



**Baltic SCOPE**

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

# VISUAL IDENTITY MANUAL

# TABLE OF CONTENTS

<b>1. Logotype</b>	<b>3</b>
1.1. Colour	3
1.2. Black & white	5
1.3. Clear space	6
1.4. Usage restrictions	7
<b>2. Colour palette</b>	<b>9</b>
2.1. Primary	9
2.2. Additional	9
<b>3. Background</b>	<b>10</b>
<b>4. Fonts</b>	<b>11</b>
<b>5. Office materials</b>	<b>12</b>
5.1. Notepaper	12
5.2. Document folder	13
5.3. Form	14
5.4. Agenda form	18
<b>6. Representational materials</b>	<b>20</b>
6.1. Pen, pencil, conference flag	20
6.2. Roll-up banner	21
6.3. ID Badges	22
6.4. Poster	23
6.5. 3x folded booklet	26
6.6. Folded booklet "Logo"	27
6.7. 2x folded booklet	28
6.8. Fact sheet	29
<b>7. Landing page</b>	<b>30</b>
<b>8. PowerPoint templates</b>	<b>31</b>

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



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.

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

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



# LOGOTYPE/ USAGE RESTRICTIONS

To avoid poor usage of the logotype, always follow guidelines 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



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





Colours look differently depending on how they are used.

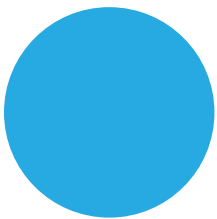
To ensure they always look recognizable and similar, there are different colour systems shown below.

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

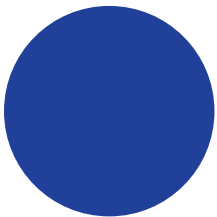
Together with logo primary colours are main components of the Baltic SCOPE visual identity.

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



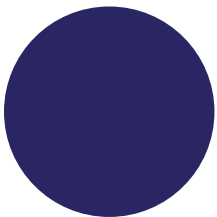
CMYK 70/15/0/0  
RGB 39/170/225  
Pantone 298  
#27A9E1 (web safe #3399CC)  
RAL 5012



CMYK 100/90/0/0  
RGB 33/64/154  
Pantone 2728  
#213F99 (web safe #333399)  
RAL 5005

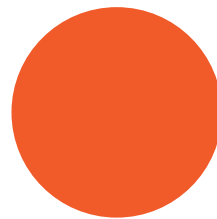


CMYK 50/0/100/0  
RGB 141/198/63  
Pantone 375  
#8CC63E (web safe #99CC33)  
RAL 6018

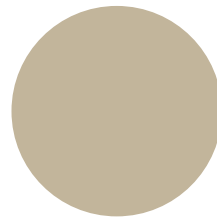


CMYK 100/100/30/20  
RGB 41/38/99  
Pantone 2745  
#292562 (web safe #333366)  
RAL 5022

## Additional colours



CMYK 0/80/95/0  
RGB 240/90/40  
Pantone 165  
#F05A28 (web safe #FF6633)  
RAL 2008



CMYK 25/25/40/0  
RGB 194/181/155  
Pantone 4755  
#C2B49A (web safe #CCCC99)  
RAL 1015

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

For more sophisticated look additional background element can be added.

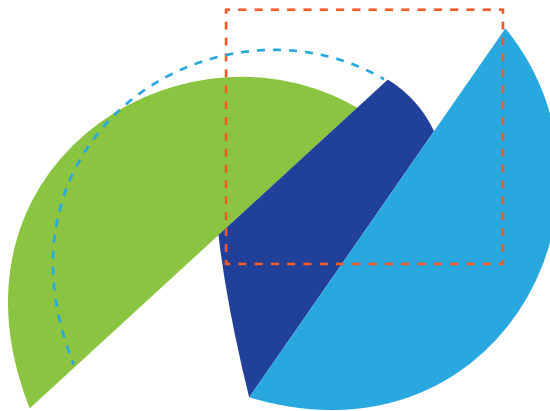
Background element is a fragment cropped out of rotated and flipped logo symbol with light blue part displaced and exchanged colours with green part.

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 guidelines and given examples.

