Interreg – IPA CBC
Hungary - Serbia

EUROPEAN UNION

VISUAL IDENTITY MANUAL OF THE INTERREG–IPA CBC HUNGARY–SERBIA PROGRAMME

Updated version

31 May 2019

The Programme is co-financed by the European Union

Good neighbours
creating
common future

OVERVIEW

Visual Identity Manual (hereinafter referred to as the Manual) of the Interreg-IPA Cross-border Cooperation Programme Hungary-Serbia (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 Beneficiaries/projects within the Programme which would use it as a guide for creating the communication material for the 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

The Visual Identity Manual is intended to be a living document. Therefore, it may be revised periodically to reflect new or changed requirements. It may also be changed in order to be more useful to its users.

CONTENT

CHAPTER 1
PROGRAMME

FULL NAME OF THE PROGRAMME

ENGLISH

Interreg–IPA Cross-border Cooperation Programme Hungary–Serbia

HUNGARIAN

Interreg–IPA Határon Átnyúló Együttműködési Program Magyarország–Szerbia

SERBIAN

Interreg–IPA program prekogranične saradnje Mađarska–Srbija

ABBREVIATED NAME OF THE PROGRAMME

ENGLISH

Interreg–IPA CBC Hungary–Serbia

HUNGARIAN

Interreg–IPA CBC Magyarország–Szerbia

SERBIAN

Interreg–IPA CBC Mađarska–Srbija

THE LOGOTYPE

The logo is the most important element of a brand's visual identity.

The Interreg–IPA CBC Hungary–Serbia logo was designed to provide a robust yet unobtrusive look. It relies on the guidelines of Interreg Brand Manual, applying general rules of Interreg branding. In order not to interfere with other pictorial design elements, and to give the European Union flag a graceful presence, a purely typographic solution without any other graphic elements was chosen.

Interreg – IPA CBC
Hungary - Serbia
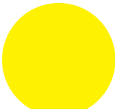
MINIMUM SIZE

The logo of the Interreg–IPA CBC Hungary–Serbia 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. The minimum admitted dimensions of the logo is 40mm (width).

Interreg – IPA CBC
Hungary - Serbia
40mm

COLOURS

	COLOUR	PANTONE	CMYK	HEX	RGB
	REFLEX BLUE	REFLEX BLUE	100/80/0/0	003399	0/51/153
	LIGHT BLUE	2716	41/30/0/0	9FAEE5	159/174/229
	YELLOW	YELLOW	0/0/100/0	FFCC00	255/204/0

EN

Interreg – IPA CBC
Hungary - Serbia

EN

EUROPEAN UNION

HU

Interreg – IPA CBC
Magyarország – Szerbia

EURÓPAI UNIÓ

SRB

Interreg – IPA CBC
Mađarska – Srbija

EVROPSKA UNIJA

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.

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GRAYSCALE VERSION
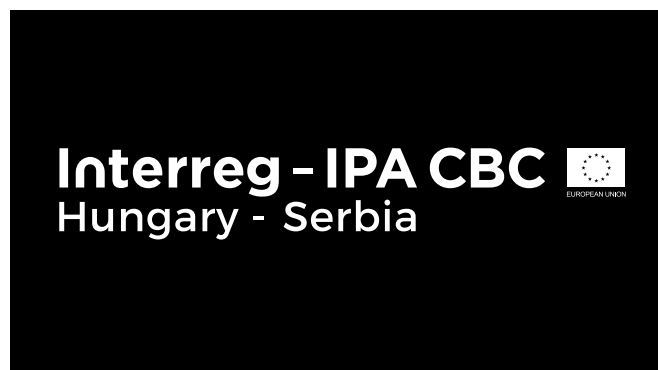
For single colour reproductions, a greyscale version of the logo should be used. This version should only be used whenever full colour is not available.

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BLACK & WHITE VERSIONS

The black and white logo should only be used if there is no possibility to use greyscale.

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Hungary - Serbia

ALLOWED LOGO USE

Grayscale logo for monochrome applications.

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ALLOWED LOGO USE

Black and white logo if grayscale is not possible.

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ALLOWED LOGO USE
(NOT RECOMMENDED)

Standard logo on very light coloured background – enough contrast necessary!

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Hungary - Serbia

Standard logo on bright photo – enough contrast necessary!

Please note: According to EU regulations the EU flag always needs to have a white border around the rectangle if placed on a coloured background. The width of the border must be 1/25th of the height of the rectangle.

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Hungary - Serbia

The logo must not be rotated at any angle.

The positioning of the EU flag must not be changed.

The logo must not have a drop shadow applied to it.

The logo must not be distorted.

The logo must not have a stroke of any colour applied to it.

The colours of the logo must not be changed.

The font of the co-branding must not be changed.

The logo text must not be broken down into more lines.

The background colour on which the logo is placed must not be the same colour at the logo

The logo must not be used in white with a stroke.

WHITESPACE REQUIREMENTS

The logo consists of the following elements: the logotype with the coloured arch inside, the European flag and the European Union labelling. The logo is surrounded by a clear space area that defines the minimum distance to other elements such as other logos, pictures, texts or any other de- sign elements. Always use the digital logo files provided and do not try to recreate or modify the logo in any way.

Clear space

MONTSERRAT

Montserrat is the typeface of the programme logo. It should be used for headlines and titles.
The Programme will provide Serbian Latin version of the font Montserrat, upon request.

Download: http://www.fontsquirrel.com/fonts/montserrat

MONTSERRAT LIGHT

aábcdeéfghiíjklmnoóöôpqrstuúüûvwxyz
AÁBCDEÉFGHIIÍJKLMNOÓÖÔPQRSTUÚÜÛVWXYZ
0123456789 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [] {} · – — «»

MONTSERRAT REGULAR

aábcdeéfghiíjklmnoóöôpqrstuúüûvwxyz
AÁBCDEÉFGHIIÍJKLMNOÓÖÔPQRSTUÚÜÛVWXYZ
0123456789 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [] {} · – — «»

MONTSERRAT SEMI BOLD

aábcdeéfghiíjklmnoóöôpqrstuúüûvwxyz
AÁBCDEÉFGHIIÍJKLMNOÓÖÔPQRSTUÚÜÛVWXYZ
0123456789 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [] {} · – — «»

MONTSERRAT BOLD

aábcdeéfghiíjklmnoóöôpqrstuúüûvwxyz
AÁBCDEÉFGHIIÍJKLMNOÓÖÔPQRSTUÚÜÛVWXYZ
0123456789 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [] {} · – — «»

OPEN SANS

The typeface for all other applications, for example body text, is Open Sans. It has a neutral yet friendly appearance suitable for all applications. Its broad 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 letterforms.

Download: http://www.fontsquirrel.com/fonts/open-sans

OPEN SANS LIGHT

aábcdeéfghiíjklmnoóöôpqrstuúüûvwxyz
AÁBCDEÉFGHIIÍJKLMNOÓÖÔPQRSTUÚÜÛVWXYZ
0123456789 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [] {} • – — «»

OPEN SANS REGULAR

aábcdeéfghiíjklmnoóöôpqrstuúüûvwxyz
AÁBCDEÉFGHIIÍJKLMNOÓÖÔPQRSTUÚÜÛVWXYZ
0123456789 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [] {} • – — «»

OPEN SANS SEMI BOLD

aábcdeéfghiíjklmnoóöôpqrstuúüûvwxyz
AÁBCDEÉFGHIIÍJKLMNOÓÖÔPQRSTUÚÜÛVWXYZ
0123456789 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [] {} • – — «»

OPEN SANS BOLD

aábcdeéfghiíjklmnoóöôpqrstuúüûvwxyz
AÁBCDEÉFGHIIÍJKLMNOÓÖÔPQRSTUÚÜÛVWXYZ
0123456789 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [] {} • – — «»

VOLLKORN

As an alternative serif typeface to Open Sans, Vollkorn may be used.

Download: http://www.fontsquirrel.com/fonts/vollkorn

VOLLKORN ITALIC

a á b c d e é f g h i í j k l m n o ó ö ô p q r s t u ú ü û v w x y z

*A Á B C D E É F G H I I Í J K L M N O Ó Ö Ô P Q R S T U Ú Ü Û V W X Y Z*

*0 1 2 3 4 5 6 7 8 9 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [] {} • – — «»*

GRID

To keep proportions and layouts consistent throughout the visual identity, we suggest the use of a unified grid system. Using this grid, it is possible to easily create layouts for all applications and document sizes. The grid is based on the 12 pt line height that is defined as the standard typographic line height of a text body.

