



BALTIC PORTS  
ORGANIZATION

Baltic Ports Organization  
CORPORATE IDENTITY

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## I.I. LOGO BPO

### Vertical Layout



The Baltic Ports Organization Logo is formed of three basic elements: graphic (3 waves in 3 different tones), the abbreviation BPO, and the full name.

The Logo is used in two different layouts: vertical and horizontal. Either can be used, according to compositional needs.

The Logo's colour is a deep turquoise, used in three different tones – 100%, 60% and 40%.

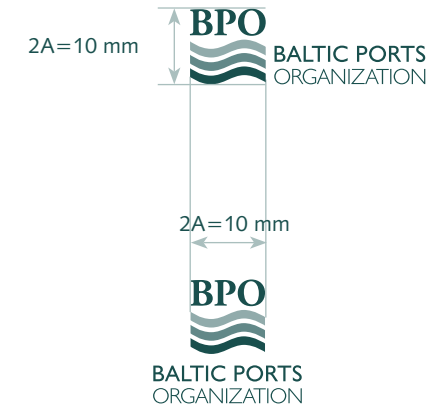
### Horizontal Layout



## I.2. CONSTRUCTION



The maximum permissible reduction guaranteeing legibility is  $2A=10$  mm.



### I.3. PRIMARY COLOURS

| PANTONE 330 C |      |      |      |     |
|---------------|------|------|------|-----|
| CMYK          | C    | M    | Y    | K   |
|               | 100% | 0%   | 48%  | 60% |
| RGB           | R:43 | G:77 | B:75 |     |

The primary colour of the Logo is deep turquoise. The Pantone number, CMYK composition and screen colours (RGB) are given opposite.

The three tones of the primary colour in the graphic element are: 100%, 60% tint and 40% tint.



## I.4. NEGATIVE VERSION

### Logo in Reverse



If the basic version of the Logo cannot be used, the Negative Version should be used, particularly on dark backgrounds.

### Logo on Dark Background



## I.5. TYPOGRAPHY

**BPO**



**BALTIC PORTS  
ORGANIZATION**

Humanist 521 PL, Light

**Humanist 521 PL, Regular**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()?

**Adobe Garamond Pro, Bold**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()?

Two typefaces are used in the Logo:  
Humanist 521 PL (Regular and Light) and  
Adobe Garamond Pro Bold, used for the  
abbreviation BPO.

## I.6. PERMISSIBLE USES OF THE LOGO

### Basic Logo (without extended name)



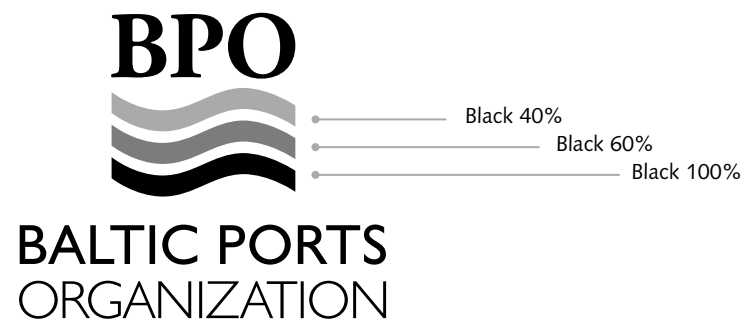
If needed, the Logo can be used without the extended name Baltic Port Organization. The maximum reduction which guarantees legibility is  $2A=10$  mm.

The grayscale version should be used for monochrome printing.

Maximum reduction guaranteeing legibility:



### Logo in grayscale



## I.7. PROTECTION ZONE

### Protection area around the Logo



The protection zone indicates the minimum distance from the Logo which other elements (e.g. text or photographs) can be placed. The minimum clear area around the Logo should be  $1A$ .

This principle applies to all versions of the Logo.

Examples are also given of the basic principles used when positioning the Logo on internal and external identification material.

### Positioning of the Logo



## I.8. EXAMPLES OF INCORRECT USE

Changing the linear and angular proportions of the BPO Logo



Placing the Logo on backgrounds which hamper its legibility



Incorrect use of the protection zone.