Crop example



Example using on provided space



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

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

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

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

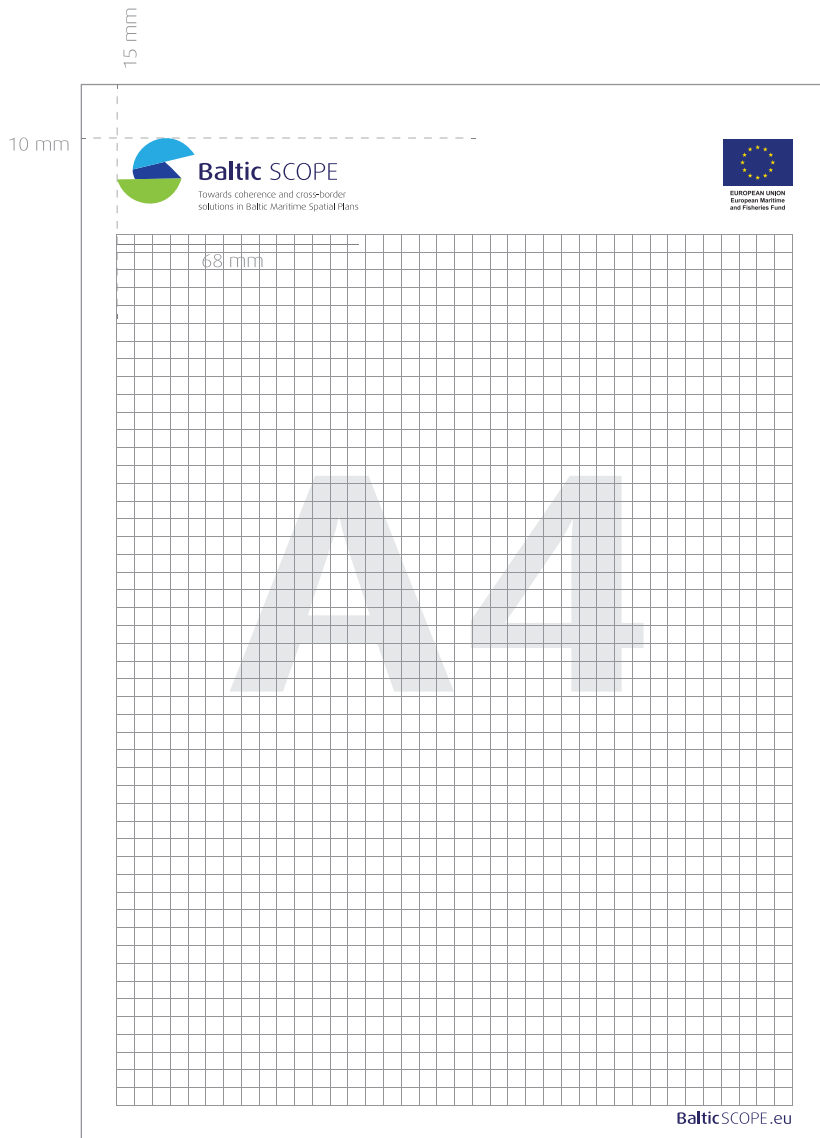
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Paper: lorem ipsum 0g

Recommended technique– digital printing



Paper: lorem ipsum 0g

Recommended technique– digital printing



Paper: lorem ipsum 0g

Recommended technique– digital printing

The image shows a template for an A4 form. It includes the following elements:

- Dimensions:** A vertical dashed line on the left is labeled "15 mm". A horizontal dashed line at the top left is labeled "20 mm". A horizontal dashed line at the bottom right is labeled "10 mm". A horizontal solid line below the logo is labeled "68 mm".
- Logo:** The "Baltic SCOPE" logo is located in the top left. It features a stylized globe icon with blue and green segments. The text "Baltic SCOPE" is in a bold, sans-serif font. Below it, the tagline "Towards coherence and cross-border solutions in Baltic Maritime Spatial Plans" is written in a smaller font.
- Text:** The large, light gray text "A4" is centered on the page.
- Footer:** A horizontal line at the bottom contains several logos and text. From left to right: "Swedish Agency for Marine and Water Management", "NORDREGIO Nordic Centre for Spatial Development", "INSTITUTSĀRĀBĒS CENTRS ĪPAŠĪBĀRĀBĪBĀI (INSTITUT FOR HYDROGRAPHY)", "Ministry of Environmental Protection and Regional Development Republic of Latvia", "S Y K E", "VASAB VISION & STRATEGIES AROUND THE BALTIC SEA", "Danish Ministry of the Environment Nature Agency", "REPUBLIC OF ESTONIA MINISTRY OF THE INTERIOR", and "EUROPEAN UNION European Maritime and Fisheries Fund". The text "BalticSCOPE.eu" is positioned to the right of the logos. The text "7 pt" is located at the bottom right corner of the page.

