



EU Strategy for the
Adriatic and Ionian Region
EUSAIR

Interreg



Co-funded by
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IPA ADRION

FACILITYPOINT

EUSAIR

Visual Identity Manual

9 October 2025



Use of this Manual

This Manual, together with the accompanying templates, is intended for use by all EUSAIR Governance structures in their daily work and communication activities within the EUSAIR framework.

Its primary purpose is to ensure a consistent and unified visual identity across all outputs, regardless of the institution or country involved. By following the guidelines outlined in this Manual, stakeholders contribute to a coherent and professional representation of the EUSAIR.

A strong and recognizable visual identity plays a key role in enhancing the visibility and credibility of the EUSAIR Strategy. The visual identity includes also the requirements of the Interreg IPA ADRIION Programme 2021- 2027, co-financing EUSAIR governance support projects (Facility Point, StEP, SP4EUSAIR). Being co-financed by European Union public funds, the projects must make their funding source public for transparency reasons. The Project logos need to be incorporated in the visual when the activities are implemented within the governance support projects.

Shared use of logos, design elements, and communication tools help reinforce the strategic message and facilitates better recognition among target audiences, including policymakers, partners, and the general public.

The overarching goal is to increase the impact of EUSAIR by promoting a common branding approach. This not only strengthens the perception of joint efforts but also amplifies the effects of communication activities. When all actors use the same visual language, the message becomes clearer, more powerful, and more likely to resonate across borders and sectors.

EUSAIR Logo

Primary vertical logo



in black & white



in monochrome



Secondary horizontal logo



in black & white



in monochrome



The primary choice must always be the use of the color version of the logo in the vertical layout. All other variations or the horizontal layout may only be used when it is not possible to use the color version of the logo and/or the vertical layout.

Logo Usage Guidelines

Minimal size



Safe space



Use only the text portion of the logo for very small applications.



Logo Usage Guidelines

Incorrect use



Don't alter the logo's proportions



Don't recolor



Don't rotate



Don't alter the typeface



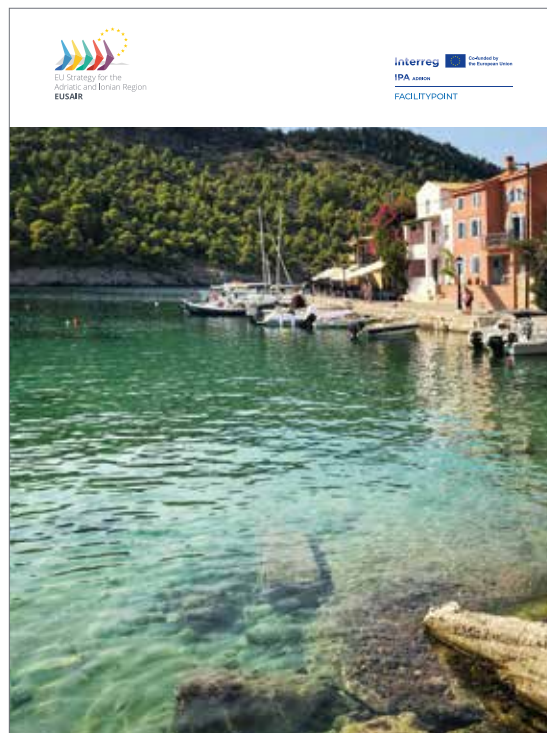
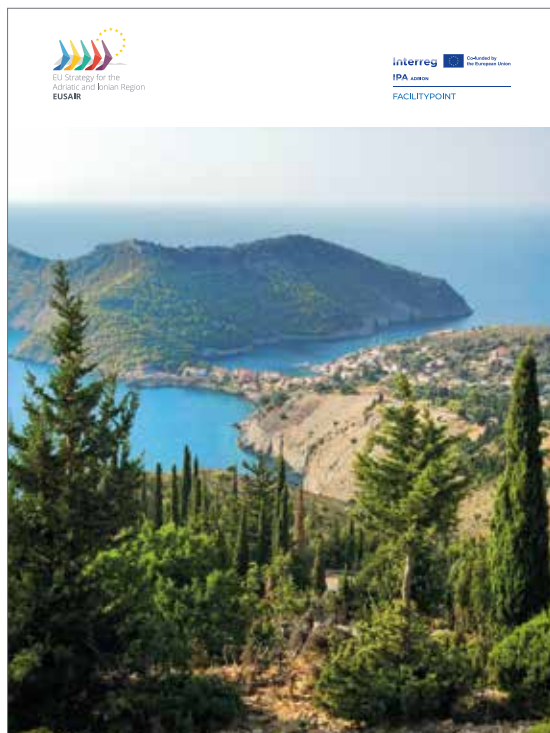
Don't use visual effects



