Baltic SCOPE

Towards coherence and cross-border solutions in Baltic Maritime Spatial Plans

VISUAL IDENTITY MANUAL

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LOGOTYPE/ COLOUR

The logo is the sign of recognition for the project Baltic SCOPE, and consists of the symbol and text.

The main symbol are divided in three differently coloured parts.

The green colour represents the land. The blue colour represents the Baltic sea and the light blue represents the sky.

All three parts together create a shape similar to letter “S”, which represents “SCOPE”.

Since the logo contains different colours it works better against a white background.

It is advisable to use the logo on white background in all cases it’s possible.

LOGOTYPE/ COLOUR

This is the Baltic SCOPE logo to be used on black or dark backgrounds.

All texts in this version are always white.

Background examples

LOGOTYPE/ BLACK & WHITE

Black & white logotype versions can be used when there is no option for using coloured versions.

Two versions are available to use against light and dark backgrounds.

Additional versions are available for exceptional use in case no other versions fit.

Additional version can also be used in the blue and dark blue colour from the palette.

Basic versions– the sea 90% black; the sky and land 50% black; text 0% or 100% black

Additional versions

LOGOTYPE/ CLEAR SPACE

A minimum amount of clear space must always surround all versions of the logo.

Clear space is equal to height of the “B” in “Baltic”.

More clear space is always better for visibility and overall composition.

LOGOTYPE/ USAGE RESTRICTIONS

To avoid poor usage of the logotype, always follow guidlines provided in this document.

Examples below show incorrect usage of the logo.

Always follow provided restrictions when using the logo.

Do not change colours of the logo.

Do not rotate the logo or separate elements.

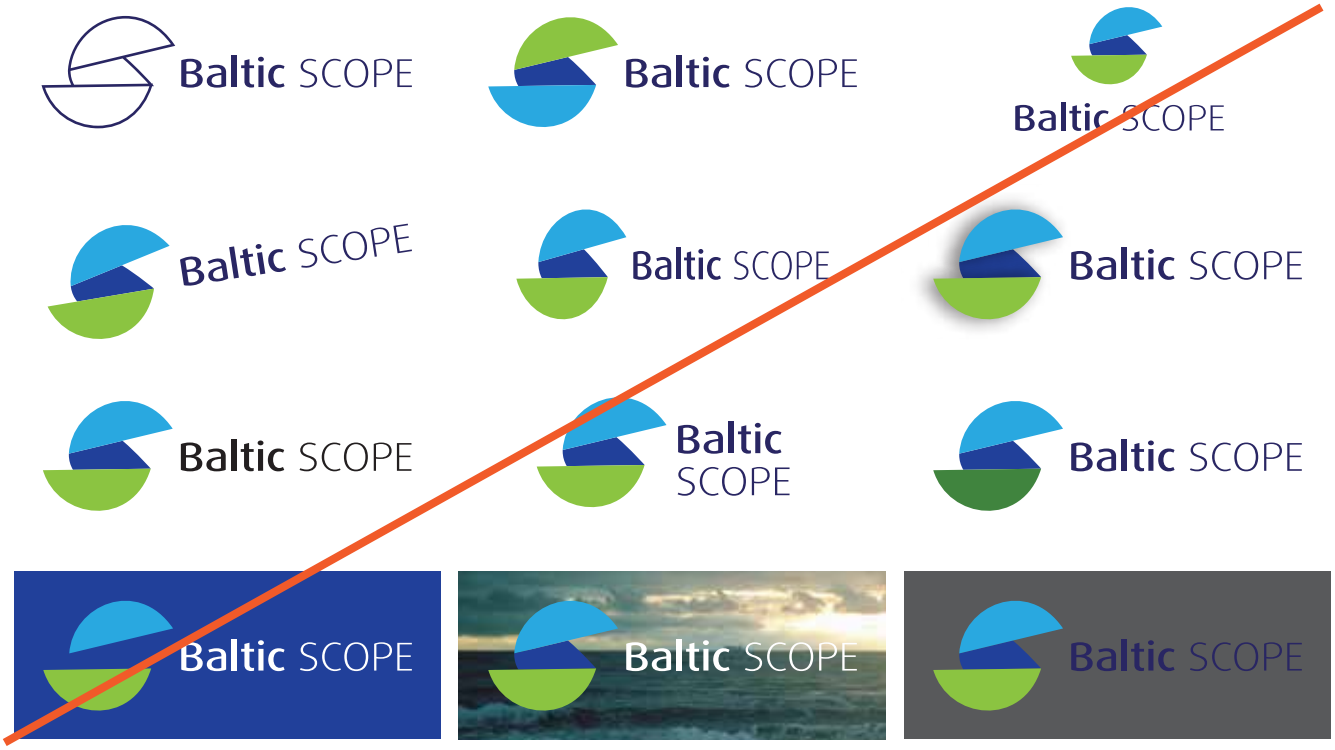
Do not stretch or squeeze the logo.

Do not restructure elements in the logo.

Do not use special effects, like shadow, etc.

Do not use logo in a way that reduces its readability.

Examples of incorrect logo usage



LOGOTYPE/ USAGE RESTRICTIONS

It’s best to avoid using the logo directly on a photo, because the logo will be with reduced readability.

Cover part of the photo with white element and then safely arrange logo with other elements on the white area.

Do not place colour version of the logo on the background that uses one of the primary colours of the palette.

In case it’s necessary use the additional logo version in white or black.

