



***THE BARENTS
EURO-ARCTIC COUNCIL***

Brand guidelines

Published September 2021

Introduction

Brand Book content

1. Basic identity elements
2. Layout principles and examples

Our visual identity

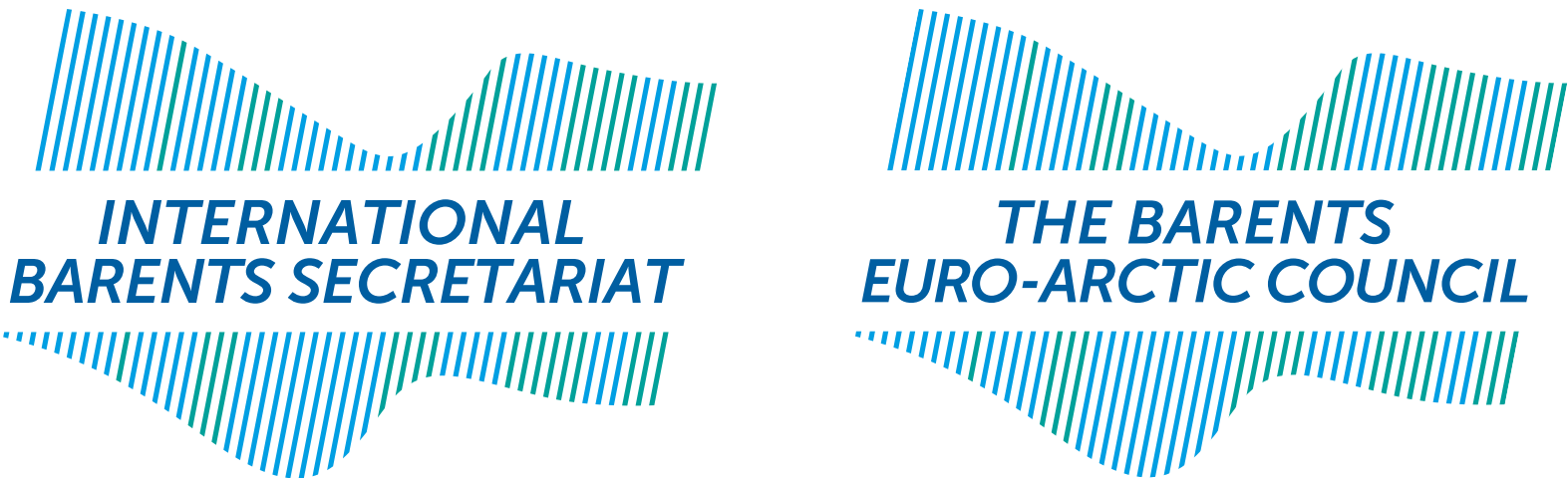
Our brand toolbox is as simple as it is flexible.

The purpose of this brand book is to present our visual identity elements and the principles for use, so anyone who is tasked with designing applications for or related to the International Barents Secretariat or The Barents Euro-Arctic Council understands our brand and how to use it. Brand consistency on all levels is key to evoking desired associations.

By using the identity elements correctly, we ensure a recognisable brand across all media and applications, and a coherent voice for the Barents cooperation.

1.0 Basic identity elements

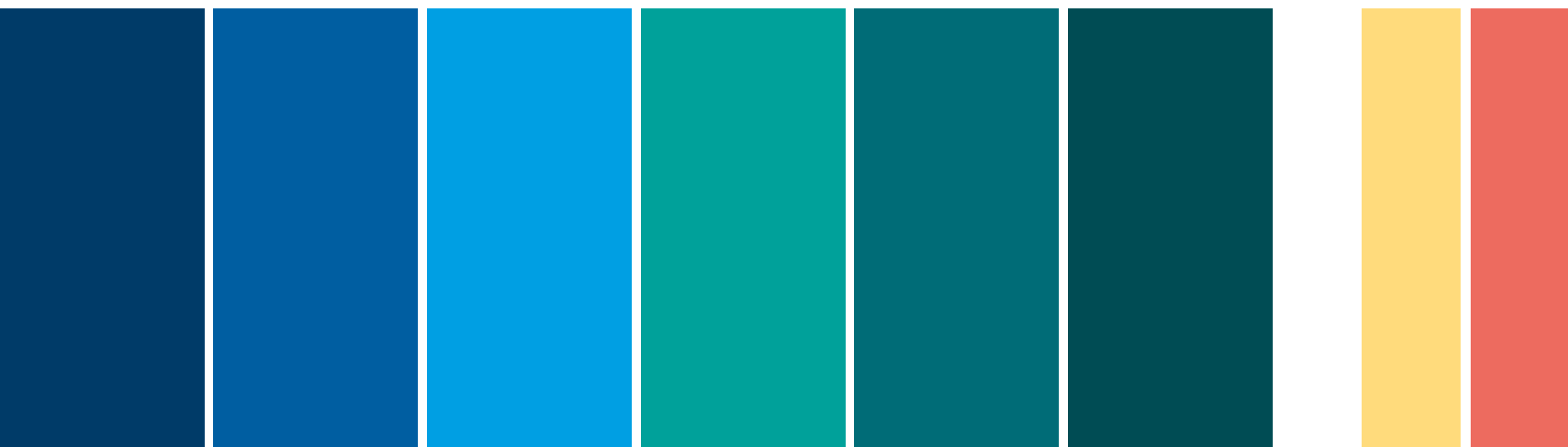
1.1 Logos



1.2 Typography



1.3 Color palette



1.4 Color gradients



1.5 Photography



1.1 Logo

A complex yet versatile sender identity

The visualisazion of the Northern Lights featured in the logo is a shared identity asset between both the IBS and BEAC. BEAC is the most outgoing brand of the two, and the similarity safeguards brand recognition and strategically sound synergies between organization and cooperative work.

In order to ensure readability and comprehensive application our logos are rooted in a rigid design-grid. The grid also takes into account the visual representation of the ambulatory Chairmanships, and facilitates an overall sender identity with kinship to the logo.

By following the guidelines, we ensure uniform use of our trademarks.

Assets

IBS-Logos.zip

BEAC-Logos.zip



1.1 Logo IBS

The International Barents Secretariat

Logos can be used in different ways depending on media and material. To the right you can see the valid logo options for use.



1.1 Logo BEAC

The Barents Euro-Arctic Council

Logos can be used in different ways depending on media and material. To the right you can see the valid logo options for use.



1.1 Sender identity

Structuring the complete sender identity

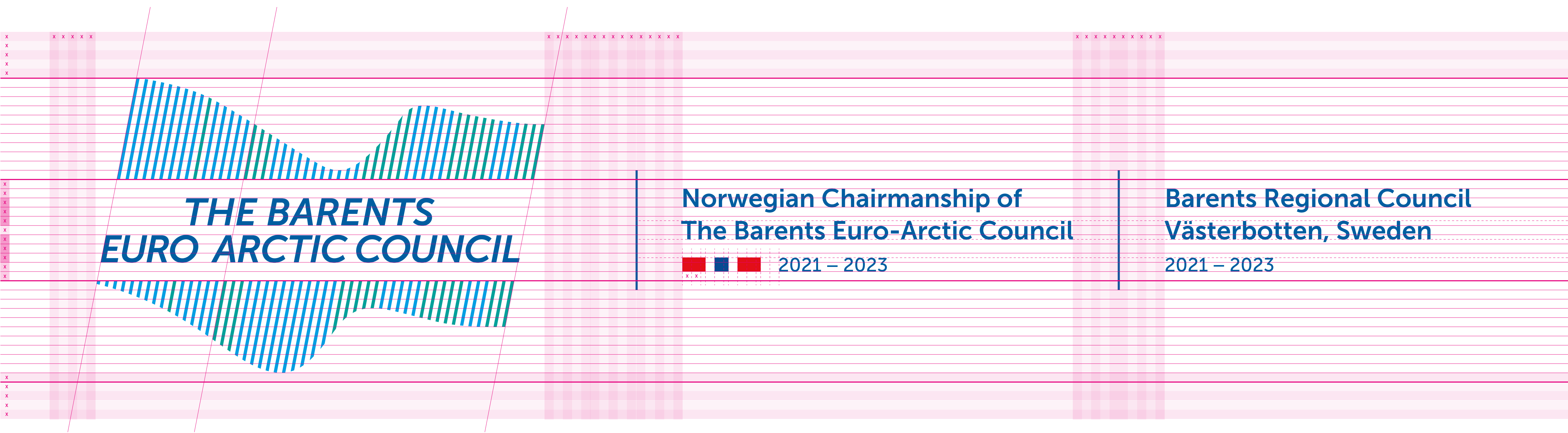
Our logos are rooted in a design-grid with carefully adapted balance, alignment and space between typography and icon. The system safeguards readability and good reproduction on various surfaces.

However, most often the BEAC logo is accompanied by visuals for the current BEAC Chairmanship and/or Regional Council. Historically, independent graphics, logos and elements have been developed for each chairmanship. Over time, this unfortunately helps to dilute the brand and the overall message.

By using a predefined structure for the sender, we can safeguard a holistic expression while at the same time make room for creative content and expressions for each Chairmanship and Council.



1.1 Sender identity, structure



Comments

1.1.1

1.1.2

A template is made, facilitating easy updates when a new presidency takes over (1.1.1). See Section 2 in the Brand Book for complimentary guides on how to apply the sender structure. Municipal Crest and other visuals (1.1.2) is preferred left out in this context.

Finnish Chairmanship of The Barents Euro-Arctic Council
2021 – 2023

Swedish Chairmanship of The Barents Euro-Arctic Council
2021 – 2023

 **Barents Regional Council Västerbotten, Sweden**
2021 – 2023

1.2 Typography

Readability and focus

Our profile fonts, Museo Sans and Lyon Text, are distinctive and have character. They complement each other well, and build identity by prescense. Museo Sans is also easy to read and works well with our formal approach. Furthermore, the variety of weights provide flexibility. Lyon is a classic font that communicates quality, emotion and history and has good readability for longer text.

