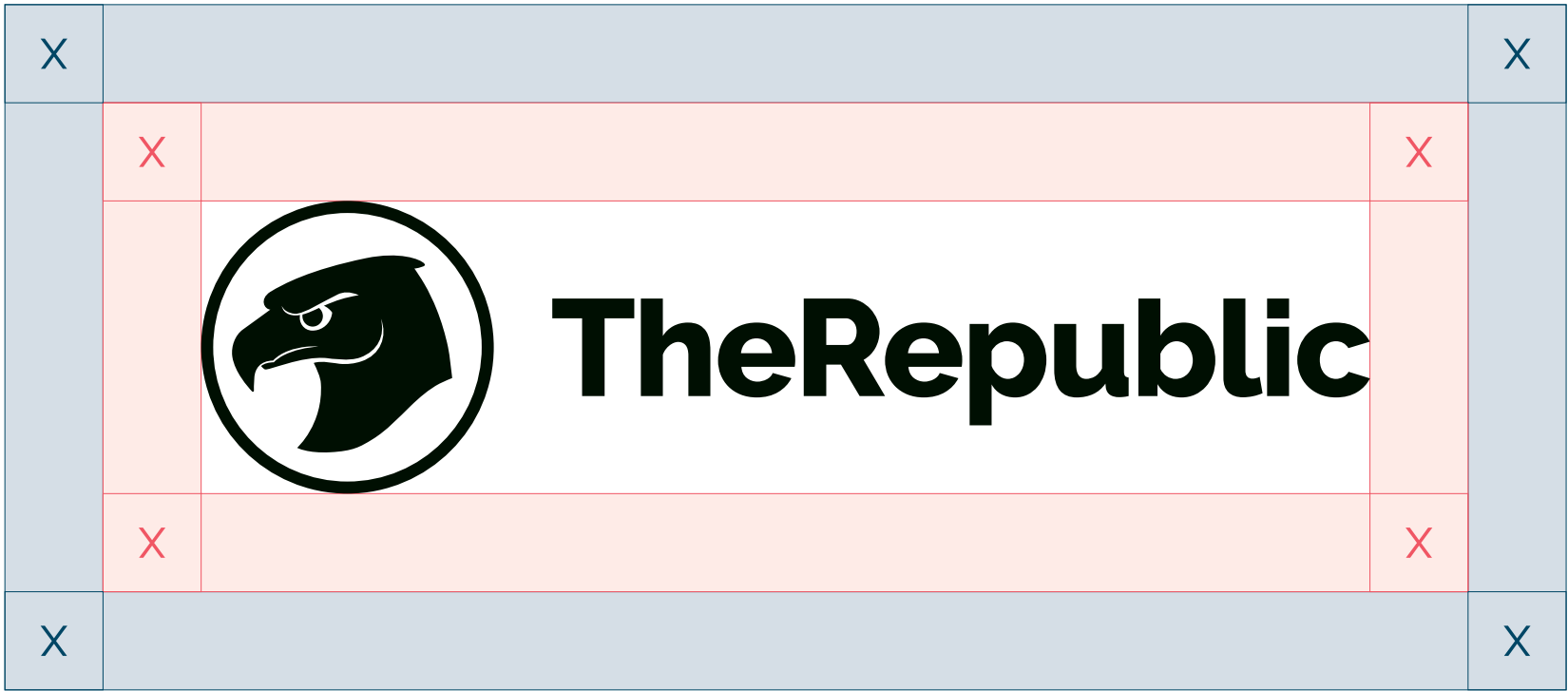


TheRepublic

45 mm / 210 px

A logo must be surrounded by a clear space to ensure its design, visibility, and brand integrity. This empty space is vital for maintaining clarity, consistency, and professionalism in the visual identity across various applications.

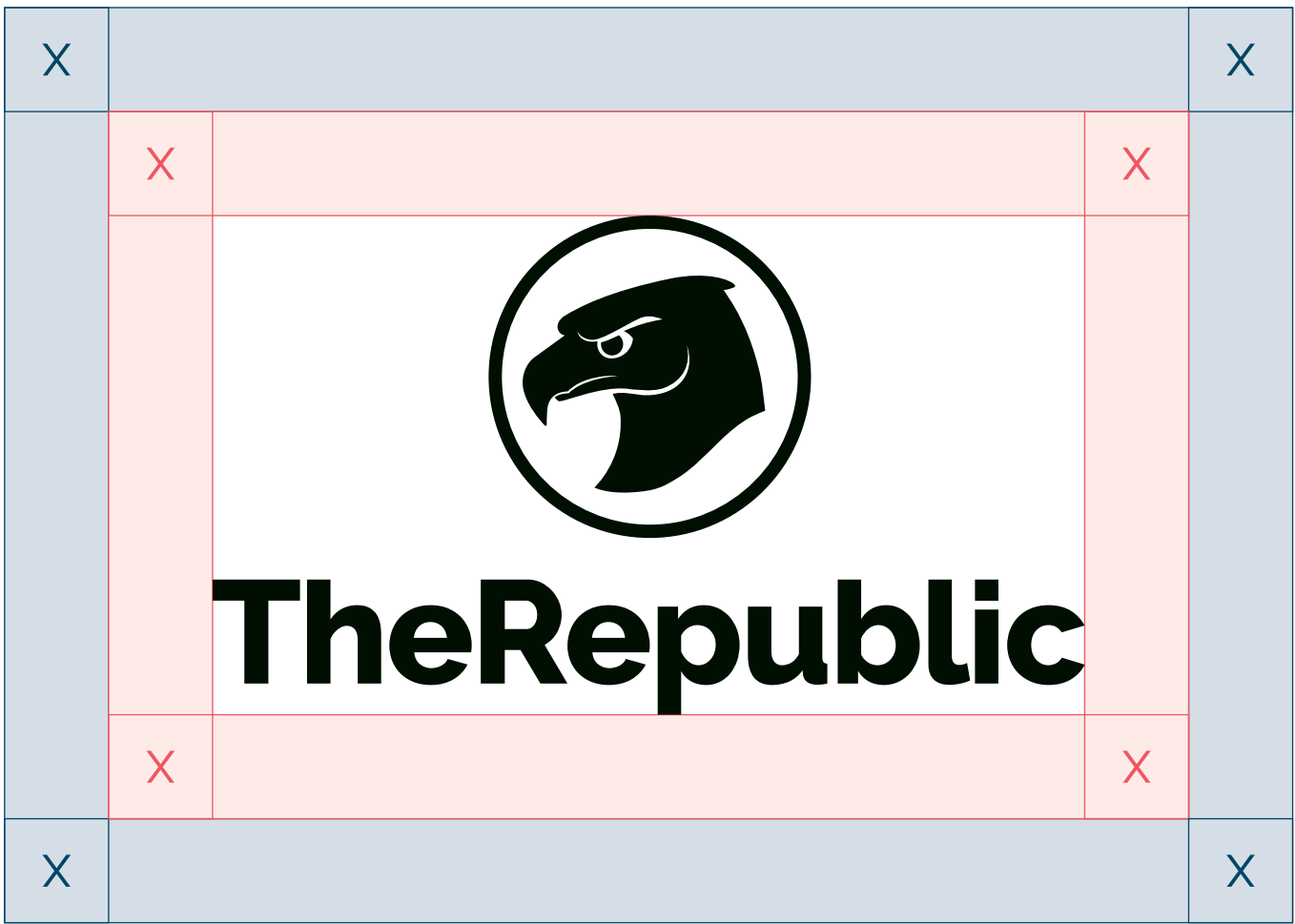
The absence of any visual elements in this area guarantees that the logo is not obstructed or distorted in any way.



x R The logo safe area is built from the "R" height.

X Extreme safe area

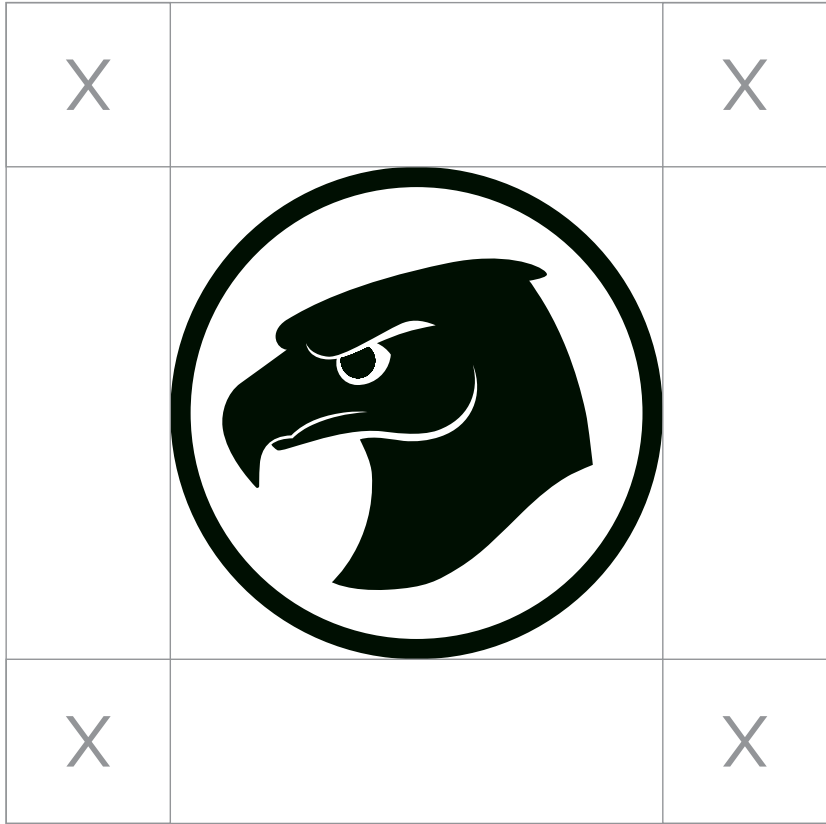
X Ideal safe area



x R The logo safe area is built from the "R" height.

X Extreme safe area

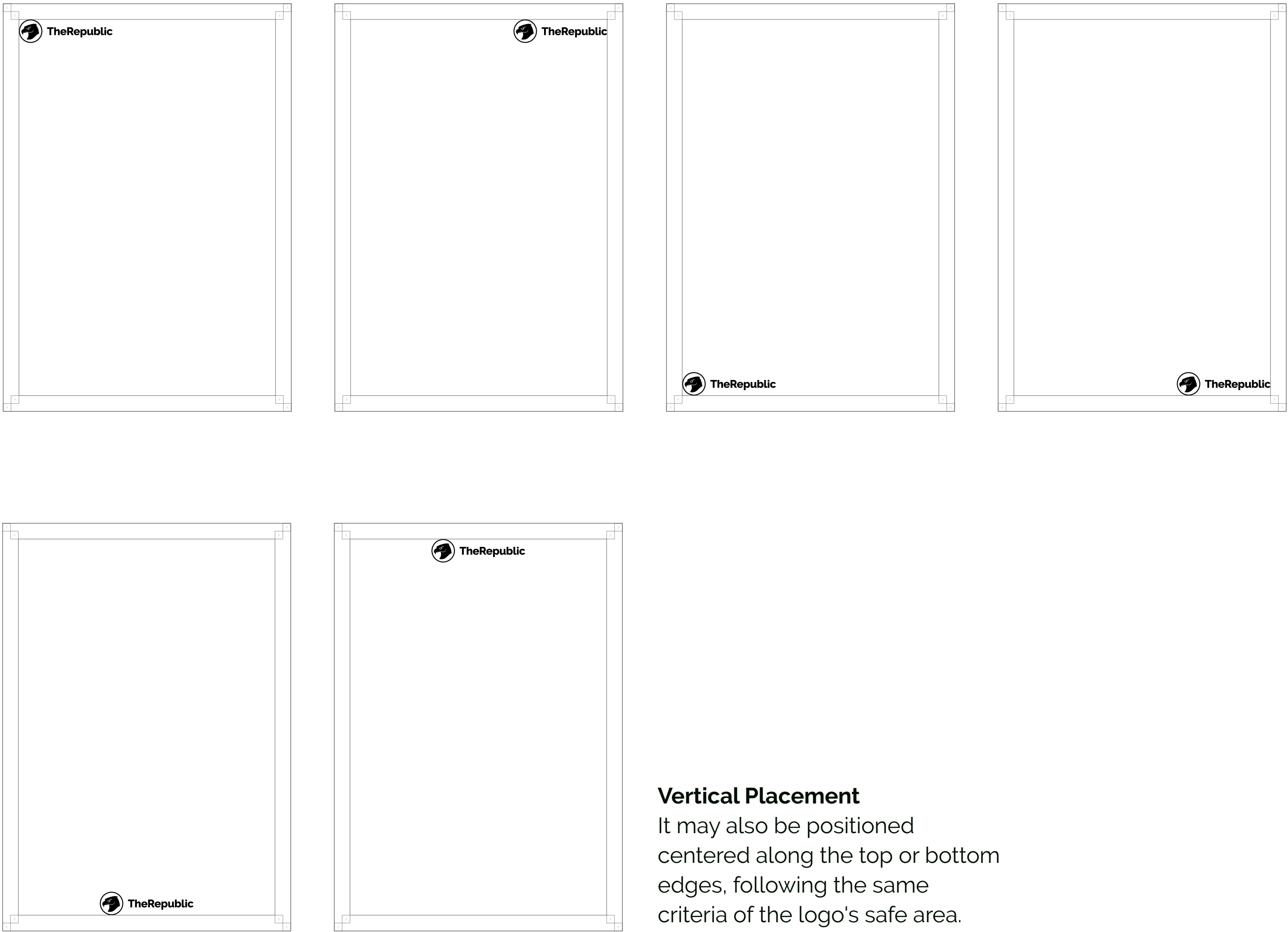
X Ideal safe area



x The brandmark safe area is built from 1/3 of its height.

Logo placement refers to the strategic positioning of a logo within a given space, such as on a website, product, advertisement, or piece of branding material.

Proper logo placement is essential as it affects brand visibility, recognition, and the overall aesthetic of the design



Placement in corners
The logo and brandmark can be placed in any of the four corners of the design format as long as the safe logo area is respected.

This criterion applies to **standard European printed formats**, and digital media according to the layout specs for each format type.

Vertical Placement
It may also be positioned centered along the top or bottom edges, following the same criteria of the logo's safe area.

3 Assets Management

The guidelines for the proper application of a brand's visual assets.

Brand Colors

Logo Usage

Font Hierarchy

UI Assets

Iconography

Chart Guidelines

Brand Layout

Photography

Brand Voice | Layout Assets

The consistent application of specific colors in a brand's visual identity is instrumental in creating a distinct and recognizable image. The colors employed play a fundamental role in shaping the brand's identity, conveying its personality, and delivering an indelible visual experience to consumers.

The management of this resource is critical to ensuring the solidity of brand colors across all brand materials, including logo, packaging, marketing collateral, and online presence.

Primary Colors

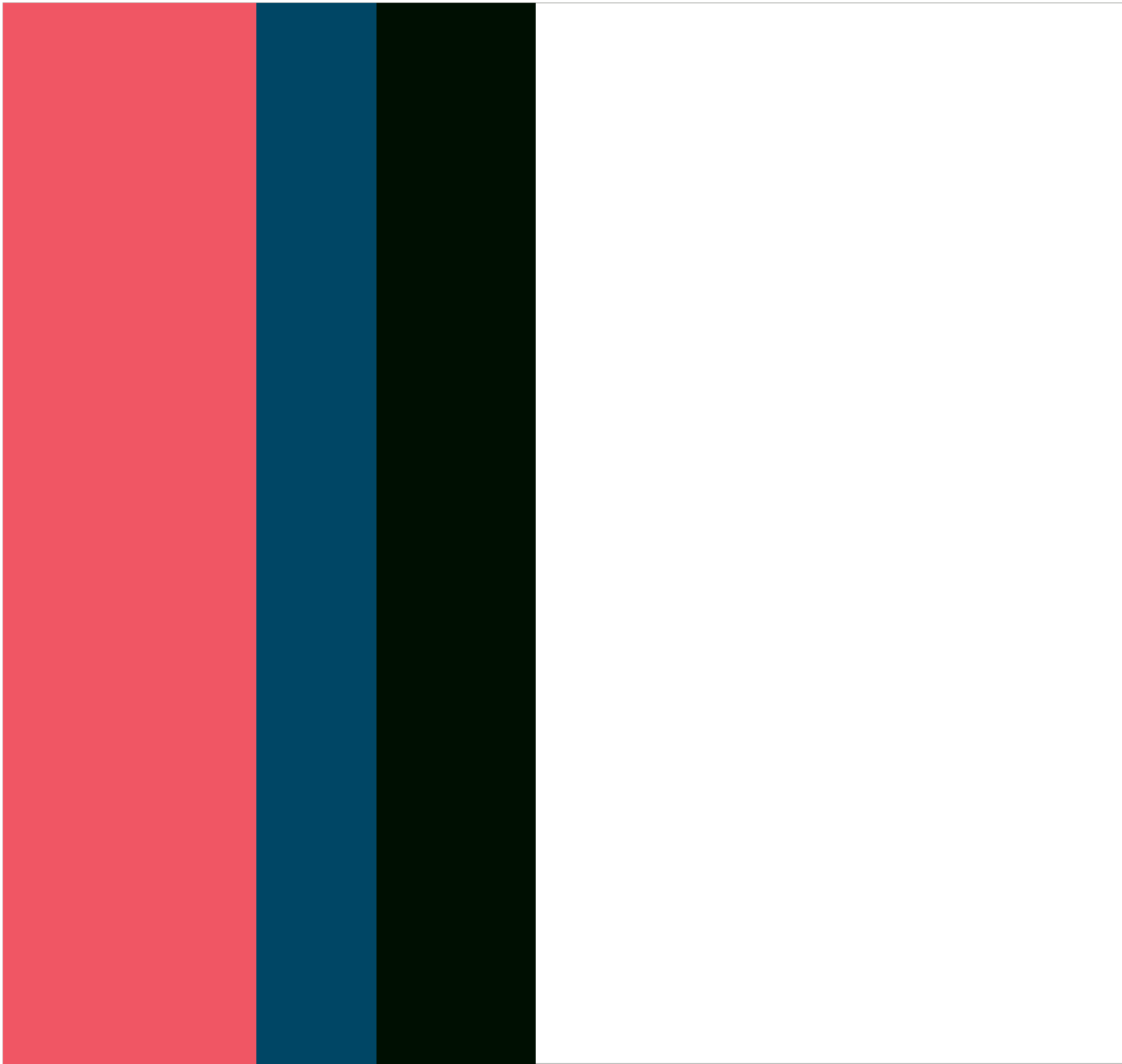
PANTONE® 1785 CP 100% PANTONE® Color Bridge Coated V5 HEX #DD5359 sRGB 221, 83, 89 CMYK 0, 82, 51, 0 <td> PANTONE® 4160 CP 100% PANTONE® Color Bridge Coated V5 HEX #034F63 sRGB 3, 79, 99 CMYK 97, 31, 11, 59 <td> PANTONE® Black 3 CP 100% PANTONE® Color Bridge Coated V5 HEX #282D27 sRGB 40, 45, 39 CMYK 74, 52, 71, 90 </td></td>	PANTONE® 4160 CP 100% PANTONE® Color Bridge Coated V5 HEX #034F63 sRGB 3, 79, 99 CMYK 97, 31, 11, 59 <td> PANTONE® Black 3 CP 100% PANTONE® Color Bridge Coated V5 HEX #282D27 sRGB 40, 45, 39 CMYK 74, 52, 71, 90 </td>	PANTONE® Black 3 CP 100% PANTONE® Color Bridge Coated V5 HEX #282D27 sRGB 40, 45, 39 CMYK 74, 52, 71, 90
75% HEX #F48282 sRGB 244, 130, 130 CMYK 0, 61, 38, 0 <td> 75% HEX #1C6583 sRGB 28, 101, 134 CMYK 73, 23, 8, 44 <td></td></td>	75% HEX #1C6583 sRGB 28, 101, 134 CMYK 73, 23, 8, 44 <td></td>	
50% HEX #F8A9A4 sRGB 248, 169, 164 CMYK 0, 41, 26, 0 <td> 50% HEX #608BA5 sRGB 96, 139, 165 CMYK 48, 16, 6, 30 <td></td></td>	50% HEX #608BA5 sRGB 96, 139, 165 CMYK 48, 16, 6, 30 <td></td>	
25% HEX #FCD2CC sRGB 252, 210, 204 CMYK 0, 21, 13, 0 <td> 25% HEX #A5BBCC sRGB 165, 187, 204 CMYK 24, 8, 3, 15 <td></td></td>	25% HEX #A5BBCC sRGB 165, 187, 204 CMYK 24, 8, 3, 15 <td></td>	

Each primary brand color (Red and Blue) includes various tint gradients ranging from 100% to 25%, creating an expanded palette. This broader range is particularly useful for visualizing information in presentations, distinguishing data in charts, and highlighting events in the website's UI. See examples on pages 20, 31, and 64.

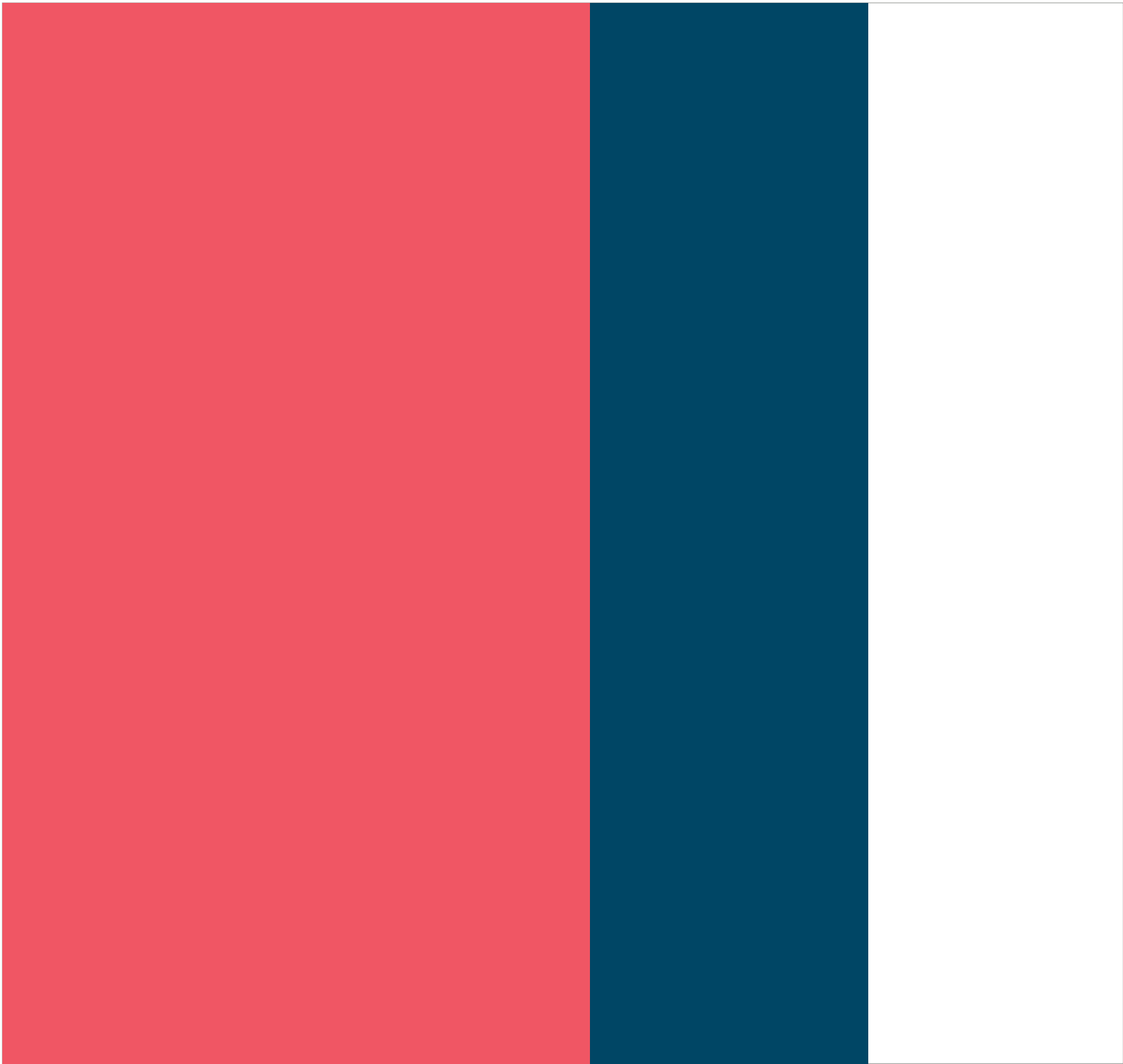
Color Ratio

While there are no strict rules, a balanced color palette typically includes a dominant color that represents the brand's primary message or personality, supported by complementary colors that enhance visual appeal and readability.

The ratio between these colors should maintain harmony and coherence across various brand assets, such as logos, websites, and marketing materials.



This proportional relationship is ideal for layouts featuring ample white space and a strong focus on text—especially in editorial designs for print or digital media, as well as other publications seeking a clean, minimalist layout.

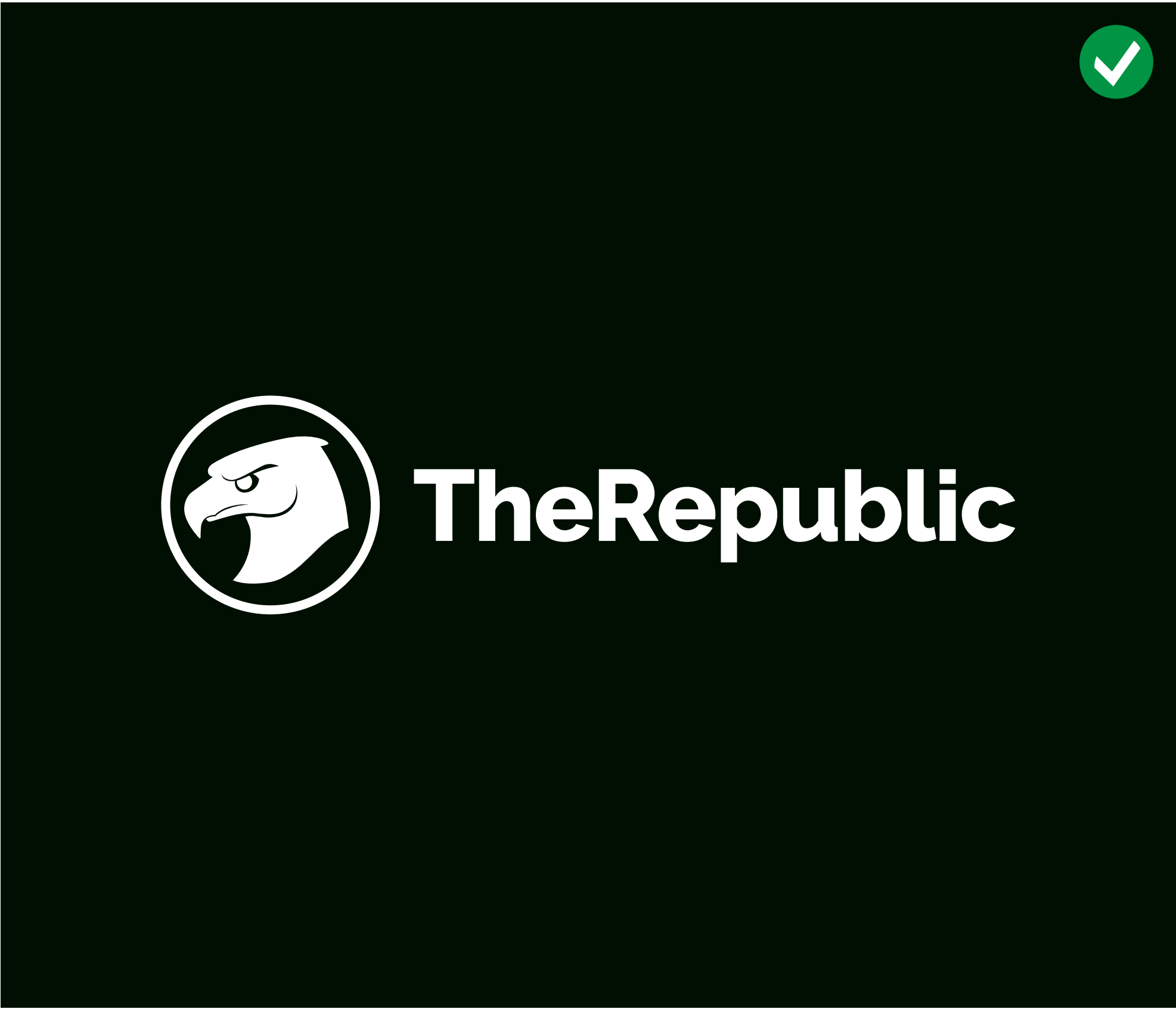
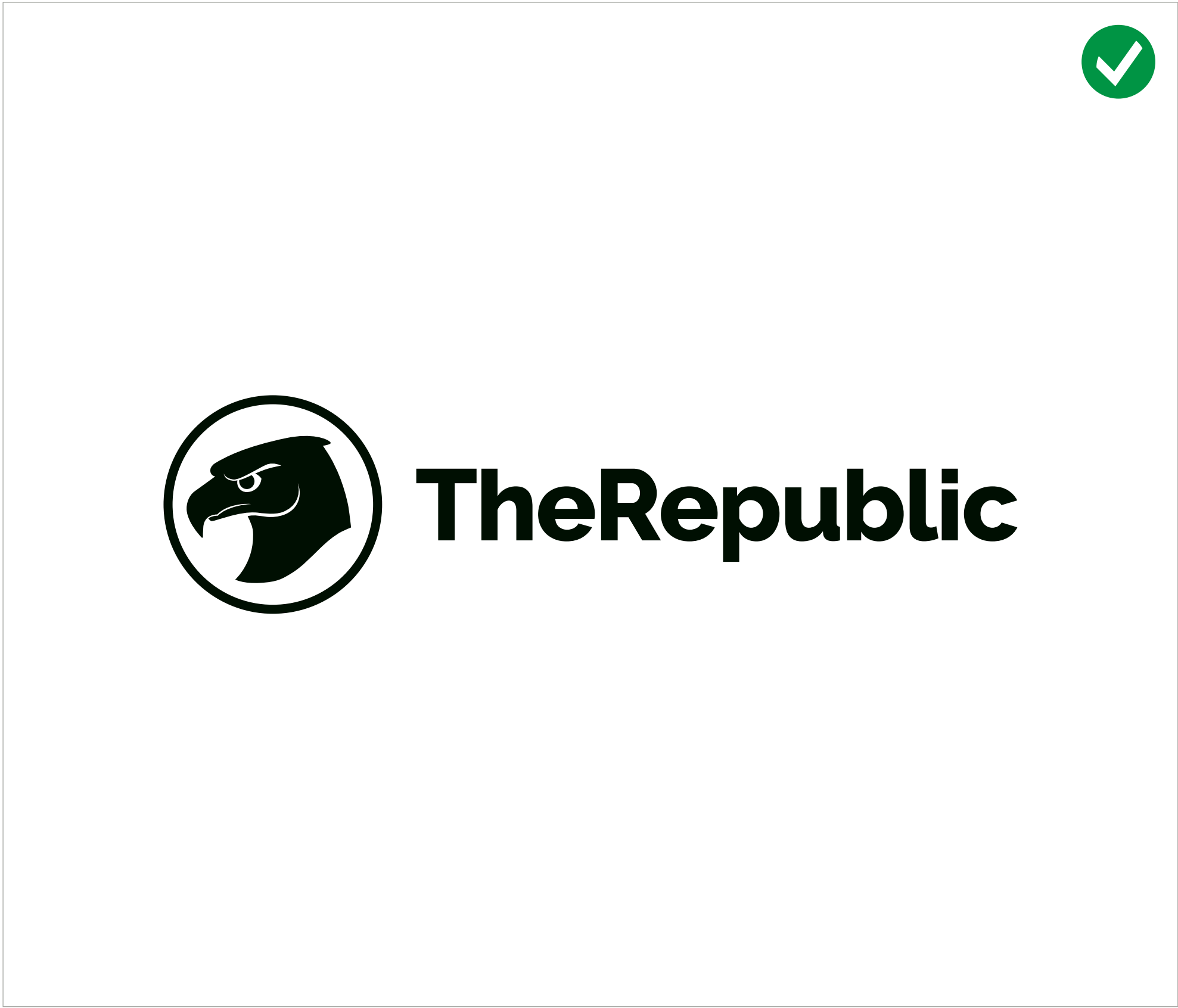


This color ratio is intended for layouts that highlight key information by incorporating a dramatic, bolder approach. This technique is often found in social media posts or in featured images within design pieces.

