

INTERREG VI-A IPA HUNGARY-SERBIA PROGRAMME

VISUAL IDENTITY MANUAL & INFORMATION AND PUBLICITY GUIDELINES

Updated version: 04 June 2024

Updated chapters:

- **PROJECTS**
 - The use of the project title / Acronym (obligatory)*
 - Typefaces in use – primary and secondary (obligatory)*
 - Graphic icons of the policy objectives (recommended / obligatory)*
 - Social media directions (recommended)*
 - Project sub-page maintenance*
 - Other graphics / logos in use*
 - Billboards, explanatory plaques and stickers*

OVERVIEW

Visual Identity Manual (hereinafter referred to as the Manual) of the Interreg VI-A IPA Hungary-Serbia programme (hereinafter referred to as the Programme) is envisioned as a guide into the Programme's brand standards, requirements and rules of usage of its elements.

The Manual is primarily intended for graphic design professionals, who would be creating the design of the Programme's branded material, as well as for the Project partners within the Programme who would use it as a guide for creating the communication material for their projects.

The Manual consists of the 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;
- Chapter 2 – Projects – templates for beneficiaries, and the rules of their usage as well as the usage of obligatory elements of the Programme

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 to introduce:

- (1) the basic visibility elements of the new Programme, with the special emphasises on the new Programme logo in use,*
 - (2) simplified cost options for communication activities by Project partners, with special emphasises on the different communication packages levels, and responsibilities they carry within.*
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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.

VISUAL IDENTITY MANUAL

CHAPTER 1

PROGRAMME VISUAL ELEMENTS

THE LOGOTYPE

The logo is the most important element of a brand's visual identity. **The Interreg VI-A IPA Hungary-Serbia** Programme logo was designed to provide a robust and professional look. It starts from the guidelines of Interreg Brand Manual, applying some of the major Interreg branding rules, and has finishing touches of highlighting the participating countries involved. In order not to interfere with other pictorial design elements, and to give the European Union flag a dominant presence, a purely typographic solution without any other graphic elements was chosen.

Nevertheless, other graphic elements might be used in different Programme and Project communication materials, in a careful interaction with the presented logotype, to underline the peculiarities of the Programme area.

English version:



Version in Hungarian language:



Version in Serbian language (Latin letters):



THE COLOURS IN USE

The brand colours are derived from the EU main corporate colours and must not be changed. The Reflex Blue and Light Blue are defined in the Interreg brand's visual identity and are also use as main colours in the Programme logo. The Yellow colour in the EU flag stars can be used sparsely as accent colour.

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)

Colour Reflex Blue Pantone Reflex Blue CMYK 100 / 80 / 0 / 0 HEX 003399 RGB 0 / 51 / 153	Colour Light Blue Pantone 2716 CMYK 41 / 30 / 0 / 0 HEX 9FAEE5 RGB 159 / 174 / 229
Colour Yellow Pantone Yellow CMYK 0 / 0 / 100 / 0 HEX FFCC00 RGB 255 / 204 / 0	Colour Black Pantone Black CMYK 0 / 0 / 0 / 100 HEX 000000 RGB 0 / 0 / 0
	Colour White Pantone / CMYK 0 / 0 / 0 / 0 HEX ffffff RGB 255 / 255 / 255

MINIMUM SIZE & CLEAR SPACE REQUIREMENTS

The Programme logo should not be recreated in any circumstances. Only the logo version presented in this manual is the one that is correct and should be used. As the different language variations of the Programme logo results in variable total width of the logotype, the Interreg logo + EU emblem is taken as a standard measurement for the minimal print dimensions. **The minimum admitted dimensions of the Interreg logo + EU emblem is 52.2 mm**, not including the co-financing statement, countries names nor the margins (in width). **The minimum height of the EU emblem (the flag) should be 10 mm**. When scaled, all the Programme logo elements shall be grouped and scaled in constrain proportions.

The **clear space requirements** surrounding the logo are represented in the illustration bellow. The 'x' distance between the 'Interreg' word and the blue area of the 'EU flag' represents the distance that should be used both in the vertical and horizontal clearance left, right, top and bottom from the Logotype.



Minimum sizes, in use

The appearance of a brand varies greatly according to the medium it is used in. Therefore, minimum sizes for print, screen and video are specified. The brand should not be used in any size smaller than the smallest size specified here. For specific items, like pens or business cards, the emblem can be reproduced in a smaller size.

MEDIA	SMALLEST BRAND WIDTH
PRINT A4 PORTRAIT (210×297 MM)	52,5 mm
PRINT A4 LANDSCAPE (297×210 MM)	52,5 mm
PRINT A5 PORTRAIT (148×210 MM)	52,5 mm
PRINT A5 LANDSCAPE (210×148 MM)	52,5 mm
PRINT BUSINESS CARD (85×55 MM)	26,25 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	52,5 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	52,5 mm
SCREEN SMARTPHONE (960×640 PX)	240 px
SCREEN TABLET (1024×768 PX)	240 px
SCREEN LAPTOP (1920×1080 PX)	300 px
SCREEN DESKTOP (2560×1440 PX)	300 px
POWERPOINT 16:9 (254×142,88 MM)	52,5 mm
VIDEO FULLHD (1920×1080 PX)	300 px
VIDEO HD (1280×720 PX)	300 px
VIDEO SD (1050×576 PX)	240 px

CORRECT USE OF THE PROGRAMME LOGO

STANDARD BRAND / IDEAL VERSION

The standard logo is the full colour version. This version should be used whenever possible. Ideally, the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.



STANDARD BRAND ON A DARK BACKGROUND

If the brand 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 4.



ALTERNATIVE WHITE LOGO ON 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 & colour version. In that case, the logotype, EU emblem border and statement must be in white using the following colour codes:

