



## The Project

RISTANC goes beyond research and policy, builds bridges with municipalities and residents, and supports new forms of civic engagement around the sea.

### The Partners

- Znanstveno-raziskovalno središče Koper (lead partner, Slovenia)
- Univerza v Novi Gorici (Slovenia)
- PINA (Slovenia)
- Občina Ankaran (Slovenia)
- Občina Piran (Slovenia)
- Občina Koper (Slovenia)
- Občina Izola (Slovenia)
- Zavod YouSea (Slovenia)
- Central European University (Austria)
- Stockholm Resilience Centre – Stockholm University (Sweden)

## Mission and Vision

### Mission

**The core mission of RISTANC is strengthening the role of communities, supporting transformation processes, and contributing to the Mission “Restore our Ocean and Waters by 2030.”**

The project should be communicated as human-centred, future-oriented, and rooted in the specific cities of the Northern Adriatic.

### Key Values

- Care for the sea, stewardship, regeneration
- Community involvement and co-creation
- Knowledge, research, and reflection
- Local culture and identity
- Interdisciplinarity

### Visual direction and emotional impression

The visual identity feels warm, accessible, and inclusive, while maintaining a professional and credible character. It integrates a sense of movement, openness and a future-oriented mindset.

The visual direction celebrates collaboration and creativity — an energetic and participatory visual world where science, community, and art intersect. The tone is inclusive and optimistic, showing how each person plays their part in shaping change.

## Sustainability & Accessibility

Our visual identity aim is to be friendly to the people who use it and responsible to the world we operate in. When we talk about sustainability and accessibility, we’re talking about how people feel when they come into contact with us — and about leaving as little of a footprint as possible.

Visual identity is simple to use, adaptable for many formats, and easily reproducible by all partners.

Our communication is designed to make people feel welcome and empowered. Readability and clarity are priorities.

# 02 LOGO | Construction

## Primary Logo



## Secondary Logo



## Logomark



## Shared Flow

A compact emblem - R - geometricly formed from fields, repeating waves, ripples, and a circle. Built from modular blocks, it conveys the idea of a shared field — a space for play, creativity, and collaboration. It symbolises structure, organic flow, and how small actions together create larger ripples.

**Feel: strong presence and cooperative rhythm**

### Clear space

Clear space around the logo is defined with the size of one upper-right field on all sides of the logo.



### Minimal size

- Minimal primary logo size for printed materials is 1 cm in height and 50 px in height for digital materials
- Minimal secondary logo size for printed materials is 3,5 mm in height and 20 px in height for digital materials