Paper: lorem ipsum 0g

This is the black and white version of form.

Recommended technique– digital printing

15 mm

20 mm

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

68 mm

A4


10 mm

7 pt

BalticSCOPE.eu


Swedish Agency for Marine and Water Management

 **NORDREGIO**  
Nordic Centre for Spatial Development

 **Baltic Sea Hydrography**

 Ministry of Environmental Protection and Regional Development  
Republic of Latvia

 S Y K E

 **VASAB**  
VISION & STRATEGIES AROUND THE BALTIC SEA

 Danish Ministry of the Environment  
Nature Agency

 REPUBLIC OF ESTONIA  
MINISTRY OF THE INTERIOR

 EUROPEAN UNION  
European Maritime and Fisheries Fund

Paper: lorem ipsum 0g

Recommended technique– digital printing

10 mm

10 mm



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

68 mm

A4

10 mm

7 pt

[BalticSCOPE.eu](http://BalticSCOPE.eu)

Swedish Agency for Marine and Water Management

NORDREGIO  
Nordic Centre for Spatial Development

INSTITUTSĀRĀDĀMĀS  
DZIEDZĪBAS  
HYDROGRĀFIJĀS

Ministry of Environmental Protection and Regional Development  
Republic of Latvia

S Y K E

VASAB  
VALSTĪBAS  
APŪSĀRĀDĀMĀS

Danish Ministry of the Environment  
Nature Agency

REPUBLIC OF ESTONIA  
MINISTRY OF THE INTERIOR

EUROPEAN UNION  
European Maritime and Fisheries Fund



Paper: lorem ipsum 0g

This is the black and white version of horizontal form.

Recommended technique– digital printing

10 mm

10 mm

10 mm

68 mm

**A4**

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

**BalticSCOPE.eu**

7 pt

Swedish Agency for Marine and Water Management

NORDREGIO  
North Centre for Spatial Development

INSTITUT ZA VARNOST IN HYDROGRAFIJO

Ministry of Environmental Protection and Regional Development  
Republic of Latvia

S Y K E

VASAB  
VÄSTRA & ÖSTRA Sjö- och kustförvaltningen


Danish Ministry of the Environment  
Nature Agency

REPUBLIC OF ESTONIA  
MINISTRY OF THE INTERIOR

EUROPEAN UNION  
European Maritime and Fisheries Fund

Paper: lorem ipsum 0g

Recommended technique– digital printing



**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](http://www.balticscope.eu/agendaform)


Swedish Agency for Marine and Water Management




**NORDREGIO**  
Nordic Centre for Spatial Development



**BMD**  
BUNDESLAMM FÜR GEWISCHTFAHRT UND HYDROGRAPHIE




Ministry of Environmental Protection and Regional Development  
Republic of Latvia




**S Y K E**




**VASAB**  
VISION & STRATEGIES AROUND THE BALTIC SEA



**MELCOM**



Danish Ministry of the Environment  
Nature Agency



EUROPEAN UNION  
European Maritime and Fisheries Fund

REPUBLIC OF ESTONIA  
MINISTRY OF THE INTERIOR

Paper: lorem ipsum 0g

This is the black and white version of agenda form.

