

Additional Visual Identity Elements for  
Priority Area 6 of the EUSDR:

# Visual Guidelines



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# Purpose of the Guidelines

This guide explains the visual identity and helps projects of **Priority Area 6 of the EUSDR** apply visuals and messages consistently across all communication materials. It provides a clear framework for the correct use of visual elements, colours, typography, and graphic elements.

By ensuring consistency and recognizability, the guidelines support clear communication, strengthen visibility of the Priority Area 6, and allow diverse projects to operate within a unified visual identity.

# Visual Identity Structure

The visual identity is designed to ensure clarity, flexibility, and consistent application across various formats and media.

The primary visual elements consist of the symbol and the slogan arranged in four lines.

This version represents the standard and preferred form of the identity and should be used whenever space allows. It ensures optimal legibility and fully communicates the message.

The symbol itself is composed of the slogan and a stylized representation of the flow of the Danube River, expressed through the metaphor of a leaf. This form visually communicates the core values of Priority Area 6 — nature, sustainability, interconnectedness, and unity — while referencing the Danube as the central unifying element of the region.

All visual elements versions are integral parts of the visual identity system and must be used in accordance with the guidelines defined in this document.



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# Visual elements variations

## ALTERNATIVE VERSIONS

The secondary versions consist of the symbol combined with the name arranged in two lines or a single line.

These versions are intended for use in situations where space is limited or where the primary configuration cannot be applied without compromising legibility or balance.



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# Visual elements variations

## VISUAL ELEMENTS VERSIONS FOR DARK, COLOUR, OR PHOTO BACKGROUND

The identity should preferably appear on a white or light background. When used on dark, colored or photo background, apply the white “negative” version.

## MONOCHROME VERSIONS

For one-colour printing or engraving, a monochrome version in one colour of should be used.



# Clear Space & Proportions

## MINIMUM HEIGHT

The minimum visual elements height is defined to ensure proper reproduction on small-scale materials such as pens, notepads, badges, emblems, and similar applications. At its minimum height, the visual elements must retain sufficient legibility and recognizability.

Below these specified dimensions, the visual elements should not be used. Instead, alternative forms of communication should be applied, such as plain text set in Inter or Arial typefaces.

## MINIMUM CLEAR SPACE AROUND VISUAL ELEMENTS

The minimum clear space surrounding the visual must be equal to the width and height of the “leaf element” within the visual.



# Visual elements variations

## SECONDARY USE OF VISUAL ELEMENTS

The project name can be used on its own. In this case, the leaf graphic element should extend beyond the boundaries of the medium on which it is applied.

The fixed proportions between the symbol and the name do not apply in this case. Instead, the leaf element may be adapted to the layout, while maintaining the core colours.

For more examples, see page 18 (Use of the leaf motif).



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# Incorrect use

Modifying the visual elements in any way is not recommended. Only the official visual identity and the approved versions and formats outlined in these guidelines should be used.



# Fonts

# Typography

## PRIMARY TYPEFACE

The primary typeface to be used for communication in all applications, spanning body text to headlines, is **Inter**. The specified guidelines are applicable across all print publications and stationery applications.

This typeface, including web font kits, are readily available for free and can be easily downloaded from this link: <https://fonts.google.com/specimen/Inter>

**Inter** / 5 weights

Inter ExtraLight

Inter Regular

Inter SemiBold

Inter Bold

Inter ExtraBold

## SECONDARY TYPEFACE

### / For MS Office

When used within applications such as MS Office, and similar applications, Arial can also be used as an alternative system font.

**Arial** / 4 weights

Arial Regular

*Arial Italic*

Arial Bold

*Arial BoldItalic*

# Typography / Colour palette

Primary typography is defined in Danube Blue and white, depending on the background and visual context.

When typography is placed on white backgrounds or over light areas of photography, Danube Blue must be used.

When typography appears on colored backgrounds, specifically Danube Blue or Danube Green, white typography is mandatory.

White typography is also required when placed over photographs with predominantly dark visual areas.

Danube Green is reserved exclusively for accent use, such as highlighting numbers, key messages, textual emphasis, or quotations.