It's imperant to grasp and follow the guidelines regarding the usage of logos, as it helps in building a robust, unforgettable, and persuasive brand identity. By adopting the best practices and avoiding common mistakes, the brand can maintain the logo's effectiveness and make it more appealing to the intended audience for a long time.

Ideal Logo Managenemt

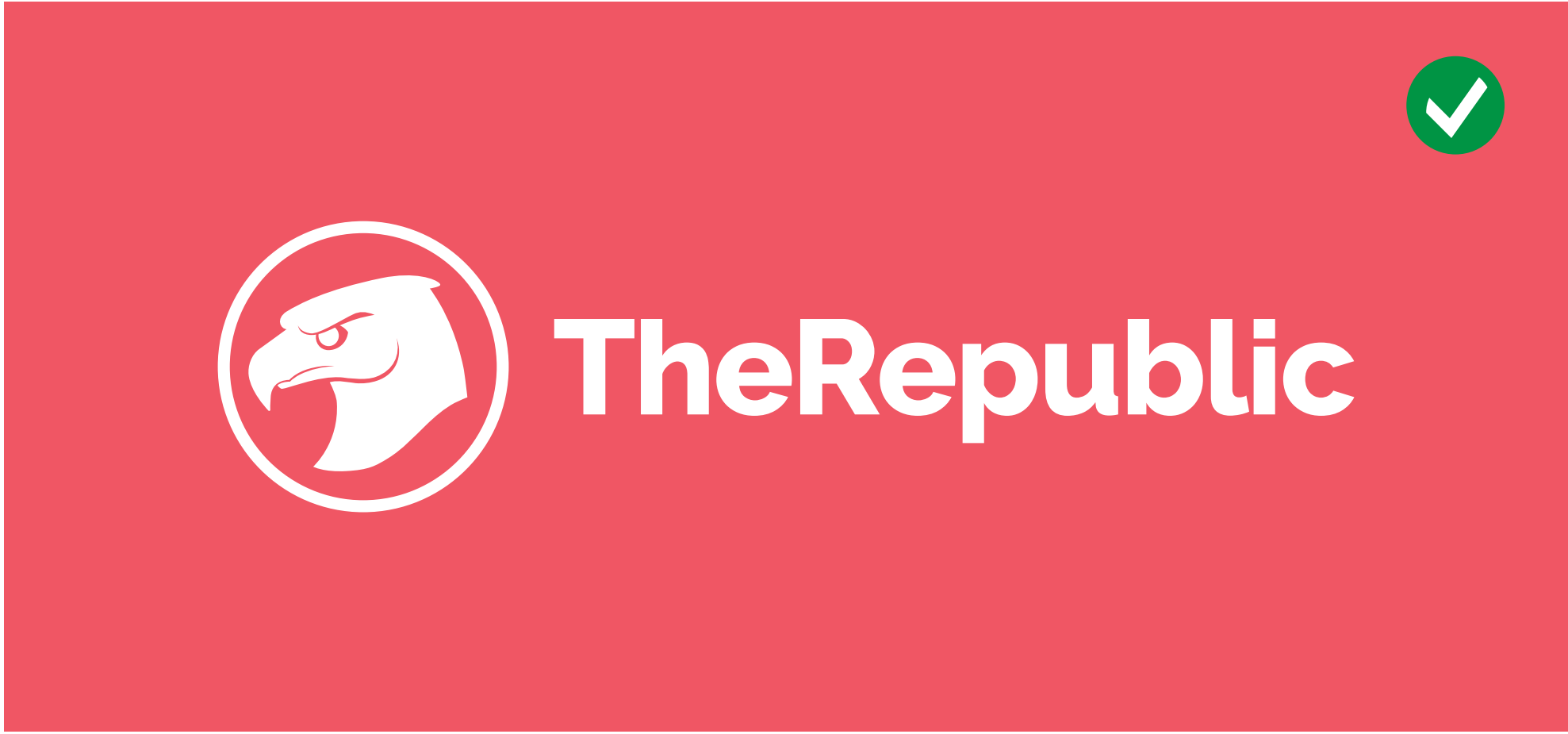
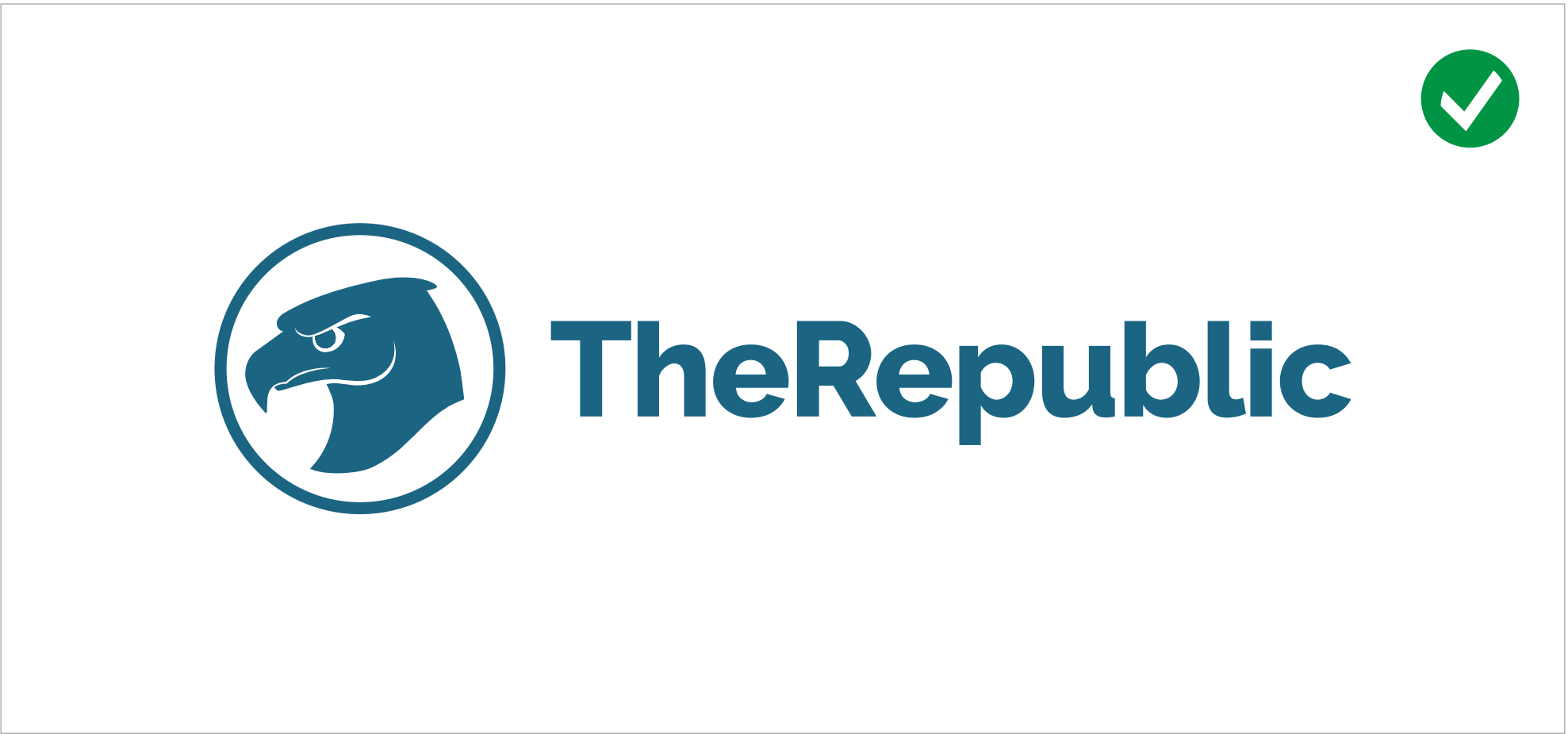
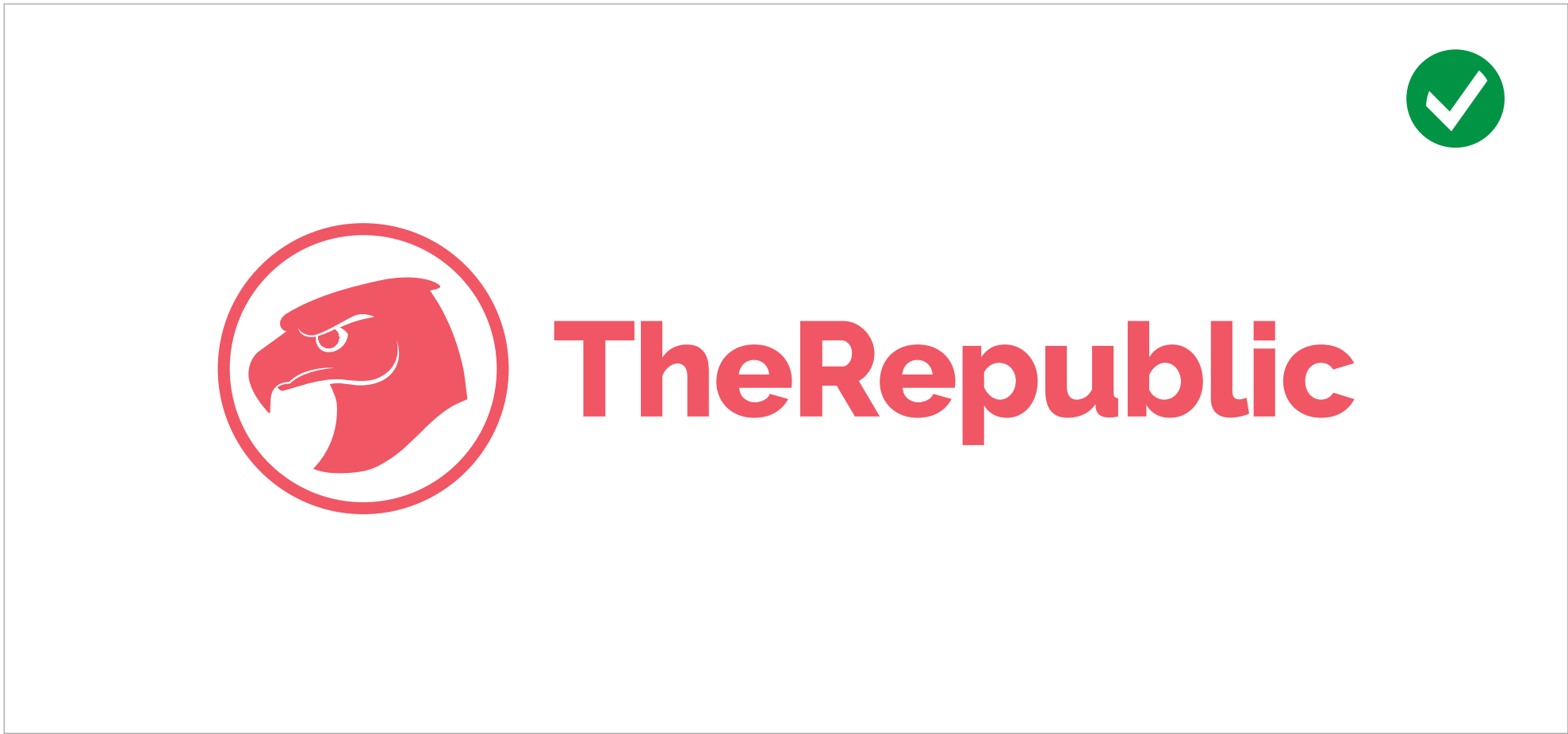
The color black is considered the primary version of the logo, so the samples on this page represent the ideal usage scenario.



- 1. Positive Logo in PANTONE Black 3 CP 100%.
- 2. Negative Logo in PANTONE Black 3 CP 100%.

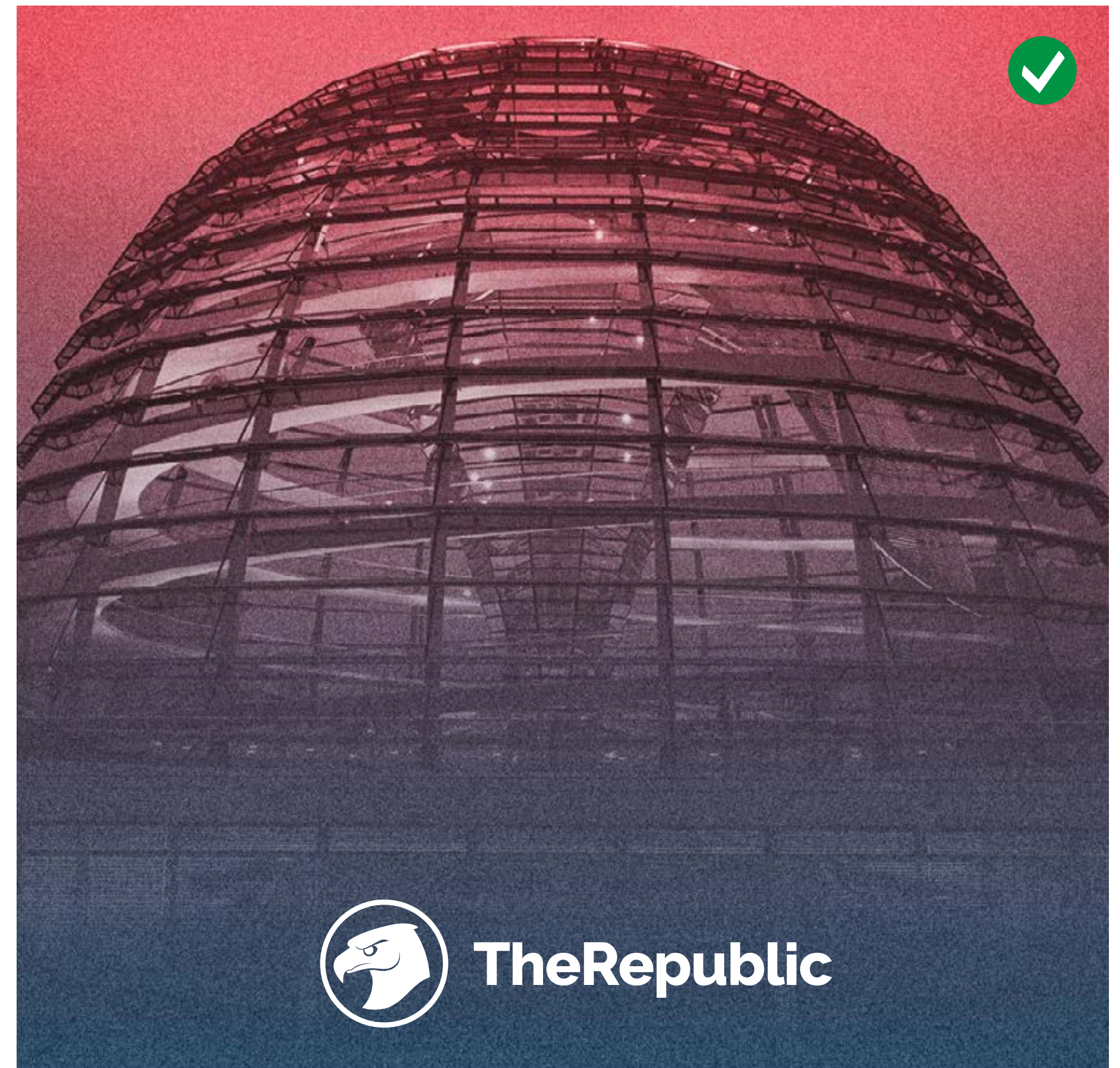
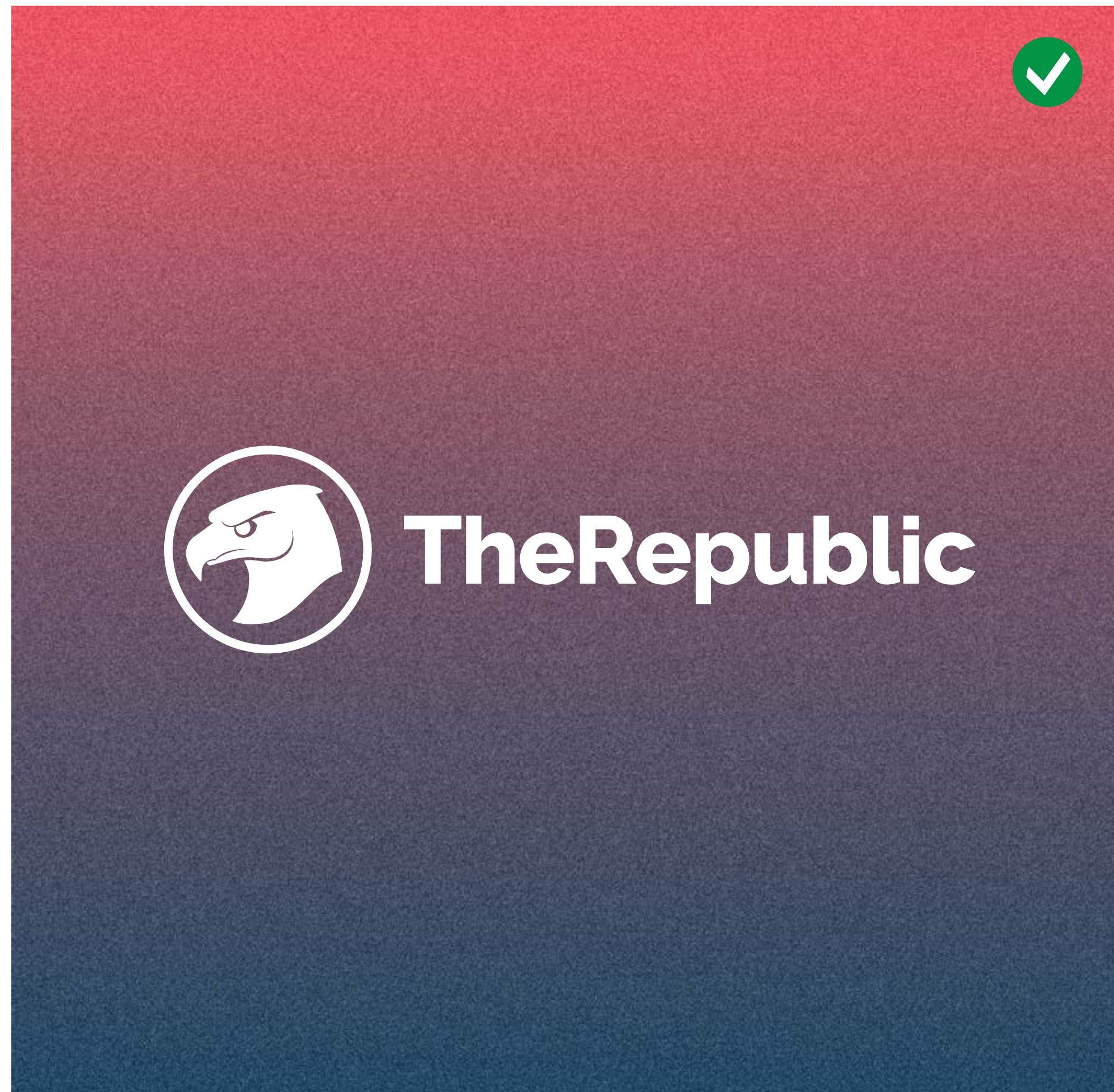
Using Logo in Color

It is also possible to use the chromatic colors from the primary palette only within the configurations provided on this page.



Logo on Photography

The logo can be used on textured or photographic backgrounds, provided it is applied in its negative version.



The logo Don'ts help prevent confusion and misinterpretation. Cluttered or overly complex logo management can confuse the audience and dilute the brand's message. Violation of these principles can make the logo illegible in specific scenarios.



The positive version of the logo should only be used on a white background. In all other scenarios, the negative version must be applied.

Raleway is the primary font type; the logo is built from its Black variant, and the rest are used for different purposes within the brand's communication.

Its use focuses mainly on writing plain text in printed collateral designs such as stationery, reports, or body text for flyers and brochures.

For digital media, it is also used for writing plain text, such as the website, social media, blog articles, and infographics.

Raleway

Source: Google Fonts

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 / ä, ö, ü, ß	Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 / ä, ö, ü, ß
SemiBold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 / ä, ö, ü, ß	ExtraBold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 / ä, ö, ü, ß

Playfair Display

Source: Google Fonts

Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 / ä, ö, ü, ß
<i>Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 / ä, ö, ü, ß</i>

Anton

Source: Google Fonts

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 / ä, ö, ü, ß
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Font Hierarchy

This typographic selection becomes relevant when it is required to impregnate the message with the brand's visual and rhetorical style.

Combining these fonts in specific proportions and forms generates a visual impact consistent with TheRepublic's communication style.

BERLIN CAMPAIGN CONFERENCE

Embracing Center-Right Principles

A Blueprint for Policy in Today's World

Understanding center-right politics.

A generally refer to political ideologies that lean toward conservatism and economic liberalism, emphasizing free market policies, **limited government intervention, and individual responsibility.**

Center-right parties and movements often support lower taxes, deregulation, and privatization of state-owned enterprises. They advocate for a balance between free enterprise and social welfare, believing that economic growth driven by market forces will lead to greater overall prosperity.

Environmental policies within center-right politics usually focus on market-based solutions to address climate change and environmental degradation. They often advocate for innovation and technological advancements as means to achieve environmental goals, rather than extensive regulatory frameworks.

50%
INFLUENCE OF
MONEY

Raleway ExtraBold | Size 100%
Metric Kerning | 0 Tracking

Raleway Bold | Size 25% | 100% Leading
Uppercase | Metric Kerning | 0 Tracking
No Hyphenation

This hierarchy applies to all editorial and advertising designs (Printed or Digital) Each hierarchy level will be used whenever the available information architecture requires it.

Anton Regular

Ideal for emphasizing key details, such as the name of an event or a specific topic of interest.

Playfair Display

This is used as the main title to indicate the development of a topic or for a special typographic arrangement.

Raleway

This is the standard text used for developing topics or creating concise descriptive content.



CONSECTETUER ADIPISCING ELIT

Lorem ipsum dolor sit amet, consectetur adipiscing elit wisi enim ad minim.

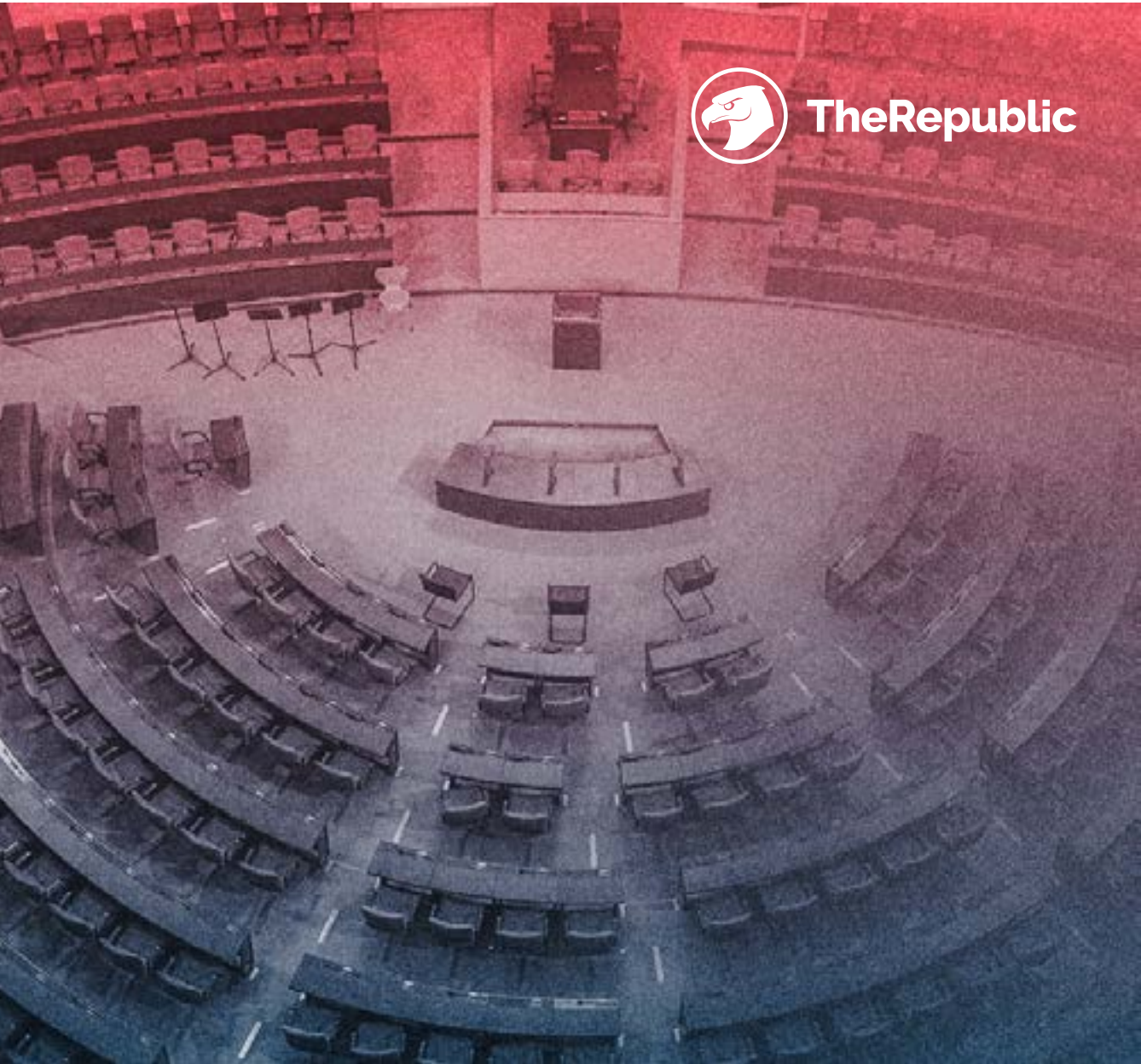
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy,

Lorem Ipsum Dolor Sit Ame

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.



Lorem Ipsum Dolor Sit Amet, Consectetuer.

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Vel illum dolore eu feugiat nulla facilisis at vero eros et

Standard Buttons

These are the different buttons that can be used on the website.