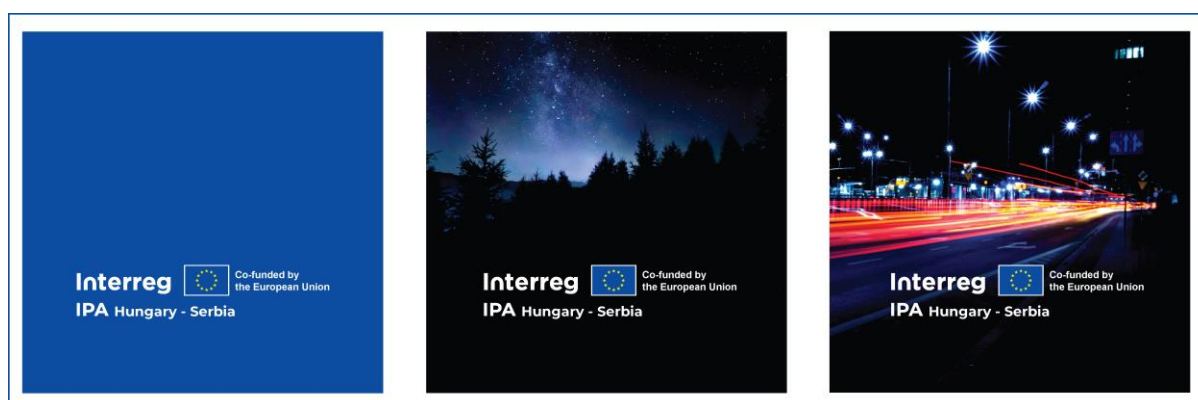
Colour White

Pantone /

CMYK 0 / 0 / 0 / 0

HEX fffff

RGB 255 / 255 / 255



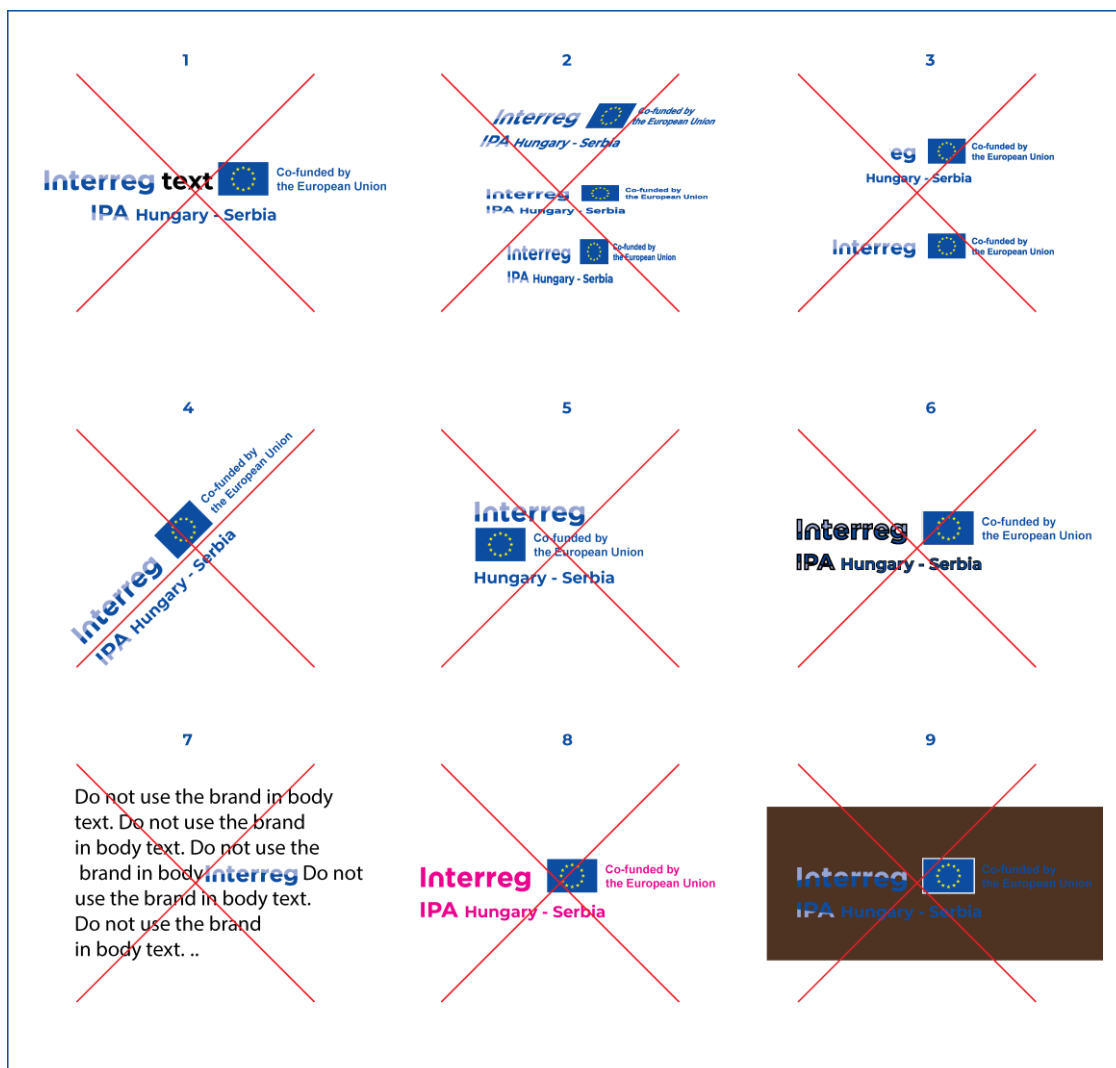
MONOCHROME BRAND

For single colour reproductions, when absolutely necessary for printing or specific usage in a document, a monochrome version of the Programme logo 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 the same as specified before - with the brand preferably being placed in a white rectangle whenever used on dark or busy backgrounds. Though, some of these examples listed here might be acceptable:



INCORECT USE OF THE PROGRAMME BRAND

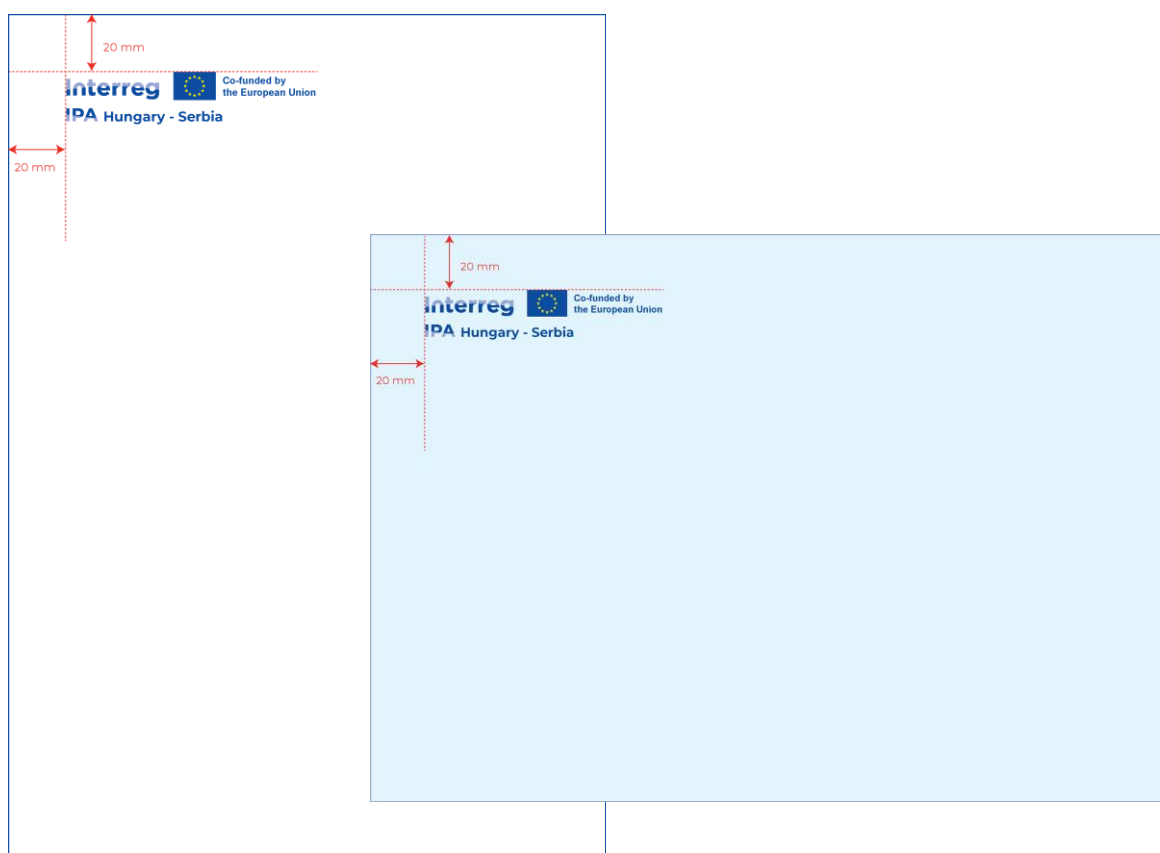
- 1/ Do not use any other typographic element in addition to the brand on the same line. It is allowed to use programme in the lines below the brand only according to the rules specified later in this manual.
- 2/ Do not invert, distort, stretch, slant or modify the brand in any way.
- 3/ Do not cut the brand.
- 4/ Do not rotate the brand. The only correct use of the brand is horizontal at a 0° angle.
- 5/ Do not change the composition of the brand elements. They are invariable.
- 6/ Do not use outlines around the brand.
- 7/ Do not use the brand 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 brand 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.



