

Guidelines for the Use of the Visual Identity of the Slovenian Presidency of the EU Strategy for the Adriatic-Ionian Macro-Region (EUSAIR) 20-21

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Gm | PARTNERS
IN CHANGE



REPUBLIC OF SLOVENIA
MINISTRY OF FOREIGN AFFAIRS



REPUBLIC OF SLOVENIA
**GOVERNMENT OFFICE FOR DEVELOPMENT
AND EUROPEAN COHESION POLICY**

Client:

EUSAIR Facility Point Slovenia
Municipality of Izola,
Sončno nabrežje 8, 6310 Izola – Isola

In cooperation with the Ministry of Foreign Affairs, the Government Office for Development and European Cohesion Policy and the Ministry of the Environment and Spatial Planning of the Republic of Slovenia

Project:

Execution of communication activities for the Slovenian Presidency of the EUSAIR strategy, which is co-financed by the INTERREG UK Adriatic-Ionian Cooperation Programme 2014-2020 from the European Regional Development Fund (ERDF) and the Instrument for Pre-Accession Assistance (IPA II), as well as national funds, in accordance with the provisions of the Public Procurement Act (ZJN-3).

SECTION 1

Corporate Visual Identity (CVI) Elements:

Basic components:

- Typographic component with the text of the Slovenian Presidency (SLO/ENG/ITA)
- Basic logo with the text of the Slovenian Presidency – full colour version
- Basic logo with the text of the Slovenian Presidency – black and white version
- Reduced version of the logo with emphasis on the Slovenian Presidency – full colour version
- Reduced version of the logo with emphasis on the Slovenian presidency – black and white version
- Positioning of the logo with signature on letterhead
- Positioning of the logo with signature on business cards
- Positioning of the logo with signature for a PPT presentation (3 levels: title slide, text slide, visual slide)
- Positioning of the logo with signature for a website
- Positioning of the logo with signature for publications

Web solutions:

- Background for online/video conferences
- Signature at the bottom of an email
- Promotional “meme” for the Slovenian Presidency

Preparation of texts:

- Website content (presentation of the priorities of the Slovenian Presidency)
- Hashtag for the Presidency and its individual initiatives

1

Typographic
component

font

EU Strategy for the
Adriatic and Ionian Region
Slovenian Presidency 20–21

Strategija EU
za jadransko-jonsko regijo
Slovensko predsedovanje 20–21

Strategia dell'UE per la
regione adriatica e ionica
Presidenza slovena 20–21

The typographic component with the text of the Slovenian Presidency should be used in any of the three languages, depending on the target public and location:

- When addressing the Slovenian public only, use the Slovenian version of the text;
- When addressing the Italian public in a bilingual area, such as any of the municipalities of Slovenian Istria or through any Italian-language media that targets at least one of these areas as one of its primary audiences, the Italian version should be used;
- When addressing the international public, use the English language version.