Museo Sans is used in our logos.

Assets

- fontshop.com
- fonts.adobe.com
- commercialtype.com

Brand Font, Museo Sans

A b c

Abcdefghijklmnopqrstuvwxyzæøå 0123456789
Abcdefghijklmnopqrstuvwxyzæøå 0123456789
Abcdefghijklmnopqrstuvwxyzæøå 0123456789
Abcdefghijklmnopqrstuvwxyzæøå 0123456789
Abcdefghijklmnopqrstuvwxyzæøå 0123456789

Supporting Font, Lyon Text

A b c

Abcdefghijklmnopqrstuvwxyzæøå 0123456789
Abcdefghijklmnopqrstuvwxyzæøå 0123456789
Abcdefghijklmnopqrstuvwxyzæøå 0123456789
Abcdefghijklmnopqrstuvwxyzæøå 0123456789
Abcdefghijklmnopqrstuvwxyzæøå 0123456789




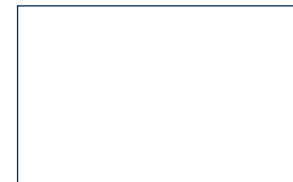



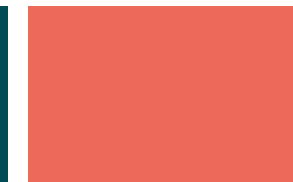

1.3 Brand Colours

Primary Colours

Our colours are inspired by the arctic diversity and the cold, clear region where we live and thrive. Our primary colours are variations of blue and green. These are the colours most used in our identity. They appear in our logo, and are used for text as well as graphic elements and iconography. The white colour adds an important sense of purity and space to the overall visual expression.

Secondary colours

To supplement our colour palette for e.g. highlighting information, graphs and charts we have defined a few supplementing Secondary colours. These should be used as an addition to our primary colours.

Primary Colours							Secondary colours		
	Dark Blue	Blue	Light Blue	White	Light Green	Green	Dark Green	Red	Yellow
									
Pantone reference For print and press	294 CP	2935 CP	Process Cyan		7716 CP	322 CP	323 CP	178 CP	134 CP
CMYK For digital printing	C: 100	C: 100	C: 100	C: 0	C: 80	C: 100	C: 80	C: 0	C: 0
	M: 70	M: 50	M: 0	M: 0	M: 10	M: 30	M: 40	M: 70	M: 15
	Y: 20	Y: 0	Y: 0	Y: 0	Y: 45	Y: 45	Y: 50	Y: 60	Y: 60
	K: 35	K: 15	K: 0	K: 0	K: 0	K: 20	K: 45	K: 0	K: 0
RGB For use on screen	R: 0	R: 0	R: 0	R: 255	R: 0	R: 0	R: 0	R: 237	R: 255
	G: 59	G: 94	G: 159	G: 255	G: 161	G: 108	G: 76	G: 106	G: 219
	B: 104	B: 161	B: 227	B: 255	B: 154	B: 119	B: 84	B: 91	B: 124
HEX For use on web	#454547	#1d7188	#009fe3	#ffffff	#00a19a	#006c77	#004c54	#ed6a5b	#ffdb7c

1.4 Colour gradients

Gradients emphasizing the visual identity

By combining our primary colours in gradients we can easily create distinct backgrounds and a key identity element in our basic branding. These gradients work just as well in full colour as when faded to white. Create space and readability for content by adjusting bespoke backgrounds.

In order to tailor visuals to specific content or themes, or just to add visual flair, gradients can be made of all our colours in various combinations. However, basic and generic branding should preferably appear in a blue and/or green colour combination with reference to the logo.