Recommended technique– digital printing



## 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](http://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



VASAB  
VISION & STRATEGIES  
AROUND THE BALTIC SEA



HELCOM



Ministry of the Environment



EUROPEAN UNION  
European Maritime  
and Fisheries Fund



Ministry of the Interior



Ministry of the Interior

REPUBLIC OF ESTONIA  
MINISTRY OF THE INTERIOR

## REPRESENTATIONAL MATERIALS/ PEN, PENCIL, CONFERENCE FLAG 20

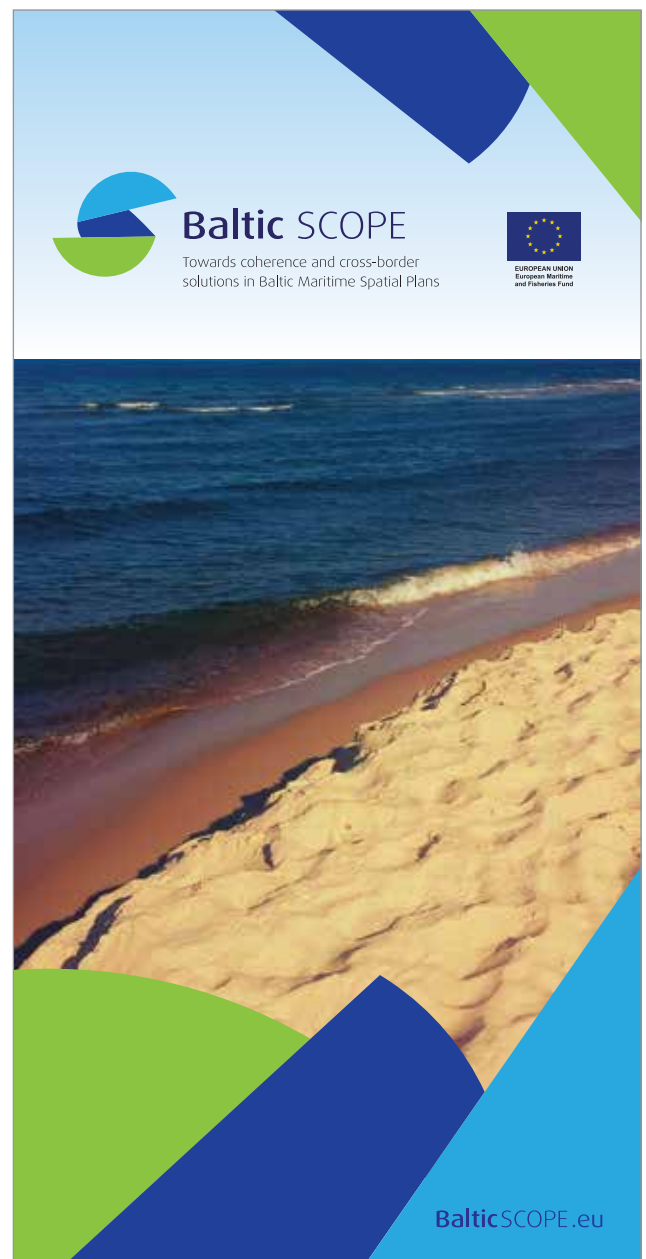
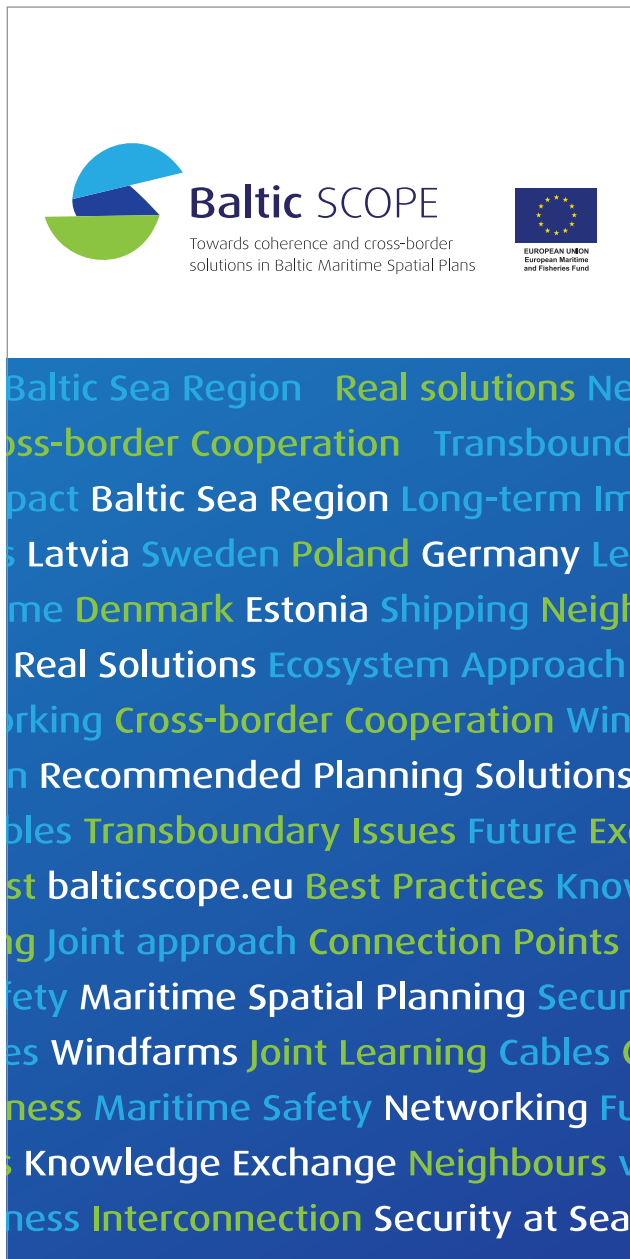
On the Baltic SCOPE pen and pencil there is logo and web address placed.

