



Visual identity manual

This manual guides the use of our visual identity. Following the manual enables our visual appearance to remain consistent and recognisable across different communication channels.



Our Brand

Our brand builds on two founding principles: relevance and credibility. Seeing the Strategy logo should tell the reader instantly that the content is relevant on a macro-regional level and that it can be trusted.

Our tone of voice is factual and easy to understand. We approach the complexity of macro-regional cooperation with no unnecessary jargon.

What is a visual identity manual?

This visual identity manual defines how we come across visually in any and all situations. It provides us with guidelines on how to create unified and recognisable assets and materials, enabling us to communicate efficiently and clearly to our audience.

The individual graphic elements have been made available at the Strategy website

www.eusbsr.eu/communication/

The visual goal of our overall appearance

Clarity

Consistency

Credibility

Logo

The EUSBSR logo shall be consistently used on the outputs where the Strategy is addressed, such as reports, websites, PowerPoint presentations, etc.

PowerPoint presentations

If found adequate, EUSBSR PowerPoint slides can be used when presenting information about the Strategy. If other slides are used instead, the minimum requirement is to include the logo on the opening slide.

Documents

When creating documents in relation to the Strategy (e.g. reports, memos, plans), stakeholders are encouraged to use the available template where the EUSBSR logo is visible. If considered necessary, other organisations' logos can be included next to the Strategy logo.

Font

The main font for the EUSBSR is Trebuchet MS. If adequate, stakeholders are welcome to use this font for EUSBSR outputs.

Social media and other assets

Any visual assets (e.g. social media posts, event marketing) shall consistently follow these guidelines. Visual assets and templates are made available on the Strategy website.

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Visual elements

Our Logo

Our logo is the single sign of recognition for the Strategy and it shall be consistently used in all materials.

Since the logo contains different colours it is key to choose a version with enough contrast to the background. The green colour represents the land and the blue colour the sea in a clear reference to the Baltic Sea region.

The logo is available in low and high resolution in the following languages: Swedish, Polish, Lithuanian, Latvian, German, Finnish, Estonian, English and Danish.

Freespace

Freespace exists in order not to expose the logo to visual competition and to make sure other elements will not be perceived as part of the logo. Minimum freespace around the logo is the width of a star.

Interreg Baltic Sea Region logo

Please note that Policy Area Coordinators are obliged to follow also the Interreg Baltic Sea Region visibility [rules](#). This means that in close to all cases, the EUSBSR logo and Interreg BSR logo come as a pair.



Light backgrounds

This is the logo to be used against light backgrounds.



Dark backgrounds

This is the logo to be used against dark backgrounds.



Freespace

The freespace is defined by the width of the star. The dedicated freespace around the logo should always be at least one "X" (About 1/8 of the height of the logo).



Alternative logos

Policy Area

Specific logos include the EUSBSR main logo, and a separate heading specifying the Policy Area.

Black and White Logos

The black and white logos should be used only when necessary, i.e. only in pure black and white print. In all other situations, use a color version of the logo.

You can download a logo suitable for your purpose from the logo bank on our website www.eusbsr.eu/communication/

Policy Area logos

If you wish to highlight the Policy Area specific activities, please use these logos. Should there be more than one Policy Area involved, you can either use the general logo OR list all Policy Area logos. No need for both the general logo AND the Policy Area logo.



Black & White versions

The black and white logos should be used only in absolute need. Always prioritize the colored versions.



Colour palette

Brand colours

Along with the logo, consistent use of brand colours makes our visual material easy to recognise for anyone who has seen our materials. The colour palette is split into primary and secondary colours.

Black & White

In addition to the brand colours, black and white are also usable as long as they follow the contrast guidelines.

Colour technicalities

Colors vary when printed as full colour or Pantone, on coated/uncoated paper, displayed on screens, or embroidered on clothing. For consistent appearance across mediums, use specific colour systems.

HEX

Used only digitally. Hexadecimal colours are similar to RGB, used mostly online.

RGB

RGB (Red, Green, Blue) is only used digitally, i.e. on screens.