Assets

Barents-Gradients.ai

Faded backgrounds



Full colour backgrounds

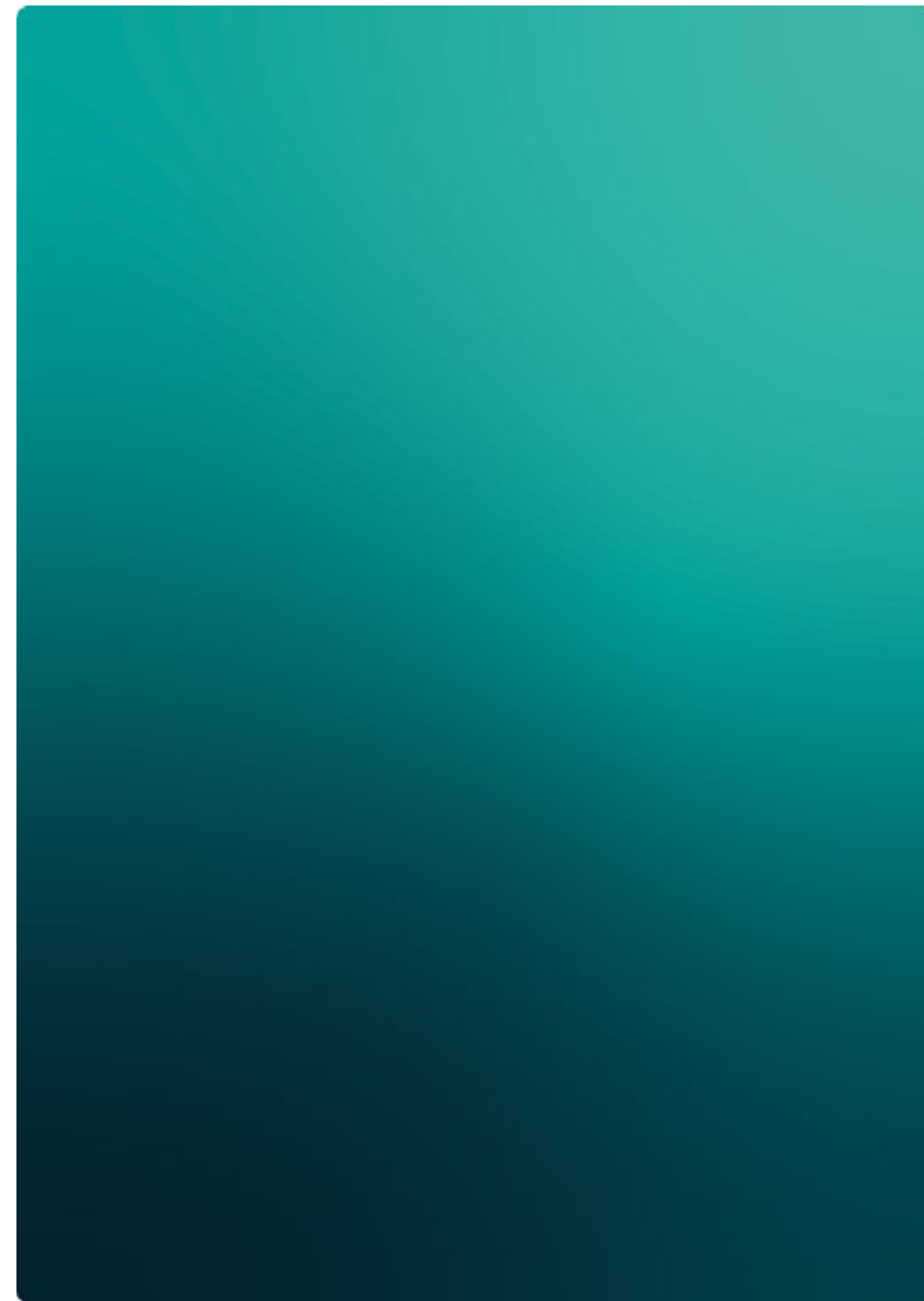


1.4 Colour gradient examples

Blue tones



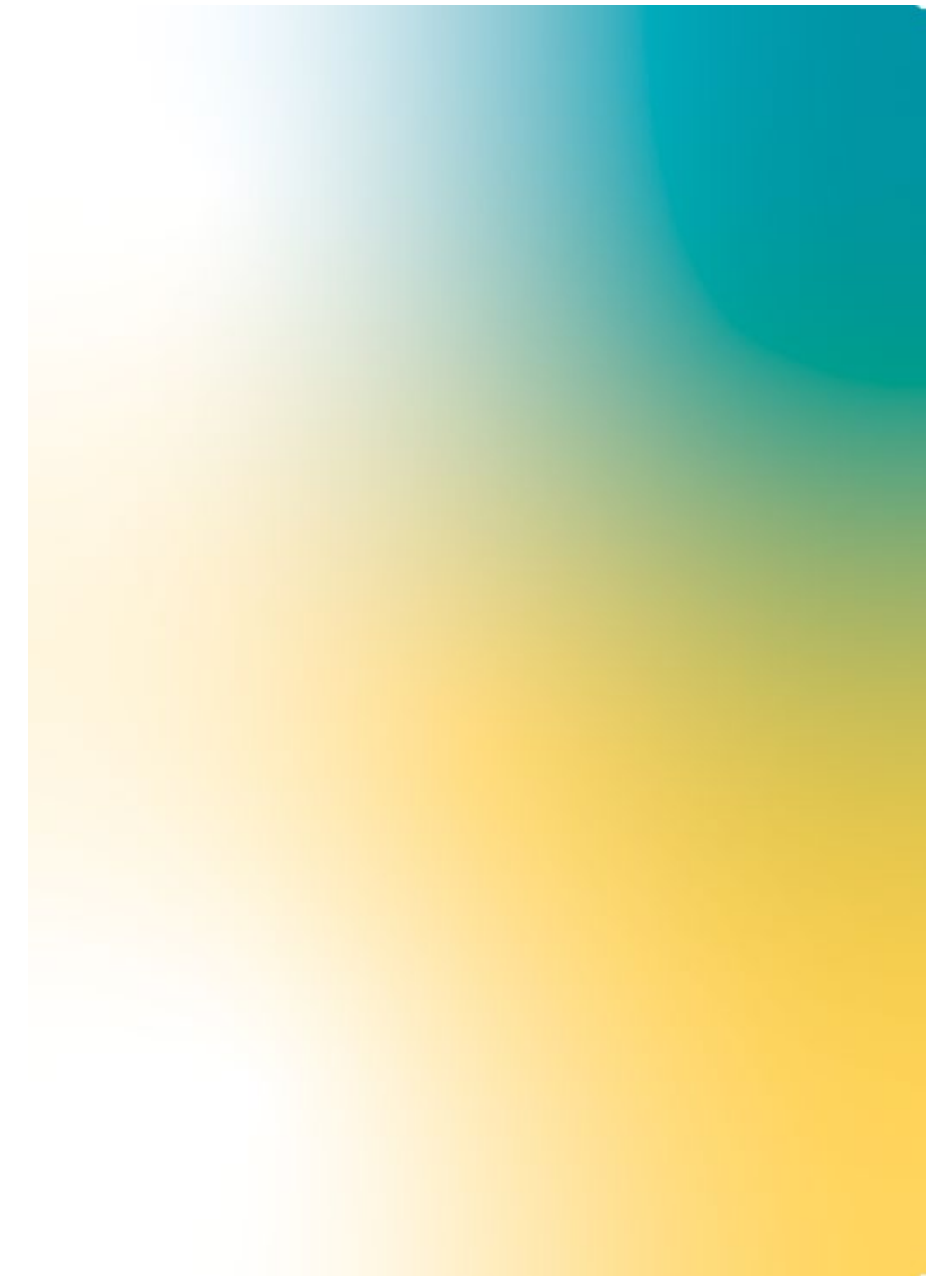
Green tones



One colour to white.



Primary + secondary colours



1.5 Photography

The power of photography

Photos play an integral role in conveying our identity, our work and our success stories. Photography adds emotion and can enhance our claims and objectives.

Our specific needs for photos are varied. The overall feeling however, shall be down-to-earth, and with a documentary approach. We aim to portray real people as often as possible and preferably in a relevant context to the setting in which they are used.

See Chapter 3 for photography assets.



Photo Alexander Shepanenko



Photo Roman Khoroshilov

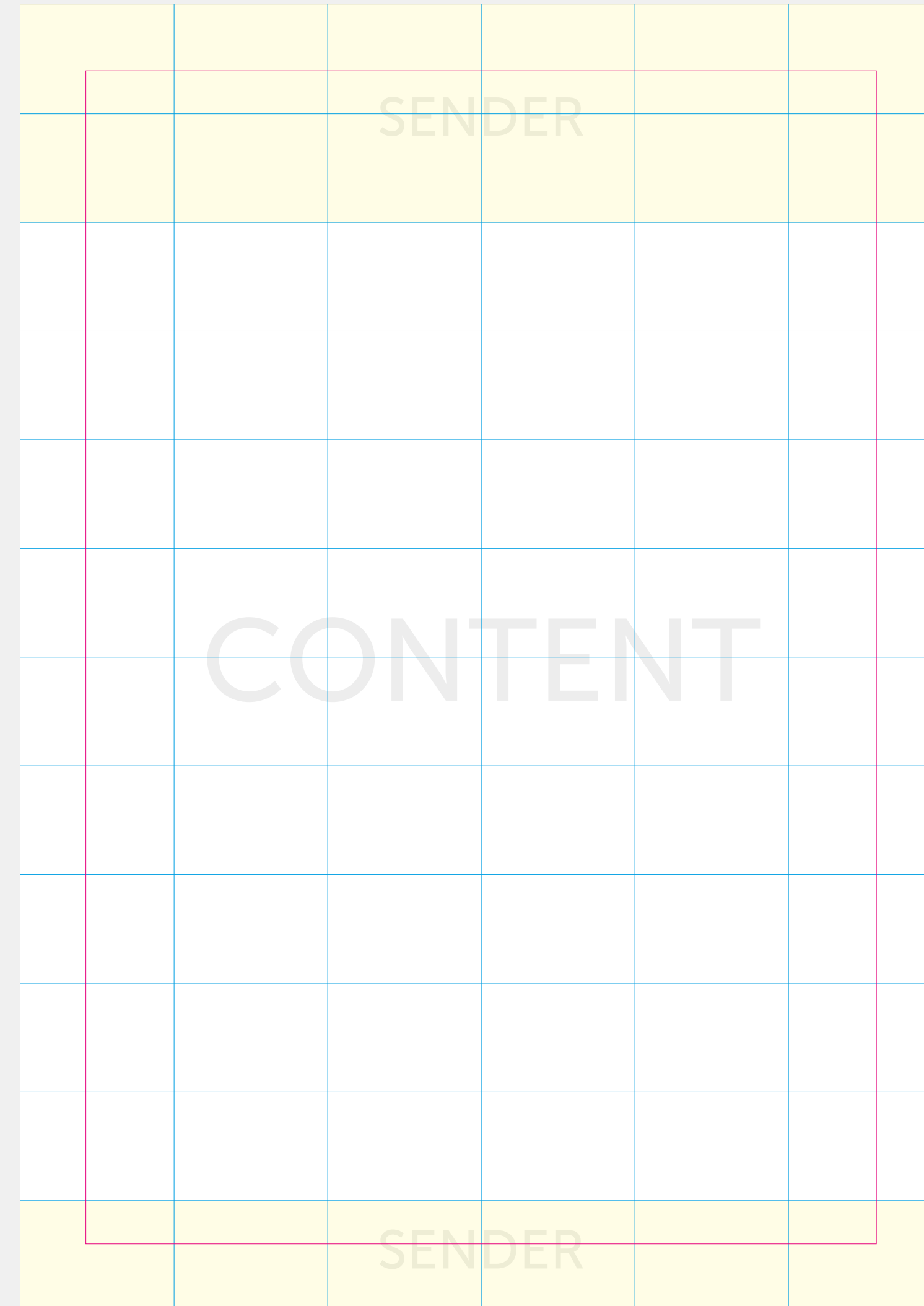
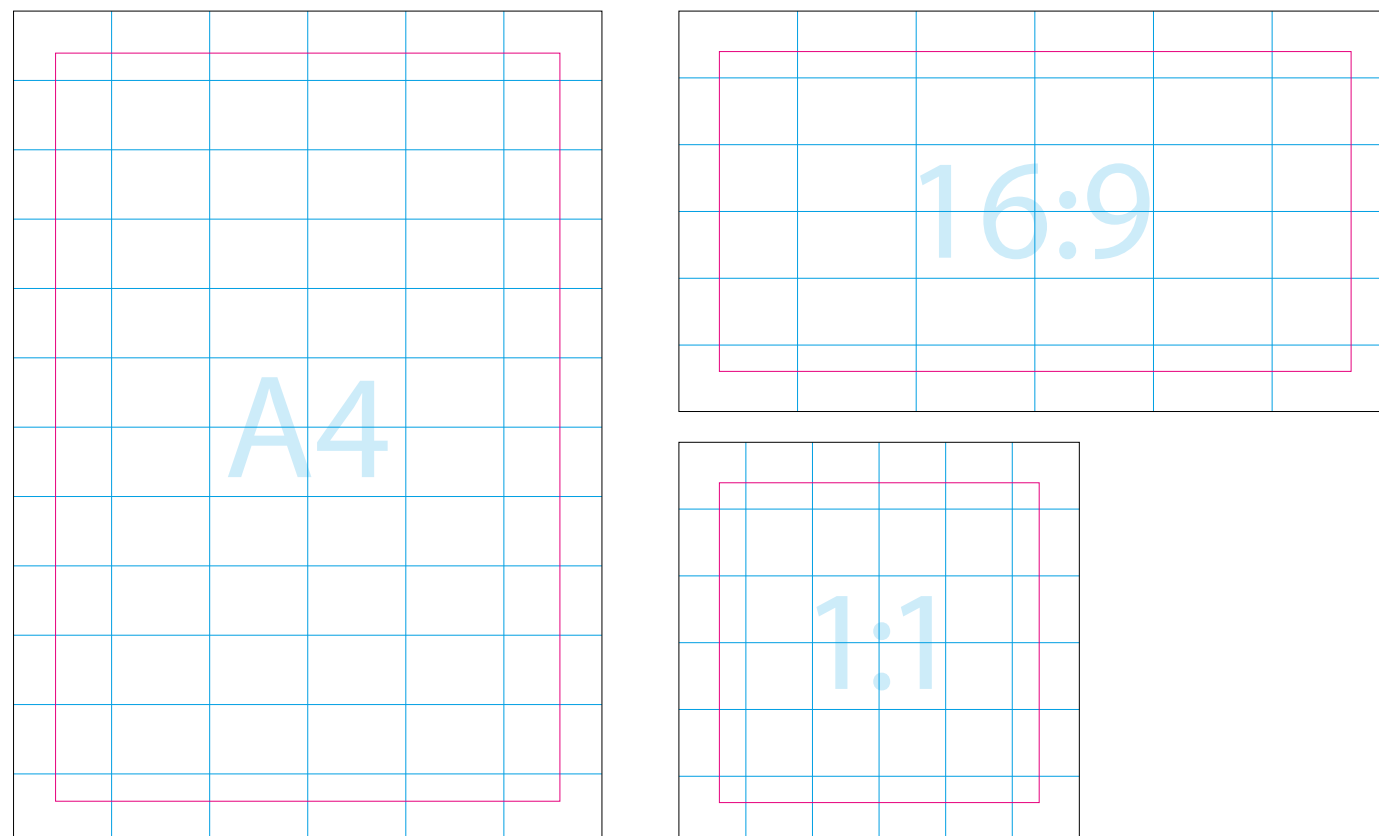
SECTION 2