Soft, round edges convey approachability and inclusivity



# 02 LOGO | Color Variations



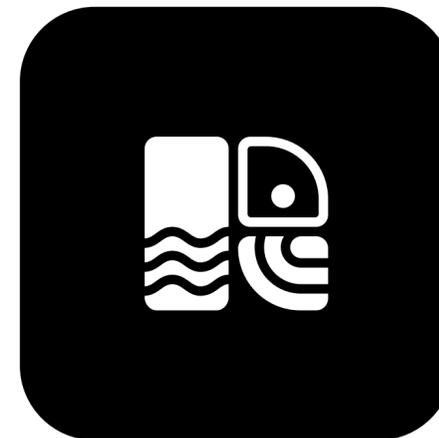
Primary Logo



Secondary Logo



Logomark

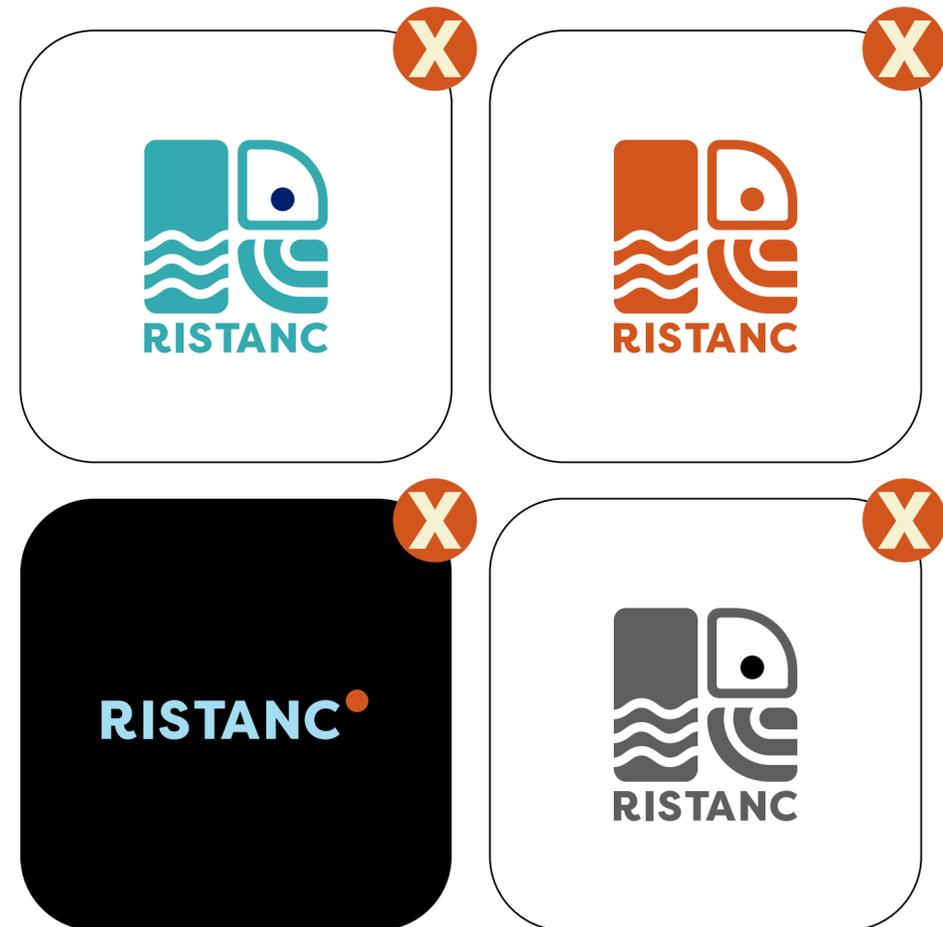


# 02 LOGO | Dont's

Don't distort, outline, move or resize any parts of the logo



Don't alter the logo colors



Don't place the logo over a pattern, photo or other than set brand colors  
(seamless photo in set brand color can be an exception)



# 02 LOGO | + Acknowledgements

## Acknowledgement of EU Funding

Our visuals need to be accompanied with the EU flag and Funding statement.

The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products.



*On english materials we use the english statement, otherwise we use the statement (and disclaimer) in our own language.*

*No other logo may be bigger then the size of EU emblem (flag).*

Disclaimer must be added in any publication/output:

"RISTANC (Research and Innovation Cooperation for Sustainability and Reaching EU Missions Objectives) is funded by the European Union's Horizon Europe research and innovation programme under grant agreement number 101217089. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them."

Shorter:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them."

<https://europa.eu/!m83Myq>

## EU Mission Ocean

We are not required to use the Mission Ocean branding in our materials. However, we are entirely free to do so if we wish to increase the visibility of the link between RISTANC and the Oceans Mission.

EU Mission information:

[https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/restore-our-ocean-and-waters\\_en](https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/restore-our-ocean-and-waters_en)



## European Research Area

Acknowledgement of support to ERA is to be displayed on the project's website.

