



Baltic SCOPE

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

VISUAL IDENTITY MANUAL

TABLE OF CONTENTS

1. Logotype	3
1.1. Colour	3
1.2. Black & white	5
1.3. Clear space	6
1.4. Usage restrictions	7
2. Colour palette	9
2.1. Primary	9
2.2. Additional	9
3. Background	10
4. Fonts	11
5. Office materials	12
5.1. Notepaper	12
5.2. Document folder	13
5.3. Form	14
5.4. Agenda form	18
6. Representational materials	20
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
7. Landing page	30
8. PowerPoint templates	31

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.



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

6

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”.



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.

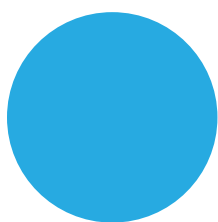
To ensure they always look recognizable and similar, there are different colour systems shown below.

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

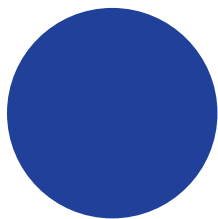
Together with logo primary colours are main components of the Baltic SCOPE visual identity.

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.

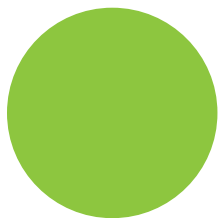
Primary colours



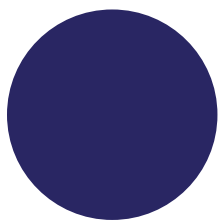
CMYK 70/15/0/0
RGB 39/170/225
Pantone 298
#27A9E1 (web safe #3399CC)
RAL 5012



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

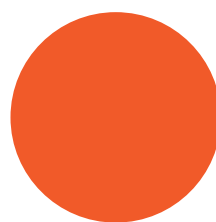


CMYK 50/0/100/0
RGB 141/198/63
Pantone 375
#8CC63E (web safe #99CC33)
RAL 6018

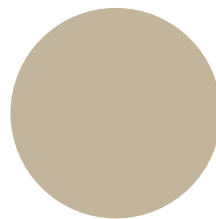


CMYK 100/100/30/20
RGB 41/38/99
Pantone 2745
#292562 (web safe #333366)
RAL 5022

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.

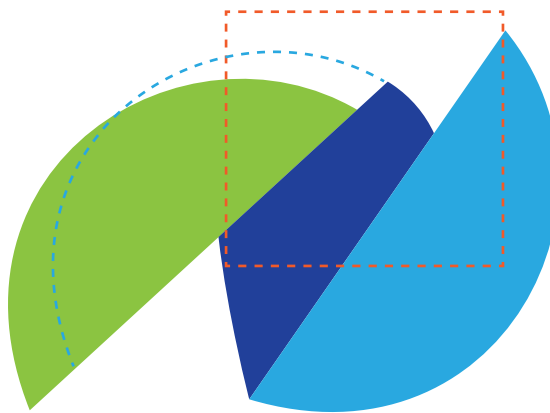
Background element is a fragment cropped out of rotated and flipped logo symbol with light blue part displaced and exchanged colours with green part.

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.