CMYK

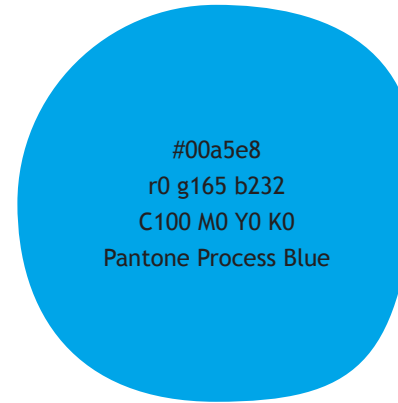
CMYK is four-colour process, and is often used in digital printing.

Pantone

Pantone Matching System colours are ready-made standardised colour inks used in offset printing.

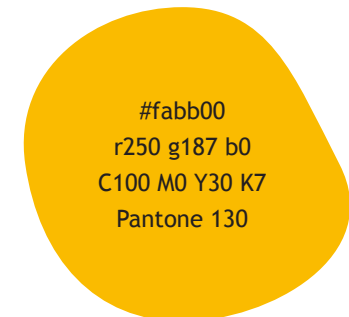
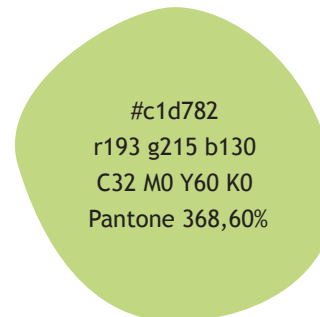
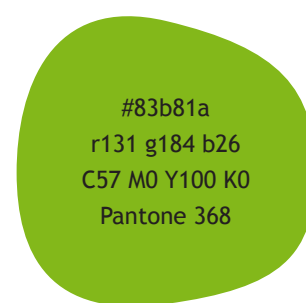
Primary Colours

The primary colours create sufficient options for the majority of use cases and can be used as backgrounds and color fillings. When in use, these should be the dominating colours on the surface.



Secondary Colours

The secondary colours can be used whenever more variations or contrast is needed, e.g. in charts and diagrams.



Typography

The font Trebuchet MS is applied on the EUSBSR website and other outputs. It is considered as the main font for EUSBSR outputs.

Typography colors

Coloured text should only be applied to the headlines, the body text is always black, and highlights are indicated in bold. Note that Headline 1 should never be green.

Black

Both headlines and body, including potential highlights/bolded text in black.

Black with supporting colours

Headline 1 black, 2 Blue, headline 3 green.

In colour

Headline 1 blue, 2 Green, headline 3 black.

In color 2

Headline 1 & 2 blue, 3 green.

Main font and headline style

Headlines

Trebuchet MS, Bold

Headline 1

About 3/4 of headline 1

Headline 2

About 2/4 of headline 2

Headline 3

Body

Trebuchet MS, Regular

Meniminum et dolest, estempo rerumquo eius ut quam voluptasi cus apis est, sim autemporrum ipis sume prehent am et ea quiatiuri idelles cum sequo evellat usdae. Nam abo. **Epta doluptatusam hil eiur asperehenda nusam**, sum voluptus aut libus erestior moluptas volora volore denit quam endelia consequis magnimi litassequi reribus senia quo tecea autemporum hitaquodi que nobit dolenditiaie veniend icillut aut entust, volute pore volorit, con porum dolum re exerum

Headline color variations

Headline 1

Headline 2

Headline 3

Meniminum et dolest, estempo rerumquo eius ut quam voluptasi cus apis est, **sim autemporrum ipis** sume prehent.

Headline 1

Headline 2

Headline 3

Meniminum et dolest, estempo rerumquo eius ut quam voluptasi cus apis est, **sim autemporrum ipis** sume prehent.

Headline 1

Headline 2

Headline 3

Meniminum et dolest, estempo rerumquo eius ut quam voluptasi cus apis est, **sim autemporrum ipis** sume prehent.