PROGRAMME LOGO POSITIONING

The aim of the proper brand positioning is to ensure the best Programme visibility, as possible. Therefore, **the major principle to follow in the Programme brand positioning is the so called “top left positioning” of the logo**, in all promotional materials or tools which are used. Having in mind that the minimum width of the Interreg brand and minimal margins has been already described at page 4, some of the examples of the Programme logo in use might be presented as follows:

A4 portrait orientation, is the most common document format in use. This example represents the logo positioning on A4 portrait (white paper) as well as on the A4 landscape orientation (light blue paper), including the print safe margins suggestions.



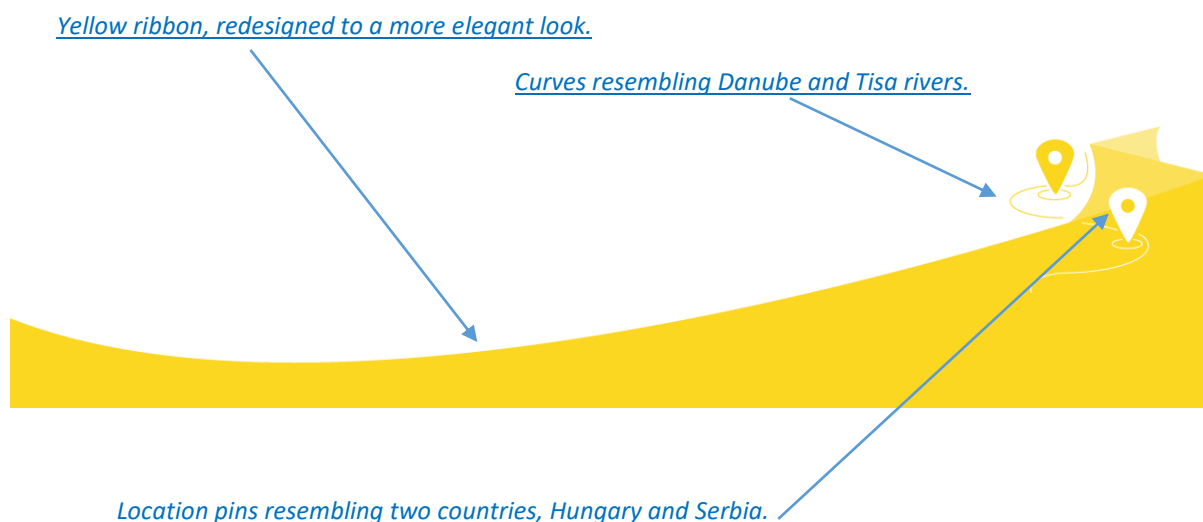
Other common print formats in use might include: A5 (spread with facing pages or single A5 page with centred grid for brochures, flyers or leaflets), business cards (90*50 mm), A4 paper folders, LA4 or TC5 envelopes, A1/B1 or A2/B2 posters, Rollup banners (most commonly 850*2000 mm), and similar. All of the 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.

The same principle applies to digital / online usage of the Programme logo, which might include screen smartphone (960×640 px), screen tablet (1024×768 px), screen laptop (1920×1080 px), screen desktop (2560×1440 px), PPT 16:9 (254×142,88 mm), video full HD (1920×1080 px), video HD (1280×720 px), video SD (1050×576 px), or similar.

OTHER GRAPHIC ELEMENTS IN USE

Other graphical elements in use for the purposes of the Interreg VI-A IPA Hungary-Serbia Programme communication and promotion are actually planned and designed to resemble to the previous Programme (Interreg IPA CBC Hungary – Serbia 2014 - 2020), thus the visual ‘silent transition’ between the two programming periods is ensured. Some of these elements were in wide use both by the Programme bodies and Beneficiaries, and are highly recognisable at the Programme territory and among the stakeholders. At the same time, some redesigns have been suggested and made in order to match as much as possible with the characteristics of the Programme area, and to have more contemporary, up-to-date visual impression. It is mostly represented by the yellow colour and especially by the yellow ribbon that could be noticed at the bottom of each page in this document. The ribbon has been updated with a curvier and more elegant look. The second graphical update is the introduction of yellow / white location pins and curves that shall resemble the connection of the two countries by the two major rivers, Danube and Tisa.

Illustration:



THE SLOGAN

Similar to the graphical elements 'silent transition', it is decided to leave the Programme slogan as it was used in the previous two programming periods (2007-2013, 2014-2020), as it nicely describes the intention of all involved in the cross-border cooperation processes between Hungary and Serbia.

The usage of the Programme's slogan within the communication tools is highly recommended, provided that the size of the material allows it. It is also highly advisable to use it on the projects' social media profiles, project websites (if applicable), within the video clips, and promo material at the projects' events. The slogan should match the language of the publication, and other communication elements used.

The versions of the slogan in three languages is represented here. The first working version of the slogan in use can be seen at the bottom of the first page of this document, integrated with the yellow ribbon graphical element.

Slogan in English: **GOOD NEIGHBOURS CREATING COMMON FUTURE**

Slogan in Hungarian: **JÓ SZOMSZÉDOK A KÖZÖS JÖVŐÉRT**

Slogan in Serbian language: **DOBRI SUSEDI STVARAJU ZAJEDNIČKU BUDUĆNOST**

One of the examples how the slogan could be used, is presented here. The graphic variants in all languages will be an integral part of the Info & Publicity Guidelines.



PHOTOGRAPHY & GRAPHIC IMAGES

Photography is a part of the visual identity of the Programme. Due to the Programme duration, photography used as a part of the branding may be changed in order to refresh its appearance. Alternatively, graphic images may be used, as well.

Visuals selected as a part of the Programme branding should always be appropriate, positive and respectful representation of the Programme and the habitants of the Programme area, as well as the Priorities covered by the current Programme.

Photography should depict one or all of the following:

- the Programme area – e.g. scenery or landmarks, common historic and cultural heritage, etc;
- community and the spirit of togetherness – e.g. two or more people working or spending leisure time together;
- Describing one of the selected Programme priorities:
 - a. A Greener Region
 - b. Enhancing the human and cultural values
 - c. Cross-border institutional and civil cooperation

Graphic images should follow the same example, and may also be abstract representation of the following: creating common future, good neighbourly relations, and the spirit of togetherness, and similar. When selecting photography or graphic images, equality of all persons should be taken into account, as well as equal representation of the Programme partner – countries.

