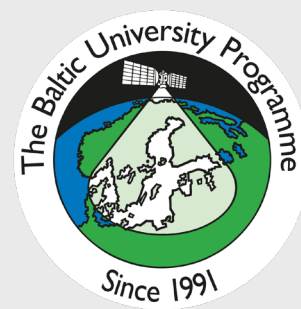


# Layout guide for The Baltic University Programme's (BUP) communication material

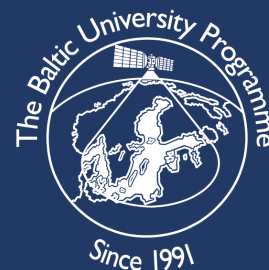
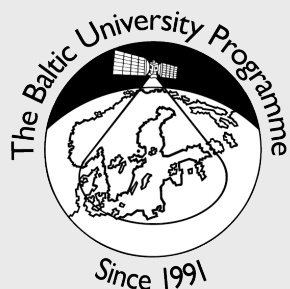
## Logotype

All versions are available to download from the BUP website:



We ask our participating universities and cooperation partners to use our logotype in all communication in connection to the BUP. The alternative logotype version with a white ring can be used to emphasise the text in designs with darker backgrounds.

Placement of the logotype should primarily be close to one of the four corners of the material, where best suited for the material and in relation to any text.



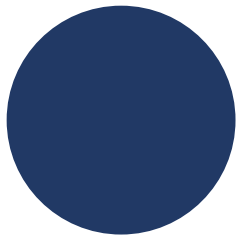
The black and white version is used mainly as a stamp in the bottom right corner of documents such as BUP diplomas and certificates. The white version of the BUP logotype is used to create contrast to the BUP blue in communications material such as the BUP Annual Report and Research Notes Letter.

## Name

Always use "The Baltic University Programme", in some cases the shortened versions "the BUP" or "the Programme".

## Colors

The main color used in our communication is the BUP blue.



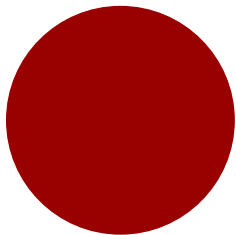
BUP blue

RGB: 33, 57, 101

CMYK: 98%, 80%, 31%, 22%

#213965

Alternative colors should be used with discretion, to try and keep a coherent visual communication.

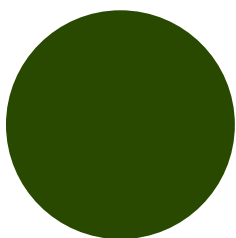


BUP red

RGB: 153,0,0

CMYK: 25%, 100%, 100%, 26%

#990000



BUP green

RGB: 42, 73, 0

CMYK: 80%, 46%, 100%, 50%

#2a4900