Don't outline the logo

Positioning on photos or color background

Always place the logo stack on white background.



EUSAIR Pillar Logos

Primary logo



Blue Sustainable Economy
EUSAIR



Connecting the Region
EUSAIR



Environmental Quality
EUSAIR



Sustainable Tourism
EUSAIR



Improved Social Cohesion
EUSAIR

in black & white



Blue Sustainable Economy
EUSAIR



Blue Sustainable Economy
EUSAIR

in monochrome

These color treatments apply to all five Pillar logo variations.

The primary choice must always be the use of the color version of the Pillar logo. All other variations may only be used when it is not possible to use the color version of the logo.

Logo Usage Guidelines

These guidelines apply to all five Pillar logo variations.

The Pillar logo must always appear in combination with the EUSAIR logo. The inclusion of other logos depends on the specific use case.

Minimal size



Safe space



Use only the text portion of the logo for very small applications.



Logo Combination Guidelines

In combination with FACILITY POINT project logo

This logo combination shall be used by all EUSAIR Governance structures supported by Facility Point project. Provided templates were prepared in a way to comply with the "Project Brand and Visibility Guidelines IPA ADRION 2021-2027".

In the horizontal layout, the EUSAIR logo is positioned on the left and the FACILITY POINT logo on the right. Both logos are bottom aligned. The height of the FACILITY POINT project logo matches the vertical distance from the base of the EUSAIR logo to the top of the grey hill element. The spacing between the two logos is determined by the layout format: the EUSAIR logo is aligned with the left margin, while the FACILITY POINT project logo is aligned with the right margin.



This applies mostly for standard formats such as A5 and A4. For smaller promotional items (e.g., pens), reduced logo sizes may be used, provided the logo remains clearly visible and readable.



Logo Combination Guidelines

In combination with StEP project logo

This logo combination shall be used by all EUSAIR Governance structures supported by StEP project. Provided templates were prepared in a way to comply with the "Project Brand and Visibility Guidelines IPA ADRION 2021-2027".

In the horizontal layout, the EUSAIR logo is positioned on the left and the StEP project logo on the right. Both logos are bottom aligned. The height of the StEP project logo matches the vertical distance from the base of the EUSAIR logo to the top of the grey hill element. The spacing between the two logos is determined by the layout format: the EUSAIR logo is aligned with the left margin, while the StEP project logo is aligned with the right margin.



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Minimal width of EUSAIR logo: 30 mm

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STEP

Minimum width from the left edge of the letter 'I' in 'Interreg' to the right edge of the flag: 38,1 mm.

This applies mostly for standard formats such as A5 and A4. For smaller promotional items (e.g., pens), reduced logo sizes may be used, provided the logo remains clearly visible and readable.



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EUSAIR

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EUSAIR

Minimal clear space

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STEP

Minimal width of logos: 63 mm

In the vertical layout, the EUSAIR logo is placed at the top, with the StEP project logo positioned below. The spacing between the two elements is flexible; however, a minimum clear space equivalent to the height of three stacked 'EUSAIR' wordmarks from the EUSAIR logo must be maintained. Both logos are set to the same width.