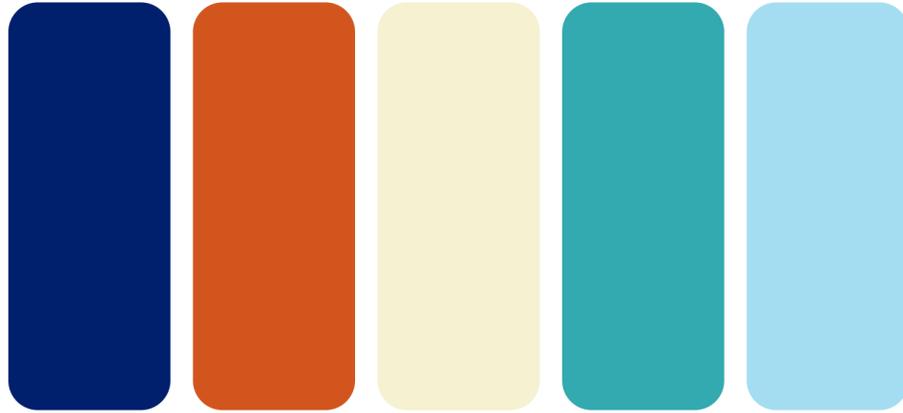
Logos hyperlinked to the ERA Platform:  
<https://european-research-area.ec.europa.eu/>

Accompanying teaser: "We support the European Research Area aimed at creating a single, borderless market for research, innovation and technology in the EU."

## Partner logos

We include partner logos where we wish and where it doesn't interfere with clarity of materials and information.

WHEREABOUTS: [SharePoint/Home/WP4/Visual Identity/Additional Logos](#)



### Deep Blue

Use for text on white/sand beige or as digital background, UI elements, CTAs, contrast-critical areas.

HEX: #001F6C    RGB: 0, 31, 108    CMYK: 100, 73, 0, 47

Deep blue symbolizes vastness of the sea, promoting stability, focus, and intellect while conveying professionalism, reliability, and depth in branding and design.



### Terracotta Orange

Use for accent, icons, small callouts, rules/markers.

HEX: #D2551E    RGB: 210, 85, 30    CMYK: 0, 75, 90, 5

Terracotta orange symbolizes warmth, mediterranean roofs, community, stability, and comfort, bridging the energy of orange with the grounding nature of brown, evoking human touch.



### Sand Beige

Works well with deep blue for AAA-level contrast.

HEX: #F5F1D1    RGB: 245, 241, 209    CMYK: 3, 4, 19, 0

Sand beige signifies calmness and clarity, evoking natural tranquility from beaches, offering a grounded, reliable, and comfortable feel.



### Adriatic Turquoise

Use for accent.

HEX: #32AAAF    RGB: 50, 170, 175    CMYK: 70, 8, 32, 0

Turquoise combines the calming properties of blue with the renewal qualities of green. It is a revitalizing and rejuvenating color that also represents open communication and clarity of thought.



### Air Blue

Good for backgrounds, illustrations, extras.

HEX: #A4DDF1    RGB: 164, 221, 241    CMYK: 35, 3, 6, 0

Air Blue symbolizes calm and clarity, evoking the vast, serene sky, while also representing freshness, reliability, and openness, often used to promote clear thought.



Our color system is formed with content in mind — it is also functional and inclusive. Colors are chosen for their expressive character, while providing enough contrast and adaptability.

**Feel: balance between clarity (water) and community warmth (terracotta)**

## Sustainability & Accessibility

- Simple color palette (clear, distinguishable tones)
- Color contrast ratio between text and background (WCAG)
- Deep blue + sand beige = excellent contrast
- Turquoise and Orange work for buttons/icons/short large text
- Print CMYK versions are slightly less saturated to keep the visual match with digital palette and limit heavy ink coverage
- For digital materials, we use darker backgrounds where this improves accessibility and reduces light load
- For print, we prefer light backgrounds due to lower color consumption

## This is the header

This is body text.

We use two open-licence typefaces that complement each other:

- **Brand voice: Raleway**
- **Functional text: Open Sans**

Raleway adds personality and warmth in titles and highlights. Open Sans ensures comfort and clarity in longer reading and everyday communication. This combination supports accessibility, sustainability, and practical collaboration (Canva Free, Office, print).