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



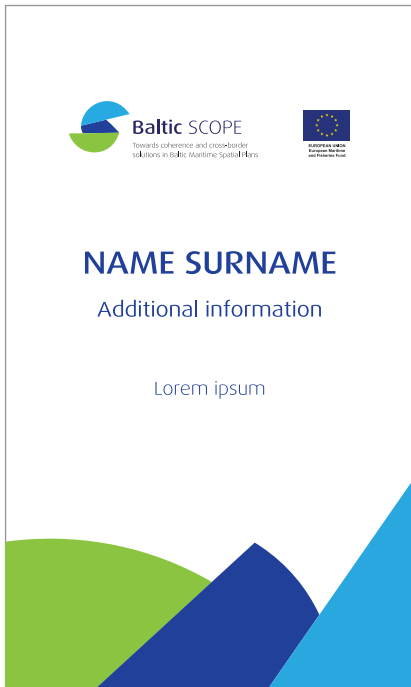
The banner is 1000 mm wide and 2000 mm high.

Recommended technique– digital printing.



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.



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



EUROPEAN UNION  
European Maritime and Fisheries Fund

# PROJECT MEETING N°1

## BALTIC MARITIME SPATIAL PLANS

**25th May, Riga**  
Brivibas str 124

Start at 18:00

Lorem ipsum dolor sit amet  
consectetur adipiscing elit  
sed do eiusmod tempor incididunt ut labore et  
dolore magna aliqua

Sed ut perspiciatis unde omnis ist  
natus error sit voluptatem  
accusantium

sed do eiusmod tempor incididunt  
ut labore et dolore magna aliqua

incididunt ut labore et  
dolore magna aliqua

**BalticSCOPE.eu**

Size of unfolded booklet is A4.

Recommended technique– digital printing.

Side A



**PROJECT MEETING N°1**  
"BALTIC MARITIME SPATIAL PLANS"

**25th May, Riga**  
Brivibas str 124

Start at 18:00

**BalticSCOPE.eu**

**LOREM IPSUM EXAMPLE**

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.




**LOREM IPSUM EXAMPLE**

Lorem ipsum dolor sit amet consectetur adipiscing elit

sed do eiusmod tempor incididunt ut dolore magna aliqua

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium

sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

incididunt ut labore et dolore magna aliqua

Side B



- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.




**LOREM IPSUM EXAMPLE**

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet consectetur adipiscing elit

