

VISUAL IDENTITY MANUAL

PART 1

CHAPTER 2: TEMPLATES FOR PROJECTS*

***The source files are available in electronic formats for direct editing in Adobe Illustrator and Adobe Indesign.**

1. Use of the acronym

Project names/logos are not a part of the Interreg logo but rather should be considered as an annexed element. As such, **the Programme logo should always appear any time the project name or logo is used.**

1. FONT TYPE & SIZE

Projects are free to develop their own logo. Alternatively, they should simply use their acronym written in Montserrat Bold in the colour of their thematic objective.

The project acronym cannot exceed the width of the custom area as described below. Additionally, the font size should not be bigger than 1 “e” nor smaller than ½ “e”. In both cases the first capital letter is used as reference.

In the event that the acronym cannot be written on 1 line within these limitations, it can be broken into 2 lines. These need to fit within the project’s custom area.

2. PROJECTS’ CUSTOM AREA

WIDTH: the area defined for the acronym or logo is equivalent to the width of the Interreg logotype and EU emblem combined.

HEIGHT: its maximum height is equivalent to the height of the EU Emblem.

3. STANDARD PLACEMENT

The standard placement for project acronym is below the Interreg logo, separated by a thin straight line. The project acronym is positioned against the top left corner of the custom area.

1e



4. HORIZONTAL PLACEMENT

Alternatively, project acronym can be positioned to the right side of the Programme logo, as long as the two are separated by a thin straight line and that it respects the minimum margins established on each side of the line.

Project names/logos can never be positioned above the Programme logo.

When the project acronym is placed to the right of the Programme logo, it should be aligned to the left side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.



5. DEFINING THE LINE

A Reflex Blue (EU main corporate colours) line is used to separate the Programme brand from the project name.

This line is positioned exactly 1 “u” below the Programme brand and 1 “u” above the project custom area. It covers the entire width of the brand, not including the margin areas.

6. MULTILINGUAL USE

Should you need the project logo in various languages, create a separate logo for each language.

7. COLOURS IN USE

Project names should always use the colour of the matching thematic objective, as described here. The colour scheme was developed to label the thematic objectives clearly.

PANTONE

Spot colours

CMYK

Process-colour printing

C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX

System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel.

This system is preferably employed for designing websites

RGB

Colour sample for monitor display with 256 gradations per channel

R = Red, G = Green, B = Blue
(Red / Green / Blue)

Priority 1
A resilient and green border region

CMYK 48/0/89/0
HEX #9ACA3C
RGB 154/202/60

Priority 2
A healthy and attractive border region

CMYK 10/75/60/1
HEX #DA5C57
RGB 218/92/87

Priority 3
A cooperating border region

CMYK 87/51/0/0
HEX #0E6EB6
RGB 14/110/182



2. Additional branding elements

The emblem is a repetitive element of the visual identity. It is encouraged to use the emblem in presentations, infographics and even for framing images. The proportion and rotation of the emblem must not be altered in any way.

The emblem should occur only once per piece. For instance, on a multipage piece the emblem would go on the cover, but the standard logo would be used for the back cover.

The emblem can only be used on multipage materials where the standard logo is also visible.



3. Policy objective icons

The use of the Policy objectives icons is optional, but if used, the rules of their implementation shall be followed. The icons were designed to work well together as a series, using similar iconography, forms and line weights.

The standard use of the icons is in the colour of the policy objective it represents. These icons can be used either with a transparent background or a white background. If used with a transparent background, they should only be placed on white or clear colours. When placed on dark colours, graphic background or images, the icons must be used with their white background or negative form.

These icons, as presented here, as suggestions, have been designed (shape and colours) by the European Commission and simplified by Interact with Commission approval. If used, it is not allowed to modify these icons without prior approval from the European Commission.

Priority 1: A resilient and green border region



Priority 2: A healthy and attractive border region



Priority 3: A cooperating border region



4. Design templates

Press Release

A press release is a concise, official statement distributed to media outlets to announce news, events, or achievements related to your project. It serves as a key communication tool to inform the public, stakeholders, and partners about the progress and outcomes of the project.