	Default	Hover	Pressed	Disabled
Primary Corner Radius: 4px	Primary	Primary	Primary	Primary
Secondary Corner Radius: 4px	Secondary	Secondary	Secondary	Secondary
Tertiary Corner Radius: 4px Border: 3px	Tertiary	Tertiary	Tertiary	Tertiary
Quaternary Corner Radius: 4px Border: 3px	Quaternary	Quaternary	Quaternary	Quaternary

Checkbox

Corner radius: 2px
Border: 2px

	Default	Hover	Pressed
Select Corner Radius: 2px	☒ Select Item	☒ Select Item	☒ Select Item
Diselect Corner Radius: 2px	☐ Select Item	☐ Select Item	☐ Select Item

Radio Buttons

Border: 2px

	Default	Hover	Pressed
Select Corner Radius: 2px	☐ Select Item	☒ Select Item	☒ Select Item
Diselect Corner Radius: 2px	☐ Select Item	☐ Select Item	☐ Select Item

Input Field

Corner Radius: 4px
Border: 2px

	Medium	Small
Default	Input Here	Input Here
Hover	Input Here	Input Here
Pressed	Input Here	Input Here
Typing	Wrinting Input Here	Wrinting Input Here
Fill	Wroten Input	Wroten Input

Password Field

Corner Radius: 4px
Border: 2px

	Medium	Small
Default	Input Password	Input Here
Hover	Input Here	Input Here
Pressed	Input Here	Input Here
Typing / Unhide	12345678	12345678
Typing / Hide	o o o o o o o o	o o o o o o o o
Fill	o o o o o o o o	o o o o o o o o

Dropdown Field

Corner Radius: 4px
Border: 2px

Default

Medium

Small

Hover

Pressed / Hover

Item 1

▼

Item 1

▼

Item 1

▼

Item 1

▼

Item 1

▼

Item 1

▼

Item 1

Item 2

Item 3

Item 4

✓

Item 1

Item 2

Item 3

Item 4

✓

Text Field

Corner Radius: 4px
Border: 2px

Default

Type your comments

Hover

Type your comments

Pressed

Type your comments

Typing

Writing some text

Fill

Wroten text

Breadcrum

Default	Home Page 1 Page 2	Pressed	Home Page 1 Page 2
Hover	Home Page 1 Page 2	Disabled	Home Page 1 Page 2

Pagination

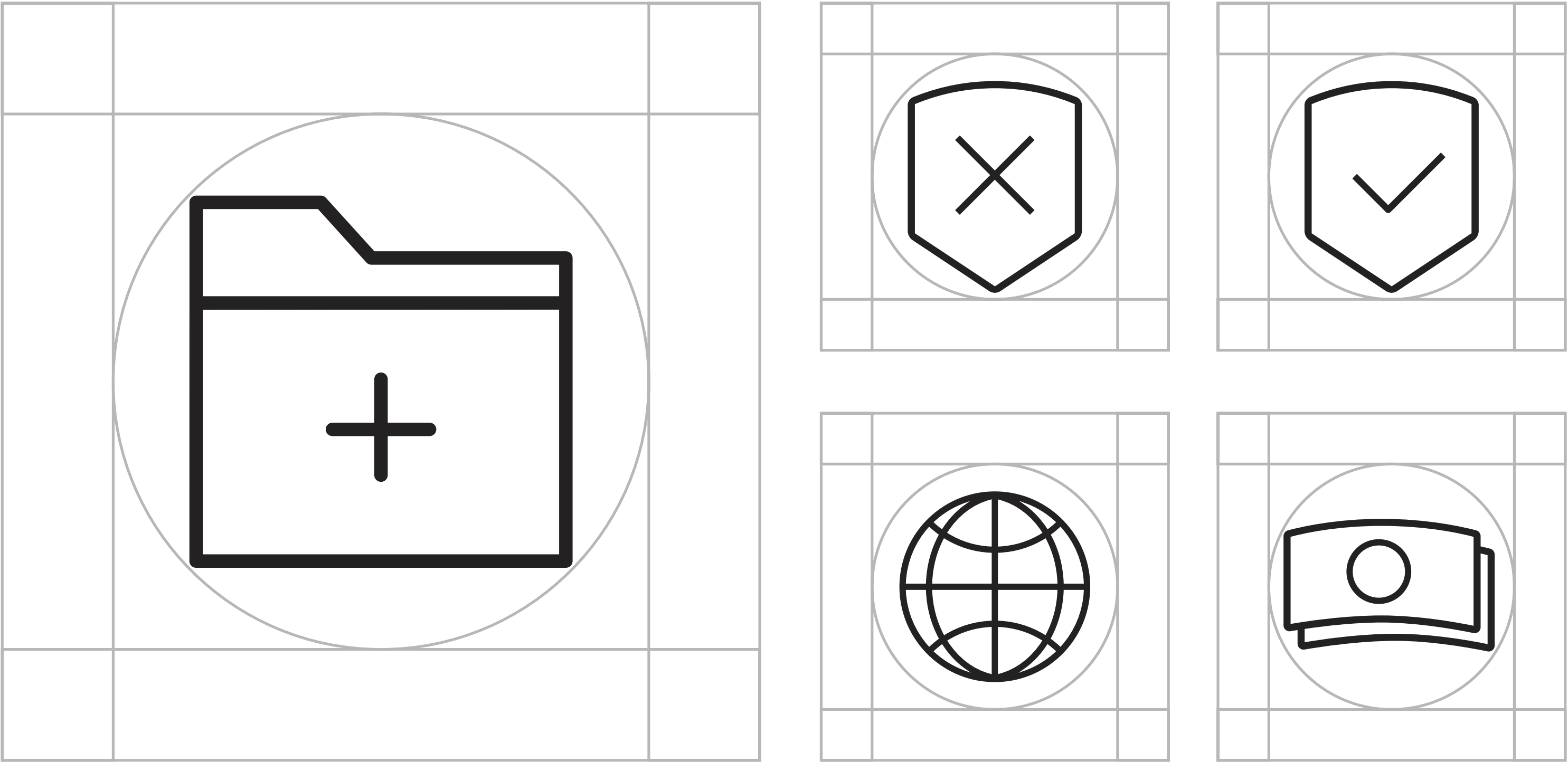
Default	< 1 2 3 4 >	Pressed	< 1 2 3 4 >
Hover	< 1 2 3 4 >	Disabled	< 1 2 3 4 >

Graphic icons, also known simply as icons, are small, symbolic images used to represent various functions, concepts, or actions within digital interfaces and print media. They must be simple, stylized representations designed to convey information quickly and intuitively.



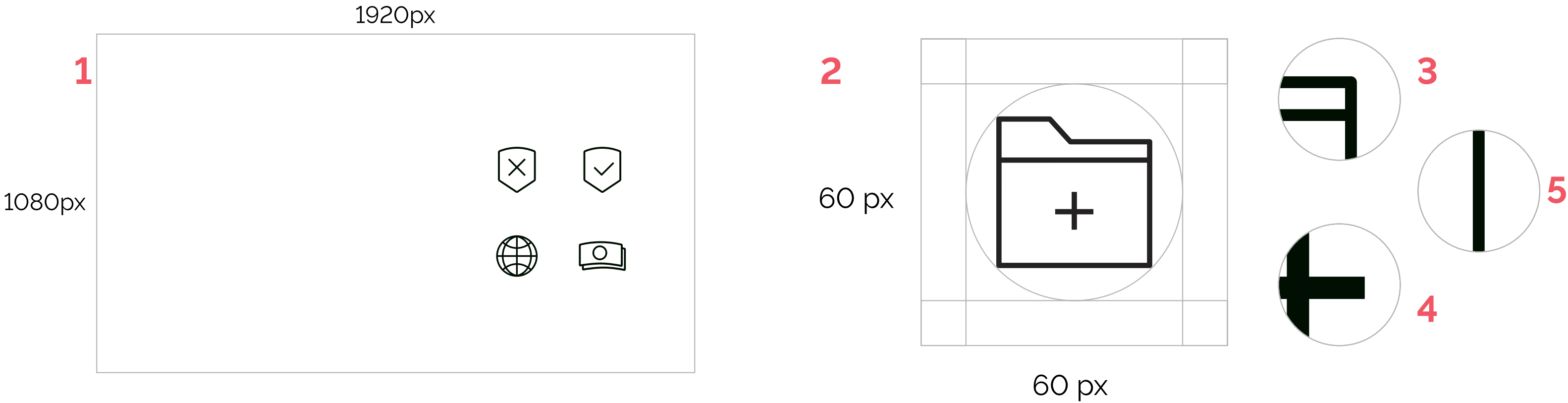
Icon Grid

Each icon is designed based on this grid. This allows us to create icons with a certain complexity and proportional to each other.



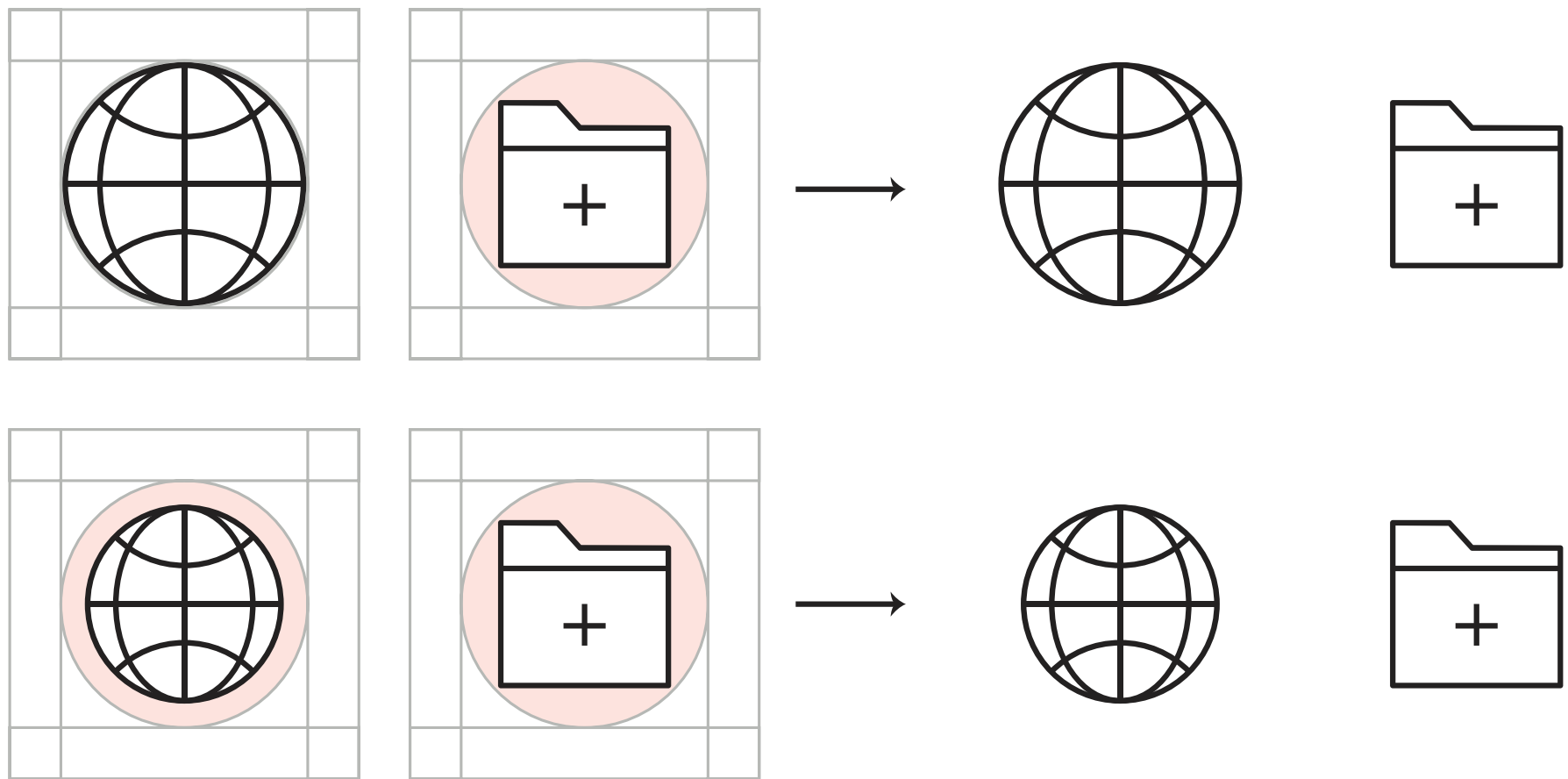
Icon Anatomy

- 1. The icons were designed in a 1920 x 1080 px work area.
- 2. The construction grid measures 60 x 60 px.
- 3. All angles draw a curved contour.
- 4. The end of each stroke ends in a straight line.
- 5. The thickness of each plot line is 0.75pt



Visual Adjustment

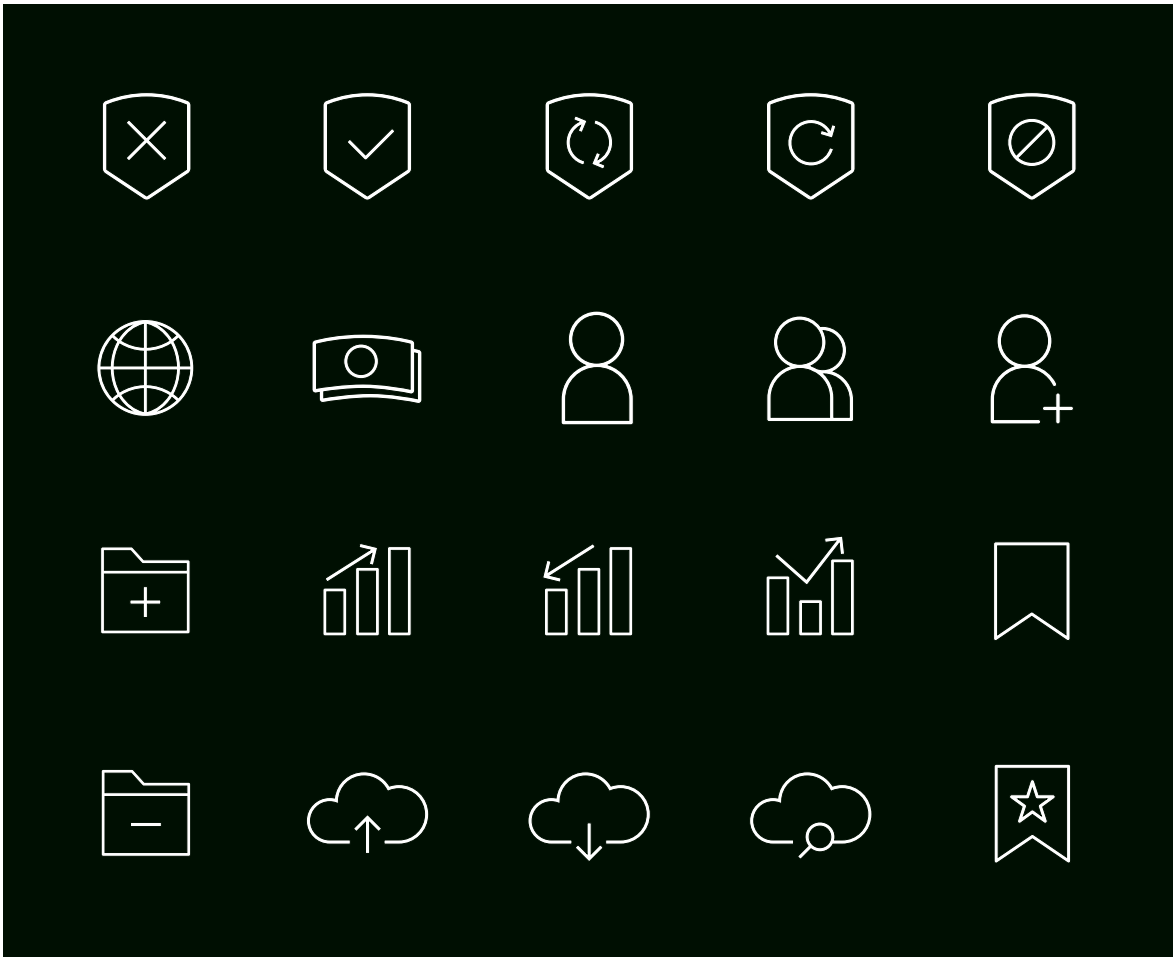
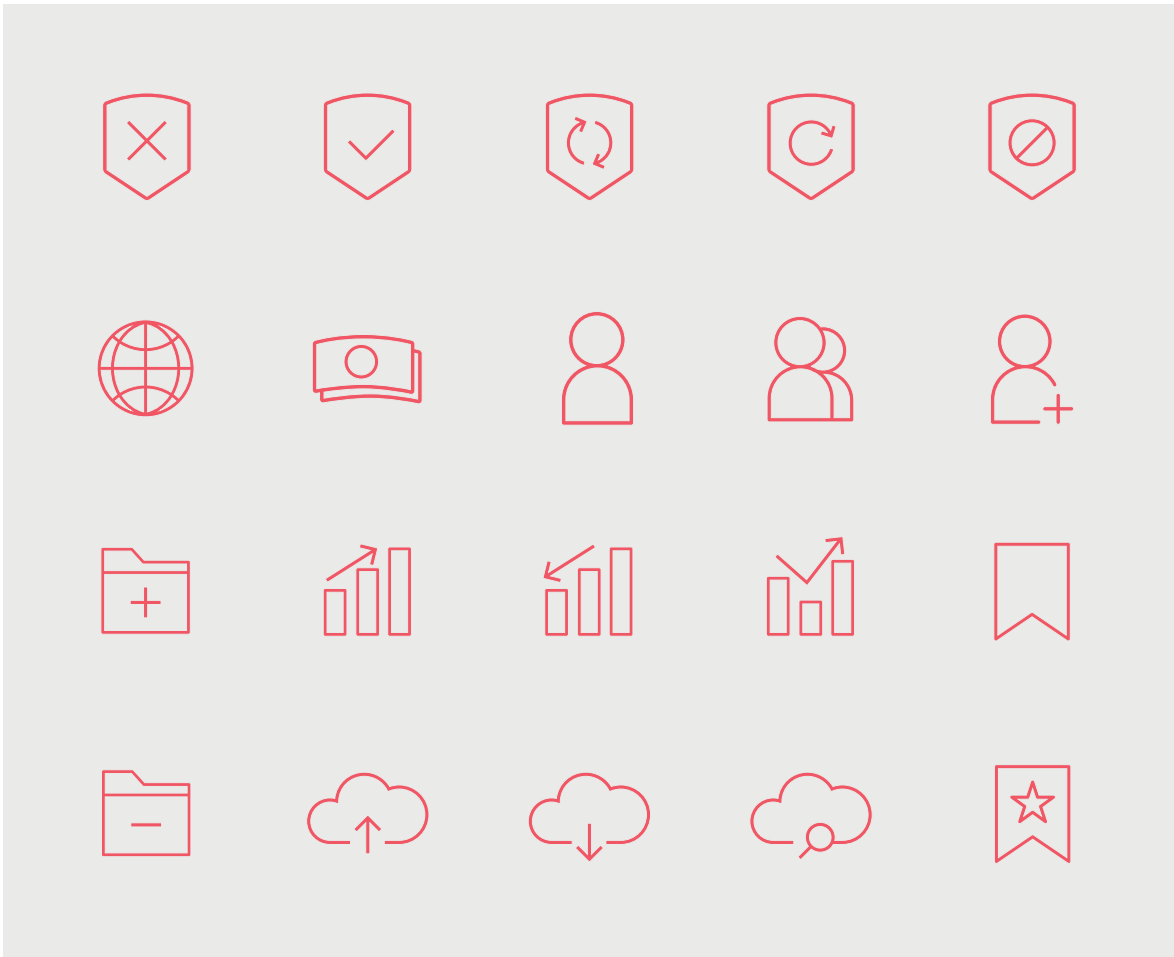
Each icon has a unique shape and, therefore, occupies a different area. To maintain a proportional relationship between all the icons, visual adjustments that compensate for the area occupied by each copy are necessary.



Even if the visual adjustment changes the size of the icon, the stroke width should remain stable across all icons.

Color Scheme

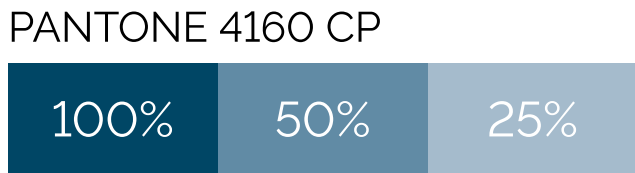
The iconography incorporates the brand's primary colors, allowing for versatile application in both positive and negative variations, depending on the specific needs.



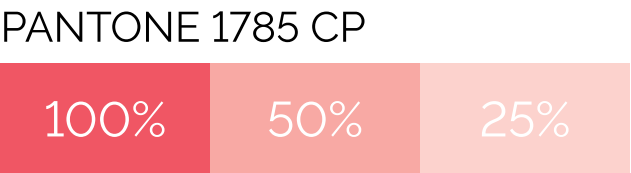
Radial Chart
03 Levels



- Fact 01
- Fact 02
- Fact 03

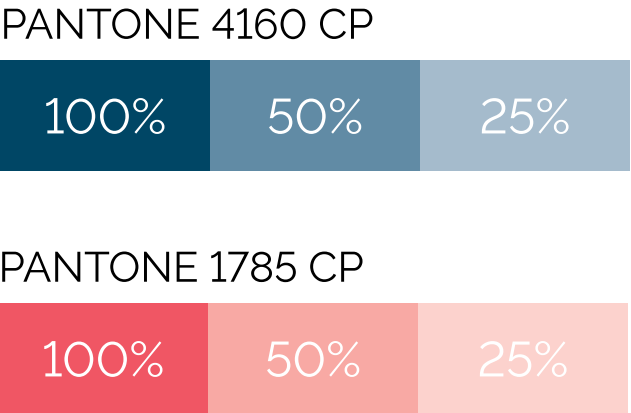
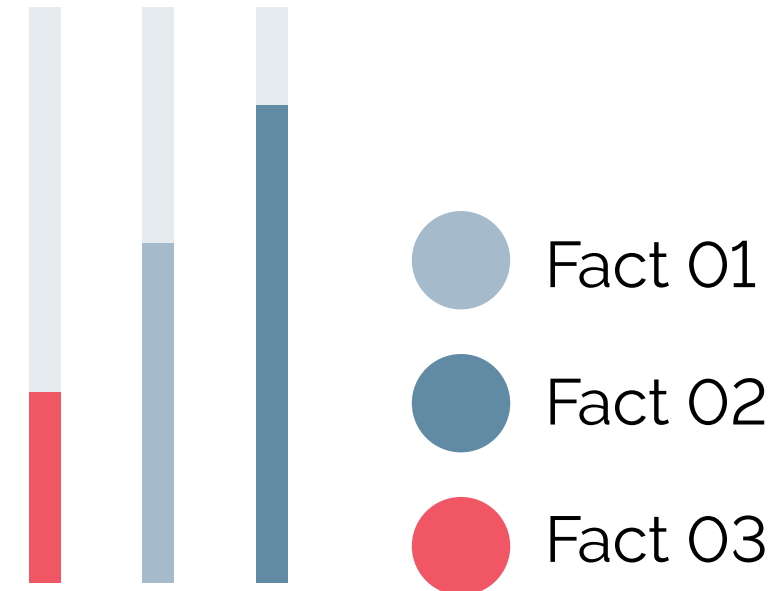
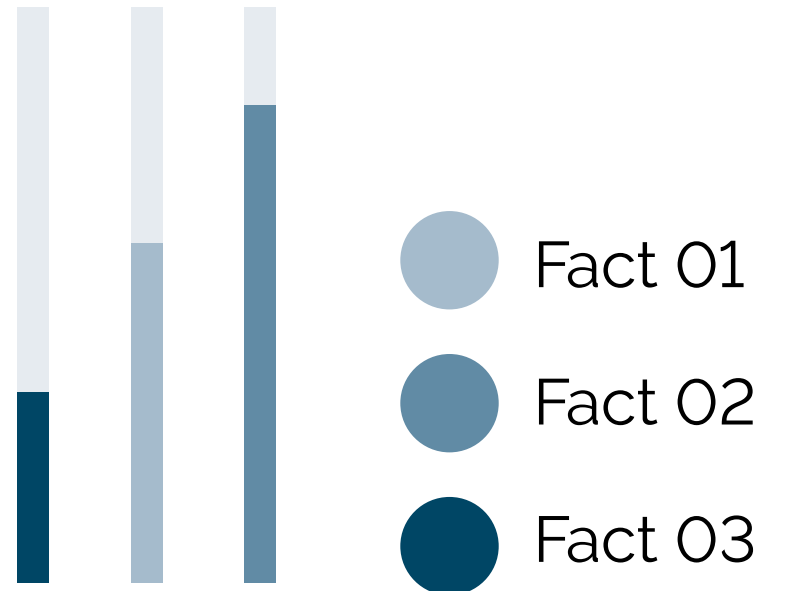
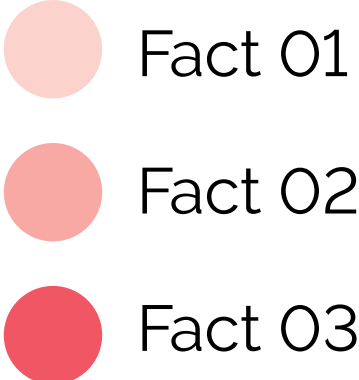
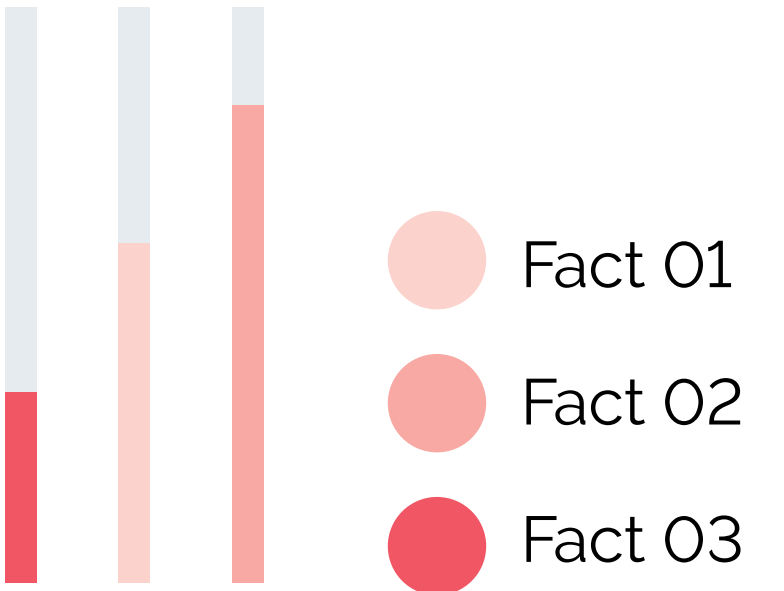
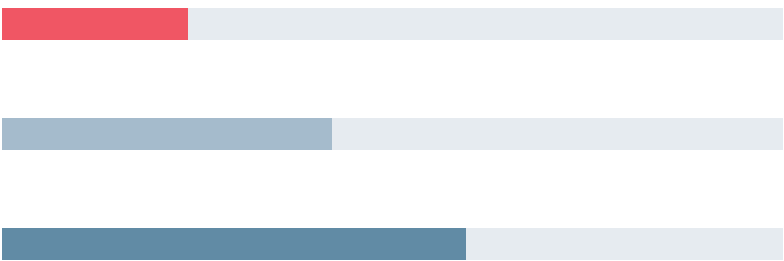
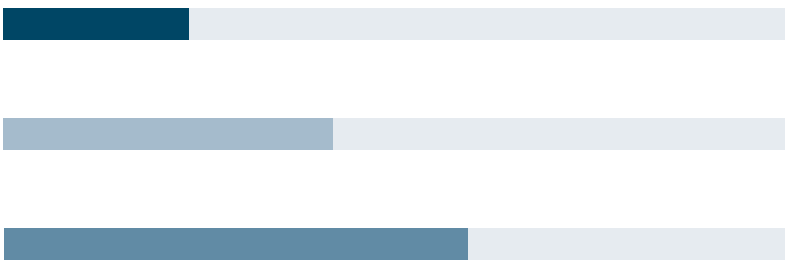
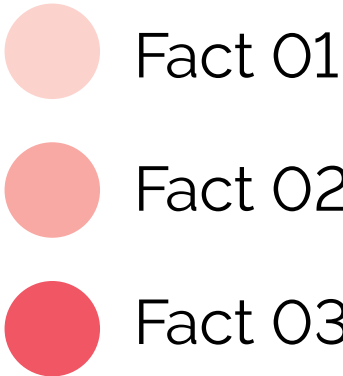
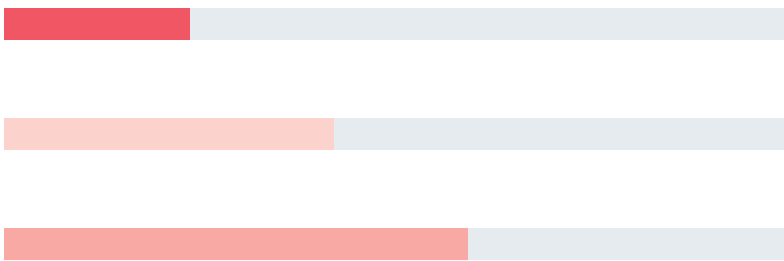


- Fact 01
- Fact 02
- Fact 03

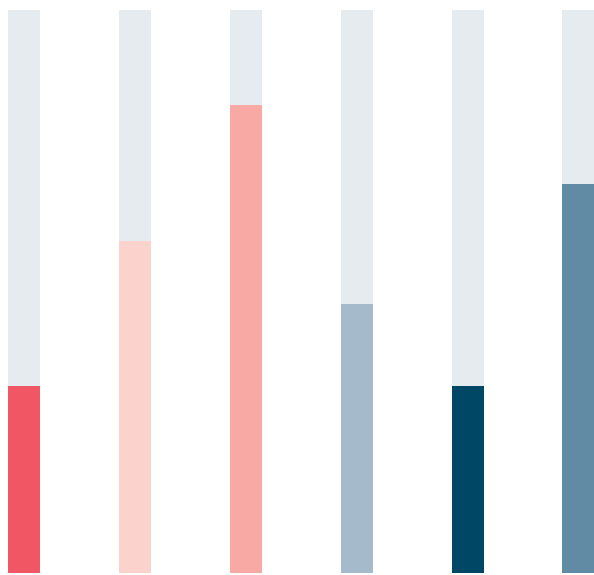


- Fact 01
- Fact 02
- Fact 03

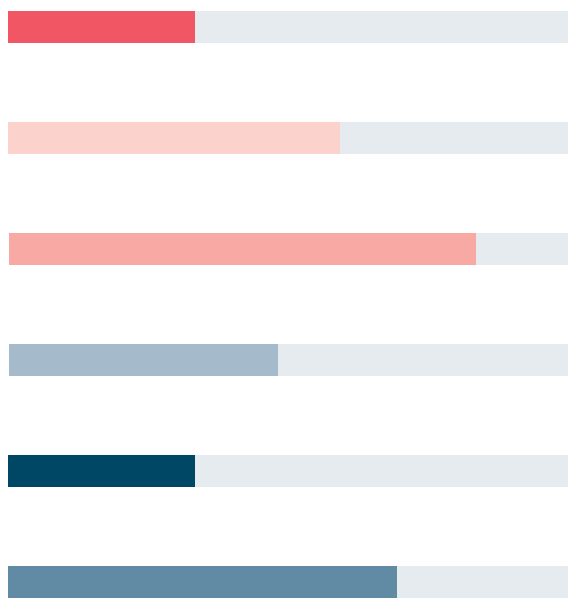
Bar Chart
03 Levels



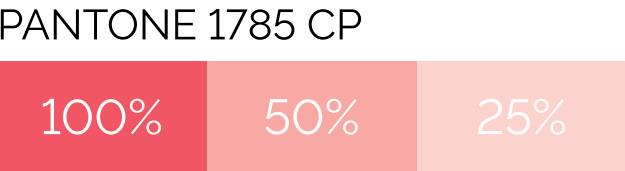
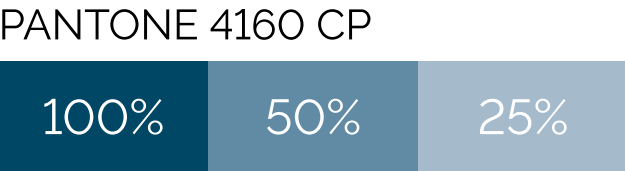
Multilevel Charts



