

INTERREG VI-A NEXT HUNGARY-SLOVAKIA-ROMANIA-UKRAINE PROGRAMME

**ANNEX V
TO THE 1ST CALL FOR PROPOSALS PACKAGE**

VISUAL IDENTITY MANUAL & INFORMATION AND PUBLICITY GUIDELINES

Updated version: 12.12.2024

Overview

The Programme wants to support Project partners in communicating Interreg projects as much as possible by providing guidance and recommendations on one hand and by making templates available to facilitate the development of communication materials on other hand.

Visual Identity Manual (hereinafter referred to as the Manual) of the Interreg VI-A NEXT Hungary-Slovakia-Romania-Ukraine Programme (hereinafter referred to as the Programme), as the first part of this merged document, is a complimentary and obligatory document for Project partners where a set of programme rules and visual guidelines are compiled.

The Manual consists of two chapters:

- *Chapter 1 – Programme* – including the Programme's visual identity elements – and the rules of their usage, as well as examples of their application within the Programme's design solutions.

The use of all graphic signs and their possible variations such as colour, size, typographies. Graphic examples of correct and incorrect use of the logo and its components. It doesn't just explain the specific use of each element though, it also makes clear what not to do: incorrect angles, rotations, distorting the typography, the use of the logo on a background, etc.

- *Chapter 2 – Projects* – templates for Project partners, and the rules of their usage as well as the usage of obligatory elements of the Programme - to be added at a later stage.

Templates simplify creation of documents and materials, save time and increase efficiency of Project partners within implementation phase. They help deliver information to stakeholders timely and effectively and they are excellent tools to communicate properly.

The Manual is specifically intended to support graphic designers and creative professionals in expressing the brand consistently, creatively and effectively.

For those who would be creating the design of Programme branded material, as well as for the Project partners within the Programme who would use it as a guide for creating communication materials for their projects.

Information and Publicity Guidelines (hereinafter referred to as the Guidelines), as the second part of this merged document, are intended for implementation of the projects selected and contracted within the opened Calls for Proposals.

The aim of this working document is threefold:

- Build brand recognition by introducing basic visibility elements of the Programme, with the special emphasis on the new Programme logo in use
- Improve the efficiency of communication by applying different information & publicity packages levels
- Produce professional and consistent visual identity across all media

Both the Manual and the Guidelines are intended to be a living document.

Therefore, they may be revised periodically to reflect new or changed requirements.

They may also be changed in order to be more useful to its users.

The final version of this document will be published parallel with the 1st Call for Proposals of the Programme.

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VISUAL IDENTITY MANUAL

PART 1

CHAPTER 1: PROGRAMME VISUAL ELEMENTS

1. The logotype

The logotype of the Programme was designed considering two important aspects.

Firstly, the emblem has a rich tradition since it covered and has evolved through previous programming periods. It symbolises the co-operation of the participating countries and it can be unmistakably associated to the Programme and the co-operating Partners.

Secondly, as a harmonised Interreg brand on EU level was developed to Interreg Programmes to provide greater visibility at all levels and towards the widest audience, the Interreg branding rules had also be taken into account throughout the design process.

Therefore, a combination of the familiar Programme emblem and the Interreg brand was developed that provides a robust and easily-recognizable logotype for the Programme.

Please take time to understand how to apply these rules so the brand always appears clear and consistent.

The presented logotype consists of the following elements:

the **Programme emblem (1)** with its unique colours, the Interreg Next **logotype (2)** with the coloured arch inside together with the participating countries, the **EU emblem (3)** and the **statement (4)**.

The logotype is surrounded by a clear space area that defines a minimum distance to other elements such as logos, pictures, texts.



2. Proportions, minimum size and clear space requirements

The Programme logo shall not be recreated in any circumstances. Only the logo version presented in this manual is the one that is correct and shall be used. As regards the basic structure and specifications, rules defined in the Interreg Brand Manual are applied.