2

the EUSAIR logo
with the text of
the Slovenian
Presidency 20-21

full colour and
black and white



EU Strategy for the
Adriatic and Ionian Region
Slovenian Presidency 20-21



EU Strategy for the
Adriatic and Ionian Region
Slovenian Presidency 20-21



Strategija EU
za jadransko-jonsko regijo
Slovensko predsedovanje 20-21



Strategija EU
za jadransko-jonsko regijo
Slovensko predsedovanje 20-21



Strategia dell'UE per la
regione adriatica e ionica
Presidenza slovena 20-21



Strategia dell'UE per la
regione adriatica e ionica
Presidenza slovena 20-21

CMYK 74/33/11/0
RGB X/X/X

CMYK 2/25/90/0
RGB X/X/X

CMYK 73/0/48/0
RGB X/X/X

CMYK 2/82/78/2
RGB X/X/X

CMYK 0/20/100/0
RGB X/X/X

CMYK 72/57/47/27
RGB 74/86/97

CMYK 57/45/38/21
RGB 104/110/119

A Open Sans Light
Open Sans Bold

3

the basic logo
of the
Slovenian
Presidency

full colour and
black and white



EUSAIR
Slovenian Presidency 20–21



EUSAIR
Slovensko predsedovanje 20–21



EUSAIR
Presidenza slovena 20–21



EUSAIR
Slovenian Presidency 20–21



EUSAIR
Slovensko predsedovanje 20–21



EUSAIR
Presidenza slovena 20–21

Argumentation

For the purposes of its Presidency, Slovenia has adapted the basic EUSAIR logo giving it a more »local« character by adding in the background the outline of a lighthouse or bell tower located on the tip of a peninsula (also referred to as a »punta«) of what looks like one of the coastal towns of Slovenian Istria. In addition, the four coloured sails of the EUSAIR logo have been arranged into a »regatta formation« in which all are equal, with the green sail that symbolizes Pillar 3 – Environmental Quality of the EUSAIR Strategy, and which is a priority of the Slovenian Presidency, at the forefront.

In addition, the basic logo contains the wording »Slovenian Presidency« and the Presidency period, 2020-21.

When to use the logo

Wherever possible, use the basic logo of the Slovenian Presidency, which should always feature the »punta« in the background in a grey raster image.

The version of the logo containing the EUSAIR text element should be used when the logo appears as a stand-alone logo.

The logo can be used in any of the three languages, depending on the target public and location:

- When addressing the Slovenian public only, use the Slovenian version of the logo;
- When addressing the Italian public in a bilingual area, such as any of the municipalities of Slovenian Istria or through any Italian-language media that targets at least one of these areas as one of its primary audiences, the Italian version of the logo should be used;
- When addressing the international public, use the English language version of the logo.

4

(1)
reduced version
of the logo of
the Slovenian
Presidency

full colour and
black and white

Slovenian
Presidency
20-21



Slovenian
Presidency
20-21



Slovensko
predsedovanje
20-21



Slovensko
predsedovanje
20-21



Presidenza
slovena
20-21



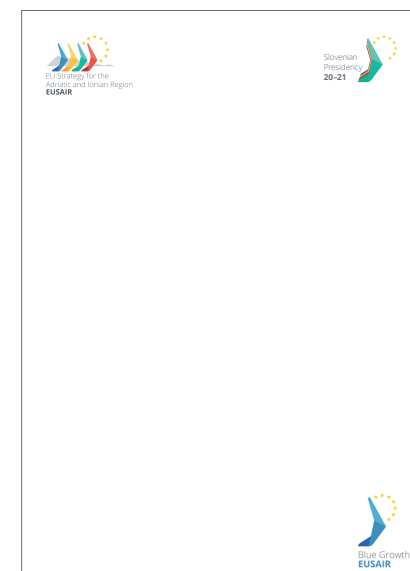
Presidenza
slovena
20-21



Correct use of the reduced version of the logo of the Slovenian Presidency (without the "punta")

The reduced version of the logo of the Slovenian Presidency (without the "punta") should always be used without the EUSAIR text and with only the following text accompanying the sails: "Slovenian Presidency 20-21".

This version of the reduced logo should only be used in conjunction with the basic EUSAIR logo.



Example of use in conjunction with
other logos

4

(2)
reduced version
of the logo of
the Slovenian
Presidency

full colour and
black and white

Slovenian
Presidency
20-21



Slovenian
Presidency
20-21



Slovensko
predsedovanje
20-21



Slovensko
predsedovanje
20-21



Presidenza
slovena
20-21



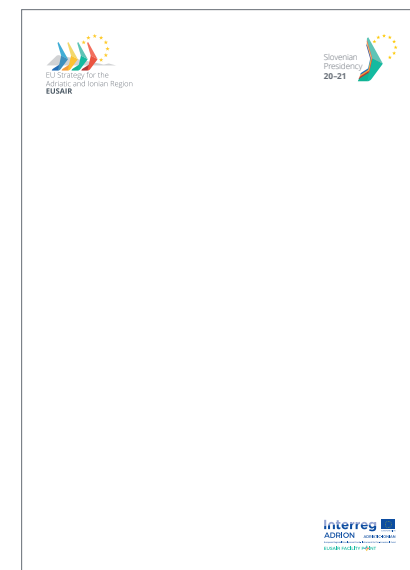
Presidenza
slovena
20-21



Correct use of the reduced version of the logo of the Slovenian Presidency (without the »punta«)

The reduced version of the logo of the Slovenian Presidency (without the "punta") should always be used without the EUSAIR text and with only the following text accompanying the sails: "Slovenian Presidency 20-21".