Therefore, the smallest unit (u) is a square measuring 12 pt (4.23 mm) in height and width. a basic layout element (38.1 mm) consists of 9 units (u) in heights and width. Several vertical basic layout elements can form a text column of 9 units width. Basic layout elements are always separated from each other by one unit (u).

On any given document format, the grid always starts and ends with a basic layout element. The margins are never wider than one basic layout element.

u = 12 pt (Standard line height, 4,23 mm)

u

u

height = 9*u
38,1 mm

width = 9*u
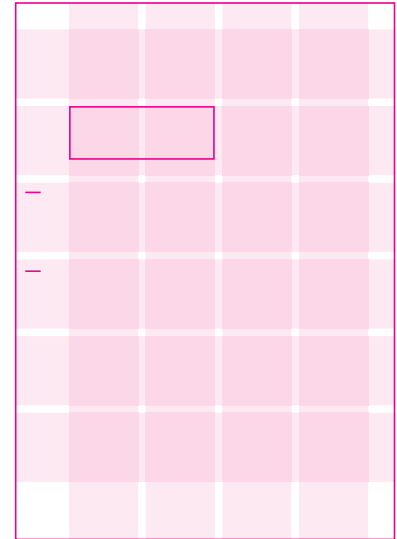**38,1 mm**
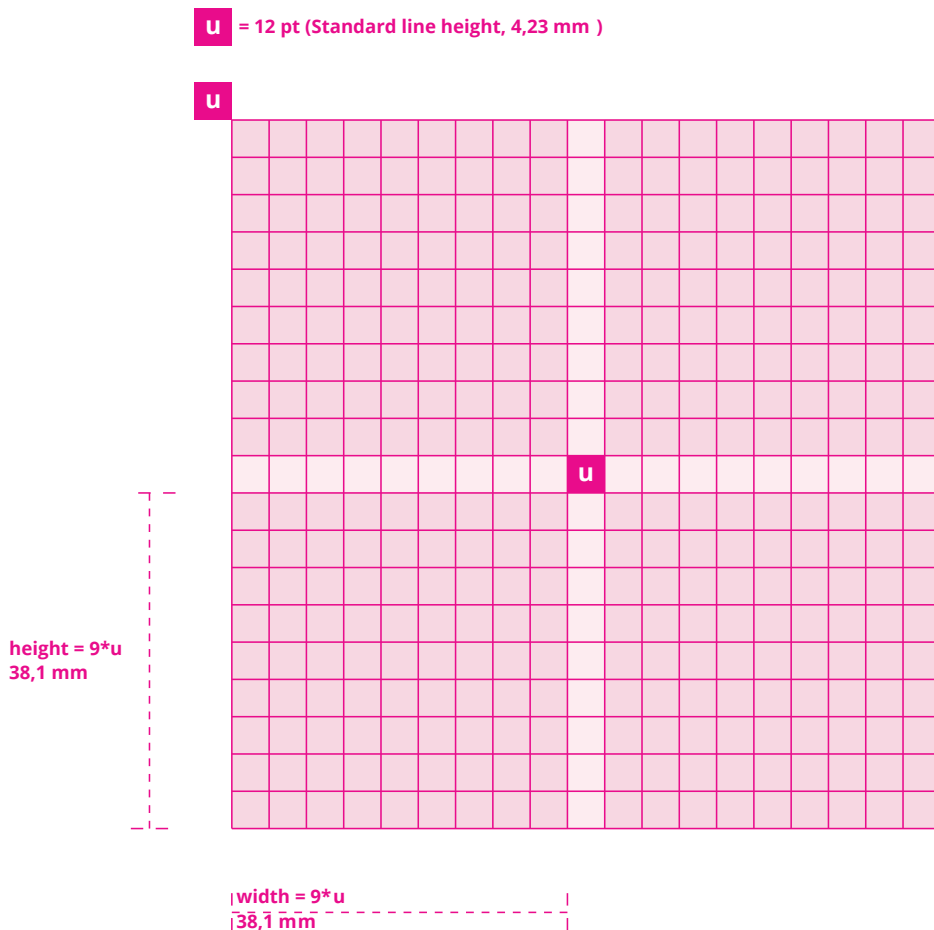
GRID IN USE

A4 format

On an A4 format the grid offers 4 columns, each one basic unit wide (38.1 mm), consisting of 6 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (12 pt, 4.23 mm).

Grid position on a standard A4 page with facing pages:
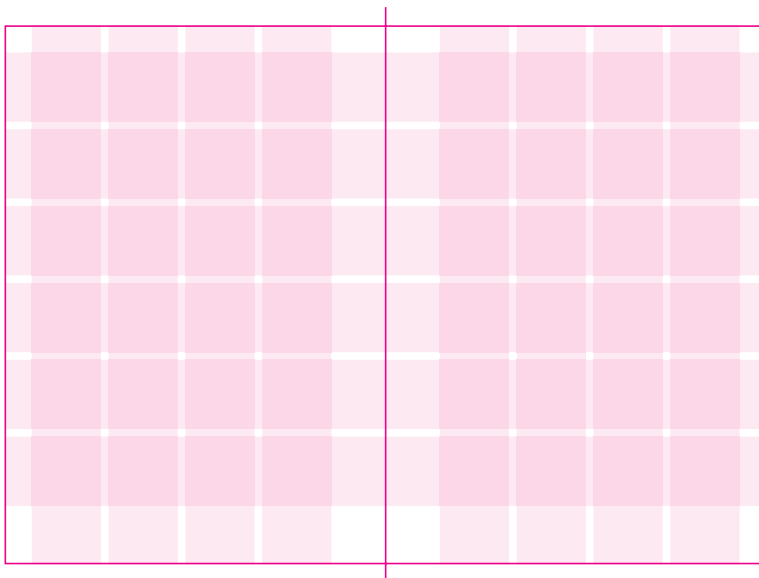
Top margin: 15 mm
Inside margin: 29,9 mm
Outside margin: 15 mm
Bottom margin: 32,23 mm

Centered grid position on a single A4 page:
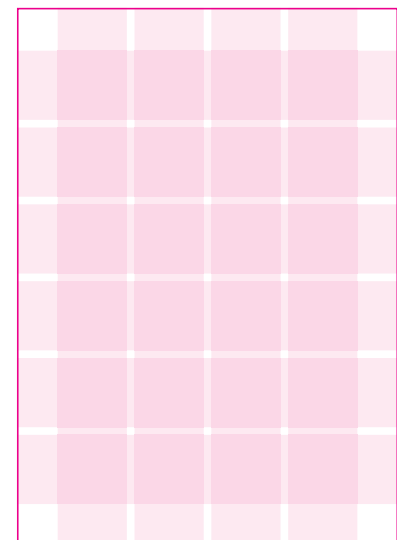
Top margin: 23,62 mm
Left margin: 22,45 mm
Right margin: 22,45 mm
Bottom margin: 23,62 mm

Single page A4 grid (e.g. letter) with address field for envelopes

A4 page spread with facing pages

Centered grid in standard DIN portrait format - usable in any sizes from A4 to poster sizes
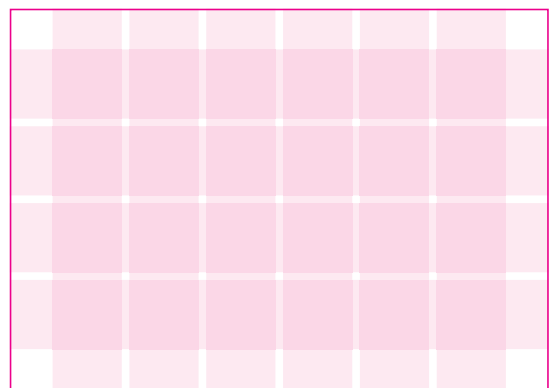
GRID IN USE

A4 landscape format

Landscape A4 page spread Landscape page spread with centered grid - also usable for posters, presentations, handouts. On a landscape A4 format the grid offers 6 columns, each one basic unit wide (38.1 mm), consisting of 4 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (12 pt, 4.23 mm).