Black is permitted only for paragraph text or body copy in situations involving larger volumes of text, such as flyers, brochures, or web content, where readability and visual comfort are essential.

# Title

60/66 pt, Bold, ExtraBold

## Subtitle

20/24 pt Regular

### Headline 1

50/54 pt, Bold, ExtraBold

### Headline 2

50/54 pt, Bold, ExtraBold

### Headline 3

20/24 pt, Bold

### Headline 4

14/16 pt, Bold

**Body**

10/14 pt, Regular, Bold

**Quote**

10/14 pt, ExtraLight, Regular, Bold

• **List Level 1**

10/14 pt, bullet marker, Begular, Bold

• **List Level 2**

10/14pt, bullet marker, Begular, Bold

/ **List Level 3**

10/14 pt, dash, 75% colour

**Caption**

8/10 pt, ExtraLight, Regular, 75% colour

Colour:  
**Danube Blue**

Use:  
Headers - Sub Headers,  
Paragraphs over  
white colour or light images

CMYK: 91/31/17/8  
HEX: 007daa  
RGB: 0/125/170

Colour:  
**White**

Use:  
Headers - Sub Headers,  
Paragraphs over  
dark colour or dark images

CMYK: 0/0/0/0  
HEX: ffffff  
RGB: 255/255/255

Colour:  
**Danube Green**

Use only for:  
Accent for emphasis in  
text, Quotes, Numbers.

CMYK: 68/0/89/0  
HEX: 58b148  
RGB: 88/177/72

Colour:  
**Black**

Use:  
Paragraphs

CMYK: 0/0/0/100  
HEX: 000000  
RGB: 0/0/0

# Typography / Key Messages

The primary typeface to be used for key messages is **Inter Bold** (tracking -40).

The secondary typeface for key messages is **Arial** (used when primary font is not available and when key messages are integrated within applications such as MS Office, e.g., an e-mail communication).

Both primary and secondary typography of key messages are defined in Danube Blue, black and white, depending on the background and visual context (for more details see page 12).

PA 6 objective 1

**Working together for a thriving Danube region**

PA 6 objective 2

**Bringing the Danube sturgeons home**

PA 6 objective 3

**Stronger together against invasive alien species**

PA 6 objective 4

**Reconnecting landscapes, reviving life**

PA 6 objective 5

**Protecting soil, sustaining life in the Danube Region**

PA 6 objective 6

**The Danube breathes when we do**

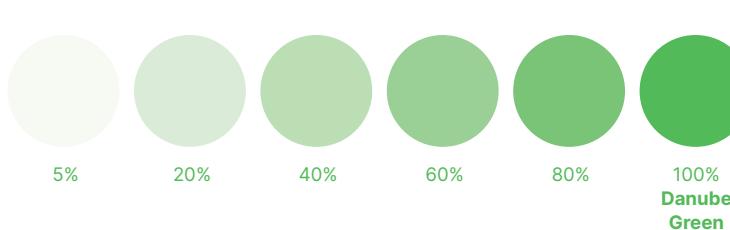
# Colours

# Colour palette

The primary colours used for communication are Danube Blue, Danube Green, and white.

In overall colour balance, white and Danube Blue should be the most dominant, while Danube Green is primarily used as an accent colour.

However, Danube Green may also be used as a background colour. In such cases, white is used for the visual identity and all other graphic elements. To create visual variation and depth, different tonal values of Danube Green may be used for background applications.