This version of the reduced logo should only be used in conjunction with the basic EUSAIR logo.



Example of use in conjunction with
other logos

5

reduced version
of the logo of
the Slovenian
Presidency
(upright)

full colour and
black and white



Slovenian
Presidency
20-21



Slovensko
predsedovanje
20-21



Presidenza
slovena
20-21



Slovenian
Presidency
20-21



Slovensko
predsedovanje
20-21



Presidenza
slovena
20-21

The upright version of the reduced
logo should also only be used in
conjunction with the basic EUSAIR logo.



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positioning of
the logo on
letterhead



Correct use of the logo on a letterhead

The basic EUSAIR logo with the signature "EU Strategy for the Adriatic and Ionian Region" and the acronym EUSAIR should be positioned in the top left corner, with the reduced version of the Slovenian Presidency logo with the writing **Slovenian Presidency 20-21** in the top right corner.



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positioning of
the logo with
signature on
a business card



Slovensko predsedovanje **20-21**

www.adriatic-ionian.eu



Name and surname

function/title

t: +375 88 99 556

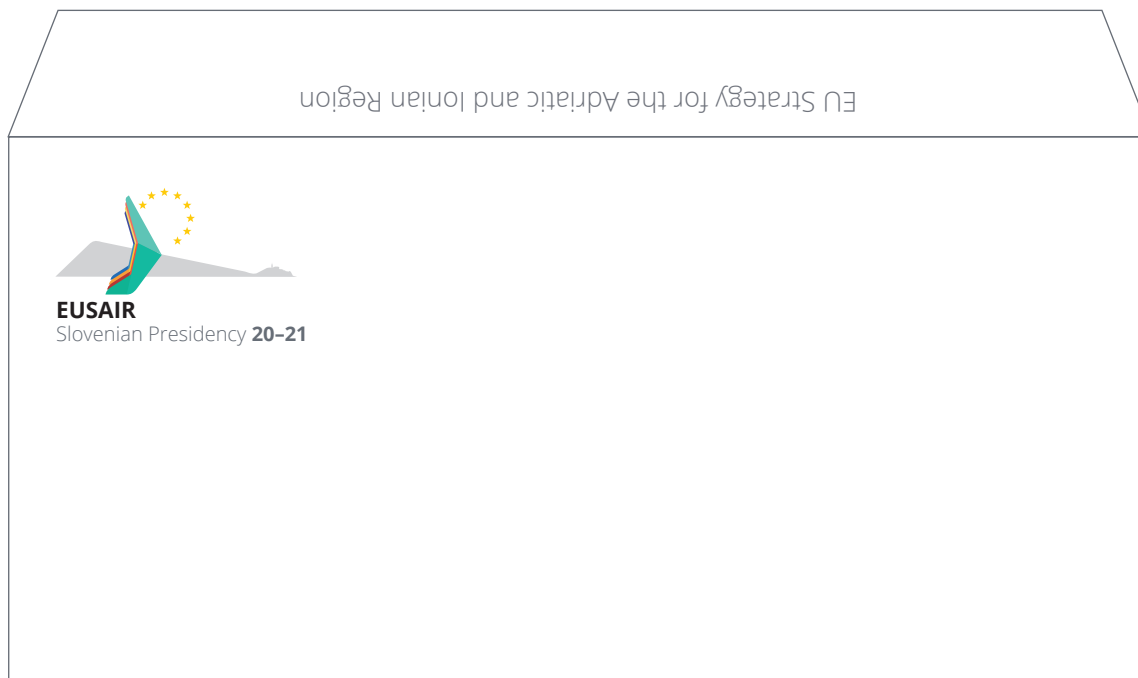
e: name.surname@adriatic-ionian.eu

Correct use of the logo on a business card

The basic EUSAIR logo with the signature "EU Strategy for the Adriatic and Ionian Region" and the acronym EUSAIR should be positioned in the top right corner of the side of the business card with the name, surname and other information, while the basic logo of the Slovenian Presidency (with the »punta«) should be on the back of the card, with the web address.