Photography or graphic images which the Programme uses may be some of the following: purchased stock photography; stock photography available for free-of-charge and unrestricted usage (licensed under the Creative Commons Public Domain dedication); photography produced by an external service provider contracted by the Programme; photography generated by the projects within the Programme's frame, as well as the photography generated via Programme's communication projects – photo contests, social media pages' projects, and alike.

Beside the thematic content of the photography or a graphic element chosen upon the above described criteria, it is of great importance to take care about the quality of the visuals selected. On the technical and creative level, we can take into consideration some of the following: good sharpness, enough capacity in image size (pixels) for enlargement and usage in large print formats, correct composition, good storytelling, and similar.

VISUAL IDENTITY MANUAL

CHAPTER 2

PROJECTS

OBLIGATORY COMMUNICATION FOR PROJECTS

- 1. Programme logo**
- 2. Disclaimer**
- 3. Use of the project title / Acronym**
- 4. Other graphics and logos in use**
- 5. Typefaces in use**
- 6. Policy objectives graphic icons (partially obligatory)**
- 7. Social media directions**
- 8. Project sub-page maintenance**
- 9. The use of explanatory plaques, billboards and stickers**

Selected projects receive the files of the obligatory communication elements from the Programme upon signing the Subsidy Contract. The obligatory communication elements must be used as such and should not be recreated in any circumstances.

PROGRAMME LOGO

Features and rules of usage are elaborated in the Chapter 1 of this Manual.

DISCLAIMER

Disclaimer is a phrase stating that the related project communication material does not necessarily reflect the official position of the EU. Within the communication tools, the Project partners must always use the following Disclaimer:

English

This <document, product, event, website> has been produced with the financial assistance of the European Union through the Interreg VI-A IPA Hungary-Serbia programme. The content of the <document, product, event, website> is the sole responsibility of < Project partner's name> and can under no circumstances be regarded as reflecting the position of the European Union and/or the Managing Authority of the Programme.

Hungarian

Ez a <dokumentum, termék, esemény, weboldal> az Európai Unió pénzügyi támogatásával valósult meg a Interreg VI-A IPA Magyarország-Szerbia együttműködési program által. A <dokumentum, termék, esemény, weboldal> tartalmáért teljes mértékben (a) < Kedvezményezett neve > vállalja a

felelősséget, és az semmilyen körülmények között nem tekinthető az Európai Unió és / vagy a programot Irányító Hatóságnak állásfoglalását tükröző tartalomnak.

Serbian

Ovaj <dokument, publikacija, internet stranica> je <odštampan, organizovan> uz finansijsku podršku Evropske unije kroz Interreg VI-A IPA program Mađarska-Srbija. Za sadržaj ovog <dokumenta, publikacije, internet stranice> je odgovoran isključivo <ime Korisnika> i sadržaj ovog dokumenta ne odražava zvanično mišljenje Evropske unije i/ili Upravljačkog tela Programa.

In some cases, such as promotional material of small size (such as sticker, or promotional accessories), it is justifiable to exclude the Disclaimer from the printed communication tool. However, as a general rule every publication which contains articulation of ideas in a form of a text, including, but not limiting to: leaflet, brochure, publication, press release, document, website, and social media pages should contain the Disclaimer.

The Disclaimer may be placed at the bottom of the back page of a single-leaf printed material, or at the bottom of the last or back cover page of a multi-page document. The Disclaimer should match the language of other obligatory elements used – the logo, the obligatory phrase on co-financing, and slogan (if applicable).

USE OF THE PROJECT TITLE / ACRONYM

Components, Positioning & Colour

Project names/logos are not a part of the Interreg logo but rather should be considered as an annexed element. As such, **the Interreg 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. In any case, **they should simply use their project NAME or ACRONYM written in Montserrat Bold in the colour of their thematic objective.** The project name or acronym cannot exceed the width of the custom area as described below. Additionally, the font size should not be bigger than “IPA” letters are in height, nor smaller than $\frac{1}{2}$ “IPA” letters. In both cases the first capital letter is used as reference. In the event that the name cannot be written on 1 line within these limitations, it can be broken into 2 lines. These need to fit within the designated project’s name or acronym custom area.

2. PROJECTS’ CUSTOM AREA

WIDTH: the area defined for the project name 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 “IPA” letters in the “IPA Hungary – Serbia” part of the logo.

3. STANDARD PLACEMENT (preferred)

The standard placement for project names/ logos is below the Programme logo, separated by a thin straight line. The project name/logo is positioned against the top left corner of the custom area.



Illustration: (a) the margins to be respected, (b) the final positioning of the project acronym

4. HORIZONTAL PLACEMENT

Alternatively, project names/logos can be positioned to the left or 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 Interreg / Programme logo.

When the project name/logo is placed to the right of the Interreg 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. When the project name/logo is placed to the left of the Interreg logo (B), it should be aligned to the right side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.

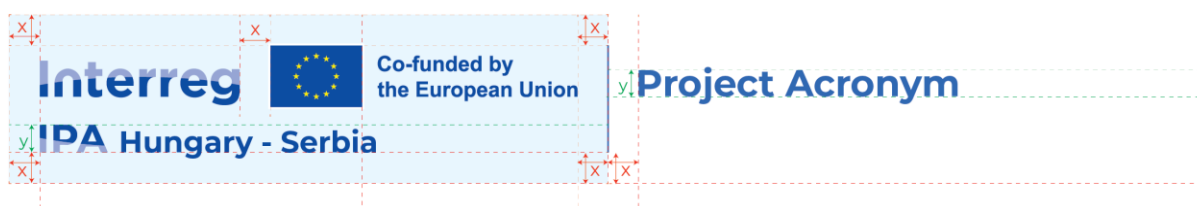


Illustration (above): Horizontal placement to the right of the Programme logo

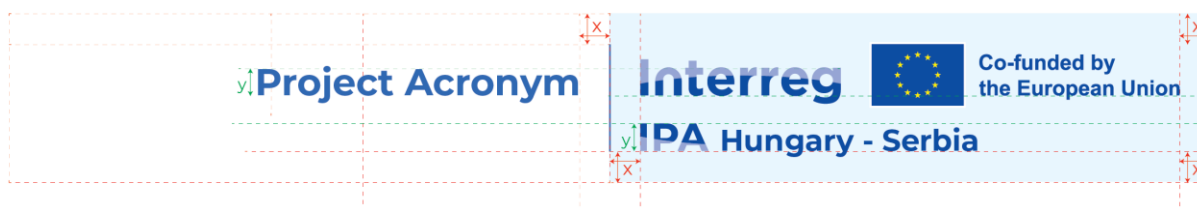


Illustration (above): Horizontal placement to the left of the Programme logo

5. DEFINING THE LINE

A line in a colour of a thematic objective is used to separate the Interreg brand from the project name. This line is positioned as shown in the previous illustrations. If standard placement is chosen, it covers the entire width of the Programme brand, not including the margin areas. In the case of horizontal placement, the separation line is vertical, its height shall cover the distance as shown above, from the top of the flag to the bottom of the IPA words in the Programme name.

6. BILINGUAL USE

Only one language at a time is permitted for the project name, to be in line with the language used in the Programme logo. Should you need the project logo in various languages, create a separate logo for each of the languages in use.