Example of correct logo usage on a photo

Example of correct logo usage on a colourful background

COLOUR PALETTE/ PRIMARY/ ADDITIONAL

Colours look differently depending on how they are used.

To ensure they always look recognizable and similar, there are different colour systems shown below.

Primary colours are from the logo and are used widely in Baltic SCOPE visual materials.

Together with logo primary colours are main components of the Baltic SCOPE visual identity.

Additional colours are used in special cases to highlight something or when working with texts, charts, etc., when primary colours are too bright to use.

Primary colours

CMYK 70/15/0/0
RGB 39/170/225
Pantone 298
#3399CC
RAL 5012

CMYK 100/90/0/0
RGB 33/64/154
Pantone 2728
#333399
RAL 5005

CMYK 50/0/100/0
RGB 141/198/63
Pantone 375
#99CC33
RAL 6018

CMYK 100/100/30/20
RGB 41/38/99
Pantone 2745
#333366
RAL 5022

Additional colours

CMYK 0/80/95/0
RGB 240/90/40
Pantone 165
#FF6633
RAL 2008

CMYK 25/25/40/0
RGB 194/181/155
Pantone 4755
#CCCC99
RAL 1015

BACKGROUND

Main colour of background is white, use it whenever acceptable.

For more sophisticated look additional background element can be added.

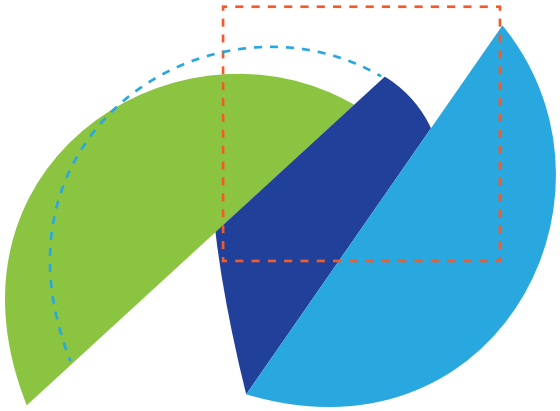
Background element is a fragment cropped out of rotated and flipped logo symbol with light blue part displaced and exchanged colours with green part.

Rotation and cropping helps to perceive forms more abstractedly while still keeping close connection to Baltic SCOPE visual identity.

Based on the case, cropped area can be shown less or more.

Use the background element accordingly with document guidlines and given examples.

Crop example



Example using on provided space

FONTS

Main font of Baltic SCOPE visual identity is DaxWide also used in the text of the logo.

DaxWide has variety of styles, therefore it can be easily used for different purposes.

In acceptional cases when DaxWide font is not available, Arial font can be used.

Arial is a default font available on all devices.

Main fonts

DaxWide Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DaxWide Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DaxWide Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DaxWide Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Additional fonts