Why is a Press Release Important?

- 1. Transparency:** Demonstrates how EU funds are being used, fostering accountability.
- 2. Awareness:** Informs the public and stakeholders about the project's impact on the local community and beyond.
- 3. Visibility:** Highlights the support of the European Union, ensuring recognition of its contribution.
- 4. Engagement:** Helps attract interest and involvement from local communities, beneficiaries, and potential partners.

Press release must include **project's full title, official start and end dates, total EU contribution, list of project partners and concise project description** (objectives, activities, and results).

Main Advice for Crafting a Press Release

- 1. Clear Structure:** Include a headline, a subheading (if necessary), and organize the content into short paragraphs. Cover the key questions: Who, What, Where, When, Why, and How.
- 2. Relevance:** Focus on newsworthy content that appeals to the audience, such as project milestones, events, or success stories.
- 3. EU Acknowledgment:** Clearly indicate the project's co-financing by the EU, using the proper **programme logo with project acronym, programme slogan and disclaimer** (please, check Information and Publicity Guidelines Part 2 "Obligatory communication elements for projects")
- 4. Professional Tone:** Use formal and clear language, avoiding jargon or overly technical details.
- 5. Contact Information:** Always include the contact details of the person responsible for media inquiries.
- 6. Timing:** Distribute the press release well in advance of events or shortly after achievements to maximize its impact.
- 7. Visuals:** Enhance the release with high-quality images or infographics that illustrate the project's outcomes or activities.

This is a headline



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PARTNERSHIP WITHOUT BORDERS

Social media

Common platforms include Facebook, Instagram, Twitter (X), LinkedIn, and YouTube. For EU co-financed projects, social media offers a powerful way to connect with the public, stakeholders, and partners in real-time.

Why is Social Media Important?

- 1. Wide Reach:** Allows you to engage with diverse audiences quickly and cost-effectively.
- 2. EU Visibility:** Highlights the EU's support through tags, hashtags, and official accounts, ensuring proper recognition.
- 3. Community Engagement:** Encourages interaction and feedback from local communities and stakeholders.
- 4. Flexibility:** Offers opportunities to share updates, stories, visuals, and events as they happen.

Running a social media channel/account is **mandatory** for partners who selected the medium or advanced information and publicity package. As well as regular updates - posting at least **two updates per month**, starting from the **first month of project implementation**.

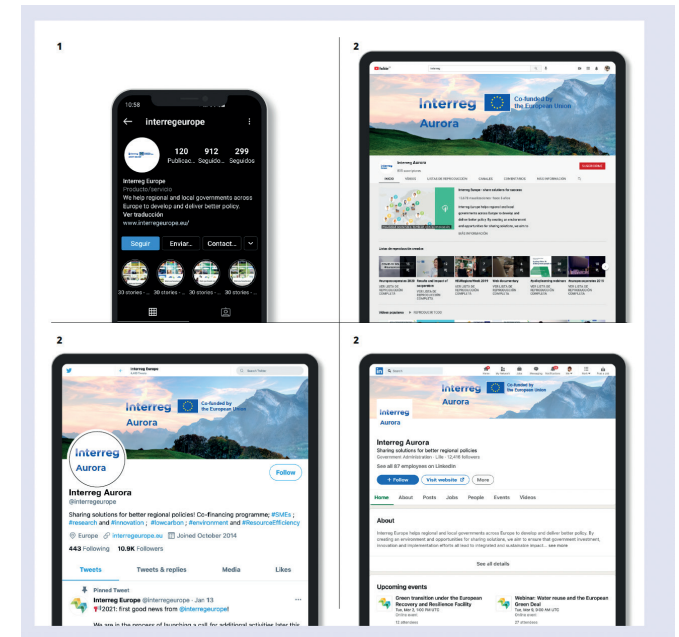
Visibility requirements:

Programme Logo:

- Include the **Programme logo** in the **banner or cover photo** of your profile/page.
- Ensure the logo is fully visible on all devices and not obscured by other elements (e.g., profile photo or avatar).
- If the platform does not allow for a banner image (e.g., Instagram), include the Programme logo in the **profile photo**.
- Include **disclaimer** (please, check *Information and Publicity Guidelines Part 2 "Obligatory communication elements for projects"*)

Creative Design:

- If the platform allows a banner image, you may use your project logo, policy objective logo, acronym, or other graphic elements in the avatar, but the full Programme brand must be present in the banner image.
- Use creativity to enhance the visibility of your project while adhering to these guidelines.



