HELCOM

HELCOM 50th
Anniversary

Visual Identity Guide

Baltic Marine Environment
Protection Commission

helcom.fi

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Protection Commission

1. Logo

1.1. Standard logo

The boldness of HELCOM's 50 years, is represented in dark blue as the proud past (1). The Baltic Sea map flows inside the 50 years (2), rising into a brighter blue (3), as HELCOM's promising future.

1.2. Alternative logo versions

Alternative colour versions

The logo can also be used in HELCOM grey (see colours), white, black and greyscale.

As a general rule, these versions should only be used when the standard blue version won't display well such as on images and dark backgrounds (for the white version) or black and white print jobs.

1.2. Alternative logo versions (continued)

 Version for sizes below 22mm

When the standard logo height is smaller than 22mm, the "Helsinki Convention 1974-2024" will disappear for better legibility.

This version can also be used when lower resolution or display mode might affect legibility of the standard logo, such as in web/digital applications or presentations.

 Version for sizes below 22mm

The horizontal version with the added "proud past, promising future" slogan is to be used instead for better legibility.

This version can also be used when the vertical logo doesn't fit, such as in web/digital applications or presentations, stationary or smaller printable products.

1.3. Logo protection area (standard logo)

⋀ Logo areas
The logo has two protection areas to make it immediately noticeable on documents:

(①) **Minimum distance to the border/edge** of a document. **Size: 1 x "a"**

(②) **Protection area:** shouldn't contain any text or graphic elements. When the logo is placed on an image, it should be on an even and quiet area of the image, such as a sky or the sea, but never on or close to any object. **Size: 2 x "a"**, measured from the logo's outer boundary.

### ⋀ The distance "a" is calculated as:

(③) **a = d** (the "a" height of the rectangle shape is used to determine the clear space on all four sides).
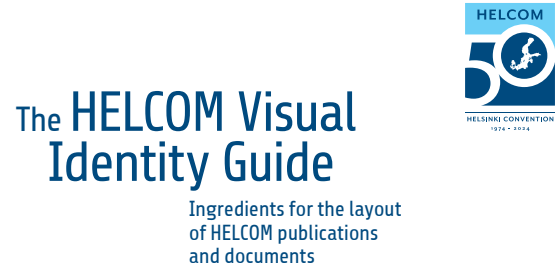
⋀ Exceptions
Exceptions to the protection area rule can be made when placing the logo on documents containing other partner logos or when HELCOM is not the main author of the document.

1.3. Logo protection area (standard logo)

The text encroaches on the protection area of the logo.

X

The seagull encroaches on the protection area, and the border is too close.

X
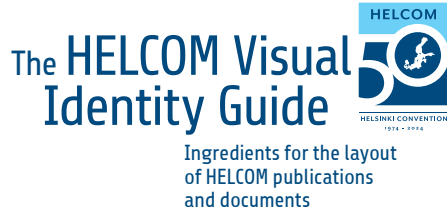
Both minimum distance to borders and protection area are respected.

✓

The seagull is out of the protection area, the logo's distance to the border is good.

✓

1.4. Logo protection area (horizontal logo)
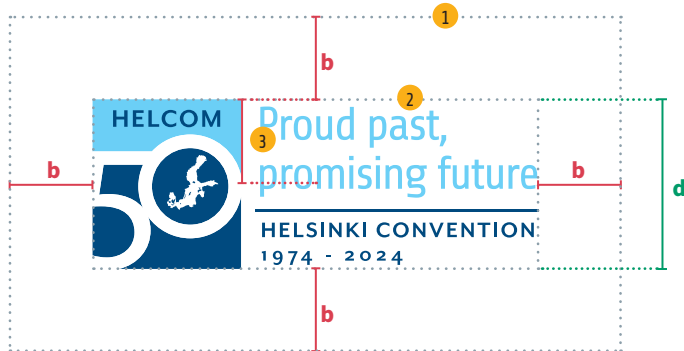
(**1**) **Protection area: 1 x b**, measured from the logo's outer bounding box (**2**) — the smallest possible rectangle that encompasses the whole logo. The distance "b" is the minimum distance to document borders and any other layout elements.

When the logo is placed on an image, it should be on an even and quiet area, such as a sky or the sea, but never on or close to any object.

(**3**) **Distance "b" = ½ d** (half of the logo's height)

The seagull encroaches on the protection area, and the border is too close.

The seagull is out of the protection area, the logo's distance to the border is good.

1.5. Logo don'ts!

x Don't disort.

x Don't rotate.

x Don't add effects.

x Don't change the colour.

x Don't fill or add borders.

x Don't modify.

1.6. Colours

HELCOM blue	Light blue
CMYK 100–50–0–40	CMYK 50–0–0–0
RGB 0–73–127	RGB 131–208–245
Web #00497f	Web #83d0f5