

HELCOM BLUES

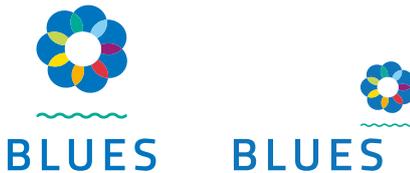
A quick guide on how to use the project identity elements



Co-funded by the European Union



Logo



The logo is comprised of the flower graphic, a wave and the "BLUES" logotype. Two options are available: a vertical version and a horizontal one, the "asterisk". **There is no particular rule on when to use which version.** As a general guidance, choose the version that fits best the design and layout of the document it will be placed on.

When to use the EU version



HELCOM BLUES is co-funded by the European Union, and therefore needs to be identified as such on all project documents intended to be made public. Any version of the HELCOM BLUES logo containing **the EU emblem should be used whenever the logo is used first**, such as on the opening slide of a presentation, the cover of a report or the first page of a document. Any following logos in the same document do not need to contain the EU emblem if it has been displayed already in a visible place.

When to use the flower



The flower without text can be used if the main logo (with or without EU emblem) has already been displayed, such as on subsequent pages of a document or presentation, or as a graphic element.

Colours

HELCOM BLUES has eight colours, a darker blue for the project as a whole – the governing colour – and seven others representing the project activities. The colours are included in the project templates such as Word and PowerPoint documents. Each activity has its own distinct colour. For activity specific documents, the main titles should be in the activity colour. Apart from the title, any other of the project colours can be used for graphical purposes such as highlights, contrasts etc.



Colour codes (web/hexadecimal)

General	Dark blue	#00ABE4
A1	Purple	#6859A3
A2	Light blue	#83D0F5
A3	Orange	#F9B000
A4	Red	#E03540
A5	Green	#C7D64F
A6	Yellow	#FFDD00
A7	Turquoise	#00AB97

Fonts

For publications that will be laid out professionally, titles should be in "Share", and body text in "Source Sans Pro". If these fonts are not available, "**Calibri Light**" should be used for titles, and "**Calibri Regular**" for the body text. Calibri is one of the Microsoft standard fonts and should be available on most systems. For Word documents or PowerPoint presentations, the Calibri font family should be used in order to ensure their smooth display on other computers or platforms.

Icons



Activity 1 A1 - Analyses and measures
Activity 2 A2 - Biodiversity
Activity 3 A3 - Marine litter
Activity 4 A4 - Underwater noise
Activity 5 A5 - Data
Activity 6 A6 - Dissemination
Activity 7 A7 - Coordination

Templates

HELCOM BLUES specific PowerPoint and Word document templates as well as other communication resources such as logos, icons and social media elements are available on the project workspace on Teams (restricted) and on the project website.

Social media



The main hashtag is #HELCOMBLUES and should be added to all social media posts about the project. In addition, activity specific hashtags can be used in the format of #Baltic + [activity], e.g. #BalticNoise, #BalticLitter or #BalticBiodiversity.

Project website

blues.helcom.fi