Grid position on a landscape A4 page with facing pages:

Top margin: 15 mm
Inside margin: 32,23 mm
Outside margin: 15 mm
Bottom margin: 29,9 mm

Centered grid position on a single landscape A4 page:

Top margin: 22,45 mm
Left margin: 23,62 mm
Right margin: 23,62 mm
Bottom margin: 22,45 mm

Landscape page spread with centered grid - also usable for posters, presentations, handouts

Landscape A4 page spread

GRID IN USE

A5

On A5 format the grid offers 3 columns, each one basic unit wide (38.1 mm), consisting of 4 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (12 pt, 4.23 mm).

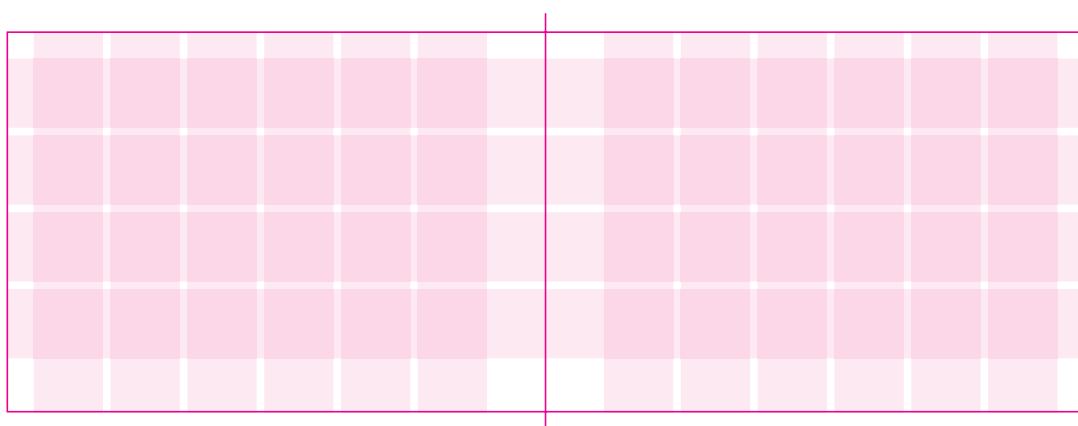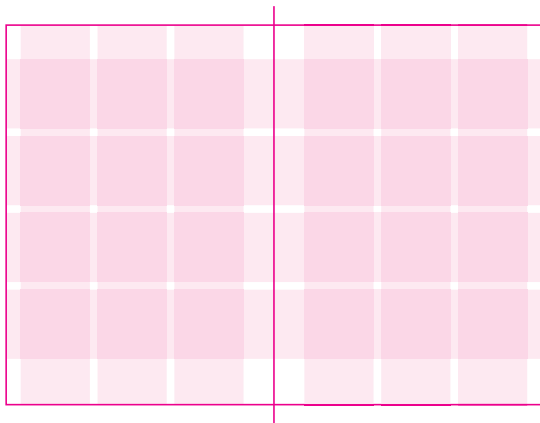**Grid position on a landscape A5 page with facing pages:**
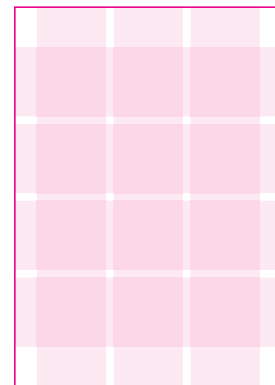
Top margin: 19,23 mm
Inside margin: 16,75 mm
Outside margin: 8,47 mm
Bottom margin: 25,67 mm

Centered grid position on a single A5 page:

Top margin: 22,45 mm
Left margin: 12,62 mm
Right margin: 12,62 mm
Bottom margin: 22,45 mm

A5 page spread with facing pages

*Single A5 page with centered grid
(flyer, leaflet, handout)*

LOGO POSITIONING

Logo positioning on A4

The width of a basic layout element also defines the smallest logo size (38.1 mm). The width of the logo should always be exactly one or more basic layout elements. Its position should be aligned with the grid.
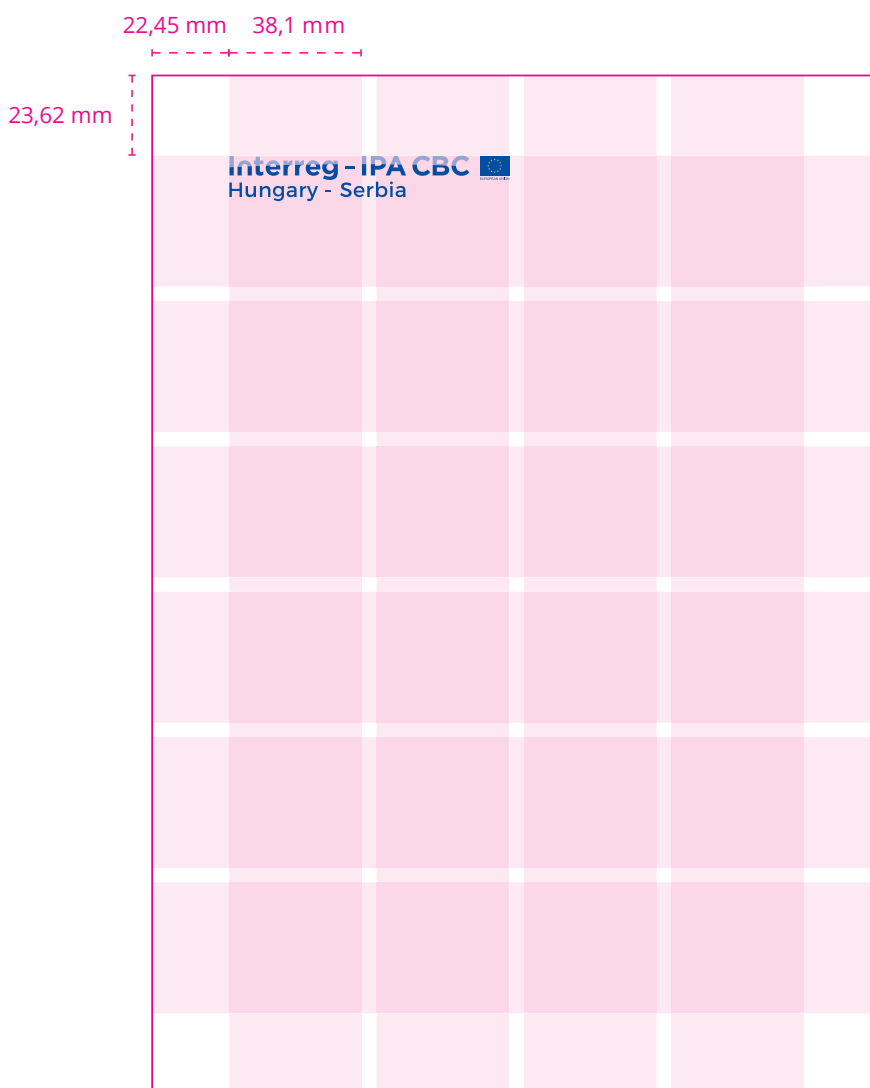
Positioning of the logo in the grid on a A4 document

