# Visual Identity System of Slovenia's Presidency of the European Union (PEU) in 2008

2006

THE REPUBLIC OF SLOVENIA
GOVERNMENT COMMUNICATION OFFICE

Visual Identity System of Slovenia's Presidency of the European Union (PEU) in 2008

A
Basic elements of the system

B
Applications of the system

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## Visual Identity System of Slovenia's Presidency of the European Union (PEU) in 2008

Address

**D**ear colleagues and associates,

**N**owadays it is extremely important to use a well organised visual identity system. We therefore decided to create a system for the identity of the Slovenian presidency of the EU (PEU) and its communication to all target publics: it is designed to be functional, comprehensive, uniform and aesthetically optimal.

**S**uch a system provides not only design elements and guidelines for using them consistently, but also represents an integrated system of functional and coherent solutions which respond completely to all communication needs. We can thereby achieve a visual impact that plays an influential role in supporting and clarifying the character and reputation of the Slovenian PEU.

**All** of us must adopt these solutions, use them consistently and refrain from changing them of our own accord. The project group which created the visual identity has sole responsibility for providing assistance, advice and approval of applications.

**W**e have a common responsibility for making this new visual identity come alive. The challenge is to regard the world with a fresh eye and let this challenge give a fresh impetus to our personal and working lives.

**I** am confident that we will succeed in carrying out this task as professionally and effectively as we do in our other work.

Gregor Krajc
Director
Government Communication Office

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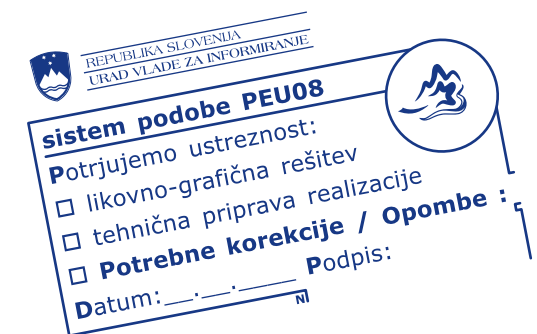
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Visual Identity System of Slovenia's Presidency of the European Union (PEU) in 2008

Implementation procedure

of the identity system PEU08

**F**irstly, we must stress that all applications must pass the compliance procedure in the design stage and before or after realisation. Without certification, final products will be deemed unfit.

**T**he principle guideline for all application users is the following: never use substitutes, either with fonts or graphic elements or colours. It is easier, faster, cheaper and appropriate to download the relevant templates in electronic form that are available at **www.eu2008.si** or to contact: **valerija.obu@gov.si** or **i@rkko.si**

**W**e have designed a stamp with which we certify the products.

REPUBLIKA SLOVENIJA
URAD VLADE ZA INFORMIRANJE

sistem podobe PEU08

**P**otrjujemo ustreznost:

☐ likovno-grafična rešitev

☐ tehnična priprava realizacije

☐ **Potrebne korekcije / Opombe :**

Datum:___.___._____       **P**odpis:

ROBERT KUHAR

CORPORATE DESIGN

WWW.RKKO.SI

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Basics of the system

Area

The basic elements of the visual identity system must not be changed.
This chapter lists the basic identity elements of the system.
In their application, rules pertaining to this area must be followed consistently, and only official electronic formats may be used.

Visual Identity System of Slovenia's Presidency of the European Union (PEU) in 2008

Basic symbol

MULTIPLE-COLOUR VERSION

The colour version is applied to a white background and only exceptionally to metal grey or a transparent background or a mirror.

The application the colour version is limited to at least 10mm in height with quality printing, or at least 30mm with poorer reproduction. Other versions are used for smaller applications of the logo, but never less than a height of 6mm. Any enlargements should not alter the exclusion zone (A-8).

Visual Identity System of Slovenia's Presidency of the European Union (PEU) in 2008

Basic symbol

SINGLE-COLOUR VERSION

**T**he single-colour blue version can be applied to a white background and only exceptionally to metal grey or transparent background or a mirror.

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Basic symbol

BLACK VERSION

**T**he black version is used when the basic colour or single-colour versions are not applicable, particularly with colour or a colourful background in light tones.

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Basic symbol

WHITE VERSION

The white version is used when the basic colour or single-colour versions are not applicable, particularly in cases with colour or a colourful background in darker tones.