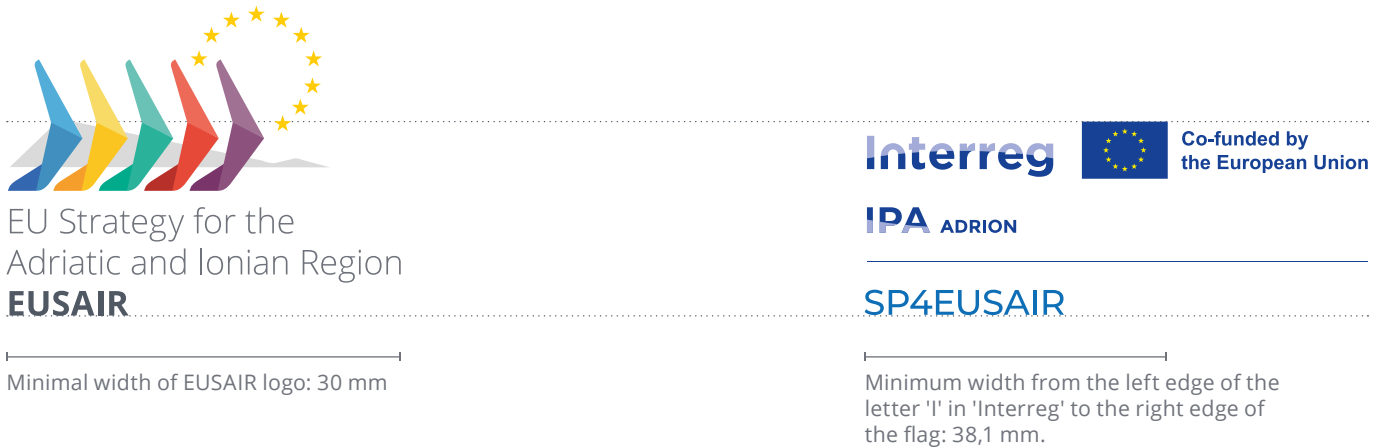
Minimal width of logos is 63mm to ensure that the StEP project logo maintains its defined minimum width of 38,1mm from the left edge of the letter "I" in "Interreg" to the right edge of the flag.

Logo Combination Guidelines

In combination with SP4EUSAIR project logo

This logo combination shall be used by all EUSAIR Governance structures supported by SP4EUSAIR project. Provided templates were prepared in a way to comply with the "Project Brand and Visibility Guidelines IPA ADRION 2021-2027".

In the horizontal layout, the EUSAIR logo is positioned on the left and the SP4EUSAIR project logo on the right. Both logos are bottom aligned. The height of the SP4EUSAIR project logo matches the vertical distance from the base of the EUSAIR logo to the top of the grey hill element. The spacing between the two logos is determined by the layout format: the EUSAIR logo is aligned with the left margin, while the SP4EUSAIR project logo is aligned with the right margin.



This applies mostly for standard formats such as A5 and A4. For smaller promotional items (e.g., pens), reduced logo sizes may be used, provided the logo remains clearly visible and readable.



In the vertical layout, the EUSAIR logo is placed at the top, with the SP4EUSAIR project logo positioned below. The spacing between the two elements is flexible; however, a minimum clear space equivalent to the height of three stacked 'EUSAIR' wordmarks from the EUSAIR logo must be maintained. Both logos are set to the same width.

Minimal width of logos is 63mm to ensure that the SP4EUSAIR project logo maintains its defined minimum width of 38,1mm from the left edge of the letter "I" in "Interreg" to the right edge of the flag.

Logo Combination Guidelines

In combination with multiple logos

This logo combination shall be used by all EUSAIR Governance structures supported by FACILITY POINT project, StEP project and SP4EUSAIR project. Provided templates were prepared in a way to comply with the "Brand and Visibility Guidelines IPA ADRION 2021-2027".