- Fact 01
- Fact 02
- Fact 03
- Fact 04
- Fact 05
- Fact 06



- Fact 01
- Fact 02
- Fact 03
- Fact 04
- Fact 05
- Fact 06

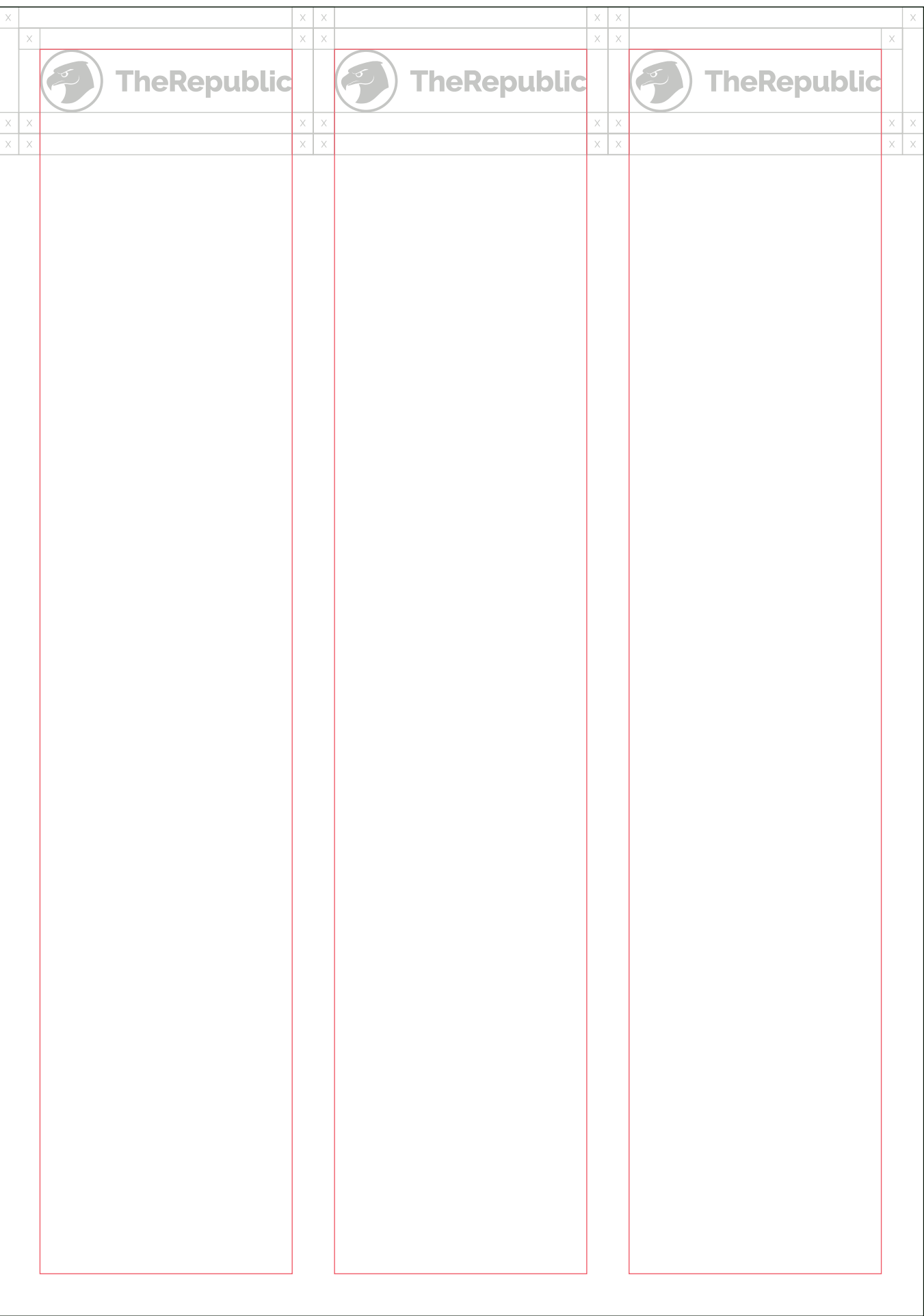
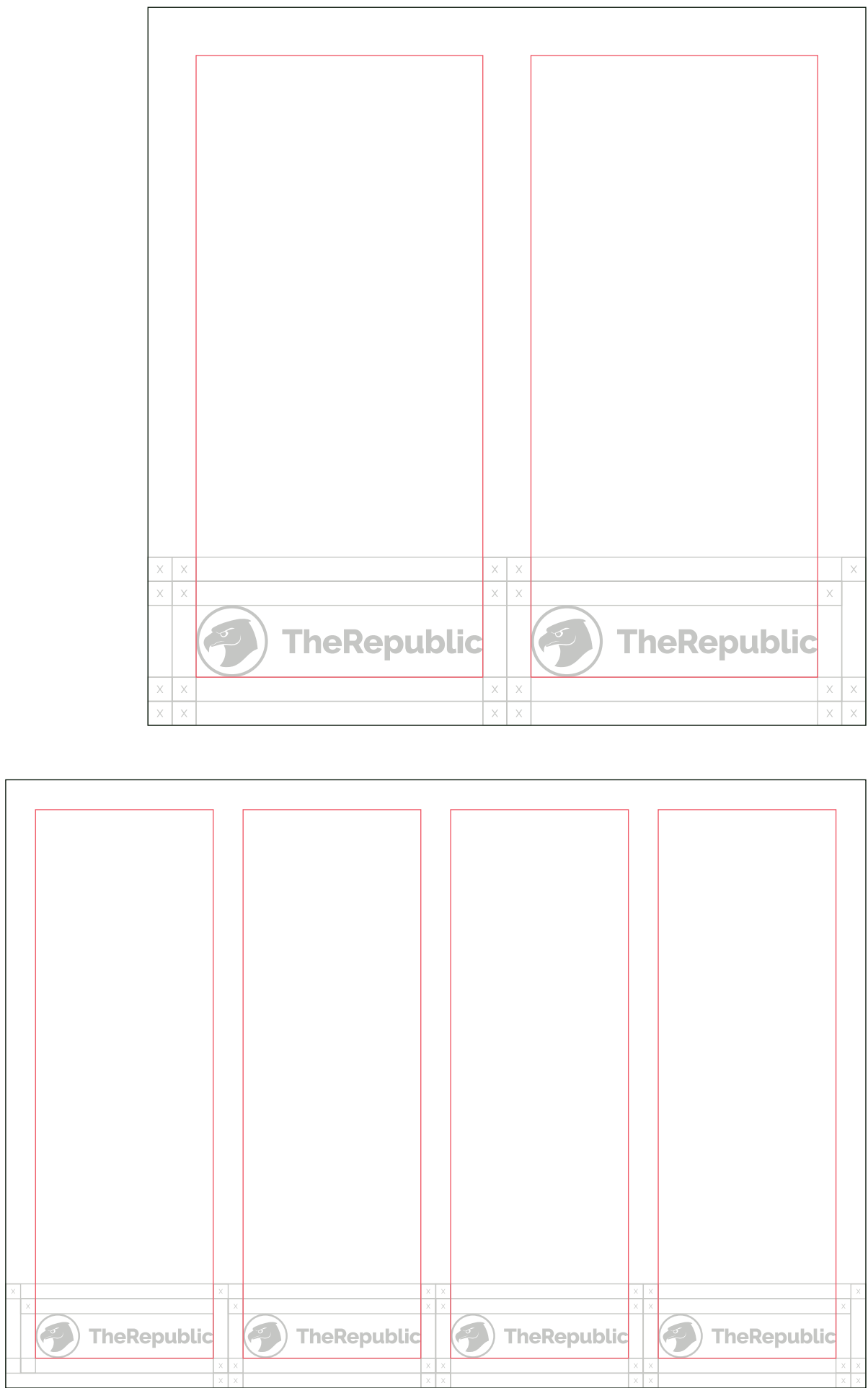


- Fact 01
- Fact 02
- Fact 03
- Fact 04
- Fact 05
- Fact 06

Ideal Safe Area Grid

This grid is based on the ideal safe area of the logo.

This grid is recommended when the design space is small and little information needs to be diagrammed.



This criterion applies to standard print and digital formats as long as it meets the minimum size required for the logo.



These examples demonstrate how the logo can serve as the foundation for dividing the design space into the number of columns that best suit the available layout.

The organization of information (text and images) is subject to the type of publication, whether print or digital, allowing for adjustments as needed.

**EMBRACING
CENTER-RIGHT
PRINCIPLES**

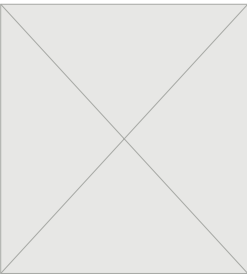
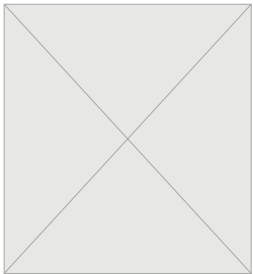
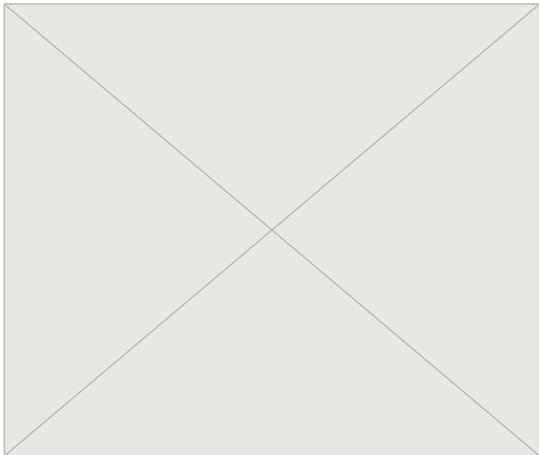
A Blueprint for Policy
in Today's World

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet dolore magna



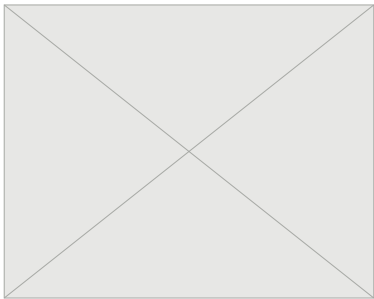
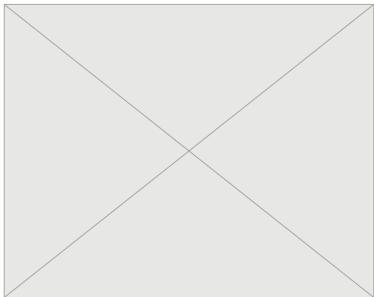
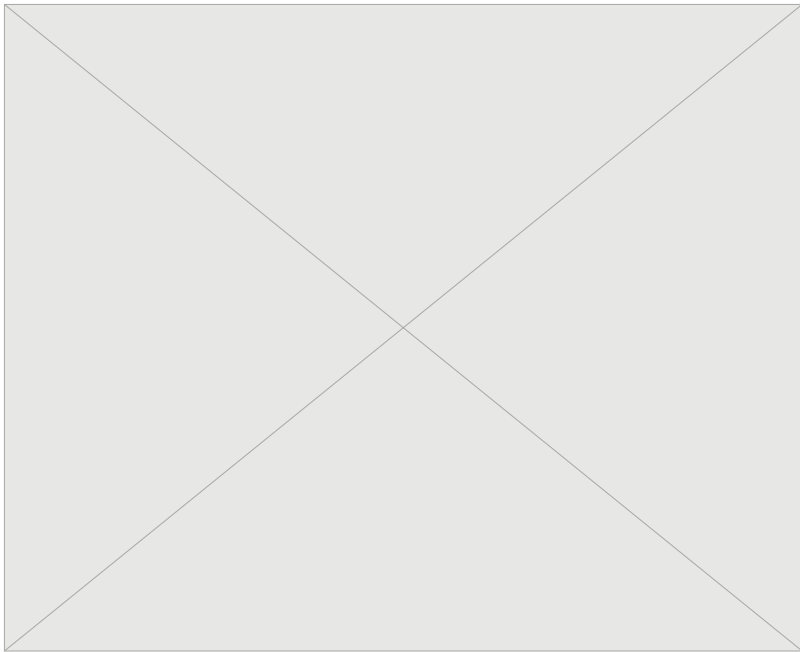
**Campaign
Congress**

On May 26, 2023, TheRepublic and theUnion Stiftung jointly hosted theinaugural Campaign Congress atFactory Berlin, located in GörlitzerPark. This full-day event welcomedaround 80 participants, providingthem with an in-depth exploration ofmodern campaign strategies whilecreating opportunities for discussionand networking.



**Campaign
Congress**

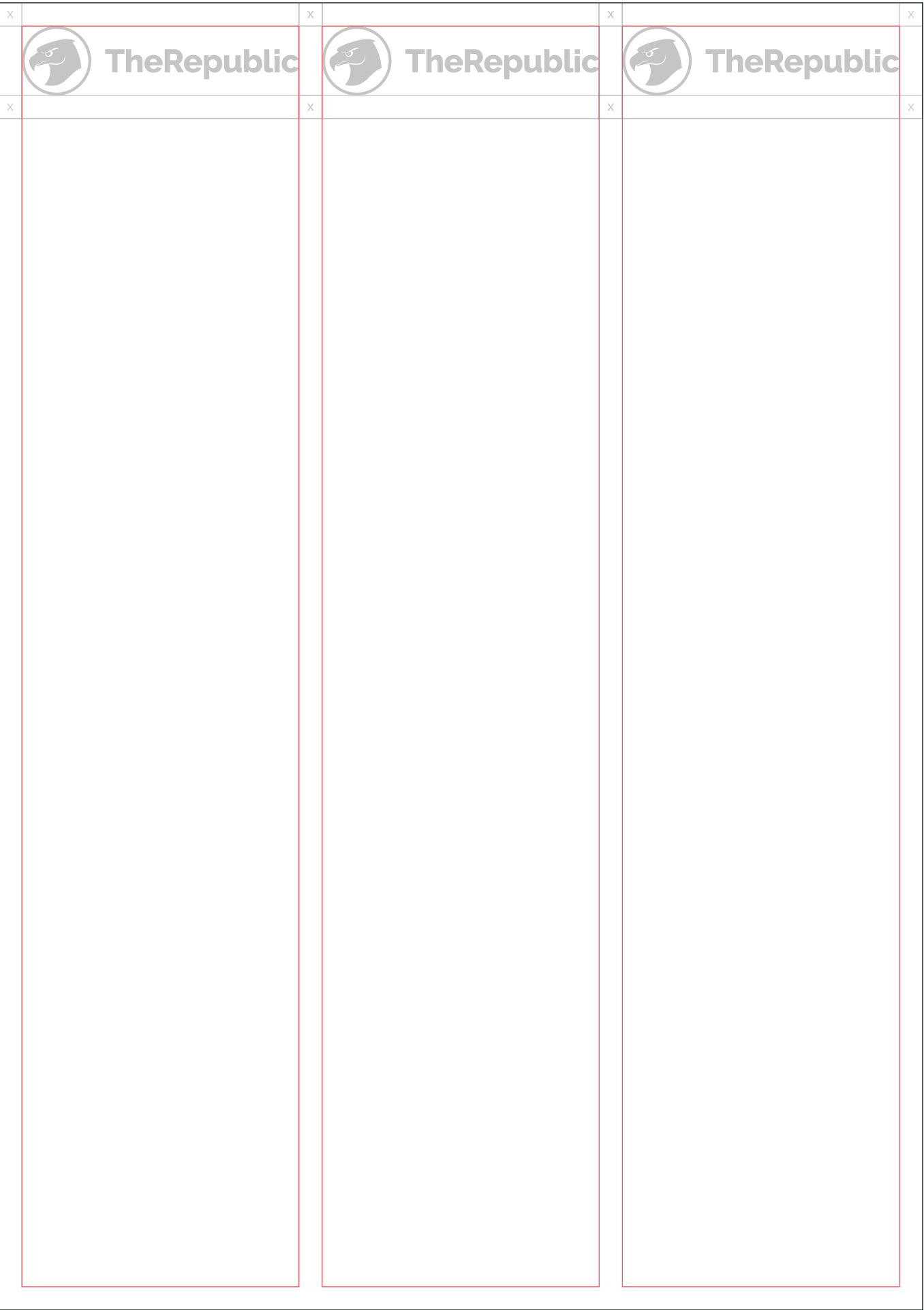
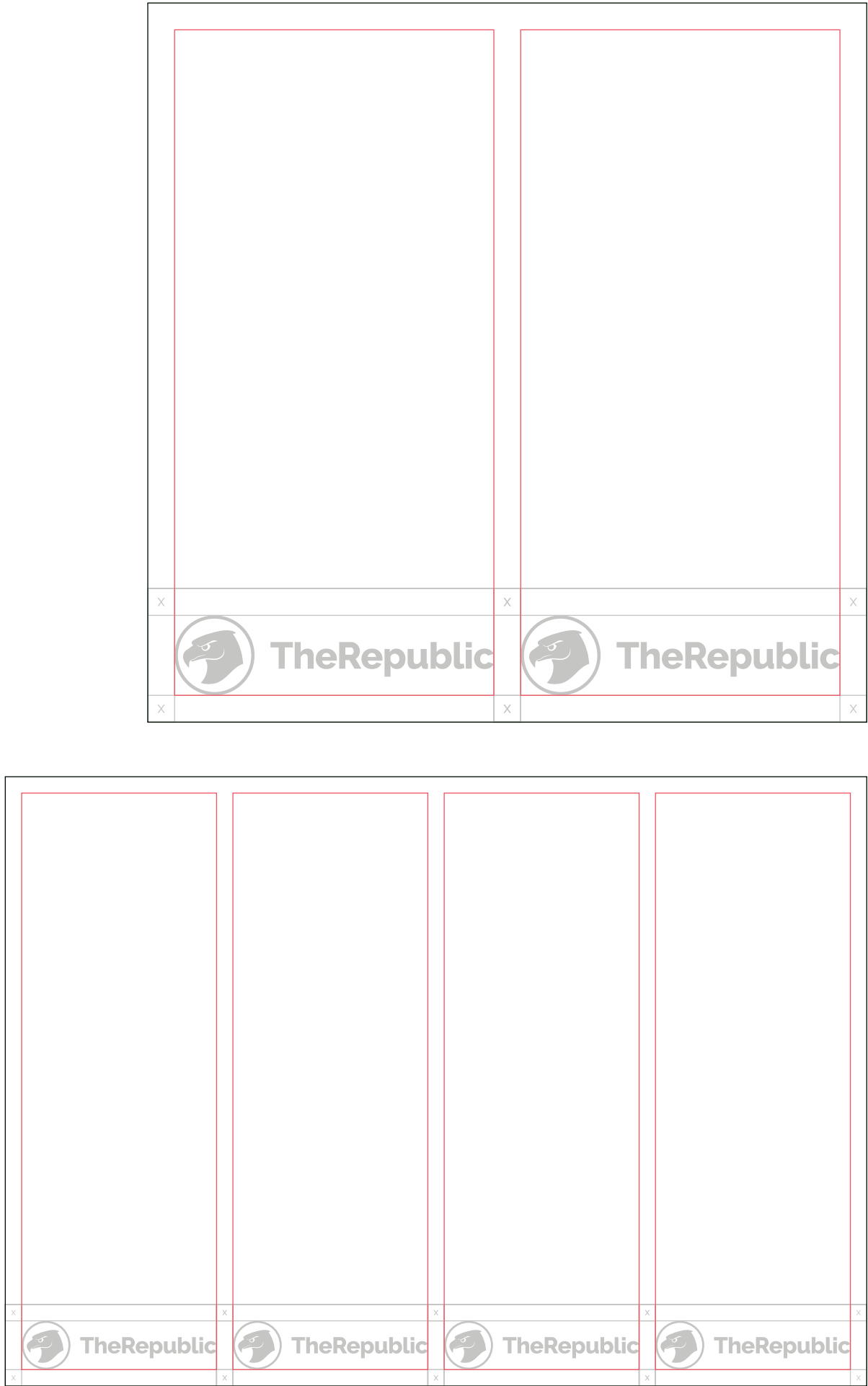
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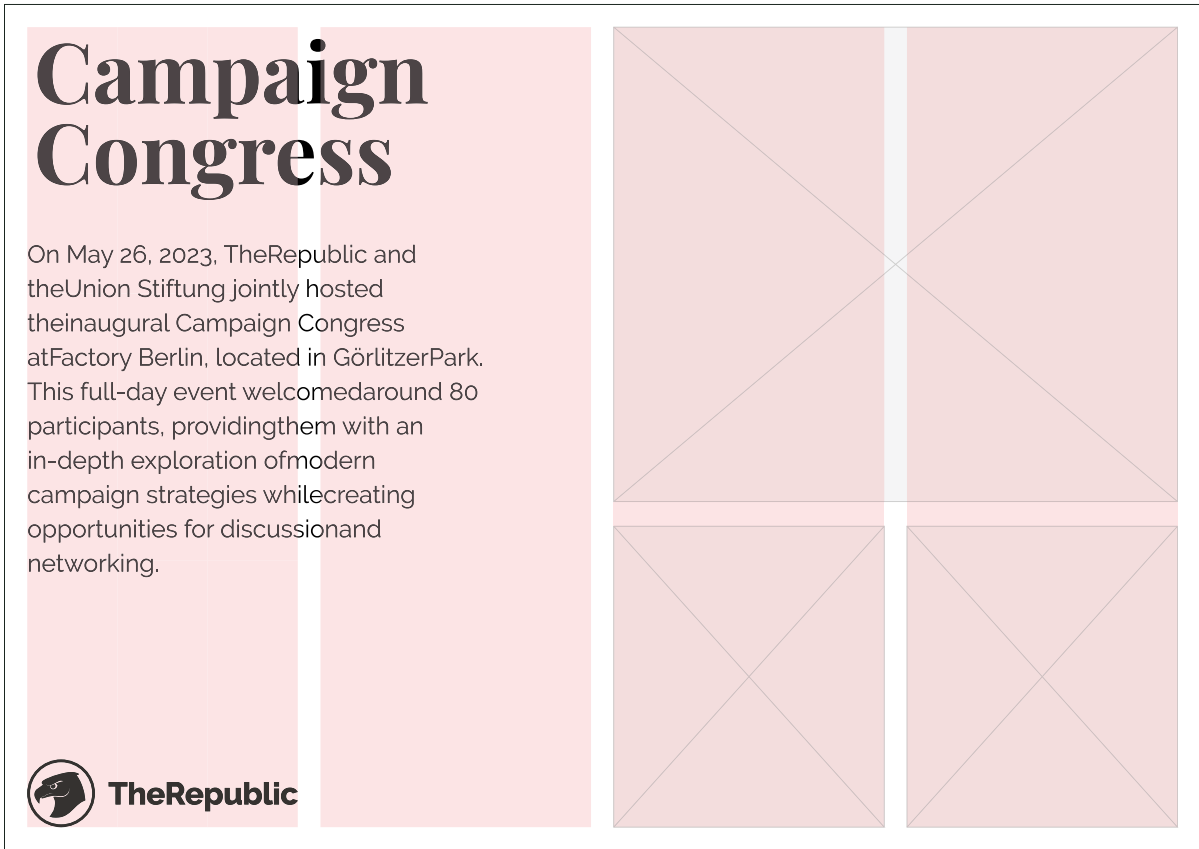
Extreme Safe Area Grid

This grid is based on the extreme safe area of the logo.

This grid is recommended when the design space is broader and information that needs to be diagrammed is bigger.



This criterion applies to standard print and digital formats as long as it meets the minimum size required for the logo.



These examples demonstrate how the logo can serve as the foundation for dividing the design space into the number of columns that best suit the available layout.

The organization of information (text and images) is subject to the type of publication, whether print or digital, allowing for adjustments as needed.

EMBRACING CENTER-RIGHT PRINCIPLES

A Blueprint for Policy
in Today's World

In the realm of social policy, conservatism emphasizes the
importance of traditional values and institutions



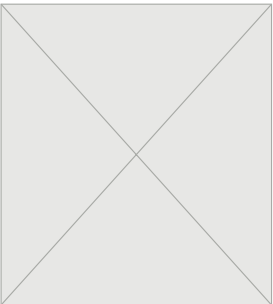
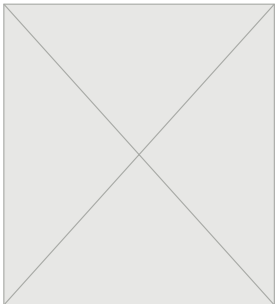
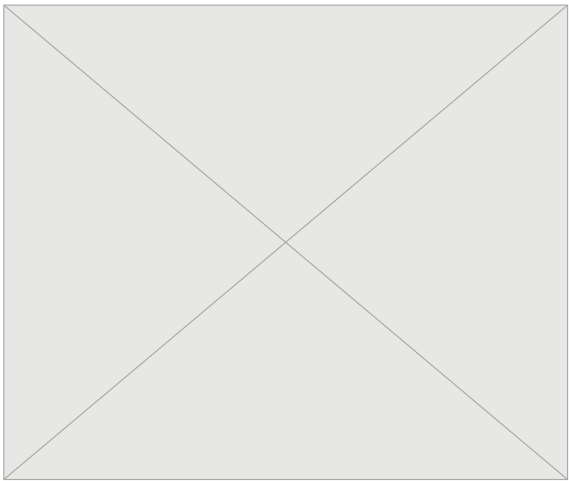
TheRepublic

Campaign Congress

On May 26, 2023, TheRepublic and theUnion Stiftung jointly hosted theinaugural Campaign Congress atFactory Berlin, located in GörlitzerPark. This full-day event welcomedaround 80 participants, providingthem with an in-depth exploration ofmodern campaign strategies whilecreating opportunities for discussionand networking.



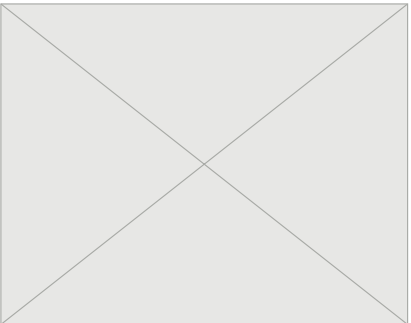
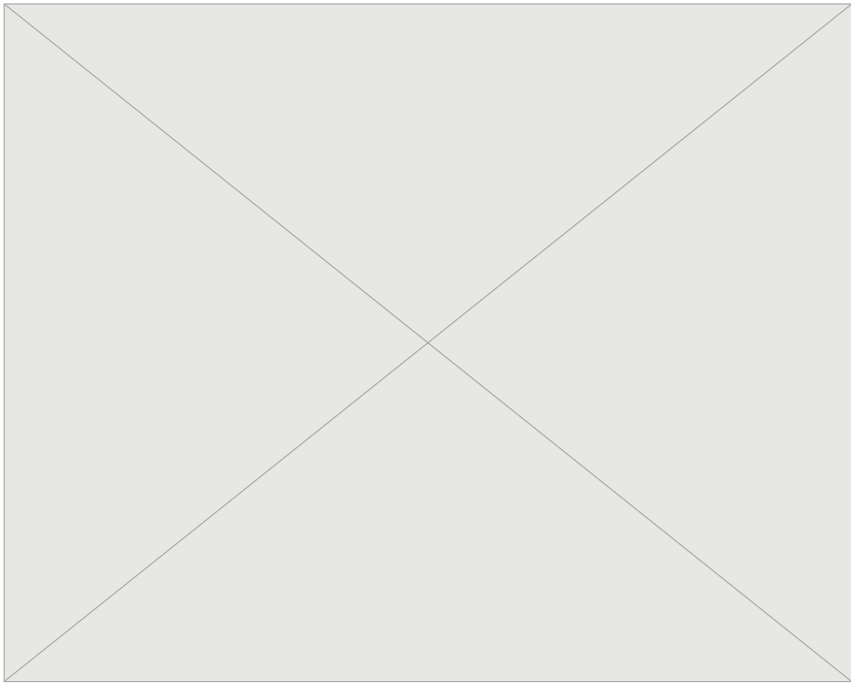
TheRepublic



TheRepublic

Campaign Congress

On May 26, 2023, TheRepublic and theUnion Stiftung jointly hosted theinaugural Campaign Congress at Factory Berlin, located in GörlitzerPark. This full-day event welcomedaround 80 participants, providingthem with an in-depth exploration ofmodern campaign strategies whilecreating opportunities for discussionand networking.



It is a key element of a brand's visual identity, helping to convey its personality, values, and messaging through visual content. It involves the creation and use of high-quality images that are consistent with the brand's overall aesthetic. This powerful tool makes it easy to build a brand identity and connect with your audience visually. Consistency, authenticity, and a thoughtful approach to storytelling are critical factors in creating impactful brand imagery.



Picture Editing

To achieve consistency throughout the photographic selection, balance three fundamental aspects: hue, saturation, and contrast.

1. Work on the original image.
2. Use the "Levels" adjustment layer and play with the black and white inputs. This attenuates the light transition and rescues the mid-tone contrasts.
3. Add the "Gradient Map" adjustment layer and assign the brand's red and blue colors. Then change the layer blending mode to "Overlay" and adjust the opacity to slightly tint the image with these shades.