The basic unit (u) used for the definition of the brand composition is calculated in reference to half the height of the EU emblem (flag). This measure is used to define the space between the elements as well as the clear space around the brand.

The Programme emblem is placed on the right in a proportion that the height of the emblem is the same as the height of the Interreg Next brand section.

The Programme name in different language variations is written in 1 line, the font size of each variation is adapted to the custom area limit.



3. Size

MINIMUM SIZE

The logo shall not be used in any size smaller than the smallest size specified here.

The minimum dimensions of the Programme logo together with the Interreg brand and the EU emblem is **101,7 mm**, including the statement. The minimum height of the EU emblem must be 10 mm.

When scaled, all the elements shall be grouped and scaled in constrain proportions.

However, if the environment does not allow the the size, for specific items, like pens or pendrives, the emblem can be reproduced in a smaller size with the Programme name written in 2 lines, the size of which shall be **42,7 mm** not including the statement.

This form shall be avoided as much as possible.



SMALLEST LOGO WIDTH 101,7 MM



SMALLEST LOGO WIDTH 42,7 MM

MINIMUM SIZES IN USE

The appearance of the logo varies greatly according to the medium it is used in. Therefore, minimum sizes for print, screen and video are specified.
The logo shall not be used in any size smaller than the smallest size specified here.
For specific items, however, the logo might be reproduced in a smaller size.

MEDIA	SMALLEST BRAND WIDTH
PRINT A4 PORTRAIT (210x297 MM)	101,7 mm
PRINT A4 LANDSCAPE (297x210 MM)	101,7 mm
PRINT A5 PORTRAIT (148x210 MM)	101,7 mm
PRINT A5 LANDSCAPE (210x148 MM)	101,7 mm
PRINT BUSINESS CARD (90x50 MM)	42,7 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	101,7 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	101,7 mm
SCREEN SMARTPHONE	240 px
SCREEN TABLET	240 px
SCREEN LAPTOP	300 px
SCREEN DESKTOP	300 px
POWERPOINT 16:9 (254x142,88 MM)	101,7 mm
VIDEO FULL HD (1920x1080 PX)	300 px
VIDEO HD (1280x720 PX)	300 px
VIDEO SD (1050x576 PX)	240 px

4. The colours in use

The Programme emblem colours remain as they were in the previous two programming periods thus the visual 'silent transition' between the programming periods is ensured.

The Interreg brand colours are derived from the EU main corporate colours and must not be changed.

The Reflex Blue and Light Blue define the Interreg brand's visual identity.

The NEXT Programme name must always be written in Reflex Blue, as the EU emblem and the statement.

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 monitoring display with 256 gradations per channel

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



Colour	Pantone	C	M	Y	K	HEX	R	G	B
	7685 C	88	70	19	4	#37518A	55	81	138
	7683 C	78	59	0	0	#4B67AF	75	103	175
	645 C	51	34	0	0	#8B9FD2	139	159	201
	3945 C	10	0	96	0	#F2E500	242	229	0
	Reflex Blue	100	80	0	0	#003399	0	51	153
	2716	41	30	0	0	#9FAEE5	159	174	229
	Yellow	0	0	100	0	#FFCC00	255	204	0
	Black	0	0	0	100	#000000	0	0	0
	White	0	0	0	0	#ffffff	255	255	255

5. Correct use of the Programme logo

STANDARD BRAND / IDEAL BRAND USE

The standard logo is the full colour version in the colour codes specified on the previous page. This version should be used whenever possible. Ideally the logo should be used on white or light backgrounds only.

Using the logo on a coloured background is possible if there is no alternative, however it should be a light background.



STANDARD BRAND APPLICATION ON A DARK BACKGROUND

If the logo needs to be placed on a dark background, it must be in a white rectangle, with its size matching at least the clear space as specified on page 6.