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positioning of
the logo on
an envelope



Correct use of the logo on an envelope

The basic logo of the Slovenian Presidency (with the »punta«) and the acronym EUSAIR and the signature Slovenian Presidency 20-21 should be placed on the face of the envelope in the top left corner.

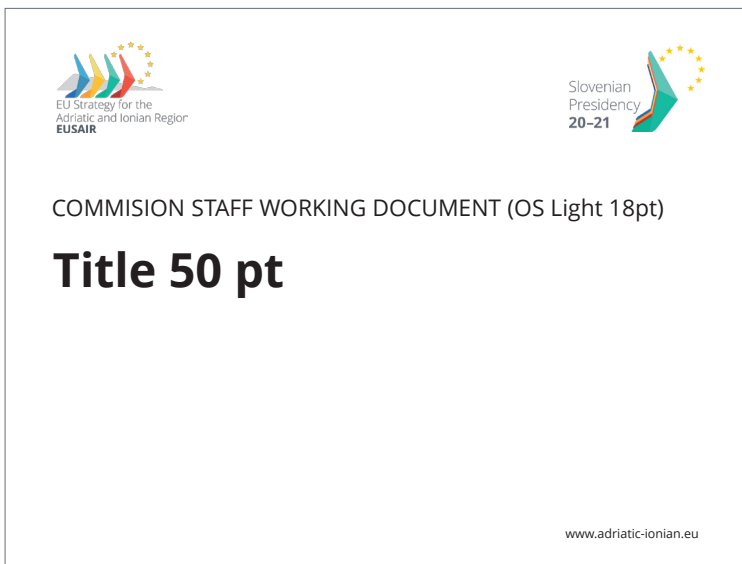
The writing **EU Strategy for the Adriatic and Ionian Region** should be centre-aligned on the flap on the back of the envelope.

The same placement is also recommended for other envelope formats (A5, A4, etc).

The use of the black and white version of the logo is not permitted!

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(a) positioning of the logo on a PowerPoint presentation



(a) Title slide

Correct use of the logo on a PowerPoint presentation

The basic version of the EUSAIR logo with the writing "EU Strategy for the Adriatic and Ionian Region" should be placed on the title slide in the top left corner, with the reduced version of the Slovenian Presidency logo in the top right corner.

A slide with content highlights should display the basic version of the EUSAIR logo with the writing "EU Strategy for the Adriatic and Ionian Region" in the top left corner, and the graphic icon of the green sail with the stars in the top right corner.

The same two elements should also be used on slides with visual content (photographs, tables, graphs, etc).



(b) Table of Contents slide

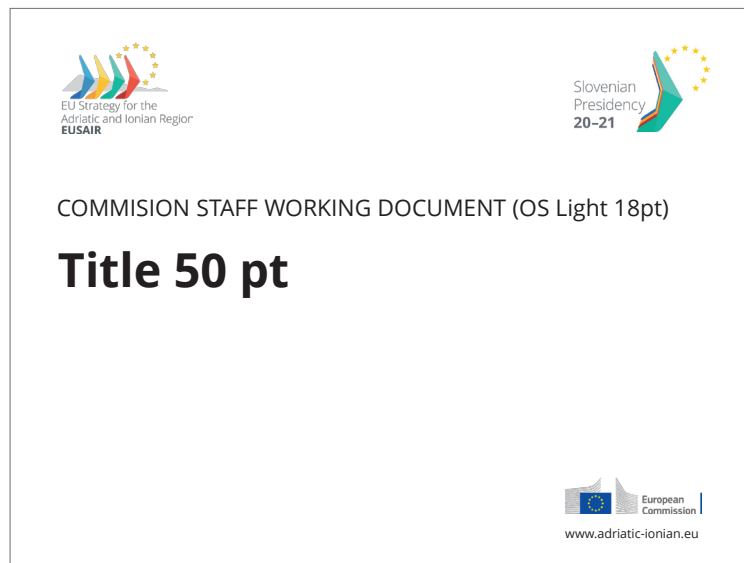


(c) Visual content slide

9

(b)
positioning of
the logo
on a PowerPoint
presentation

in conjunction
with other logos



(a) Title slide



(b) Table of Contents slide



(c) Visual content slide

Correct use of the logo on a PowerPoint presentation

The basic version of the EUSAIR logo with the writing "EU Strategy for the Adriatic and Ionian Region" should be placed on the title slide in the top left corner, with the reduced version of the Slovenian Presidency logo in the top right corner.

