

Graphic profile for Coalition Clean Baltic

Coalition Clean Baltic is an organisation active in the Baltic Sea Region, with the overall goal to protect the Baltic Sea from different environmental threats such as pollution, eutrophication and overfishing. It is an organisation with many collaborators working in the countries around the Baltic Sea. Since the organisation is active in the field of environmental politics, which is politically sensitive, it is especially important that CCB is not confused with other organisations and that CCB is viewed as a serious organisation. A distinct graphic profile is thus of utmost importance – that there are marks of identification throughout the material of the organisation, including the printed material (communications, brochures, etc.) as well as the digital material (applications intended for display on computer screens, web pages, etc.).

Components included in the graphic profile are mainly *logotype*, *colours* and *typefaces*.

Logotype

The logotype is the central component of the graphic profile. It is therefore especially important that the logotype:

- always is reproduced correctly in terms of colour and form;
- never is used for other purposes than as a symbol for the organisation, its aims and activities.

The logotype consists of the text with its distinct format including three curved lines representing a wave of water from the Baltic Sea at the front edge of the logotype.

Picture below: logotype applied to one and two rows, respectively. Original for the logotype can be acquired from the CCB secretariat: secretariat@ccb.se



Other graphic figures

In addition to the logotype, other graphic figures are used in the material of CCB. The graphic figures below have been designed to act as symbols for three areas of CCB activities:

- 1) Reduction of the harmful nutrient load to the Baltic Sea.
- 2) Prevention of installations and activities harmful to the Baltic Sea environment.
- 3) Development of sustainable Baltic Sea fisheries.



Symbol 1



Symbol 2



Symbol 3

Colours

The profile colour of CCB is blue. The blue colour may not be toned to lighter shades.

As a compliment to the blue colour, orange: PMS 1655, is used. This colour can be reproduced in percentages of 5, 10, 15, 20%, etc.

Technical specifications:

Blue colour:

- Spot colour – PMS 300 (Choose Pantone Coated or Pantone Uncoated)
- Four-colour – CMYK – Cyan 100%, Magenta 43%, Yellow 0% , Black 0%
- RGB – on the web, colour “#003399” is used.



Orange colour:

- Spot colour – PMS 1655
- Four-colour – CMYK – Cyan 0%, Magenta 65%, Yellow 87%, Black 0%
- RGB – on the web, colour “#ff3300” is used.



To reproduce colours correctly in print can be quite difficult. In order to get it right in print, colours often have to be adjusted. Colours are differently reproduced on uncoated paper – in this case the colours are softened.

In four-colour printing, the blue colour is mixed and will therefore be reproduced differently. In order to achieve the correct colour, a comparison must be made with the Pantone colour range.

To achieve exactly the right colour, the PMS colour must be printed as a separate fifth colour.

Typefaces

Typeface of the text is part of the graphic profile of CCB.

In printed matter and other printed information material for external use, the typefaces used are:

- Sabon
- Trade Gothic Condensed

Trade Gothic Condensed is mainly used in headlines, addresses and shorter factual texts. Sabon is used for longer texts in folders and brochures. For formal prints (*e.g.* invitations, diplomas) Trade Gothic Condensed is recommended for both headlines and text.

Typograp
Trade GothicCondensed

Typogr
Sabon

These two typefaces are not included in the standard set; *i.e.* they are not always included in the font set of the computer. In case of being without these typefaces, two standard typefaces resembling Trade Gothic Condensed and Sabon should be used, namely Arial and Times.

For everyday purposes, for example when writing letters and protocols, the following typefaces can be used:

- Arial (preferably Arial Narrow, which more closely resembles Trade Gothic Condensed)
- Times New Roman

Arial is principally used for headlines and Times mainly for the running text.

Typograp
Arial Narrow

Typogr
Times New Roman

On the web, the following typefaces are used:

- Verdana
- Georgia.