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OFFICE MATERIALS/ NOTEPAPER

Paper: lorem ipsum 0g

Recommended technique– digital printing

OFFICE MATERIALS/ DOCUMENT FOLDER

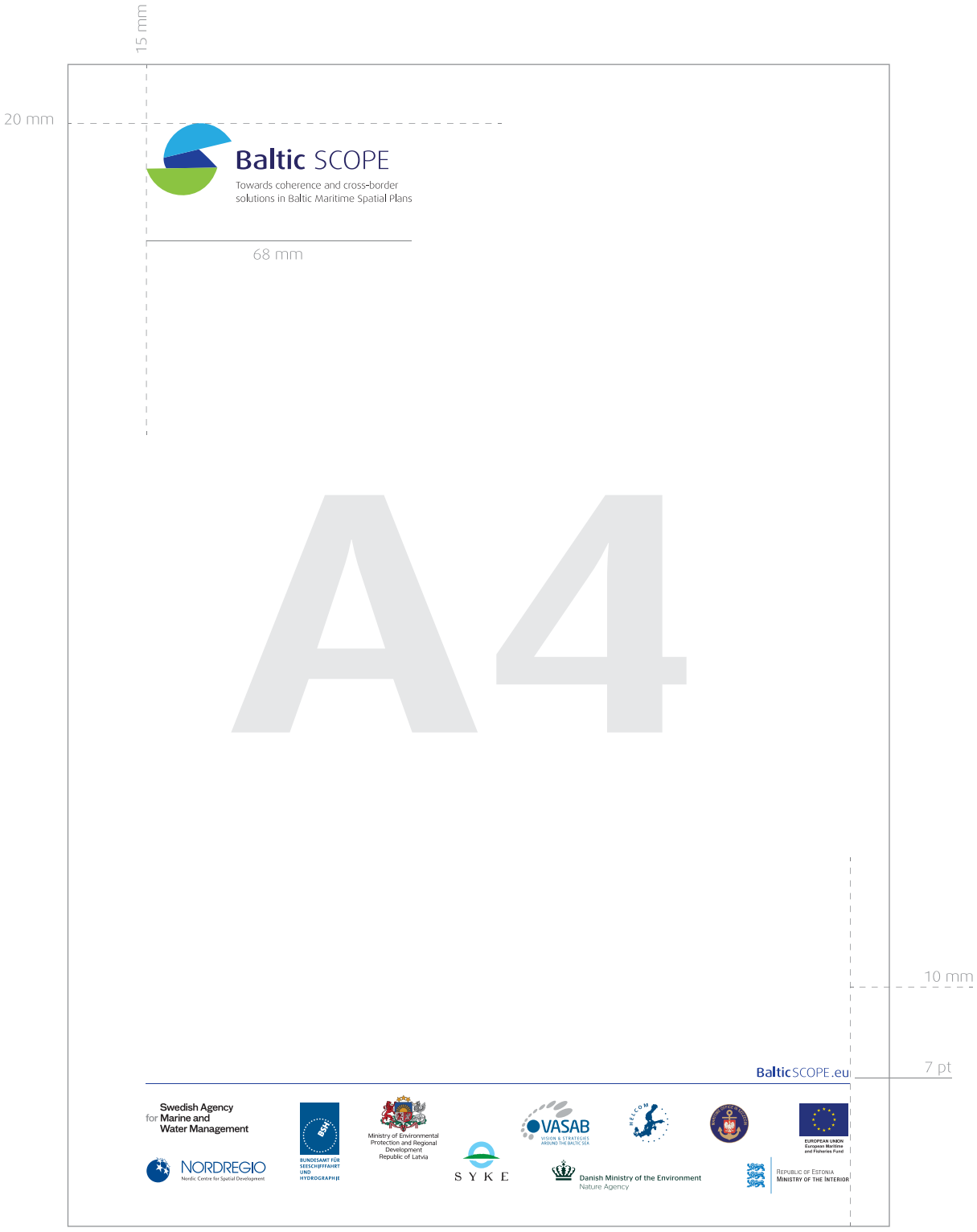
Paper: lorem ipsum 0g

Recommended technique– digital printing

OFFICE MATERIALS/ FORM

Paper: lorem ipsum 0g

Recommended technique– digital printing



OFFICE MATERIALS/ FORM

Paper: lorem ipsum 0g

Recommended technique– digital printing

This is the black and white version of form.

OFFICE MATERIALS/ FORM (HORIZONTAL)

Paper: lorem ipsum 0g

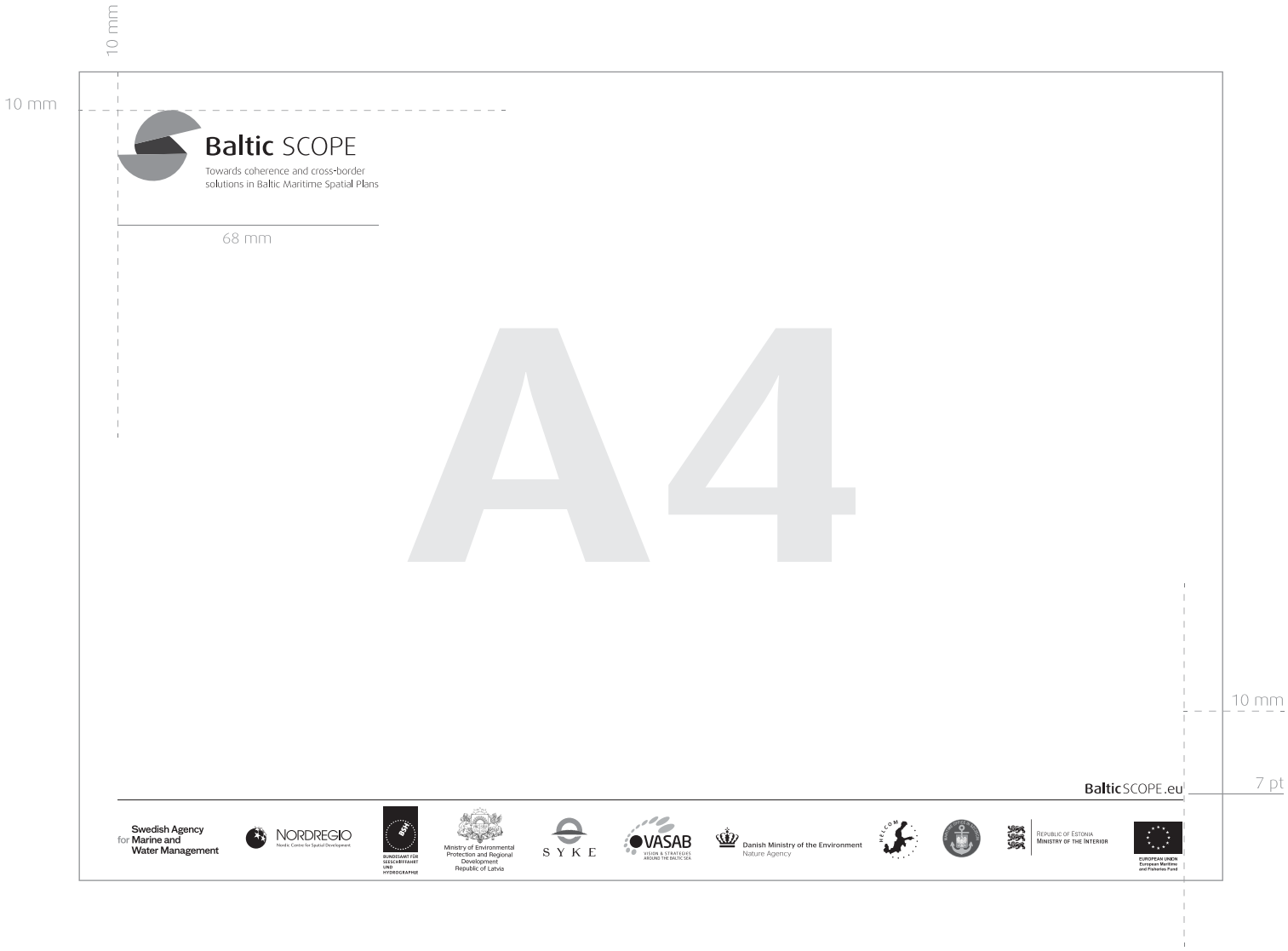
Recommended technique– digital printing

OFFICE MATERIALS/ FORM (HORIZONTAL)