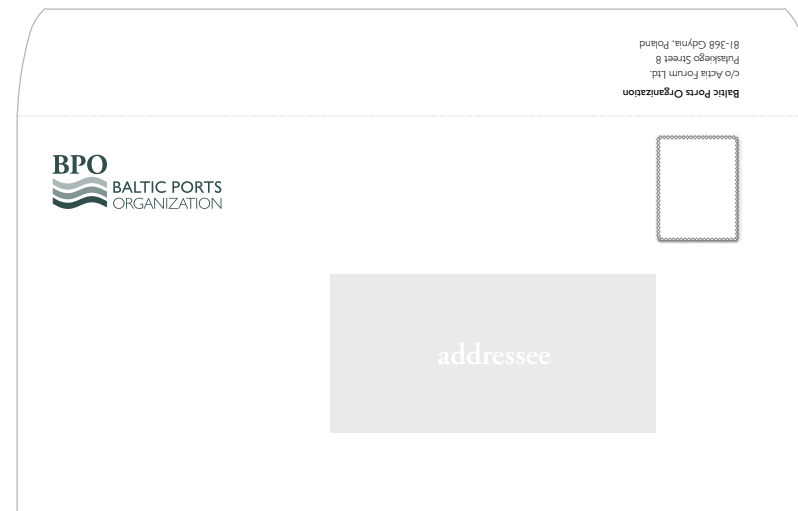
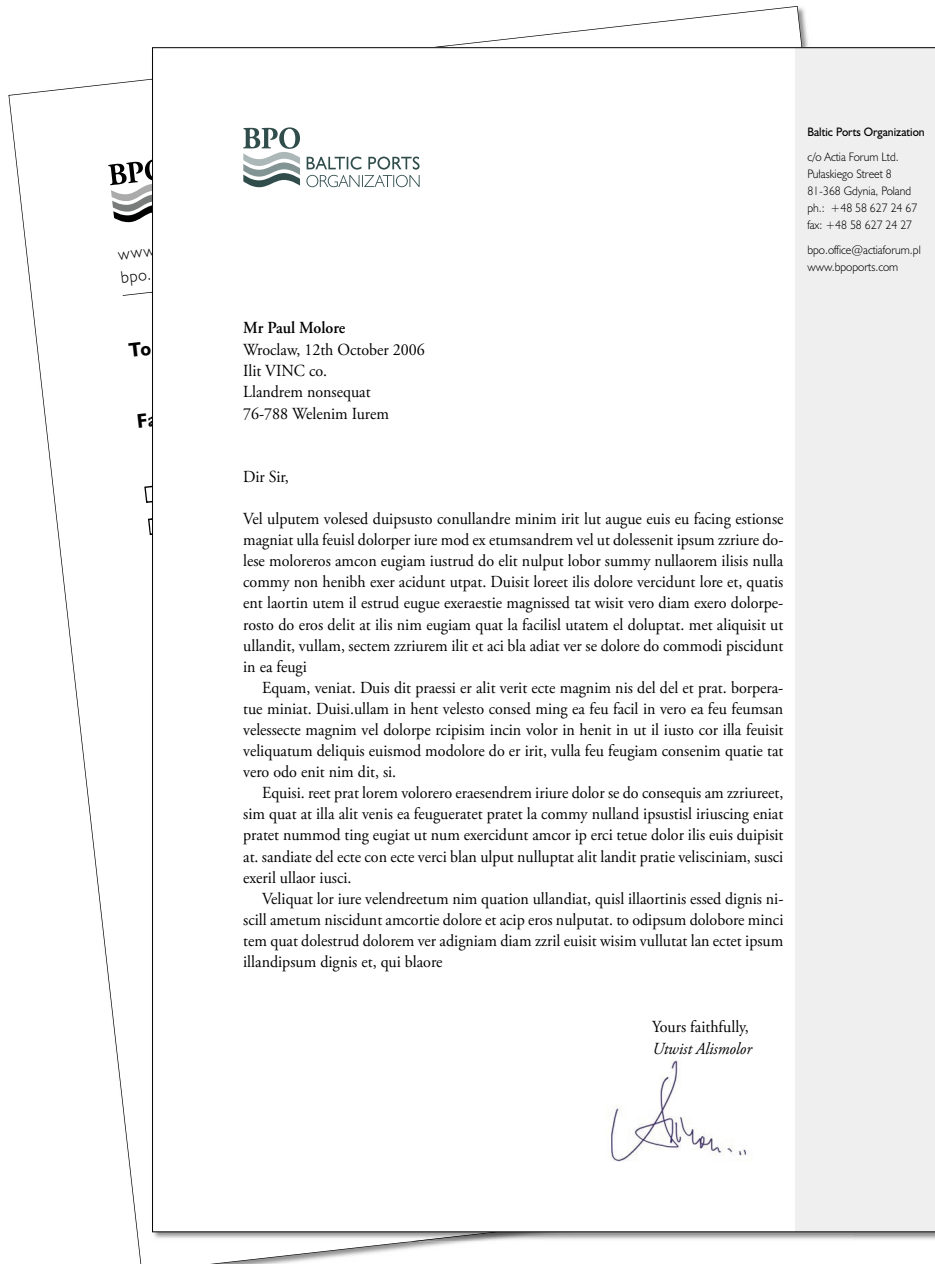
acin henis exer se volestrud ea conulputat lum quamcon vullutat, vendreet am ad magna faccum dolestrud dolore facin eui eraesed min ulla autpat lore magnim do commodolor  accum exero do doluptat. met, quam ea faci tat nullaor sit wis elisis. rud tat do del et ver am iuscipis aut lore consequam volentem irillaorper iriliss  eniscipit lortinim nullandit ad tinim zzriure digna feum iusci tat. BALTIC PORTS ORGANIZATION quatet, verillam quat adiam euipsus ciliquis ecte commy nonsecte ectet vel dipit wisi.