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

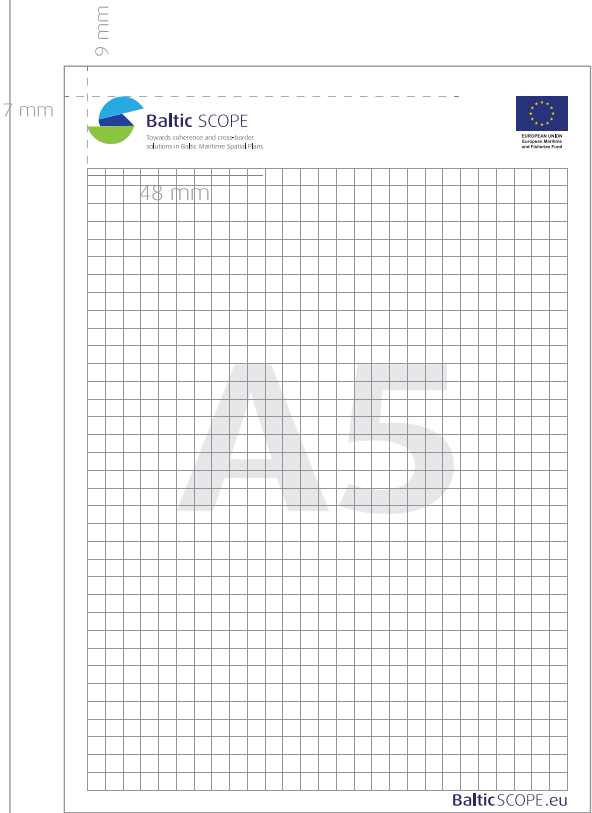
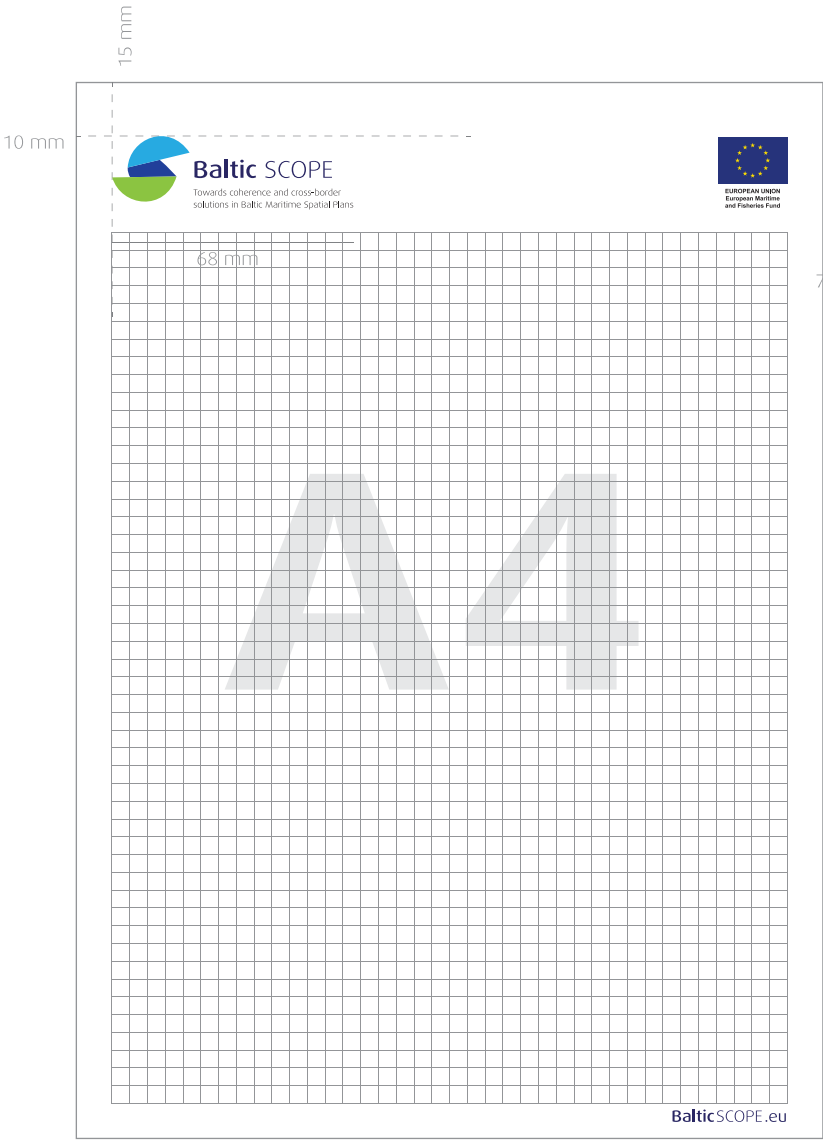
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