A slide with content highlights should display the basic version of the EUSAIR logo with the writing "EU Strategy for the Adriatic and Ionian Region" in the top left corner, and the graphic icon of the green sail with the stars in the top right corner.

The same two elements should also be used on slides with visual content (photographs, tables, graphs, etc).

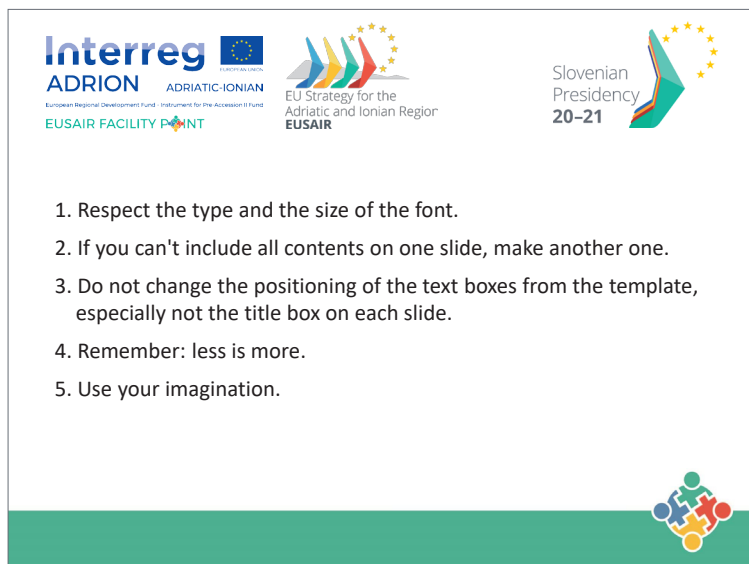
9

(c)
positioning of
the logo
on a PowerPoint
presentation

in conjunction
with EUSAIR
Facility Point



(a) Title slide



(b) Table of Contents slide



(c) End slide

Correct use of the logo on a PowerPoint presentation

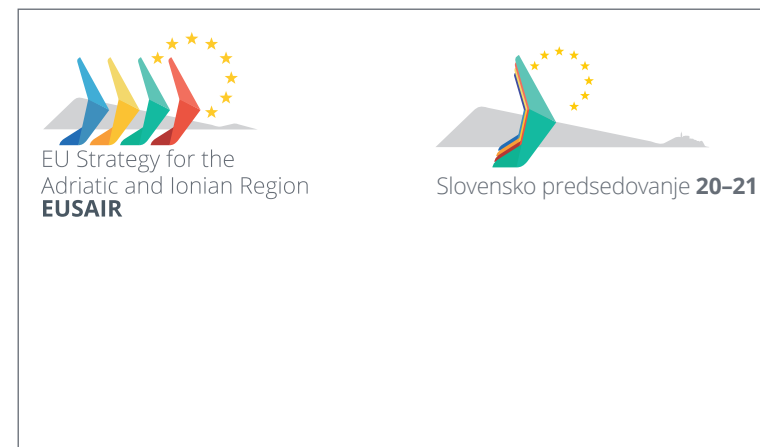
The EUSAIR Facility Point strategic project logo should be positioned first in the top left corner of the title slide, followed by the basic EUSAIR logo with the writing "EU Strategy for the Adriatic and Ionian Region", with the reduced version of the basic Slovenian Presidency logo in the top right corner.

The EUSAIR Facility Point strategic project logo should be positioned first in the top left corner of the content highlights slide, followed by the basic EUSAIR logo with the writing "EU Strategy for the Adriatic and Ionian Region", and the graphic icon of the green sail with the stars in the top right corner.

The same two elements should also be used on slides with visual content (photographs, tables, graphs, etc).