The following are unacceptable:

- changing the linear and proportions of the BPO Logo
- placing the Logo at a different angle
- changing the colour
- combining other graphic elements or text with the Logo
- using the Logo on backgrounds which hamper its legibility
- placing text or other graphics too close to the Logo, within the protection zone.

## 2.I. STATIONERY ITEMS OVERVIEW

Scale 1:2



## 2.2. CORPORATE AND PERSONAL BUSINESS CARDS

### Corporate Business Card, 90x50 mm



Humanist 521 PL  
Light, 8 pt. on 9.6 pt. leading  
ranged left  
Company name:  
Bold, 8 pt. on 9.6 pt

Humanist 777 PL  
Light Condensed, 7 pt. on 8.4 pt. leading  
ranged left

### Personal Business Card, 90x50 mm

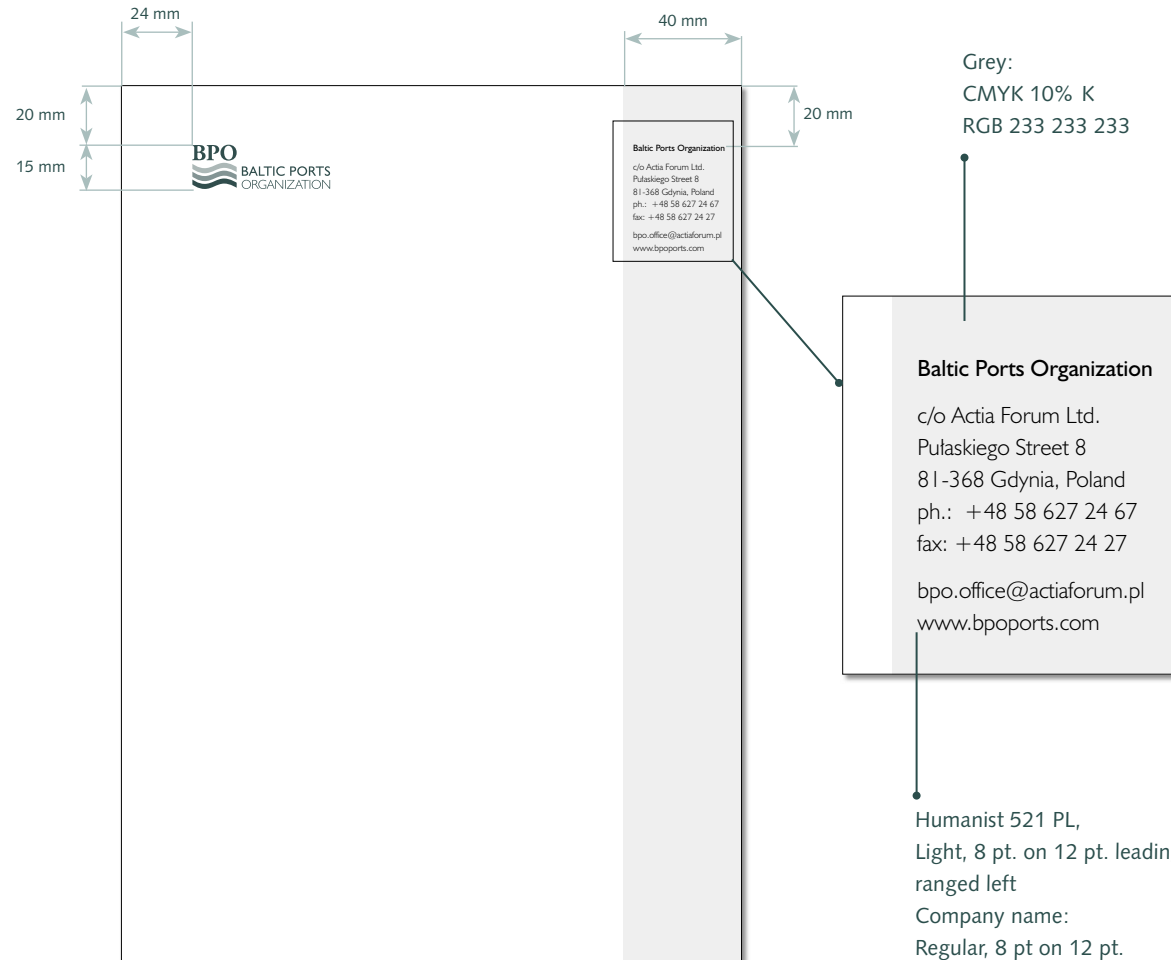


Humanist 521 PL  
Light, 7 pt. on 8 pt. leading  
ranged left  
Name:  
Bold, 7 pt. on 9.6 pt.  
Title:  
Light, 6 pt. caps

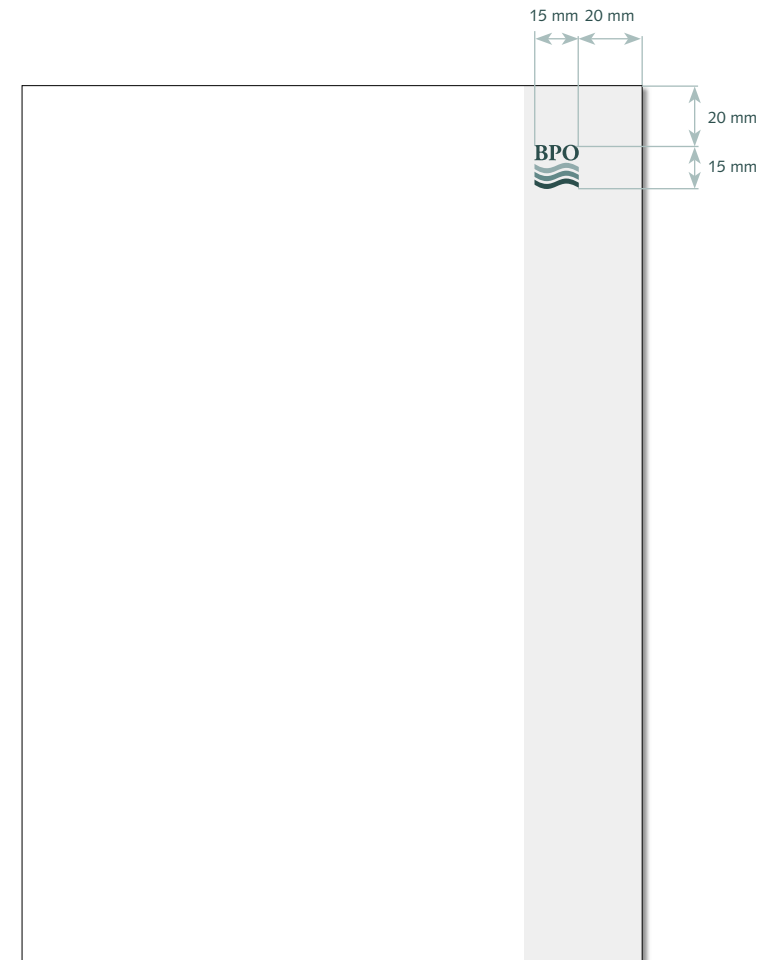
Humanist 777 PL  
Light Condensed, 7 pt. on 8.4 pt. leading  
ranged left