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## Visual Identity System of Slovenia's Presidency of the European Union (PEU) in 2008

Basic symbol

## KEY PREMISES AND STRUCTURAL BASIS

**S**lovenia is the first of the new member states joining in 2004 to preside over the EU (as of 1 January 2008). The presidency represents recognition by the international community. This is logical, as Slovenia was foremost among the 2004 candidate states, both in terms of economic development and the pace of adaptation and harmonisation. During the presidency, Slovenia can also lead through inventive integrated communication, part of which is a creative, meaningful and clear **visual identity system**. The system is intended to express visually **what Slovenia is, what it wants to be as the presiding country, and how this should be achieved**.

*What is Slovenia?*
Slovenia is a young, modern and dynamic country. Its political and economic vision is clear: **Slovenia is the EU and the EU is Slovenia**. The power of Slovenia lies not in its size, but in its knowledge, its experience of living in different communities and unions, its prudence and its ability to deal with the most demanding situations.

*What does Slovenia want to be as the presiding country?*
Slovenia's advantages during the presidency will be its original ideas, creative initiatives, efficiency and persistence. In its small size are concentrated strong ambition, drive and wisdom. Therefore it is both a small and big player in the global political area. **The magnitude of Slovenia lies in its exceptionality.**

The visual identity system will carry strong visual messages. The concept is clear, contemporary, open and dynamic, and at the same time straightforward and universally applicable.