10

positioning of
the logo on
backgrounds

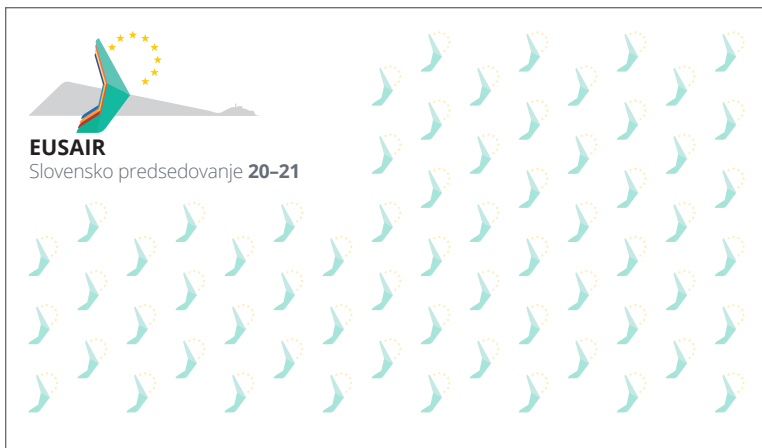


The logo for background placement is available for use with digital tools as well as for print and use in space.


Templates are available at:
<https://www.adriatic-ionian.eu/media-centre/media-toolkits/>

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use of the logo with Zoom and other video conferencing applications



Instructions for setting a background in Zoom and other video conferencing applications

- 1 Launch Zoom or any other video conferencing application from your computer desktop.
- 2 Access the profile page of Zoom.
- 3 Click on the Settings  icon in the top right corner.
- 4 On the menu, select the "Virtual Background" tab or a similarly named tab, if you're using a different video conferencing application.
- 5 Once the options for setting a virtual background are open, tap the + sign under the camera to upload a new image.
- 6 Find the image you wish to use in the folder containing your saved files and confirm your selection.

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positioning of
the logo on a
banner (roll-up)



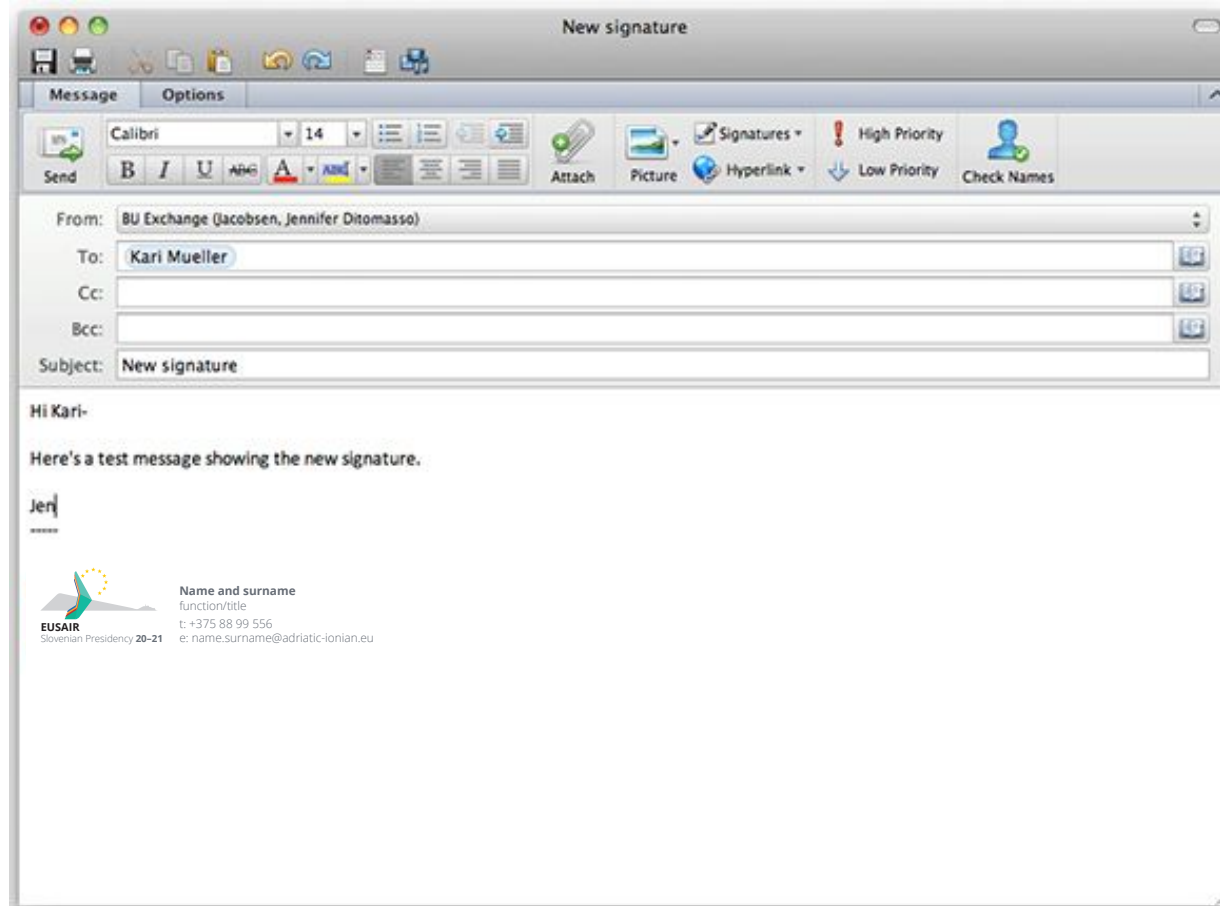
Strategija EU
za jadransko-jonsko regijo
Slovensko predsedovanje 20-21