## 2.3. A4 LETTERHEADING

Letterheading – Cover Page, 297x210 mm



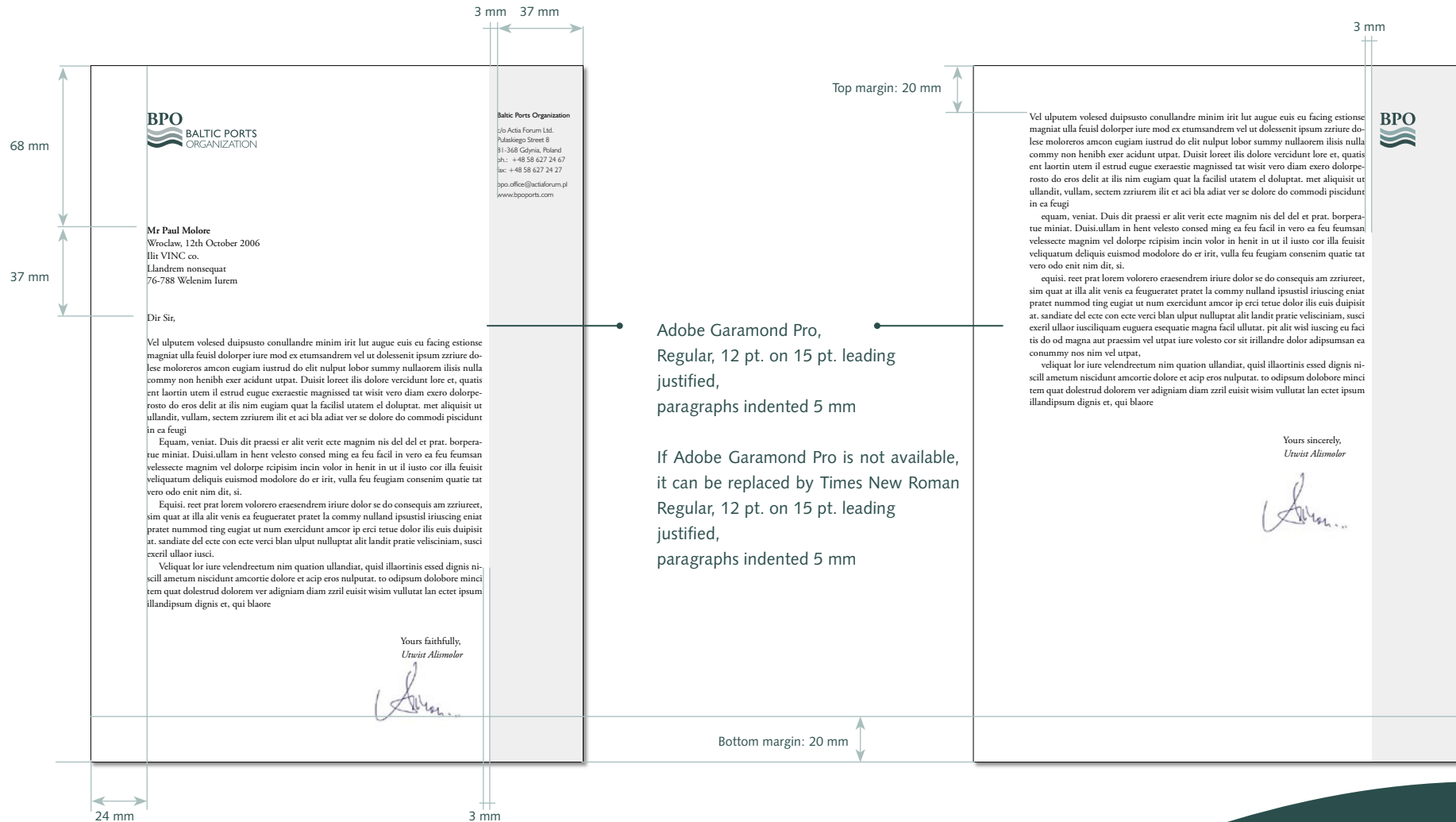
Letterheading – Second Page, 297x210 mm



## 2.4. A4 LETTERHEADING – USE

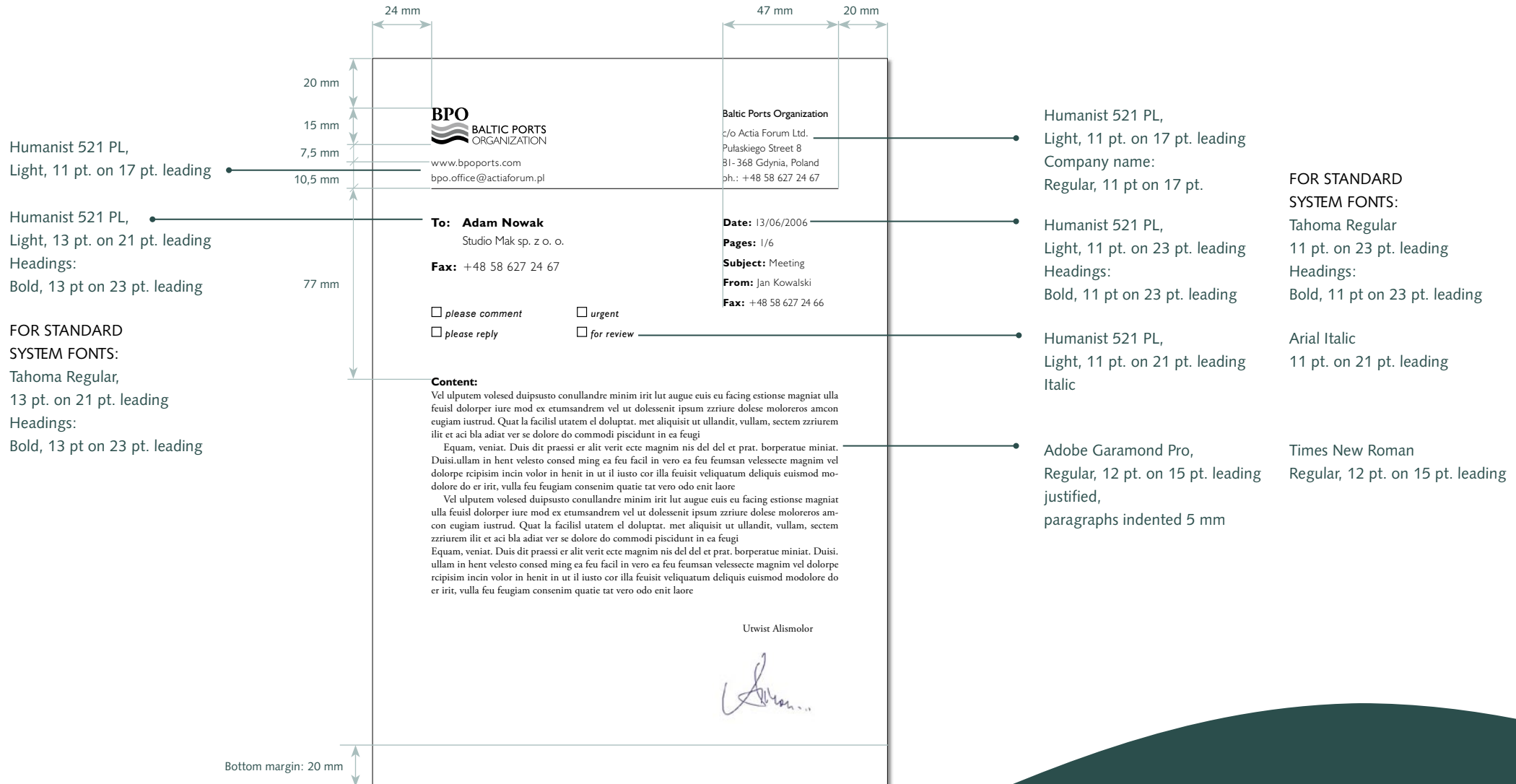
Letterheading – Cover Page, 297x210 mm

Letterheading – Second Page, 297x210 mm



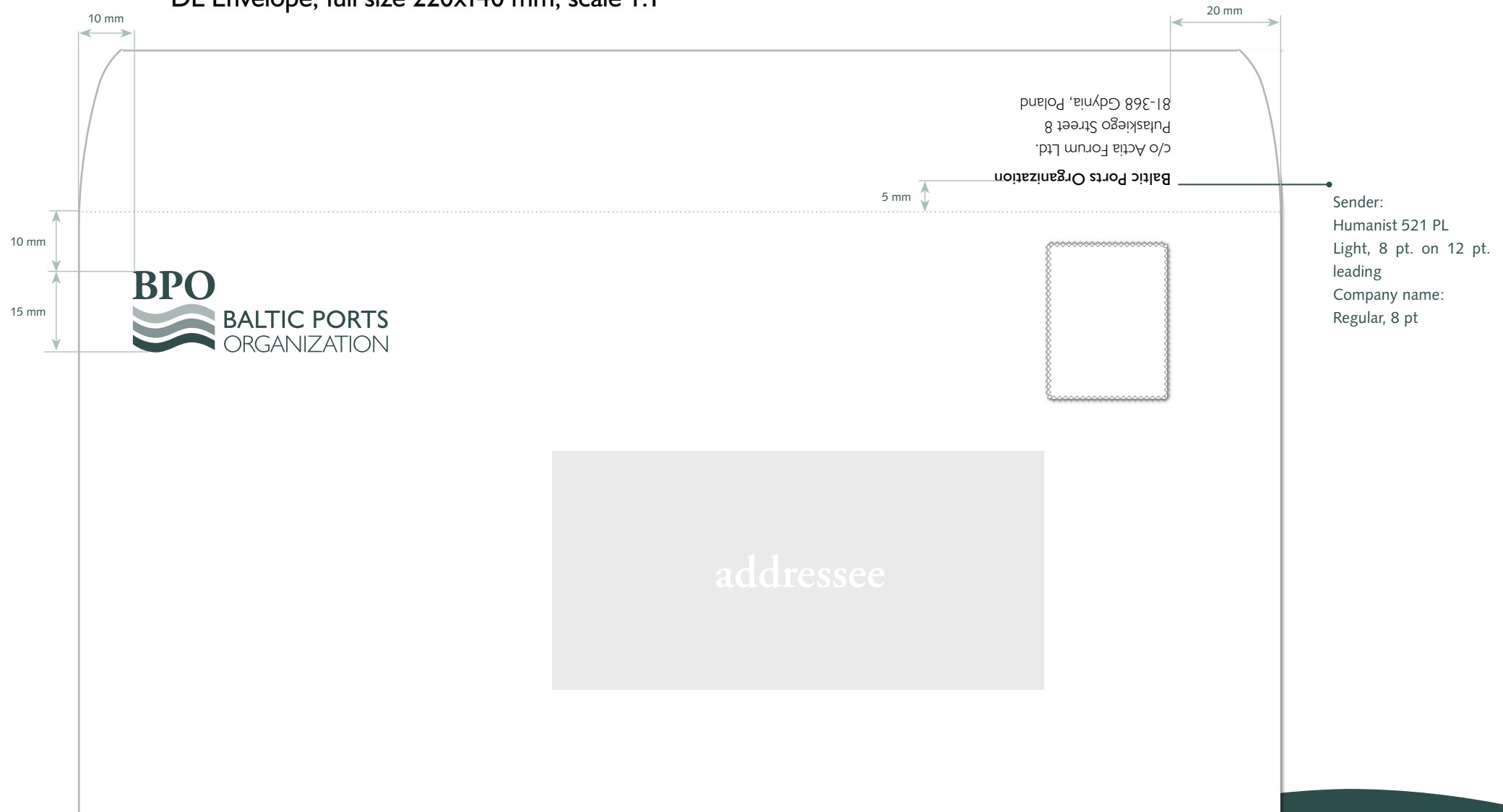
## 2.5. A4 LETTERHEADING – FAX TEMPLATE

Fax layout, 297x210 mm



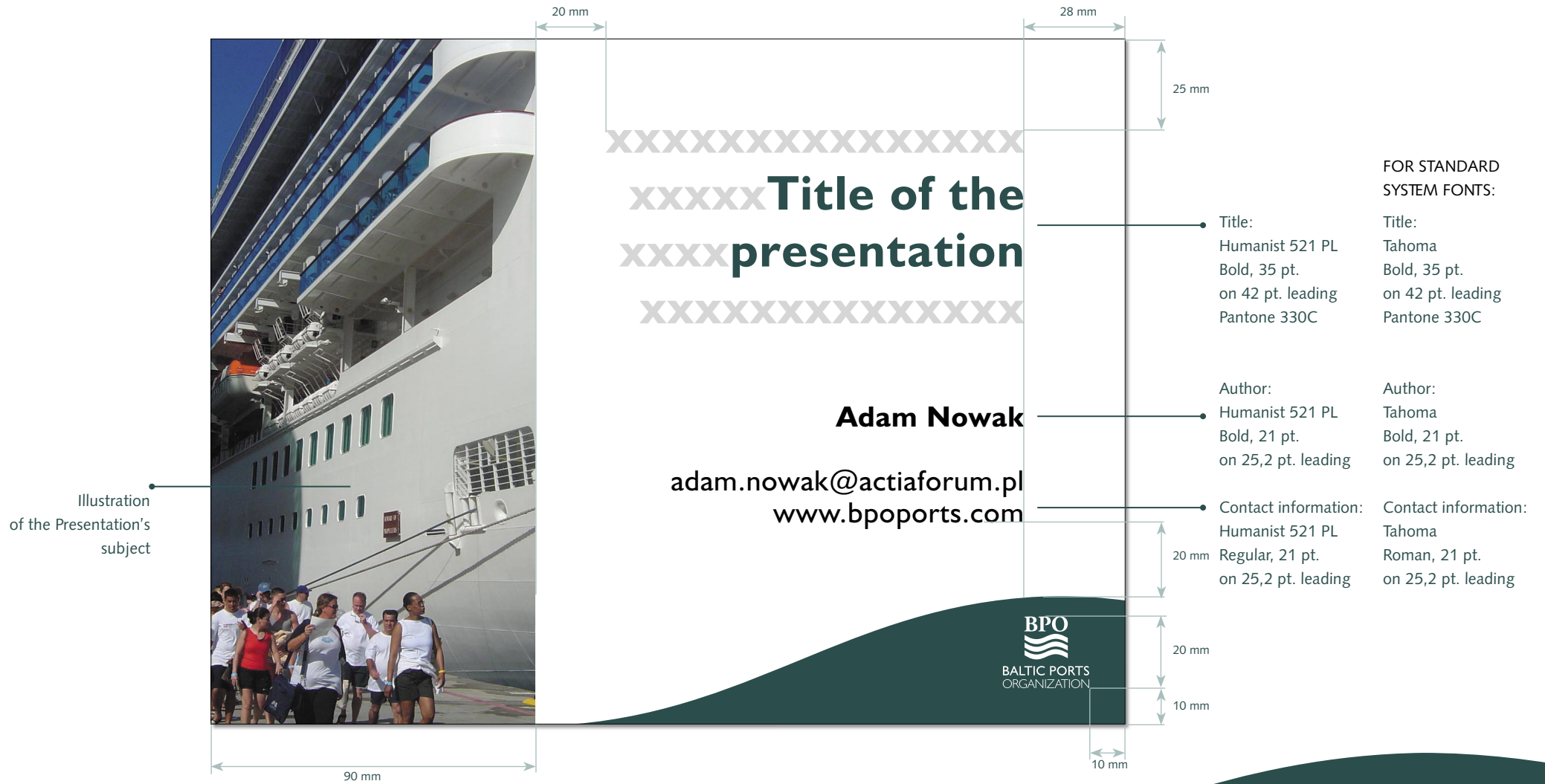
## 2.6. DL ENVELOPE

DL Envelope, full size 220x140 mm, scale 1:1



