When Slovenia assumes the Presidency of the Council of the European Union on 1 January 2008, it holds an advantageous position at the centre of Europe for the first time in its history. Geographically, it has always been there but in the past it was negligible to exist on the fringe. Now, for the six months of its EU Presidency, it can truly be said that it is at the centre of Europe's attention.

The symbol of Slovenia’s EU Presidency conveys this central concept by depicting the five basic elements: Fire, Earth, Air, Water and Others.

Fire is the starting point. This represents the dynamism and energy of a young, modern country. Living in the future and moving through the world, the star is also the chief symbol of the European Union.

Earth is represented by the triplets, composed of the mountain outline at the top. The triplets is Slovenia’s highest mountain and its most potent national symbol. It represents determination and strength.

Water flows freely, depicting the rivers and sea forming part of Slovenia’s beautiful nature. Water symbolizes depth and wisdom, conveying Slovenia’s political, economic and cultural identity, and its potential for wealth and development. Running water also symbolizes healthy living.

Air is represented by the white space. Interrelating the outline of the symbol. It represents one of Slovenia’s finest, natural assets, and symbolizes Slovenia’s desire to breathe life into all its undertakings.

Other represents immortality and thus freedom and spiritual values. The symbol conveys this element through its floating lines. It reflects Slovenia’s social and ecological orientation.

Overall, the symbol conveys openness, movement, action and a sense of natural harmony.

One may also notice the outline of the state itself. One is a symbol of sovereignty and stability. The line is expressed high quality, as for example when used in wine barrels.

This is Slovenia’s desire for the Presidency of the European Union: to act at the centre of Europe to the benefit of Europe and to encourage innovation and dynamism, and to act as EU partners, balancing competence and dependability.

Robert Kubel
ROBERT KUBEL CORPORATE DESIGN
The Slovenian EU Presidency symbol - Europe in the arms of Slovenia and Slovenia on the path of Europe

The symbol of the Slovenian Presidency of the EU features elements of Slovenia’s national emblem its highest mountain (Triglav), and its rivers and sea. They are in symbiosis with the European symbols - yellow stars on blue. The symbol depicts Slovenia’s positioning in the European space. Its sense of movement conveys dynamism, as well as openness to challenges and positive influences. It soars upwards, representing progress, buoyancy and growth. The oak leaf outline represents persistence, strength and firmness, characteristics of both Slovenia and Europe.

Robert Kuhar, author and creative director of Visual Identity System of the P-EU 08, ROBERT KUHAR CORPORATE DESIGN