Headline 1

Headline 2

Headline 3

Meniminum et dolest, estempo rerumquo eius ut quam voluptasi cus apis est, **sim autemporrum ipis** sume prehent.



Visual appearance applications

Logotype

Logo dos and don'ts

These guidelines apply to all logos. The most important factors are contrast and free space.

Logo with backgrounds

Depending on the color and/or contrast of the background image, consider using either the dark or light version of the logo. For alternative uses with supportive background see page 12.

Minimum free space

Always ensure that the logo is separated from edges and other items (e.g. other logos) by at least the width of one of the stars.

Logo sizes

The logo should be legible, but not massive. The logo acts as a stamp, and should be used accordingly, also on blank pages. Our thumb of rule is, that the correct size is used when text in the logo is still clearly readable.

Logo with backgrounds

Always make sure, that the logo is in contrast with the background. Our rule of thumb is, if you can clearly read the text clearly, the logo color version is correct.



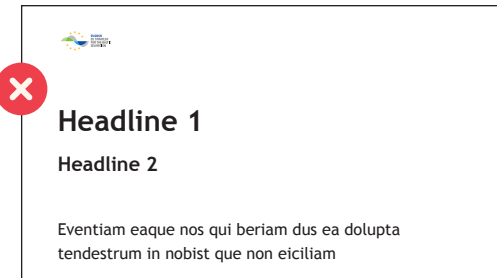
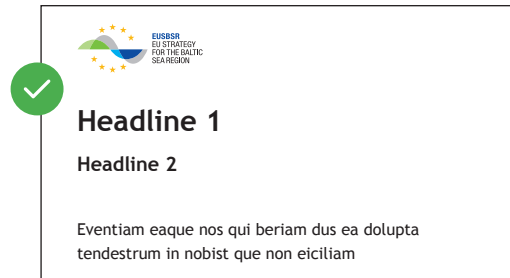
Minimum free space

Ensure that the logo has enough free space around so that it stands out and is clearly visible.



Logo sizes

Make sure the logo is clearly visible and not too small. Our rule of thumb is, that the correct size is used when text in the logo is still be clearly readable.



Typography

By following the instructions, we can make sure that all text content follows the same cohesive structure, and that a single document follows a clear template, making it easy to process for the reader.

Font sizes

The font size should always be readable. Minimum sizes for paragraph texts in documents are **8pt** and footnotes **5pt**. For font sizes used in Powerpoint, see page 14.

Accessibility

When using colored backgrounds with text, avoid using color combinations that affect colourblindness. Color combinations that should be avoided are:

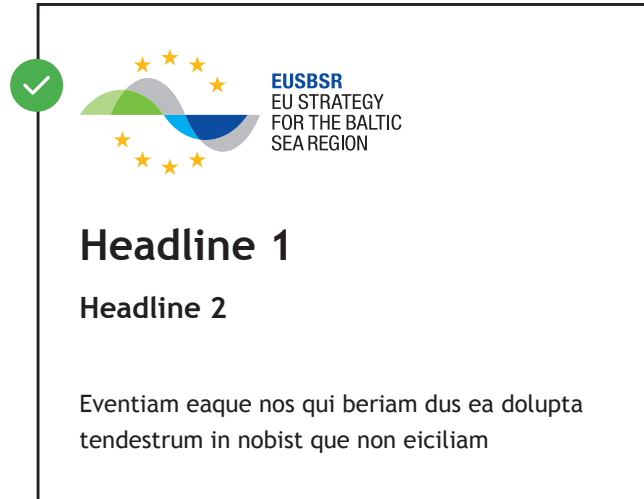
- Blue & gray
- Blue & purple
- Green & black
- Green & blue
- Green & gray
- Green & brown
- Green & red

Logo with supporting backgrounds

Always avoid placing the full-color logo on a background that matches any of its colors to prevent blending. Opt for backgrounds that are distinct from the logo's colors. If needed, you may use the supporting graphics to complement the backgrounds (see page 13).

