

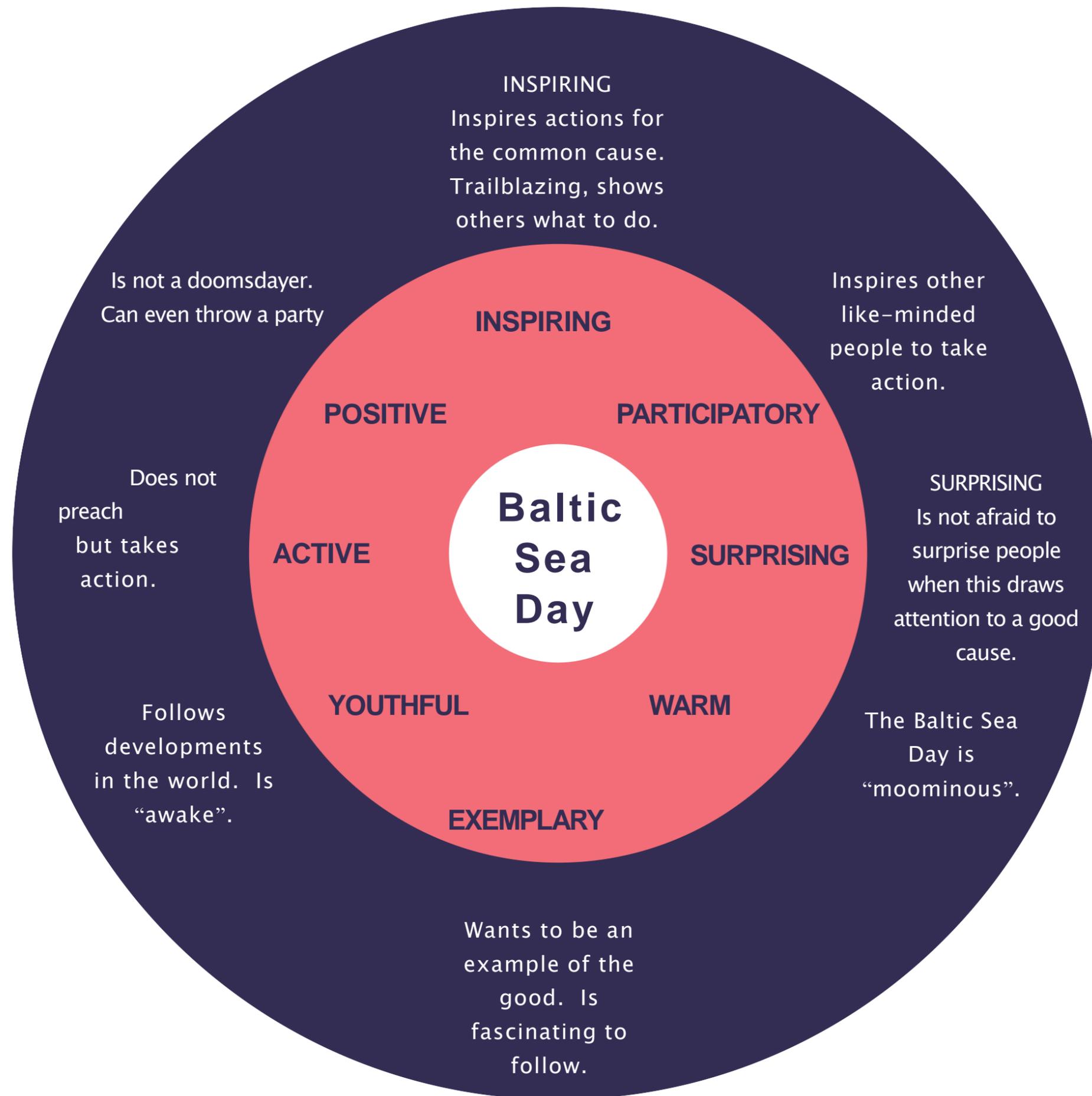
# LOOK OF THE BALTIC SEA DAY

John Nurminen Foundation

17Jan 2020

# Brand persona

The visual look of the Baltic Sea Day is based on a jointly defined brand persona.