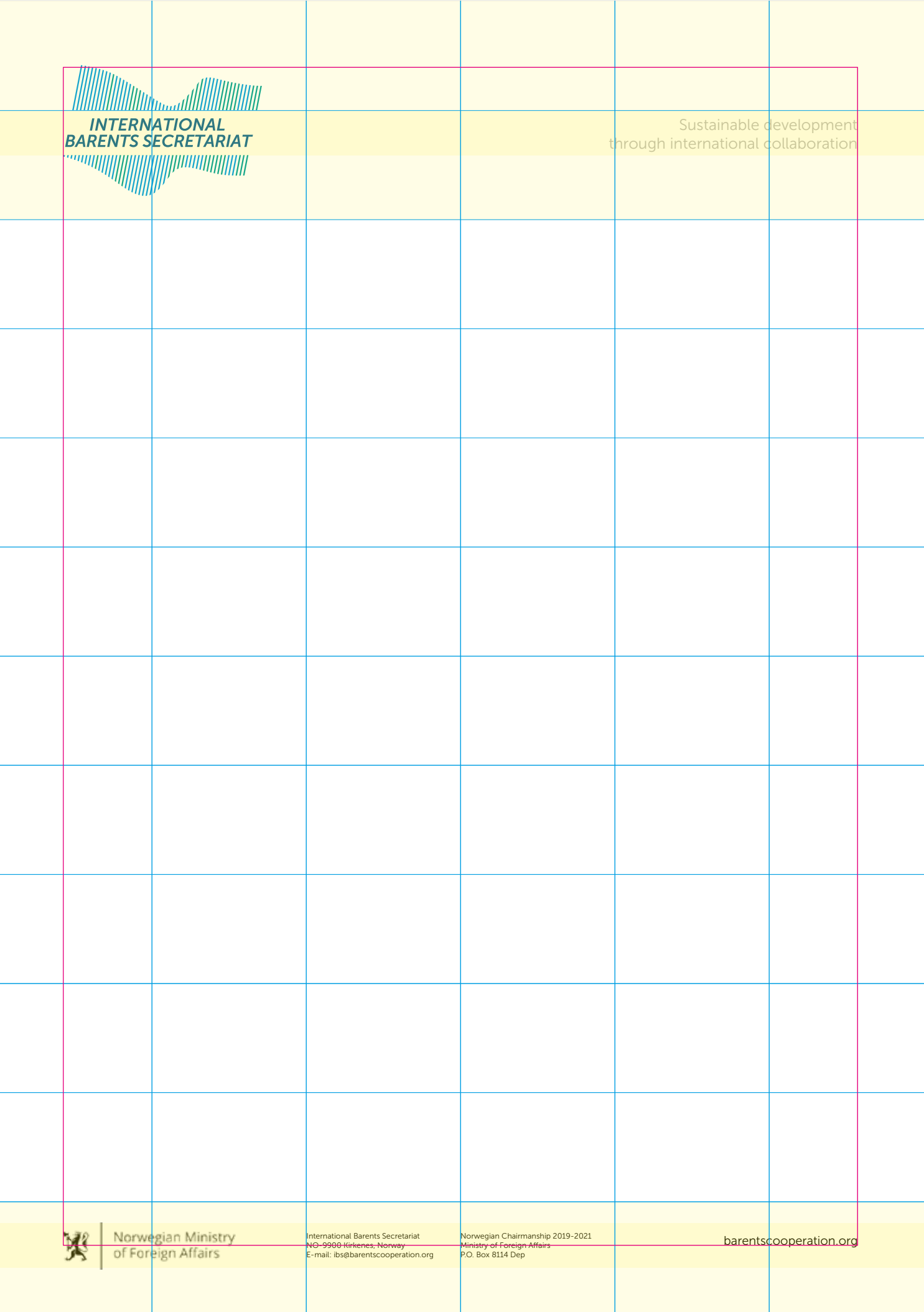
Design and layout principles

2.1 Layout

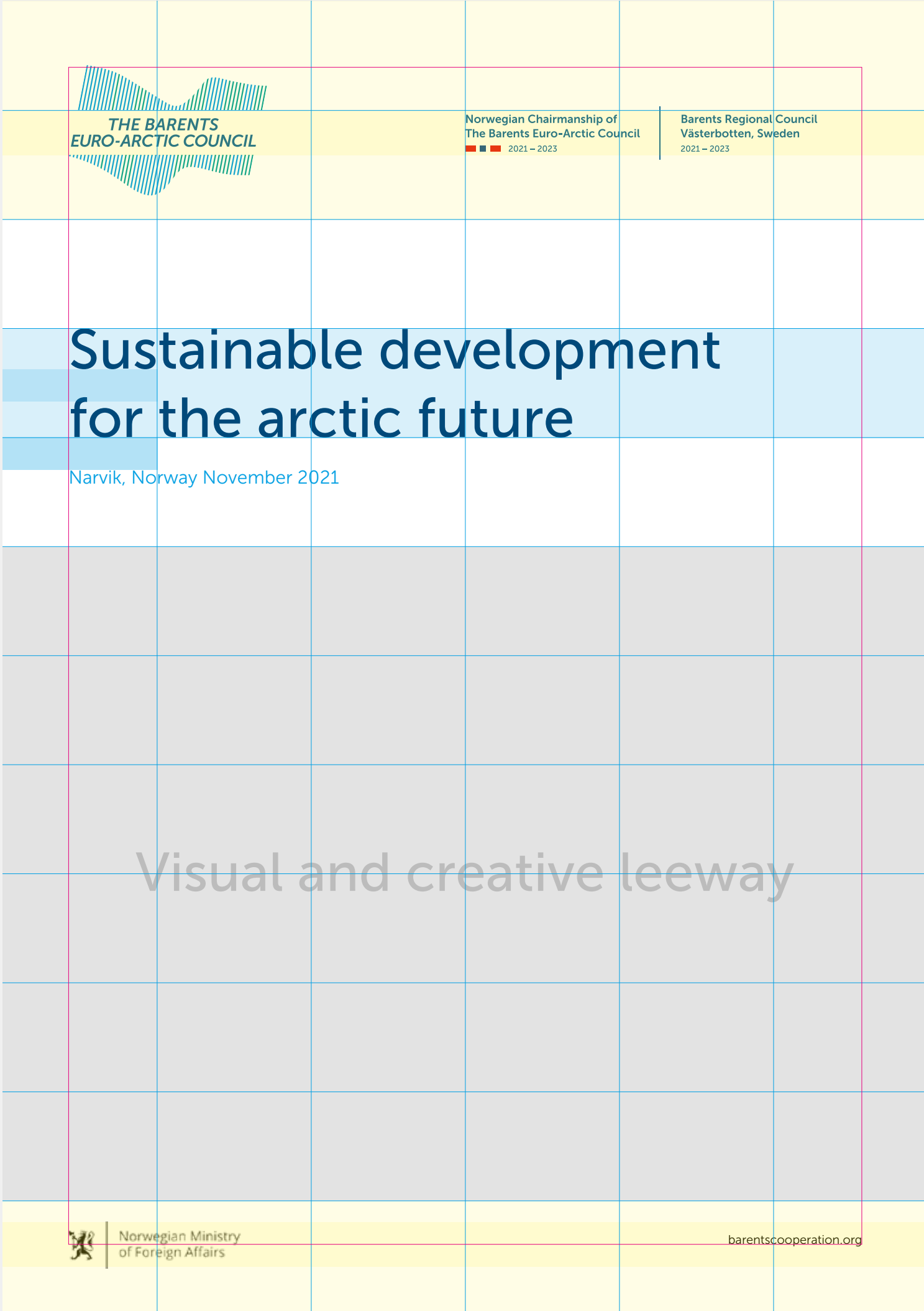
Flexibility and versatility is key

A 12/6 or 6/6 grid with pre-defined placeholders constitute a solid and recognisable foundation for applying content. This easy-to-use design principle should form the basis for material across all media and formats.





Example 1.1 The grid creates focused content, and can form the basis for everything from letterheads to e.g frontpages for reports etc.



Example 1.2 The typographic hierarchy and established sender structure carries identity, and fascilitate flexible and focused layout.



Excample 1.3 Visually, there is room to choose different expressions, be it photos or illustrations. The framing creates a whole.