### Raleway

Headlines, titles, section headers, short highlights, callouts.

- Weights: Medium · SemiBold · Bold · ExtraBold (for emphasis)
- Line height: 120-130%
- Always use sufficient color contrast (WCAG AA minimum)
- Short, punchy headings (1–3 words) - all caps is okay /  
Longer headings (4+ words) - sentence or title case is preferred

### Open Sans

Body text, long reads, captions, UI text, documents, presentations.

- Weights: Regular · SemiBold · Bold (for emphasis)
- Line height: 130-150%
- Left-aligned text
- Avoid long passages in italics or all caps

Fallback fonts (if primary fonts would not be available): Arial, Helvetica

### Digital recommendations

Level	Typeface Weight	Size (px)
H1	Raleway Bold	40–48 px
H2	Raleway Bold	32–36 px
H3	Raleway Bold	24–28 px
H4	Raleway SemiBold	20–22 px
H5	Raleway SemiBold	18 px
H6	Raleway Medium	16 px
Body	Open Sans Regular	16–18 px
Small text	Open Sans Regular	14 px

Minimum web body size: 16 px (17–18 px for content-heavy pages)

### Print recommendations

Level	Typeface Weight	Size (pt)
H1	Raleway Bold	32–36 pt
H2	Raleway Bold	24–28 pt
H3	Raleway SemiBold	18–20 pt
H4	Raleway Medium	14–16 pt
Body	Open Sans Regular	10.5–11.5 pt
Small text	Open Sans Regular	9–9.5 pt

Minimum print body size: 10.5 pt (11–11.5 pt for long-form reading)

### Pairing of text and background colors

- deep blue + white
- deep blue + sand beige
- deep blue + air blue
- black + white

### For accents (short large text) only:

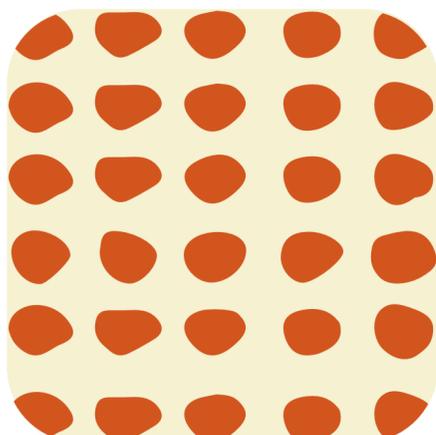
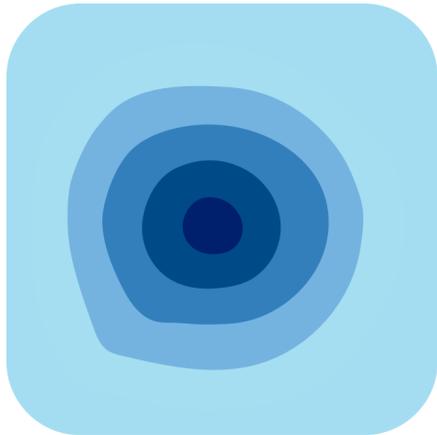
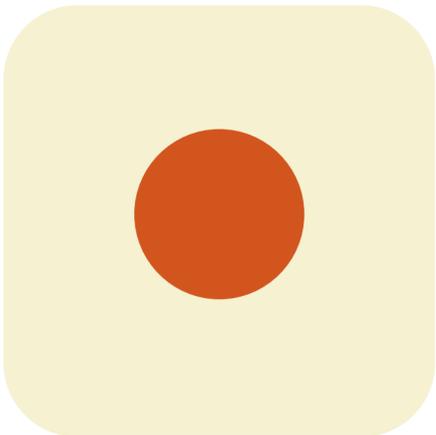
- adriatic turquoise + white
- adriatic turquoise + deep blue
- terracotta orange + white/sand beige
- terracotta orange + deep blue

Typography plays a key role in creating a clear, friendly, and welcoming experience. We want every reader to feel included. Our type system is designed to be easy to read, easy to use, and easy to share across platforms and partners.