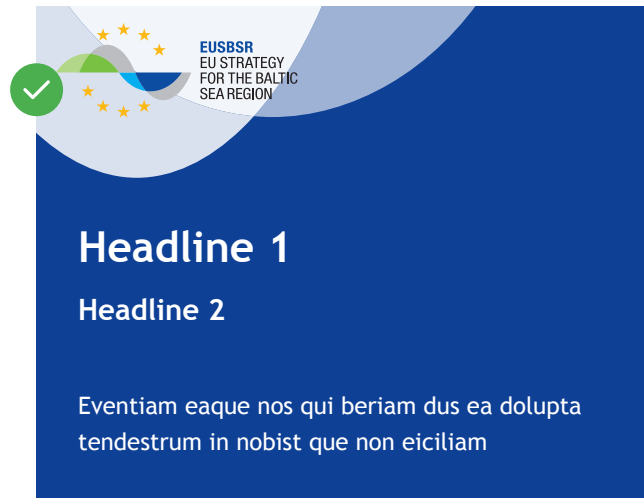
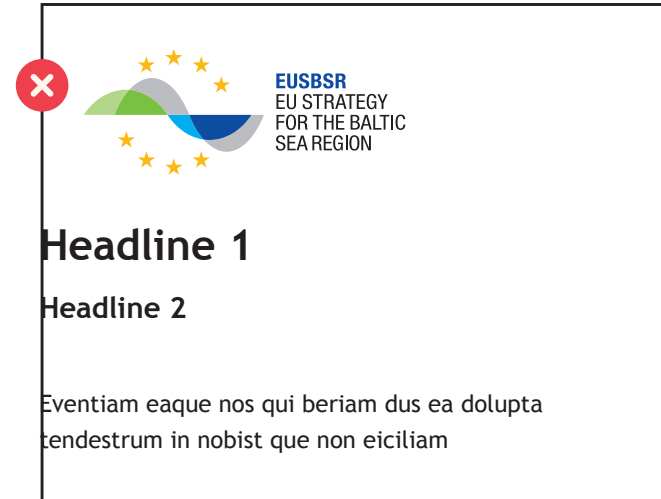
Text dos and don'ts

The text should always be clearly visible. Always prefer black-on-white, but in cases where a colored background is chosen, make sure that there is a high enough contrast between the text and background to be clearly visible. Never place text too close to the border of the element.



Colours dos and don'ts

Always prefer a light colour, i.e. white, on large backgrounds. Other main colours are best used in headings and highlights, this way the content remains clear and light. However when a colour is used as a background, keep in mind the accessibility of the content.



Supporting graphics

When using background imagery you can use the supporting graphics to make the logo more visible.

Note that the graphic should always be placed in a corner.

Choose the right graphic depending on the background contrast and colour. The rule of thumb is that the logo should always be clearly visible and text readable.

You can download the suitable graphics for your purpose from the media bank on our website:

www.eusbsr.eu/communication/

Different versions of the supporting illustrations

The illustration should be legible, but not massive. Use the suitable version depending on the background of the imagery, below examples of the different versions.



Presentations

Master template

By using the master Powerpoint template, the presentation follows the Strategy's visual guidelines by default. The master template contains a variety of pre-built slides which accommodate text, illustrations and images.

Whenever creating presentations, be mindful about the use. If the presentation will be shown on large screens or projectors, make sure not to overcrowd slides with text and content. Presentation slides which are read individually on computers can accommodate more content, but should not be walls of text.

Font sizes

The master template has pre-defined font sizes which should be used as a baseline.