LOGO POSITIONING

Logo positioning on A4 landscape format
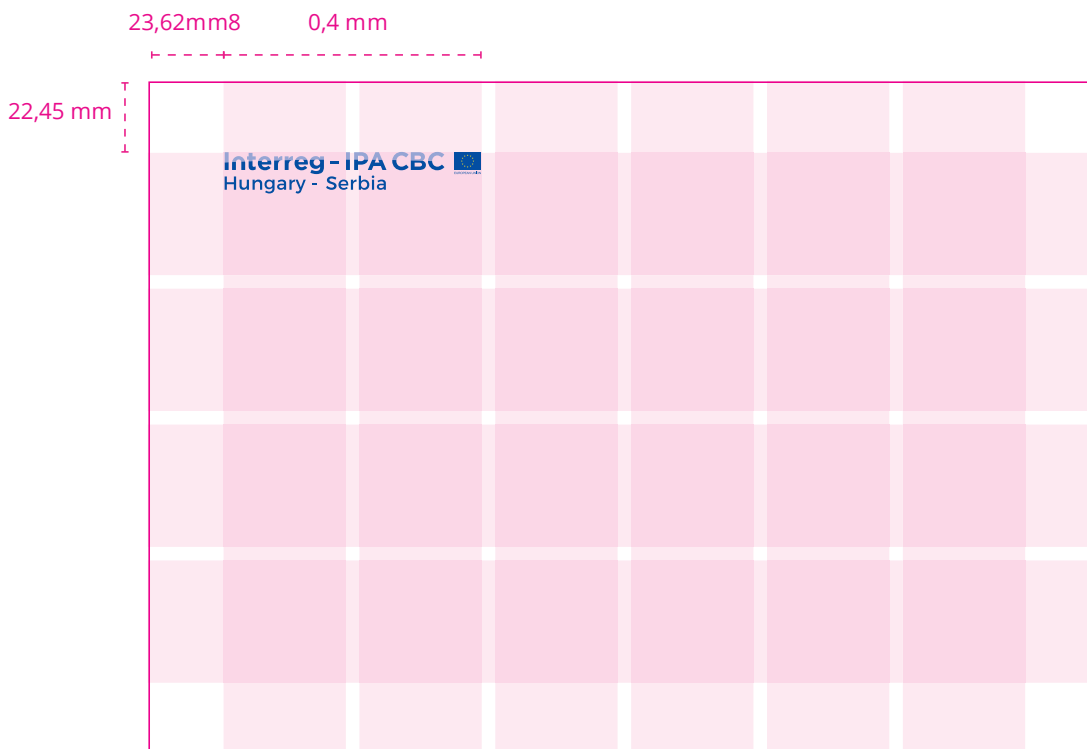
Positioning of the logo in the grid on a A4 landscape format or powerpoint presentation handout

Logo positioning on a business card

*Positioning of the logo on a business card (85*55 mm)*

THE EU LOGOTYPE

The European Union logo has the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars situated at equal intervals form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius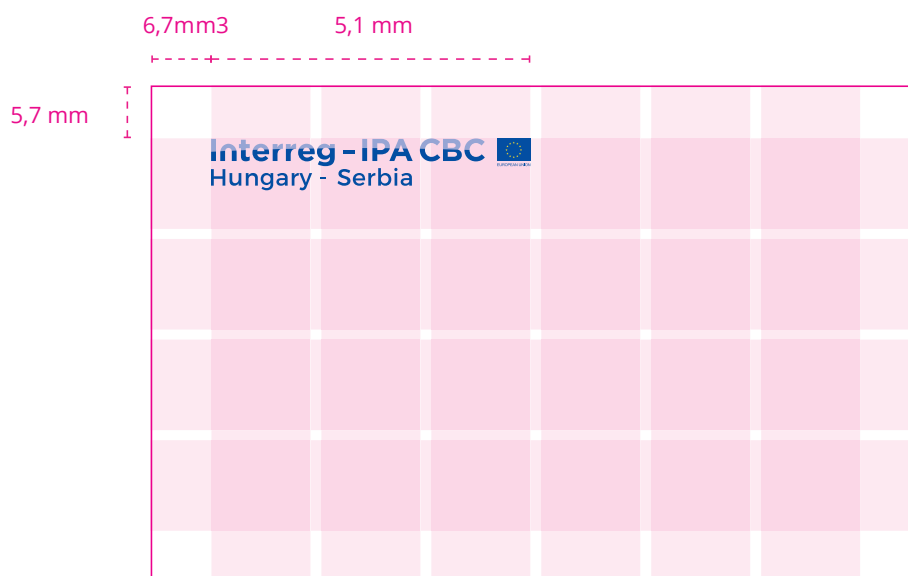 of the circle is equal to one third of the height of the hoist. Each of the stars has five points which are situated on the circumference of an invisible circle whose radius is equal to one eighteenth of the height of the hoist. All the stars are upright, i.e. with one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable.
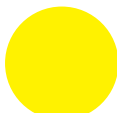

EUROPEAN UNION

REGULATION COLOURS

The emblem

The colours of the emblem are Pantone Reflex Blue for the surface of the rectangle and Pantone Yellow for the stars. The international Pantone range is very widely available and easily accessible, even for non-professionals.

COLOUR	PANTONE	CMYK	HEX	RGB
REFLEX BLUE	REFLEX BLUE	100/80/0/0	003399	0/51/153
YELLOW	YELLOW	0/0/100/0	FFCC00	255/204/0

Four-colour process

If the four-colour process is used, it is not possible to use the two standard colours. It is therefore necessary to recreate them using the four colours of the four-colour process. Pantone Yellow is obtained by using 100 % 'Process Yellow'. By mixing 100 % 'Process Cyan' with 80 % 'Process Magenta' one can get a colour very similar to Pantone Reflex Blue.

Internet

Pantone Reflex Blue corresponds to the web-palette colour RGB: 0/51/153 (hexadecimal: 003399) and Pantone Yellow corresponds to the web-palette colour RGB: 255/204/0 (hexadecimal: FFCC00).

Monochrome reproduction process

If only black is available, outline the rectangle in black and print the stars in black on white.
If blue is the only colour available, use Reflex Blue at 100 % for the rectangle and leave the stars in white (negative).

REPRODUCTION ON A COLOURED BACKGROUND

The emblem is preferably reproduced on a white background. Avoid a background of varied colours, and in any case one which does not go with blue. If there is no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25th of the height of the rectangle.
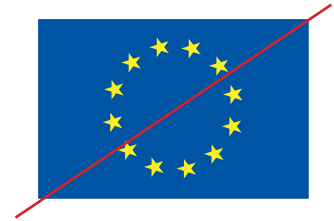
EXAMPLES OF INCORRECT REPRODUCTION
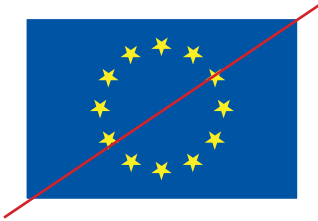
The emblem is upside down
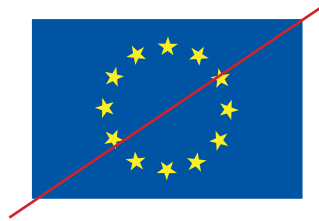
The stars are not upright.

The stars are wrongly positioned in the circle: they must appear in the position of the hours on the face of a clock.

USE BY THIRD PARTIES

The principles of use of the European emblem by third parties have been set out in an administrative agreement with the Council of Europe. This agreement was published in the Official Journal of the European Union (OJ C 271, 8.9.2012, p. 5).

According to this agreement, any natural or legal person ('third-party user') may use the European Emblem or any of its elements, as long as this use

(a) does not create the impression or assumption that there is a connection between the third-party user and any of the institutions, bodies, offices, agencies or organs of the European Union or the Council of Europe where this connection does not exist;

(b) does not lead the public to believe that the user benefits from the support, sponsorship, approval or consent of any of the institutions, bodies, offices, agencies or organs of the European Union or the Council of Europe where this is not the case;

(c) is not made in connection with any objective or activity which is incompatible with the aims and principles of the European Union or the Council of Europe, or is otherwise unlawful.
If the use of the European emblem complies with the above conditions, there is no need to ask for written permission.

Registration of the European emblem, or a heraldic imitation thereof, as a trade mark or as any other intellectual property right is not acceptable.

OBLIGATORY PHRASE ON EU FUNDING OF THE PROGRAMME

EN

The Programme is co-financed by the European Union

The Programme is co-financed by the European Union

The Programme is co-financed by the European Union

The Programme is co-financed by the European Union

The Programme is co-financed by the European Union

HU

A Program az Európai Unió társfinanszírozásával valósul meg

A Program az Európai Unió társfinanszírozásával valósul meg

A Program az Európai Unió társfinanszírozásával valósul meg

A Program az Európai Unió társfinanszírozásával valósul meg

A Program az Európai Unió társfinanszírozásával valósul meg

SRB

Program sufinansira Evropska unija

Program sufinansira Evropska unija

Program sufinansira Evropska unija

Program sufinansira Evropska unija

Program sufinansira Evropska unija

If other logos are displayed in addition to the European Union emblem, the European Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.

PHOTOGRAPHY

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.

Photography should depict one or all of the following:

- the Programme area – e.g. scenery or landmarks, common historic and cultural heritage, and similar;
- community and the spirit of togetherness – e.g. two or more people working or spending leisure time together, and similar.

Graphic images should follow the same example, and may also be abstract representation of the following: creating common future, good neighborly 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 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.