Paper: lorem ipsum 0g

Recommended technique– digital printing

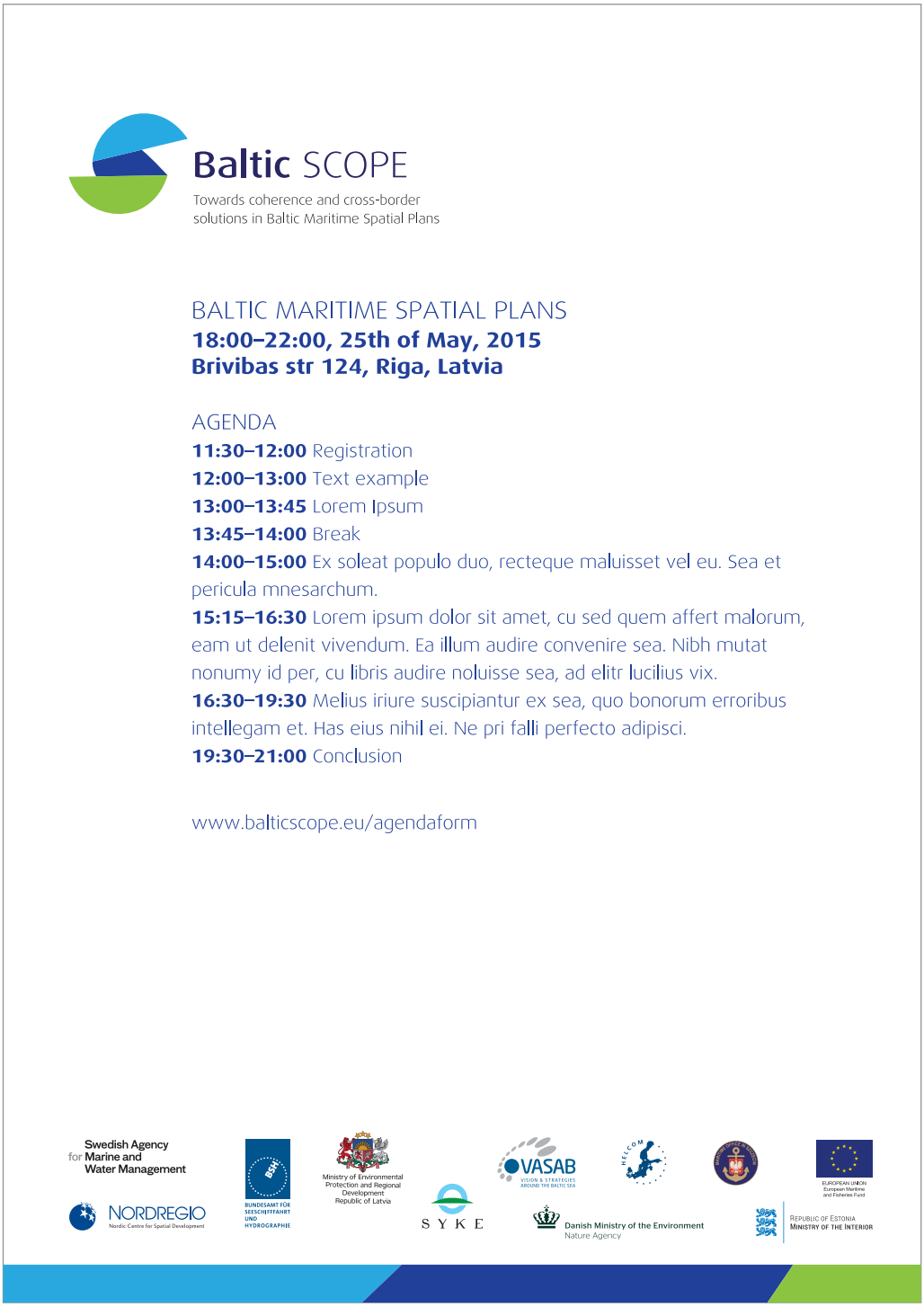
This is the black and white version of horizontal form.



