PROTECT BALTIC
Preserve Revive Thrive

Visual Identity Guide

PROTECT BALTIC
Preserve Revive Thrive

HELCOM

EU MISSIONS
RESTORE OUR OCEAN & WATERS
Concrete solutions for our greatest challenges

About the visual identity

PROTECT BALTIC

PROTECT BALTIC is a project running from 2023 to 2028, dedicated to preserving the ecological health of the Baltic Sea. Its primary mission is to ensure the effective protection of this marine environment, aligning with international conservation objectives.

Beyond meeting numerical targets, the project emphasizes achieving genuine positive biodiversity outcomes. It takes a holistic approach, addressing challenges in spatial protection, governance, and restoration across national borders.

The project aims to establish a comprehensive and long-term protection framework, considering ecological significance and ecosystem functions as its core principles. It seeks to provide evidence-based solutions for protecting and restoring the Baltic Sea, optimizing protection measures, mitigating human impacts, and refining the concept of what needs safeguarding from the triple threat of biodiversity loss, climate change, and pollution.

Ultimately, the project's overarching goal is to preserve, revive and help the Baltic Sea ecosystems thrive.

AIM OF THE VISUAL IDENTITY

Since PROTECT BALTIC is a cross-border project involving multiple partners, having a familiar and consistent brand is important. Collaboration and cooperation are crucial to the project's success, so the visual identity aims to make the project instantly recognizable and consistent across multiple communication platforms including websites, social media channels, internal and external documents and other publications.

The overarching message is that PROTECT BALTIC sets out to reshape the traditional approach to marine spatial protection, into one that is more strategic, ecologically relevant and effective.

USERS AND CASES

The users of this guide include the 17 partner organizations, their employees and stakeholders. The visual identity will be used by all project partners and applied to all communication activities, including the project website, the AR app, the MPA portal interface, social media, internal and external presentations, brochures, roll-ups, banners and posters, as well as all other ad hoc communication products.

These materials will frame the content of the project activities and be used to catch the eye of the target audiences and generate interest in the project.

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Use of EU emblem

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

The emblem must remain distinct and separate, and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

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DOWNLOAD

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

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# Use of EU funding disclaimer

QUALITY OF INFORMATION DISCLAIMER

Any communication or dissemination activity related to the project must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency. Neither the European Union nor the granting authority can be held responsible for them."

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EU Missions: visual identity and colour scheme
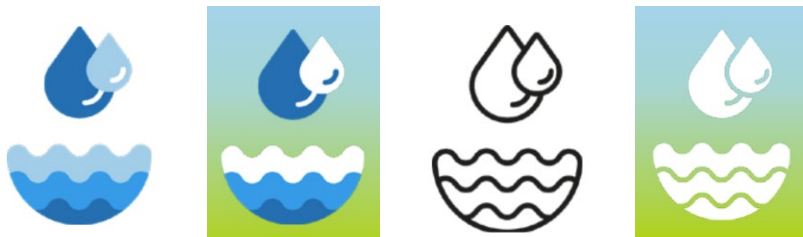
BACKGROUND COLOURS

6	CMYK 36 3 1 0 RGB 155 212 240 #9bd4f0
7	CMYK 36 2 20 0 RGB 162 213 208 #a2d5d0
8	CMYK 37 0 100 0 RGB 176 209 14 #b0d10e

RESTORE OUR OCEAN & WATERS

| 04 | CMYK 74 28 0 0
RGB 5 154 229
#059ae5 |

	CMYK 58 12 0 0 RGB 70 187 255 #46bbff
	CMYK 76 13 21 0 RGB 0 168 193 #00a8c1
	CMYK 100 87 19 6 RGB 0 59 134 #003b86

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Visual identity guidelines for EU Missions are available: EUMissions_VI_guidelines_2021_LR.pdf