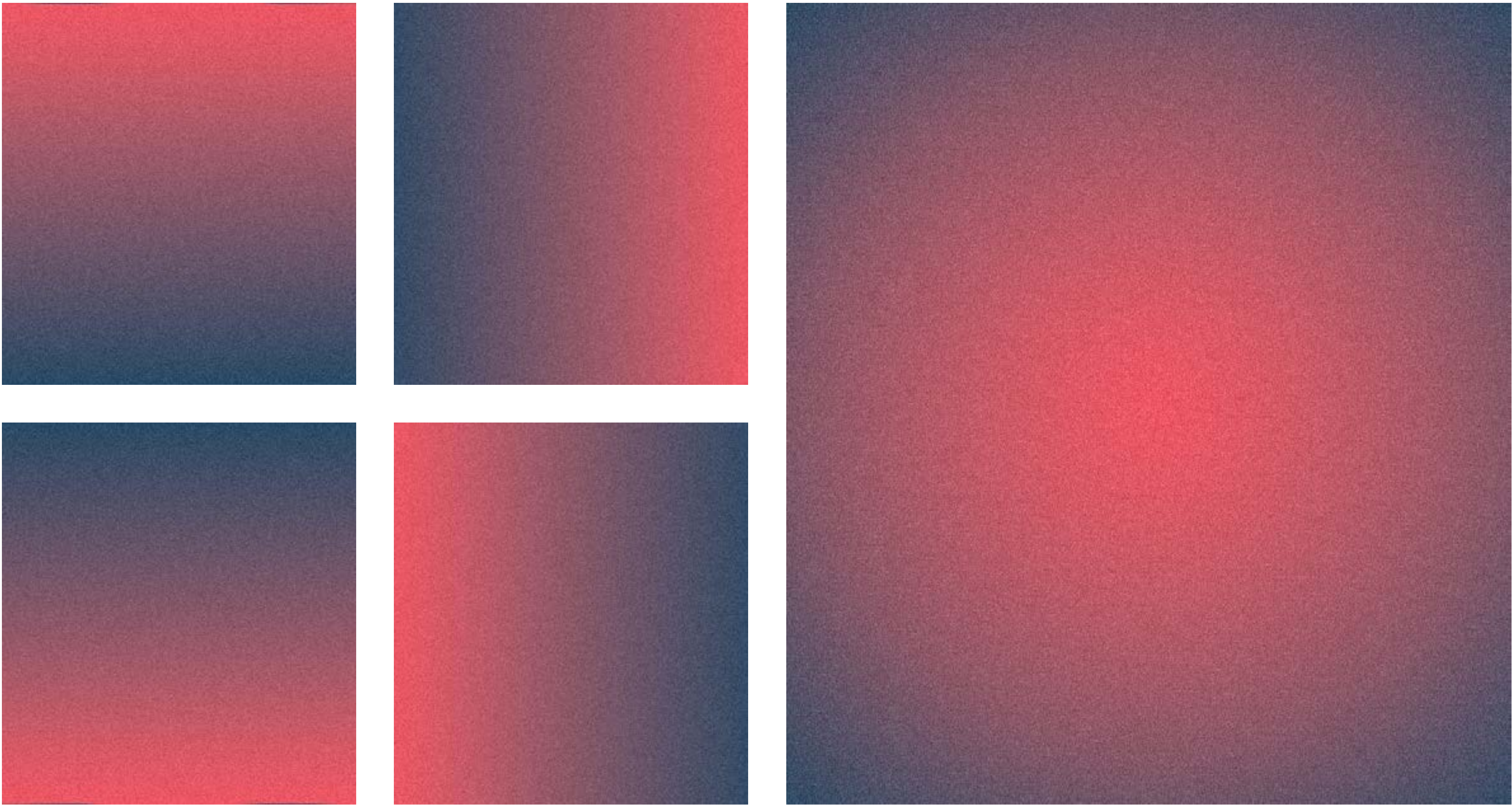
4. Finally, add another adjustment layer "Vibrance". Increase the vibrance value to add saturation and enrich colors. The "saturation" value of being at zero (0)

Background

It is one of the key elements in configuring the layout of any piece impregnated with the brand's communication style.

Colors, gradients, and texture must always be present, although they may vary in how they are applied to generate different compositions.

This resource should be used only on the elements that need to be highlighted and enhance a message or idea.



For consistency, we use two categories of gradients:

- Linear gradients, oriented vertically or horizontally along the four cardinal directions.
- Radial gradients, originating from the center of the layout.

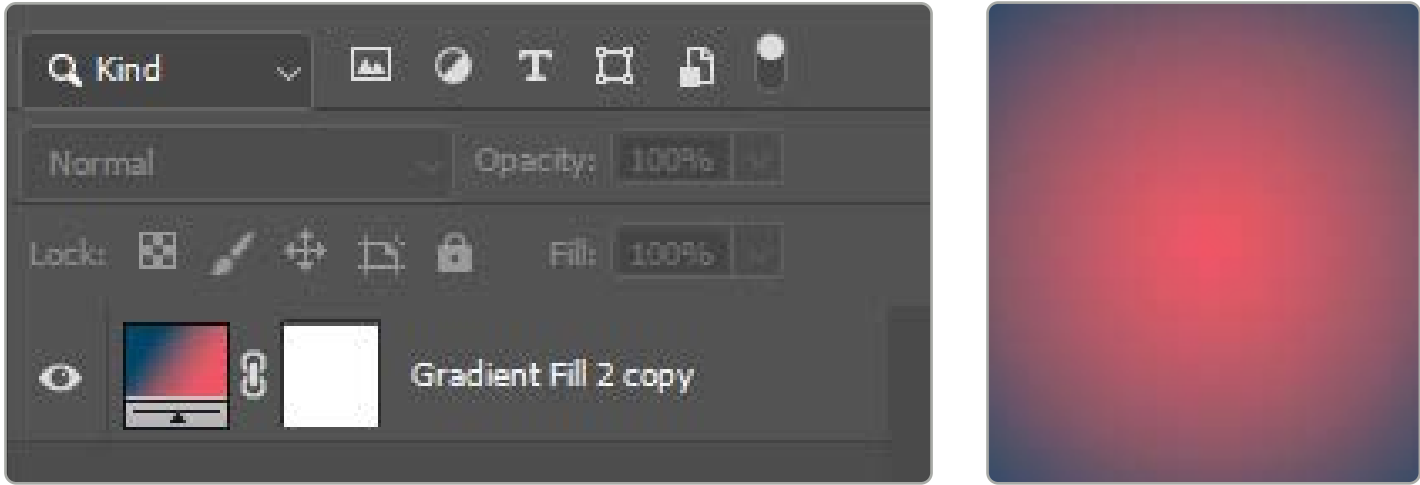
Color ratios should be approximately 75% of the reddish hue and 25% of the blue color.

Background Settings

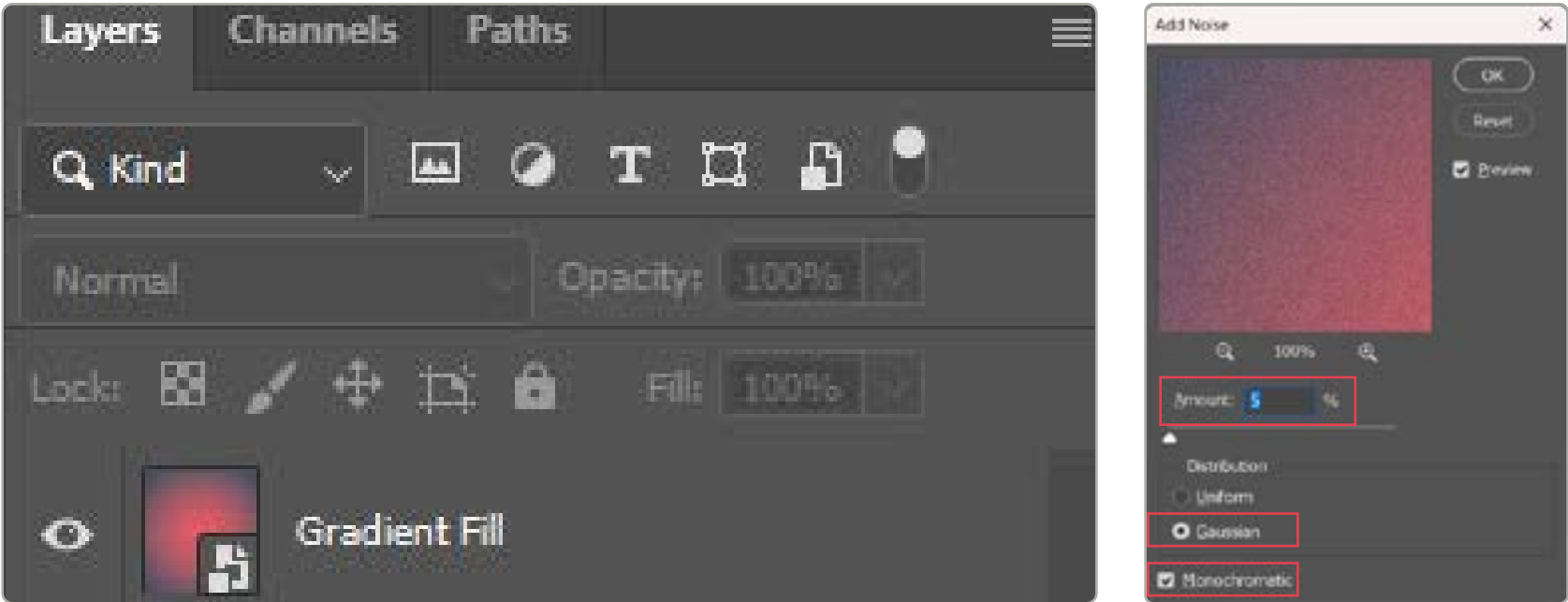
The configuration of this background is done from Photoshop following the steps below:

- 1. A gradient fill layer is created using the brand's secondary colors.
- 2. Convert the layer to a smart object and apply the "Add Noise" filter (See parameters in the image).
- 3. Set the filter's Blending Option to "Overlay."

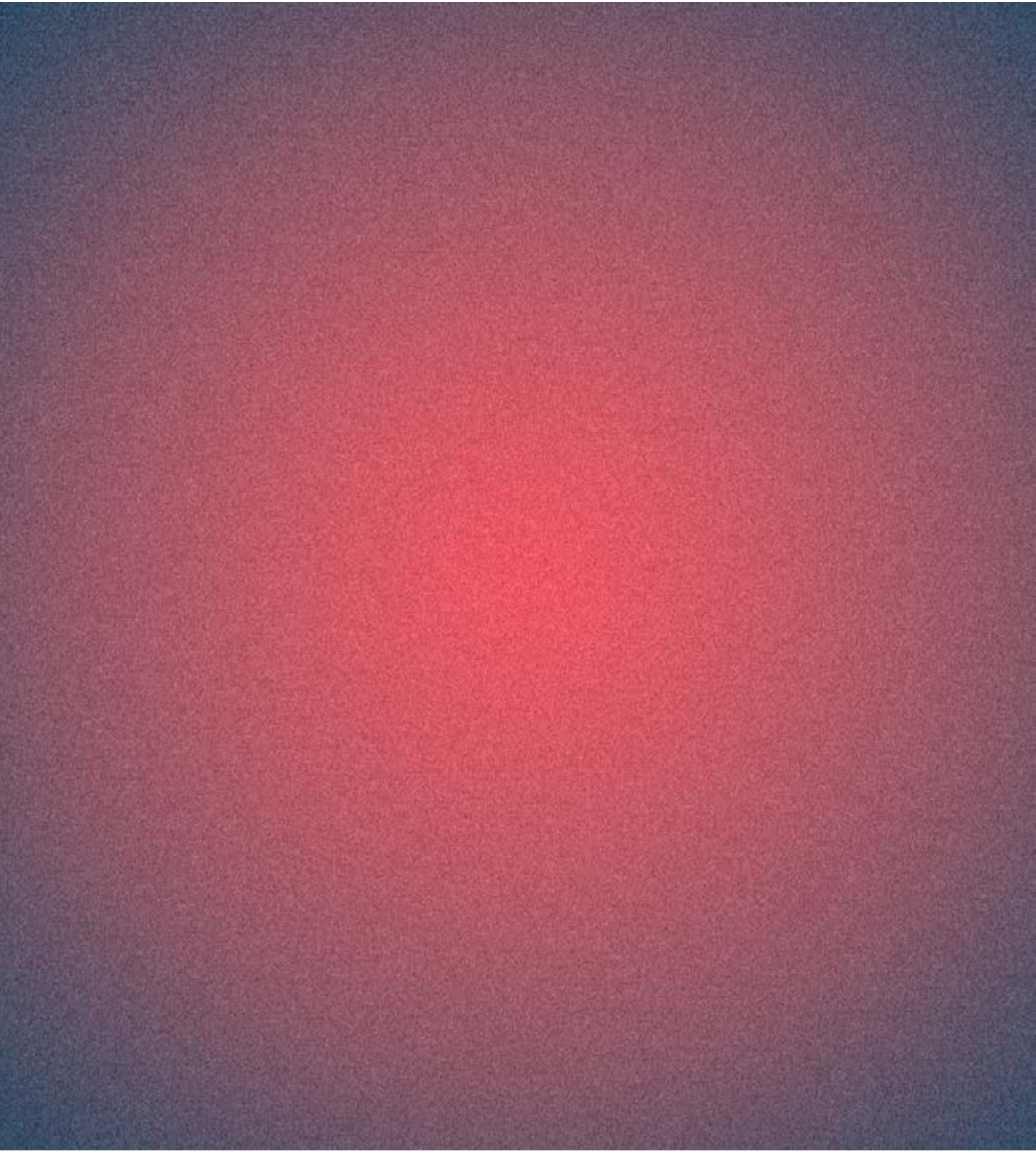
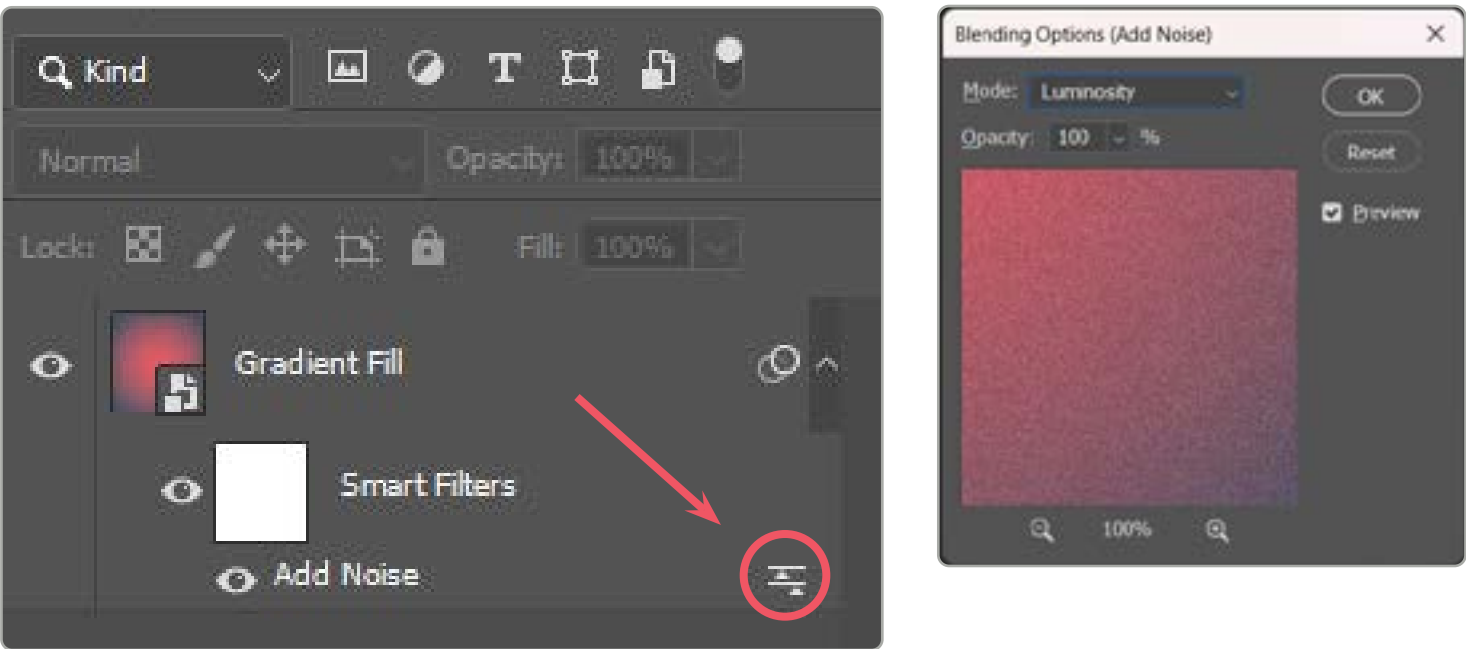
1



2



3



Typographic
Arrangement

This resource is built from the parameters indicated on page 21.

The typographic selection and font hierarchy must be maintained. However, different arrangements can be made according to the situation.

EMBRACING
CENTER-RIGHT
PRINCIPLES

A Blueprint for Policy
in *Today's World*

Finding a middle ground between capitalism and extensive state control, advocating for policies that promote economic growth, individual responsibility, and social cohesion.

EMBRACING
CENTER-RIGHT
PRINCIPLES

A Blueprint for Policy
in *Today's World*

Finding a middle ground between capitalism and extensive state control, advocating for policies that promote economic growth, individual responsibility, and social cohesion.

Picture

The photographic selection can be diverse if it matches the message and is previously retouched to fit the brand's style.



Photoshoot Standards

- 1. Wide Shots (Establishing Shots)**
To capture the entire scene and provide context.
- 2. Medium Shots**
To focus on a group of people or the main action without losing context.
- 3. Close-Ups**
To capture the emotions and expressions of individuals.
- 4. Over-the-Shoulder Shots**
To show a subject's perspective or to capture interactions.
- 5. Candid Shots**
To capture spontaneous moments and genuine expressions.
- 6. Panoramic Shots**
To capture wide scenes, especially large crowds or venues.



General Considerations

- 1. Lighting:** Use natural light where possible; consider using fill flash or reflectors in low light conditions.
- 2. White Balance:** Adjust to match the lighting conditions (daylight, indoors, etc.).
- 3. Stabilization:** Use a tripod or monopod for stability, especially for telephoto lenses or low-light situations.

Post-Processing:

1. Adjust exposure, contrast, and sharpness as needed by using Camera Raw Filter in Photoshop.
2. Consider cropping to improve composition.



Original Picture



1. Adjust the exposure, contrast, and sharpness as needed until you achieve an image with balanced blacks and whites and well-defined contrasts.



Original Picture



2. Play with the vibrancy and saturation values to obtain more vivid colors.



Original Picture

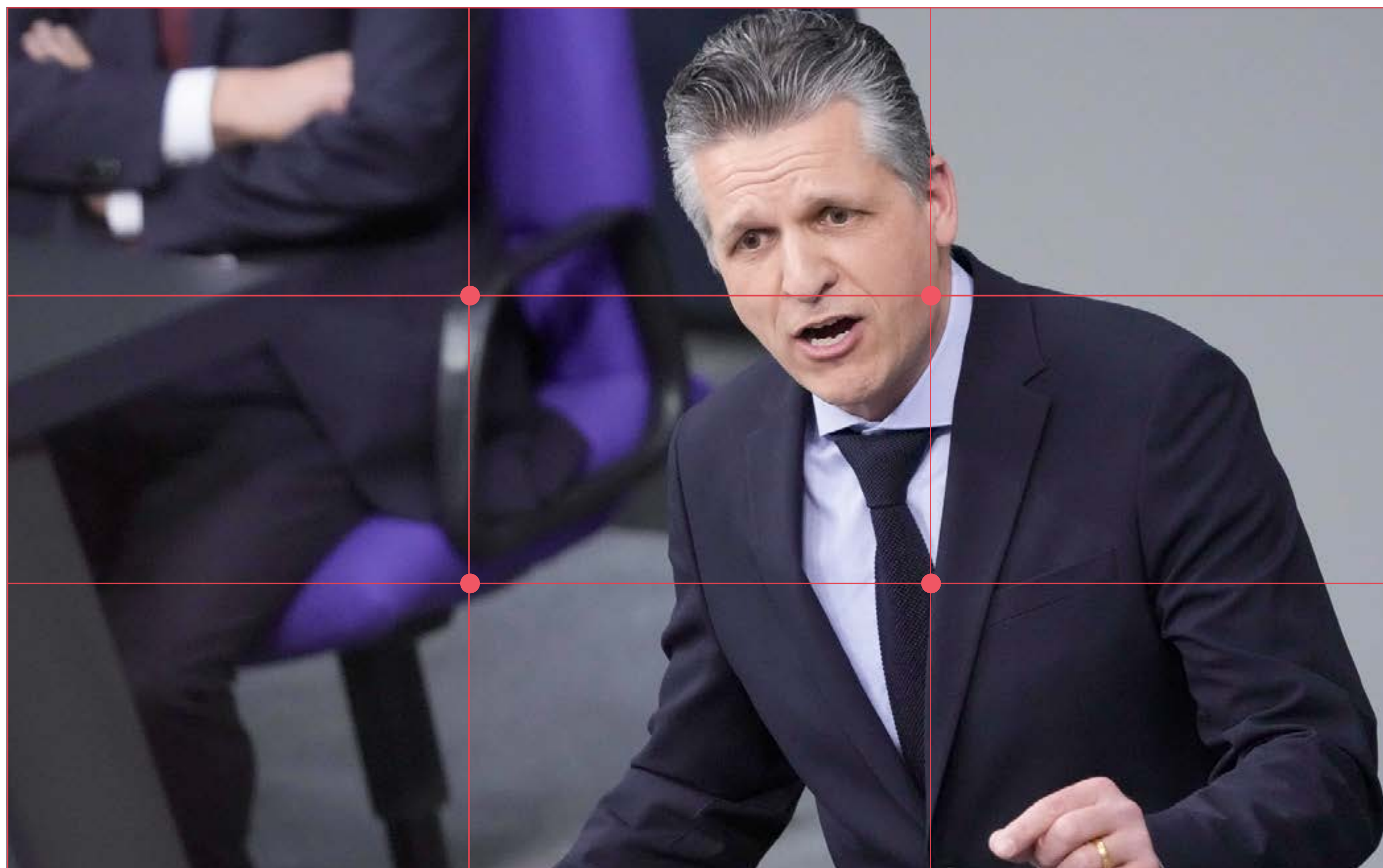


3. Adjust the sharpening values to reduce the blurred edges. This will result in a more focused image with greater detail.



Original Picture

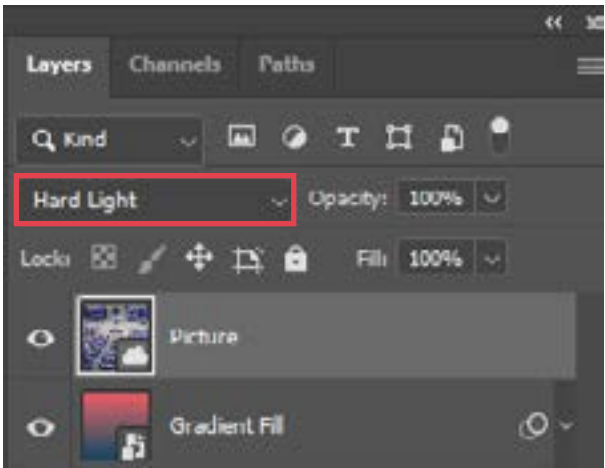
4. Optionally, you may crop the image using the rule of thirds to position the main subject in the points of interest within the composition.



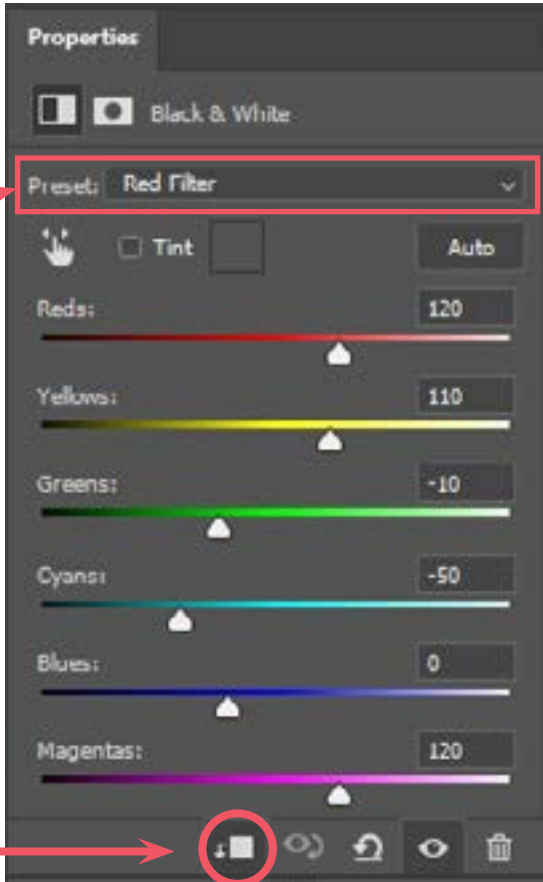
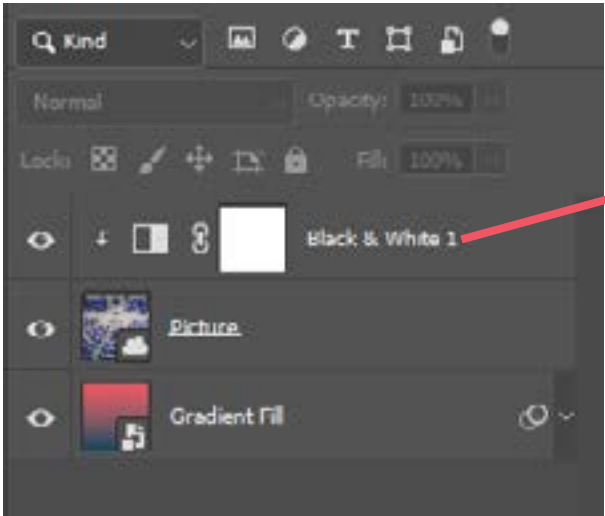
Blending Picture and Background

- 1. Place the image above the gradient layer and set its blend mode to Hard Light.
- 2. Add a Black & White adjustment layer and choose the preset that provides the strongest contrast.
- 3. Adjust the image layer's opacity until you achieve the desired effect.

1



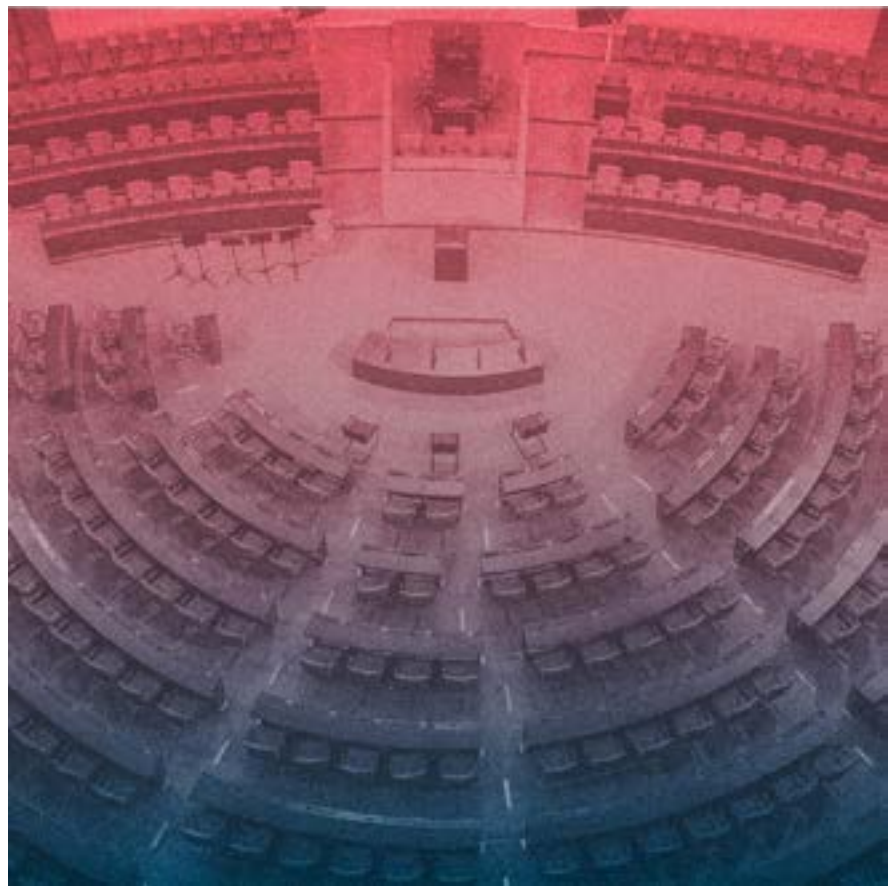
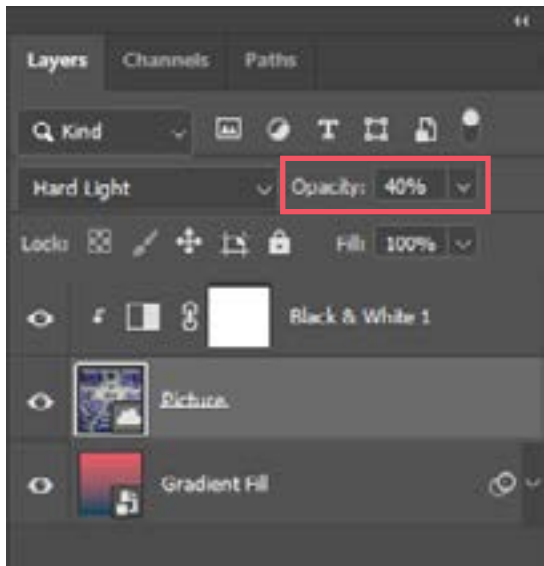
2