7. COLOURS IN USE

Project names or acronyms should always use the colour of the matching thematic objective. The colour scheme was developed by Interreg to label the thematic objectives clearly. The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and branding colours of Interreg. This is the colour palette proposed for all Interreg programmes, and our Programme uses the three highlighted ones:



Illustration (above): PO 2, PO 4 and ISO 1 colours in use.

Please copy the exact CMYK, HEX or RGB colours codes:

Priority 1: Greener region
for all project in

1.1 Climate change adaptation, risk prevention and

1.2 Biodiversity and reduced pollution objectives:

CMYK 48 / 0 / 89 / 0

HEX #9ACA3C

RGB 154 / 202 / 60

Priority 2: Enhancing the human and cultural values
for all projects in

2.1 Education and lifelong learning and

2.2 Culture and tourism objectives:

CMYK 10 / 75 / 60 / 1

HEX #DA5C57

RGB 218 / 92 / 87

Priority 3: Cross-border institutional and civil cooperation
For all projects in

3.1 Harmonious neighbourly relations through cooperation

CMYK 87 / 51 / 0 / 0

HEX #0E6EB6

RGB 14 / 110 / 182

Alternatively, Programme accepts the lighter blue as for PO 5:

CMYK 73 / 9 / 6 / 0

HEX #00ADD8

RGB 0 / 173 / 220

If a OSI project is to be contracted (ISO 2), colour codes will be defined later, and alternatively, adjusted to the previous cluster of projects.

Consequently, the combination of placement and colours in use might result in the following patterns:



Illustration: standard positioning, colours of Acronyms (above)



Illustration: horizontal positioning to the right of the logo, colours of Acronyms (above)



Illustration: horizontal positioning to the left of the logo, colours of Acronyms (above)

OTHER GRAPHICS AND LOGOS IN USE

If other graphics or logs are used, for example project partners' logos or other financial contributors to the project (Ministries, Regional government secretariats, sponsors or contributors other than EU), these logos cannot be placed in the top part or header of the documents, cannot interfere with the Programme logo and the project acronym.

The preferred location of these logos is at the bottom of the page.

Due to the fact that the EU contribution to the activities and purchases conducted through the Programme is 85%, the other logos may not exceed the "Interreg + flag" components of the Programme logo, neither in height or width.

As for other graphics that do not have a promotional / commercial value (design elements, etc), you are free to use any of the available space at the documents in preparation.

  sufinansira Evropska unija IPA Mađarska - Srbija	Project Acronym
Naziv projekta:	Naziv projekta
Korisnik sredstava:	Naziv korisnika tj. partnera
Vreme implementacije:	datum početka - datum završetka
Iznos kofinansiranja EU, za korisnika:	EUR Iznos sredstava
Iznos kofinansiranja nabavke:	EUR Iznos radova ili opreme

Possible place for your graphics 1

Possible additional logos



Illustration: Possible use of other logos and space for graphics, in this case at the A4 explanatory plaque, Serbian version (above)

TYPEFACES IN USE

1. PRIMARY TYPEFACE: OPEN SANS

The generic typeface for all applications, from body text to headlines, is Open Sans. It has a neutral yet friendly appearance suitable for all applications, while its wide variety of weights and styles makes it very versatile. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms.

The following rules apply for all print publications and stationery applications.

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

Headline 1
Open Sans Bold
20/24

ABCDEFGHijklmn
1234567890
!@#\$%^&*()

Headline 2
Open Sans Bold
12/16

ABCDEFGHijklmn
1234567890
!@#\$%^&*()

Headline 3
Open Sans Bold
8/12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Headline 4
Open Sans Semibold
8/12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Text body
Open Sans Regular
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing
elitr, sed diam nonumy
eirmod tempor invidunt ut labore et dolore magna
aliquyam erat.

Quote/remark/emphasis
Open Sans Italic
8/12

*Lorem ipsum dolor sit amet, consetetur sadipscing
elitr, sed diam nonumy eirmod tempor invidunt ut
labor.*

Footnote
Open Sans Italic
6/8

*Lorem ipsum dolor sit amet, consetetur sadipscing
elitr, sed diam nonumy eirmod tempor invidunt
ut labore et dolore magna aliquyam erat.*

2. SECONDARY TYPEFACE: VOLLKORN

As an alternative serif typeface to Open Sans, Vollkorn was chosen. It can be used alone or in combination with Open Sans - as described later. The following rules apply for all print publications and stationery applications.

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

Headline 1
Vollkorn Bold
20/24

ABCDEFGHghijklmn
1234567890
!@#\$%^&*()

Headline 2
Vollkorn Bold
12/16

ABCDEFGHghijklmn
1234567890
!@#\$%^&*()

Headline 3
Vollkorn Bold
8/12

ABCDEFGHijklmNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Headline 4
Vollkorn Regular
8/12

ABCDEFGHijklmNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Text body
Vollkorn Regular
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr,
 sed diam nonumy eirmod tempor invidunt ut labore et
 dolore magna aliquyam erat.

Quote/remark/emphasis
Vollkorn Italic
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed
diam nonumy eirmod tempor invidunt ut labore et dolore
magna aliquyam erat.

Vollkorn Italic
6/8

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam
nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam
erat.

3. TYPEFACE COMBINATIONS

The two typefaces Open Sans and Vollkorn can be used together for better or diverse aesthetics. For example, you can choose Open Sans for titles and Vollkorn for paragraph texts - or vice-versa. You can also play with the font sizes and font weights.

Title id mos dollut eosa voluptu

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et volupta simodisque persped quiam que pro velit quo bla con repti sunt harum fugit et et aliquene culla conse maior magna ditat apita consed molore, nos doloribust doluptas exces dolupta dolo invenia quam se vid eum, si int asped quide inimust, in repuda explique cus ut omnimus eum utecuptatur am is rectendis quatio. Erepel in nonsequi alitis es voloreium quiberesti que soluptatest, odi quame nosandit quae. Mus utas diciis maios natesto

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4. ALTERNATIVE TYPEFACES

If neither Open Sans or Vollkorn are available, you must use the universal fonts family “Arial, sans serif” or “Georgia, serif”. These fonts must be used following the same rules as described.

> These typefaces are available for free, including web font kits. Arial can be downloaded for instance here: <https://freefontsfamily.com/arial-fontfamily-free-download/>

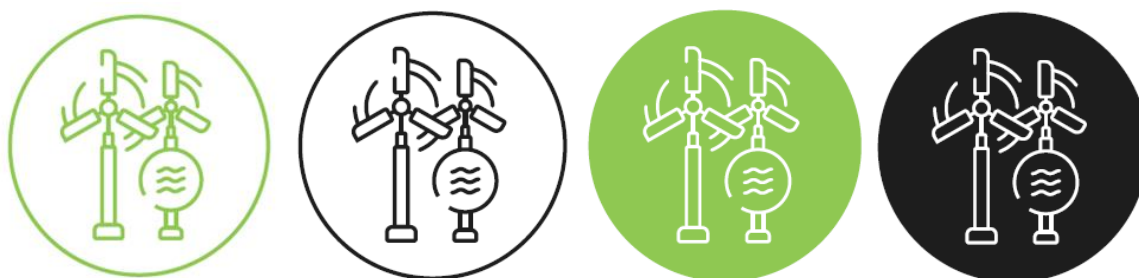
Georgia can be downloaded for instance here: <https://freefontsdownload.net/free-georgiafont-33927.htm>

Policy Objectives Icons (Optional)