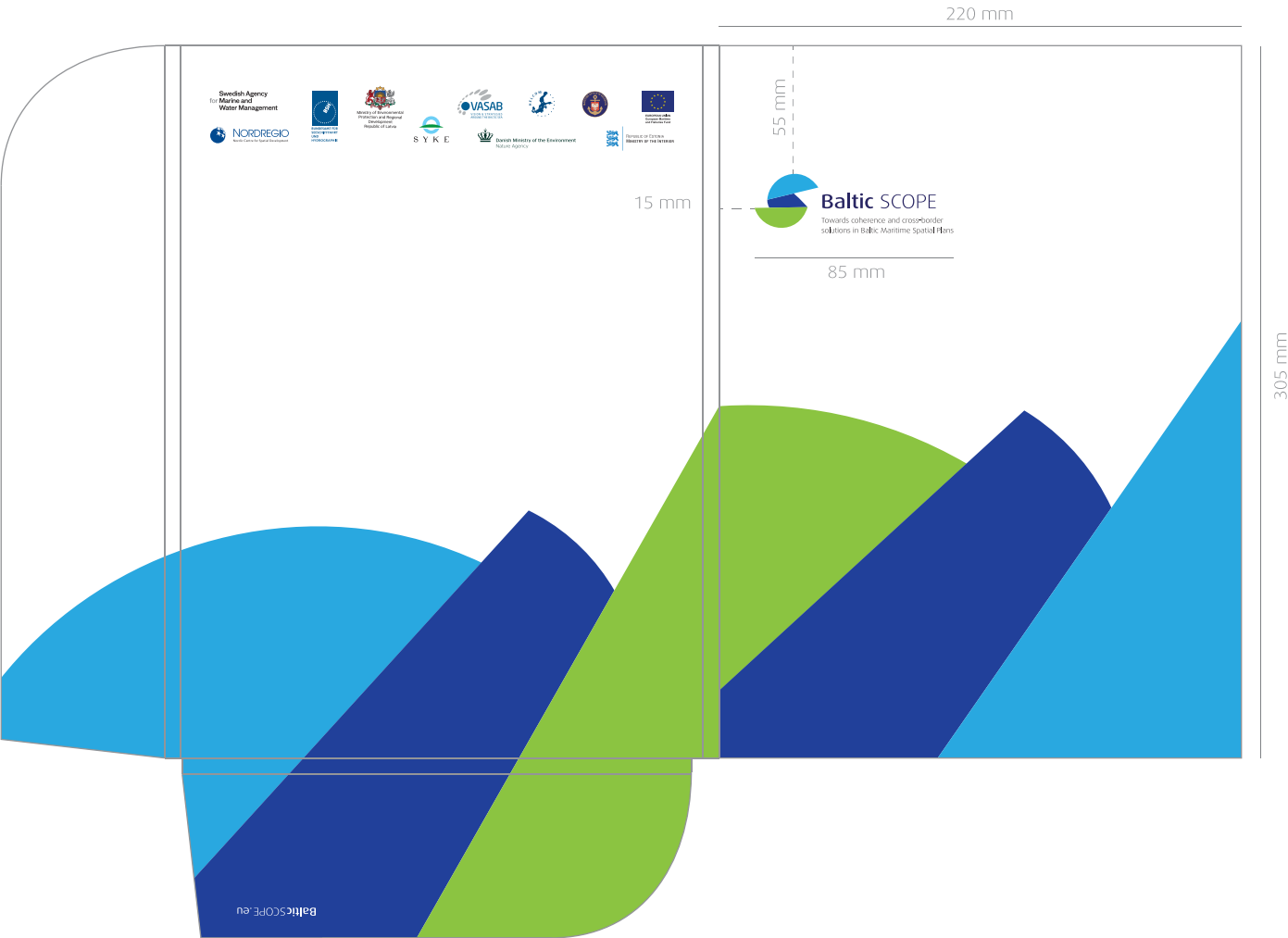
Paper: lorem ipsum 0g

Recommended technique– digital printing



Paper: lorem ipsum 0g

Recommended technique– digital printing



Paper: lorem ipsum 0g

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

 **BUNDESMINISTERIUM FÜR
SCHIFFFAHRT
UND
HYDROGRAPHIE**

 Ministry of Environmental
Protection and Regional
Development
Republic of Latvia

 **S Y K E**

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

 **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 form.

Recommended technique– digital printing



Baltic SCOPE

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

68 mm

A4

10 mm

7 pt


 Swedish Agency
for Marine and
Water Management


NORDREGIO
Nordic Centre for Spatial Development


S Y K E


VASAB
VISION & STRATEGIES
AROUND THE BALTIC SEA


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

Recommended technique– digital printing

10 mm

10 mm



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

68 mm

A4

BalticSCOPE.eu

7 pt

Swedish Agency
for Marine and
Water Management

NORDREGIO
Nordic Centre for Spatial Development



MINISTRIJAS KĀRTOJUMS
DZĒRĒJĀRĀJUMS
HYDROGRAFIJS



Ministry of Environmental
Protection and Regional
Development
Republic of Latvia

SYKE



VASAB
VISION & STRATEGIES
ALONG THE DANUBE



Danish Ministry of the Environment
Nature Agency



REPUBLIC OF ESTONIA
MINISTRY OF THE INTERIOR



REPUBLIC OF LATVIA
MINISTRY OF THE INTERIOR



REPUBLIC OF LITHUANIA
MINISTRY OF THE INTERIOR



REPUBLIC OF POLAND
MINISTRY OF THE INTERIOR



REPUBLIC OF ROMANIA
MINISTRY OF THE INTERIOR



REPUBLIC OF SLOVAKIA
MINISTRY OF THE INTERIOR



REPUBLIC OF SWEDEN
MINISTRY OF THE INTERIOR

Paper: lorem ipsum 0g

Recommended technique– digital printing

This is the black and white version of horizontal form.