ALTERNATIVE WHITE AND COLOUR LOGO FOR DARK BACKGROUND

When using a white background box is not possible due to space restrictions, context or because it would cover an important element of the background image, you may use a white and colour version.

In that case, the Programme logo, the logotype, the EU emblem border and statement must be in white using the following colour codes:

Colour White

Pantone /

CMYK 0 / 0 / 0 / 0

HEX ffffff

RGB 255 / 255 / 255

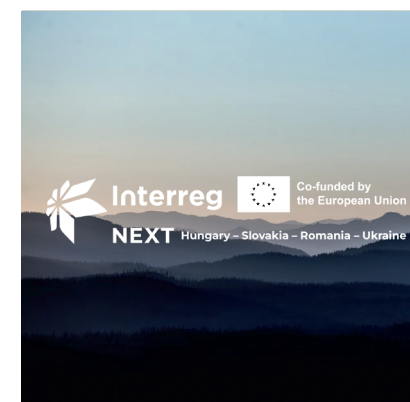
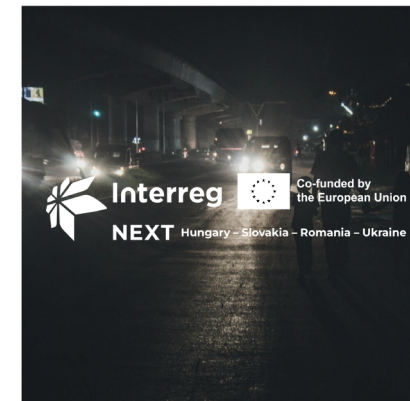
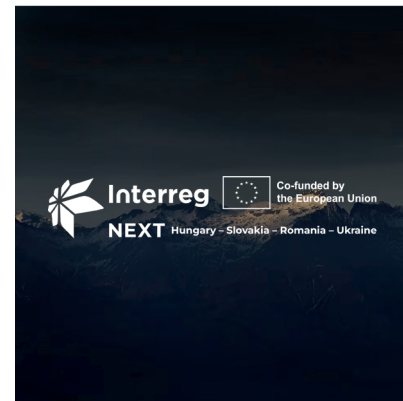


MONOCHROME BRAND

For single colour reproductions, when absolutely necessary for printing or specific usage in a document, a monochrome version of the brand should be used. This version should only be used whenever full colour is not available.

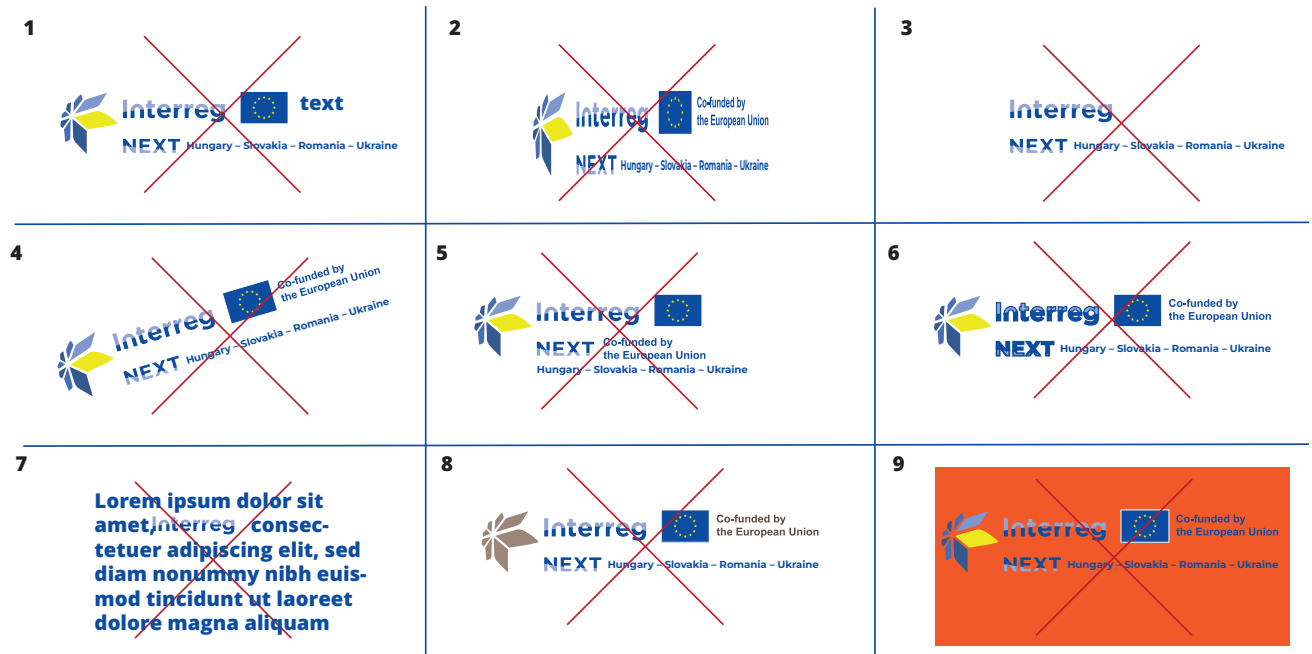
The rules for applications on light vs dark background remain as specified on previous pages - with the brand preferably being placed in a white rectangle whenever used on a dark or busy backgrounds.