Headlines: 22 - 24 pt

Subtitles: 20 pt

Body text: 18 - 20 pt

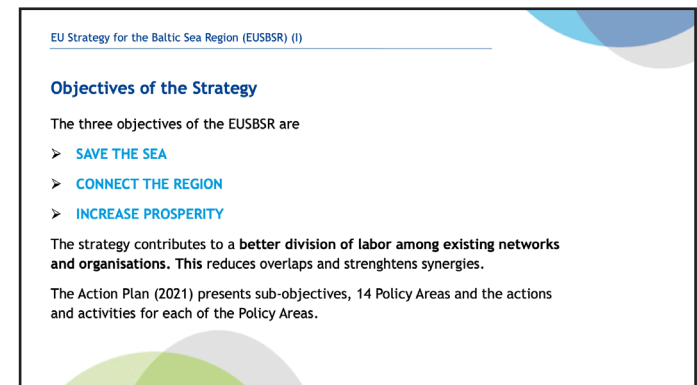
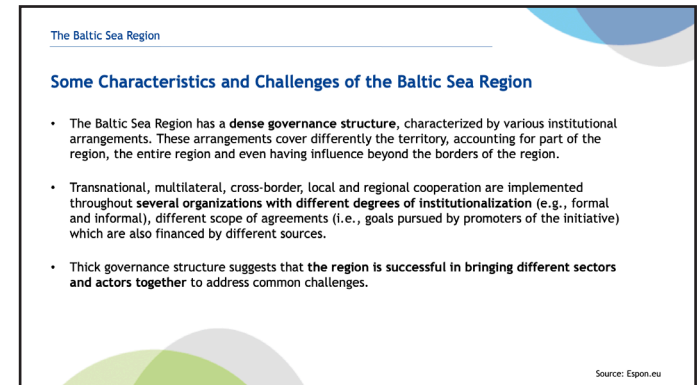
Footnotes: 9 pt

Images

All images should be a minimum of 150dpi when sized 100 % for an optimized screen view experience.

Logos

As presented on pages [6](#), [7](#), [11](#) & [12](#).



Roll-up and print

Whenever creating physical printed materials, make sure to use high-resolution imagery and vector graphics. Vector graphics scale infinitely, resulting in perfect print regardless of size.

For the material itself, be mindful of the use, do not overcrowd the surface. Different areas have different priorities. E.g. on a roll-up, the top third is the most important section as people read from top to bottom, and other parts may be obscured by other objects or people.

Roll-up best practises

Top third

The upper 1/3 of the Roll-up is the most important, since this is visible even in a crowd. Make sure to place the main content in this area.

Images

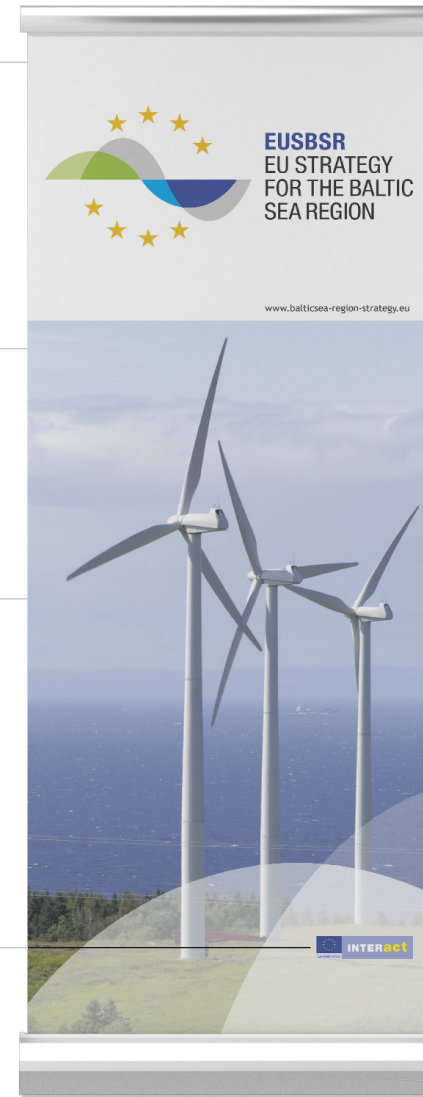
Only use high quality images with a minimum resolution of 300dpi when sized at 100%.

General content

The rule-of-thumb for a roll-up is to have enough information to get the viewers attention, but not too much to make the roll-up crowded. Consider to use graphics and images with supporting headlines, instead of text heavy content.

Supporting Graphics

You may use supporting graphics and shapes to fill the empty spaces, as long as it follows the Strategy guidelines.