OFFICE MATERIALS/ AGENDA FORM

Paper: lorem ipsum 0g

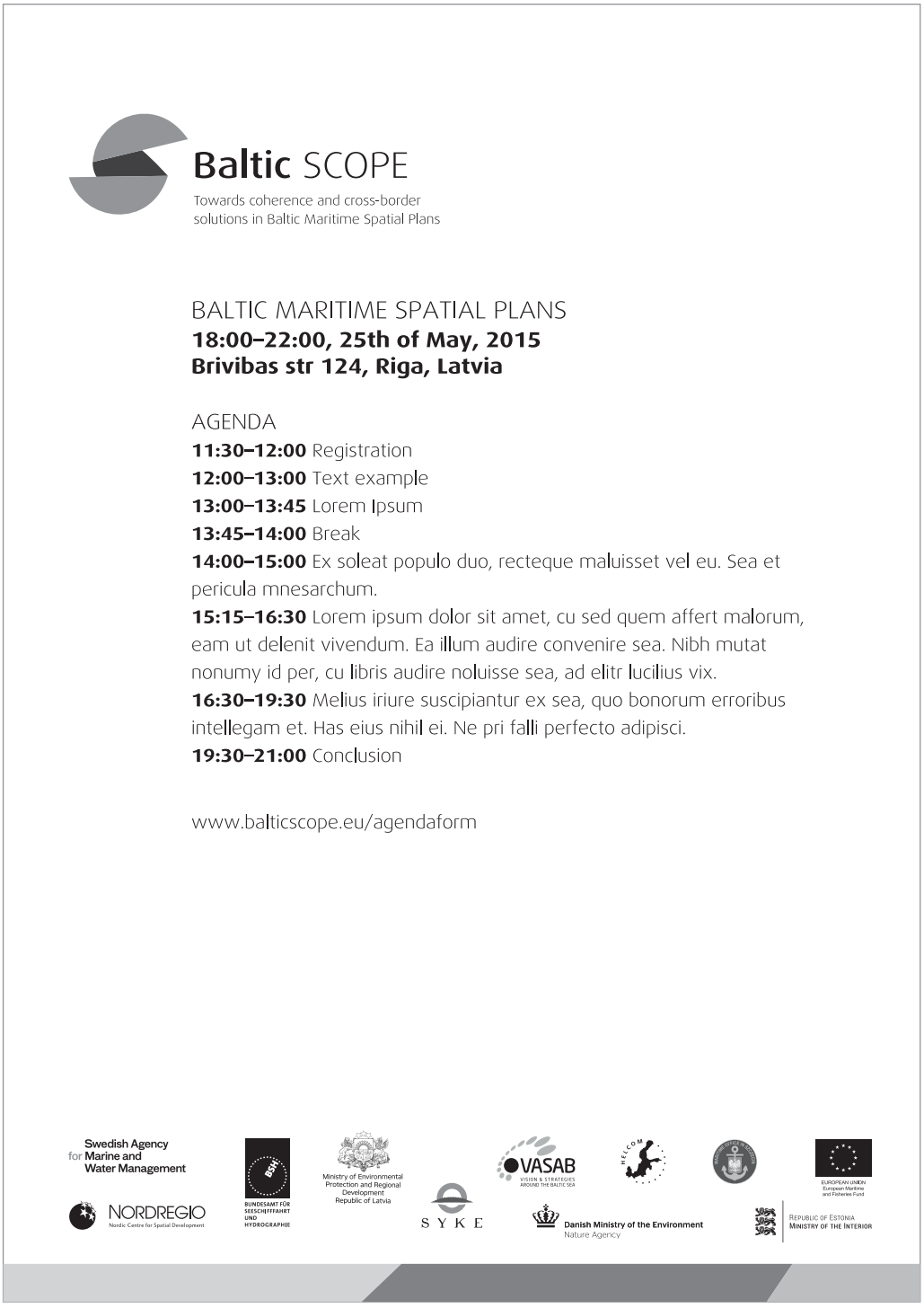
Recommended technique– digital printing



Paper: lorem ipsum 0g

Recommended technique– digital printing

This is the black and white version of agenda form.



Baltic SCOPE

Towards coherence and cross-border solutions in Baltic Maritime Spatial Plans

BALTIC MARITIME SPATIAL PLANS

18:00–22:00, 25th of May, 2015

Brivibas str 124, Riga, Latvia

AGENDA

11:30–12:00 Registration

12:00–13:00 Text example

13:00–13:45 Lorem Ipsum

13:45–14:00 Break

14:00–15:00 Ex soleat populo duo, recteque maluisset vel eu. Sea et pericula mnesarchum.

15:15–16:30 Lorem ipsum dolor sit amet, cu sed quem affert malorum, eam ut delenit vivendum. Ea illum audire convenire sea. Nibh mutat nonumy id per, cu libris audire noluisse sea, ad elitr lucilius vix.

16:30–19:30 Melius iriure suscipiantur ex sea, quo bonorum erroribus intellegam et. Has eius nihil ei. Ne pri falli perfecto adipisci.