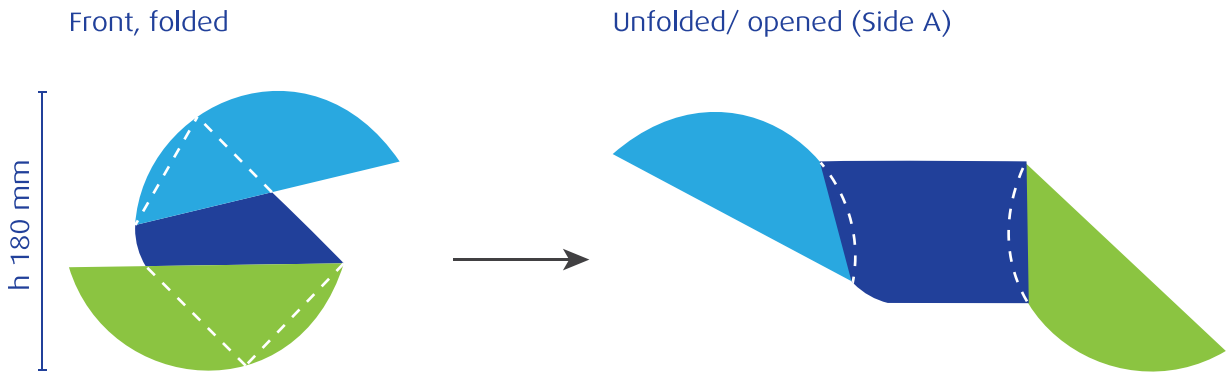
sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium

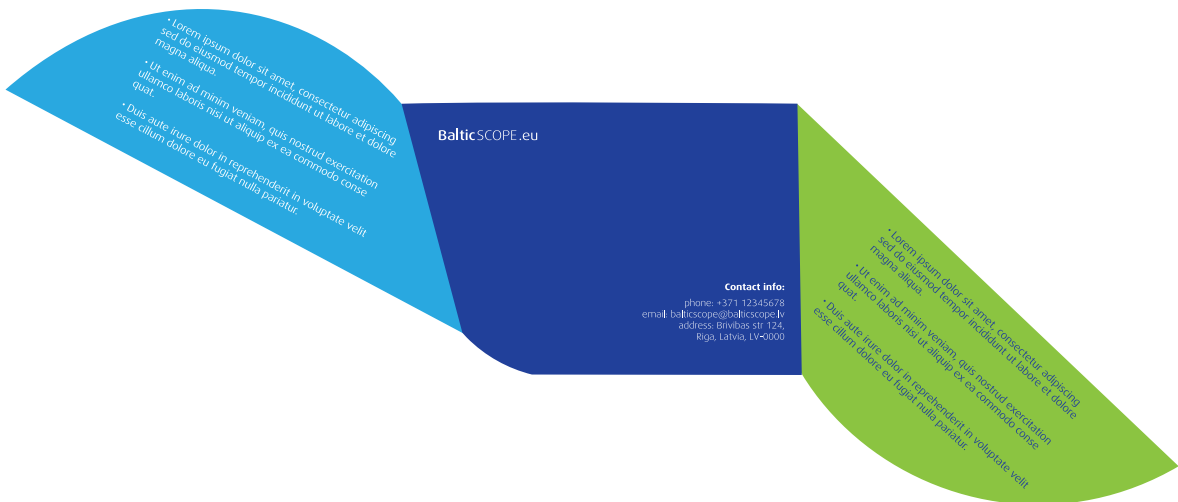
sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

incididunt ut labore et dolore magna aliqua

Recommended technique– digital printing.



Side A



Side B



Visualization



Size of unfolded booklet is A5.

Recommended technique– digital printing.

Side A



**PROJECT MEETING N°1**  
"BALTIC MARITIME SPATIAL PLANS"

**25th May, Riga**  
Brivibas str 124

Start at 18:00

**BalticSCOPE.eu**

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



**LOREM IPSUM EXAMPLE**  
Lorem ipsum dolor sit amet consectetur adipiscing elit.

Sed do eiusmod tempor incididunt ut dolore magna aliqua.

Side B



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



- Gulf of Bothnia
- Gulf of Finland
- Gulf of Riga

Lorem ipsum dolor sit amet consectetur adipiscing do eiusmod tempor incidi dolore magna aliqua.

Lorem ipsum dolor sit amet consectetur adipiscing.

Sed do eiusmod tempor incididunt ut dolore magna aliqua.

**BalticSCOPE.eu**

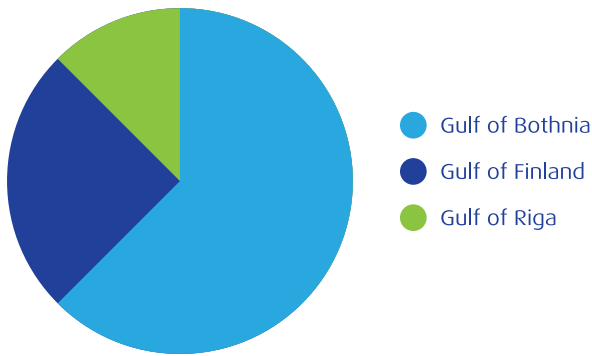


Use different colours when there are 5-6 or less subjects in chart.

