

Brand Guidelines



EU-Western
Balkans
Summit
Tivat 2026

The Star

We are coming home. Because we have always been part of the European family.

The guiding idea behind the visual identity of the EU–Western Balkans Summit, Tivat 2026, grew from a single, simple truth — the Western Balkans has always belonged to Europe. We have no other home, and we have never sought one. The Summit's logo speaks of precisely this arrival — not as a journey toward something foreign, but as a return to one's own.

Inspiration

The starting point is the flag of the European Union — a circle of twelve golden stars on a blue field, a symbol of the ideals of unity, solidarity, and harmony among the peoples of Europe. The number of stars bears no relation to the number of member states; the circle is a universal symbol of wholeness and perfection. From that circle, we drew out a single star — the one that is coming, the one in motion, the one that carries its own story.

Colours

The star is composed of colours shared by the flags of every country in the region and across the European Union — every flag, from Lisbon to Tivat, from Tallinn to Skopje, carries at least one of these three. Red, yellow, and white were not chosen arbitrarily; they are the smallest common visual language of the continent. The star, therefore, belongs to no one in particular — it belongs to everyone. All those flags meet within a single form, just as the peoples of Europe and the Western Balkans meet on a shared horizon. The blue background, inherited from the European flag, holds them all together.

Character

The star is not a static geometric mark. It has a body — a head, arms, legs. It is a figure, a presence, someone in motion. We wanted to give it character, a soul, a recognisable movement that anchors it to the ground on which the Summit takes place.

That character is drawn from a Montenegrin folk dance — the Montenegrin Dance for two, best known as part of the Montenegrin Oro. The Oro is a symbolic dance of courtship, chivalry, and freedom. Its central motif is the eagle, from which the dance takes its name; the dancers' movements directly imitate the flight and bearing of this bird. The dancer moves proudly, with the gaze of a victor, displaying physical readiness and valour through high leaps. The Oro embodies strength, pride, and protection — values that lie at the foundation of every meeting between equals.

Since 2016, the Montenegrin Oro has been protected as an intangible cultural heritage of Montenegro and inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.



Synthesis

In this way, our star belongs at once to Europe and to Montenegro. It is part of the European circle, yet it carries the movement of the Montenegrin dancer — uplifted, mid-leap, its arms outstretched like a dancer's open embrace.

It is coming, but not as a guest.

It is coming home.



Visual Identity



- 1.0 Logo
- 2.0 Typography
- 3.0 Colors

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Logo

- 1.1 Our Logo
- 1.2 Logo Versions
- 1.3 Logo Clearspace & Minimum Size
- 1.4 Logo Usage
- 1.5 Correct Logo Usage
- 1.6 Logo Misuse

The EU-Western Balkans Summit logo reflects the shared values of unity, dialogue, and European integration. Built to carry weight across diplomatic and public contexts, it embodies the partnership between the European Union and the six Western Balkans nations, a relationship rooted in common aspirations and a shared political future.

Visual Identity

Logo

Typography

Colours



**EU-Western
Balkans
Summit
Tivat 2026**

1.2

Logo Versions English

The EU-Western Balkans Summit logo is versatile, featuring horizontal and vertical orientations, along with logotype and landmark options. Each version is tailored for specific uses, ensuring brand consistency across various platforms and formats.

Visual Identity

Logo

Typography

Colours

Horizontal Logo



Horizontal Logo



Vertical Logo



Logotype

EU-Western
Balkans
Summit
Tivat 2026

Brandmark



1.2

Logo Versions Montenegrin

The EU-Western Balkans Summit logo is versatile, featuring horizontal and vertical orientations, along with logotype and landmark options. Each version is tailored for specific uses, ensuring brand consistency across various platforms and formats.

