



Slovensko predsedstvo EU 2008  
Slovenian Presidency of the EU 2008

# Vidna podoba Visual Identity

ROBERT KUHAR  
CORPORATE DESIGN

**(Slovenia EU/sea)**

When Slovenia assumes the Presidency of the European Union on 1<sup>st</sup> January 2008, it takes its natural place at the centre of Europe for the first time in its history. Geographically it has always been there, but in the past it was obliged to exist at the fringes. Now, for the six months of its EU Presidency, it can fulfill its calling to act at the centre of Europe's undertakings.

The symbol of Slovenia's EU Presidency conveys this centred concept by depicting the five basic elements Fire, Earth, Air, Water and Ether.

**Fir** is the shooting star. This represents the dynamism and energy of a young, modern country looking to the future and eager to face challenges. The star is also the chief emblem of the European Union.

**Earth** is represented by the Triglav, depicted by the mountain outline at the top. The Triglav is Slovenia's highest mountain and its most potent national symbol. It represents determination and achievement.

**Water** flows below, depicting the rivers and sea forming part of Slovenia's beautiful nature. Water symbolizes depth and wisdom, conveying Slovenia's political, economic and cultural maturity, and its potential for wise counsels. Running water also symbolizes healthy living.

**Air** is represented by the white spaces interspersing the outlines of the symbol. It reminds one of Slovenia's fresh, natural air, and symbolizes Slovenia's desire to breathe life into all it undertakes.

**Ether** represents immateriality, and thus freedom and spiritual values. The symbol conveys this element through its flowing lines. It reflects Slovenia's traditional **ecological orientation**.

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

One may also detect the outline of an **oak leaf**. Oak is a symbol of **firmness, perseverance, indestructibility, stability, and deep roots**. Oak wood represents **high quality**, as for example when used in wine barrels.

*This is Slovenia's desire in its Presidency of the European Union: to act at the centre of Europe; to be open to challenges; to encourage innovation and dynamism; and to offer its EU partners balance, competence and dependability.*

Robert Kuhar  
ROBERT KUHAR CORPORATE DESIGN

**EXCLUSION ZONE**

**COLOUR KEY**

**Symbol Slovenskega predsedovanja EU ustvarjalni proces**  
**The Slovenian EU Presidency Symbol the Creative Process**

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## Simbol slovenskega predsedovanja Evropi – Evropa v naročju Slovenije in Slovenija v smeri Evrope.

Slovenski simbol predsedstva Sveta EU skozi simboliko petih osnovnih elementov, ki tvorijo svet, ponazarja prepoznavne narodne simbole - najvišjo goro Triglav, vodotoke in morje v simbiozi z evropsko simboliko - zvezdo v modro rumenem barvnem dialogu. Govori o vpetosti Slovenije v evropski in univerzalni prostor. Z usmerjeno razgibanostjo sporoča, da je Slovenija dinamična, odprta za izzive, novosti, pozitivne vplive. Dinamika simbola v stilizirani rastoči amplitudi napoveduje napredek, vzgon, rast in razvoj. Oblika hrastovega lista ponazarja slovenski in tudi evropski značaj - vztrajen, klen in trden.

Robert Kuhar, avtor in kreativni vodja projekta Sistem vidne podobe P-EU 08, ROBERT KUHAR KORPORATIVNO OBLIKOVANJE