In the horizontal layout, the EUSAIR logo is aligned with the left margin, while all other logos are aligned with the right margin. The logos on the right should be spaced apart by a distance equal to the width of the EU flag element. The minimum distance between the EUSAIR logo on the left and the first logo to its right must be at least equal to the height of one sail from the EUSAIR logo.

Please note that the minimum required width from the left edge of the letter 'I' in 'Interreg' to the right edge of the EU flag is 38.1 mm. However, on A4 format, if placing all four logos horizontally prevents meeting this minimum width requirement, the project logos may, as agreed by IPA ADRION Programme 2021-2027, exceptionally be reduced in size.



In the vertical layout, the EUSAIR logo is placed at the top, with other logos positioned below. The spacing between the EUSAIR logo and the second logo is flexible; however, a minimum clear space equivalent to the height of three stacked 'EUSAIR' wordmarks must be maintained. Additional spacing should equal the height of two stacked 'EUSAIR' wordmarks.

Minimal width of logos is 63mm to ensure that the Project logos maintain their defined minimum width of 38,1mm from the left edge of the letter "I" in "Interreg" to the right edge of the flag.

Minimal width of logos: 63 mm

Logo Combination Guidelines

In combination with Pillar logo

The EUSAIR logo and the Pillar logo must be aligned at the same vertical height (top-aligned and bottom-aligned), with the spacing between them determined by the layout format. The EUSAIR logo is positioned along the left margin, while the Pillar logo is aligned with the right margin. The minimum width of the main EUSAIR logo must remain 30 mm, while the Pillar logo is adjusted in height so that both logos are aligned at the top and bottom and remain clearly visible.



Minimal width of EUSAIR logo: 30 mm

Logo Combination Guidelines

In combination with Pillar and Project logo

In this layout, the EUSAIR logo is aligned to the left margin, and the Project logo aligned to the right margin. The Pillar logo should be centered exactly between the two, with equal spacing on either side to maintain balance. The Pillar logo is slightly taller than the other two logos, though the word "EUSAIR" maintains consistent sizing across both instances. The size relationship between the main EUSAIR logo and the Project logo remains fixed. Additionally for the Project logo, ensure a minimum distance of 38,1 mm from the left edge of the letter "I" in "Interreg" to the right edge of the flag icon.

However, on A4 format, if placing all three logos horizontally prevents meeting the minimum width requirement of 38,1 mm, the Project logo may, as agreed by IPA ADRION Programme 2021-2027, exceptionally be reduced in size.

 EU Strategy for the Adriatic and Ionian Region EUSAIR	 Blue Sustainable Economy EUSAIR	 Interreg Co-funded by the European Union IPA ADRION <hr/> FACILITYPOINT
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 EU Strategy for the Adriatic and Ionian Region EUSAIR	 Connecting the Region EUSAIR	 Interreg Co-funded by the European Union IPA ADRION <hr/> FACILITYPOINT
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 EU Strategy for the Adriatic and Ionian Region EUSAIR	 Environmental Quality EUSAIR	 Interreg Co-funded by the European Union IPA ADRION <hr/> FACILITYPOINT
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 EU Strategy for the Adriatic and Ionian Region EUSAIR	 Sustainable Tourism EUSAIR	 Interreg Co-funded by the European Union IPA ADRION <hr/> FACILITYPOINT
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 EU Strategy for the Adriatic and Ionian Region EUSAIR	 Improved Social Cohesion EUSAIR	 Interreg Co-funded by the European Union IPA ADRION <hr/> FACILITYPOINT
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Presidency Visual Guidelines

When designing Presidency visual materials such as Presidency logo or Annual Forum visual identity, it must comply with this Visual Identity Manual to ensure a common visual identity of EUSAIR. All materials have to follow the same color scheme and typography as the EUSAIR logo.