**LOGO**

## Logo

The logo of the Baltic Sea Day is white when it is on a dark background.

ITÄMERI  
PÄIVÄ   
ÖSTERSJÖDAGEN  BALTIC SEA DAY

ITÄMERI  
PÄIVÄ 

ÖSTERSJÖ  
DAGEN 

BALTIC SEA  
DAY 

## Logo

The Logo can also be dark blue when it is on a white background.

**ITÄMERI  
PÄIVÄ**  
ÖSTERSJÖDAGEN ⇄ BALTIC SEA DAY

**ITÄMERI  
PÄIVÄ**

**ÖSTERSJÖ  
DAGEN**

**BALTIC SEA  
DAY**

**TYPOGRAPHY**

## Typography

TYPEFACE: Poppins

HEADING: Poppins Black

SUBHEADING: Poppins Bold

BODY TEXT: Poppins Light

Poppins is a free

Google font.

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**COLOURS**

# Colour palette

The Baltic Sea Day colour palette comprises of three main colours and three supporting colours.

As their name indicates, main colours are the colours used as a first choice.

Supporting colours can be used in graphs and where additional colours are needed, but they can never replace the main colours as large surfaces.

## MAIN COLOURS

<b>RGB</b> 66 38 255 #4226ff		<b>RGB</b> 50 47 84 #332e54		<b>RGB</b> 242 109 119 #f26d77	
<b>Pantone</b> 2726 C	<b>CMYK</b> C87 M75 Y0 K0	<b>Pantone</b> 2119 C	<b>CMYK</b> C92 M91 Y33 K31	<b>Pantone</b> 177 C	<b>CMYK</b> C0 M63 Y32 K0

## SUPPORTING COLOURS

<b>RGB</b> 84 175 173 #54afad	<b>RGB</b> 96 255 13 #60ffa3	<b>RGB</b> 186 226 242 #bae2f2
<b>CMYK</b> C80 M0 Y38 K0	<b>CMYK</b> C94 M0 Y77 K0	<b>CMYK</b> C25 M0 Y3 K0