19:30–21:00 Conclusion

www.balticscope.eu/agendaform

Swedish Agency for Marine and Water Management

NORDREGIO Nordic Centre for Spatial Development

BUNDESAMT FÜR SEESCHIFFFAHRT UND HYDROGRAPHIE

Ministry of Environmental Protection and Regional Development Republic of Latvia

SYKE

VASAB VISION & STRATEGIES AROUND THE BALTIC SEA

HELCOM

Danish Ministry of the Environment Nature Agency

EUROPEAN UNION European Maritime and Fisheries Fund

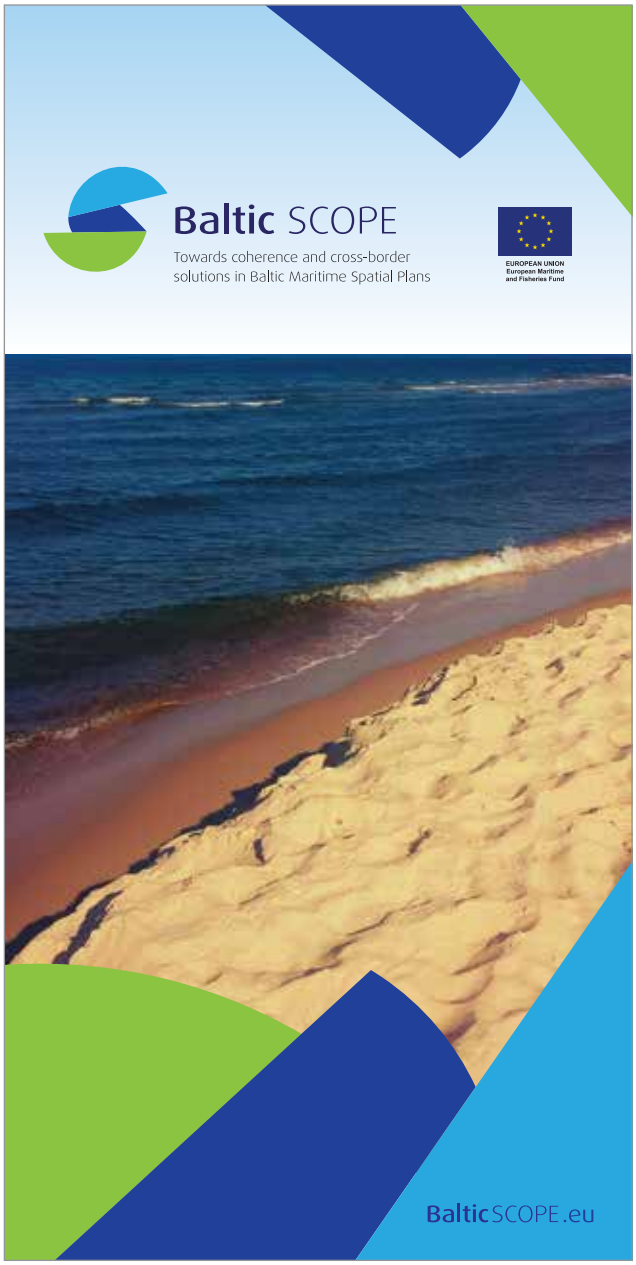
Republic of Estonia Ministry of the Interior

On the Baltic SCOPE pen and pencil there is logo and web address placed.

On small areas there is always shortest version of the logotype used.

The banner ir 1000 mm wide and 2000 mm high.

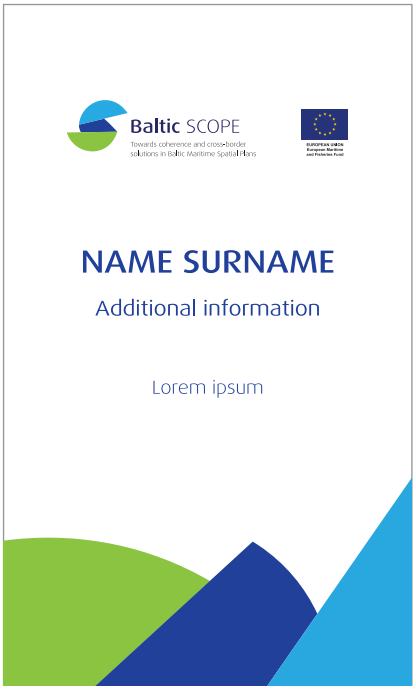
Recommended technique– digital printing.

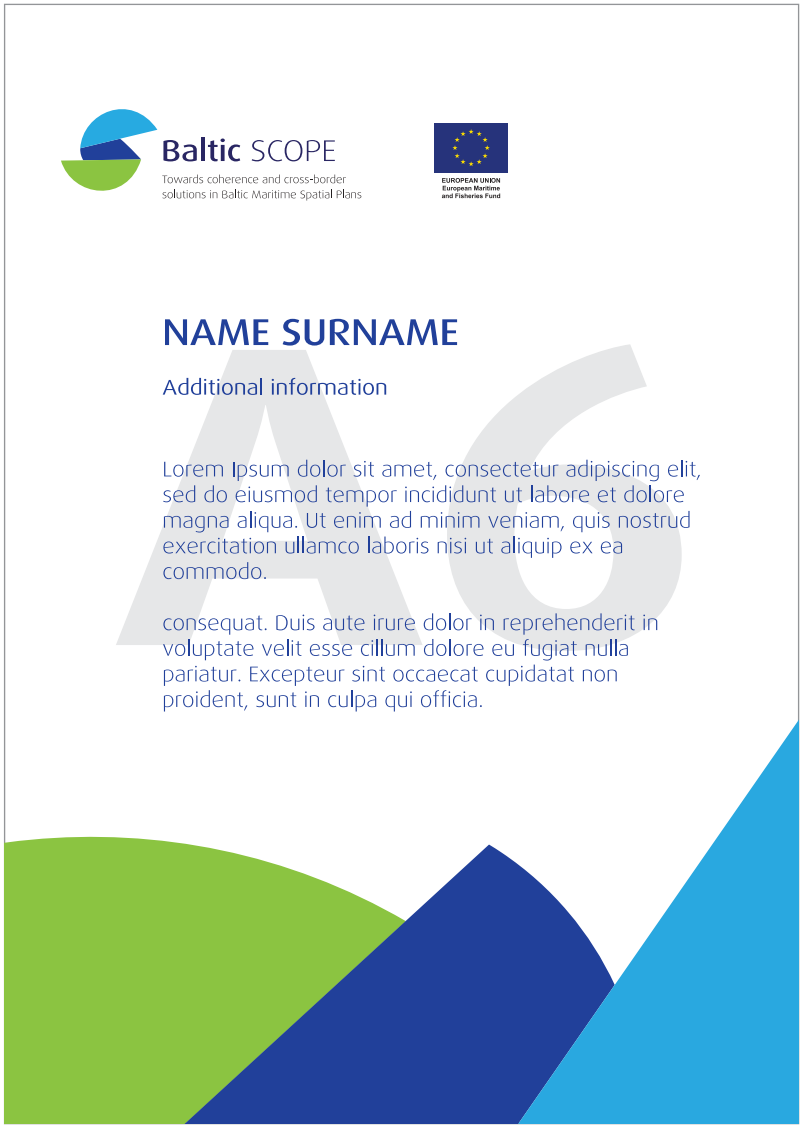


REPRESENTATIONAL MATERIALS/ ID BADGES

Badges are size 54x90 mm and A6.