Visual Identity

Logo

Typography

Colours

Horizontal Logo



Horizontal Logo



Vertical Logo



Logotype

Samit
EU-Zapadni
Balkan
Tivat 2026

Brandmark



1.3

Logo Clearspace & Minimum Size

- Visual Identity
- Logo
- Typography
- Colours



Minimum Size Digital:



Minimum Size Print:



1.3

Logo Clearspace & Minimum Size

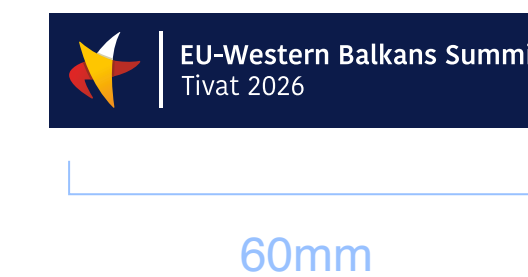
- Visual Identity
- Logo
- Typography
- Colours



Minimum Size Digital:



Minimum Size Print:



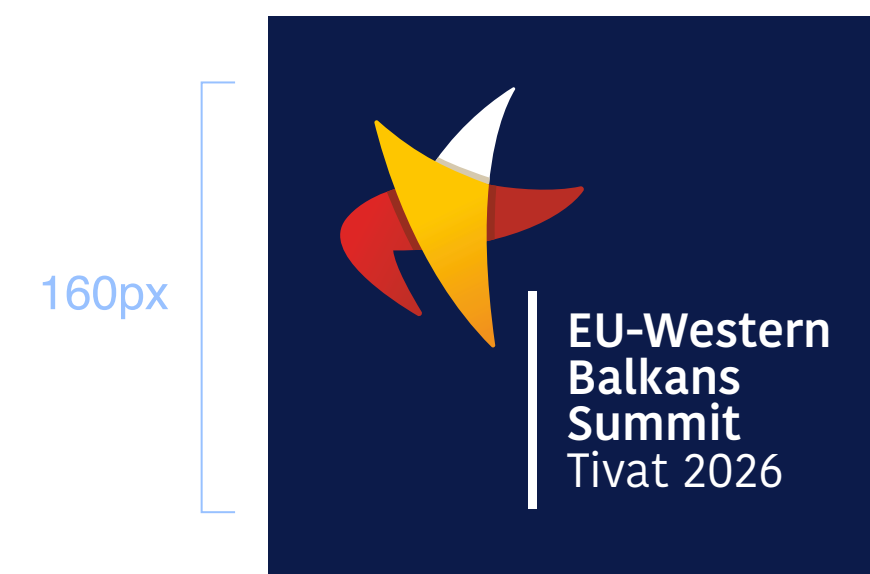
1.3

Logo Clearspace & Minimum Size

- Visual Identity
- Logo
- Typography
- Colours



Minimum Size Digital:



Minimum Size Print:



1.4

Logo Usage

The EU-Western Balkans Summit logo should be used on appropriate backgrounds to maintain legibility and brand integrity. It can be rendered on deep navy and medium blue, ensuring it remains clearly visible while staying consistent with the visual identity of the Summit.