The use of the Policy objectives icons is optional, but if used, you have to fully follow the rules of their implementation. 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 logos:

standard positive, monochrome positive, standard negative, monochrome negative



Priority 2 logos:



Priority 3 logos:



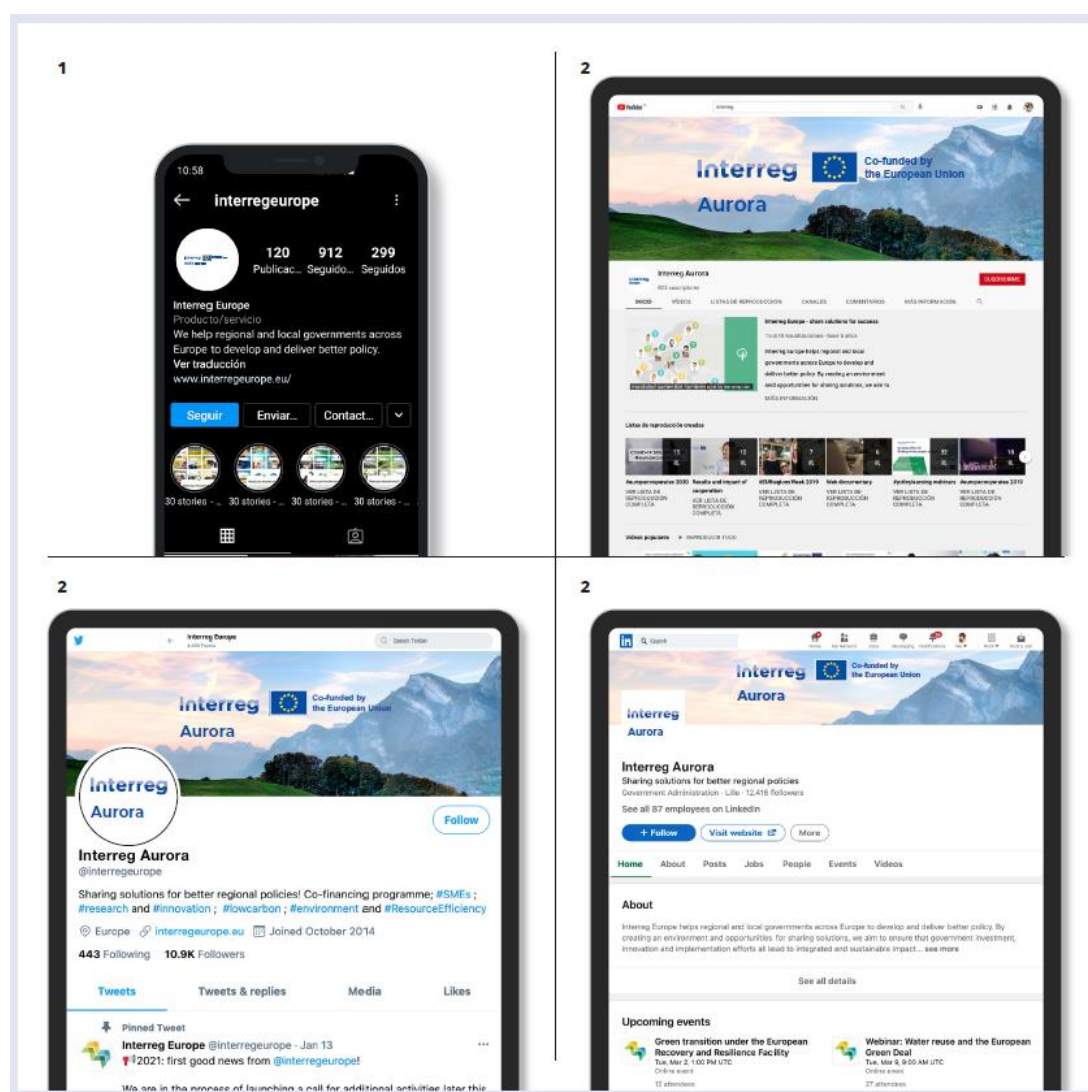
SOCIAL MEDIA DIRECTIONS

The project partnership is obliged to run at least 1 (one) social media profile or page, as explained in the Simplified Costs Options part of this document.

The visibility of the Programme logo shall be included in the banner or cover photo of the profile/page. It should be fully visible on all devices used, and not covered by other elements (for example, the profile photo or avatar). If the social media platform doesn't allow for a banner image (like Instagram, for instance – see example 1 below), then the Programme logo shall be included in the profile photo.

If the social media platform allows for a banner image, you can use your project logo, policy objective logo, acronym, part of the Programme logo as shown in the example or other graphic element for the project avatar. This is permitted as long as you include the full Programme brand in the social media banner image, as shown below. Be creative, work on your visibility.

The following examples are provided in the Interreg Brand Manual:



SOCIAL MEDIA POSTS

Application of the coloured backgrounds and posts logo visibility: all rules as for the correct use of the Programme brand described apply. Please note, that it is not obligatory to have the Programme logo in all posts, but it's appearance from time to time is appreciated.

As for the **positioning** of the Programme brand, there are no rules as long as it respects the clear space area described previously.

Incorrect use of the Programme brand: same rules apply as for the Programme logo.

USE OF HASHTAGS,

Our Programme use hashtags (the # number symbol), as a way to group social conversations around a certain topic – in our case it is the Interreg and cross-border cooperation among the two participating countries, making it easy for people to find content that interests them. Please use the listed hashtags across your social networks, especially Instagram, Facebook, X, TikTok, LinkedIn or Pinterest (if used).

#Interreg

#HungarySerbia

#husrb

and in case of Serbian partners posts, also **#EUzaTebe**

The listed hashtags are a must at every of your official project posts throughout your social networks accounts, during the project implementation period, and beyond. The extended posting beyond the project duration, could be understood as a tool for the sustainability of the project communication.

Hashtags are usually inserted at the bottom or end of the posts.

Also, we would appreciate if our Programme is tagged in the posts, together with the tags of your Partner institutions, and the project itself. Our Programme tags on social networks are the following:
Facebook - <https://www.facebook.com/@interreg.ipa.husrb>

Tag it like this: **@interreg.ipa.husrb**

LinkedIn - <https://www.linkedin.com/company/interreg-6a-ipa-hungary-serbia>

SOCIAL MEDIA PROFILE/PAGE DESCRIPTIONS

The descriptions of the project and partnership, for example at the “About” sub-page of the social network, have to correspond to the official project description agreed with the Programme communication manager. The general rule is that it should be clearly understandable, not too long and consisting on exact data which correspond to the realistic (expected) results of the project. As a footnote or closing sentence, the project description should contain the **Disclaimer** provided earlier in this document.

SOCIAL MEDIA EVENTS

Social media events have their own banners or cover images. Same rule applies for these as for the page/profile banner already described above. The description of the event, should follow the same rules of the page descriptions.

PHOTOGRAPHY / VIDEO

All the photography / video used has to be either royalty free or it has to contain legal rights for unrestricted usage provided by its author or copyright owner, both for the partnership and for the Programme use as well. All the people whose identity could be determined at the photography / video, have to provide a written consent of their appearance. Partnership should plan this when preparing public events. Please make sure you have all the legal documents covering this issue.

As for the quality of the photography, all previous rules described in the “Photography & graphic images” chapter apply.

