LOOK OF THE BALTIC SEA DAY

John Nurminen Foundation

17 Jan 2020
Brand persona

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

- **Inspiring**: Inspires actions for the common cause. Trailblazing, shows others what to do.
- **Participatory**: Inspires other like-minded people to take action.
- **Positive**: Is not a doomsdayer. Can even throw a party.
- **Exemplary**: Does not preach but takes action.
- **Surprising**: Is not afraid to surprise people when this draws attention to a good cause.
- **Youthful**: Follows developments in the world. Is “awake”.
- **Warm**: The Baltic Sea Day is “moominous”.
- **Active**: Wants to be an example of the good. Is fascinating to follow.
Logo

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

The Logo can also be dark blue when it is on a white background.
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COLOURS
# Colour palette

The Baltic Sea Day colour palette comprises 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

<table>
<thead>
<tr>
<th>RGB</th>
<th>CMYK</th>
<th>Pantone</th>
<th>CMYK</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>66 38 255</td>
<td>C87 M75 Y0 K0</td>
<td>2726 C</td>
<td>C92 M91 Y33 K31</td>
<td>219C</td>
</tr>
<tr>
<td>50 47 84</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>242 109 119</td>
<td>C0 M63 Y32 K0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### SUPPORTING COLOURS

<table>
<thead>
<tr>
<th>RGB</th>
<th>CMYK</th>
<th>CMYK</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>84 175 173</td>
<td>C80 M0 Y38 K0</td>
<td>96 255 13</td>
<td>C94 M0 Y77 K0</td>
</tr>
<tr>
<td>186 226 242</td>
<td></td>
<td></td>
<td>C25 M0 Y3 K0</td>
</tr>
</tbody>
</table>

**Notes:**
- RGB values are represented in the format `R G B`.
- CMYK values are represented in the format `C M Y K`.
- Pantone values are represented in the format `Pantone #`.

**Visual Look:**

- **BALTIC SEA DAY**
  - Colour palette
  - The Baltic Sea Day colour palette comprises 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.
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
27.8.2020

Itämeri Päivä

Osterajdagen • Baltic Sea Day
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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

**BALTIC SEA DAY**

**VISUAL LOOK**

**Uutiset ja ajankohtaista**

**27.8.2020**

**ITÄMERI PÄIVÄ**

**ÖSTERSJÖDÅGEN & BALTIC SEA DAY**

**TAUKUTUMAT**

7-16.2. Venemassut

**TYHJENTYÖ**

Vene 20 BÄ-menta mukaan #MEIDÄNMERI-kampanjasta

**IJODI**

Jokitarvikeit turkkitat kipikaitteleva vaikutus kolensosuun

**UUTISET**

12.12.2020

12.12. Vantaali - suomenlinna,fregattia

**JAANIKSIKT**

5.11.2019

John Nummela SISUR ja Mauri kertovat

**LÄHJORTA**

23.11.2019

John Nummela SISUR ja Mauri kertovat

**KOPA**

23.11.2019

John Nummela SISUR ja Mauri kertovat
Highlight on partner’s website
Facebook

The same logic works on Twitter and on other social media channels.
e-mail signature

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27.8.2020

BALTIC SEA DAY
VISUAL LOOK

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The Baltic Sea Menu

STARTER
Maa-artisokkakeitto, sienimousse ja rapeaa lehtikaalia
Jerusalem artichoke soup with mushroom mousse and kale

MAIN COURSE
Myskikurpitsaa, punajuuri-ruusukaali-sienipaistosta,
paahdettua kukkakaalia, edamamepapuja ja
granaatomena-vinegretti
Butternut squash with pan fried beetroot, Brussels sprouts
and mushrooms, roasted cauliflower, edamame beans and
pomegranate vinaigrette

DESSERT
Suklaakakkua, minttu-suklaajäätikko ja marinoiduja kirsikoita
Chocolate cake with mint and chocolate ice cream and
marinated cherries
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

27.8.2020

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THANK YOU!