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## Visual identity

On May 10, 2011, Prime Minister Donald Tusk presented the official logo of the Polish Presidency.

The logo's design triggers associations with positive energy, and it is dynamic, looking towards the future. Its symbolism focuses around the idea of community, cohesion of activity and solidarity. The joined arrows constitute a synonym for development and growth, whereas the colours used in the logo are derived from the flags of the EU Member States.



The logo is an inseparable, visual symbol of each Presidency of the EU. It constitutes a lot more than just a graphic sign, it is an announcement made by a country, in this case Poland, reflecting the country itself and also its attitude towards the six-month period of the Presidency in the European Union.

The aim of the logo of our Presidency is to present Poland as a modern country with a young spirit which is bringing about positive changes in the whole of Europe. "We have tried to convey the message that 'Solidarność' became a foundation for subsequent success, that Poland is known for the fact that it moves forward, that it is energetic, that we know how to win and we are not afraid of meeting new challenges," stressed Prime Minister Donald Tusk during his presentation of the logo.

Jerzy Janiszewski is the author of the project. He is a scenographer and graphic artist of world renown. He graduated from the Academy of Fine Arts in Gdańsk and has worked in Paris, London and Barcelona. He is also a winner of many prestigious awards. However, it was not merely his great talent and invaluable experience which led to the choice of Jerzy Janiszewski. This is the man who nearly 31 years ago, during the August Strikes of 1980, designed the world-renowned logo of "Solidarność" (Solidarity). It became a historic symbol of the Polish struggle for freedom and democratic reforms in this particular part of the world. The painted inscription of "Solidarność" travelled around the world and became one of the most famous graphic signs of world culture.

The Polish government would like the Presidency logo to make conscious reference to the great historic tradition of "Solidarność". It will attain a symbolic significance consistent with the importance of an event such as the Polish Presidency of the Council of the European Union.

### An interview with the designer of the logo of the Polish Presidency



#### How does it feel to be the designer of the logo of the first Polish Presidency?

**Jerzy Janiszewski:** I think every designer in my place would feel extremely satisfied. On the day of the official presentation of the logo, I felt like I was at a premiere, on stage. I am very anxious to find out how it will be received by different social circles in Poland and other countries.

#### What does our logo symbolize? Where did you get your inspiration?

I wanted the visual form of the logo to be associated with positive energy, dynamism and looking toward the future. I wanted it to symbolize the ideas of community, integration, coherence of actions and solidarity.

I was inspired by the form of the arrow pointing upwards, which is a synonym for development, innovation, growth, creativity and competitiveness. The arrows in the colours of the flags of the EU Member States give the logo strength and coherence.

These are also figures of people representing those countries, sticking together, following Poland's lead. The manual interpretation of the logo gives it expression and "a young spirit."

#### How long did it take you to work out the logo?

First, I analyzed the logos of past Presidencies, then I organized various ideas related to the subject and, after some time, the first research and sketches. The first were typographic and later different, more abstract ones, until the idea of an arrow appeared. Then I looked for the right proportions and the dynamic character of the logo. I think that it took me a month.

#### You live in Spain where you have your own graphic studio. Where did you get the idea for living in this country? Does this place inspire you artistically?

It is not an idea for living, it is life itself. My professional career wasn't planned really. It started years ago in Paris with contacts with Spain, with some assignments and many visits which naturally, after years, turned into permanent residence. Of course, I like this country, its people and culture very much, and it's also a place for inspiration.

#### How are you feeling now with the Presidency approaching? Did you expect in 1980 when you designed the "Solidarity" logo that 30 years later an independent Poland would hold the Presidency of a great European Community?

It didn't cross my mind that the "Solidarity" logo designed in 1980 would go beyond the Gdańsk Shipyard, that it would later become the name of the NSZZ (Trade Union) and that it would be a symbol of the fight for freedom for a very long time. Poland will hold the Presidency of the EU and I had the good fortune to design the logo of the Presidency. These are the most beautiful 30 years in the history of an independent Poland and in my life.

After years of waiting, now as the Presidency is approaching, I would like Poles to stand together, just like in 1980. I would like them to care about a positive image for the country.

#### [LOGO OF THE POLISH PRESIDENCY](#)

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