## 2.7. POWERPOINT PRESENTATION – TITLE

Title Slide, 254x190,5 mm; 1024x768 pixels



## 2.8. POWERPOINT PRESENTATION – LAYOUT

Slide Layout, 254x190,5 mm; 1024x768 pixels

Chapter title:  
Humanist 521 PL or Tahoma  
Bold, 35 pt.  
on 42 pt. leading  
Pantone 330C

15 mm 15 mm


20 mm

28 mm

### 3. Title of the chapter

- **Omte veliquis aut lute vulput eum quate**
- **Aliquip eum quate**
- **Do commy niat, senim iurefeuginullutem velessim dose**
- **Ea feuginullutem velessim do doleni amet alithdol niamet alithdoleniamet ver iril in hendi**
- **Core ver iril in hendiam**
- **Vedre doleni amet alith**


15 mm



15 mm 10 mm 15 mm


48 mm

### 4. Title of the chapter



- **Omte veliquis aut lute vulput**  
do commy niat, senim iure, Do mal commy niat, senim iure
- **Aliquip eum quate**  
do commy niat, senim iure, Do niat, senim iure
- **Do commy niat, senim iure**
- **Ea feuginullutem velessim**  
mal commy niat, senim iure po

20 mm



Headings:  
Humanist 521 PL or Tahoma  
Bold, 20 pt.  
on 28 pt. leading

Secondary text:  
Humanist 521 PL or Tahoma  
Roman, 20 pt.  
on 26 pt. leading  
Pantone 330C

## 2.9. CORPORATE CD – OVERPRINT

Overprint on 120 mm diameter CD



Vertical Logo, negative,  
width 25 mm

BPO name:  
Humanist 521 PL  
Bold, 8 pt.

Contact information:  
Humanist 521 PL  
Roman, 8 pt.  
on 9.6 leading

Web address:  
Humanist 521 PL  
Roman, 8 pt.  
Pantone 330C

## 2.10. CORPORATE CD – COVER

CD/DVD Cover in three sections, each section 122x122 mm