Visual Identity

Logo

Typography

Colours



1.4

Logo Usage

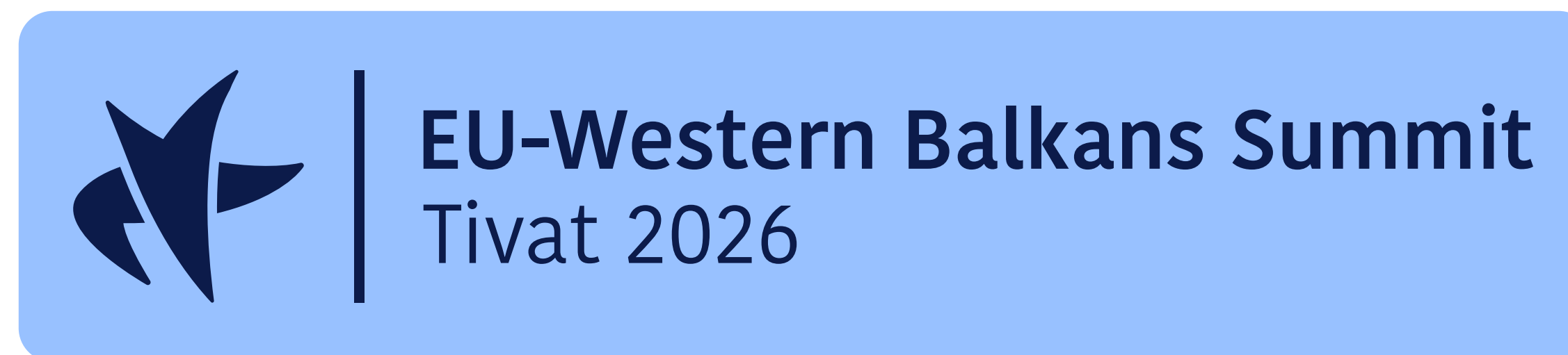
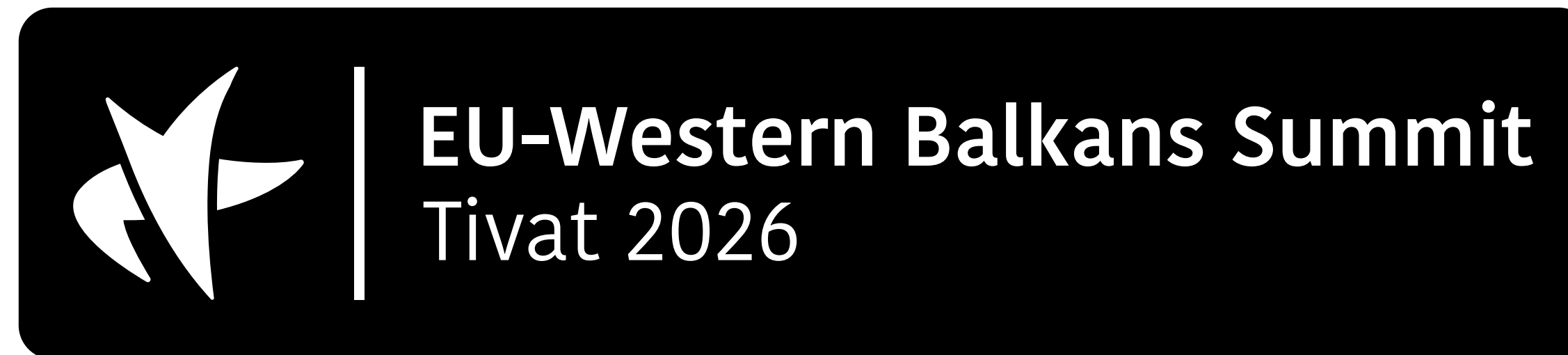
The EU-Western Balkans Summit logo should be used on appropriate backgrounds to maintain legibility and brand integrity. It can be rendered on deep navy and medium blue, ensuring it remains clearly visible while staying consistent with the visual identity of the Summit.

Visual Identity

Logo

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1.4

Logo Usage

The EU-Western Balkans Summit logo should be used on appropriate backgrounds to maintain legibility and brand integrity. It can be rendered on deep navy and medium blue, ensuring it remains clearly visible while staying consistent with the visual identity of the Summit.

- Visual Identity
- Logo
- Typography
- Colours



1.5

Correct Logo Usage

The EU-Western Balkans Summit logo should be used on appropriate backgrounds to maintain legibility and brand integrity. It can be rendered on deep navy and medium blue, ensuring it remains clearly visible while staying consistent with the visual identity of the Summit.

Visual Identity
Logo
Typography
Colours



1.6

Logo Misuse

Avoid altering the logo's color, proportions, or composition to protect the integrity of the EU-Western Balkans Summit visual identity. This section outlines the most common misuses, including distorting, recoloring, rotating, or partially covering the logo, ensuring it is always presented correctly across all applications.

- Visual Identity
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⊗ Do not place the positive logo on a white background.



