This document intends to ensure that the EUSBSR is visible in regional, national and pan-baltic outputs. In this respect, it includes a number of indicative points to serve as a guidance so as to properly implement the EUSBSR visual identity. The individual graphic elements have been made available at the EUSBSR website www.balticsea-region-strategy.eu under the section Visual identity.

REQUIREMENTS ON THE USE OF THE EUSBSR VISUAL IDENTITY

Logo
The EUSBSR logo shall be consistently used on the outputs where EUSBSR is addressed such as reports, websites, PowerPoint presentations etc.

Font
The main font for the EUSBSR is Trebuchet MS. If adequate, stakeholders are welcome to use this font for EUSBSR outputs.

Map
When it comes to illustrate the area where the EUSBSR is present, six maps have been made available in different colours from the EUSBSR colour palette.

PowerPoint presentations
If found adequate, EUSBSR PowerPoint slides can be used when presenting information about the EUSBSR. If other slides are used instead, the EUSBSR logo shall be included somewhere visible on the opening slide at least.

Letters and documents
If drafting a letter or document in relation to the EUSBSR, stakeholders are encouraged to use the available template where the EUSBSR logo is visible. If considered appropriate, they can include the logo of their organisation as well.

Poster
A poster template is now put at stakeholders’ disposal in high resolution.
This is the EUSBSR logo to be used on white or light backgrounds.

The logo is the single sign of recognition for the EUSBSR, and the symbol and name are set in a specific font and relationship.

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

The green colour represents the land and the blue colour the sea in a clear reference to the Baltic Sea region.

The logo is available in low and high resolution in the following languages:
Swedish
Russian
Polish
Lithuanian
Latvian
German
Finnish
Estonian
English
Danish
This is the logo to be used against dark backgrounds.

Example of background:
Freespace exists in order not to expose the logo to visual competition and to make sure other elements will not be perceived as part of the logo.

Freespace is calculated as shown below.
Colours look differently depending on whether they are printed in full colour or Pantone, on coated or uncoated paper and if they appear on screen or part of an embroidery on a garment. For greatest similarity, regardless of medium or technology, there are colours in different colour systems.

**Colour palette**

- Pantone Reflex Blue
  - C100 M80 Y0 K0
  - r14 g64 b150
  - #0e4096

- Pantone Process Blue
  - C100 M0 Y0 K0
  - r0 g165 b232
  - #00a5e8

- Pantone 368
  - C57 M0 Y100 K0
  - r131 g184 b26
  - #83b81a

- Pantone 368, 60%
  - C32 M0 Y60 K0
  - r193 g215 b130
  - #c1d782

- Pantone 130
  - C100 M0 Y30 K7
  - r250 g187 b0
  - #fabb00

- CO M0 Y0 K30
  - r199 g199 b199
  - #c7c7c7
The font Trebuchet MS is applied on the EUSBSR website and other outputs. It is considered as the main font for EUSBSR outputs.
A set of maps has been developed to illustrate the area where the EUSBSR is active. The files are available for download at the EUSBSR website.
Priority Areas and Horizontal Actions are free to change the website header as long as they consistently display the EUSBSR logo or, at least, the EUSBSR symbol.
PowerPoint presentations templates are available under the section Visual Identity at the EUSBSR website.

Opening slide

Content slide

Example of a slide where the EUSBSR logo has been also included
A template for letters and documents can be used when addressing the EUSBSR.

The EUSBSR logo is displayed on the top right corner. However, it can be placed somewhere else on the page if considered adequate.
Governance system of the EUSBSR

- Policy level
  - Member States
  - National Contact Points
  - European Council
  - European Commission
  - High Level Group
  - Priority Area Coordinators
  - Horizontal Action Leaders

- Coordination level
  - Priority Area Focal Points

- Operational level
  - Programmes/Financial Instruments
  - Flagship Projects
  - Flagship Project Leaders
  - Contributing Projects
  - Laboratory Group

www.balticsea-region-strategy.eu
EDITORIAL
Growing together

The more a year is behind us, the more we are aware of the challenges we face. In a world marked by rapid technological change, globalization, environmental issues, and demographic shifts, the need for collaboration and cooperation across borders is greater than ever. The EU Strategy for the Baltic Sea Region (EUSBSR) is one of the key instruments through which we can address these challenges, aiming to foster sustainable growth, protect our shared marine and cultural heritage, and promote the welfare of our citizens.

Growing together is about making choices, some actions are more important than others, and the impact of our decisions is not always easy to quantify. This is why the EUSBSR has established a variety of mechanisms to facilitate dialogue and cooperation, ranging from informal meetings to strategic planning sessions.

One of the main challenges we face is how to leverage existing resources and mobilize additional funds to support the implementation of the EUSBSR. The Interreg V-A Baltic Sea Programme, co-funded by the European Union, has been a significant contributor to the EUSBSR, providing financial support for various projects aimed at achieving the strategy's objectives.

Another challenge is to ensure that the EUSBSR is effectively integrated into the broader European and regional policy landscape. This requires strong leadership and a clear commitment to the EUSBSR at all levels of government.

In conclusion, growing together is a complex process that requires sustained efforts and a commitment to long-term objectives. The EUSBSR offers a platform for collaboration that can help us achieve our goals, but it requires constant efforts and adaptations to new circumstances.

POLICY SIDE

On 3 and 4 June, Turku will host the 5th Annual Forum of the EU Strategy for the Baltic Sea Region, a key event aimed at bringing together stakeholders from across the region to discuss the implementation of the strategy and identify areas for improvement. The event, part of a week of events in Turku, is organized by the City of Turku, the Finnish Ministry of Foreign Affairs, and the Baltic Development Forum. During the event, participants will discuss progress in implementing the strategy and explore ways to enhance cooperation and collaboration.

On the front cover page

The 5th Annual Forum of the EUSBSR will provide a unique opportunity to reflect on the progress made in implementing the strategy and to discuss the challenges and opportunities that lie ahead. The event will bring together policymakers, stakeholders, and experts from across the region to exchange ideas and best practices, and to work towards a more prosperous, inclusive, and connected Baltic Sea region.

Will the business community find out? What can we learn from the EUSBSR experience and find out? This year the event is a large event organized to attract private sector. How can we open the doors wide to businesses, find out! The event is targeted at the private sector and the business community.

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The 5th Annual Forum of the EUSBSR will provide a unique opportunity...
Examples of give aways
Priority area / horizontal action logos

**EUSBSR**
EU STRATEGY FOR THE BALTIC SEA REGION

**HORIZONTAL ACTION ‘INVOLVE’**

**Logo colour versions**

- Colour on dark background
- White on dark background
- Black on white

**Horizontal action logos**

**Priority area logos**
Label for flagships