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

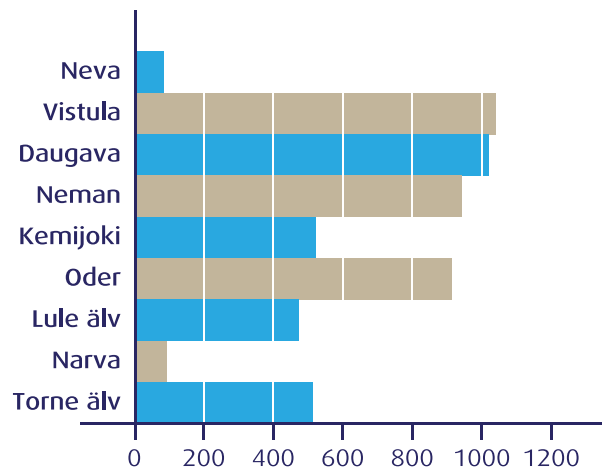
Use orange colour from palette to accent singular parts.

Example A



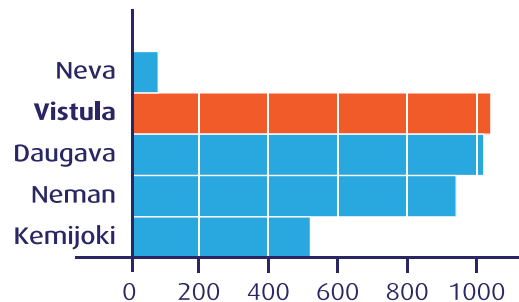
Example B

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
<b>Vistula</b>	<b>1047</b>
Daugava	1020
Neman	937
Kemijoki	550



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



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



**PROJECT MEETING**  
**EXAMPLE TEXT**  
BALTIC MARITIME SPATIAL PLANS

25th May, Riga, Brivibas str 124  
Start at 18:00

**BalticSCOPE.eu**

Closing slide



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

**Thank you for your attention!**

Thanks to our partners:

---















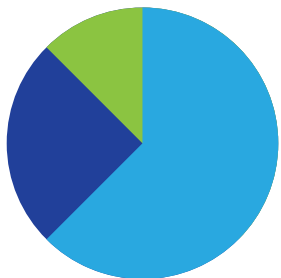
Content slide example A

**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**



Category	Color
Gulf of Bothnia	Light Blue
Gulf of Finland	Dark Blue
Gulf of Riga	Green

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



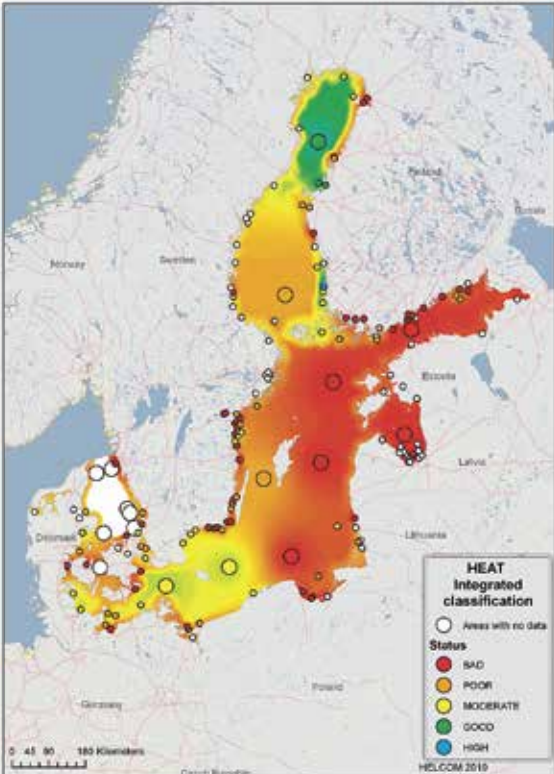
Content slide example C

**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.