The Barents Cooperation

A successfull story for international
collaboration in the Arctic

Norwegian Chairmanship of
The Barents Euro-Arctic Council
2021 – 2023



Norwegian Ministry
of Foreign Affairs

barentscooperation.com



Summary of priorities and achievements

Umeå, Sweden, November 2021

Swedish Chairmanship of
The Barents Euro-Arctic Council
2021 – 2023

 Government Offices of Sweden
Ministry for Foreign Affairs

 Government
Ministry for Foreign Affairs

 Government
Ministry for Foreign Affairs

barentscooperation.com

barentscooperation.com

barentscooperation.com



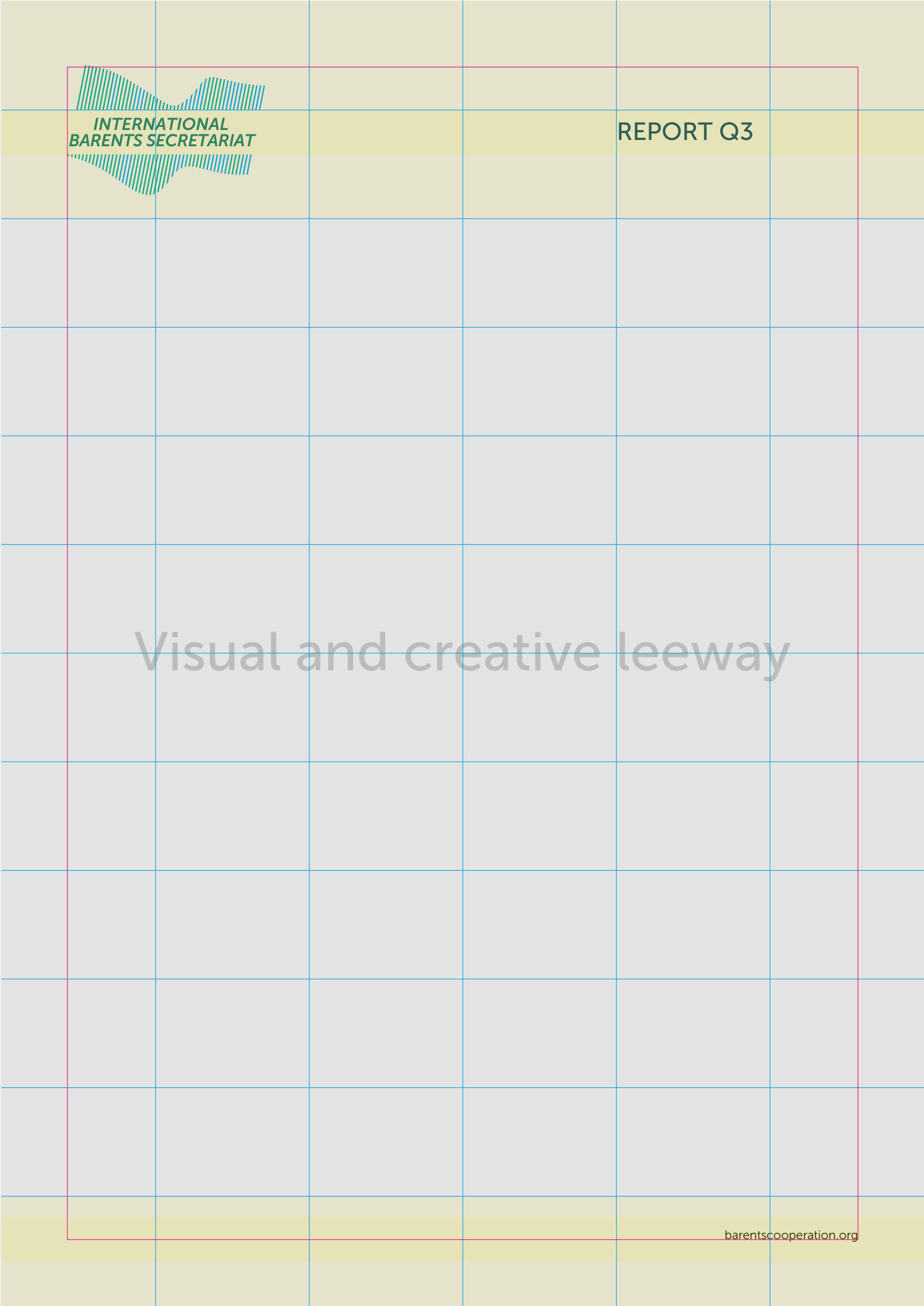


Example 2.1 The grid allows for extensive use of images in combination with focused typography..



Example 2.2 The end result constitutes a contemporary look and feel with a formal and clear expression and focus.





Example 3.1 Clean layout can emphasize our core identity elements. Basic marketing material can successfully use predefined colour gradients.



Example 3.2 Adjust bespoke gradients to fit into the desired format.



NORWEGIAN CHAIRMANSHIP
OF THE BARENTS
EURO-ARCTIC COUNCIL
1996-2021

Sustainable development for the arctic future

Oslo, Norway November 2021

Sustainable development for the arctic future

Oslo, Norway November 2021

Sustainable development for the arctic future

Oslo, Norway November 2021

barentscooperation.com

barentscooperation.com

barentscooperation.com



Summary of priorities and achievements

Umeå, Sweden. November 2021

Swedish Chairmanship of
The Barents Euro-Arctic Council
2021 – 2023

 Government Offices of Sweden
Ministry for Foreign Affairs

barents-council.org

Together for a sustainable
development and healthy environment
in the Barents region

barents-council.org



Sustainable development
through international collaboration

Plass til en lang rapporttittel som for eksempel samarbeid på tvers av alle av grenser.

Kirkenes, Norway. November 2021

Rapportnummer
04-2015

Prosjektleder
Tove Nordmann

Forfattere
Navn Navnesen, Lorem Ipsumsen, John, Tove Nordmann Navn Navnesen, John Smith, Tove Nordmann Navn Navnesen, Ipsumsen, John Smith, Tove Nordmann

ISBN
978-82-8284-051-8

Dato
2021-04-11

Antall sider
64

Emneord
Lorem ipsum

Oppsummering
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

Velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Utgiver
International Barents Sevreatriat
Postboks 9526 Kirkenes

Det kan fritt kopieres fra denne rapporten hvis kilden oppgis. Brukeren oppfordres til å oppgi rapportens navn, nummer, samt at den er utgitt av Det OIInternasjonale Banretssekretariatet og at rapporten i sin helhet er tilgjengelig på [barentscooperation.com/reports](#)

@ 2021 Internasjonal Barents Sekretariat



Norwegian Ministry
of Foreign Affairs

International Barents Secretariat
NO-2900 Kirkenes, Norway
E-mail: ibs@barentscooperation.org

Norwegian Chairmanship 2019-2021
Ministry of Foreign Affairs
P.O. Box 8114 Dep

[barentscooperation.org](#)

Example 4.1 Formal documents
Focus on structure and readability.



Norwegian Chairmanship of
The Barents Euro-Arctic Council
2021 – 2023

Barents Regional Council
Västerbotten, Sweden
2021 – 2023

Sustainable development for the arctic future

Oslo, Norway. November 2021





Norwegian Ministry
of Foreign Affairs

[barentscooperation.org](#)

Example 4.2 Reports and frontpages.
Focus on structure, information value and controlled visually.



Cooperation for a sustainable
development in the Barents region



Cooperation for a sustainable
development in the Barents region

[barentscooperation.org](#)



