



# Radikale Venstre

Henrik Kjerrumgaard, Press Secretary

*"Design has played integral part of our success, we now have a system that works."*

## Brief

### We look unorganised and no one is fundraising

Part of their 'grass roots' politics is that no-one is forced to use the official design or even logo and as a consequence only 5% were using the previous identity as it was generally disliked.

They looked unorganised and disjointed - this lost them a great deal of seats in the last election.

We were asked to help reinvigorate them internally, generate support for the new revised policies and identity to achieve consistent communications.

## Solution

### Popular design that everyone loves

All Danish parties are designated with a letter which alphabetically lists them on ballot papers.

Det Radikale Venstre's letter B is integrated as part of the identity as a constant reminder of the party's ballot paper position. The softly rounded, lowercase letterforms coupled with the uppercase B produces a logo that is idiosyncratic to the Danish Political forum. Its simple clarity ensures the logo supports all communications, without overpowering the main message.

## Results

### Triple the vote and in Government

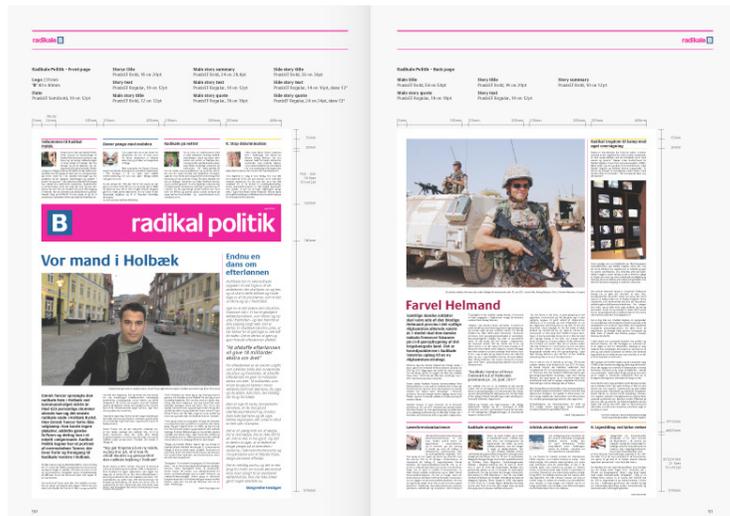
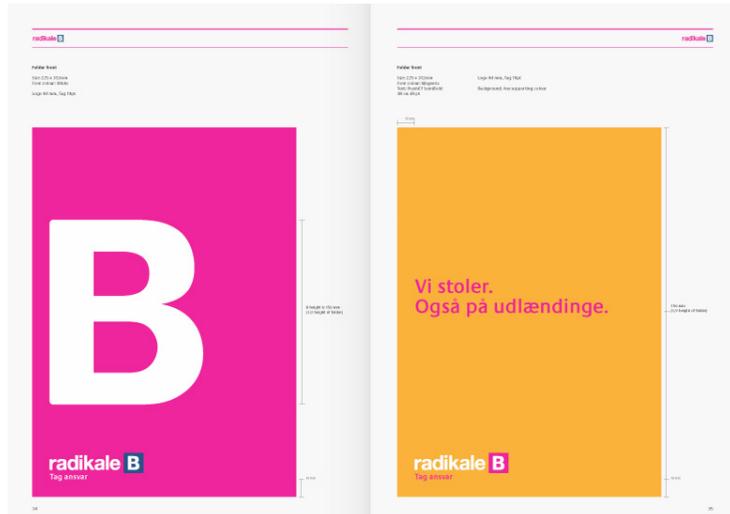
The percentage using the new identity dramatically rose from 5 to 86%. Donations using the 'Tag Ansvar' leaflet increased from 1000 Danish Krone (£118) per month to 130,000 Danish Krone (£15,370) per month. In the polls, Radikale were at 3.6% in 2009. By the General Election of 2011 this had dramatically increased to 9.5%, resulting in them forming the Government with the Social Democrats.

The campaign was also considered to be the best designed by the Danish public with a 67% approval rating.

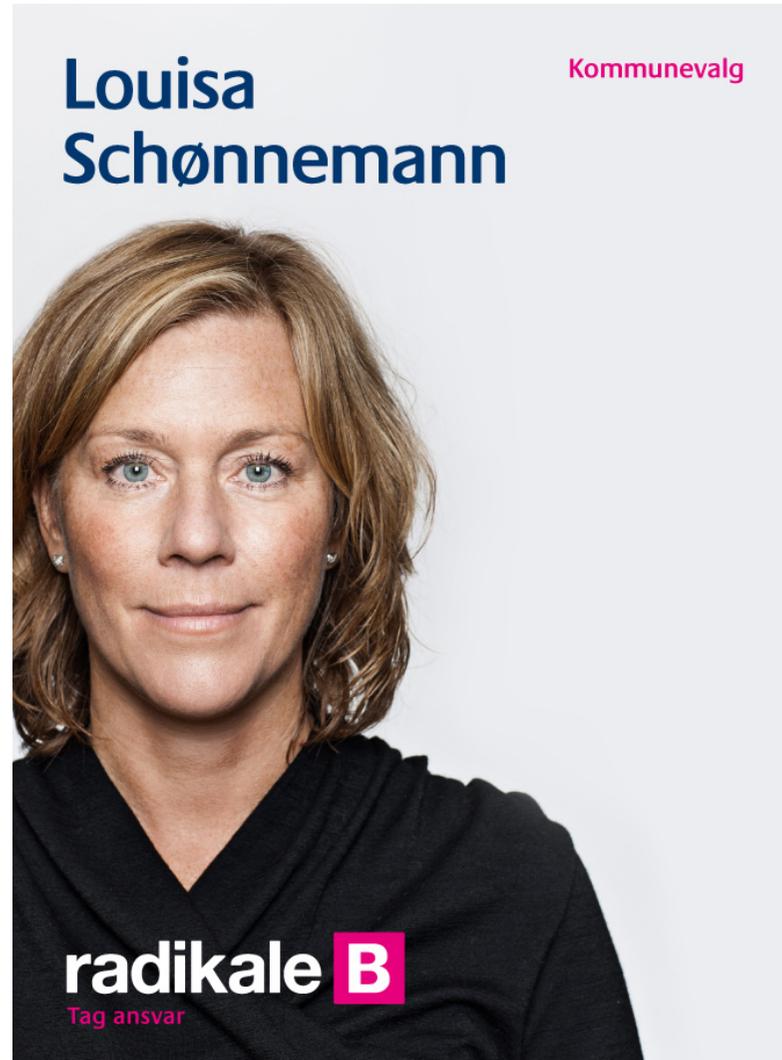
## Radikale Venstre



# Radikale Venstre



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