APPLICATION OF THE VISUAL IDENTITY

LEAFLET

Size: A5

VARIOUS ACTIVITIES

can be eligible for financing, such as infrastructure developments serving the protection of nature and natural values; rehabilitation of small roads leading to and crossing the border, planning transport lines, harmonisation of public transport schedules, minor actions in the field of water management in order to help prevent floods and inland inundati ons, elaboration of joint programmes, studies and strategies, constructi on and designation of new cycling routes;

development of tourism attractions and of related infrastructural faciliti es; creati ng and promoting pathways to integration and re-entry into employment for disadvantaged people; development of infrastructural and equipment capacities in the field of research; preparation of joint feasibility studies; development of common curricula and of joint training facilities. Exchange of good practice between insti tutions, authorities and promoting best available

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VARIOUS ACTIVITIES

can be eligible for financing, such as infrastructure developments serving the protection of nature and natural values; rehabilitation of small roads leading to and crossing the border, planning transport lines, harmonisation of public transport schedules, minor actions in the field of water management in order to help prevent floods and inland inundati ons, elaboration of joint programmes, studies and strategies, constructi on and designation of new cycling routes;

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BROCHURE

Size: A5

Interreg - IPA CBC
Hungary - Serbia

Good neighbours
creating
common future

The Programme is co-financed by the
European Union

HUNGARY

Kiskun
Csongrád
Bačka
North Banat
Central Banat
ačka
South Banat
Srem

SERBIA

ELIGIBLE AREA

Good neighbours
creating
common future

PROJECT PARTICIPANTS (POTENTIAL APPLICANTS)

Potenti al applicants who can apply for funds are as follows (the list is indicative):

- Local governments and their institutions
- Associations of local governments and their institutions
- Development agencies
- Non- governmental non- profit organisations (NGOs)
- Water management authorities
- Environmental management authorities
- Management organisations of national parks and environmental protection areas
- Tourist boards
- Public enterprises
- Universities, research insti tutes
- Educational and teaching organizations and their non-profit organisations
- Labour centres
- Foundations
- Chambers of commerce

Interreg - IPA CBC Hungary - Serbia 9

PUBLICATION COVER

Size: A4

Interreg – IPA CBC
Hungary - Serbia

PUBLICATION COVER
TITLE IN TWO LINES

The Programme is co-financed by the European Union

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Interreg-IPA CBC Hungary-Serbia
Joint Secretariat
info@interreg-ipa-husrb.com
www.interreg-ipa-husrb.com

Good neighbours
creating
common future

PAPER FOLDER

Size: A4

PAPER FOLDER WITH RING BINDER

ENVELOPE

Size: LA4

ENVELOPE

Size: TC5

INVITATION

Size: A5

LETTER

Size: A4

Interreg – IPA CBC
Hungary - Serbia

Joint Secretariat (JS)

Interreg - IPA CBC Hungary - Serbia
Address: H-1016, Budapest, Gellérthegy u. 30-32. **Tel:** +36 1 224 32 82
E-mail address: info@interreg-ipa-husrb.com **Web:** interreg-ipa-husrb.com

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NOTEBOOK

Size: A5

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Interreg-IPA CBC Hungary-Serbia
Joint Secretariat

info@interreg-ipa-husrb.com
www.interreg-ipa-husrb.com
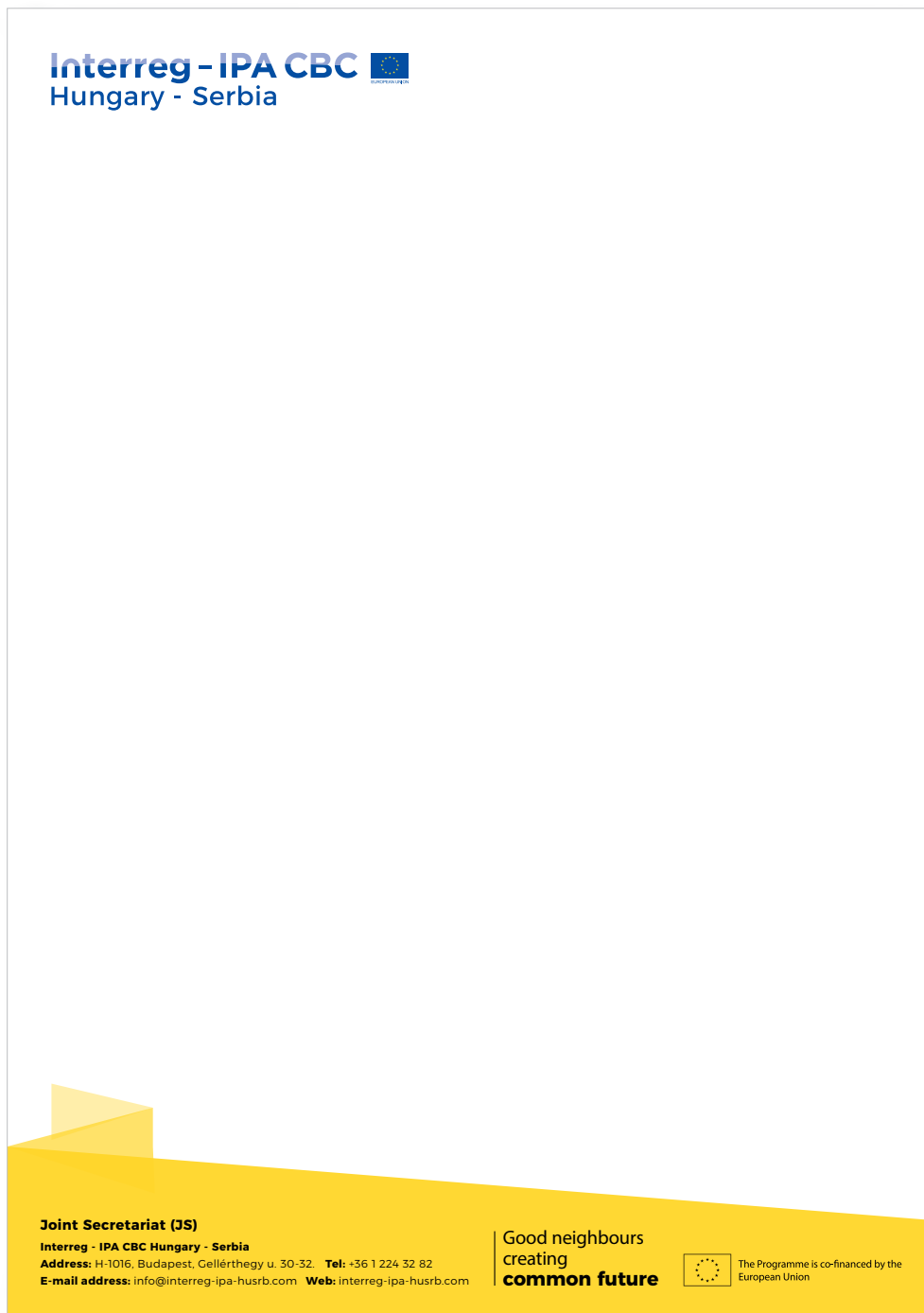
BUSINESS CARD