PROJECT SUB-PAGE MAINTENANCE

Delivery of basic project data to the Programme website’s project sub-page, is defined as the project partnership obligation. This activity is covered by project staff, and is part of every communication package. The upload of **data in English, Hungarian and Serbian languages** starts in the beginning of project implementation, within one month from project start date. Data contains the following:

- Basic data: project acronym, title, ID, total project budget and EU contribution, start and end dates, Name of the lead partner and others involved in the implementation,
- Contacts: one e-mail address and social network links,
- Project description and expected results (with a defined maximum number of characters).

Further information to be uploaded and updated during the implementation period:

- Project documents for public use (for example studies, press releases, surveys, etc),
- Photography, Promotional videos or films, etc.

In order to be publicly visible, all project data will run through the safety check and will have to be approved by the Programme communication manager (CM). In order to have comprehensive communication throughout the entire programme, the CM reserves the right to suggest changes to the uploaded material. Please note, that all the data and materials in the project sub-page will be public, used for the purpose of the project and Programme communication and visibility. Therefore, the Programme will ask the partnership through the regular Lead Partner principle communication, for a written or digital consent to upload and use the project data and materials for communication, promotional and visibility purposes.

The CM / Programme will provide a direct access for the LP to the back-office of the Programme website, and provide a short training course on the project sub-page maintenance.

THE USE OF EXPLANATORY PLAQUES, BILLBOARDS AND STICKERS

Some of the projects in implementation might have work components or equipment purchase of a higher value. Projects which include infrastructure or construction works have specific obligatory requirements. If the total Community contribution of the operation exceeds EUR 500,000, the Partners implementing a project consisting of infrastructure or construction activities are obliged to ensure that a temporary billboard is put up on the site of the activity.

Language of the temporary billboard should match the language of the country where it is placed (where the works are taking place) – Hungarian in Hungary and Serbian in Serbia. Partners are obliged to put up a permanent explanatory plaque or billboard that is visible and is of significant size no later than three months after completion of the operation in case the total Community contribution of the operation exceeds **EUR 100,000** and the project has financed any infrastructure or construction-type activities. The proof that the permanent plaque or billboard had been placed must be submitted together with the supporting documentation for the Final Project Report.

Upon signing the Subsidy Contract, the relevant JS Programme or Communication Manager will provide the Lead partners with open-file templates of these tools. Language of a permanent explanatory plaque or billboard should match the language of the country where it is placed (where the works are taking place) – Hungarian in Hungary and Serbian in Serbia. The packages include some of the templates, but it is up to the project partners to deal with the design, following all the instructions in these Guidelines: the position of the Programme logo, the use of the Acronym, the obligatory data to be provided on the plaques or billboards, etc. Please consult the Programme CM if a specific question raises during the implementation of the project.



Project Acronym	
A projekt címe:	A projekt címe
Kedvezményezett:	Partner neve
A projekt kezdete - zárása:	Kezdő dátum – záró dátum
Partner által elnyert IPA támogatás:	(Támogatás összege) EUR
Beszerezésre fordított IPA támogatás összege:	beszerzés IPA költsége EUR

Possible place for your graphics,
or additional data

Illustration: Possible use of the Hungarian version of the billboard.

Stickers.

The use of stickers is obligatory for the purchased equipment. There is an English template of the smaller 90mm x 50mm sticker, as well as the larger 100mm x 100mm sticker template provided in the Visibility packages. These cannot be changed graphically, but the partners should update it with their Project ID and acronym.

The sticker for large equipment, for example cars or minivans, have to be of a minimum A4 size.

There are cases of course, where the use of the stickers does not have sense: if the equipment is too small, like photo cameras, or the equipment is not visible by the external audience, for example in case of the gallery lightning system. In these cases, we recommend that the project partners prepare an A4 explanatory plaque, printed in colour and fit in a clip-frame, expose it in the premises where the equipment is used. For example, at the gallery or exhibition room entrance.



Illustration: the 100 x 100 mm, and the 50 x 90 mm sticker templates.

RECOMMENDED COMMUNICATION ELEMENTS FOR PROJECTS

1. Programme's Slogan

2. Description of the Programme

3. Reference to the Programme website

The following communication elements are not obligatory, but highly recommended to use. Selected projects receive the files of the recommended communication elements from the Programme upon signing the Subsidy Contract. Although they are not obligatory, if used, the recommended communication elements must be used as such and should not be recreated in any circumstances.

PROGRAMME SLOGAN

Features and rules of usage are elaborated in the Chapter 1 of this Manual.

DESCRIPTION OF THE PROGRAMME

The Programme recommends that projects use the Description of the Programme within the project communication material which requires such information, or could benefit from it. The Description is typically used within a press release, thus providing the media with clear and concise information about the Programme.

The Interreg VI-A IPA Hungary-Serbia programme is implemented within the 2021-2027 European Union financial framework, under the Instrument for Pre-accession Assistance (IPA). On the basis of "shared management system" of the participating countries - Hungary and Serbia, the Programme funds and supports co-operation projects of organizations located in the Programme-eligible area - Hungarian counties Csongrád-Csanád and Bács-Kiskun, and Serbian territories: West Bačka, North Bačka, South Bačka, North Banat, Central Banat, South Banat and Srem.

The Programme helps the development of a stable and co-operating region and the overall quality of life in the border region. It enables economic collaboration of organizations from the two countries, nurtures the common identity, and cultural and historical heritage of the border region, and contributes to its environmental sustainability and safety.

For more information, please visit: www.hungary-serbia.eu

Language of the Description matches the language of press release. Versions in Hungarian and Serbian will be provided in the templates of a press release for projects. **Projects which choose to use the Description of the Programme are not allowed to change its content.** Programme bodies may alter the Description during the Programme's lifecycle in order to make it more effective, and in that case the projects will be notified accordingly.

REFERENCE TO THE PROGRAMME WEBSITE

Project communication material may also include the reference to the Programme website:

www.hungary-serbia.eu

where more information about the Programme and the relevant documents may be obtained.

SIMPLIFIED COST OPTION FOR INFO AND PUBLICITY PACKAGES

APPROACH

- easily understandable and easy to use process
- to be very clear with what is expected from the Project partners to do/achieve
- to have better communication results with cost-effectiveness and as-less-as-possible paperwork
- clearly separated lump sum and real cost items

WHAT PROJECT PARTNERS GET?