Examples



EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION

FROM PLANS TO PRACTICE

Together, we are building a green, prosperous,
and well-connected Baltic Sea Region.



EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION

FROM PLANS TO PRACTICE

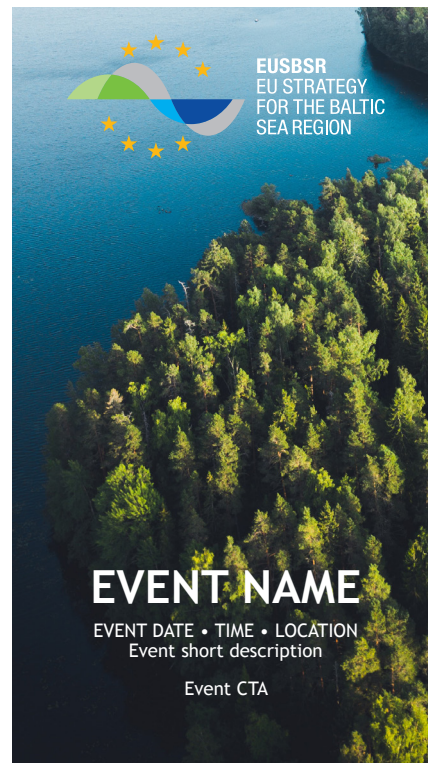
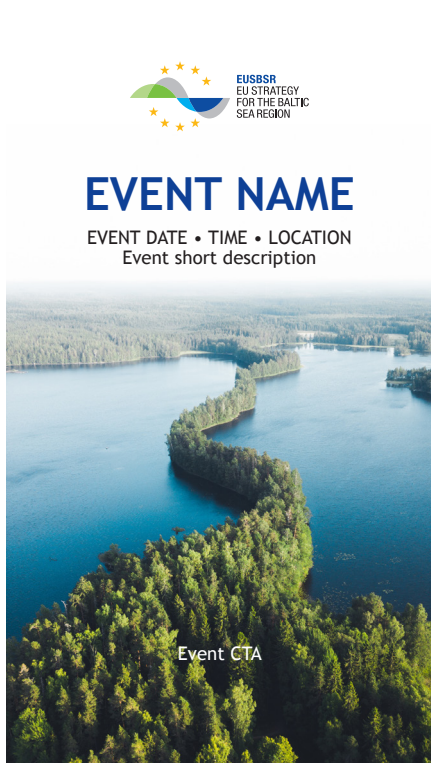
Together, we are building a green, prosperous,
and well-connected Baltic Sea Region.