The logo consists of a stylized star shape with yellow, red, and blue segments, followed by a vertical line and the text "EU-Western Balkans Summit Tivat 2026".

⊗ Do not rotate the logo.



The logo is rotated 45 degrees clockwise. The text "EU-Western Balkans Summit Tivat 2026" is also rotated.

⊗ Do not change the logo color or tone outside of EU-WBS color palette.



The logo is colored in shades of orange and red, deviating from the official color palette. The text is also in orange.

⊗ Do not distort or wrap the logo in any way.



The logo is distorted, appearing stretched and skewed. The text "EU-Western Balkans Summit Tivat 2026" is also distorted.

⊗ Do not outline or create a keyline around the logo.



The logo is shown as a white outline on a dark background. The text "EU-Western Balkans Summit Tivat 2026" is also in white outline.

⊗ Do not change the typeface nor recreate or manipulate the brandmark or the wordmark.



The logo is shown with a different, more decorative typeface for the text "EU-Western Balkans Summit Tivat 2026".

⊗ Do not use drop shadows or any other effects.



The logo is shown with a drop shadow effect behind it. The text "EU-Western Balkans Summit Tivat 2026" is also shown with a drop shadow.

⊗ Do not change the transparency of the logo.



The logo is shown with a semi-transparent or faded appearance. The text "EU-Western Balkans Summit Tivat 2026" is also semi-transparent.

⊗ Do not place the logo on any background or color not specified on the previous page.



The logo is placed on a solid green background. The text "EU-Western Balkans Summit Tivat 2026" is also on the green background.

2

Typography

3.1 Primary Typefaces

3.2 Secondary Typefaces

3.3 Typography Hierarchy

2.1

Primary Typeface

Kohinoor Devanagari is the primary typeface of the EU-Western Balkans Summit identity. Selected for its clarity and international legibility, it brings a balanced and authoritative tone across all communications. It is used in four weights, Regular, Medium, SemiBold, and Bold, covering everything from body text to prominent headings.

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Kohinoor Devanagari - Regular

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghi
jklmnopqrstuvwxyz

0123456789
!@#\$%^&*

Kohinoor Devanagari - Medium

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghi
jklmnopqrstuvwxyz

0123456789
!@#\$%^&*

Kohinoor Devanagari - SemiBold

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdef
ghijklmnopqrstuvwxyz

0123456789
!@#\$%^&*

Kohinoor Devanagari - Bold

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefgh
ijklmnopqrstuvwxyz

0123456789
!@#\$%^&*

A a B b C c D d

2.2

Secondary Typeface

Helvetica serves as the secondary typeface of the EU-Western Balkans Summit identity, supporting Kohinoor Devanagari across all communications. Clean and widely legible, it maintains visual consistency and clarity across digital and print formats in three weights, Regular, Medium, and Bold.

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Helvetica - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
abcdefghi
jklmnopqrstuvwxyz

0123456789
!@#\$%^&*

Helvetica - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
abcdefghi
jklmnopqrstuvwxyz

0123456789
!@#\$%^&*

Helvetica - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
abcdefgh
ijklmnopqrstuvwxyz

0123456789
!@#\$%^&*

A a B b C c

Typography Hierarchy

The typography hierarchy of the EU-Western Balkans Summit is structured to guide readers through all communications with clarity and purpose. It covers Header 1, 2, 3, Body Copy, and Call to Action, ensuring each level carries the right weight and emphasis across every format.

Visual Identity

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Unity Through Common Ground

Header 1

Kohinoor Devanagari - SemiBold

Font Size: 140pt/140pt

Leading: 140pt

Tracking: 0

Kerning: Optical

Partnership and European Integration

Header 2

Kohinoor Devanagari - SemiBold

Font Size: 55pt

Leading: 60pt

Tracking: 0

Kerning: 0

Building a Shared Political Future

Header 3

Helvetica - Bold

Font Size: 34pt

Leading: 40pt

Tracking: 0

Kerning: 0

At the EU-Western Balkans Summit, every word carries responsibility. The typography system is designed to communicate with precision and authority, ensuring that messages on enlargement, connectivity, and regional cooperation reach every audience with full clarity.