## 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.

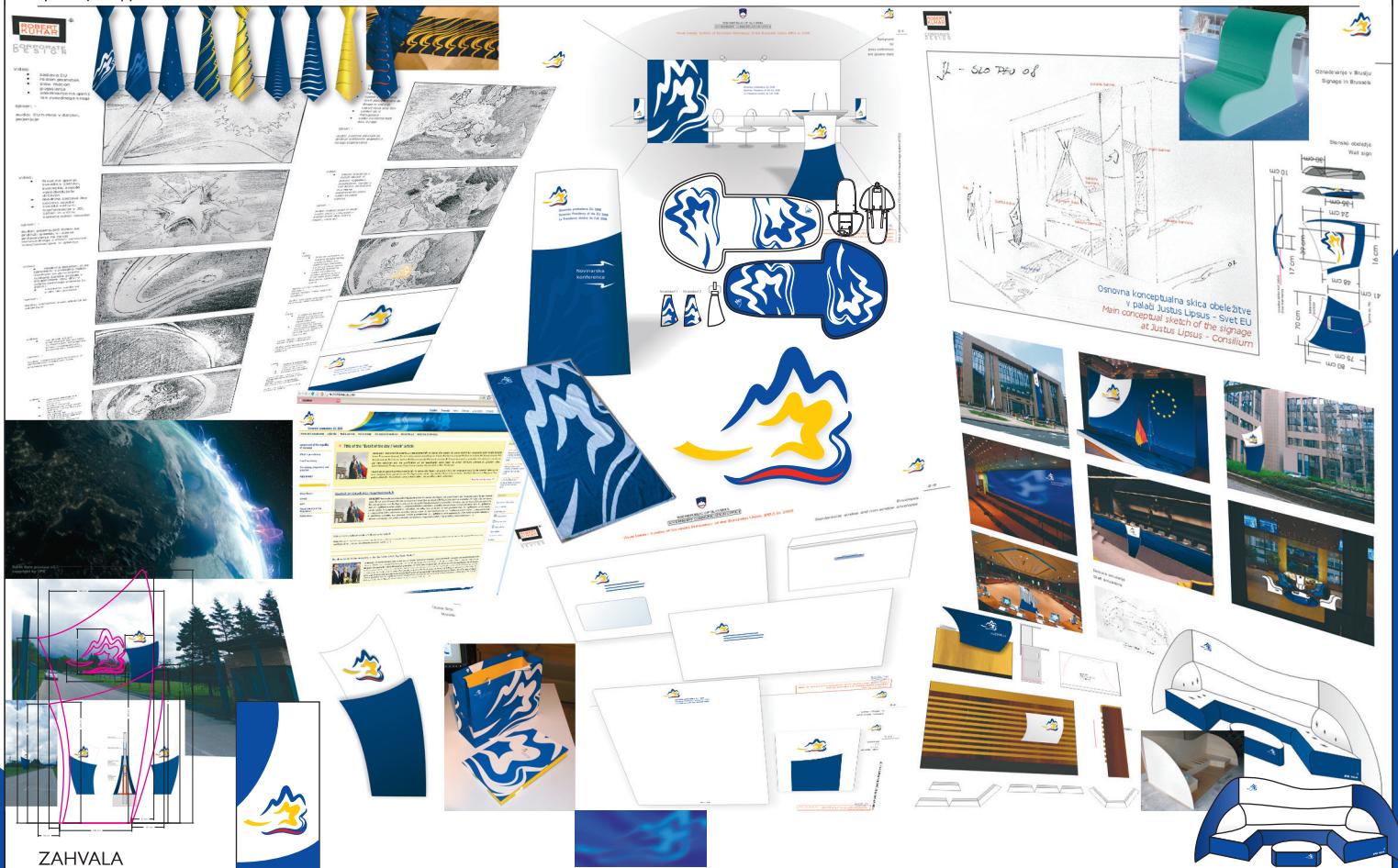
Robert Kuhar, author and creative director of Visual Identity System of the P-EU 08, ROBERT KUHAR CORPORATE DESIGN

## Novo srce Evrope.



## New Heart of Europe.

aplikacije / applications



ZAHVALA

Pri projektu Vidna podoba Slovenskega predsedovanja EU 2008 (PEU) gre moja posebna zahvala prijateljem in sodelavcem pri projektu: Simona Rodež, Evelina Ferrar, Marcus Ferrar, Ivo Koritnik, ekipam: UKOM (Urad Vlade RS za komuniciranje) pod vodstvom direktorja Anžeta Logarja, zlasti voditeljici in skrbnici projekta Valeriji Mencej, SPEU (Sekretariat Vlade RS za predsedovanje EU) pod vodstvom Aljaža Gosnarja, SPBR (Stalno predstavištvo v Bruslu), Svet EU, Protokol Slovenije, CDS, Inkla, in vsem partnerjem PEU za celovitejšo implementacijo sistema vidne podobe PEU.

Robert Kuhar, 1.12.07