Social media post

Main Advice for Effective Social Media Use

1. EU Acknowledgment: Always mention the EU co-financing by using programme logo and disclaimer (please, check Information and Publicity Guidelines Part 2 “Obligatory communication elements for projects”)

2. Mandatory Hashtags: Use the following hashtags in every official project post across all social media accounts during the project implementation period and beyond: **#Interreg**, **#InterregNEXT**, **#InterregnextHUSKROUA**, **#HUSKROUA**. Hashtags must be inserted at the bottom or end of your posts.

3. Programme Tags: Tag the Programme in all posts, alongside your Partner institutions and project-specific tags. Facebook: <https://www.facebook.com/next.huskrouacbc.eu>; LinkedIn: <https://www.linkedin.com/company/interreg-vi-a-next-hungary-slovakia-romania-ukraine-2021-2027-programme>; Twitter (X): <https://twitter.com/nexthuskroua>

4. Visual Appeal: Use high-quality images, videos, or graphics. Posts with visuals generate significantly more engagement.

5. Keep it Short and Engaging: Write concise and compelling captions that capture attention and convey your message.

6. Regular Updates: Post consistently to maintain audience interest and showcase ongoing project activities and milestones.

7. Targeted Content: Tailor posts to the platform and audience—for instance, professional updates on LinkedIn and community-focused posts on Facebook or Instagram.

8. Monitoring: Respond promptly to comments or questions to build trust and engagement.

9. Compliance: Follow Visibility Manual and Information and Publicity Guidelines, including proper and mandatory visibility elements use.

Social media post templates are available to be adapted to social media platforms such as Facebook, Twitter, LinkedIn or YouTube.

Please use the templates to create your images. Insert your logo and save the files as png/ jpg.

The social media profile image is the project logo block. Please ensure all parts remain visible when placed in a circular frame.



Publications, Newsletters, Leaflets, Flyers, Brochures and other printed materials

Printed materials, such as publications, newsletters, leaflets, flyers and brochures, are essential tools for disseminating information about the project. They provide a tangible way to reach various audiences, including stakeholders, partners, and the general public, highlighting project achievements, objectives, and EU support.

Why Are Printed Materials Important?

- 1. Information Sharing:** Summarize key details about the project, its activities, and outcomes in an accessible format.
- 2. Visibility:** Acknowledge the EU's financial support by including logos, disclaimer, and references to the Interreg NEXT HUSKROUA Programme.
- 3. Outreach:** Reach audiences who may not access digital platforms or social media.
- 4. Professionalism:** Enhance the perceived credibility and quality of the project through well-designed materials.

Main Advice for Creating Printed Materials

- 1. EU Visibility:**
 - Always include the **Programme logo, slogan, and disclaimer** (please, check Information and Publicity Guidelines Part 2 "Obligatory communication elements for projects") **Partnership, project objective, EU**

contribution, implementation period and reference to the programme website are recommended elements.

- Logo must be placed prominently and in compliance with Programme visibility guidelines.

2. Content Focus:

- Provide concise, relevant information about the project, such as its objectives, results, and impact on local communities.
- Include visuals like charts, photos, or infographics to make the material more engaging.

3. Targeted Distribution:

- Tailor the content and language to the intended audience.
- Distribute printed materials at events, meetings, or other settings where key stakeholders are present.

4. Environmentally Friendly Approach:

- Use recycled paper and eco-friendly printing methods whenever possible.
- Limit unnecessary printing by combining information into comprehensive documents.