Recommended technique– digital printing.





Poster is size A1.

Recommended technique– Offset.

Poster is size A1.

Recommended technique– Offset.

Poster is size A1.

Recommended technique– Offset.

REPRESENTATIONAL MATERIALS/ 3X FOLDED BOOKLET

Size of unfolded booklet is A4.

Recommended technique– digital printing.

Side A

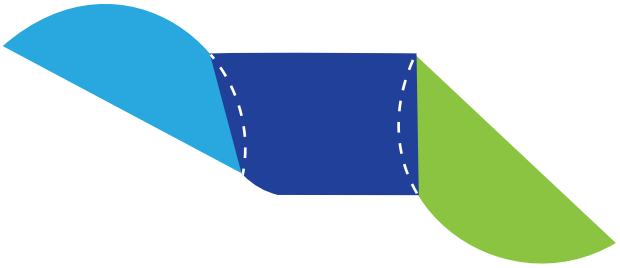
Side B

REPRESENTATIONAL MATERIALS/ FOLDED BOOKLET "LOGO"

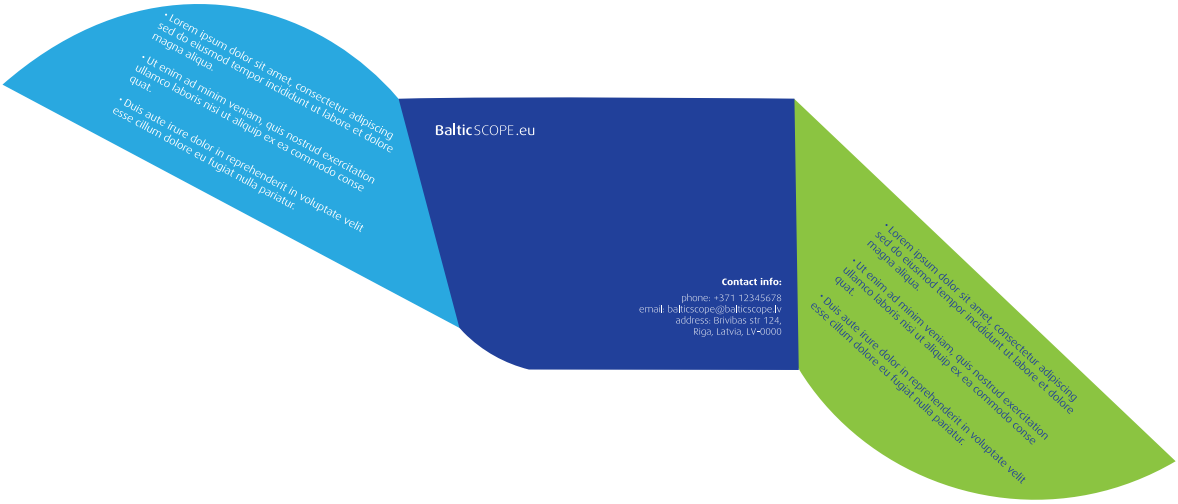
Recommended technique– digital printing.

Front, folded

Unfolded/ opened (Side A)



Side A



Side B

Visualization

REPRESENTATIONAL MATERIALS/ 2X FOLDED BOOKLET

Size of unfolded booklet is A5.

Recommended technique– digital printing.

Side A

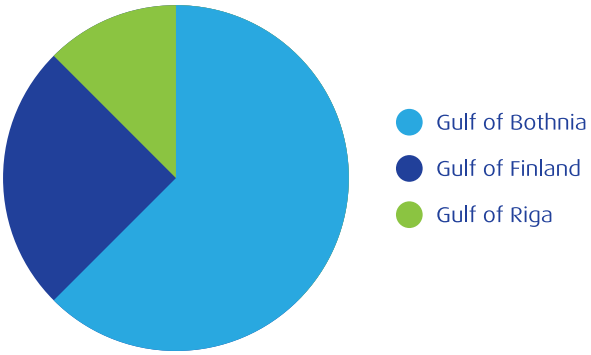
Side B

Use different colours when there are 5-6 or less subjects in chart.

Use one colour or combination of two from palette when there are more than 6 subjects in chart.

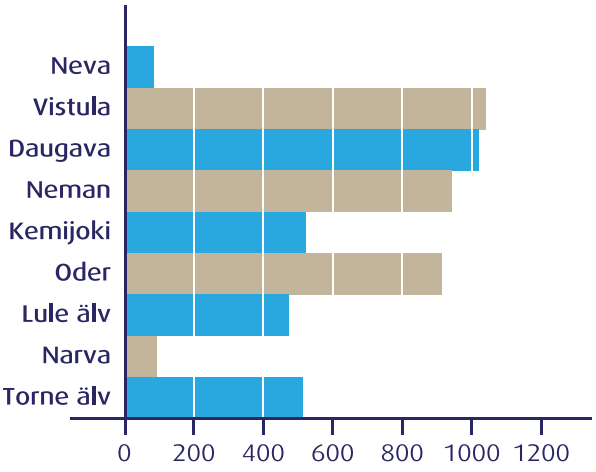
Use orange colour from palette to accent singular parts.