**Feel: soft sans-serif type conveys approachability and inclusivity**

## Sustainability & Accessibility

- Open licence typography (included in Canva and Office)
- Fonts that remain clear even at smaller sizes
- Clear hierarchy (headings, body copy), weights, and usage rules
- Left alignment for consistent start, reduced strain, and diverse readers support
- Enough space between lines (min. 1.4 line-height)
- We avoid “light” cuts in long texts (excessive paragraph breaks, frequent subheadings or bulleted lists, poorly managed hyphenation)
- Keeping line lengths comfortable (50–75 characters for body text)
- Strong color contrast and using hierarchy (size, weight, spacing) instead of color alone



Concerns



Actions



Biodiversity



Cooperations



Solutions



Next steps



Community



Connections



Organic shapes bring authenticity, while rhythmic repetition shows participation and experimentation. Our graphic elements support clarity and inclusivity. Illustrations are simple, open, and human in character. They represent action, connection, play-field, pebbles, ripples, waves. Icons are clear, consistent, and recognizable. The layered graphics and palette represent multiple perspectives working together. Patterns add texture and warmth without overwhelming content.

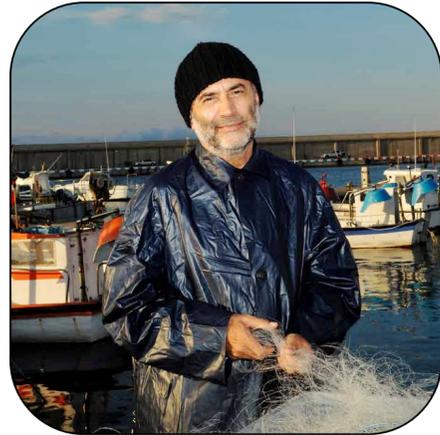
**Feel: hand-drawn, rhythmic shapes suggest authenticity and playfulness, evoking movement and collective action**

### Sustainability & Accessibility

- Clear graphic language: bold, intentional, and used with restraint
- We favor fewer, more meaningful illustrations over decorative repetition, ensuring they remain clear at different sizes and across media
- Patterns are strong graphic moments, we use them deliberately and sparingly, with high contrast
- Minimum icon size is 24 px
- Icons should be paired with a text label for clarity
- We don't use pattern or photography behind body text

WHEREABOUTS: Canva templates  
Templates with elements will be regularly updated and shared with your communication contacts. When using templates please make copies to keep the originals.

# 06 PHOTOGRAPHY



Our imagery is to be a subtle interpretation of the coastal environment, communities and cooperation - we place people, local biodiversity and real moments at the center. We use local photos, natural light, brand tones and rounded edges when possible. Authentic, colourful, and content-rich photography shows seaside life, creativity, and exploration — a community co-creating change.

**Feel: authentic mediterranean content conveys warmth, optimism, movement, collaborativeness, inclusiveness and honesty**

## Sustainability & Accessibility

- Images are selected to remain clear when cropped or viewed at smaller sizes
- Photography supports the message and leaves space for text and clarity
- We avoid heavy filters and extreme color grading
- We prioritize natural light, balanced contrast, and authentic environments
- Images are respectful, reflecting diversity without stereotypes or staged perfection

WHEREABOUTS: [SharePoint/Home/WP4/Visual Identity/Communication Templates/PHOTOS](#)

Please add your high-quality local photos from events/local community/wildlife to the folder PHOTOS/local (name the photo accordingly and add the author where credits are needed).

# A movement between science, art, and the sea

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**RISTANC**

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# Together, We Play Our Part in Clean Waters

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Our layouts are designed to guide people gently through information. Clear hierarchy, generous spacing, and consistent structure help reduce cognitive load and support readability.