The symbol contains universally recognisable **national values**, while clearly evoking **Slovenia's integration in the European and the international arena**. It emphasises Slovenia's openness and modern attitude. It places Slovenia in a global environment   and demonstrates how readily this integration has been accepted by Slovenia. The design carries clear **primary messages** and allows easy acceptance of its **secondary messages**.
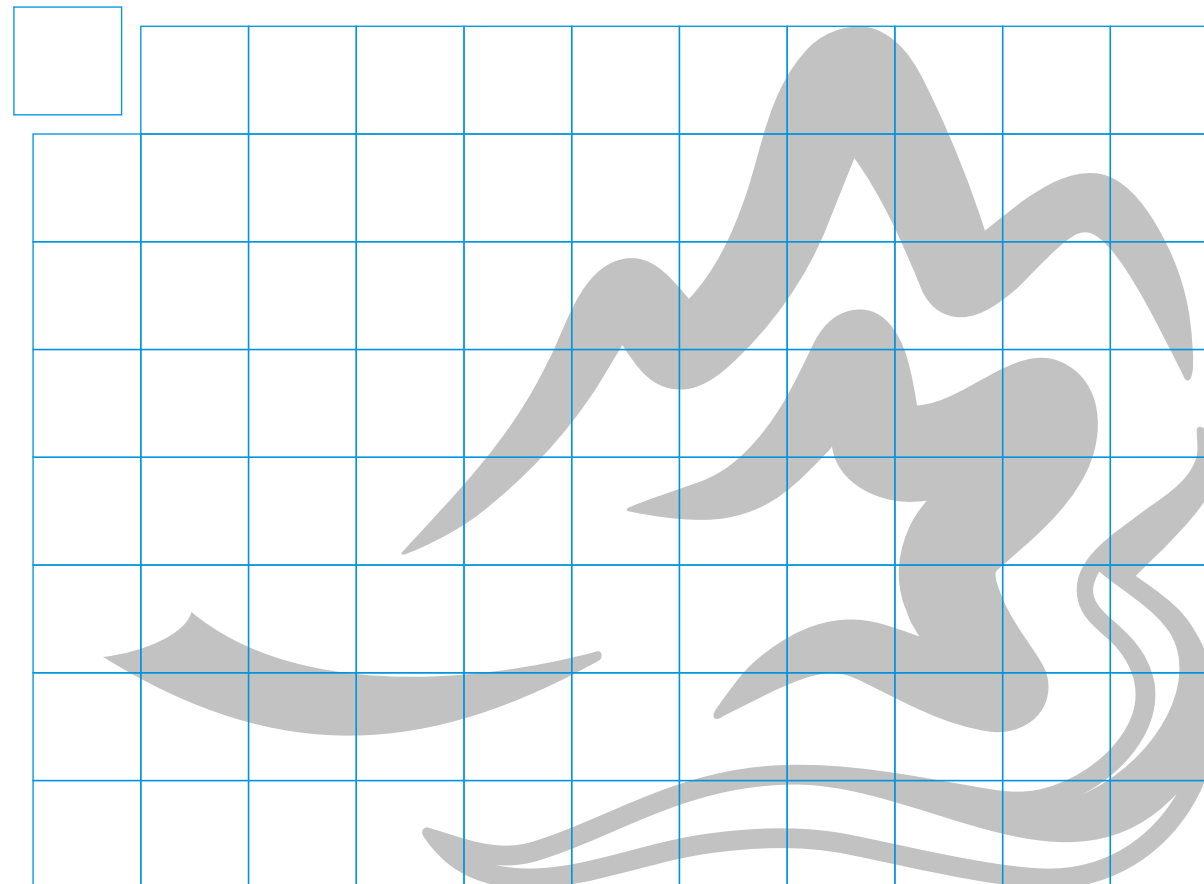
*Primary meanings*
The world is made up of five elements: fire, earth, air, water, and ether. In the symbol, these are transformed into symbolic messages assuming recognisable visual forms: Mt Triglav, sea and rivers, the European star and airiness. These elements carry the messages related to Slovenia's presidency:
-    **Earth - Mt Triglav:** earth symbolises materiality; it is presented as Slovenia's highest mountain, a national symbol. The mountain, seemingly mysterious and unconquerable, contains the message that the most complex challenges can be overcome with persistence, stamina and a strong desire to succeed.
-    **Fire - star:** fire symbolises creativity, integration, dynamism; it is visually embodied in the star, the strongest element of the EU symbol; shaped as a comet it suggests that it draws, leads or presides, and provides ideas, initiatives, and experience; the fact that the star is "in the arms" of Mt Triglav means that the EU is in safe hands under Slovenian leadership;
-    **Water - sea and rivers:** water symbolises secrecy and depth, which lead to wise solutions; it evokes the profound nature of Slovenian political, economic and cultural wealth, as well as its potential.
-    **Air - whiteness:**  air is depicted as an airy whiteness, seemingly immaterial, but essential to life; it symbolises the intellectual potential of Slovenia, its wish and need for challenges, constant development and progress.
-    **Ether - ethereality:** ether symbolises a bodiless state, and therefore freedom: it is a source of lessons for growth and the development of both the individual and the community of states; ethereality is embedded in the symbol through other elements.
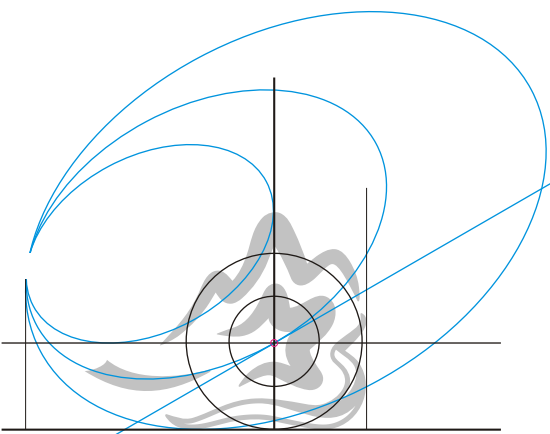
*Secondary meanings*
-    As a whole, the symbol resembles an oak leaf. **Oak** personifies strength, persistence, indestructibility, stability, forethought and depth: it has deep roots. Oak wood is used to produce high-quality products: oak casks enhance the flavour of wine.
-    The symbol is an open and dynamic whole. It says that Slovenia is open to new challenges, innovations and positive influences, and that it is a dynamic country, which quickly responds to stimuli from the environment. Earth and water directly represent the natural cycles, and thus the **environmental awareness of Slovenia**. With the mountains, rivers, valleys and the sea, the symbol symbolises a **unique and healthy environment for the spirit and body.**

Proportions of the symbol

Backbones of the symbol
Static and dynamics,
stability and tension,
stillness and direction.

## Standard

# Gill Sans CE .,/*\1234567890abc

The standard selected font is used in connection with the symbol on all occasions pertaining to the presidency. As a rule, the pre-rendered graphic elements in electronic form are used, appropriately combined with the symbol and colours.

The secondary font is used for all working and accompanying documents. It should never be used instead of the standard one.

*Only when the secondary font is not applicable, can an additional font be used, but only as a substitute for the secondary font, never for the standard one.