# **WAVE PATTERN**

# Wave Pattern

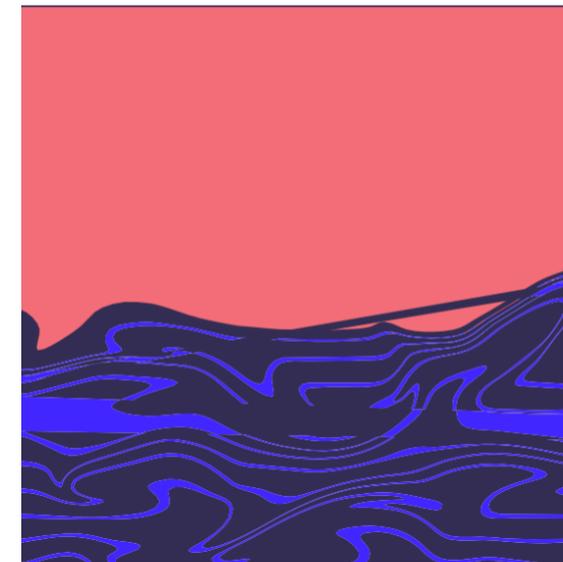
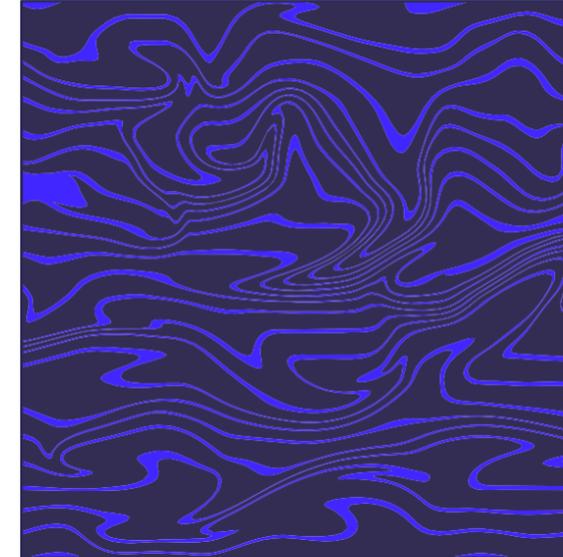
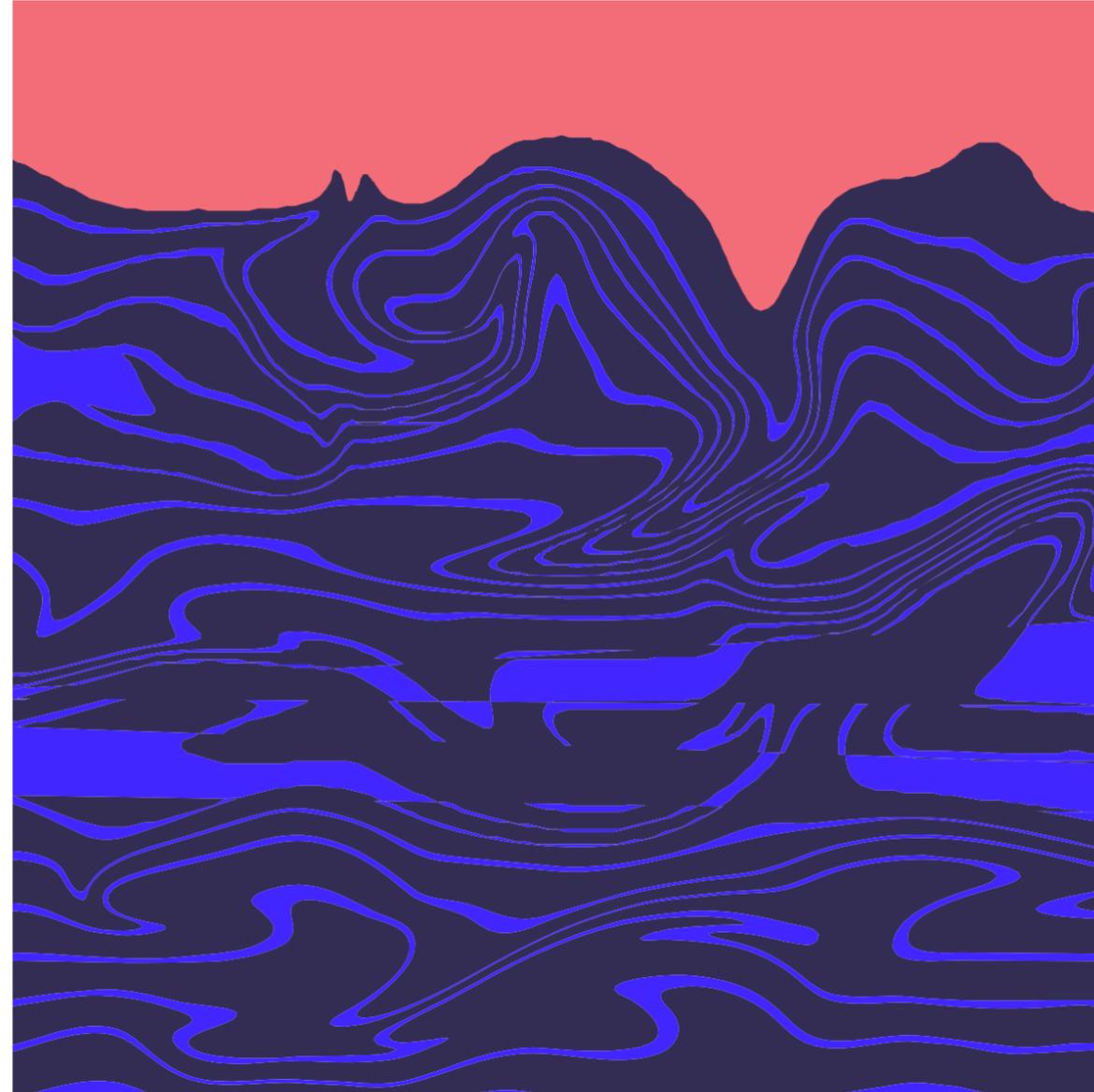
The Baltic Sea Day wave pattern adds to the look's recognisability and makes it more lively.