- programme communication guidelines,
- workshop and/or Consultancy on media-relations and external communications (how to – press releases, phrases to be used, photo/video qualities requested, Q&A info-sheets, tutorial videos or similar),
- prepared Programme logo-packs in common digital file formats,
- prepared templates for digital/print usage (banners, posters, roll ups, info-durable-plaques, etc.), templates for media appearances
- sub-page on the programme website (instead of back-office), presenting the project and its process - the sub-page will be structured by the JS, Project partners to provide and upload materials

OBLIGATIONS OF THE PROJECT PARTNERS

- **choose one package per Project partner**
- deliver a **closing event** with **press conference** with a guaranteed mixed local media reach (media clipping shall include radio, TV, online and possibly print media) – its cost must be planned separately from the lump sum packages (on real cost basis)
- produce **promotional material**, scale and items shall be adjusted to the project objective (possible restriction of items TBD) – its cost must be planned separately from the lump sum packages (on real cost basis) and roll-ups shall not be included

AVAILABLE PACKAGES

BASIC / OBLIGATORY (EUR 2000)

- Open and run at least 1 **social media** profile (one partner is responsible, others are admins) – at least 2 posts per month, starting in the first month of the implementation
- Deliver basic project data to the Programme website **project sub-page** in the beginning of project implementation (within one month from project start date) and further information to be uploaded and updated during implementation (timing is adjusted to project schedule)
- At least 1 **press release** that **may result** in at least 1 appearance in the referent **local online news** media in the beginning of the project – within 2 months from project start date
- At least 2 **roll-up banners** (1xHU, 1xRS) – within 2 months from project start date
- At least 1 **sponsored article** or 1 sponsored **banner** in local online *news* media (available at least for 10 days) – the item must include the elements defined in the guidelines
- Use of permanent and **durable stickers** (equipment) if relevant, as per the guidelines – design to be provided by the programme

MEDIUM (EUR 3000)

BASIC package included +

- At least 2 **additional** (altogether 3) timely separated press release that **may result** in appearances in referent **local online news** media
- At least 2 **local TV or radio** reports or spots (it can be 1-1 of each as well)
- At least 1 **additional sponsored article** or 1 additional sponsored **banner** (altogether 2) in local online *news* media (available at least for 10 days) – the item must include the elements defined in the guidelines

ADVANCED (EUR 5100)

MEDIUM package included +

- At least **additional 2** (altogether 5) timely separated press release that **may result** in appearances in referent **local online news** media
- At least **additional 2** (altogether at least 4) **local TV or radio** reports or spots
- At least **additional 1 sponsored article** or additional 1 sponsored **banner** (altogether 3) in online *news* media (available at least for 10 days) – the item must include the elements defined in the guidelines
- **National level radio, TV** and internet media appearance or space purchase (covering at least the Programme territory) – the parameters and requirements to be defined by the Programme in the relevant guidelines

WORKS PACKAGE (EUR 1600)

Temporary billboard and permanent plaque shall be applied as defined in guidelines, in case works budget heading is applicable and it exceeds 100 000 euro, the works package is automatically added to the budget based on the planned amount – the parameters and requirements to be defined by the Programme in the relevant guidelines.

REIMBURSEMENT PROCESS OF THE LUMP SUM ITEMS

Non-infrastructure elements

The lump sum is split into two milestones. **50%** of the relevant lump sum amount is automatically reimbursed when the following items are performed and proving documentation is approved. Every item is foreseen for a partner level, except the one marked in **blue for project level obligation**:

	BASIC	MEDIUM	ADVANCED
project sub-page /project	upload of initial project content		
social media profile /project	social media page/group created		
press release disseminated	1	1	1
roll-ups delivered	2	2	2
sponsored article published	1	1	1
local TV or radio report or spot aired	n.r.	1	1

The other **50%** of the relevant lump sum amount is automatically reimbursed when the rest of the obligatory items are performed and the proving documentation is approved:

	BASIC	MEDIUM	ADVANCED
project sub-page /project	continuously updated as requested		
social media profile /project	continuously updated as requested		
use of durable stickers (if relevant)	if relevant (equipment)		
press release disseminated	n.r.	2	4
sponsored article published	n.r.	1	2
local TV or radio report or spot aired	n.r.	1	3
national TV or radio report or spot aired	n.r.	n.r.	1

Infrastructure elements

Lump sum of infrastructure related items is split as follows:

- temporary billboard – 80% (EUR 1280);
- permanent plaque – 20% (EUR 320).

The amount of each item is automatically reimbursed (see details in summary table) when its performance and the related proven documentation is approved.

SUMMARY TABLE

Reimbursement	Communication element - obligatory for all partners	Proof of delivery, necessary audit trail	Communication package		
			BASIC	MEDIUM	ADVANCED
Real cost	promotional material (merchandise) , scale and items - adjusted to the project objective		✓	✓	✓
	closing event (or taking part of) with press conference		✓	✓	✓
			Amount of lump sum in EUR		
			2000	3000	5100
Covered by staff	deliver basic project data to the Programme website's project sub-page /project	updated sub-page	✓	✓	✓
No cost relevance	use of permanent and durable stickers (equipment) - if relevant	use of printed stickers – equipment photos	✓	✓	✓
	press release that may result in appearance in the local online news media from the beginning of the project	reachable article or appearance with correct references to the Programme as per the Visibility Manual	1	3	5
Lump sum	open and run a social media profile /project	regular posts and audience development with relevant content as per guidelines	1	1	1
	roll-up banners (1xHU + 1xRS)	delivered banners in use – event photos	2	2	2
	sponsored article or sponsored banner in (at least local) online news media	reachable banner, article or appearance with correct references to the Programme as per guidelines	1	2	3
	local TV or radio report or spot		X	2	4
	national TV or radio report or spot		X	X	1
Works package			1600		
Lump sum	temporary billboard and permanent plaque in case it is relevant for works component	delivered elements in use on the spot	✓	✓	✓

ANNEX I – COMMUNICATION PACKAGES CHECKLIST

Chose and fill in just the column of your package: Basic, Medium or Advanced.

Reimbursement	Communication element - obligatory for all partners	Proof of delivery, necessary audit trail	Communication package		
			BASIC	MEDIUM	ADVANCED
Real cost	<input type="checkbox"/> promotional material (merchandise) , scale and items - adjusted to the project objective	Photo, video material of merch item, merch items provided	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>
	<input type="checkbox"/> closing event (or taking part of) with press conference	Photo or video material, links, etc	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>
			Amount of lump sum in EUR		
			<input type="checkbox"/> 2000	<input type="checkbox"/> 3000	<input type="checkbox"/> 5100
Covered by staff	deliver basic project data to the Programme website's project sub-page /project	updated sub-page	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>
No cost relevance	use of permanent and durable stickers (equipment) - if relevant	use of printed stickers – equipment photos	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>	✓ <input type="checkbox"/>
	press release that may result in appearance in the local online news media from the beginning of the project	reachable article or appearance with correct references to the Programme as per the Visibility Manual	1 <input type="checkbox"/>	3 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	5 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Lump sum	open and run a social media profile /project	regular posts and audience development with relevant content as per guidelines	1 <input type="checkbox"/>	1 <input type="checkbox"/>	1 <input type="checkbox"/>
	roll-up banners (1xHU + 1xRS)	delivered banners in use – event photos	2 <input type="checkbox"/> <input type="checkbox"/>	2 <input type="checkbox"/> <input type="checkbox"/>	2 <input type="checkbox"/> <input type="checkbox"/>
	sponsored article or sponsored banner in (at least local) online news media	reachable banner, article or appearance with correct references to the Programme as per guidelines	1 <input type="checkbox"/>	2 <input type="checkbox"/> <input type="checkbox"/>	3 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	local TV or radio report or spot		X	2 <input type="checkbox"/> <input type="checkbox"/>	4 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	national TV or radio report or spot		X	X	1 <input type="checkbox"/>
Works package			<input type="checkbox"/> 1600		
Lump sum	temporary billboard and permanent plaque in case it is relevant for works component	delivered elements in use on the spot	BB <input type="checkbox"/> PP <input type="checkbox"/>	BB <input type="checkbox"/> PP <input type="checkbox"/>	BB <input type="checkbox"/> PP <input type="checkbox"/>