## Secondary

Verdana .,/*\1234567890abc

**Verdana Krepka .,/*\1234567890abc**

*Verdana Kurzivna .,/*\1234567890abc*

***Verdana Kurzivna Krepka .,/*\1234567890abc***

## Additional*

Arial .,/*\1234567890abc

**Arial Krepka .,/*\1234567890abc**

*Arial Kurzivna .,/*\1234567890abc*

***Arial Krepka Kurzivna .,/*\1234567890abc***

In addition to the three primary colours (blue, yellow and red), black and pure white are also used. With the CMYK process printing, C and M with the value of at least 40% besides K100%, and with Pantone's system Pantone Black 6 C/U.
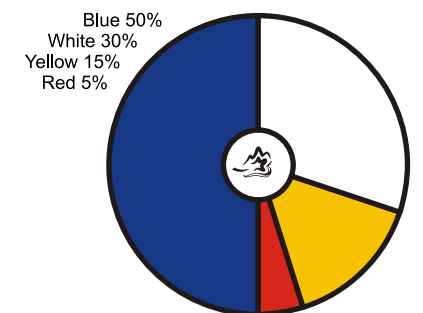
When the RAL colour space system and foil application (3M) are used, the surface should be non-glossy (matte).

**Blue**
Pantone Reflex Blue C / Pantone Blue 072 U
C100% M80% Y0% K0%
R15 G55 B140
RAL 5005
3M Scotchcal 30-87 ali 50-87*

Colour key

**Yellow**
Pantone 116 C / 115 U
C0% M20% Y100% K0%
R250 G210 B20
RAL 1018
3M Scotchcal 30-270 ali 50-27*

It is recommended that the colour key be used as a reference when creating design solutions of specific applications by using primary colours. Variations should be minimal. Colours should be used in accordance with the key.

Blue 50%
White 30%
Yellow 15%
Red 5%

**Red**
Pantone Warm Red C/U
C0% M95% Y100% K0%
R230 G35 B25
RAL 3020
3M Scotchcal 30-4780 ali 50-475*

*\* sample; not compulsory to use 3M*

Basic symbol

## WITH INSCRIPTION 1

In extraordinary cases the symbol may be displayed with the inscription, while the inscription may never be used without the correctly positioned symbol in the correct proportions.
This applies to all inscriptions (1-4).
Inscriptions 2, 3 and 4 should be used in special cases, where inscription 1 does not apply or cannot be used.

When the symbol is used with the inscription, it is recommended to use Pantone colours.

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La Présidence slovène de l'UE 2008

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Basic symbol

## EXCLUSION ZONE

**T**he exclusion zone is the smallest area around the symbol (or the symbol and the inscription), where no other visible graphic or spatial element may be used. This condition applies to all media and versions of the symbol (or the symbol and the inscription). An exception to this rule is the application of the symbol itself in the black and white versions on a colour or photographic background; however, the height of the symbol in this case is limited to at least 10% of the longest side of the graphic surface or the inscription. In this case no other graphic element may be included within the exclusion zone.

**W**ith the colour versions of the symbol and inscription the background should be white. In black and white versions the background can be in the three primary colours in the identity system.

**E**xceptions to this are applications contained in this visual identity system.

Rectangular outline

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Circular outline

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La Présidence slovène de l'UE 2008