The wave pattern can be interpreted as the movement of water, foam of the sea, or algae.

The pattern can be cropped and used in different sizes, keeping the look interesting.

In electronic media, the wave pattern is a moving and calmly undulating element.

Whenever possible, use the animated wave pattern.





# ITÄMERI PÄIVÄ

ÖSTERSJÖDAGEN ◆ BALTIC SEA DAY

**EXAMPLES**

27.8.2020

ITÄMERI  
PÄIVÄ

ÖSTERSJÖDAGEN ◆ BALTIC SEA DAY



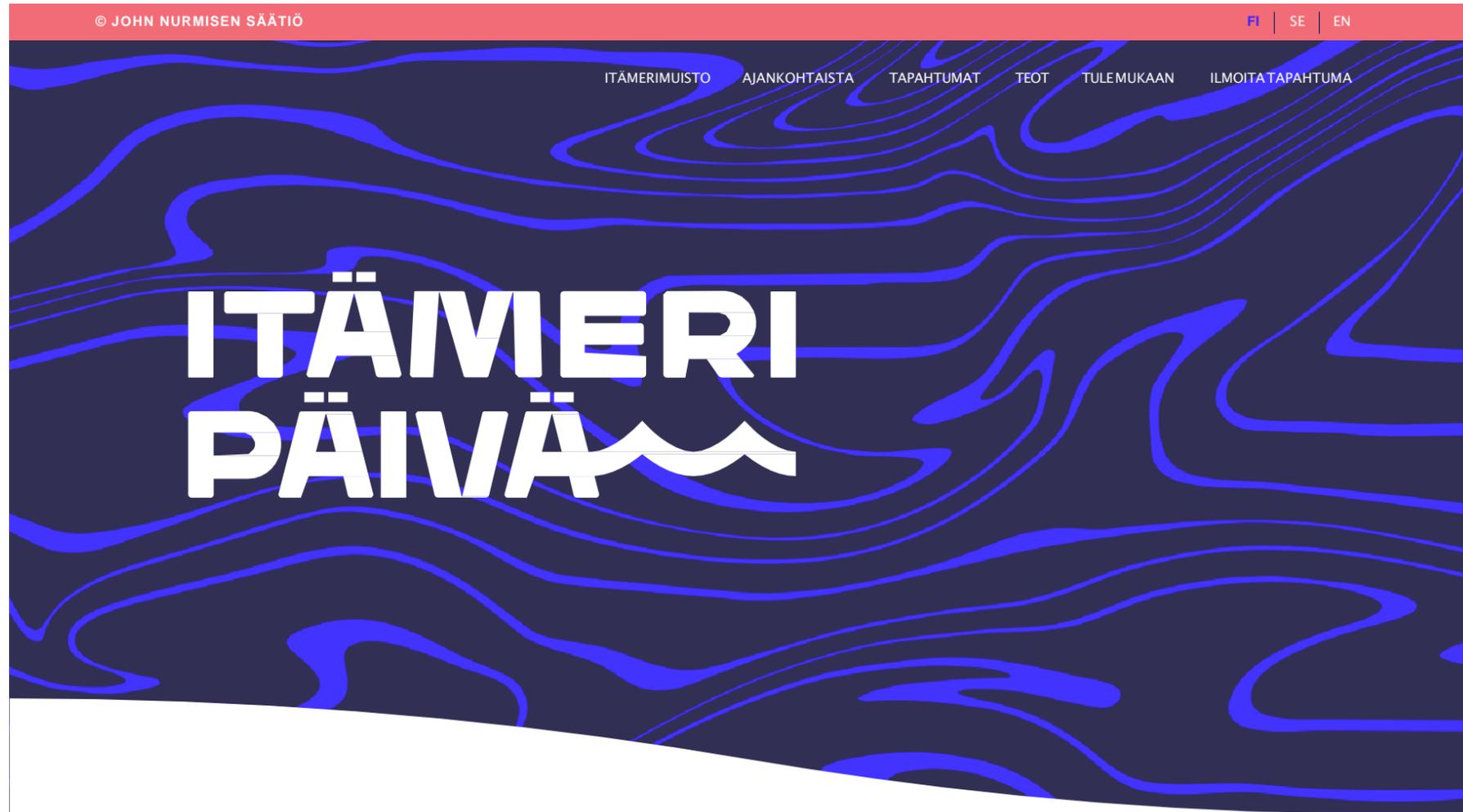
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**ITÄMERI**  
**PÄIVÄ**  
ÖSTERSJÖDAGEN ♦ BALTIC SEA DAY