Though, some of the examples listed below might be acceptable.



6. Incorrect use of the Programme logo

- 1 Do not use any other typographic element in addition to the logo on the same line.
- 2 Do not invert, distort, stretch, slant or modify the logo in any way.
- 3 Do not cut the logo.
- 4 Do not rotate the logo. The only correct use of the logo is horizontal at a 0 ° angle.
- 5 Do not change the composition of the logo elements. They are invariable.
- 6 Do not use outlines around the logo.
- 7 Do not use the logo in body text. Instead, in body text, use just the word Interreg set in the font of the body text.
- 8 Do not use the logo in any other colour than the standard full-colour version or the accepted white and monochrome variations.
- 9 Avoid coloured backgrounds as much as possible. White backgrounds should be preferred at any time.



7. Typefaces

PRIMARY TYPEFACE: OPEN SANS

The generic typeface for all applications from body text to headlines is **Open Sans**. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in letter forms.

These typefaces are available for free, including web font kits and can be downloaded from here:
<http://www.fontsquirrel.com/fonts/open-sans>

Headline 1
Open Sans Bold
 20/24

ABCDEFGHijklm
1234567890
!"\$%&/()

Headline 2
Open Sans Bold
 12/16

ABCDEFGHijklm
1234567890
!"\$%&/()

Headline 3
Open Sans Bold
 8/12

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

Headline 4
Open Sans Semibold
 8/12

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

Text body
 Open Sans Regular
 8/12

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

Quote/Remark/Emphasis
Open Sans Italic
 8/12

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

Footnote
Open Sans Italic
 6/8

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

SECONDARY TYPEFACE: MONTERRAT

As an alternative serif typeface to Open Sans, Montserrat was chosen. It can be used alone or in combination with Open Sans.

These typefaces are available for free, including web font kits and can be downloaded.

TYPEFACE COMBINATIONS

The two typefaces **Open Sans** and **Montserrat** can be used together for better or diverse aesthetics.

For example, you can chose Open Sans for titles and Montserrat for paragraph texts.

You can also play with font sizes and font weights.