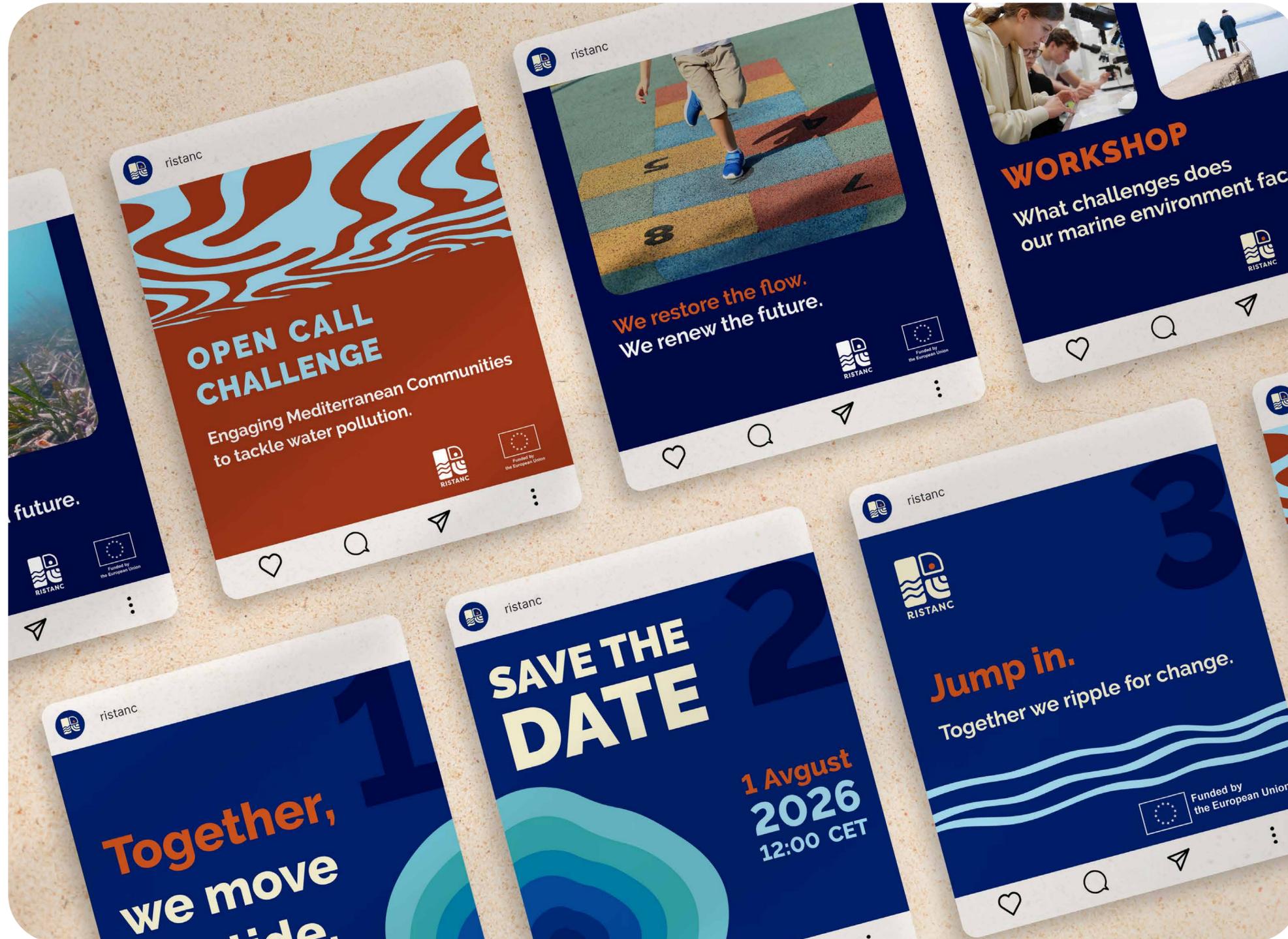
We favor simplicity and clarity over density: fewer elements, clear alignment, and predictable patterns that help users feel oriented and comfortable — regardless of device, context, or ability.