Body Copy

Helvetica - Regular

Font Size: 21pt

Leading: 25pt

Tracking: 0

Kerning: 0

[More about Montenegro](#)

Call-To-Action

Overused Grotesk - SemiBold

Font Size: 21pt

Leading: 0

Tracking: 0

Kerning: 0

3

Colours

4.1 Primary Colors




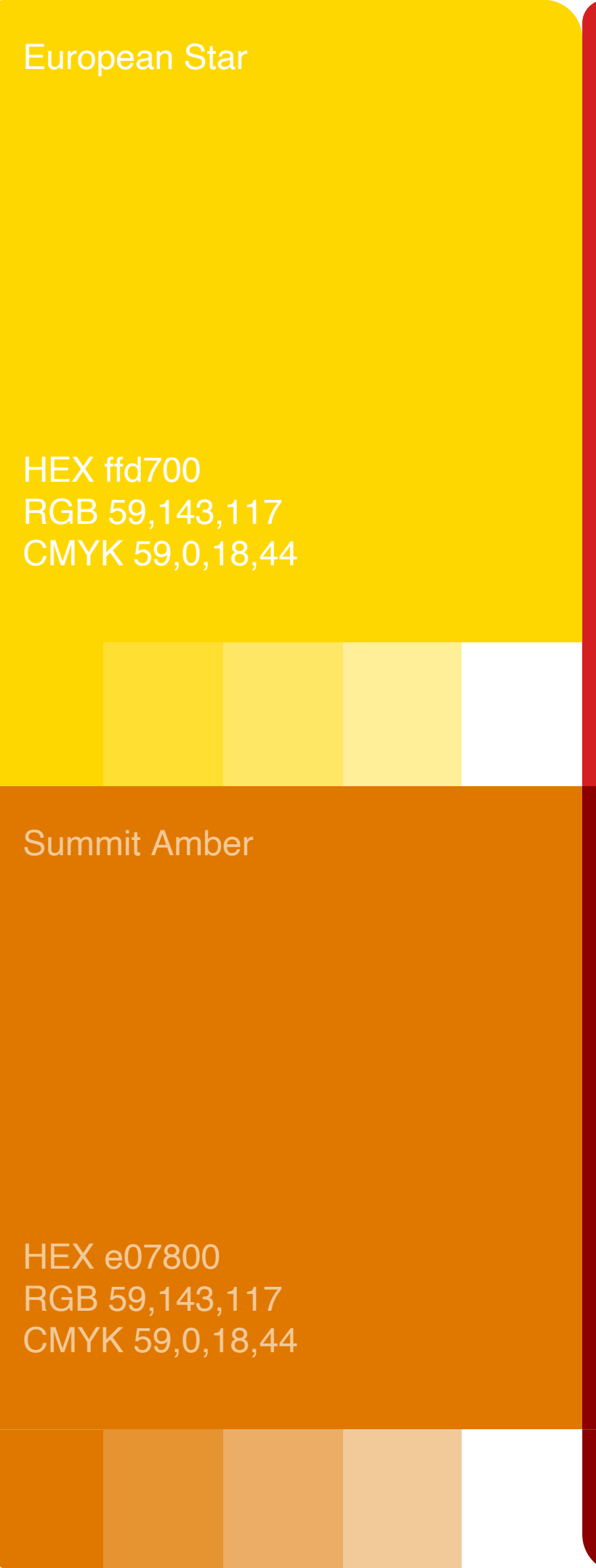

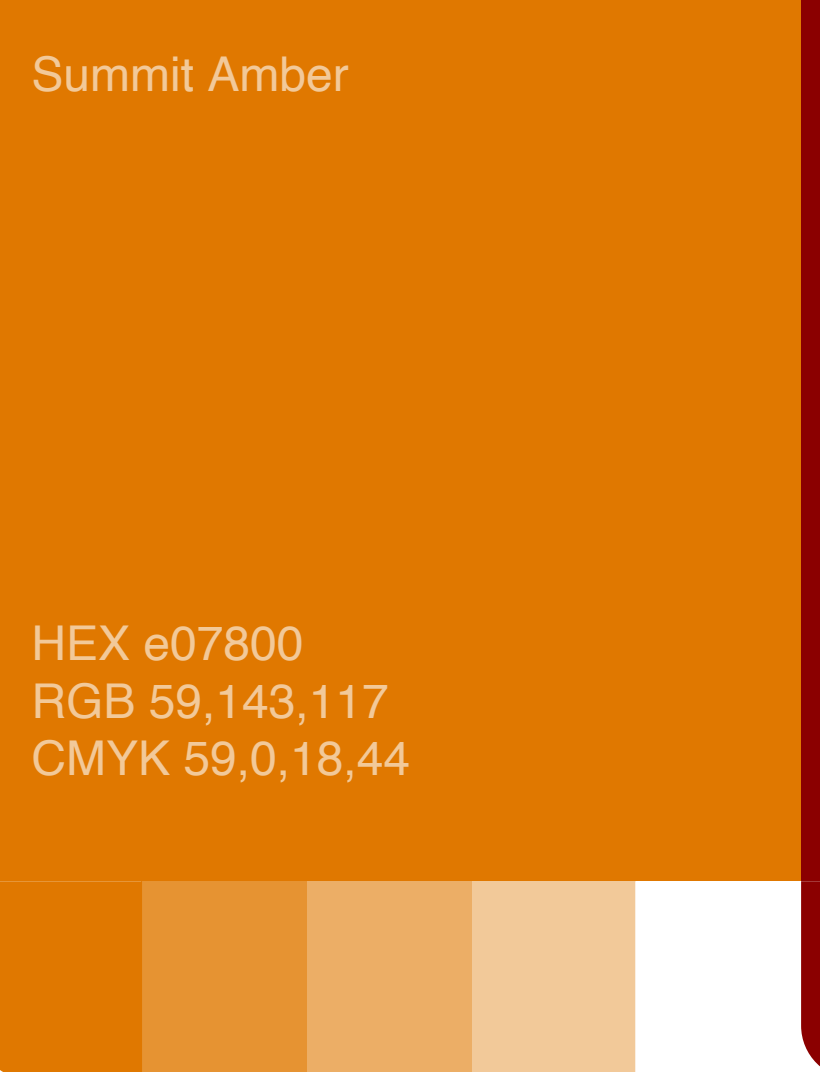
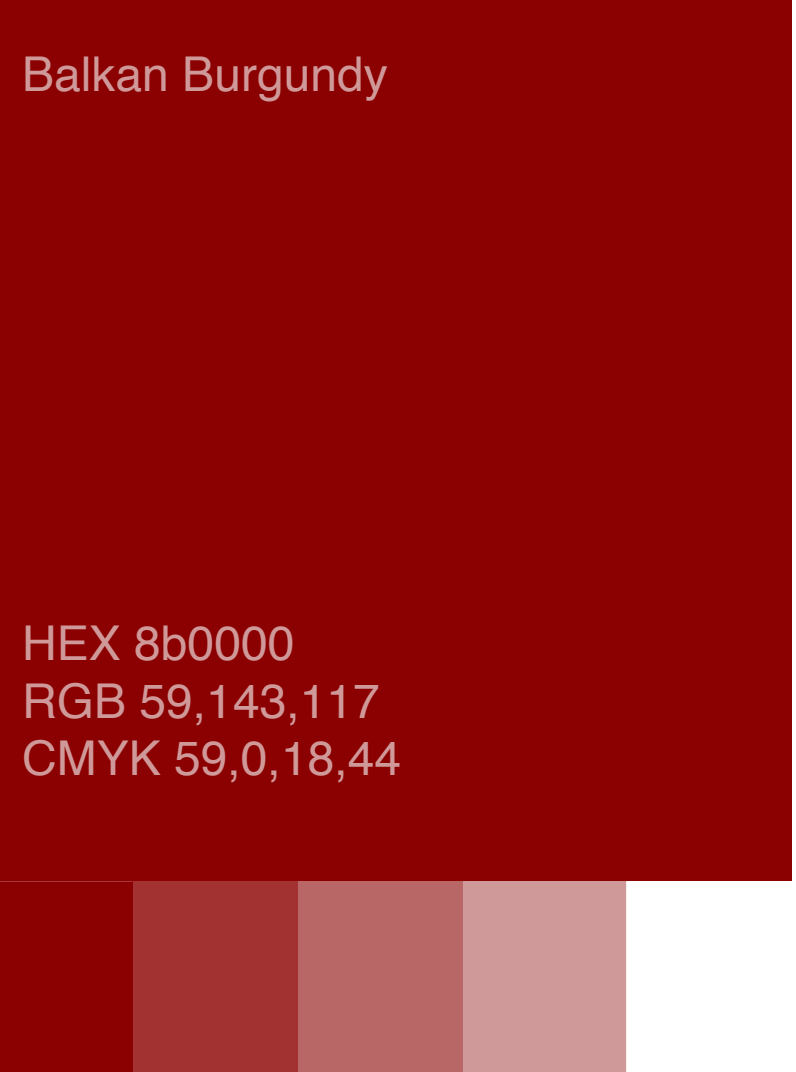
4.2 Color Values Explanation