This option must be active so that it affects only the picture

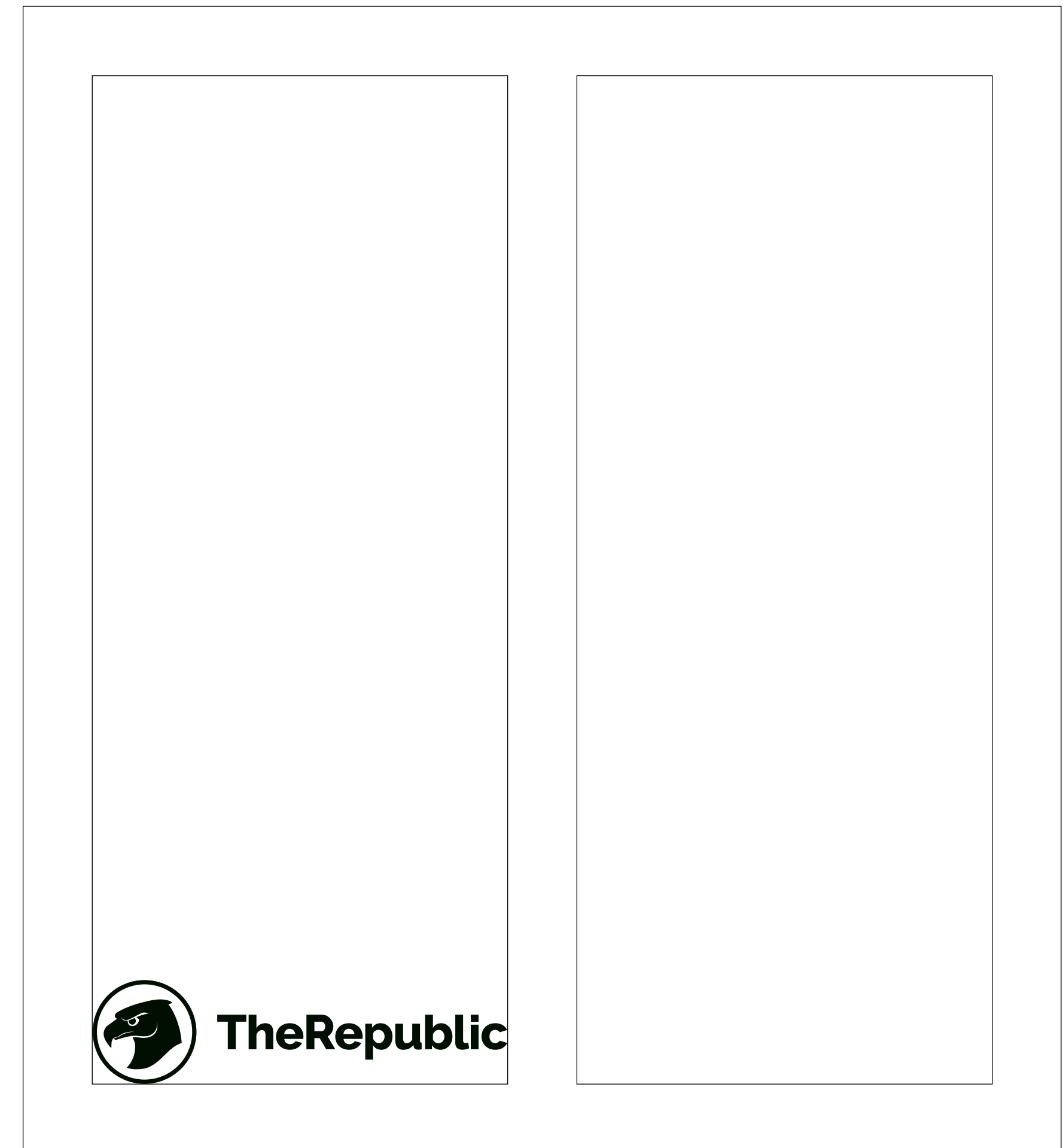
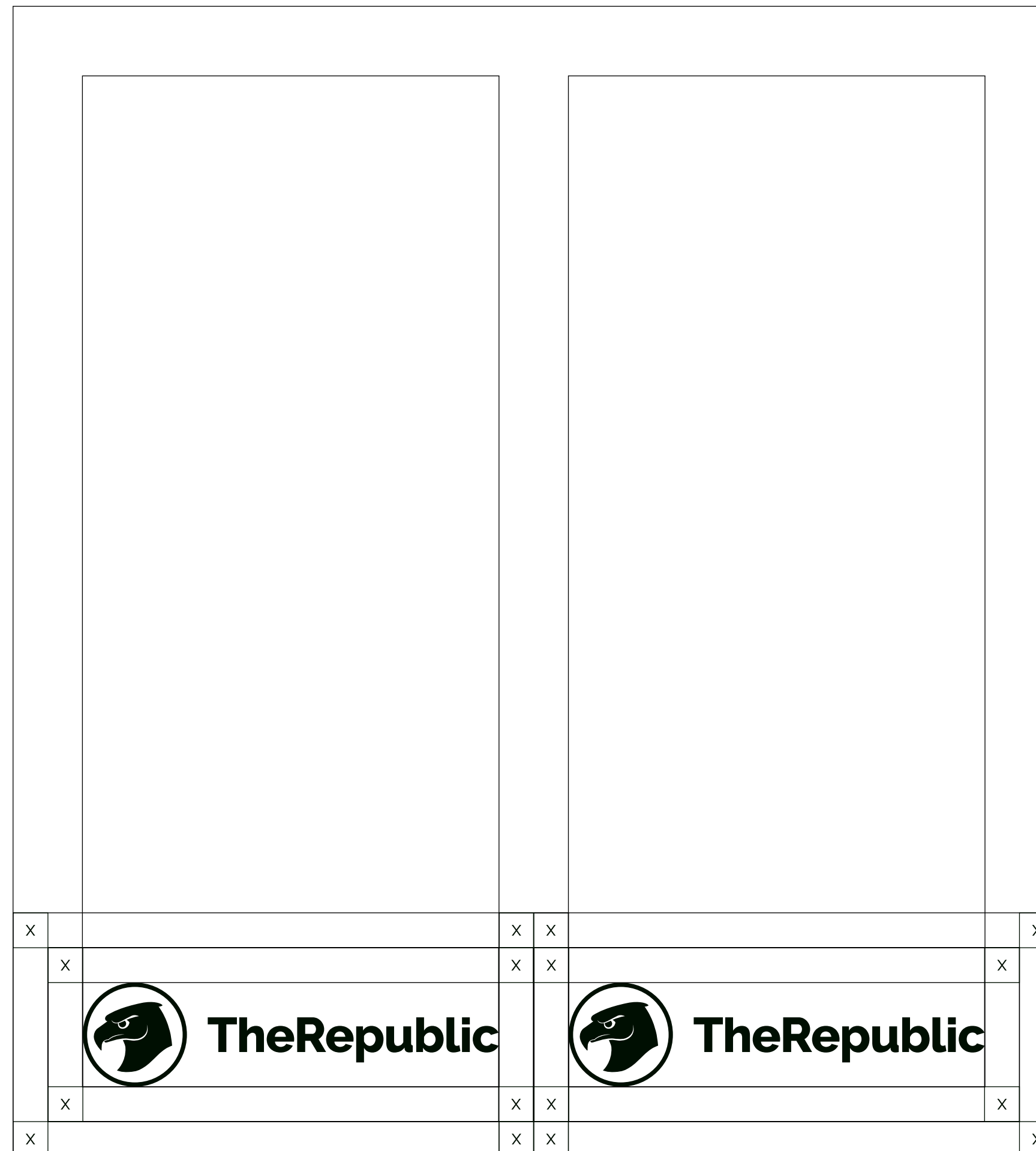


3



Layout Sample

This sample integrates all the elements and rules outlined in the previous pages.



ADIPISCING ELIT, SED

NIBH EUISMOD
CONSECTETUER

Lorem ipsum dolor sit amet
luptatum zzril *delenit augue.*

TheRepublic

ADIPISCING ELIT, SED

NIBH EUISMOD
CONSECTETUER

Lorem ipsum dolor sit amet
luptatum zzril *delenit augue.*

TheRepublic

4 Brand in Action

The powerful tool that makes it easy to build a brand identity and connect with the audience visually.

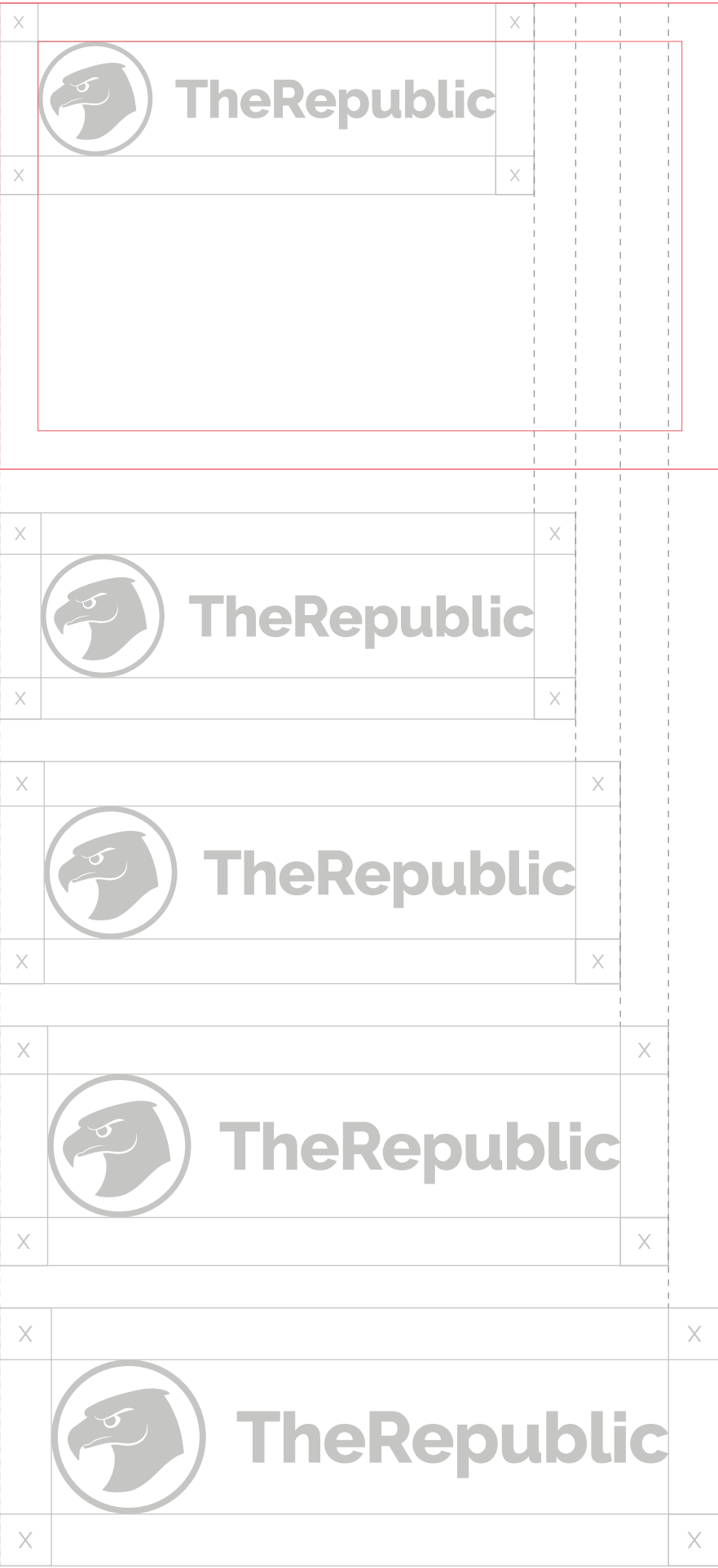
Stationery

Digital Media

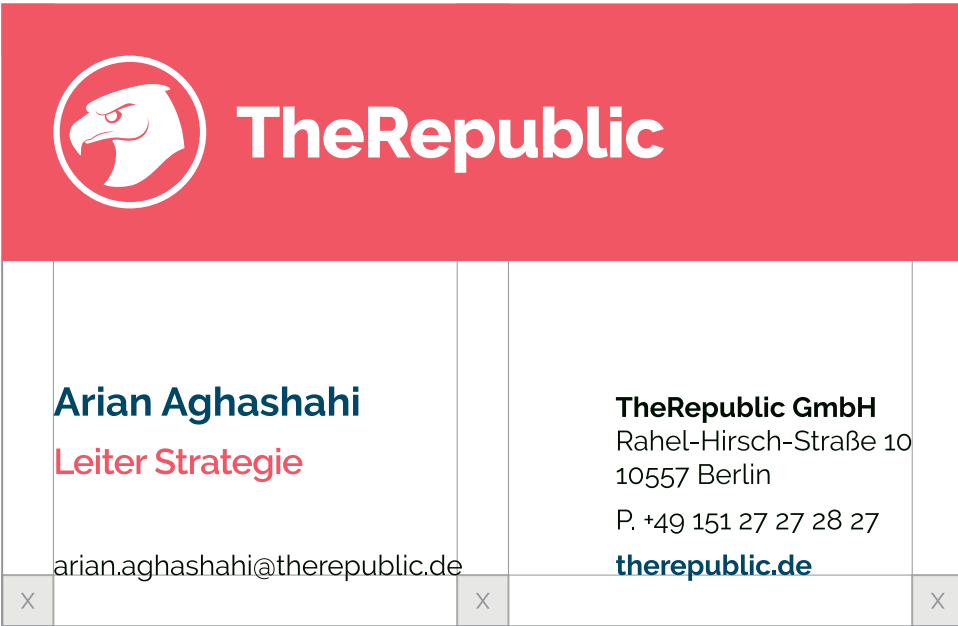
Promotional Material

Business Card

- **Size:** 55 mm x 85 mm



Front: German Version

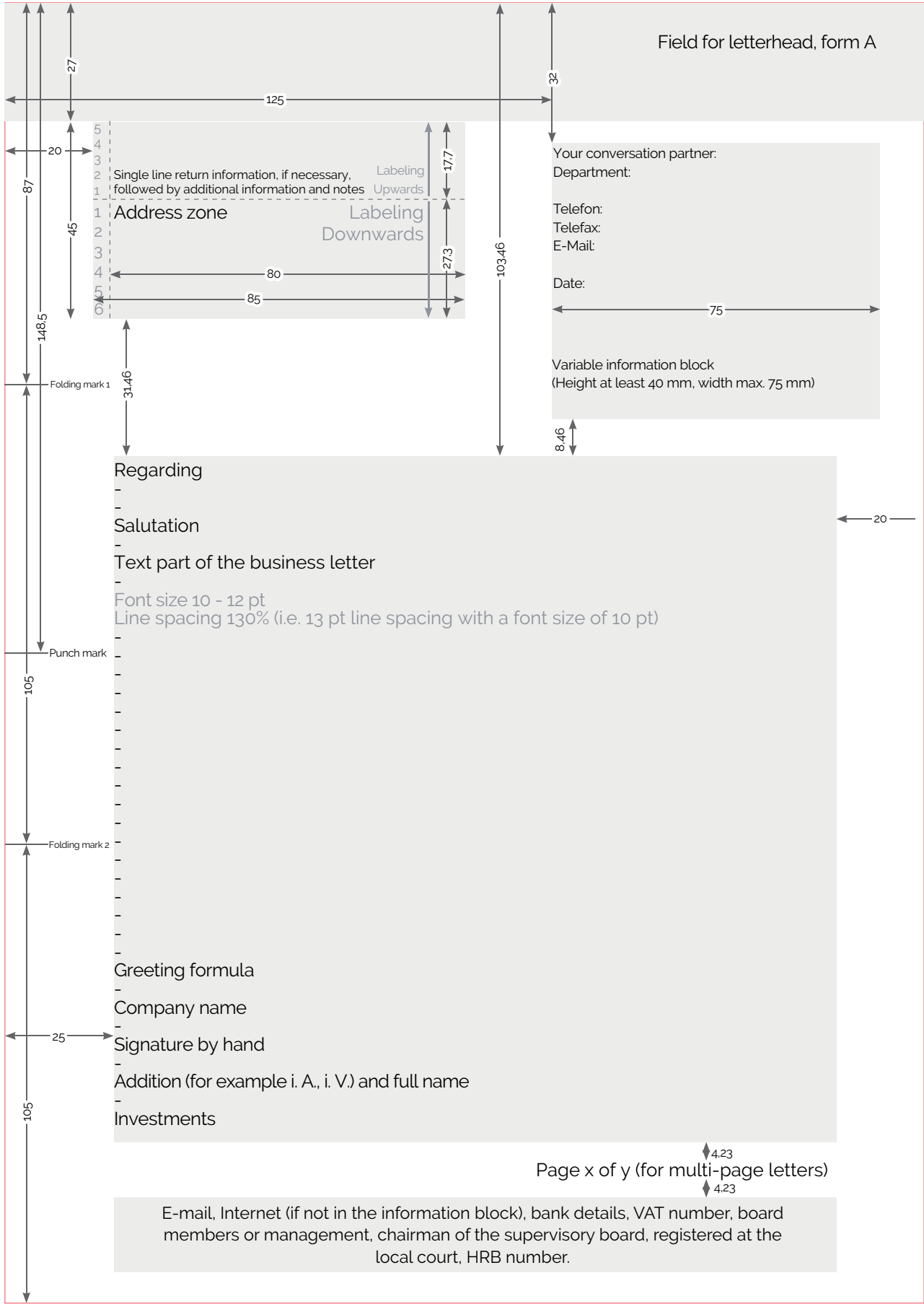


Back: English Version



A4 Letterhead

- **Size:** 210 mm x 297 mm
- **Format:** DIN 5008



**TheRepublic**

Herrn Armin Petschner-Multari
TheRepublic GmbH
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10557 Berlin

Arian Aghashahi
Leiter Strategie

Telefon: +49 151 27 27 28 27
E-Mail: arian.aghashahi@therepublic.de

Datum: TT.MM.JJJJ

Betreffzeile

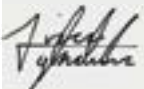
Sehr geehrte Damen und Herren,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Mit freundlichen Grüßen



Arian Aghashahi
Leiter Strategie

Kontaktdaten:
TheRepublic GmbH
Rahel-Hirsch-Straße 10
10557 Berlin

Geschäftsdaten:
Geschäftsführer: Armin Multari
St.-Nr. 30/557/51107
VAT-ID: DE342979630
HRB: 220772B
Amtsgericht: Charlottenburg

Bankverbindung:
Kto.-Inh.: TheRepublic
Kreditinstitut: Commerzbank
IBAN: DE31 1204 0000 0134 5586 01
BIC: COBADE33XXX

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Arian Aghashahi
Leiter Strategie

Telefon: +49 151 27 27 28 27
E-Mail: arian.aghashahi@therepublic.de

Datum: TT.MM.JJJJ

Betreffzeile

Sehr geehrte Damen und Herren,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Mit freundlichen Grüßen



Arian Aghashahi
Leiter Strategie

Kontaktdaten:
TheRepublic GmbH
Rahel-Hirsch-Straße 10
10557 Berlin

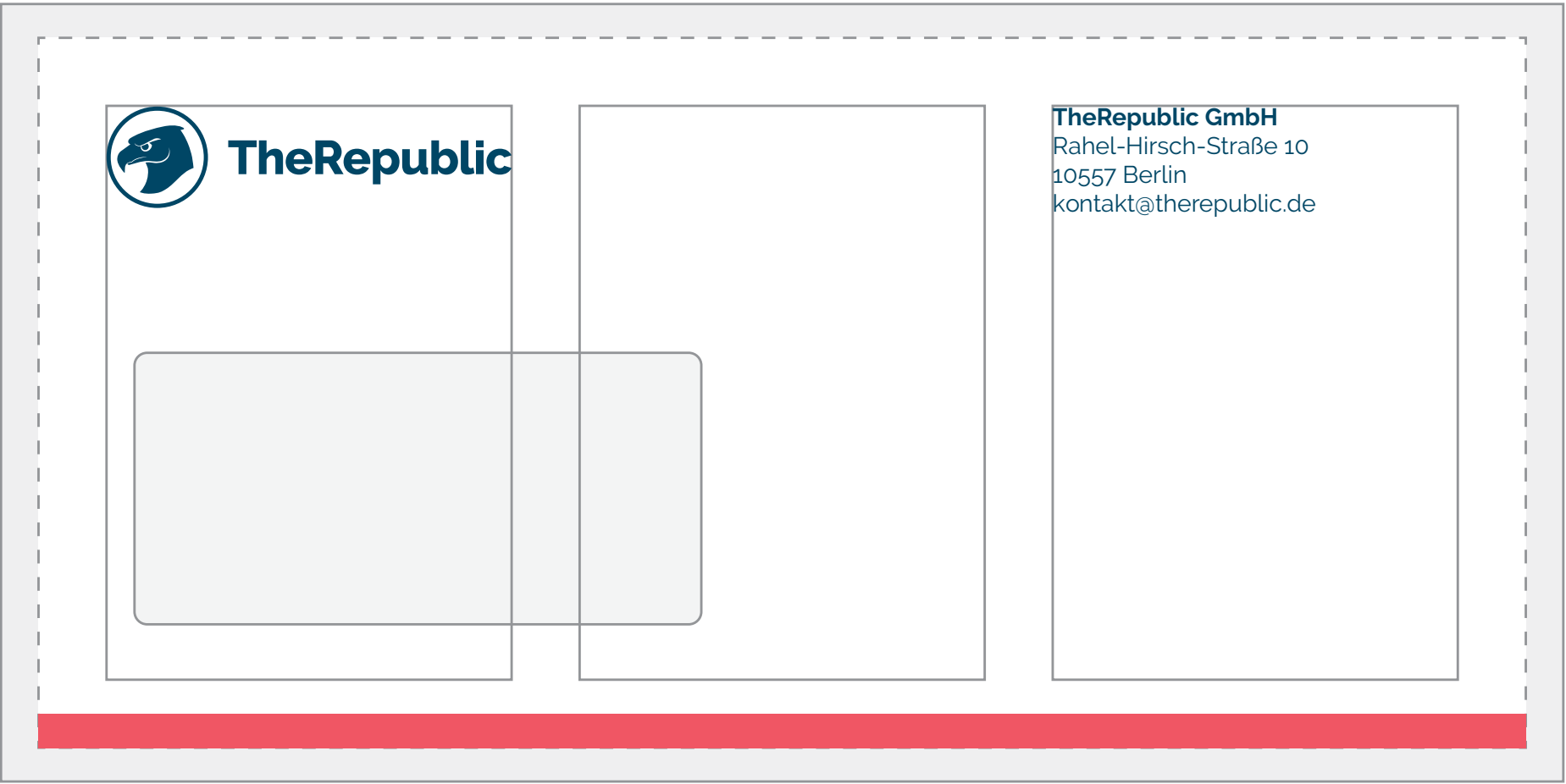
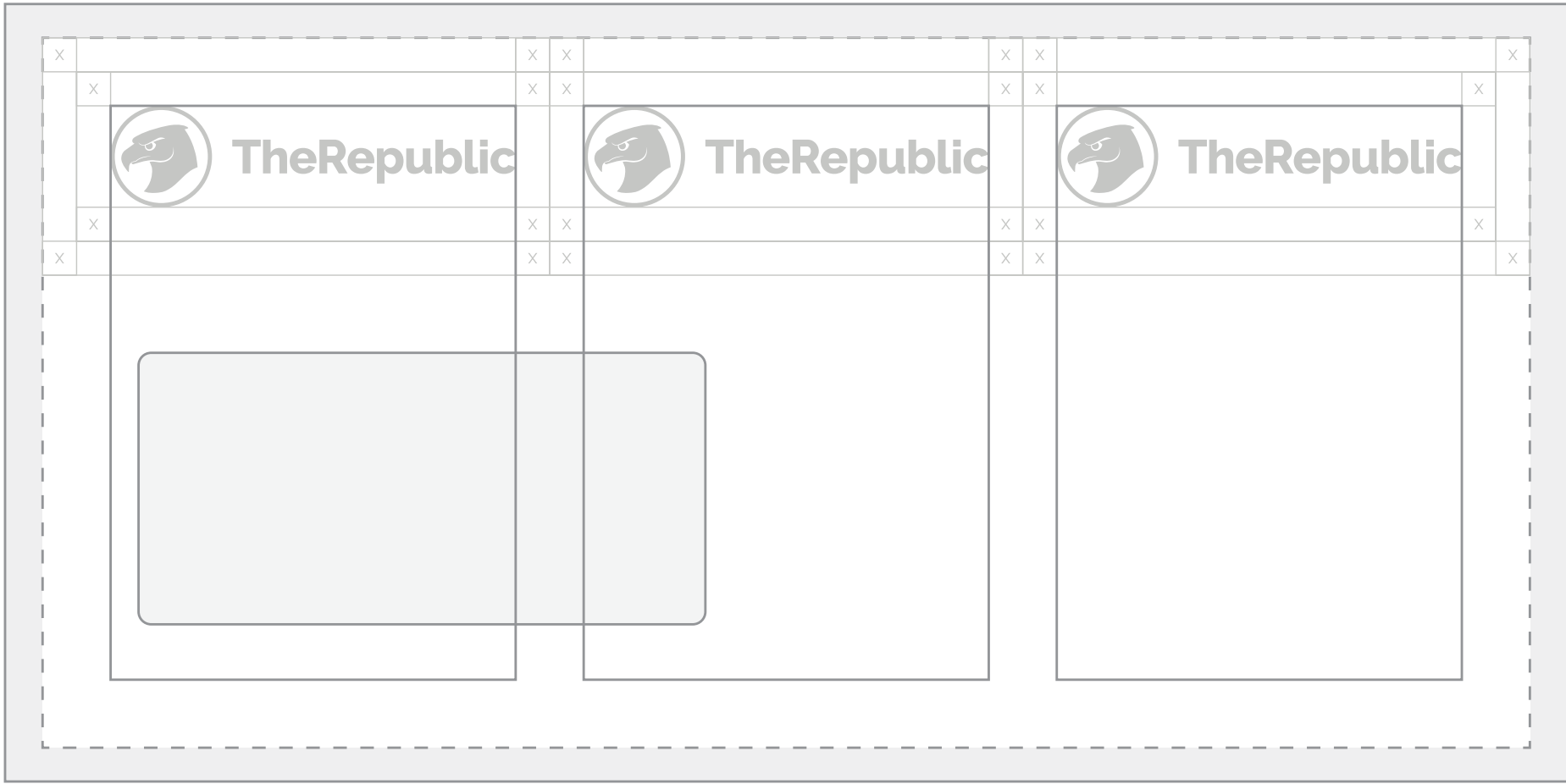
Geschäftsdaten:
Geschf. Armin Petschner-Multari
St.-Nr. 30/557/51107
VAT-ID: DE342979630
HRB: 220772B
Amtsgericht: Charlottenburg

Bankverbindung:
Kto.-Inh.: TheRepublic GmbH
Kreditinstitut: Commerzbank
IBAN: DE31 1204 0000 0134 5586 01
BIC: COBADE33XXX

56

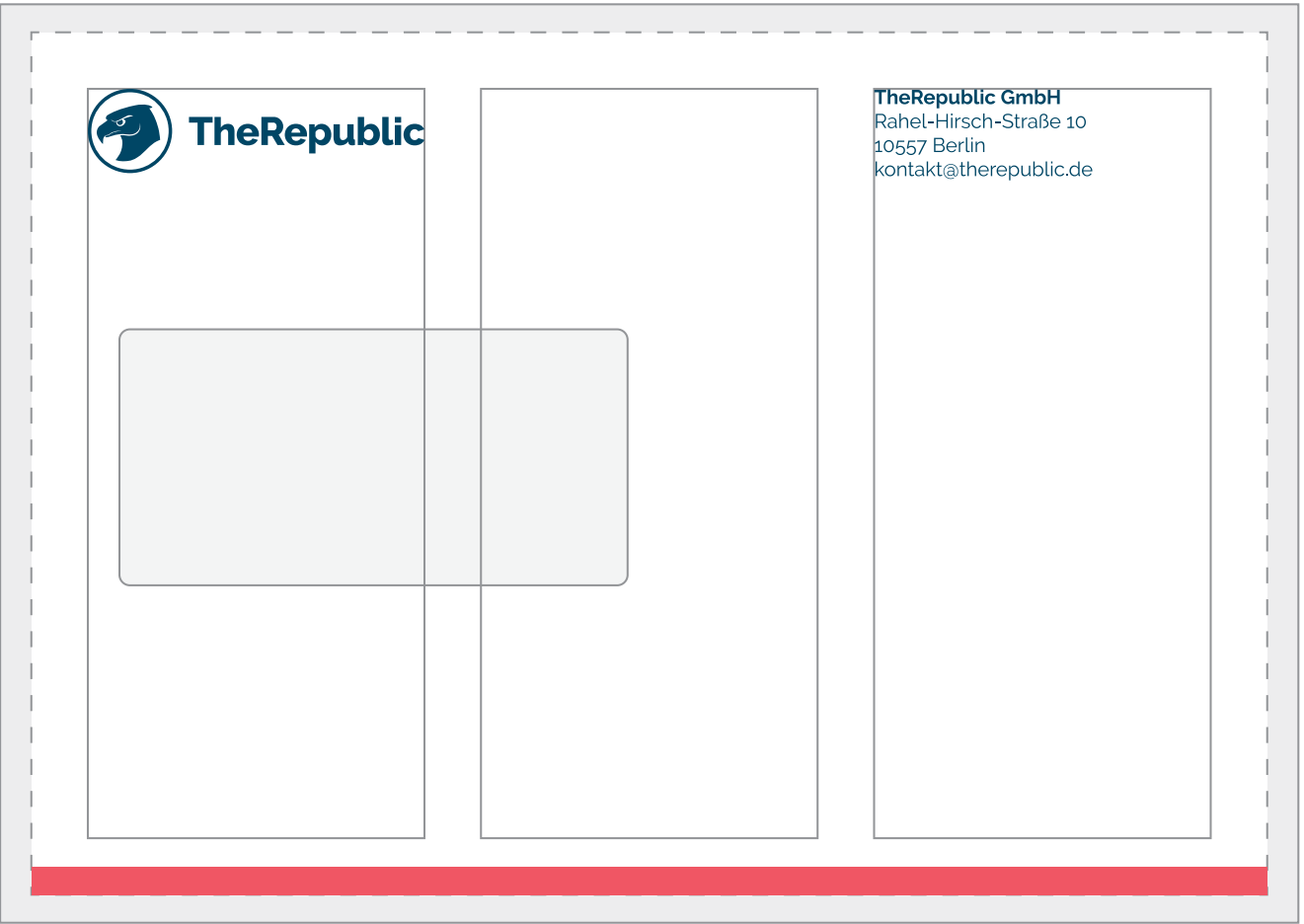
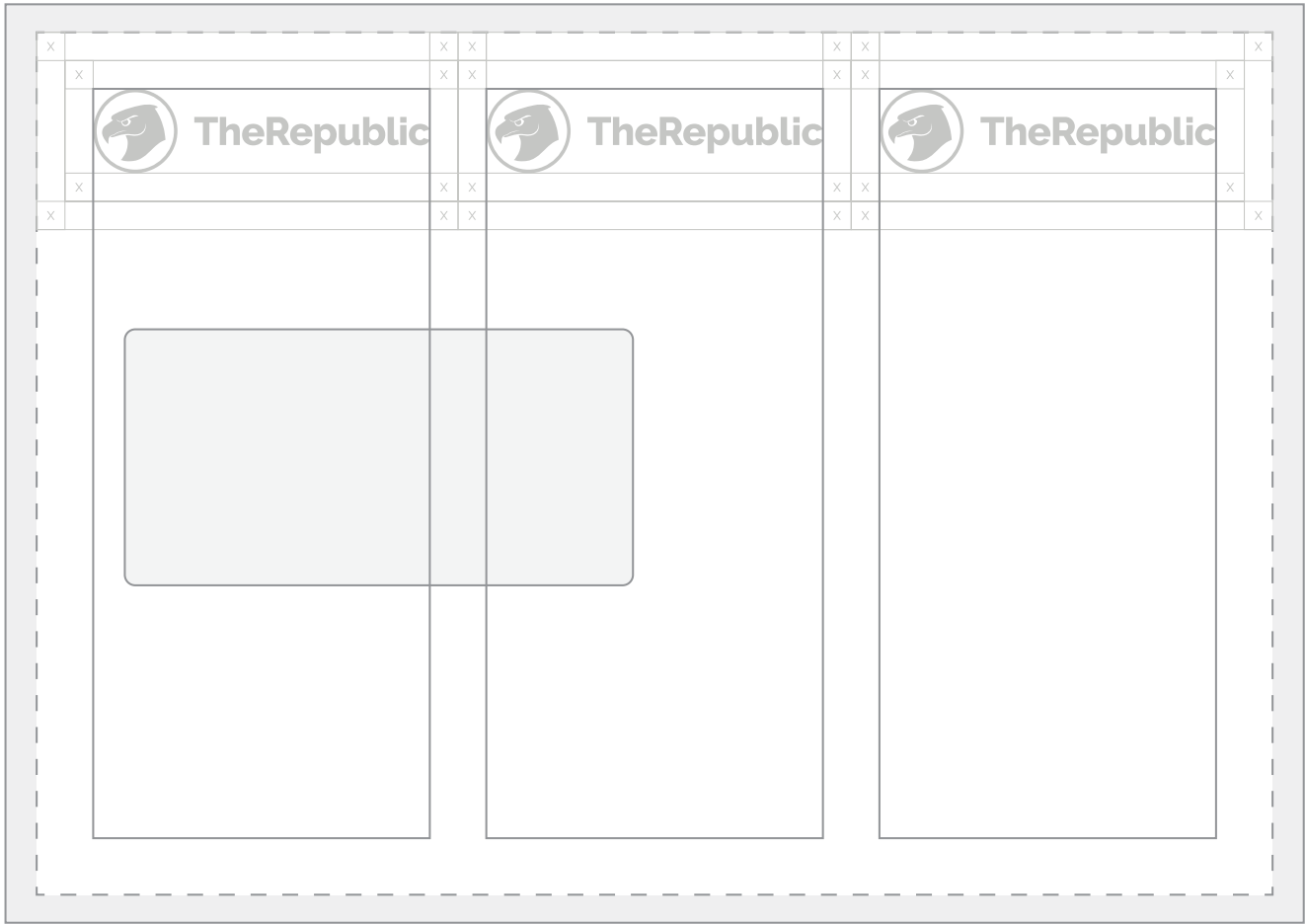
DL Envelope