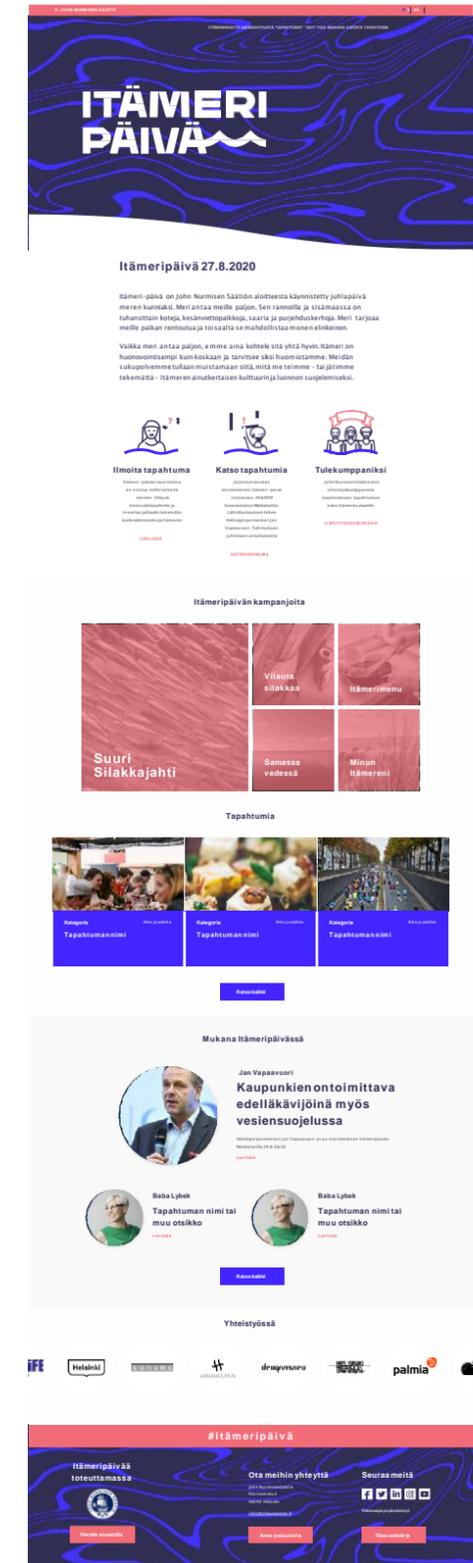
# Web pages



## Baltic Sea Day 27 August 2020

The Baltic Sea Day, launched by the John Nurminen Foundation, is an annual day of celebration in honour of the sea. The sea gives us so much. On both its shores and inland, there are thousands of homes, summer cottages, islands, and sailing clubs. The sea gives us a place to relax, and also provides the setting for many livelihoods.

Even though the sea gives so much, we do not always treat it as kindly. The status of the Baltic Sea is worse than ever, and the Sea needs our attention. Our generation will be remembered for what we did – or did not do – to protect the unique culture and nature of the Baltic Sea.