Example A



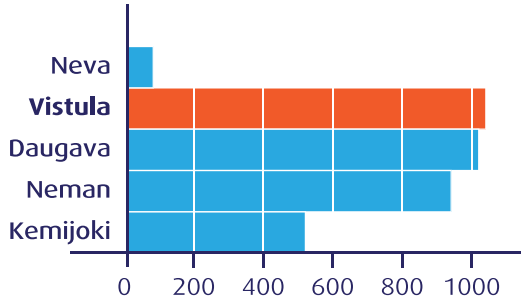
Example B

Major affluents of the Baltic Sea	km
Neva	74
Vistula	1047
Daugava	1020
Neman	937
Kemijoki	550
Oder	866
Lule älv	461
Narva	77
Torne älv	520



Example C

Major affluents of the Baltic Sea	km
Neva	74
Vistula	1047
Daugava	1020
Neman	937
Kemijoki	550



LANDING PAGE

Landing page provides main information about the project– the logo, project objective, contact info and logos of the partners.

Landing page is adjustable for usage on different devices, examples are shown below.

1280 x 720 px

320 x 480 px

768 x 1024 px

Opening slide

Closing slide

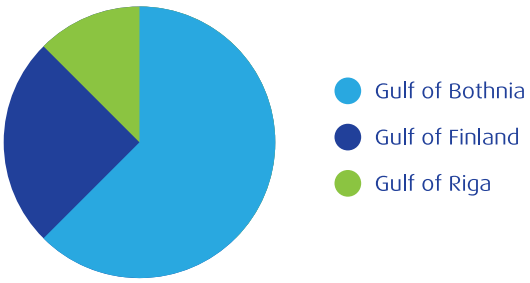
Content slide example A

EXAMPLE TITLE

- Baltic Maritime Spatial plans and some example text
- Lorem ipsum dolor sit amet consectetur adipiscing elit, sed do eiusmod tempor incididunt
- Labore et dolore magna aliqua
- Nemo enim ipsam voluptatem quia voluptas
- Sed ut perspiciatis unde omnis iste natus error sit volupt accusantium doloremque laudantium

Content slide example B

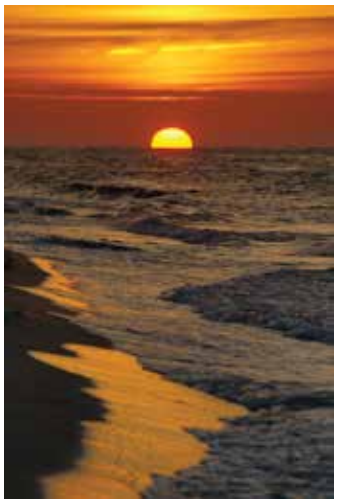
EXAMPLE TITLE 2



Baltic Maritime Spatial plans and some example text. Lorem ipsum dolor sit amet consectetur adipiscing elit, sed eiusmod tempor incididunt.

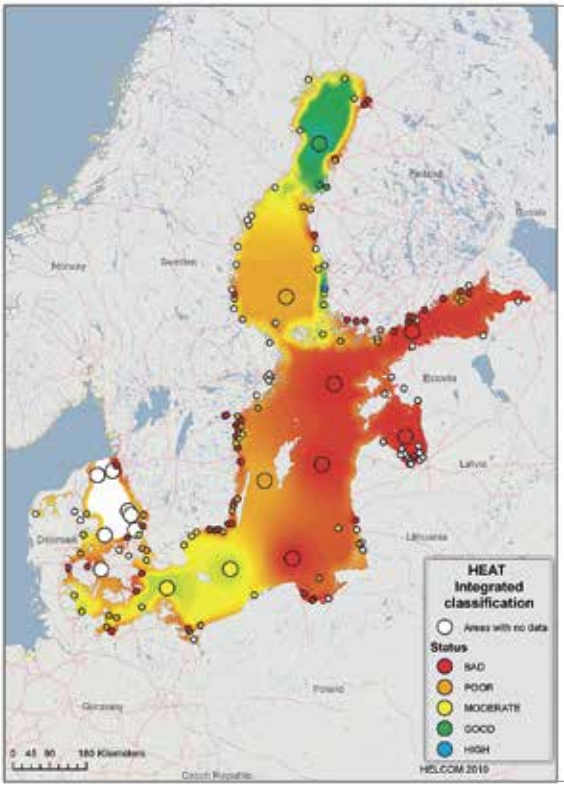
Content slide example C

EXAMPLE TITLE



- Baltic Maritime Spatial plans and some example text
- Lorem ipsum dolor sit amet consectetur adipiscing elit, sed do eiusmod tempor incididunt
- Labore et dolore magna aliqua
- Nemo enim ipsam voluptatem quia voluptas

Content slide example D



EXAMPLE TITLE

- Baltic Maritime Spatial plans and some example text.
- Lorem ipsum dolor sit amet consectetur adipiscing elit, sed eiusmod tempor incididunt.