- **Size:** 114 mm x 229 mm
- **Full crop size:** 104 x 218 mm
- **Window:** Left



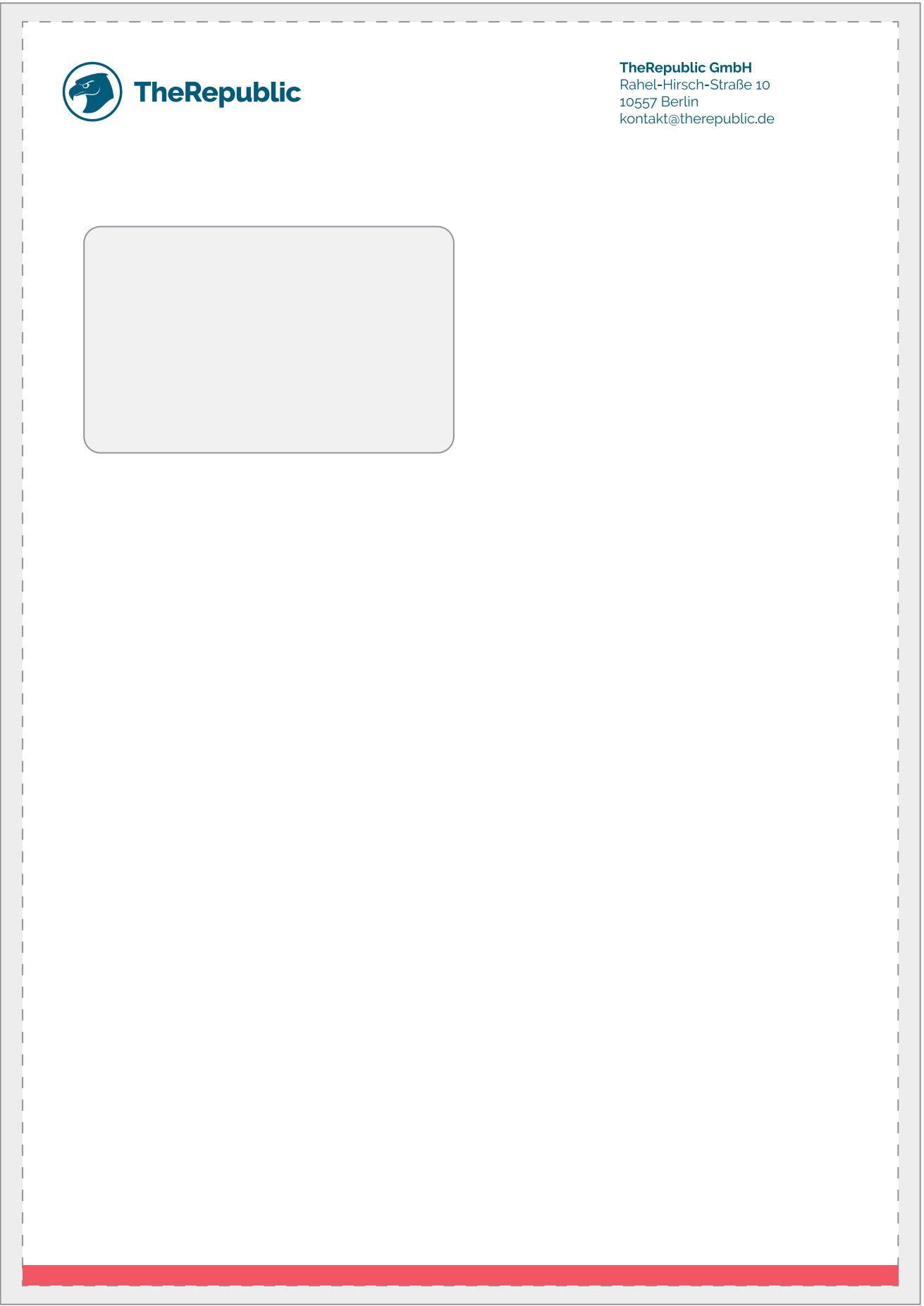
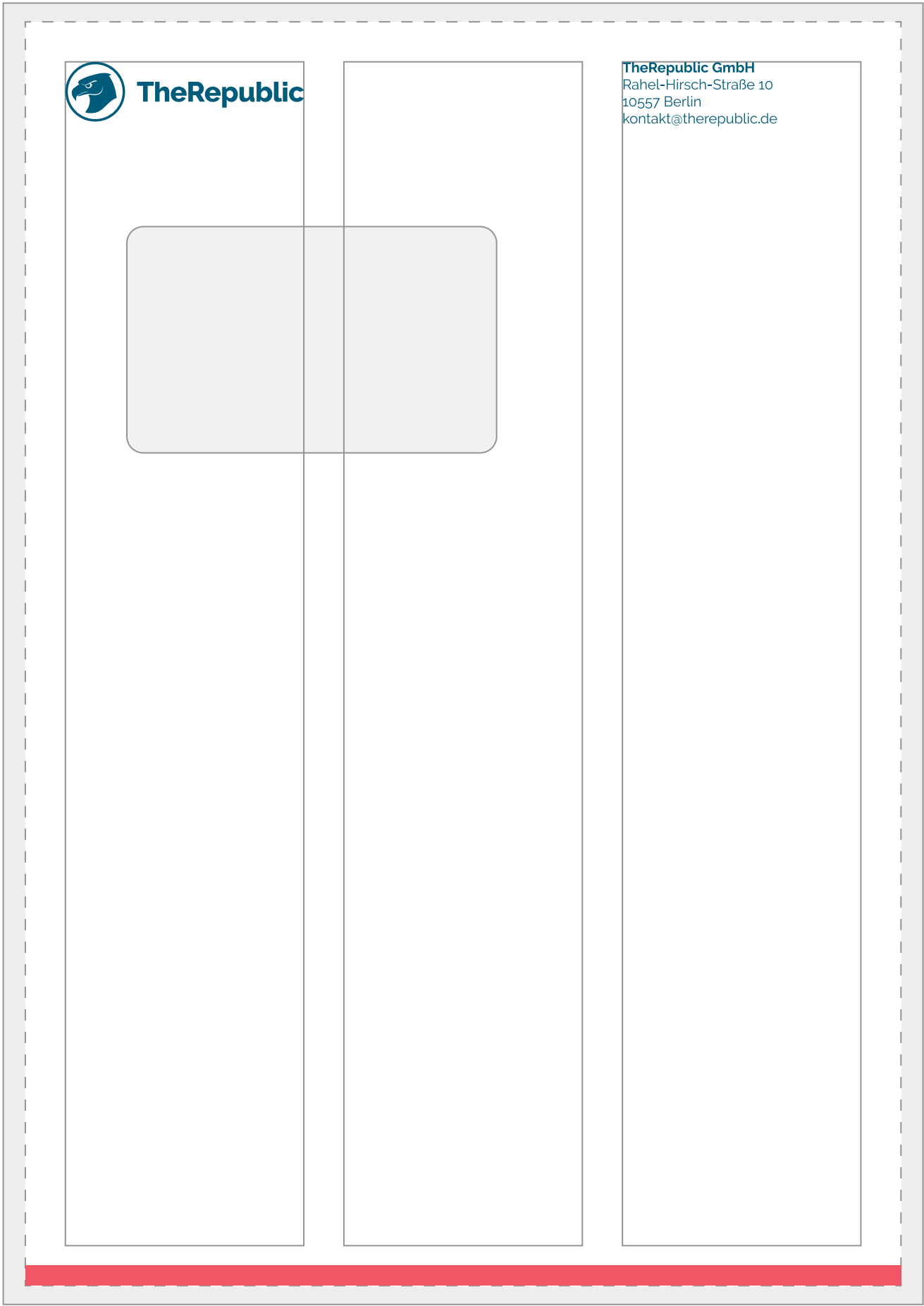
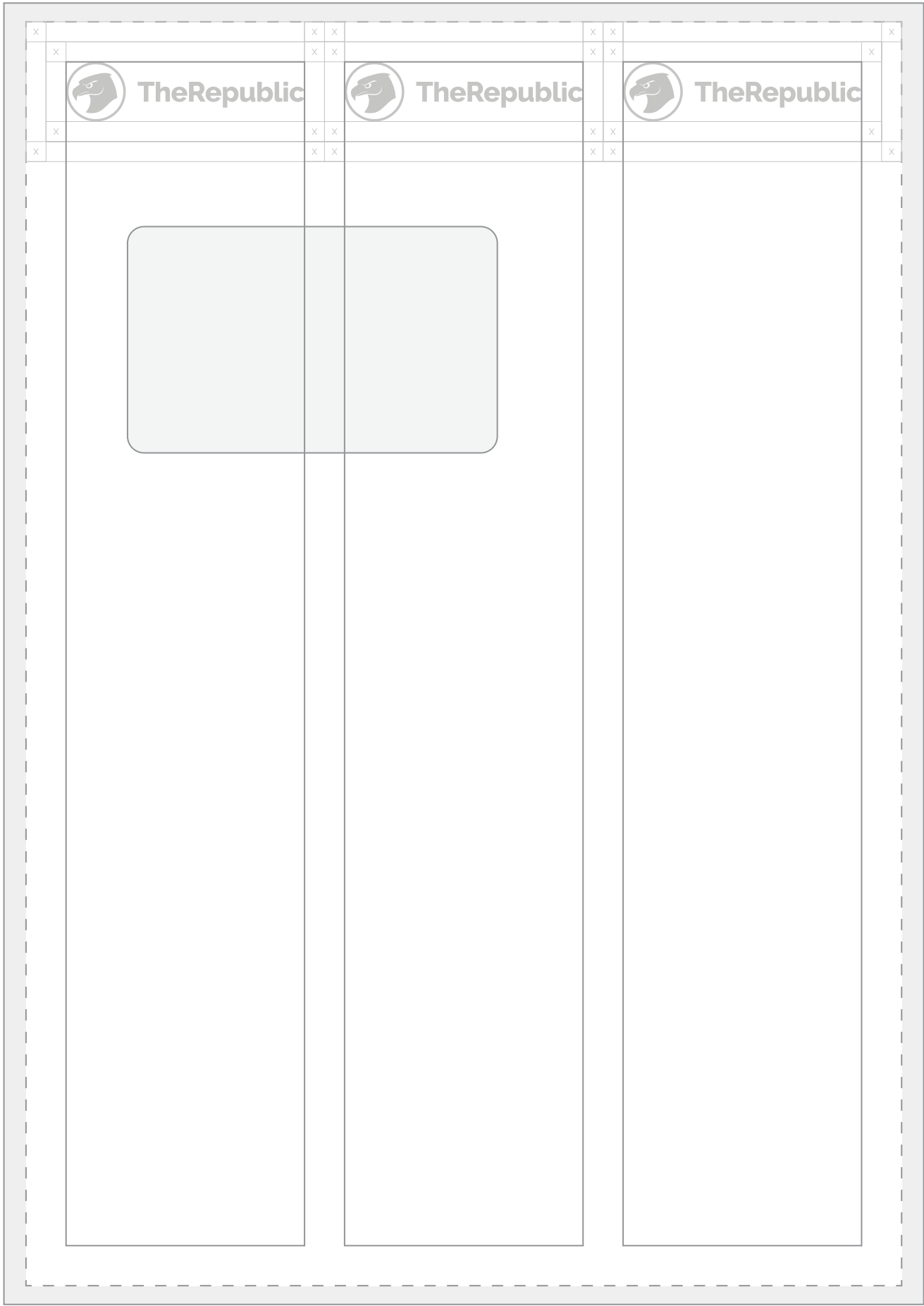
C5 Envelope

- **Size:** 162 x 229 mm
- **Full crop size:** 152 x 218 mm
- **Window:** Left



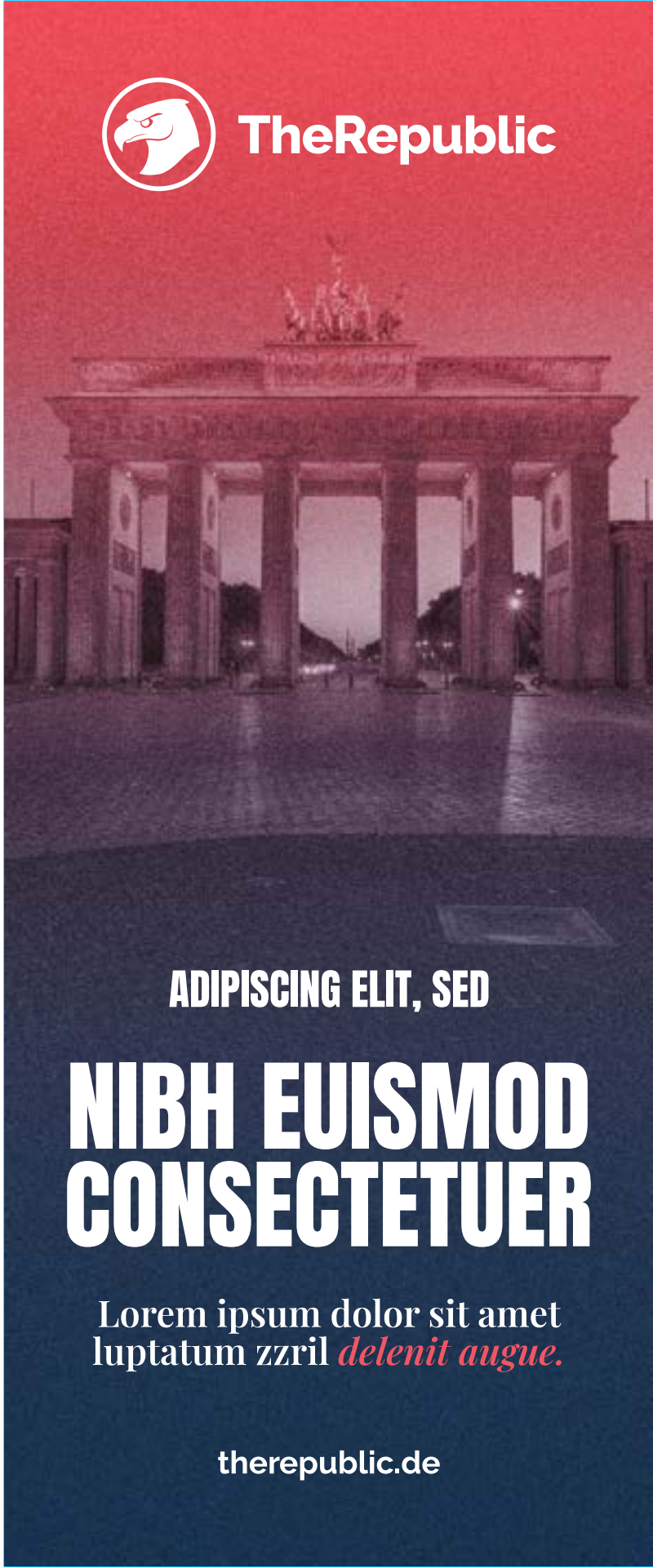
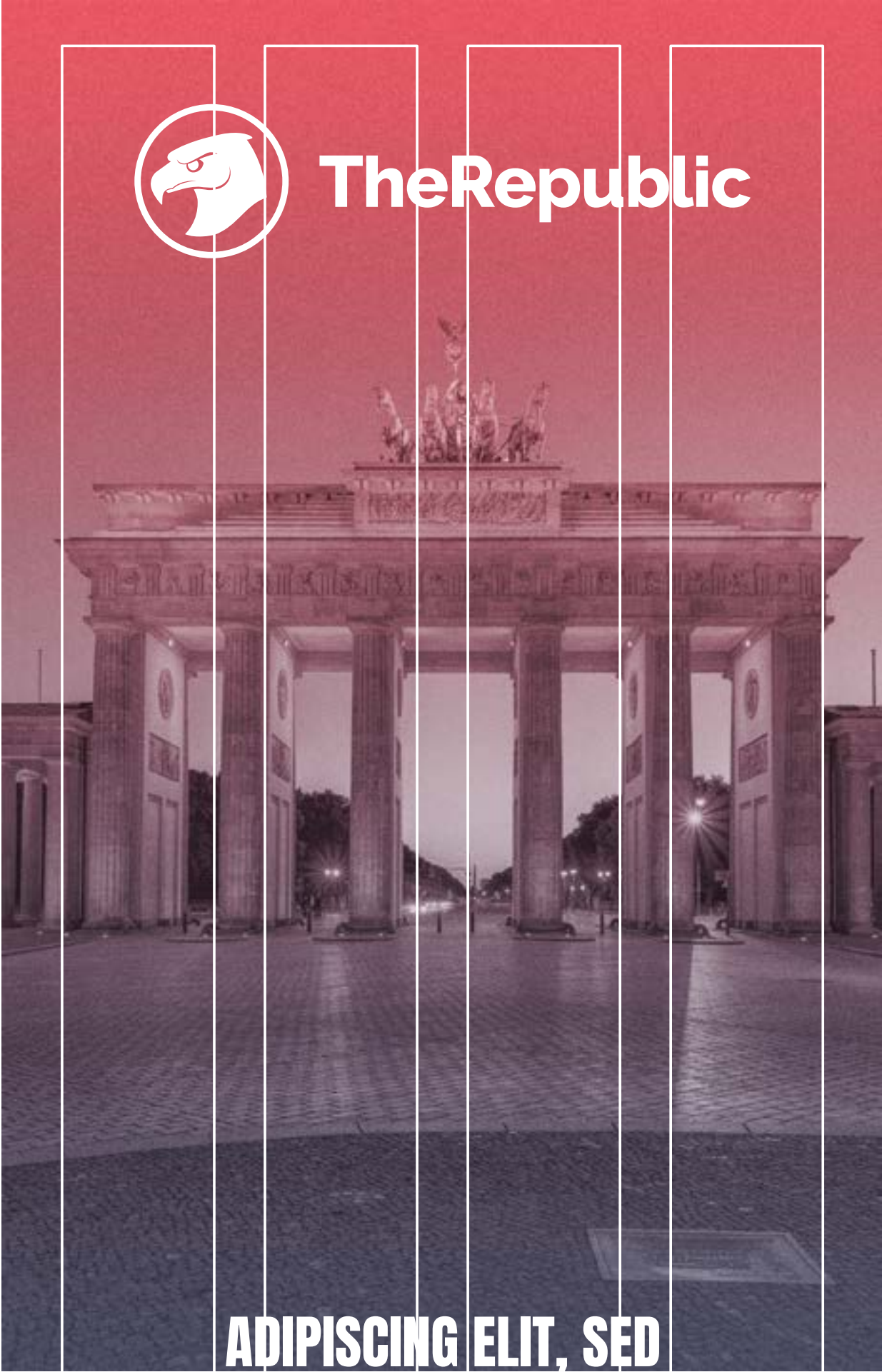
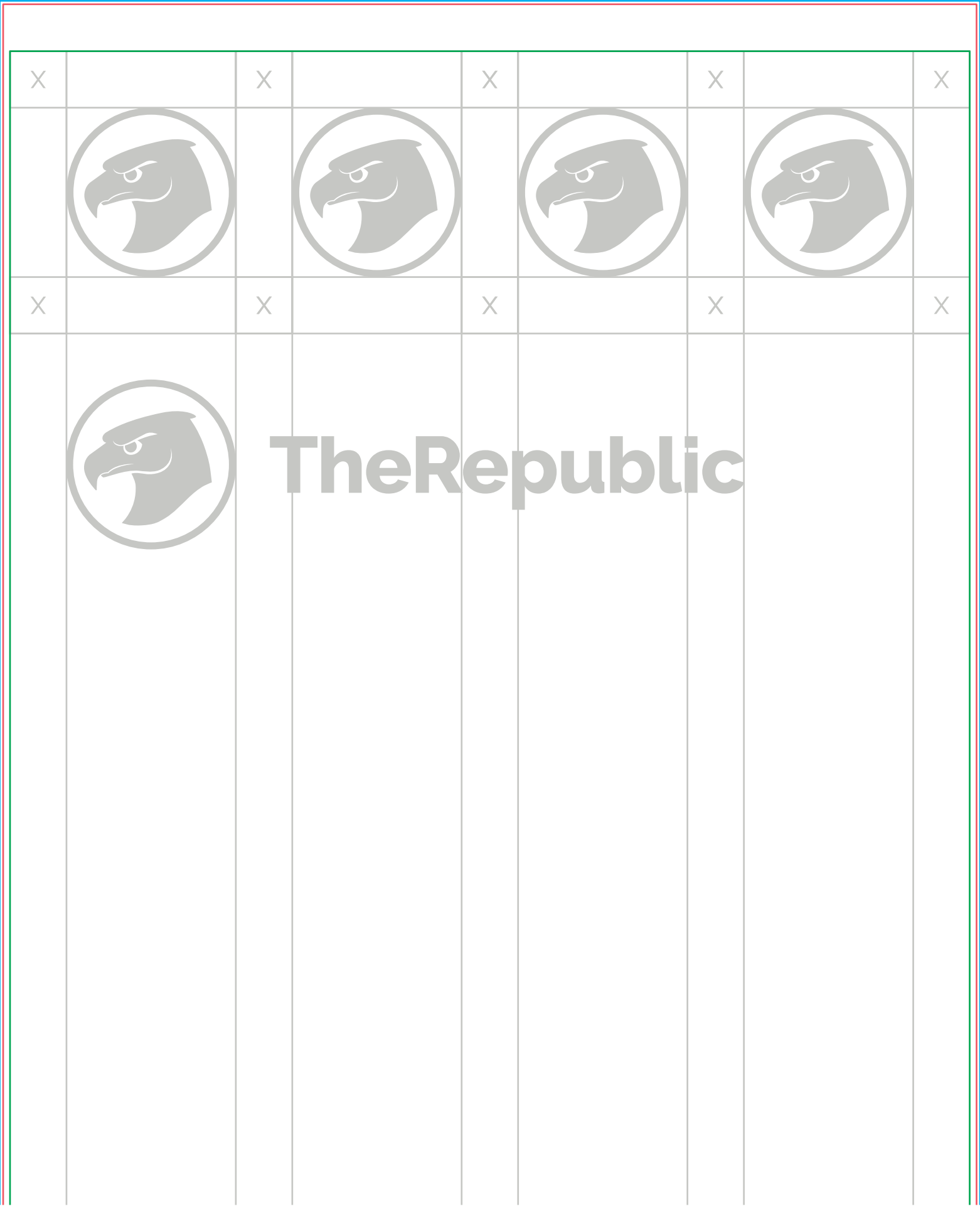
C4 Envelope

- **Size:** 324 mm x 229 mm
- **Full crop size:** 218 x 314 mm
- **Window:** Left



Roll-Up Banner

- **Full Crop Size:**
856 x 2,066 mm
- **Cuting Line:**
850 x 2,060 mm
- **Security Area:**
838 x 1,978 mm



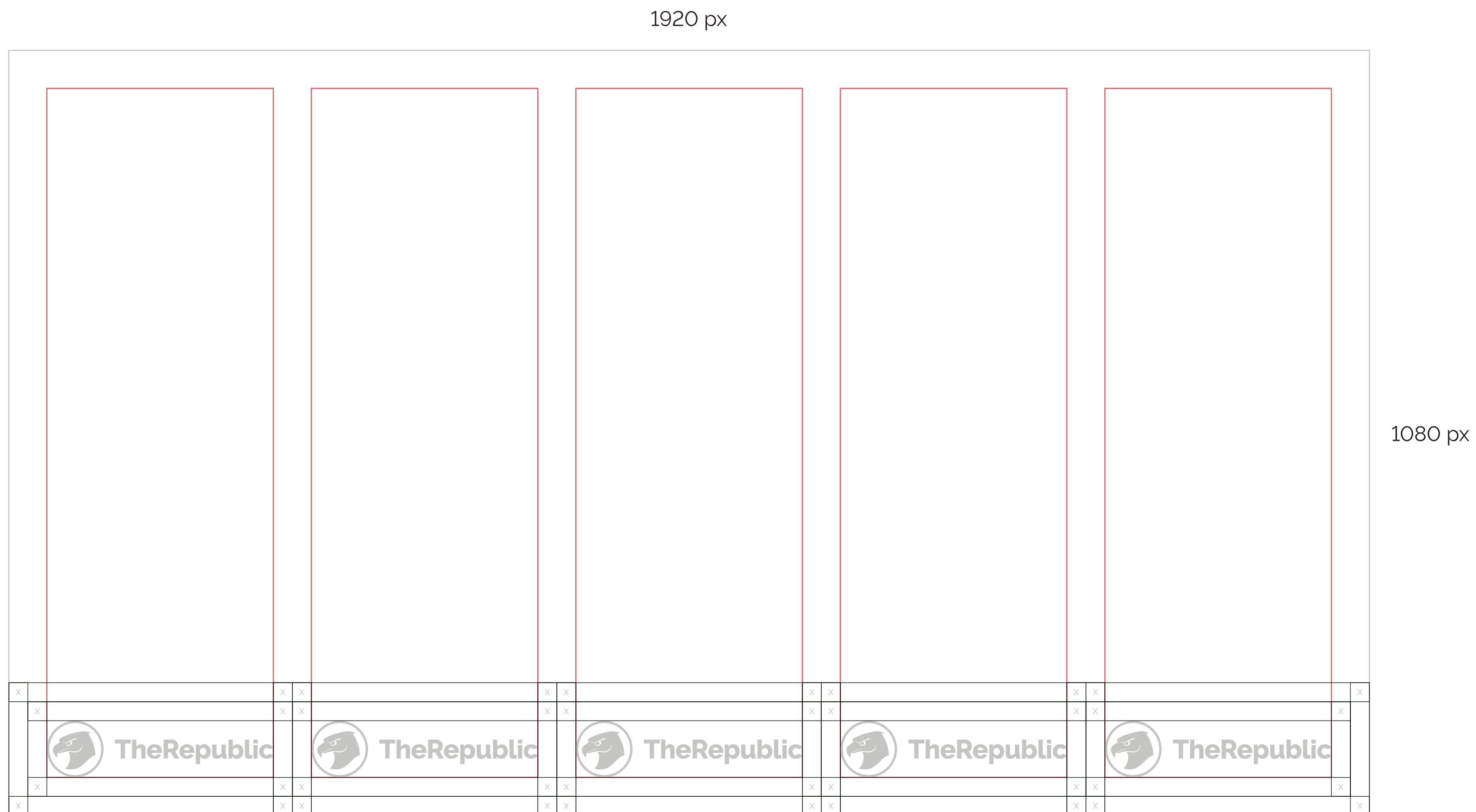
Email Signature



Presentation

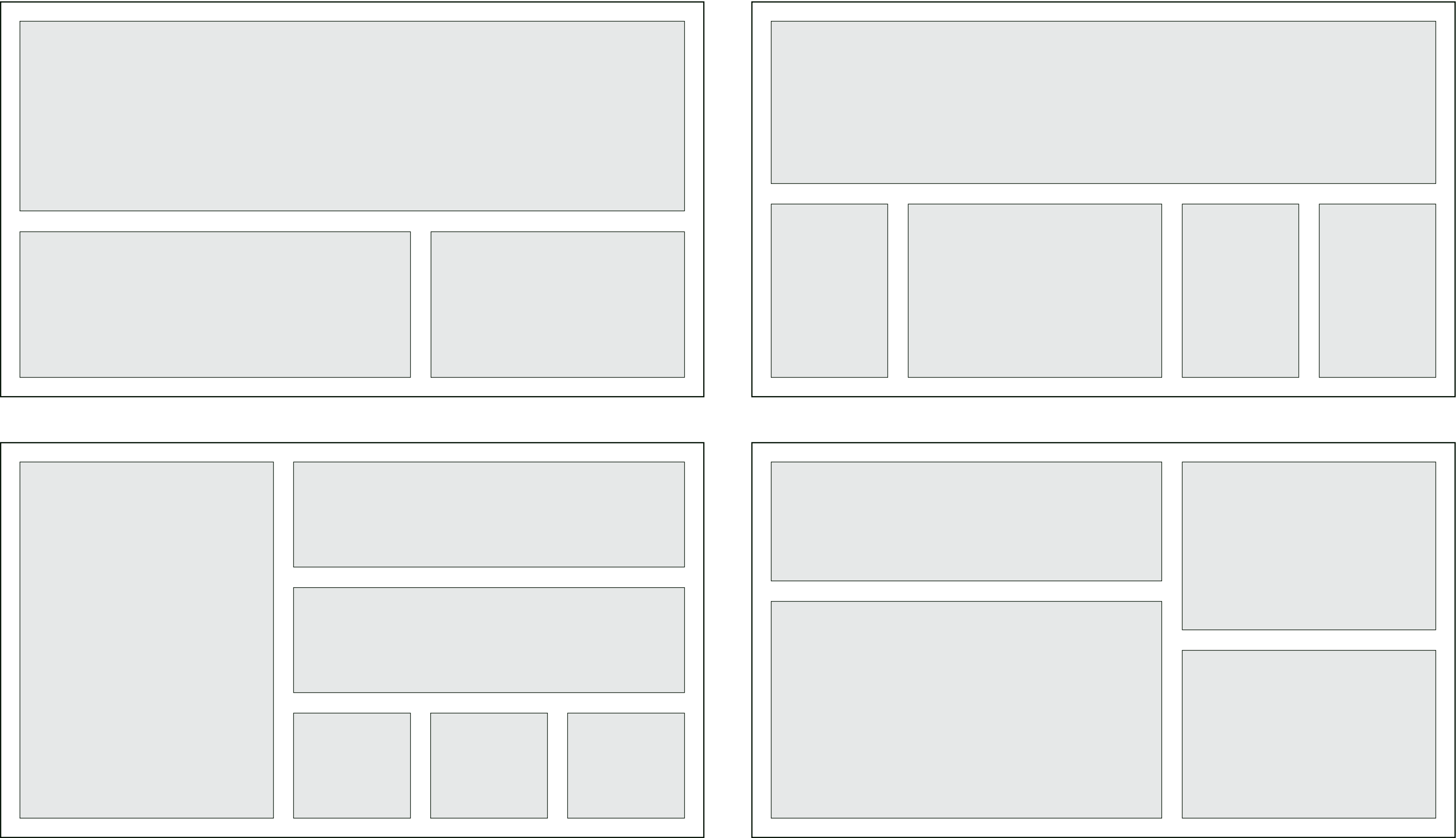
The grid for each slide of the presentation corresponds to the safe area of the brand logo in horizontal format.