**Feel: contrast in font size and color, white space and alternating text and photo fields bring clarity, lightness and dynamic rhythm**

## Sustainability & Accessibility

- Sans-serif fonts
- For emphasis we use bold, not italics or underlining
- Left-alignment
- High color contrast
- Avoiding background graphics
- Avoiding fitting text around images
- Wide margins and white space to chunk information
- Grouping essential info
- Simple, clear flow, clear headings, bullet points, and simple structures, ensuring text is easy to scan and read for everyone
- Using defined headings and styles for structure (H1, H2, etc.)
- Using grids to balance text and imagery

# 08 Digital Material



These are illustrative examples. Partners should use the provided templates.

We want our digital experience to be friendly, clear and easy: contrasts, darker backgrounds, structured content, optimized visuals and using animations only to add clarity or emotion.

### Website

- Content is organized in a clear and predictable hierarchy
- Layouts remain simple and efficient across devices
- Navigation is simple and consistent across pages
- Text remains readable at all screen sizes and zoom levels
- Visual elements support understanding rather than distract from it
- Interactive elements are easy to identify and use
- Icons are paired with labels and support navigation and actions
- Buttons and links are clearly distinguishable from static content
- Clickable areas are large enough for comfortable use (min 44 px)
- Images and illustrations are used to add meaning and emotion
- Animations are subtle and purposeful (or avoided)
- Simple layouts and efficient assets to reduce digital load
- Pages are optimized for fast loading

WHEREABOUTS 1: Canva templates  
Templates will be regularly updated and shared. When using templates please make copies to keep the originals.

WHEREABOUTS 2: SharePoint/Home/WP4/Visual Identity/Communication Templates

# 09 Printed Material



We aim to be as responsible as possible in our physical production. Every piece of printed material should be created with its lifespan in mind: how long it will be in use, how someone will hold it, read it, and store it – or recycle it.

- We recommend recycled or sustainably produced paper, 80–120 g/m<sup>2</sup> for flyers, 120–180 g/m<sup>2</sup> for brochures
- Light backgrounds + less saturated colors = less ink consumption
- We adapt the formats to standard sizes to reduce waste



These are illustrative examples. Partners should use the provided templates.

WHEREABOUTS: [SharePoint/Home/WP4/Visual Identity/Communication Templates \(& Canva\)](#)

# 10 Promo Material



These are illustrative examples. Partners should use the provided templates.

WHEREABOUTS: [SharePoint/Home/WP4/Visual Identity/Communication Templates](https://sharepoint.microsoft.com/home/wp4/visual-identity/communication-templates) (& Canva)

Templates are the primary tool. The guide explains the system behind them.

You can find visual identity elements and templates on the SharePoint, folder WP4 > Visual Identity.

#### LOGO

[SharePoint/Home/WP4/Visual Identity/LOGO](#)

#### ADDITIONAL LOGOS

[SharePoint/Home/WP4/Visual Identity/Additional Logos](#)

#### FONTS

[SharePoint/Home/WP4/Visual Identity/FONTS](#)

#### PHOTOS

[SharePoint/Home/WP4/Visual Identity/Communication Templates/PHOTOS](#)

#### TEMPLATES/DESIGNED MATERIALS

- [SharePoint/Home/WP4/Visual Identity/Communication Templates](#)
- [Canva templates will be regularly updated and shared](#)

Partners are invited to share their high-quality local photos from events/local community/wildlife for promotional use and upload them to the folder PHOTOS/local (name the photo accordingly and add the author where credits are needed).

When using original templates please copy them before any adjustments. Do not change any of the visual elements, only contents and send the materials to PINA's communication ([komiciranje@pina.si](mailto:komiciranje@pina.si)) for confirmation before publishing them.