Cooperation for a sustainable
development in the Barents region



Cooperation for a sustainable
development in the Barents region

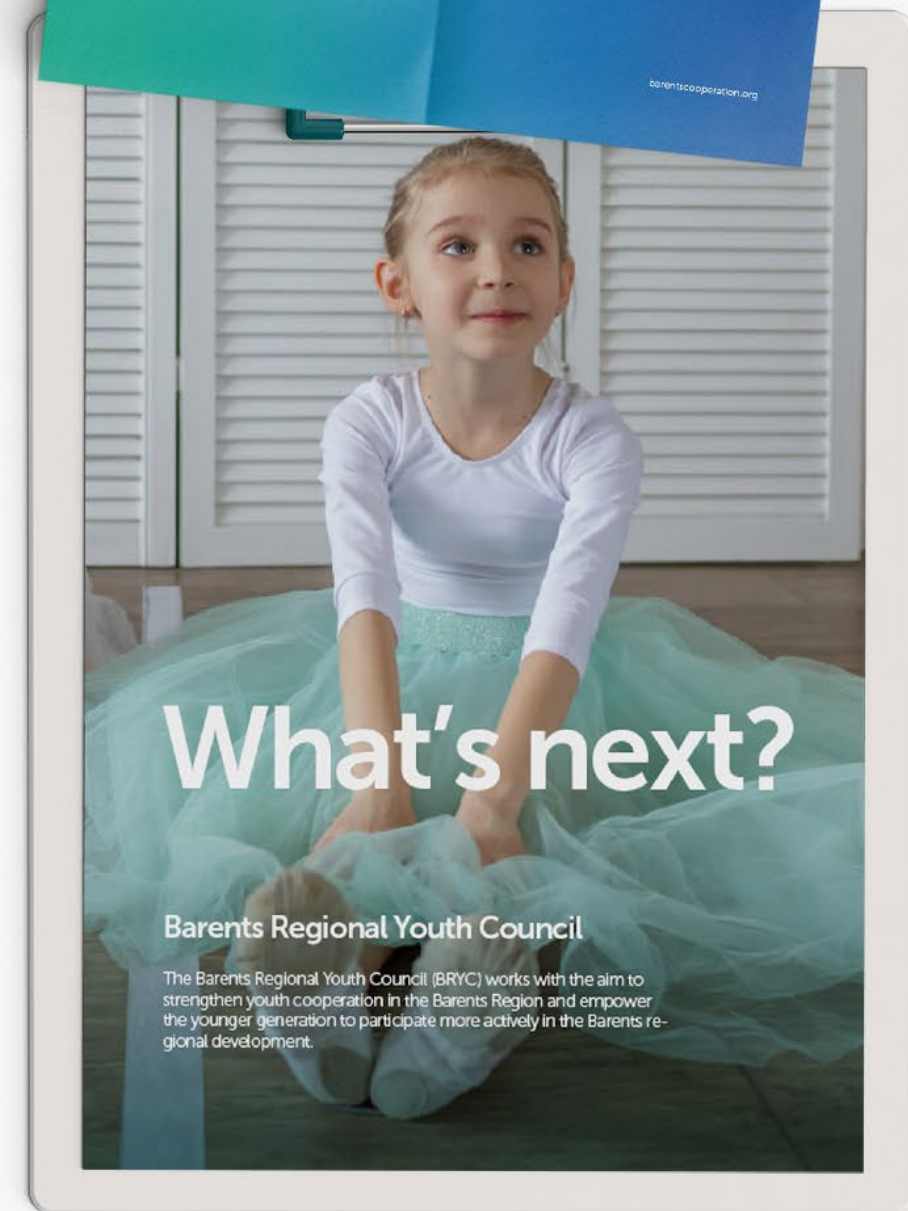
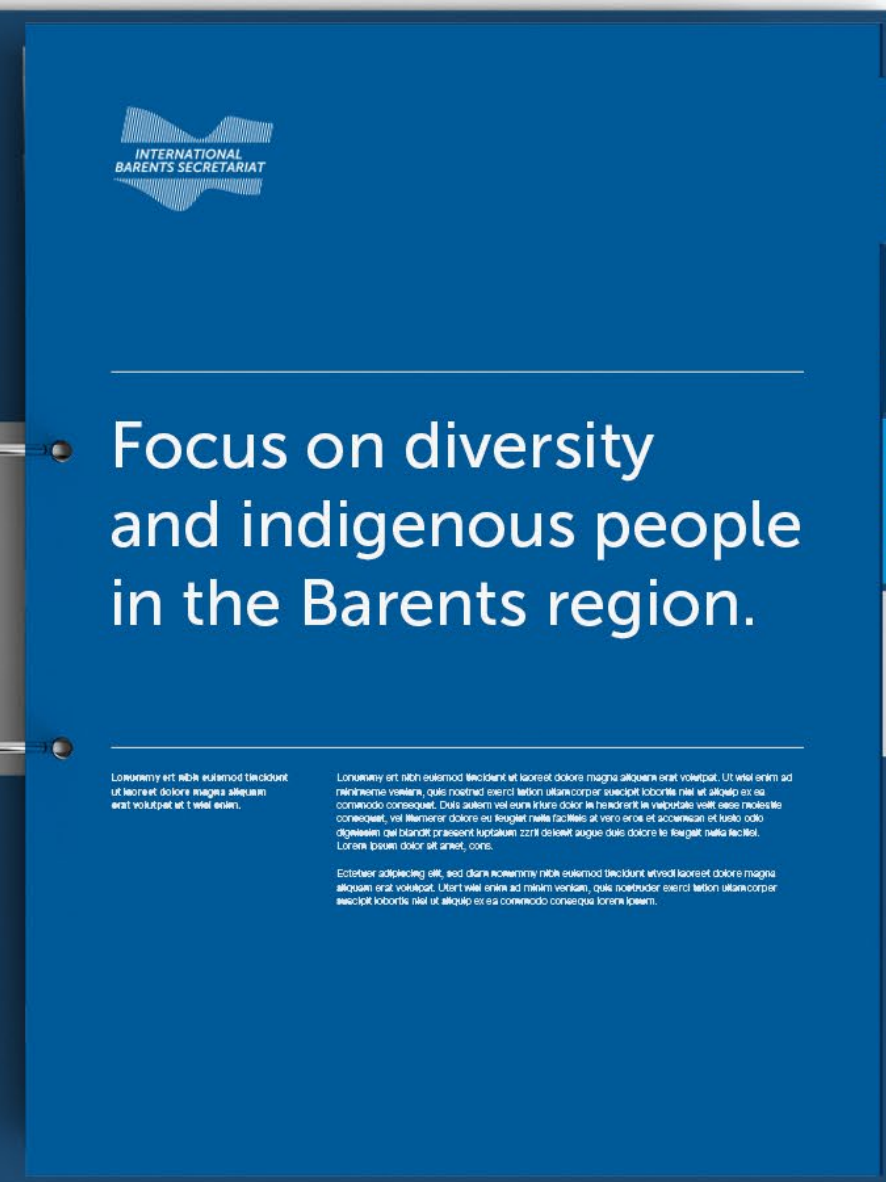
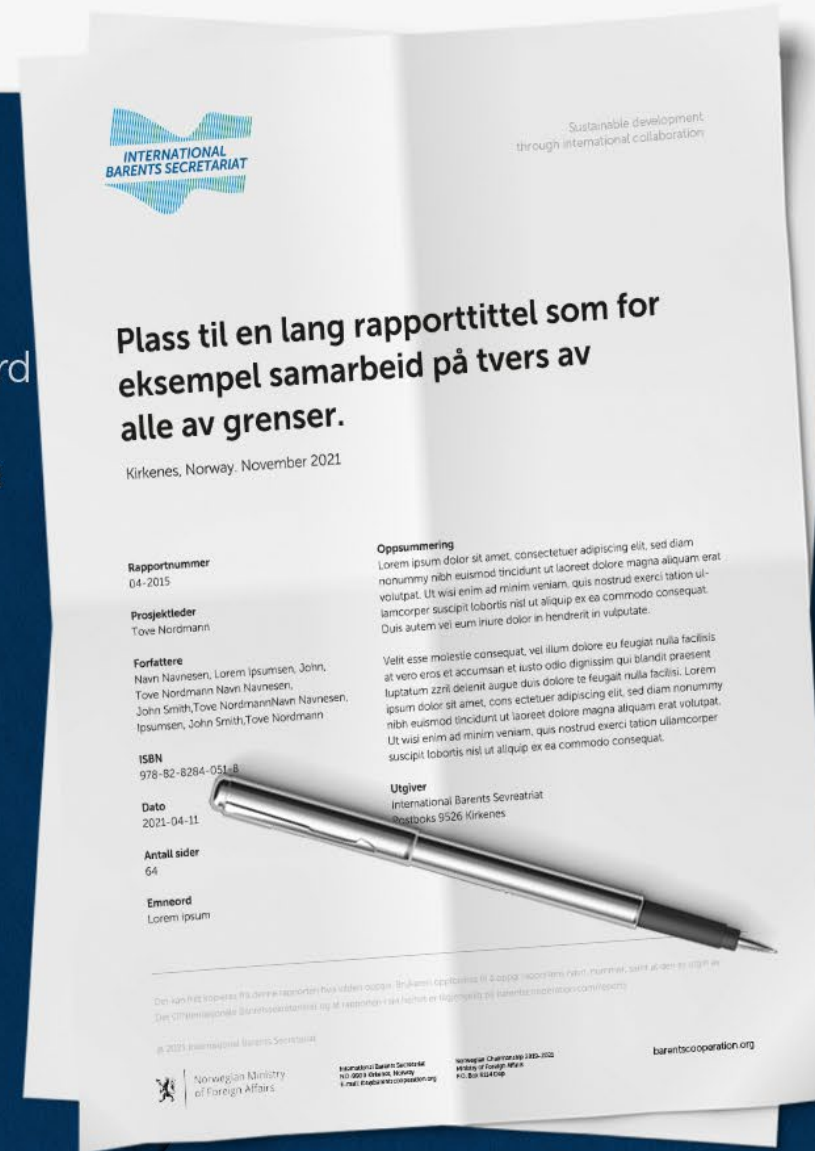
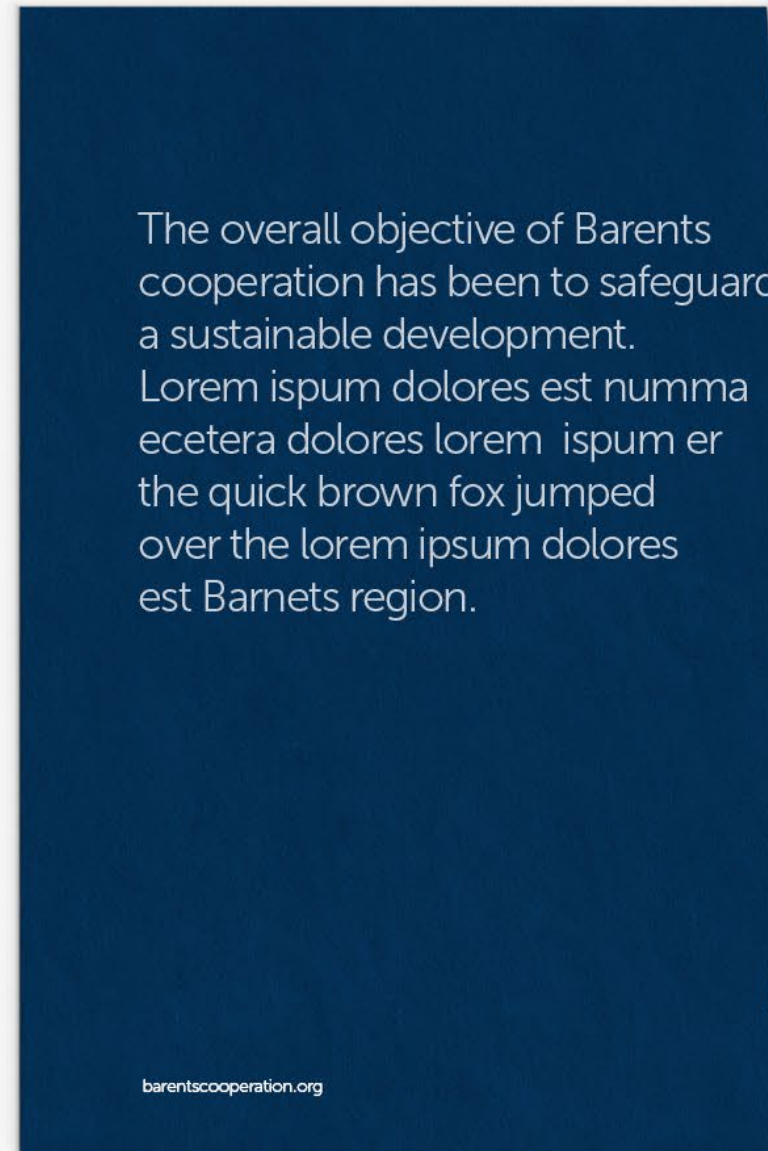
Markus Karlsen
Head of the International Barents Secretariat
markus@barentscooperation.org
+47 981 06 041