3.1

Primary Colours

The primary colors of the EU-Western Balkans Summit are deep navy, EU blue, sky blue, European yellow, and Montenegrin red. Selected to reflect the political and geographic identity of the Summit, they carry the weight of institutional trust and regional pride across all branding materials.

- Visual Identity
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<p>Adriatic</p>  <p>HEX 0c1b4a RGB 5,51,51 CMYK 90,0,0,80</p>	<p>Europe</p>  <p>HEX 003399 RGB 18,102,79 CMYK 82,0,23,60</p>	<p>Montenegrin Sky</p>  <p>HEX 98c1ff RGB 18,102,79 CMYK 82,0,23,60</p>	<p>European Star</p>  <p>HEX ffd700 RGB 59,143,117 CMYK 59,0,18,44</p>	<p>Montenegrin Red</p>  <p>HEX d42020 RGB 59,143,117 CMYK 59,0,18,44</p>
			<p>Summit Amber</p>  <p>HEX e07800 RGB 59,143,117 CMYK 59,0,18,44</p>	<p>Balkan Burgundy</p>  <p>HEX 8b0000 RGB 59,143,117 CMYK 59,0,18,44</p>

3.2

Colour Values Explanation

Visual Identity

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CMYK

CMYK stands for cyan, magenta, yellow, and key (black). This color model is primarily used in print media, and is based on the concept of subtractive color mixing. In this model, each color is represented as a percentage of the four colors - cyan, magenta, yellow, and black - that are combined to create the final color.

For example, a deep red color might be created by combining 15% cyan, 100% magenta, 90% yellow, and 5% black. CMYK is a four-color model, which means that it can reproduce a wide range of colors, but not as many as RGB.

RGB

RGB stands for red, green, and blue. This color model is primarily used in digital media, and is based on the concept of additive color mixing.

In this model, each color is represented as a value between 0 and 255 for red, green, and blue, which are combined to create the final color. For example, a bright green color might be created by combining 0% red, 100% green, and 0% blue. RGB is a three-color model, which means that it can reproduce a very wide range of colors, but not all the colors that CMYK can reproduce.

HEX Color

Hex colors are commonly used in digital design, including website design, graphic design, and other digital media. They are a popular choice because they provide a standardized and consistent way of representing colors across different platforms and devices.

Brand Guidelines

05-2026

Version 1.1