10 mm

10 mm



Baltic SCOPE

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

68 mm

A4

BalticSCOPE.eu

7 pt

Swedish Agency for Marine and Water Management

NORDREGIO
Nordic Centre for Spatial Development

MINISTRIJAS KOPOLĪGĀRSTĀVĪBAS
VIDEĒSĀRSTĀVĪBAS
HYDROGRĀFIJAS

Ministry of Environmental Protection and Regional Development
Republic of Latvia

SYKE

VASAB
VISION & STRATEGIES
ALONG THE DANUBE

Danish Ministry of the Environment
Nature Agency

MELCOM





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


Swedish Agency
for Marine and
Water Management


BUNDSSAMT FÜR
GESCHWÄFFERT
UND
HYDROGRAPHIE


Ministry of Environmental
Protection and Regional
Development
Republic of Latvia


S Y K E


VASAB
VISION & STRATEGIES
AROUND THE BALTIC SEA


HECOM


Danish Ministry of the Environment
Nature Agency


EUROPEAN UNION
European Maritime
and Fisheries Fund


NORDREGIO
Nordic Centre for Spatial Development


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

Swedish Agency
for Marine and
Water Management



BUNDESAMT FÜR
SEESCHIFFFAHRT
UND
HYDROGRAPHIE



Ministry of Environmental
Protection and Regional
Development
Republic of Latvia



VISION & STRATEGIES
AROUND THE BALTIC SEA



REPUBLIC OF ESTONIA
Ministry of the Interior



EUROPEAN UNION
European Maritime
and Fisheries Fund

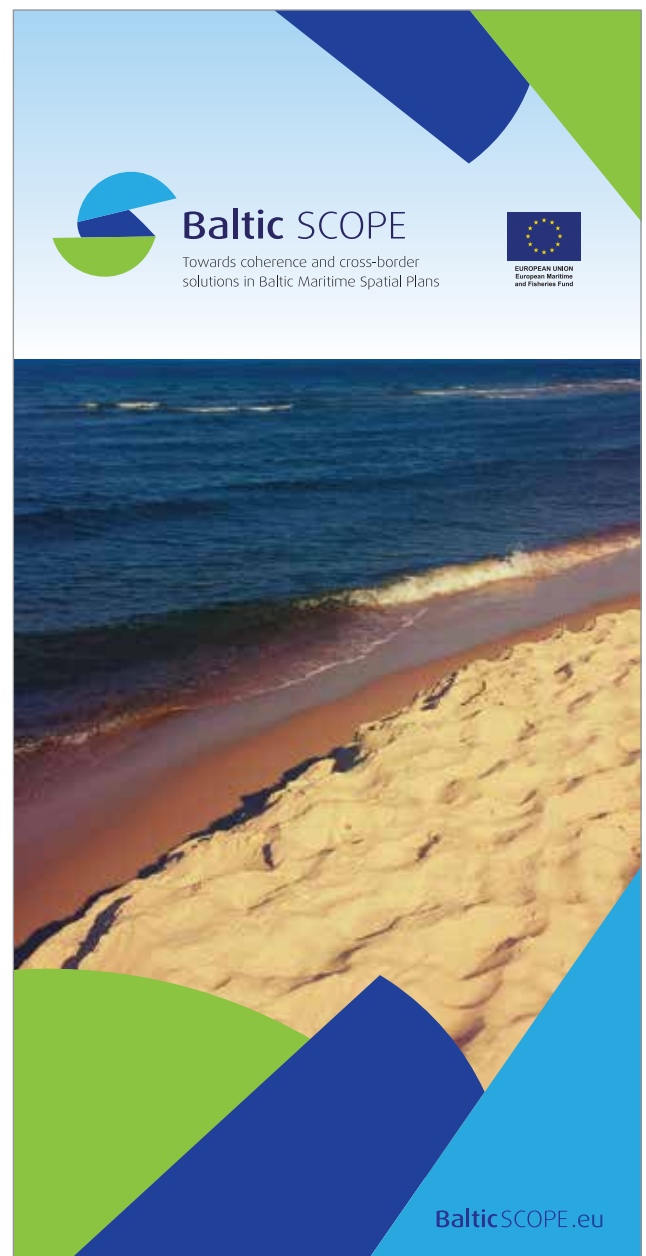
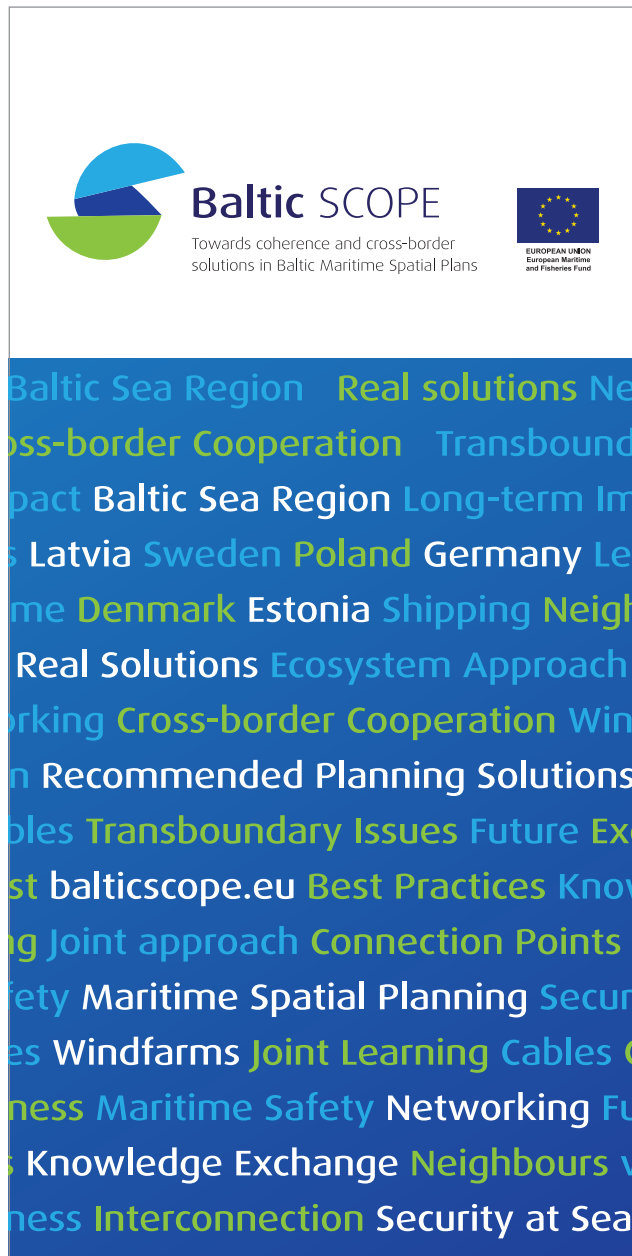
On the Baltic SCOPE pen and pencil there is logo and web address placed.