This criterion allows dividing the workspace into five equal and equidistant columns



Layout Grid

Based on the five-column structure, a hierarchical modular grid organizes the design space, enabling flexible compositions and effectively structuring information according to content hierarchy.



Style Guide

Text

Based on the typographic hierarchy outlined on page 19 of this manual, the text is organized as follows:

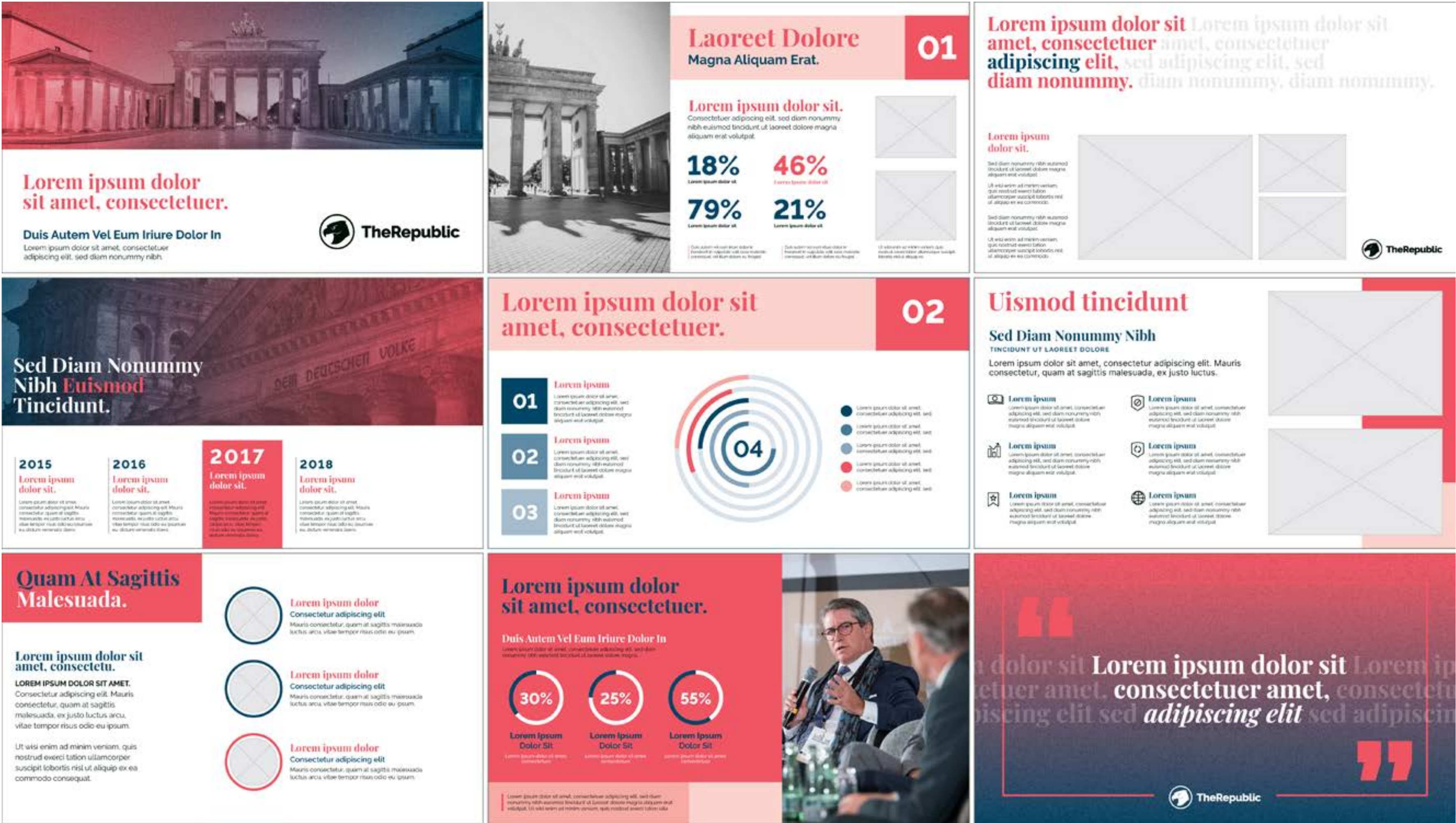
- 1 **Playfair Display Bold**
- 2 **Raleway Bold**
- 3 **Raleway Regular:** Cuptas consequedolo verro doluptam et aut la sequam que nia cus sandam, et re, odipsum quunt harcill audicia temqui ad es ent voluptae pelest eicium.
- 4 **0123456789 \$#€%+-**
Numbers and mathematical or monetary signs must be in "Raleway Extra Bold"



Images

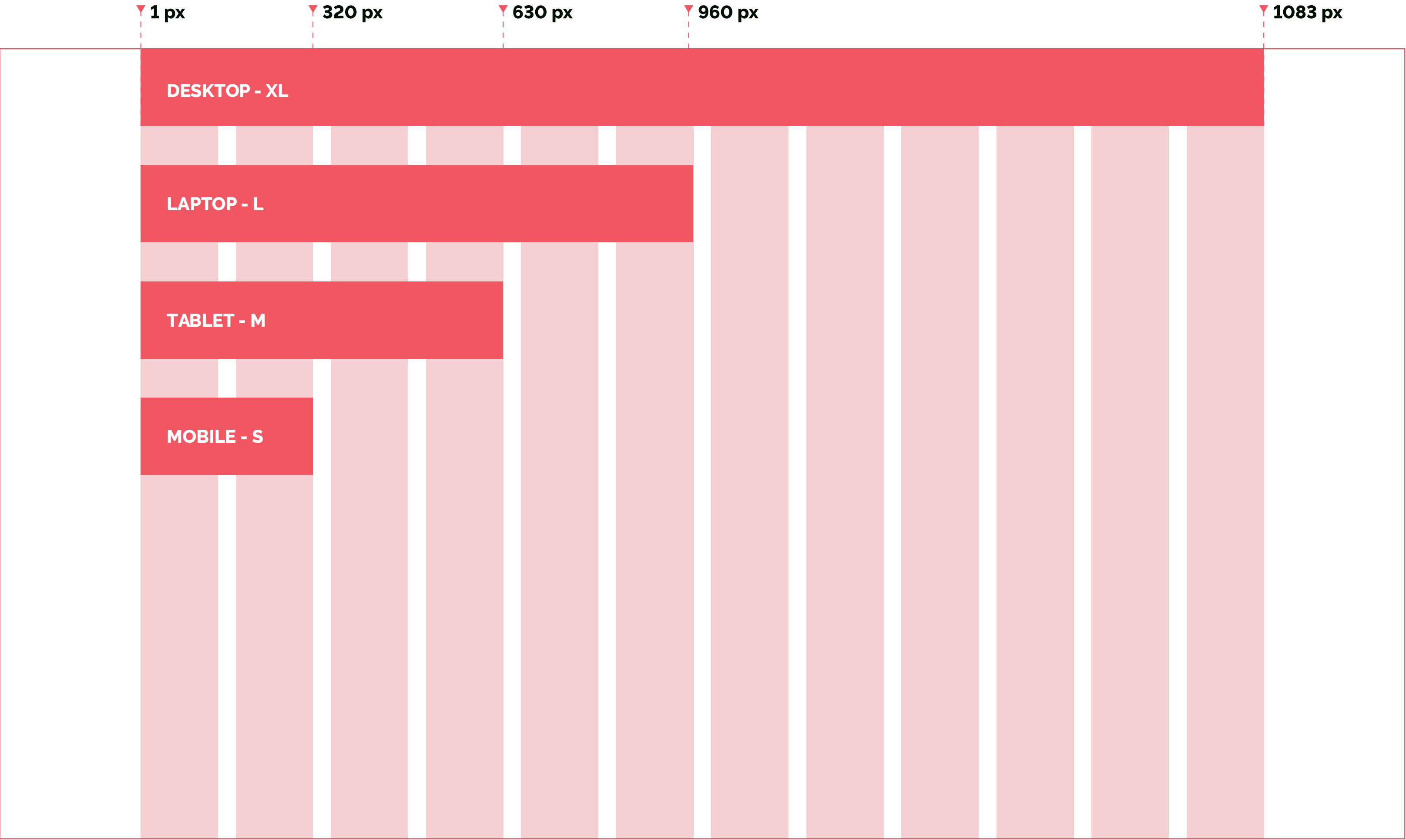
The following guidelines apply to the use of images:

- 1. Images with gradients and a noise effect should only be used for highlighted visuals within a slide, on cover pages, or at the start of sections.
- 2. The gradient background with a noise effect (without images) can be used to emphasize important information or relevant quotes.
- 3. Standard images (non-highlighted) should appear in their natural colors without any filters.
- 4. Black-and-white images without any filters may be used to harmonize with the slide layout if necessary.

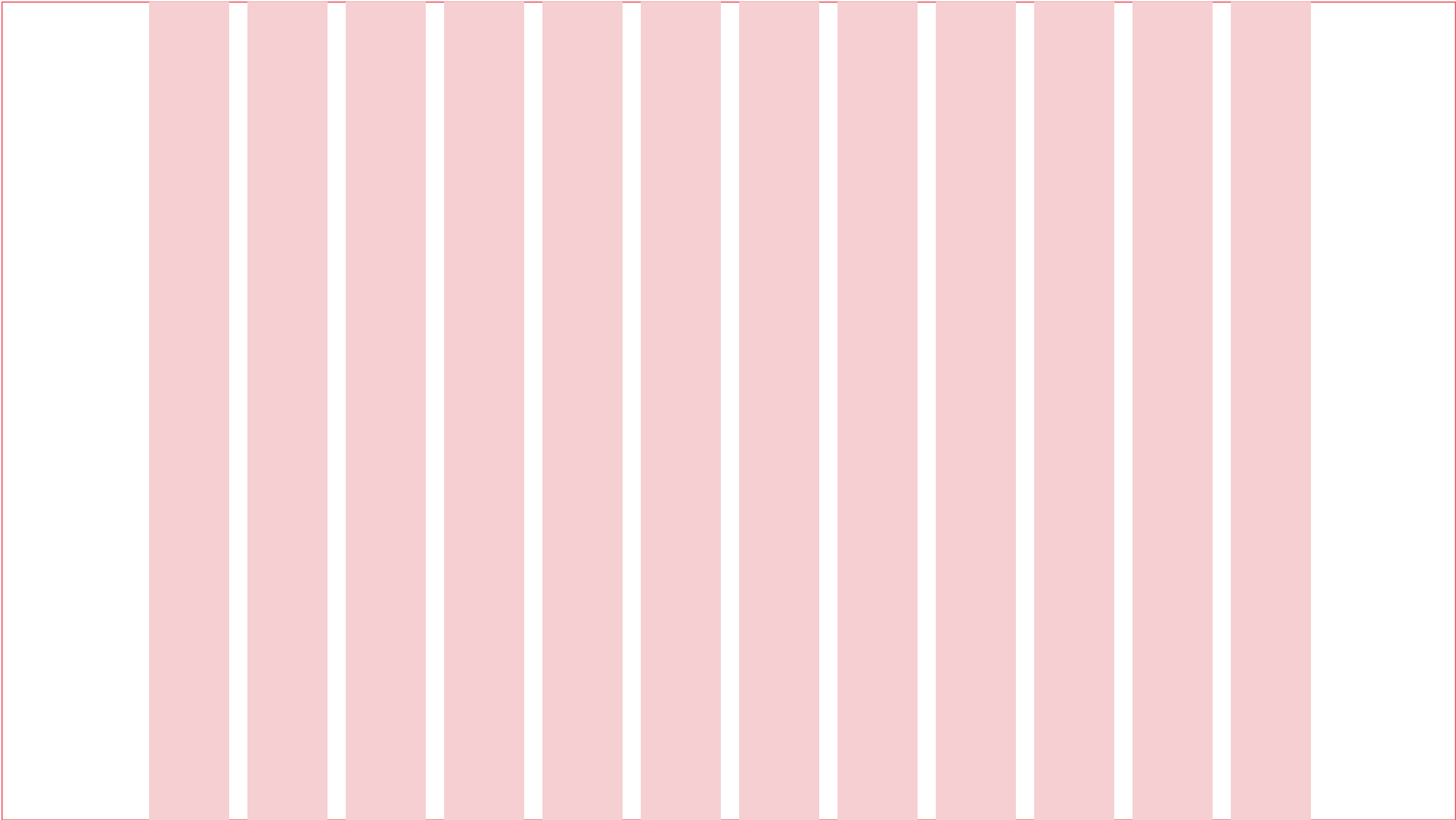


Website

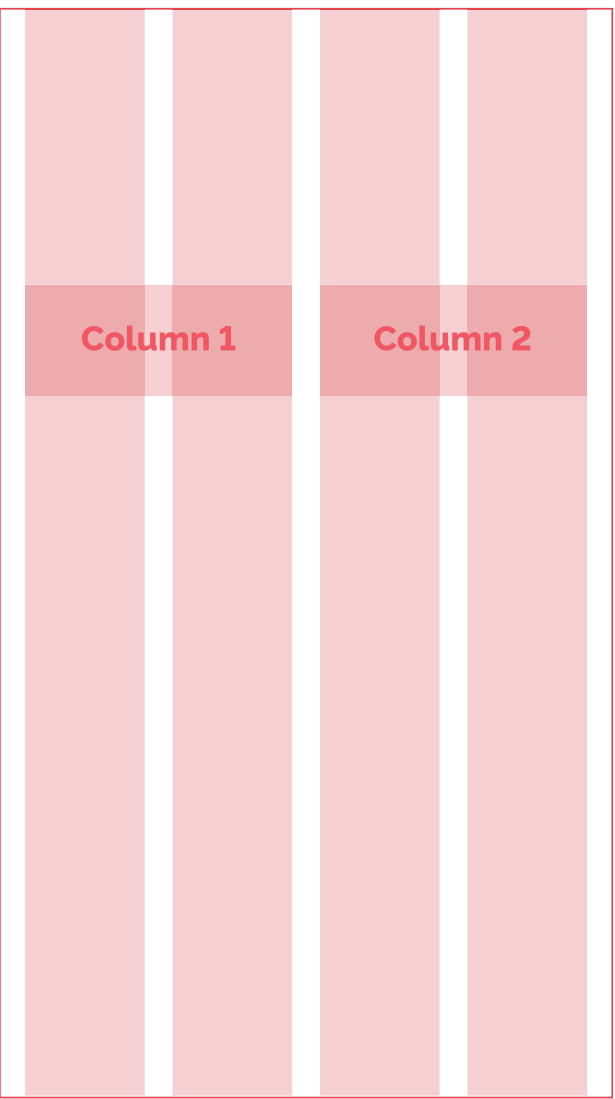
The master design is built based on a responsive grid of 12 columns, which can be adapted to the number of columns corresponding to each device.

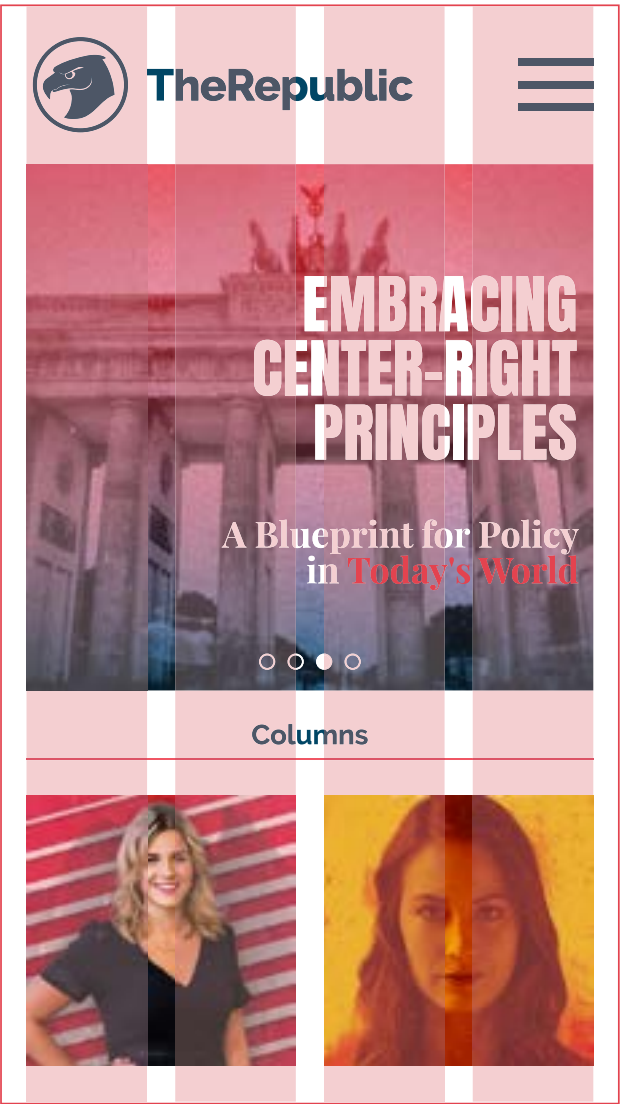
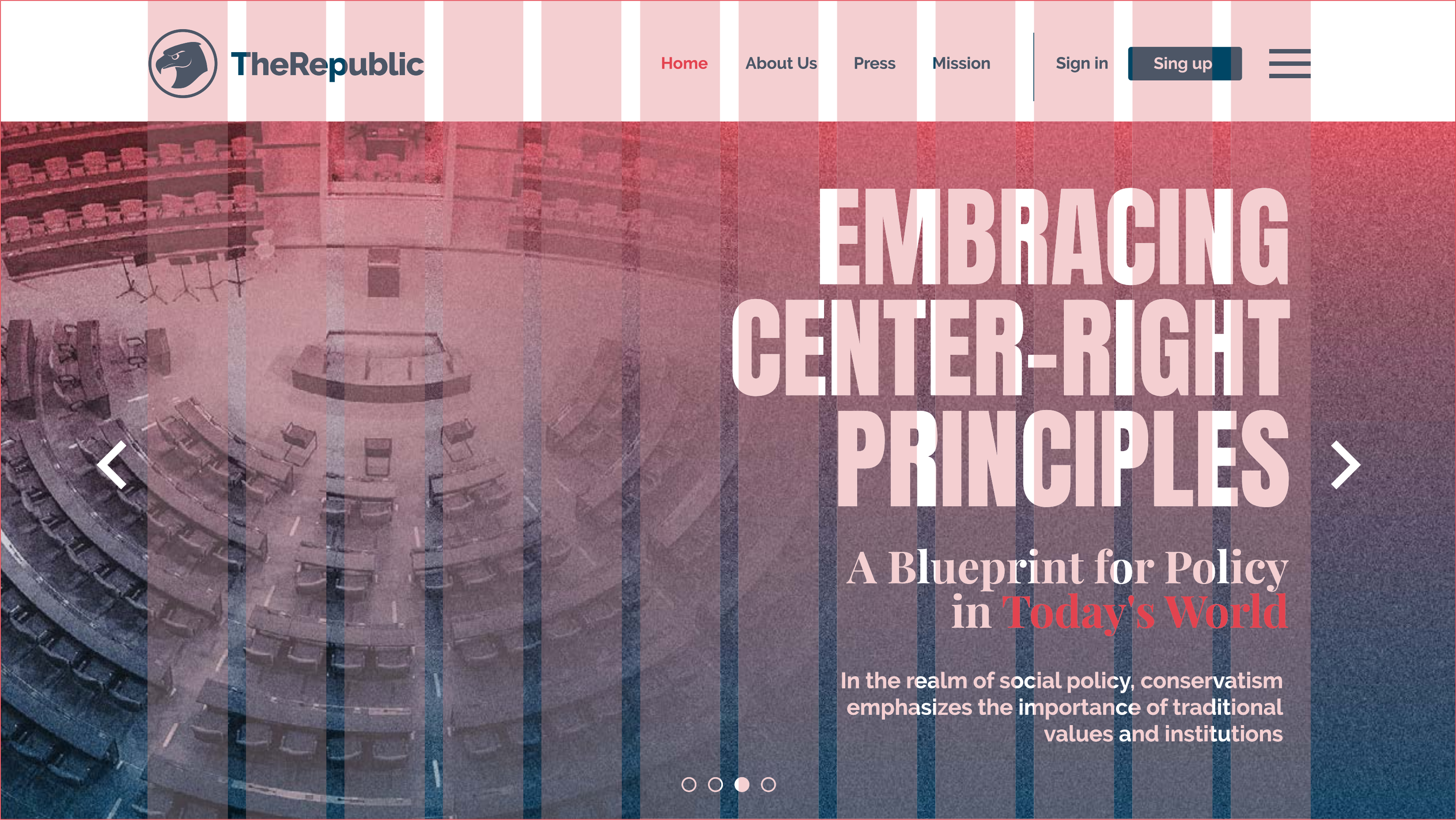


1025px / 1200px - Large Screen



320px / 480px - Mobile







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EMBRACING CENTER-RIGHT PRINCIPLES

A Blueprint for Policy
in **Today's World**

In the realm of social policy, conservatism
emphasizes the importance of traditional
values and institutions





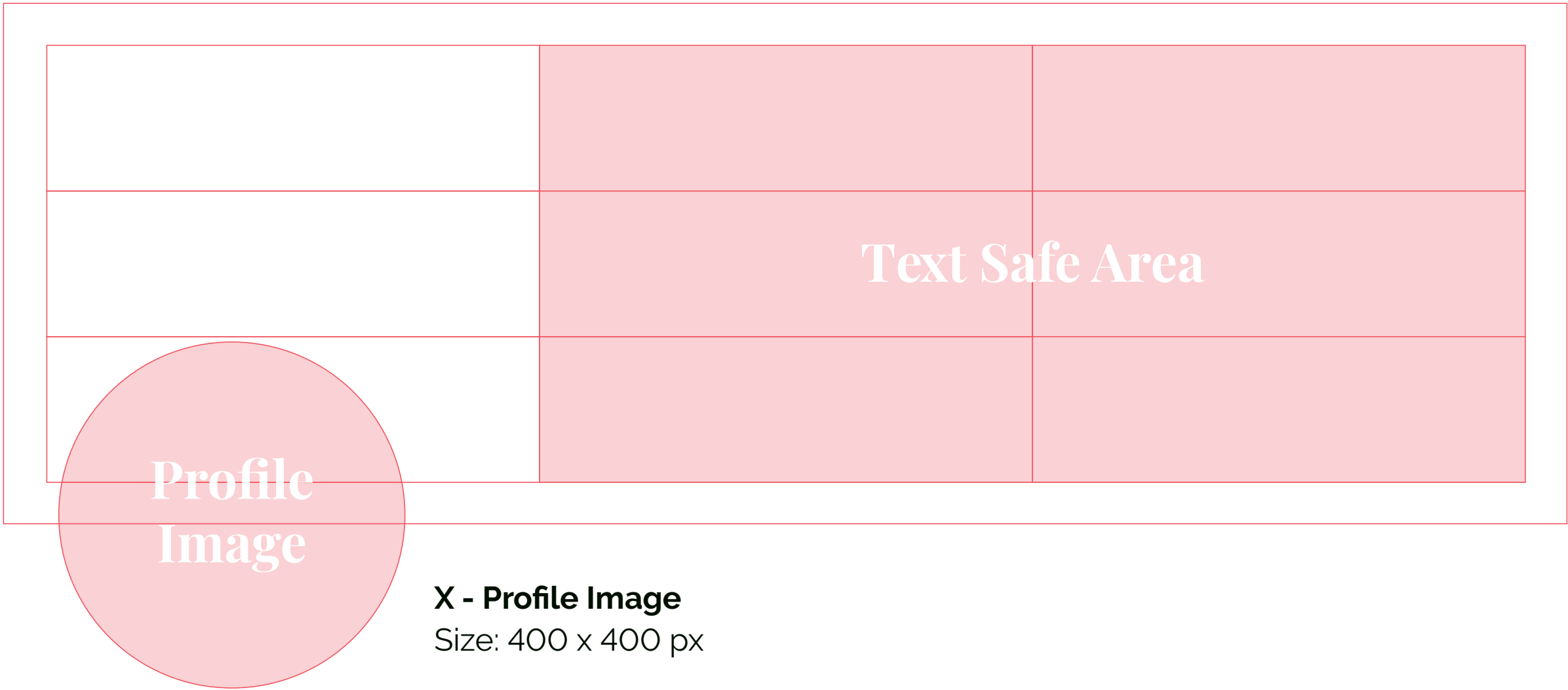


Columns



Social Media

The cover design should feature a background with the brand's characteristic texture, while the profile image should be solid red or blue to stand out from the background.



X - Header
Size: 1500 x 500 px
Margin: 40 px
Grid: 3x3



Profile Image

		Text Safe Area	

LinkedIn - Profile Image
Size: 400 x 400 px

LinkedIn - Header
Size: 1128 x 191 px
Margin: 20 px
Grid: 3x4

LOREM IPSUM DOLOR ADIPISCING

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Post Samples

Social media is a dynamic space that must capture the target audience's attention. In this sense, using eye-catching layouts is crucial.

For them, the standard should use the characteristic red and blue background in contrast with large white headlines.



This configuration is an exception to the rule, and it should only be used when the formality of the situation requires it.



Social Media Sizes

Instagram

- Image Size Units: Pixel
- Export File Format: PNG

Portrait Post
1080 x 1350 px

Square Post/Ad
1080 x 1080 px

Profile Picture
320 x 320 px

Story/Reel
1080 x 1920 px

Landscape Post/Ad
1080 x 566 px

HOOTSUITE
Social Media Sizes 2024
<https://blog.hootsuite.com/social-media-image-sizes-guide/>

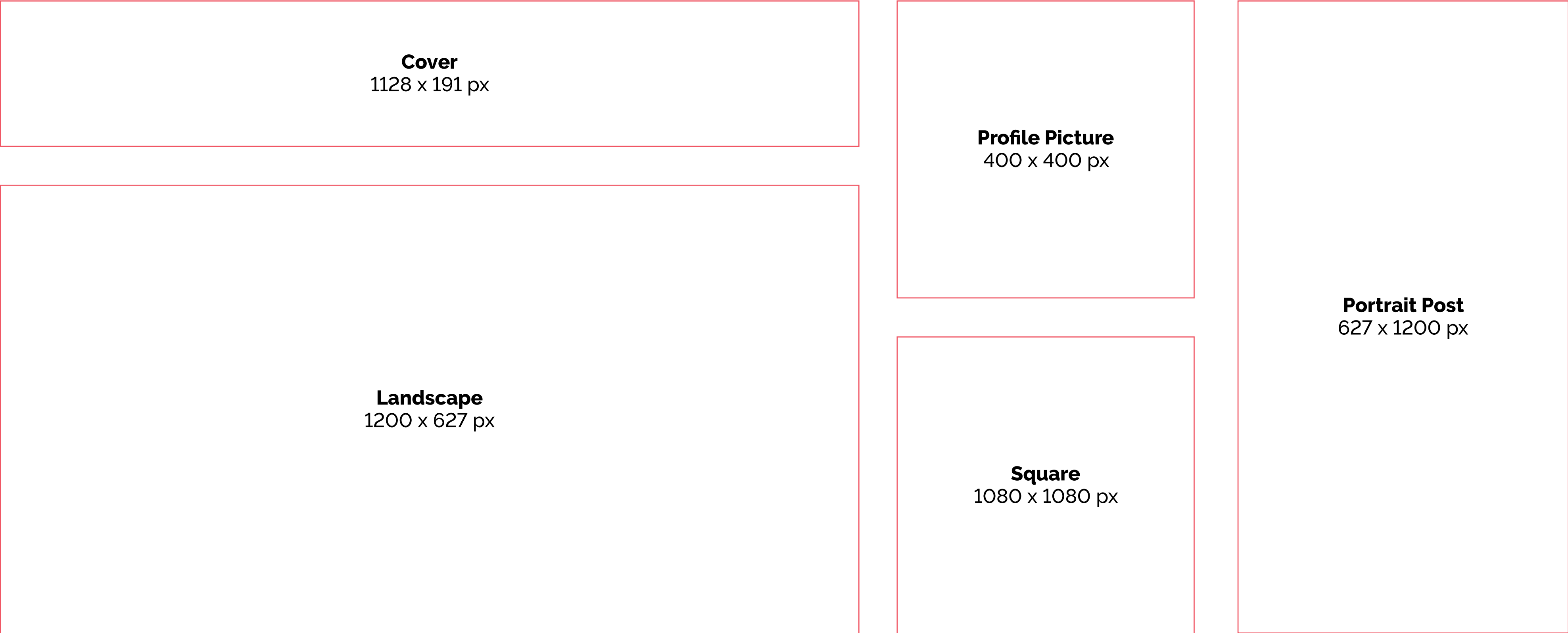
LinkedIn

- Image Size Units: Pixel
- Export File Format: PNG

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Social Media Sizes 2024

<https://blog.hootsuite.com/social-media-image-sizes-guide/>



- X**
- Image Size Units: Pixel
 - Export File Format: PNG

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