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Project logo

The logo is the project's main graphic identity and should be visible in all PROTECT BALTIC internal and external communication material. This includes documentation (e.g. meeting minutes, presentations, publications, website items, press releases, etc.).
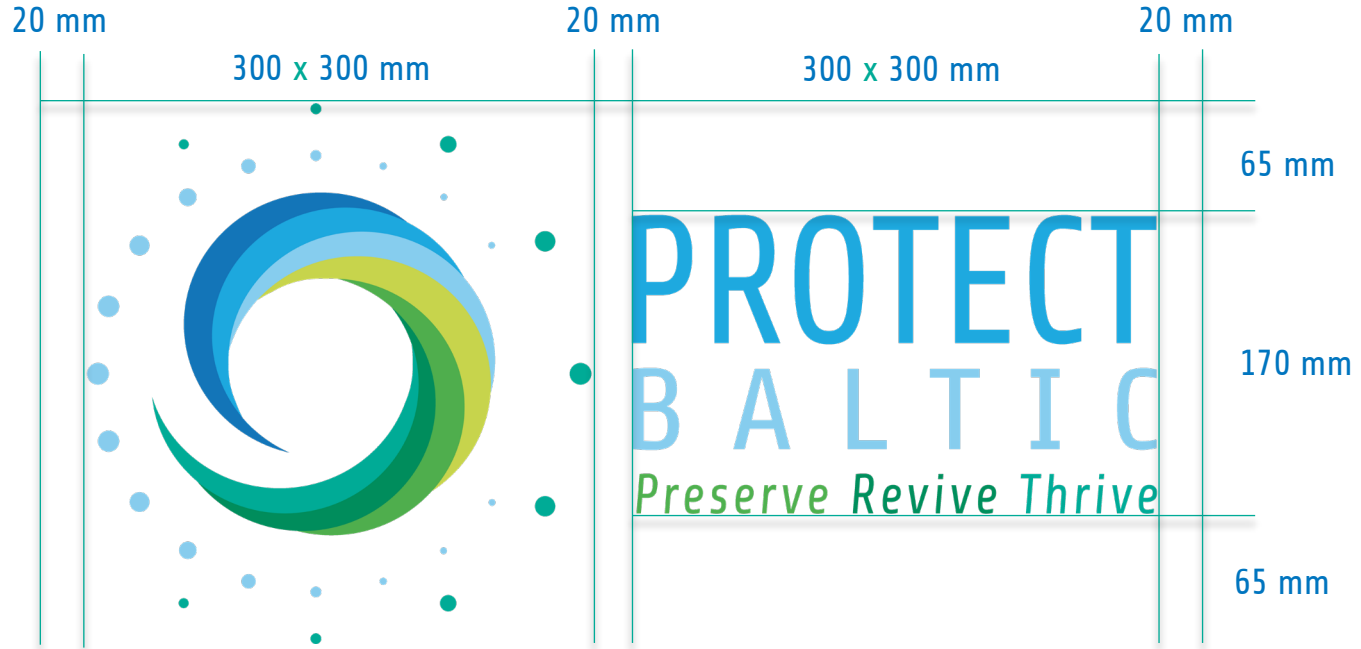
The logo features seven waves transitioning from green to blue. The wave is circular, right-facing and surrounded by 17 blue circles representing the partner organizations and 9 green circles representing the nine project countries/regions.

The PROTECT BALTIC logo should not be used in communications materials that are not relevant to the project activities, such as partner activities outside the project.
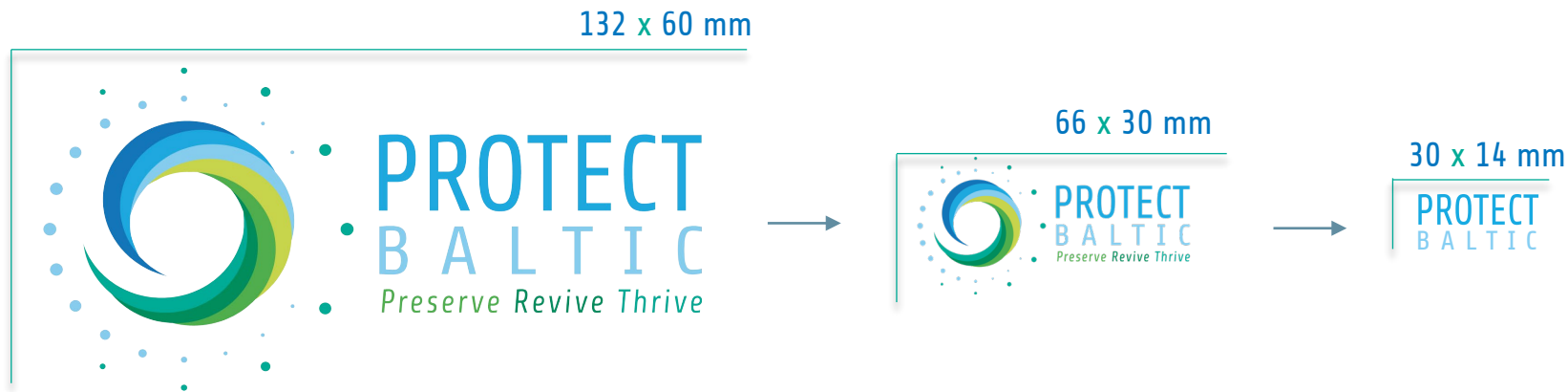

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Dimensions

Small scale version

The proportions of the logo must be respected and not distorted when scaling.