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



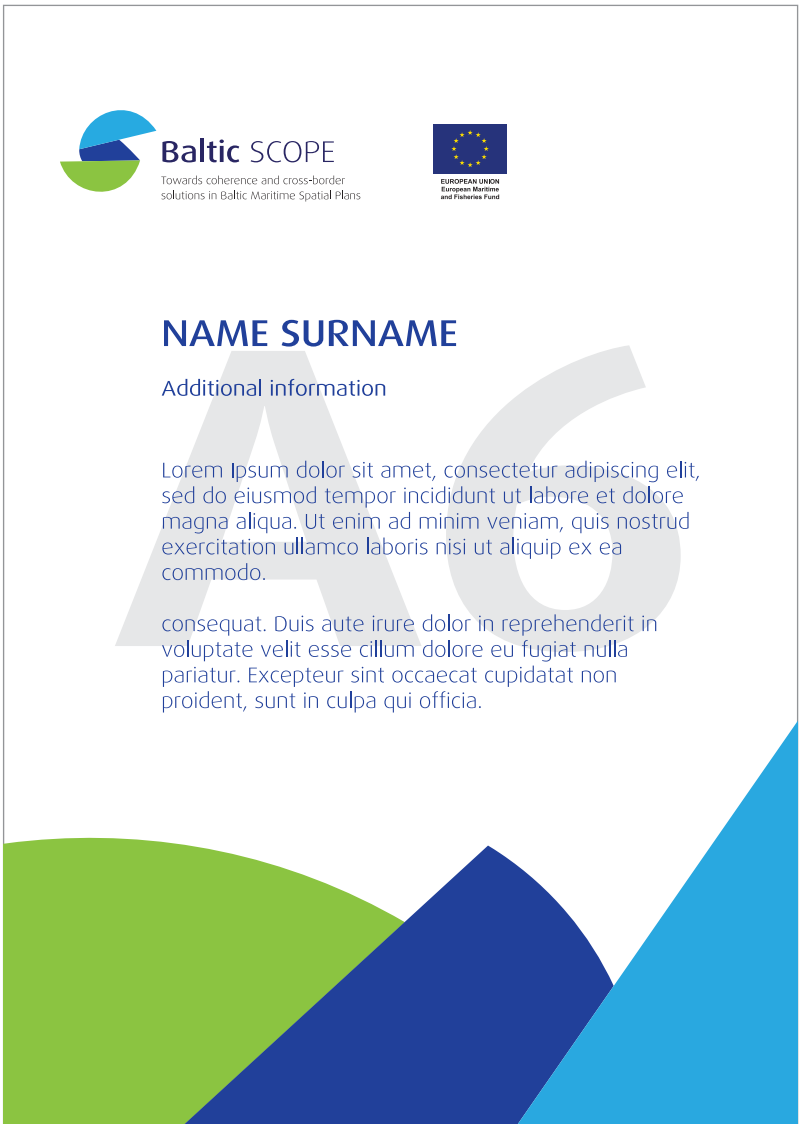
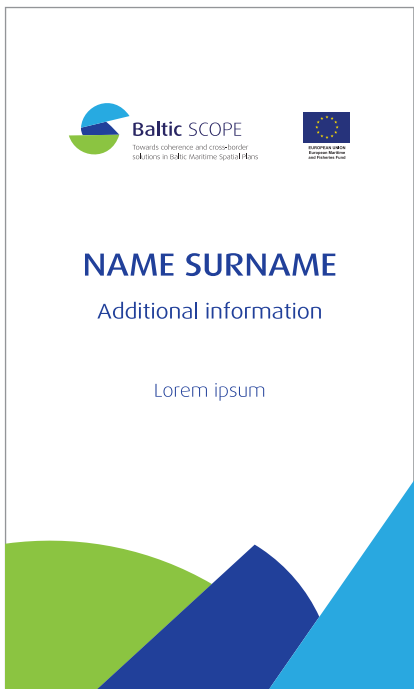
The banner is 1000 mm wide and 2000 mm high.