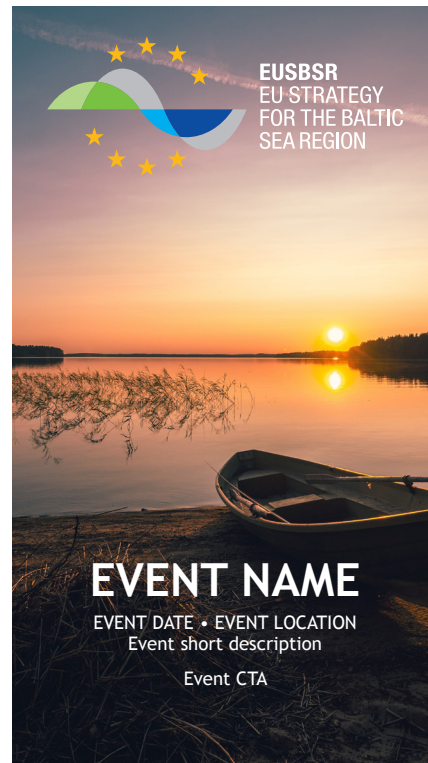
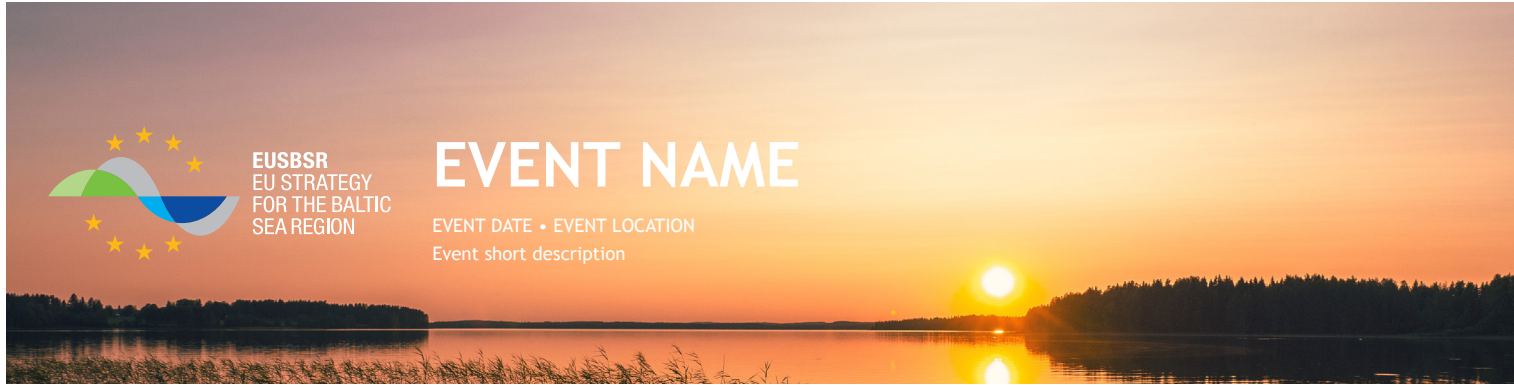


EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION

FROM PLANS TO PRACTICE

The Strategy fosters cooperation and finds
solutions for joint challenges on a
regional level.







EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION

Name of your presentation

Your name

Your organisation

Date

Interreg
Baltic Sea Region



Co-funded by
the European Union



FROM PLANS TO PRACTICE EU Strategy for the Baltic Sea Region

Save the Sea, Increase Prosperity and Connect the Region 2023



Foreword

This document presents long-term strategic objectives and tools to plan and target communication activities around the implementation of the EU Strategy for the Baltic Sea Region (EUSBSR, hereafter the Strategy). It explains the purpose and importance of communication activities and sets out the respective and/or shared responsibilities of the key stakeholders. It is mainly for the use of actors within the Strategy's governance structure: National Coordinators, Policy Area Coordinators, Steering Group members and the Baltic Sea Strategy Point (hereafter the key stakeholders).

The European Commission report on the implementation of the Macro-regional Strategies 2022 states the following:

“[Macro-regional strategy] implementation relies heavily on the commitment and ambition of the participating countries that lead the process. The process is as important as the result: it must be inclusive and bottom up to ensure ownership.”

Since this support and ownership cannot be taken for granted, communicating progress and the results achieved through cooperation in the Strategy's Policy Areas and their Actions is of utmost importance.

Planning and implementing

Planning and implementing targeted communication activities shall help sustain this political commitment and the level of ambition in the member countries. Fact-based, goal-oriented, and timely communication about activities and achievements ensures that the Strategy's implementation process is transparent and accountable. It helps also to mobilise sufficient resources and to guarantee political commitment to promote the objectives and sub-objectives as outlined in the EUSBSR Action Plan as well as making it attractive for new stakeholders to join.

The Strategy aims to facilitate cooperation and to reduce overlaps in the Baltic Sea Region's different organisations, networks and institutions. All communication work should contribute to this mission and the main objectives of the Strategy: Save the Sea, Increase Prosperity, and Connect the Region.

Thank you!

Remember, this manual isn't here to limit your creativity or constrain your ideas. Instead, it's designed to empower you, guiding your understanding and application of our brand elements.

With the insights from this manual, we trust you'll create wonderful and consistent representations of our identity.

Here's to every brilliant idea you'll bring to life! Remember, with the right guidance, you can do it!

Questions?

Contact: info@eusbsr.eu