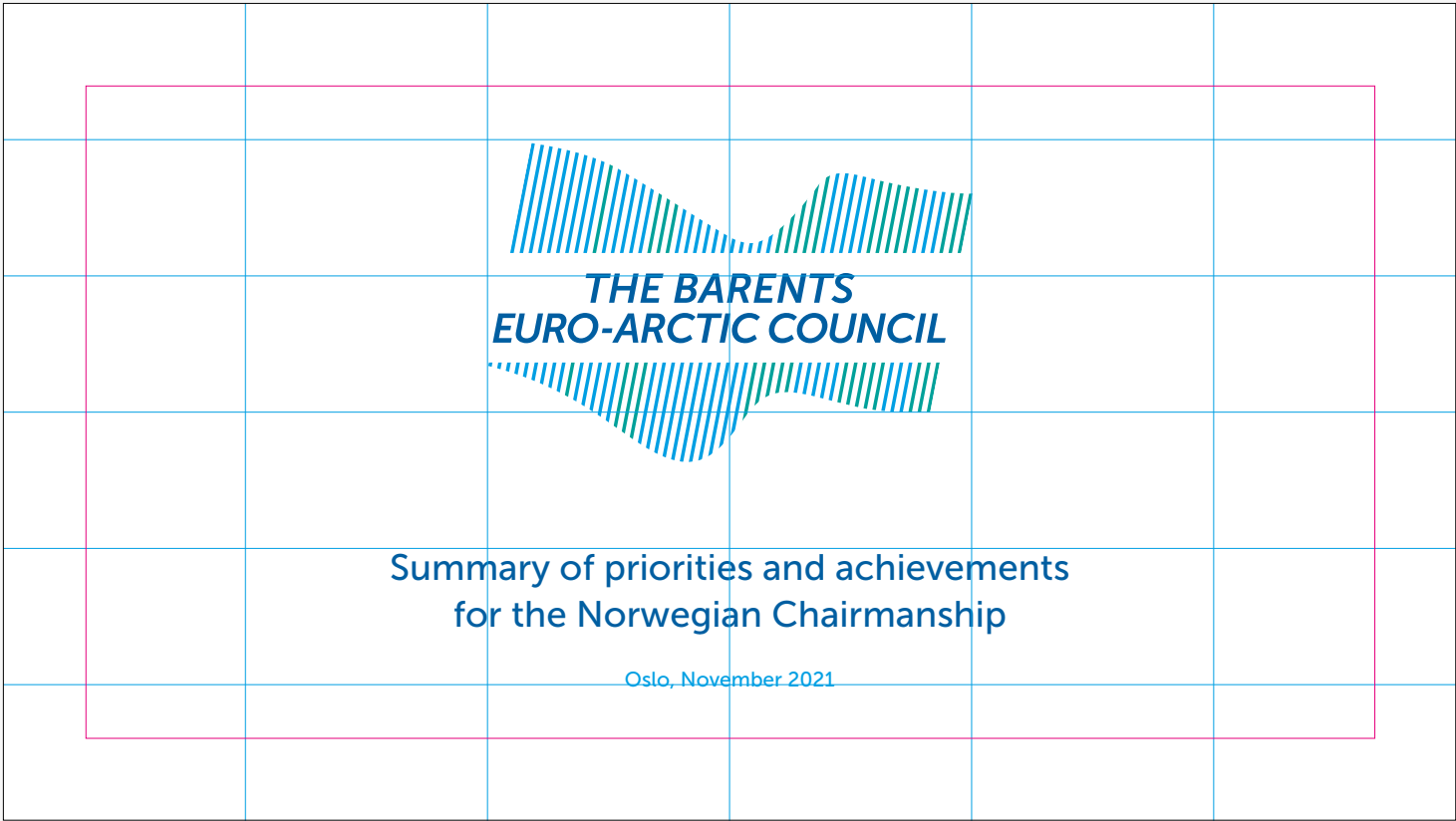
International Barents Secretariat
NO-2900 Kirkenes, Norway
E-mail: ibs@barentscooperation.org

Norwegian Chairmanship 2019-2021
Ministry of Foreign Affairs
P.O. Box 8114 Dep

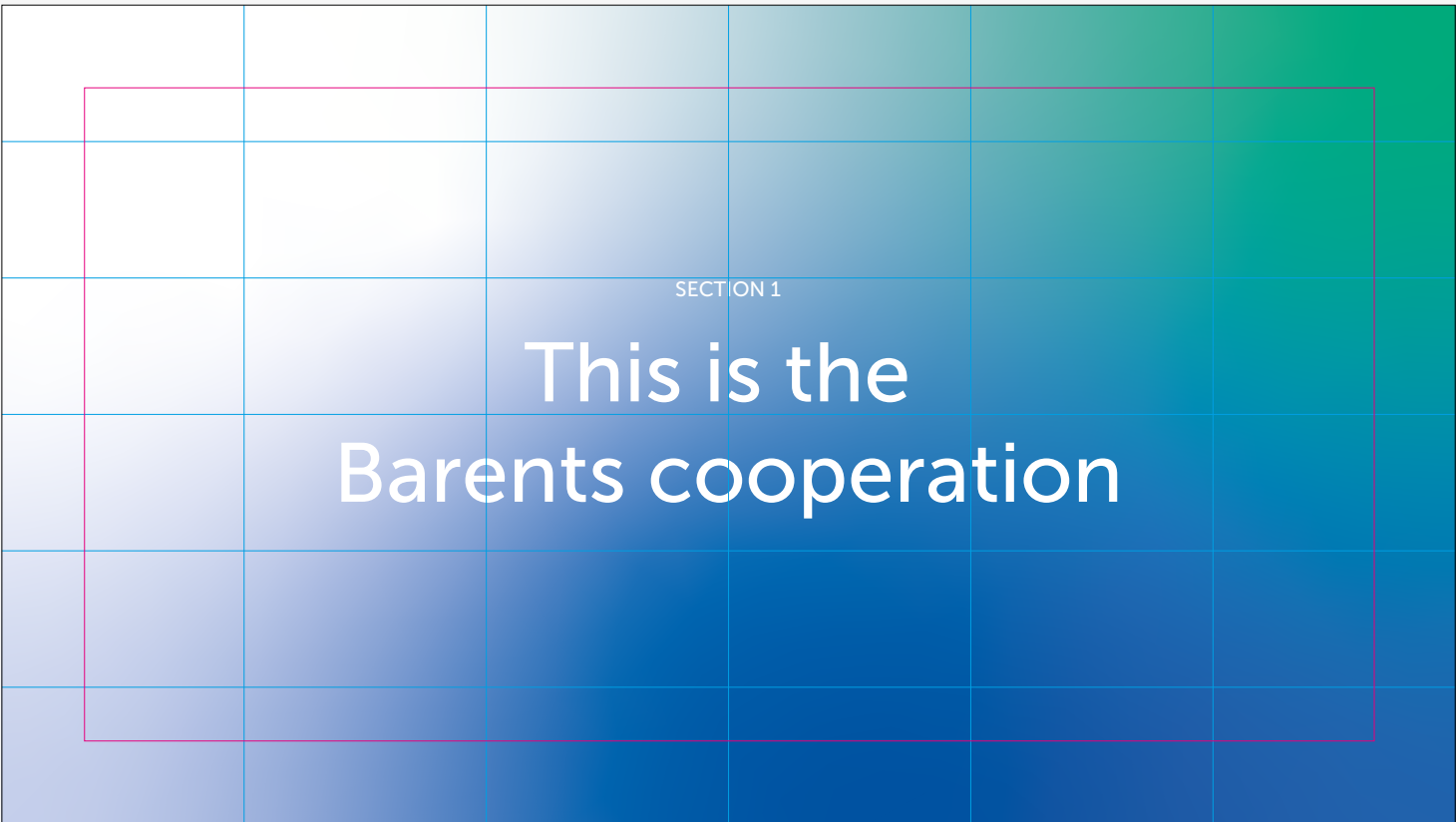
[barentscooperation.org](#)

Excmple 4.3 Marketing material.
Focus on core branding with logo and colour gradients.