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

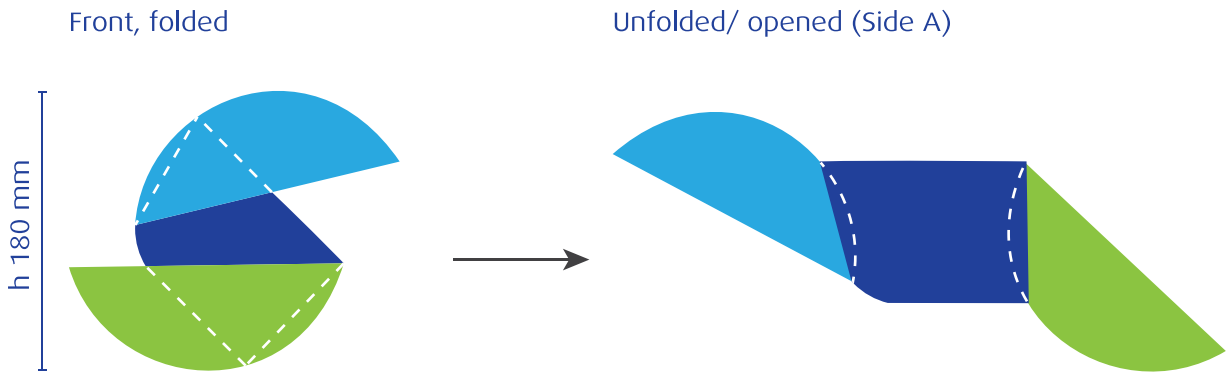
BalticSCOPE.eu

Size of unfolded booklet is A4.

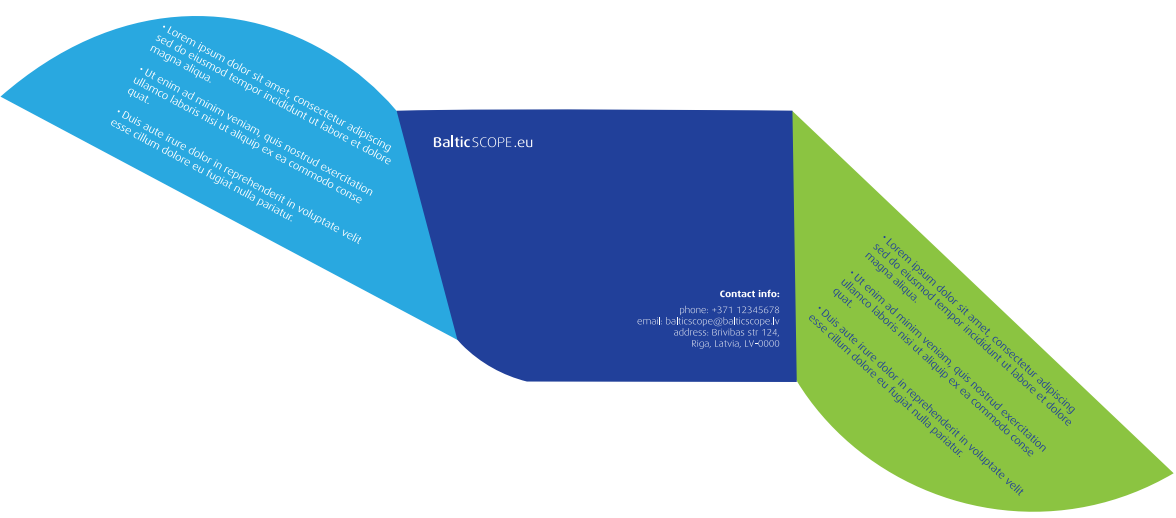
Recommended technique– digital printing.



Recommended technique– digital printing.



Side A



Side B



Visualization



Size of unfolded booklet is A5.

Recommended technique– digital printing.

Side A



Side B

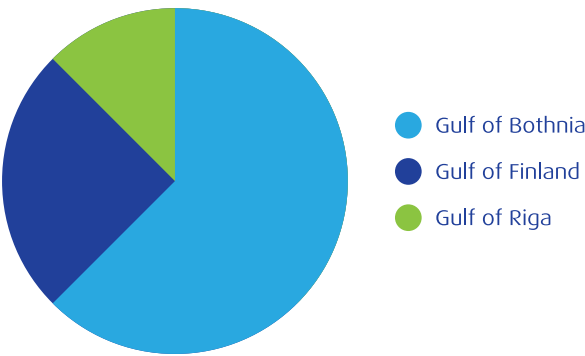


Use different colours when there are 5-6 or less subjects in chart.