5. Frequency and Updates:

- **Newsletters:** Should be distributed regularly (e.g., quarterly) to provide updates on project progress.
- **Leaflets/Brochures:** These can serve as general project overviews and should be updated as significant milestones are reached.



Roll-ups, billboards, commemorative plaques

Such visual displays as **roll-ups**, billboards, and commemorative plaques serve as prominent visibility tools to showcase the project's goals, achievements, and EU co-financing. These materials ensure recognition of the Programme's support and provide long-lasting visibility for the project.

Roll-ups are portable banners used during events such as workshops, conferences, or press briefings to visually communicate project messages.

Main Advice for Roll-ups:

1. Content Requirements:

- Include the **Programme logo and slogan**. **Information about the project, partnership, project objective, EU contribution, implementation period and reference to the programme website** are recommended elements.

- Use eye-catching visuals and concise text to highlight the project name, objectives, and results.

2. Recommended Size:

- Standard size 85 x 200 cm or 100 x 200 cm.

3. Visibility Guidelines:

- Ensure the logo is prominently displayed and in compliance with Programme branding rules.
- Avoid overcrowding with text—focus on key messages.

4. Usage:

- Place roll-ups in visible areas during events.
- Ensure the roll-up is in good condition and aligns with Programme branding throughout its use.

Projects are provided with a roll-up template in indd format.

Roll-ups, being lightweight and easily transportable, are ideal for ensuring the Programme's presence at various events, reinforcing the importance of EU co-financing in achieving cross-border cooperation goals. Their strategic placement in high-visibility areas ensures that attendees are immediately introduced to the project's identity and purpose.

To maximize the impact of roll-ups, project teams should also consider the overall design coherence with other visibility materials, such as brochures, posters, or digital presentations. Consistent branding across all channels strengthens the recognition of the Programme and fosters trust among stakeholders and participants. Projects are encouraged to adapt the provided template creatively, ensuring it aligns with their specific messaging while adhering to the Programme's visibility requirements.



Billboards

Billboards are large-scale, permanent displays installed at the project site to ensure high visibility of EU co-financing during project implementation.

Main Advice for Billboards:

1. Placement:

- Install billboards at the start of project implementation, particularly for infrastructure or construction-related projects.

2. Content Requirements:

- Include the Programme logo and slogan.
- Information about the project, partnership, project objective, EU contribution, implementation period and reference to the programme website are recommended elements.

3. Recommended Size:

- Custom, but typical sizes include 6 x 3 meters.

4. Technical Specifications:

- Ensure the billboard is weather-resistant and visible to the public.
- Follow the recommended dimensions and design templates provided by the Programme.

5. Sustainability:

- Billboards can be adapted or replaced with commemorative plaques upon project completion to ensure ongoing visibility.
- Projects are provided with a billboard template in indd format.




Interreg
 NEXT Hungary – Slovakia – Romania – Ukraine


 Co-funded by
 the European Union

Project Acronym

About the project

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Project Partners

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Funding:
 EUR 417 054,73

Implementation:
 November 2024
 –
 December 2025



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Commemorative plaques

Commemorative plaques are permanent signs installed at key locations or facilities funded by the project to mark its achievements and EU co-financing.

Main Advice for Commemorative Plaques:

1. Placement:

- Install plaques at project sites upon completion, such as buildings, monuments, or other infrastructure.

2. Content Requirements:

- Include the Programme logo, slogan, and the statement: "This [type of structure] was built/renovated with the financial support of the European Union".
- Mention the project title, objectives, partnership, implementation period, total budget, EU contribution.

3. Recommended Sizes:

- Small-sized plaque: Approximately 20 x 30 cm (A4 or similar), suitable for indoor use or smaller buildings.
- Medium-sized plaque: Approximately 30 x 40 cm, ideal for outdoor use or medium-sized buildings.
- Large-sized plaque: Approximately 40 x 60 cm, suitable for prominent locations on large buildings.