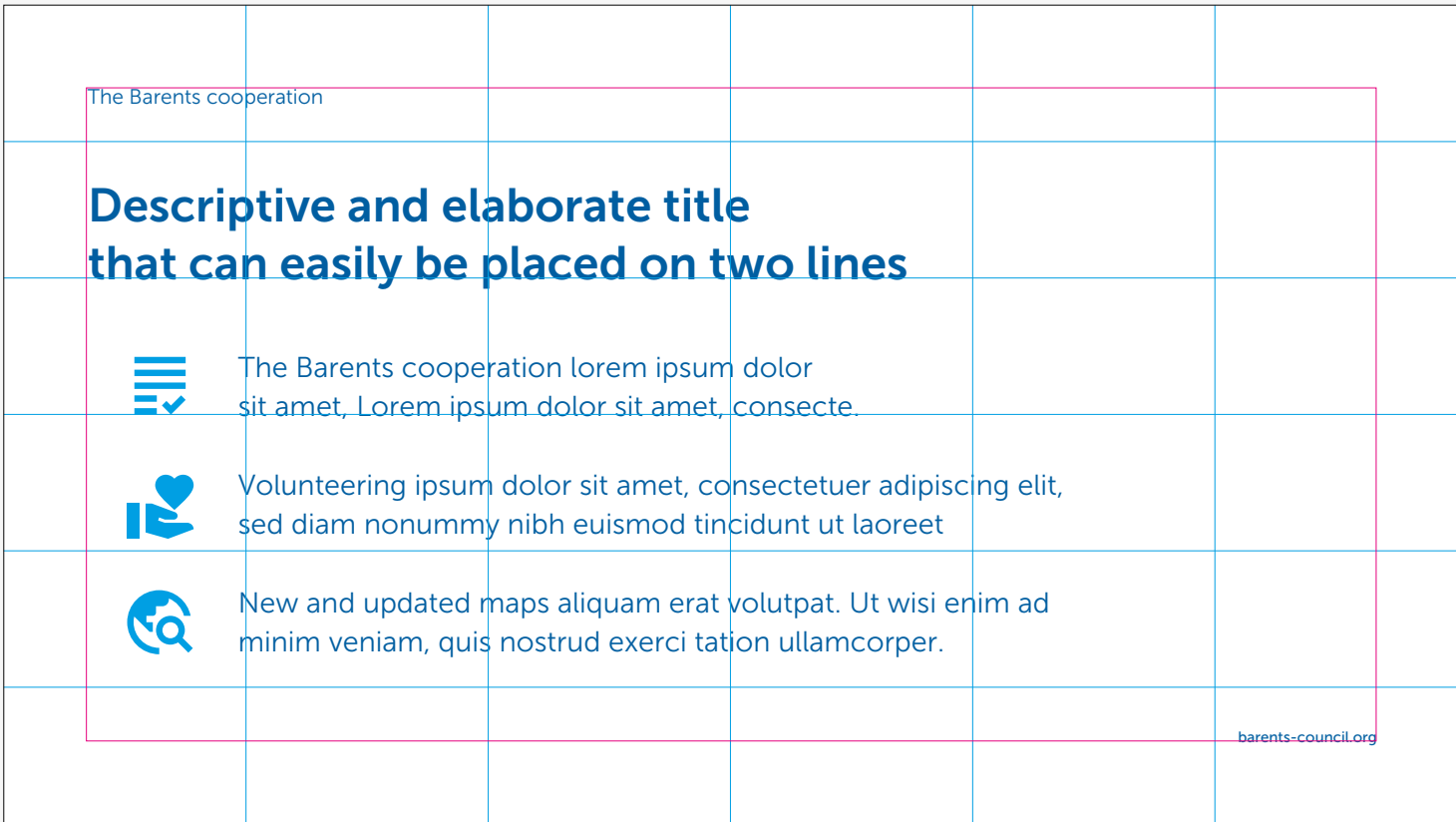




Example 5.1 Presentations should be made easy to use and easy to read. Avoid too much graphics and use photos wisely in combination with logo.



Example 5.2 Use clear and legible distinctions between the different topics in your presentation



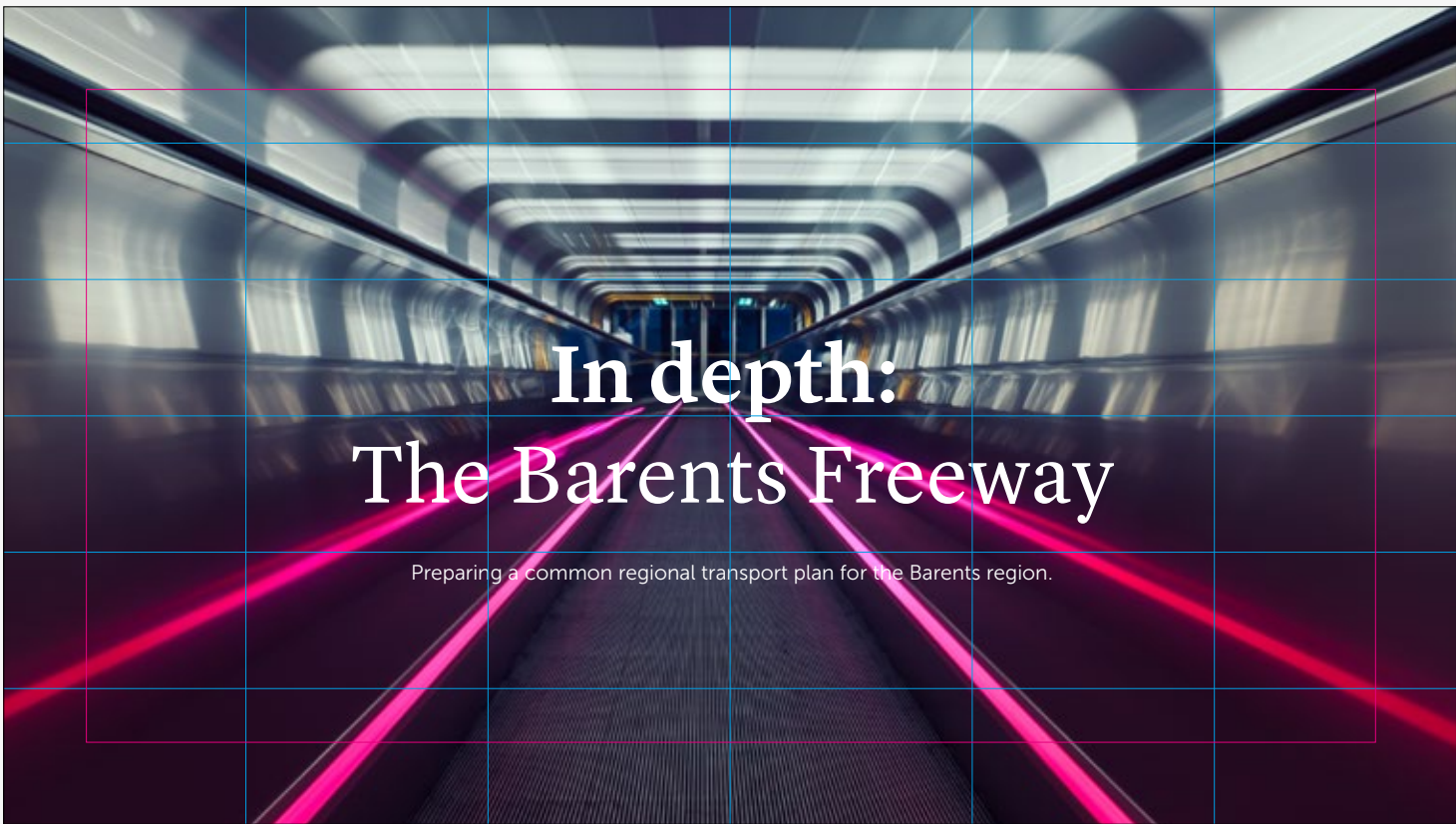
Example 5.3 Reserve the surfaces for content. Repetition of logo on each individual slide is not a must. Be vigilant, use well-adapted language.



Example 5.4 Great flexibility and many opportunities for good layout within the framework.



Example 5.5 Varied layout allows for highlighting messages in both text and images



Example 5.6 There is always room for good photos and video content. The Lyon text option can also be used for more thematic content.



Summary of priorities and achievements
for the Norwegian Chairmanship

Oslo, November 2021



2.2 Logo application

Versatility

Logos can be used in different ways depending on media and material. In addition to standard printing the logo can also be used as an embossed, hot-foiled or engraved element.

The logo can successfully appear in our pre-defined mono-colour versions when used on merchandise and/or demanding print surfaces.



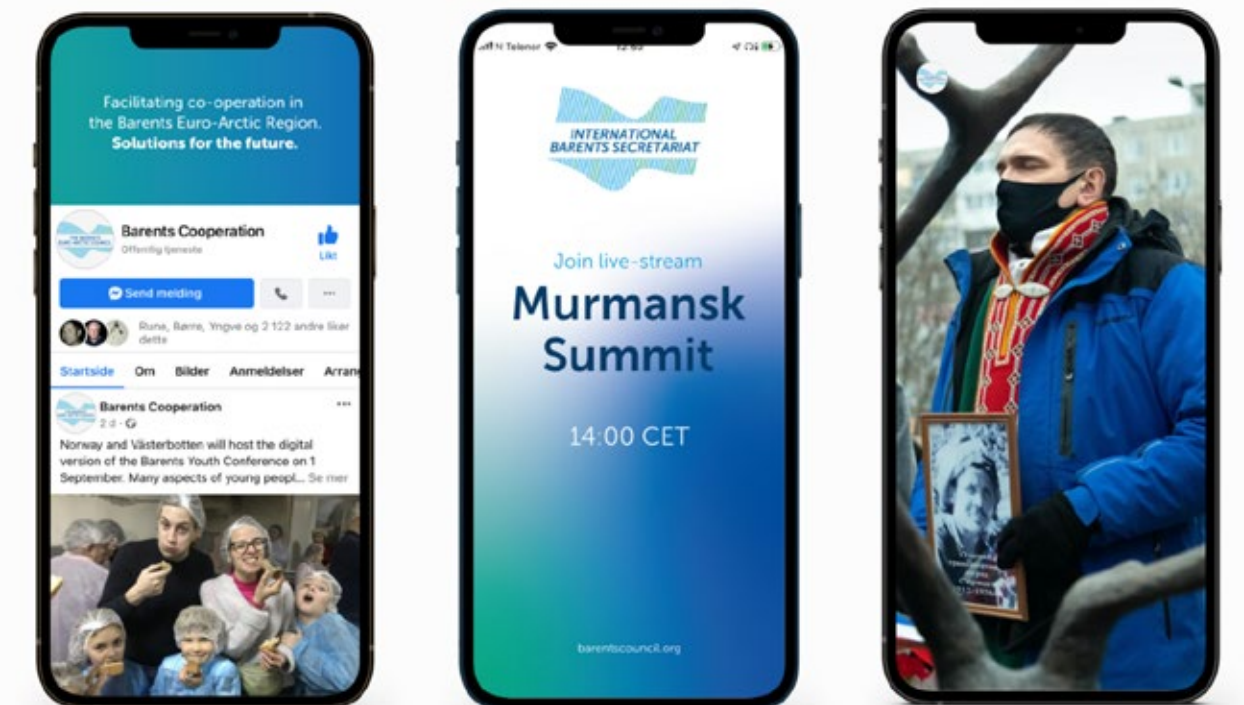


2.3 Branding in general

Flexibility

The needs for marketing materials are truly varied. However, it is important to ensure that our brands are carried out with quality and in a clear and serious manner. Keeping things simple is always a good idea. This applies to how we use our language as well as layout and design

This brand book is to be read as guidelines and a helping hand when creating material with the IBS and BEAC sender. The toolbox is as simple as it is flexible, and intentionally leaves plenty of creative leeway for individual productions, projects, chairmanships and events. It is easy to adapt design and content to varied surfaces. However, by sticking close to our basic design principles and elements we can strengthen our brand over time.



www.barents-council.org

Cooperation in the Barents Euro-Arctic Region