In combination with Presidency logo

As the Presidency logo changes periodically, its silhouette must fit within a 3:2 ratio (e.g., 36x24 mm) or 2:1 ratio (e.g., 40x20 mm), and its height must match the vertical distance from the base of the EUSAIR logo to the tip of its sails. Additionally, ensure that Project logo has a minimum distance of 38,1 mm from the left edge of the letter "I" in "Interreg" to the right edge of the flag icon.

In this layout, the EUSAIR logo is aligned to the left margin, and the Project logo aligned to the right margin. The Presidency logo should be centered exactly between the two, with equal spacing on either side to maintain balance.

However, on A4 format, if placing all three logos horizontally prevents meeting the minimum width requirement of 38,1 mm, the Project logo may, as agreed by IPA ADRION Programme 2021-2027, exceptionally be reduced in size.

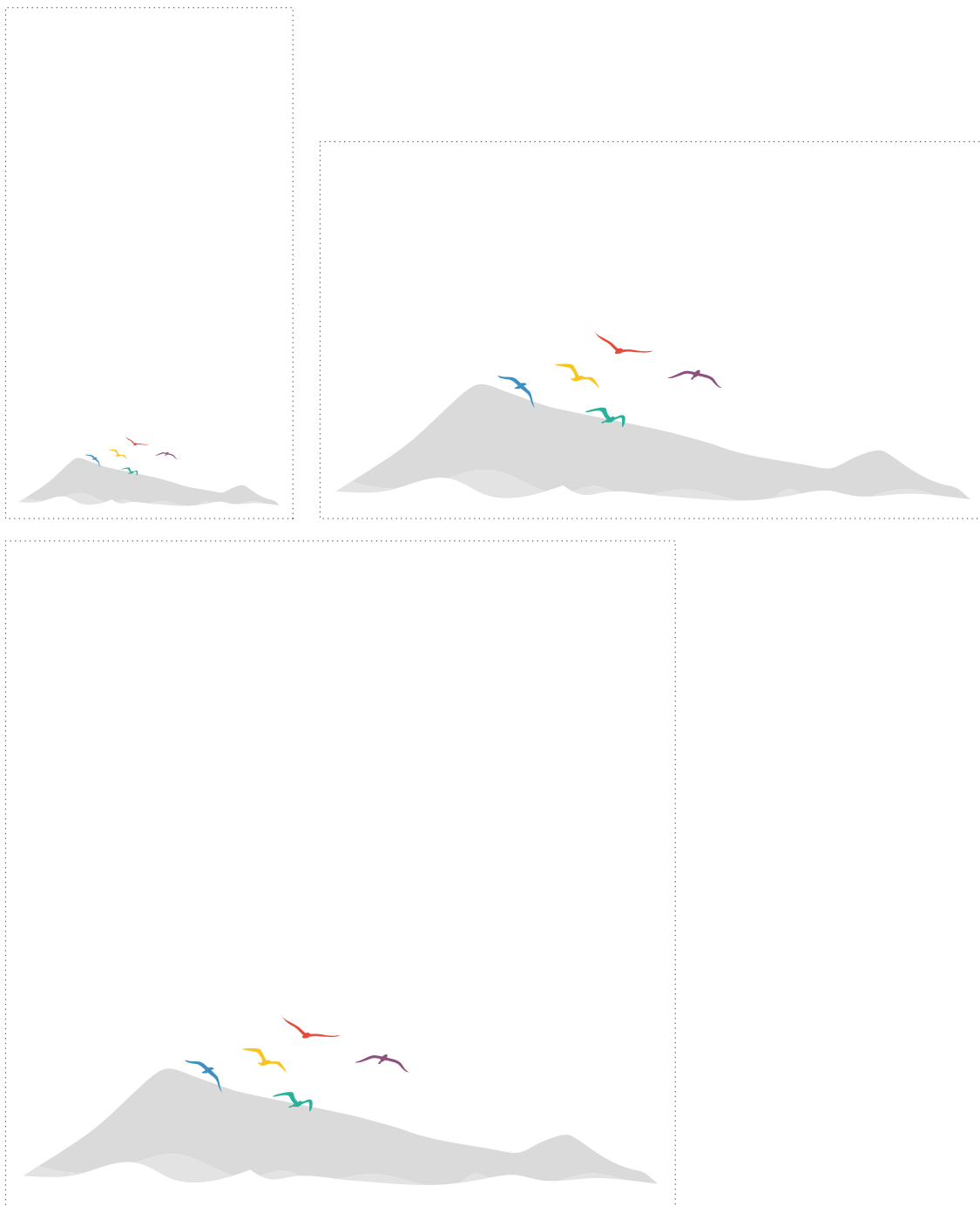


Key Visual

The visual represents the essence of the EUSAIR strategy, combining symbolic elements that reflect its multidimensional approach to regional cooperation.

Birds in the colors of the five Pillars illustrate movement, diversity, and unity. Each bird corresponds to one of the Pillars, emphasizing their equal importance and interconnectedness. Grey hills symbolize the continental and green dimension of the Strategy. Their neutral tone provides balance and evokes the natural landscape of the region. Waves at the bottom represent the maritime aspect of the Strategy, highlighting the significance of coastal areas, marine resources, and blue sustainable economy. Together, these elements create a coherent and meaningful visual narrative that communicates the strategic goals of EUSAIR: integration, sustainability, and regional development across land and sea.

A key visual is positioned at the bottom of the page, typically in the footer area. Always maintain sufficient clear space around the visual to prevent it from extending too close to the edge of the page, where it might get cut off during printing.



Colour System

The color palette is derived from the logo, consisting of three neutral grays and three distinct shades for each Pillar of the EUSAIR.

The same color palette is recommended for consistent use across all other applications as documents, presentations, digital contents....