Headline 1 Montserrat Bold 20/24

ABCDEFGHIJKLM
1234567890
!"\$%&/()

Headline 2 Montserrat Bold 12/16

ABCDEFGHIJKLM
1234567890
!"\$%&/()

Headline 3 Montserrat Bold 8/12

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“—«» x

Headline 4 Montserrat Bold Italic 8/12

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“—«» x

Text body Montserrat Regular 8/12

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“—«» x

Quote/Remark/Emphasis Montserrat Italic 7/12

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“—«» x

Footnote Montserrat Italic 6/8

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“—«» x

MICROSOFT OFFICE PROCESSING TYPEFACE

Calibri has been selected as the primary corporate typeface of the Programme because of its general availability and contemporary and unique feel and look. It should be used as the primary typeface in all publications and publicity material.

Please note that these fonts must not be condensed, expanded or digitally manipulated in any way.

For most uses, typeface colour must be black on white background. Exception: The original corporate Typeface, Open Sans, is embedded in the Powerpoint templates and should be used for presentations.

Headline 1 Calibri Bold 20/24

ABCDEFGHghijklm
1234567890
!"\$%&/()

Headline 2 Calibri Bold 14/16

ABCDEFGHghijklm
1234567890
!"\$%&/()

Headline 3 Calibri Bold 12/14

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

Text body
Calibri Regular
11/13

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

Quote/Remark/Emphasis
Calibri Italic
11/13

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

Footnote
Open Sans Italic
8/10

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

8. How to use the logo

PROGRAMME LOGO POSITIONING

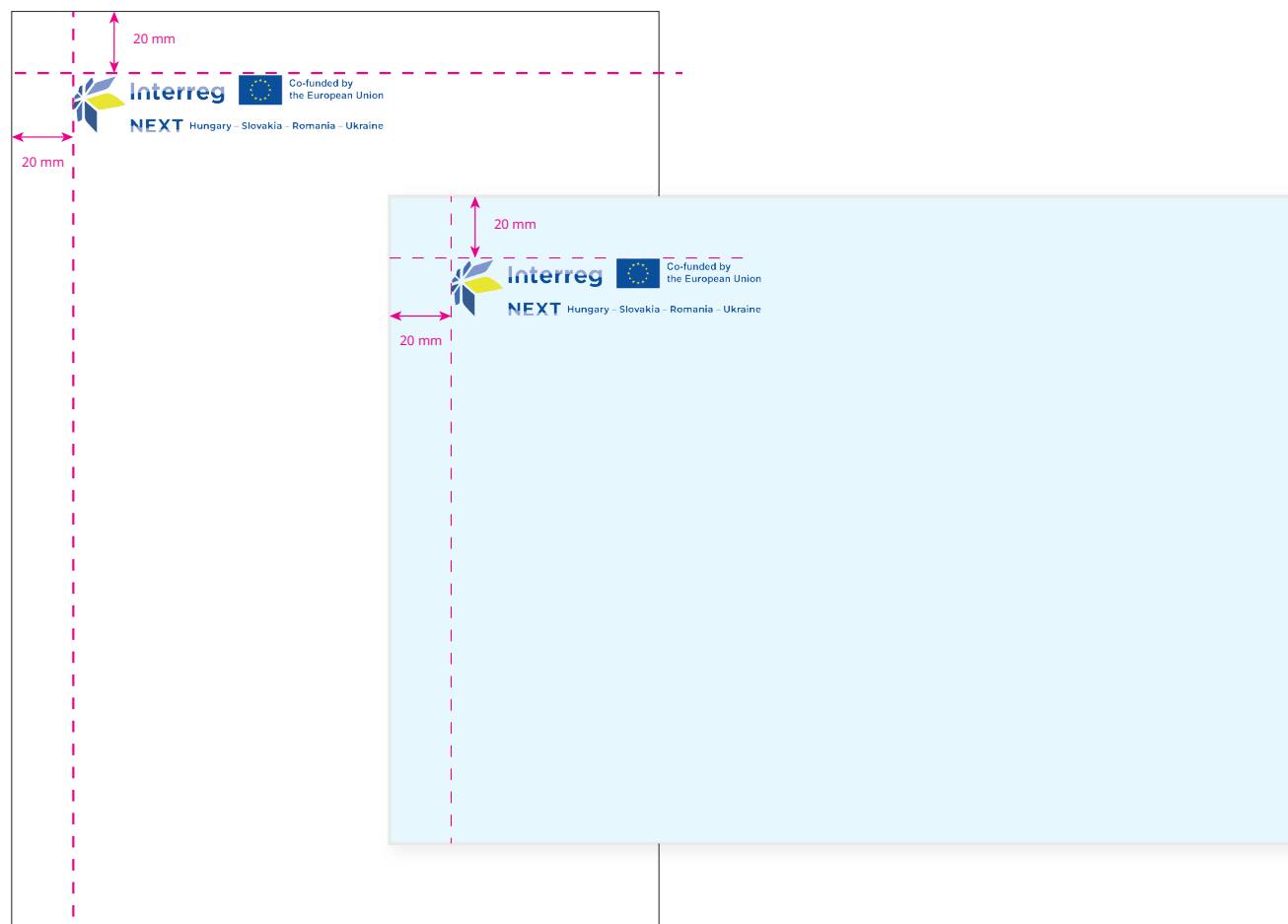
The objective of the proper logo positioning is to maximise the visibility of the Programme. The major principle to follow in the Programme logo positioning is the so called “top left positioning” of the logo, in all promotional materials or tools that are used. As the minimum size of the Programme logo and the clear space are already described on page 6-7, some of the examples of the Programme logo in use are presented as follows:

A4 portrait orientation is the most common document format in use. The example represents the logo positioning on A4 portrait (white paper) and also A4 landscape orientation (light blue paper), indicating the print safe margins suggestions.

Other common print formats might be:

- A5 (spread with facing pages or single A5 page with centred grid for brochures, flyers)
- business cards (90x50 mm),
- A4 paper folders, LA4 or TC5 envelopes
- A1/B1 or A2/B2 posters
- rollup banners (850x 2000 mm), etc.

All of the previously listed shall follow the principle of “top left positioning” of the Programme logo, as well as the safety print margins, in proportion with its dimensions.



9. Slogan

For the purposes of the Interreg VI-A NEXT Hungary-Slovakia-Romania-Ukraine Programme communication and promotion, it is decided to keep the Programme slogan as it was used in the previous two programming periods.

The Programme slogan shall be used separately from other design elements.

The slogan must be in all CAPITAL letters every time on every material.

The “Partnership” part is written with Open Sans Bold and the “without borders” is an Open Sans Regular type.

ENG: **PARTNERSHIP** WITHOUT BORDERS

HU: **PARTNERSÉG** HATÁROK NÉLKÜL

SK: **PARTNERSTVO** BEZ HRANÍC

RO: **PARTENERIAT** FĂRĂ FRONTIERE

UA: **ПАРТНЕРСТВО** БЕЗ КОРДОНІВ

HOW TO USE THE SLOGAN

The slogan can be colourful with restrictions: only the “Partnership” word can be coloured and if it is coloured it has to be the main blue colour of the Programme.

PANTONE 7685 C
CMYK: 88, 70, 19, 04

The slogan can be colourful with restrictions. Only the “Partnership” word can be coloured and if it is coloured it has to be the main blue colour of the Programme.

The slogan can be **positioned in one line** or it can be **broken to two lines** but never more than two.

If the slogan is broken to two lines the text can be **aligned to left, centre or left.**

The slogan is provided in all languages of the Programme.

The slogan can be used as a negative variation as well as the logo. In this case the background colour should be the main blue colour and the slogan must be white.

Do not rotate, skew, distort or recolour the slogan in any other way.

PARTNERSHIP WITHOUT BORDERS

PARTNERSÉG
HATÁROK NÉLKÜL

PARTNERSTVO
BEZ HRANÍC

PARTENERIAT
FĂRĂ FRONTIERE

ПАРТНЕРСТВО
БЕЗ КОРДОНІВ