132 x 60 mm

66 x 30 mm

30 x 14 mm

Exclusion zone

Make sure to give some breathing room for your logo when you use it alongside other logos. Set at least a 20 mm exclusion zone.
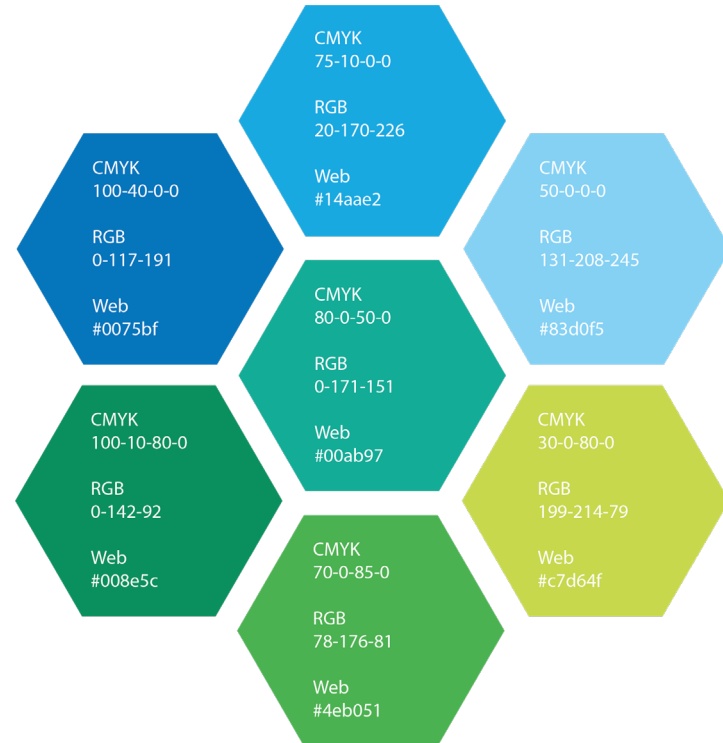
20 x 20 mm

Colour scheme

The multi-coloured version of the 7-wave PROTECT BALTIC logo is considered the primary logo.

The seven colours displayed will be the primary colours used by HELCOM throughout publications in the project.

To align styles throughout the project, partners should also use the same HEX codes (#).

CMYK
75-10-0-0

RGB
20-170-226

Web
#14aae2

CMYK
100-40-0-0

RGB
0-117-191

Web
#0075bf

CMYK
50-0-0-0

RGB
131-208-245

Web
#83d0f5

CMYK
80-0-50-0

RGB
0-171-151

Web
#00ab97

CMYK
100-10-80-0

RGB
0-142-92

Web
#008e5c

CMYK
30-0-80-0

RGB
199-214-79

Web
#c7d64f

CMYK
70-0-85-0

RGB
78-176-81

Web
#4eb051

Grayscale, inverted

The multi-coloured logo should always be used unless there are exceptional circumstances. The grayscale logo is available, as well as inverted grayscale logo.
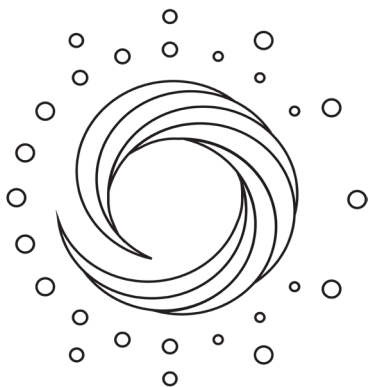

Grayscale

Inverted grayscale

Outline, white

The multi-coloured logo should always be used unless there are exceptional circumstances. The outline of the logo is available, as well as a white version that can be used if needed in front of photographs or patterned images.

Outlined version

White version

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Application on different backgrounds

If the primary logo cannot be used:
– a white scale version of the logo text can be used for darker backgrounds.
– the grayscale version of the logo should be used for lighter backgrounds.

Darkest

Average

Lightest

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Avoid misuse of logo

Do not change orientation

Do not skew, rotate or stretch

Do not change the colours

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Avoid misuse of logo

Do not apply a gradient

Do not add or remove circles, or add any drop shadow

Do not add outer or inner glow

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Font

Share is a sans serif font family.

This font will be used for publications produced by HELCOM. To align styles throughout the project, it is also made available to partners in the Microsoft Teams space.

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https://fonts.google.com/specimen/Share

Share family

Share Regular 400
Lorem ipsum dolor sit amen

Share Regular 400 Italic
Lorem ipsum dolor sit amen

Share Bold 700
Lorem ipsum dolor sit amen

Share Bold 700 Italic
Lorem ipsum dolor sit amen

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