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cmyk: 0/0/0/20
rgb: #DADADA



cmyk: 65/15/7/0
rgb: #54ADD8



cmyk: 5/11/70/0
rgb: #F8DC64



cmyk: 57/44/38/21
rgb: #70737B



cmyk: 74/32/11/0
rgb: #3E90C0



cmyk: 2/25/90/0
rgb: #F9C320



cmyk: 72/57/47/27
rgb: #4E5762



cmyk: 84/57/0/0
rgb: #3367B0



cmyk: 72/57/47/27
rgb: #F59E2B



cmyk: 59/0/35/0
rgb: #6BC1B6



cmyk: 0/70/61/0
rgb: #ED6A59



cmyk: 40/60/20/7
rgb: #A07194



cmyk: 73/0/48/0
rgb: #29B29B



cmyk: 2/82/78/0
rgb: #E64A38



cmyk: 50/75/25/8
rgb: #8D517D



cmyk: 78/1/56/0
rgb: #00AB8B



cmyk: 20/91/85/11
rgb: #B7312A



cmyk: 60/90/30/10
rgb: #793469

Typography

The EUSAIR logo uses Open Sans typography, which is recommended for consistent use across all other applications as documents, presentations, digital contents...

Text color should be either grey #4E5762 or black when on a white background.



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EUSAIR

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?*+,-.::;

Open Sans Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?*+,-.::;

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?*+,-.::;

Open Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?*+,-.::;

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?*+,-.::;

Open Sans Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?*+,-.::;

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?*+,-.::;

Open Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?*+,-.::;

Open Sans Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?*+,-.::;

Open Sans Extrabold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/()=?*+,-.::;



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For a Prosperous and Integrated Adriatic and Ionian Region

This Manual has been produced by the Ministry of Cohesion and Regional Development of the Republic of Slovenia, the Lead Partner of the strategic project »EUSAIR Facility Point – Supporting the governance for improved cooperation«, co-funded by the European Union through the Interreg IPA ADRION Programme 2021-2027. The content of the Manual is the sole responsibility of the EUSAIR Facility Point Lead Partner and can under no circumstances be regarded as reflecting the position of the European Union and/or IPA ADRION programme authorities.