# Highlight

The screenshot shows the website's header with the logo of John Nurmisen Säätiö and navigation links: ITÄMEREN SUOJELU, HANKKEET, MERIKULTTUURI JA KIRJAT, TIETOA MEISTÄ, AJANKOHTAISTA, KAUPPA, YRITYKSILLE, and LAHJOITA. The main content area is titled "Uutiset ja ajankohtaista" and features five news items:

- ITÄMERI PÄIVÄ** (27.8.2020): ÖSTERSJÖDAGEN ♦ BALTIC SEA DAY. TAPAHTUMAT, 10.12.2019, 7.-16.2. Venemessut.
- TAPAHTUMAT**: 09.12.2019, 12.12. Vanadis – suomalaisfregatti maailmanhistorian tyrskyissä.
- UUTISET**: 21.11.2019, John Nurmisen Säätiö ja Muumit kertovat meren tarinaa Slushissa: kansainvälinen #MEIDÄNMERI-kampanja herättää kiinnostusta Pohjoismaista Japaniin.
- YHTEISTYÖ**: 21.11.2019, Vene 20 Bät -messut mukana #MEIDÄNMERI-kampanjassa.
- BLOGI**: 08.11.2019, Jokitalkkarit tutkivat kipsikäsittelyn vaikutusta kalastoon.

A "Katso lisää" button is located at the bottom of the news grid.

# Highlight on partner's website

**SEA LIFE**  
Helsinki

Tiedot 🔍 📍 🐦 📘 📺 📺 Language 🇫🇮 🇸🇪 🇩🇪

Pääsyliput ▾ Koulut ja päiväkodit Elämykset ▾ Suojelutyö ▾ Infoa ▾ **Pääsyliput**

Pääsyliput verkosta varmista paras hinta Verkkolippu - näytä lippusi kassalla Vedenalainen seikkailu odottaa sinua

**Lisätietoa**  
Saapuminen >

**Aukioloajat**  
Avoimna ympäri vuoden >

**Osta liput etukäteen**  
ja säästä >

## Uutiset & tapahtumat



### Kesäleirit 2020

Kesän hauskin ja elämyksellinen leiri nyt varattavissa! Varaa paikkasi pian!

**Lue lisää**



### SEA LIFE lahjakortit

Mikä täydellinen lahja!

**Lue lisää**



### Mukana Itämeripäivässä

Tutustu erikoisohjelmaan!

**Lue lisää**

Discover the perfect

# Facebook

The same logic works on Twitter and on other social media channels.

The screenshot shows the Facebook profile of John Nurmisen Säätiö. The profile picture is a circular logo with the text 'ITÄMERI PÄIVÄ' and a stylized wave. The cover photo is a large banner with the same text and a date '27.8.2020'. The banner also includes 'ÖSTERSJÖDAGEN' and 'BALTIC SEA DAY'. The page has a navigation menu on the left with options like 'Etusivu', 'Tietoja', 'Tapahtumat', 'Kuvat', 'Videot', 'Julkaisut', 'Arvostelut', 'Yhteisö', and 'Varainkeruukampanjat'. The main content area shows a post creation box with options for 'Kirjoita julkaisu...', 'Kuva tai video', 'Merkitse kav...', and 'Kerro sijaintisi'. Below this is a photo gallery with a large photo of children holding a sign that says 'PELASTETAAN ITÄMERI'. The 'Yhteisö' (Community) section shows a rating of 4.5/5 based on 4 reviews, and statistics: 14,402 likes, 14,432 followers, 42 mutual friends, and 146 locations. The 'Tietoja' (About) section is also visible at the bottom.

# e-mail signature

✖ ○ ○ ○ ✉ ☰

To: \_\_\_\_\_

Cc: \_\_\_\_\_

Subject: \_\_\_\_\_

From: \_\_\_\_\_

Minna Meikäläinen  
Project Coordinator

><  
minna@itameripaiva.fi  
tel. +358 50 583 9838  
<http://www.itameripaiva.fi>



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# A4 template



## Profile image

Example of using the Baltic Sea Day style as a campaign with your Facebook profile image. When needed, the wave pattern can also be animated.



Use with  
photographs



THANK  
YOU!

ITÄMERI  
PÄIVÄ   
ÖSTERSJÖDAGEN ◆ BALTIC SEA DAY