4. Design Standards:

- Use durable, high-quality materials.
- Ensure the text and logos are clearly readable and weatherproof.

5. Visibility and Longevity:

- Place plaques in prominent, public-facing areas to maximize visibility.
- Maintain the plaque to ensure its readability over time.

This [type of structure] was built/renovated with the financial support of the European Union.

Project title

Project Partners:

Objectives:

Implementation: month year - month year

Total budget: EUR

EU contribution: EUR

**PARTNERSHIP
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Posters

A project poster is a visibility tool that highlights key information about your project. It can be displayed at project sites or offices to demonstrate the EU's support and provide an overview of the project's main aspects.

Key Requirements:

1. Format and Display:

- Must be printed and displayed in A3 size minimum. Recommended size - A3 or A4
- Electronic Display: If feasible, the poster can also be displayed digitally on monitors or screens in visible areas.

2. Placement:

- Display the poster in a prominent location at your project's main office or implementation site.
- Ensure it is accessible to the public and remains in good condition throughout the project duration.

3. Content Requirements:

- Include the Programme logo and slogan. Short description text with a visual, partnership, project objective, EU contribution, implementation period and reference to the programme website are recommended elements.
- Ensure compliance with the Programme guidelines for size, placement, and visibility.

Additional Advice for Project Posters

- 1. High-Quality Printing:** Ensure the poster is printed on durable material with vibrant colours and clear text to make it visually appealing.
- 2. Electronic Version:** When displaying digitally, ensure that the resolution is high, and the layout remains readable on different screen sizes.
- 3. Updates:** If any key project details (e.g., partners or timeline) change, update and reprint the poster promptly.
- 4. Visibility:** Place the poster in areas where it will receive the most attention from stakeholders, visitors, and the public.

Projects are provided with a project poster in PDF format.

To further enhance the effectiveness of project posters, consider integrating interactive elements where feasible. For instance, a QR code linked to the project's website or social media pages can provide viewers with instant access to more detailed information, updates, or multimedia content. This approach not only enriches the audience's engagement but also modernizes the visibility efforts by bridging physical and digital communication channels. Additionally, regular monitoring of the poster's condition and relevance ensures it continues to serve as an impactful and up-to-date representation of the project's achievements and the EU's support.



Stickers

Stickers are a mandatory visibility tool for marking equipment purchased within the project to acknowledge EU co-financing and the support of the Programme.

Key Requirements for Stickers

1. Templates Provided:

- Three English sticker templates are included in the Visibility Packages:
Smaller Sticker: 90mm x 50mm.
Larger Sticker: 100mm x 100mm.
- Templates are non-editable, except for the fields where project partners must include:
Project ID and Project Acronym.

2. Application:

- Stickers must be affixed to all equipment purchased with project funding, provided the size and visibility allow.

3. Exceptions:

- Stickers are not required for:
 - Small equipment (e.g., photo cameras) where stickers cannot be applied.
 - Non-visible equipment (e.g., internal systems like gallery lighting).

Alternative Solution for Non-Stickable Equipment:

Explanatory Plaque:

- When stickers are impractical, project partners must prepare an A4 explanatory plaque to display information about the equipment and EU co-financing.
- Design Requirements:
 - Printed in colour.
 - Fitted into a clip-frame or similar holder for durability and visibility.
- Placement:
 - Display prominently in areas where the equipment is used (e.g., gallery or exhibition room entrance).

General Guidelines for Stickers and Explanatory Plaques

1. EU Visibility:

- Ensure stickers and plaques feature the **Programme logo, slogan, and standard funding acknowledgment** *"Provided with the financial support of the European Union"*

2. Placement:

- Stickers should be attached in a highly visible location on the equipment.
- Plaques must be placed where they are easily noticed by visitors or users of the premises.

3. Durability:

- Stickers and plaques should be resistant to wear and remain legible throughout the project duration.

4. Regular Updates:

- Ensure stickers or plaques reflect the correct project ID and acronym. Replace damaged stickers or outdated plaques promptly.