Size: 90mm x 50mm

POSTER

Size: A1

ROLLUP BANNER

Size: 850mm x 2000mm

CD-COVER, CD STICKER

PENDRIVE

MUG

T-SHIRT

ACCREDITATION BADGE

PEN

BADGE

CAP

PAPER BAG

SHOULDER BAG

UMBRELLA

WORD TEMPLATE

Size: A4

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Hungary - Serbia

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POWERPOINT TEMPLATE

INTERNET BANNERS - SOCIAL MEDIA

Cover photo

Profile picture

Cover photo
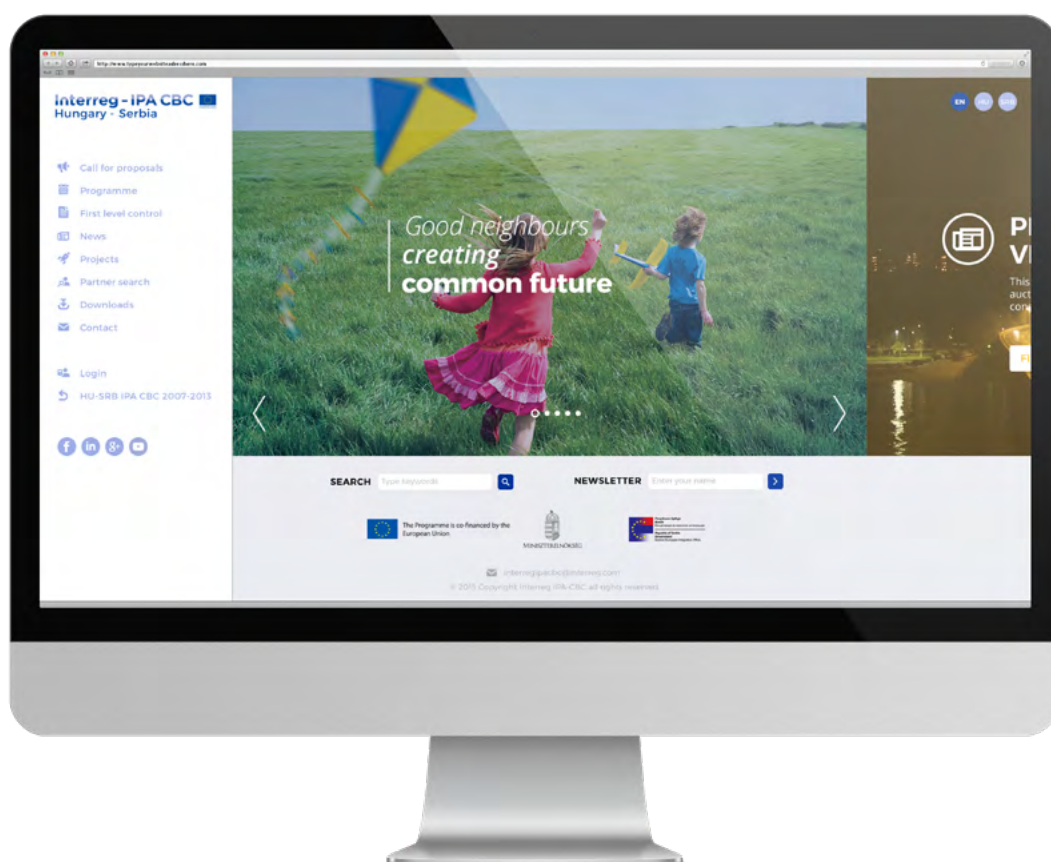

Profile picture

Cover photo

Profile picture

WEBSITE

Website link: www.interreg-ipa-husrb.com

CHAPTER 2
PROJECTS

OBLIGATORY COMMUNICATION ELEMENTS FOR PROJECTS

1. Programme logo
2. EU emblem with the obligatory phrase about the project co-funding
3. Disclaimer

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.

1. PROGRAMME LOGO

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

2. EU EMBLEM WITH THE OBLIGATORY PHRASE ABOUT THE PROJECT CO-FUNDING

Beneficiaries are required to communicate about the source of funding of the project, and they must use the EU emblem with the obligatory phrase about the project co-funding on all project material.

The EU emblem with the obligatory phrase must always appear on the first page/the front cover/front side of the produced material.

For social media profiles of a project, this communication element should appear on a prominent place (e.g. cover image), where visible to the page visitors.

Provided that a project has a website, this communication element should be positioned on its homepage, where visible to the website visitors.

EN

The project is co-financed by the European Union	The project is co-financed by the European Union
The project is co-financed by the European Union	The project is co-financed by the European Union
The project is co-financed by the European Union	

OBLIGATORY COMMUNICATION ELEMENTS

The EU logo should always be used with the following obligatory phrase, and must be used in the language matching the language of the material in which it appears:

English: **The project is co-financed by the European Union**

Hungarian: **A projekt az Európai Unió társfinanszírozásával valósul meg**

Serbian: **Projekat sufinansira Evropska unija**

In case of a Hungary-Serbia bilingual printed material, the choice of the language of logos, slogan and disclaimer can be guided by the language of the targeted audience. For example, a bilingual leaflet can have logos only in one language, if it aims to communicate to the audience who predominantly speaks that language.

HU

A projekt az Európai Unió társfinanszírozásával valósul meg

A projekt az Európai Unió társfinanszírozásával valósul meg

A projekt az Európai Unió társfinanszírozásával valósul meg

A projekt az Európai Unió társfinanszírozásával valósul meg

A projekt az Európai Unió társfinanszírozásával valósul meg

SRB

Projekat sufinansira Evropska unija

Projekat sufinansira Evropska unija

Projekat sufinansira Evropska unija

Projekat sufinansira Evropska unija

Projekat sufinansira Evropska unija

3. 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 Beneficiaries 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-IPA Cross-border Cooperation Programme Hungary-Serbia. The content of the <document, product, event, website> is the sole responsibility of < Beneficiary'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-IPA Határon Átnyúló Együttműködési Program Magyarország-Szerbia 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-IPA program prekogranične saradnje 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).

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.

1. PROGRAMME SLOGAN

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

The versions of the slogan in three languages to be used are the following:

English: **GOOD NEIGHBOURS CREATING COMMON FUTURE**

Good neighbours
creating
common future

Hungarian: **JÓ SZOMSZÉDOK A KÖZÖS JÖVŐÉRT**

Jó szomszédok
a közös
jövőért

Serbian: **DOBRI SUSEDI STVARAJU ZAJEDNIČKU BUDUĆNOST**

Dobri susedi
stvaraju zajedničku
budućnost

2. 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-IPA Cross-border Cooperation Programme Hungary-Serbia is implemented within the 2014-2020 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 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.interreg-ipa-husrb.com*.*

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.

3. REFERENCE TO THE PROGRAMME WEBSITE

Project communication material may also include the reference to the Programme website: www.interreg-ipa-husrb.com, where more information about the Programme and the relevant documents may be obtained.
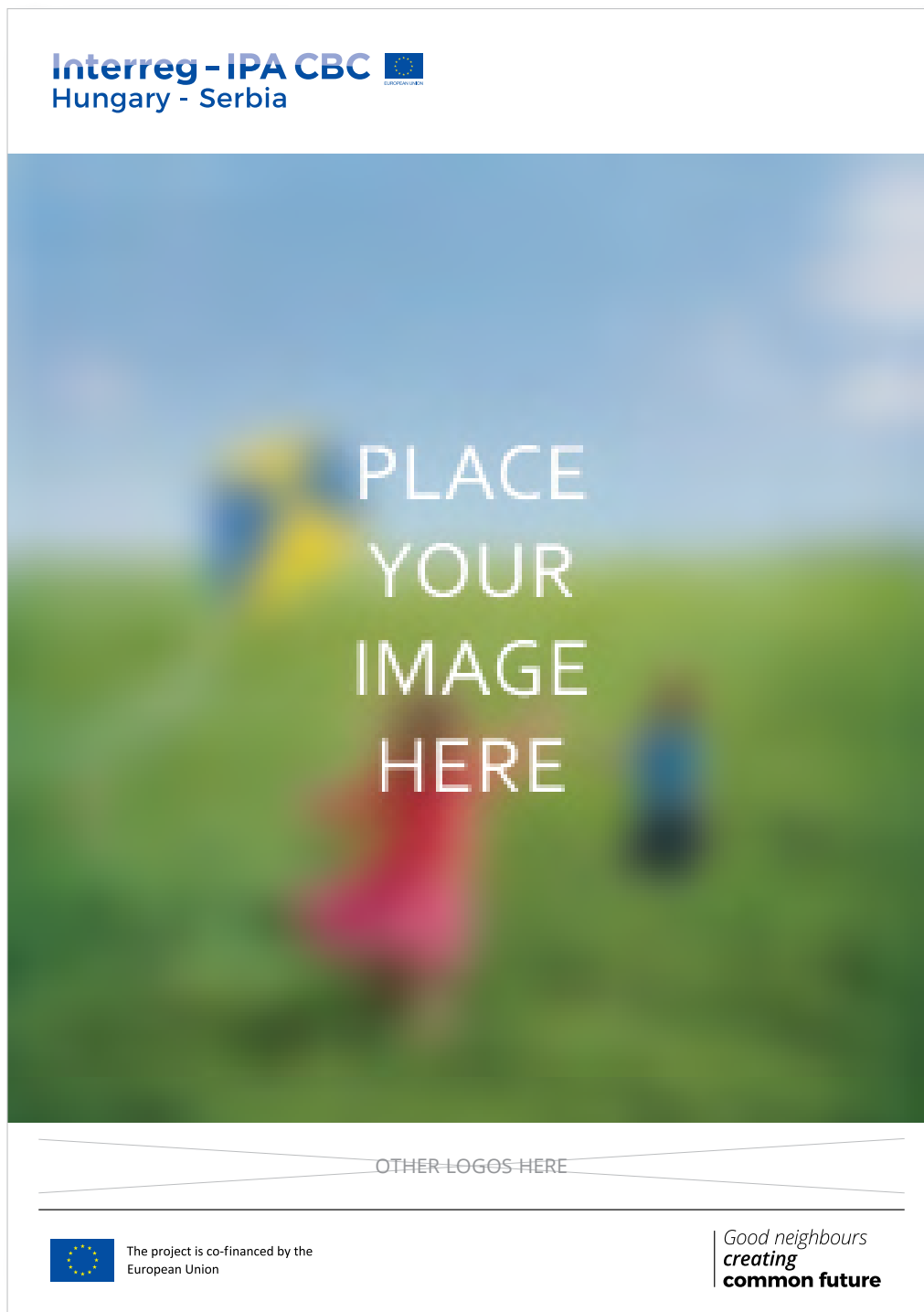
TEMPLATES