EUSAIR
Slovensko predsedovanje **20-21**

13

e-mail signature



Instructions for setting up an email signature

- 1 Download and save the image named signature.jpg.
- 2 Open your email account (Mailbox).
- 3 Find and click on the Settings icon ⚙️.
- 4 In Settings, click the Signature tab.
- 5 Select Create new signature and set a name for the signature.
- 6 Enter the text you wish to enter and add the image you downloaded from the folder where you previously saved it, according to the guidelines contained in the Brand Book.
- 7 Save the changes.



Name and surname

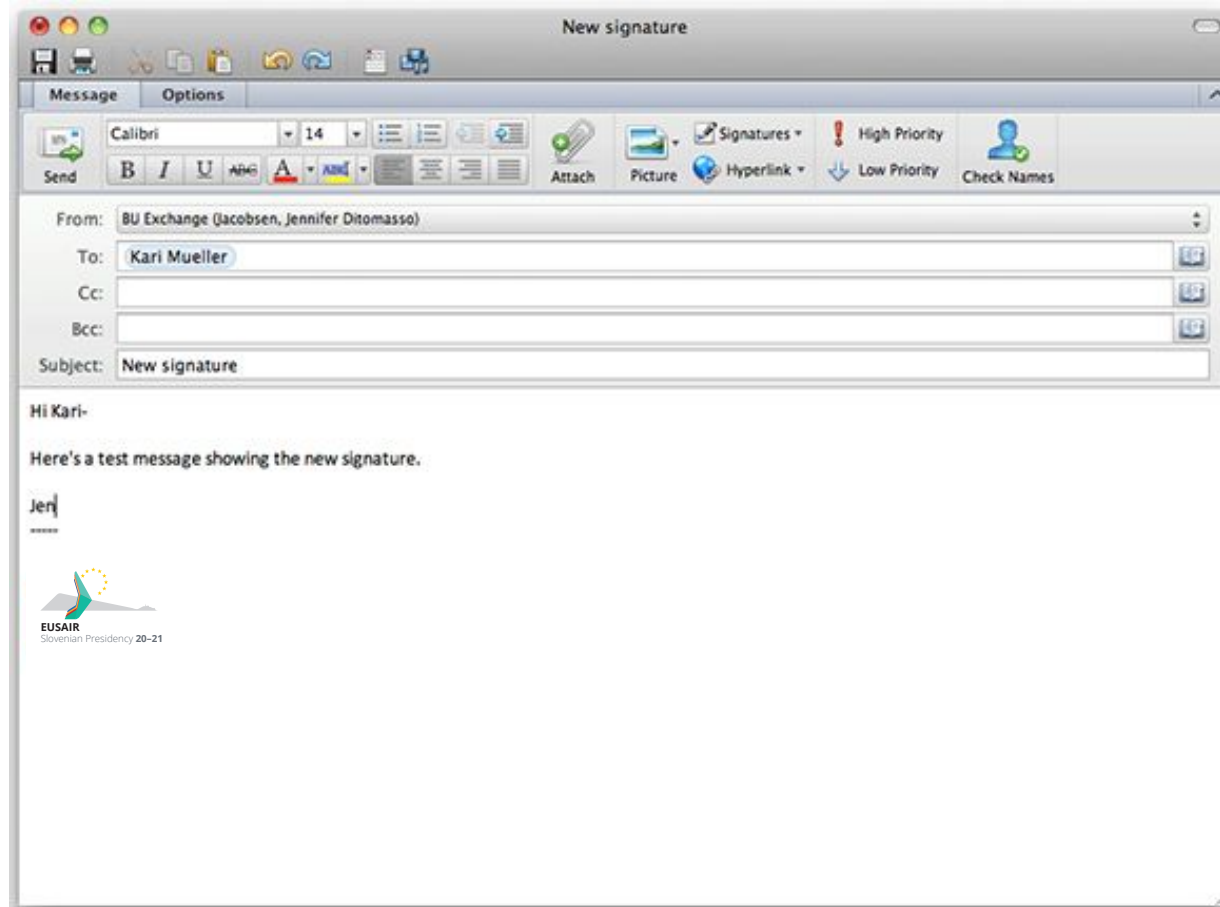
function/title

t: +375 88 99 556

e: name.surname@adriatic-ionian.eu

13

e-mail
signature



14

»meme«



“The main priority of the Slovenian Presidency of EUSAIR 2020-21 is to improve the quality of life of citizens.”

Andreja Jerina, National Coordinator for
EU Macro-regional Strategies, Ministry of Foreign Affairs,
Republic of Slovenia



“The main priority of the Slovenian Presidency of EUSAIR 2020-21 is to improve the quality of life of citizens.”

Dr. Mitja Bricelj,
Ministry of the Environment and Spatial Planning,
Republic of Slovenia



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Hashtag for
the presidency
and its initiatives

#SloPresidencyEUSAIR

Priorities of the Slovenian Presidency 2020-21 – Summary

The main theme of the Slovenian EUSAIR Presidency is green connectivity.

I.

The first and foremost priority is **improving quality of life in the coastal areas of our shared sea**

- by concrete changes
- by the implementation of regimes that are based on respect for coastal and marine ecosystem services in the EUSAIR area, especially in the Adriatic eco-region.

This goal can only be achieved:

- through the proactive participation of all stakeholders involved in environmental protection planning and sustainable land use in the Adriatic eco-region
- in the procedures of preparation of spatial plans at all levels (strategic, regional and municipal)
- by connecting, exchanging and building synergies between all four macro-regional strategies (Slovenia is included in three of the four strategies: the Adriatic Ionian, the Danube and the Alpine).

II.

The second most important priority is the **continuation of the European integration process of the Western Balkans**.

The EUSAIR governance structure offers

- a unique platform for the implementation of the *Green Agenda for the Western Balkans*, which will be at the forefront during Slovenia's Presidency.

III.

The Slovenian Presidency will also be heavily marked by the fact that EUSAIR **will have to address the ongoing challenges related to COVID-19** – particularly in view of the fact that health is a horizontal topic of the strategy. The first such exchange of views will take place within the framework of the *Mediterranean Coast Week* in September 2020.

During an EUSAIR Ministerial meeting held via video conference on 27 May 2020, it was agreed that recovery efforts following the COVID-19 crisis should strive for a »green recovery« in the spirit of the *European Green Deal and the Green Agenda for the Western Balkans*.

IV.

In view of the fact that Slovenia is managing an EUSAIR Facility Point and that a large portion of its activities to date within EUSAIR have been devoted to **strengthening competencies in the field of communication**, one of the priorities of its Presidency will be to bolster communication with key EUSAIR stakeholders and to work with young people in the areas of communication and visibility.