# Official logo



**HELCOM mm 2021**

HELCOM Ministerial Meeting
Lübeck, Germany • 20 October 2021
Updating the Baltic Sea Action Plan

# Colours

| HELCOM blue | Royal blue | Green | Grey |
|---|---|---|---|
| CMYK<br>100–50–0–40 | CMYK<br>100–40–0–0 | CMYK<br>80–0–50–0 | CMYK<br>5–0–0–20 |
| RGB<br>0–73–127 | RGB<br>0–117–191 | RGB<br>0–171–151 | RGB<br>209–215–218 |
| Web<br>#00497f | Web<br>#0075bf | Web<br>#00ab97 | Web<br>#d1d7da |

# Fonts

## Share
(Logotype, titles)

The **Share** font combines a contemporary look with a corporate and technical feel, suited for both print and digital publications. Its narrow average character width is ideal for titles, especially in higher font sizes where it saves page real estate without compromising on legibility. When not available, the font can be substituted with **Calibri**.

## Source Sans Pro
(Body text)

**Source Sans Pro** is a timeless font. Very versatile — various different weights with regular and italic styles each, it is suited for both print and digital applications. Its extensive character set includes all common scientific symbols. Source Sans Pro is the primary body font, especially for on-screen use because of its higher-than-average legibility. When not available, the font can be substituted with **Calibri**.

## Ceremonial logo
(e.g. for the Ministerial Declaration etc.)

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## Logo declinations and elements for specific uses
(e.g. for digital products and social media, signage, name tags etc.)

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