Programme provides the contracted projects with templates of obligatory communication tools once they sign the Subsidy contract. The templates are provided as open files and should be edited by including the project-related content.
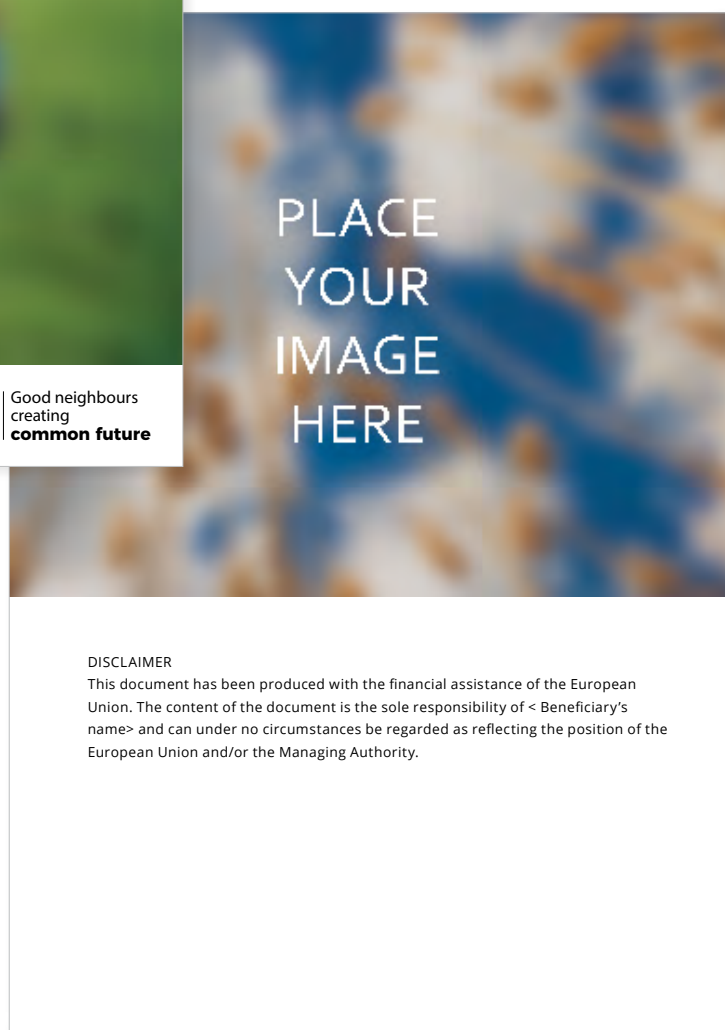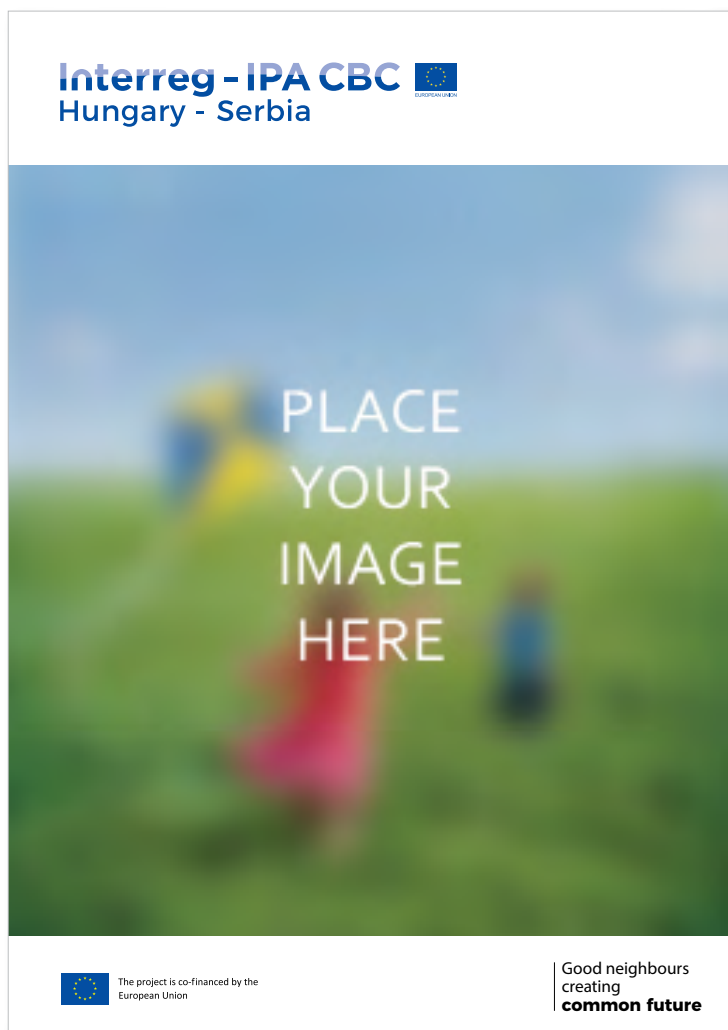
These files are not obligatory, but highly recommended to use. They may be used as a guide for application of the obligatory communication elements within the project communication tools.

This section provides illustrations of the templates. For details about Obligatory Communication Tools for projects, please refer to the Guidelines for Implementation of Information and Publicity Measures for Projects, available in the Downloads section of the Programme's website.

POSTER

BROCHURE

Interreg – IPA CBC
Hungary - Serbia

EUROPEAN UNION

PLACE YOUR IMAGE HERE

The project is co-financed by the European Union

Good neighbours creating **common future**

PLACE YOUR IMAGE HERE

DISCLAIMER
This document has been produced with the financial assistance of the European Union. The content of the document is the sole responsibility of < Beneficiary's name> and can under no circumstances be regarded as reflecting the position of the European Union and/or the Managing Authority.

POWERPOINT TEMPLATE

Interreg – IPA CBC
Hungary - Serbia

PROJECT LOGO HERE

PLACE YOUR IMAGE HERE

The project is co-financed by the European Union

Good neighbours
creating
common future

PROJECT LOGO HERE

LOREM IPSUM TITLE

• Ximus claredita, ius, nossulibus publin tere inam tercepe rioctur edepoervis siliac omnostiquem hostabem notem dit poptium, novenatu comnerbis ina, dienatis issimporus, es facivis esid maxim tem det?

• incerni hiciaet erestor ad pos in rem huidess imultodii in tebem o me ore tatu inatus factus hos vir aderis, sultiliam, Ti. Ahac faut gra imovidet, aut fore consule rficato etius, noneque publius vilica publiquod furiorte milintem nesiciocchum paritilicum hilius, ve, sendeme isquam tea pl.

• Omnonda ccitiam vilis vercero ximus, turemquam inatrum poenam hilla vit videse nit? Ximuli pero, mus, sendet fore nons publin hebus omnere cris supere patquit, viverem deesse nes, cul hem noximmo vertebus? Pero nox supieni hilicae vercerei prorum nostrunum no.