**Note:** All versions of the applications of the PEU08 visual identity system must be certified in the implementation procedure. See the introduction.
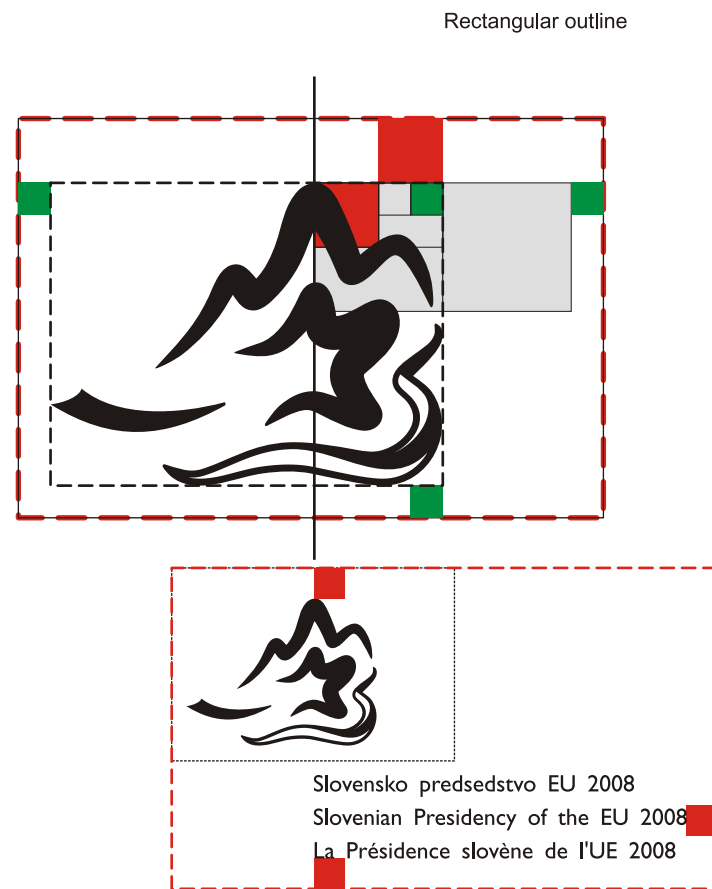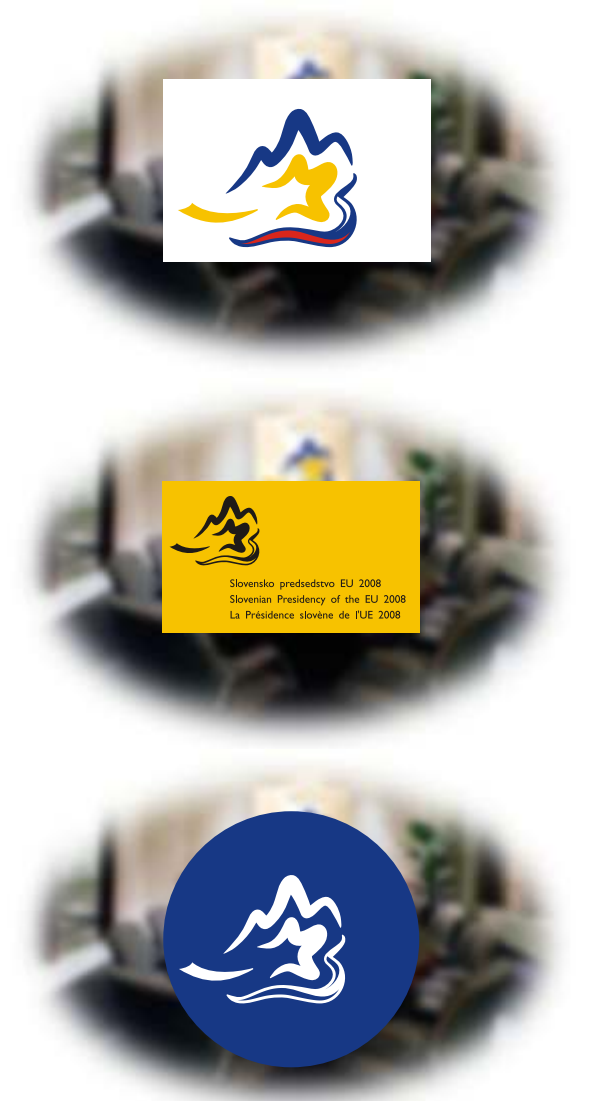
Basic symbol

WITH INSCRIPTIONS 2 and 3

Slovensko predsedstvo EU 2008

eu2008.si

Slovensko predsedstvo EU 2008

eu2008.si

Slovensko predsedstvo EU 2008

eu2008.si

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Basic symbol

WITH INSCRIPTIONS 4 (a, b, c)



a



b

c

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**Incorrect** use of the symbol
and inscriptions

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La Présidence slovène de l'UE 2008

Slovensko predsedstvo EU 2008
Slovenian Presidency of the EU 2008
La Présidence slovène de l'UE 2008

Slovensko predsedstvo EU 2008
Slovenian Presidency of the EU 2008
La Présidence slovène de l'UE 2008

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Slovenian Presidency of the EU 2008
La Présidence slovène de l'UE 2008

**H**ere are examples of incorrect versions of the symbol and the symbol with inscription.
Needless to say, there are countless incorrect versions of the basic elements. You can
decide which are deemed inappropriate on the basis of the versions presented here and the
logical conclusions you can draw from them.

**E**xceptions to this are applications contained in this visual identity system.

**Note:** All versions of the applications of the PEU08 visual identity system
must be certified in the implementation procedure.
See the introduction.