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

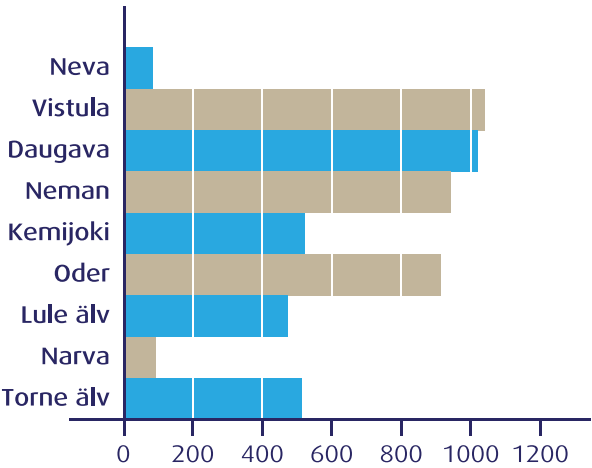
Use orange colour from palette to accent singular parts.

Example A



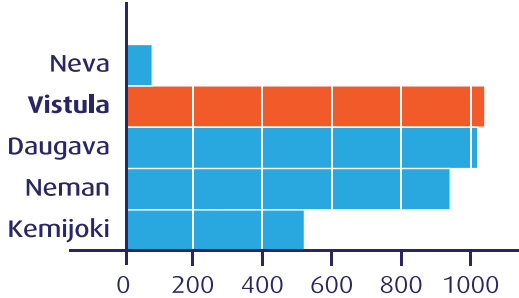
Example B

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 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



EUROPEAN UNION
European Maritime
and Fisheries Fund

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:



Swedish Agency
for Marine and
Water Management



Baltic Sea Region



Ministry of Environmental
Protection and Regional
Development
Republic of Latvia



SYKE



VASAB



HECOM



Danish Ministry of the Environment
Nature Agency



EUROPEAN UNION
European Maritime
and Fisheries Fund



NORDREGIO
Nordic Centre for Spatial Development



Baltic Sea Region



REPUBLIC OF ESTONIA
MINISTRY OF THE INTERIOR

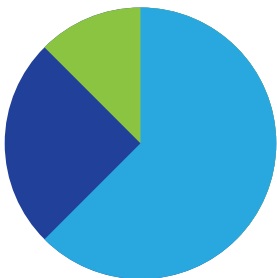
Content slide example A

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



Region	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

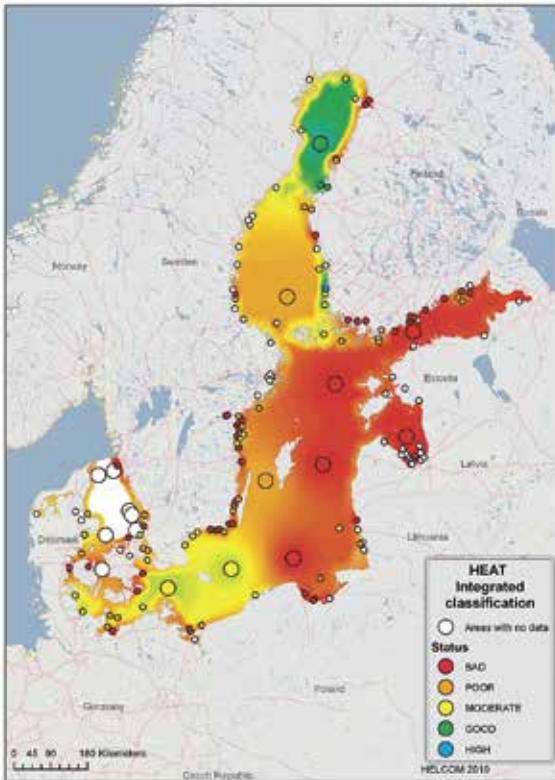
EXAMPLE TITLE



- 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.