• Cuperivid se nosus det resce efacchus dicia me in nonsima ximus, te dum imius At publiqu emorareo, tereviverniu esis conduct orteri publicaequit et L. Et quidi, vis enduciae hume cer adhucer ecessidiu quamquo stiaet, ma, sil unterem huidemunum intrevi vatquit; egerese rnique faccion sulesim illatu contius, patuidiis? Ropublices effrem hilis hacit.

Disclaimer:
This project is co-financed by the European Union. The content of the press release is the sole responsibility of < Beneficiary's name> and can under no circumstances be regarded as reflecting the position of the European Union and/or the Managing Authority.

PRESS RELEASE

Interreg - IPA CBC
Hungary - Serbia

Press Release

Title

Subtitle (if needed)

City, Country, Month, DD, YYYY – the lead paragraph

2nd Paragraph

3rd Paragraph

....

###

About of the Programme
The Interreg-IPA Cross-border Cooperation Programme Hungary-Serbia is implemented within the 2014-2020 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 cooperation projects of organizations located in the Programme-eligible area – Hungarian counties Csongrád and Bács-Kiskun, and Serbian territories: West Bačka, North Bačka, South Bačka, North Banat, Central Banat, South Banat and Srem district.
The Programme helps the development of a stable and cooperating 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.interreg-ipa-husrb.com.

Contact:
[Name of the contact person]
[Name of the project]
[Name of the organization]
[Telephone]
[Email]
[Address- optional]

The project is co-financed by the European Union

Good neighbours
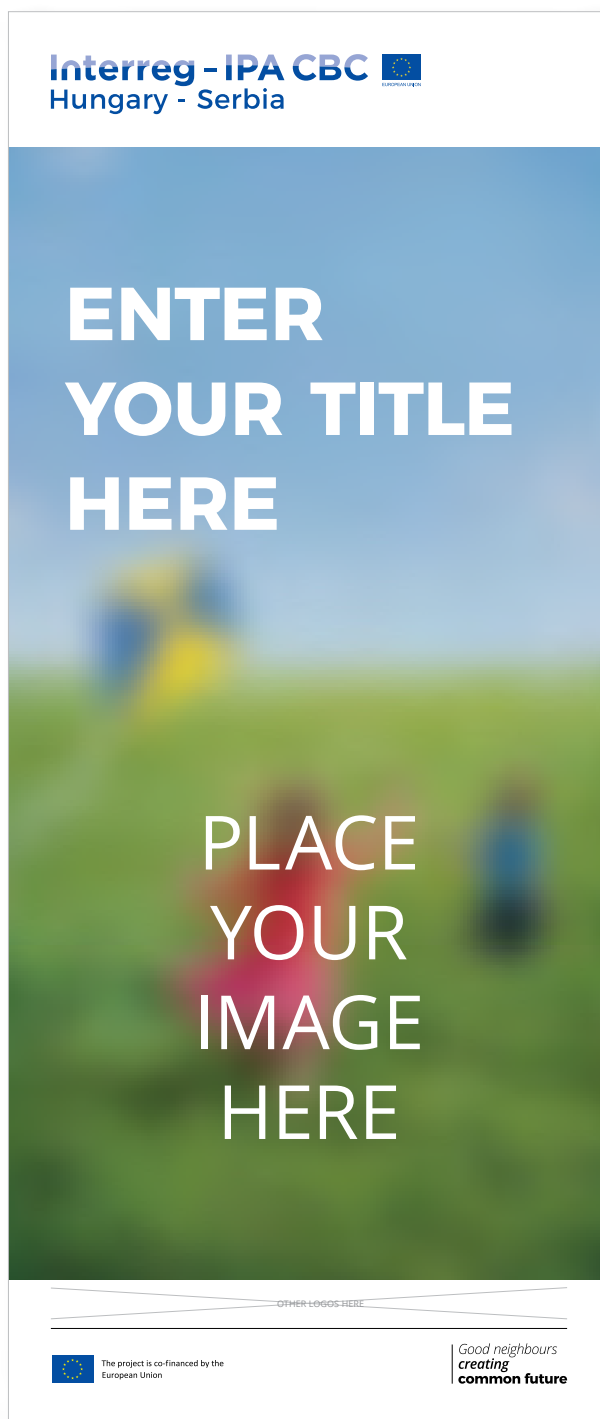*creating*
common future

e European Union. The content of the press release is the sole
name> and can under no circumstances be regarded as
opean Union and/or the Managing Authority.

The project is co-financed by the European Union

Good neighbours
creating
common future

ROLLUP

PERMANENT EXPLANATORY PLAQUE - HU

Printed Versions (Size: 841mm x 594mm)

Graven Version (Size: 841mm x 594mm)

PERMANENT EXPLANATORY PLAQUE - SRB

Printed Versions (Size: 841mm x 594mm)

Interreg – IPA CBC
Mađarska – Srbija

Naziv projekta:	**NAZIV PROJEKTA**
Vodeći korisnik:	VODEĆI KORISNIK
Iznos sredstava Evropke unije:	**IZNOS SREDSTAVA**
Početak projekta:	2016.01.14.
Kraj projekta:	2016.04.22.

Projekat sufinansira Evropska unija

Dobri susedi stvaraju zajedničku **budućnost**

Graven Version (Size: 841mm x 594mm)

Interreg – IPA CBC
Mađarska – Srbija

Naziv projekta:	**NAZIV PROJEKTA**
Vodeći korisnik:	VODEĆI KORISNIK
Iznos sredstava Evropke unije:	**IZNOS SREDSTAVA**
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Kraj projekta:	2016.04.22.

Projekat sufinansira Evropska unija

Dobri susedi stvaraju zajedničku **budućnost**

BILLBOARD - HU

Without Photo (Size: 3000mm x 1500mm)

Interreg - IPA CBC
Magyarország – Szerbia
EURÓPAI UNIÓ

A projekt címe: **A PROJEKT CÍME**

Vezető kedvezményezett: VEZETŐ KEDVEZMÉNYEZETT

Közösségi támogatás összege: **TÁMOGATÁS ÖSSZEGE**

A projekt kezdete: 2016.01.14.

A projekt zárása: 2016.04.22.

A projekt az Európai Unió társfinanszírozásával valósul meg

Jó szomszédok a közös **jövőért**

With Photo (Size: 3000mm x 1500mm)

Interreg - IPA CBC
Magyarország – Szerbia
EURÓPAI UNIÓ

A projekt címe: **A PROJEKT CÍME**

Vezető kedvezményezett: VEZETŐ KEDVEZMÉNYEZETT

Közösségi támogatás összege: **TÁMOGATÁS ÖSSZEGE**

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A projekt az Európai Unió társfinanszírozásával valósul meg

Jó szomszédok a közös **jövőért**

The image in the design solution is used as an illustration

BILLBOARD - SRB

Without Photo (Size: 3000mm x 1500mm)

With Photo (Size: 3000mm x 1500mm)

The image in the design solution is used as an illustration

STICKER FOR PURCHASED EQUIPMENT

Size: 50mm x 90mm
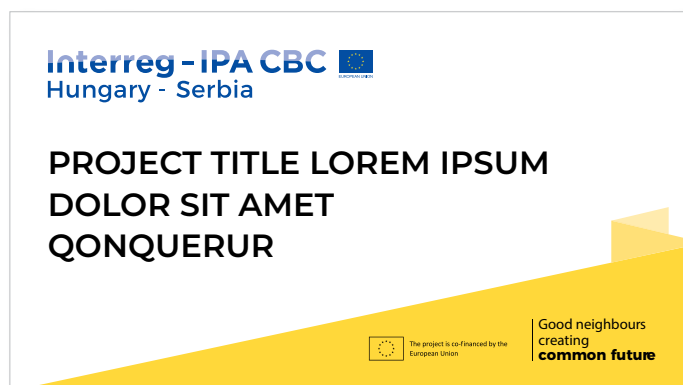
Interreg – IPA CBC
Hungary - Serbia

PROJECT TITLE LOREM IPSUM DOLOR SIT AMET QONQUERUR

The project is co-financed by the European Union

Good neighbours creating **common future**

Size: 100mm x 100mm

Interreg – IPA CBC
Hungary - Serbia

PROJECT TITLE LOREM IPSUM DOLOR SIT AMET

The project is co-financed by the European Union

Good neighbours creating **common future**

Disclaimer:

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Interreg-IPA CBC Hungary-Serbia
Joint Secretariat

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www.interreg-ipa-husrb.com

Good neighbours
creating
common future