Colour:  
**Danube Blue**

CMYK: 91/31/17/8  
HEX: 007daa  
RGB: 0/125/170

Colour:  
**White**

CMYK: 0/0/0/0  
HEX: ffffff  
RGB: 255/255/255

Colour:  
**Danube Green**

CMYK: 68/0/89/0  
HEX: 58b148  
RGB: 88/177/72

Colour:  
**Black**

CMYK: 0/0/0/100  
HEX: 000000  
RGB: 0/0/0

# Colour gradients

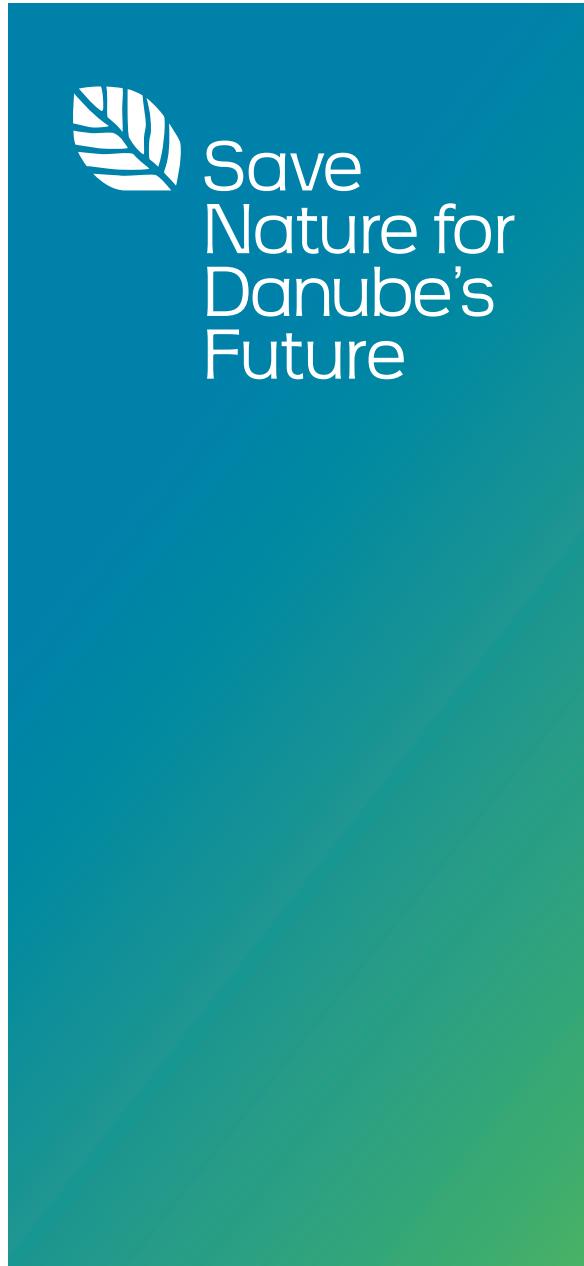
## USE OF COLOUR GRADIENTS

In addition to the primary use of Danube Blue and Danube Green, design applications may also incorporate colour combinations that include gradients transitioning from blue to green or from green to blue. All tonal variations within the spectrum of these two colours are permitted.

When such gradient backgrounds are used, the visual elements and all textual elements must be applied exclusively in white to ensure optimal contrast and legibility.

Use smooth gradients within the Danube Blue–Danube Green colour spectrum. Do not use gradients outside the Danube Blue–Danube Green colour range. Ensure sufficient contrast and clarity across the entire gradient area

Do not use gradients that reduce legibility or visual consistency



# Graphic elements

# Graphic elements

## USE OF THE LEAF MOTIF

The leaf motif may be used in various applications of the visual identity and adapted to different design contexts. The colours of the leaf must remain within the defined colour spectrum of the visual identity.

Different sizes, crops, and orientations of the leaf are permitted. However, when applying overlays or layered compositions, care must be taken to ensure that overlapping leaf elements do not interfere with or visually collide with the core motif of the leaf flow, which represents the Danube River and its tributaries.

In all applications, the underlying concept of the visual element must remain clearly recognizable: the Danube River and its network of tributaries.

The background on which the motif is applied must be in colours defined within the official visual identity palette.



# Mandatory and additional identity

# Mandatory and additional identity

## PLACEMENT OF MANDATORY AND ADDITIONAL VISUAL ELEMENTS

When the additional visual elements are used alongside the mandatory visual identity for PA 6 and the EUSDR, the mandatory elements should be positioned either above or below the additional visual elements.



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# Mandatory and additional identity

## PLACEMENT OF MANDATORY AND ADDITIONAL VISUAL ELEMENTS

The PA6 and the EUSDR mandatory visual elements should be grouped in a way that ensures a clear visual distinction between them and additional PA6 visual elements, maintaining a clear hierarchy and overall readability

