



Building Partnership

Brand book for the
Interreg V-A Slovakia-Hungary Cooperation Programme

2015

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The Logotypes

Slovak



Hungarian



English



The logotype symbolises the connection, through the common geographical parts of the participating countries. The shape was formed from the capital starting letters of the country names in their original languages - "Magyarország" and "Slovak Republic".

The capital "M" which appears in the upper part of the shape forms hills, mountains and castle, the "S" as a projection of the "M" in the bottom, is a metaphor for a river and road.

The "blue" color indicates the Slovak Republic, while the "green" color indicates Hungary (Magyarország). The logos must not be changed!

Additions

With logo



Proportion



With availabilities

+36 00 000 0000
 info@skhu.eu
 www.skhu.eu

European Regional Development Fund

The logo also exists in a version with the text "European Regional Development Fund" written below it. The height of this line is the same as for "European Union" under the flag.

The placement of this line can be if possible on the page where e-mail, website address etc. under availabilities, but it must be visible and legible.

If the option to make reference to the fund separately from the logo is chosen, this line can be written in any typeface that matches the design of the publication, but no smaller than 7.5 points. If the full harmonized Interreg branding is used, it should be written in the fonts Open Sans regular or Vollkorn regular. The placement of this line can be anywhere on the page where the logo is used, but it must be visible and legible.

Proportion



The composition of the logo elements follows specific rules and must not be changed.

Basic unit

The basic unit used for definition of the logo composition is the width of the letter "e".

European flag

The space between the logotype and the European flag equals $3/4$ of the basic unit. The height of the flag is the same as the letter "l".

Clear space area

Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.

The only arrangement option for the logo is the left aligned version. This layout should be used in the three languages and all the different size variations from print materials to digital (on screen) appearances.

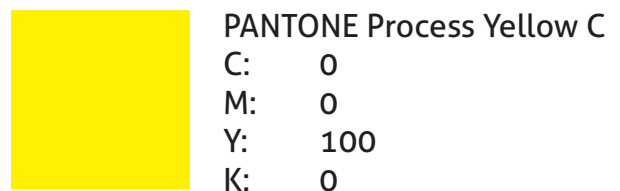
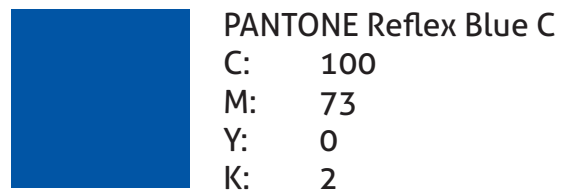
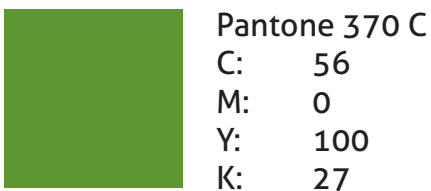
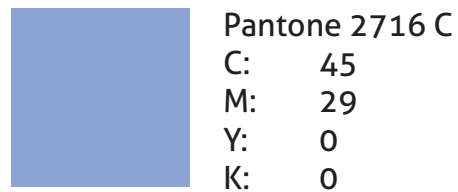
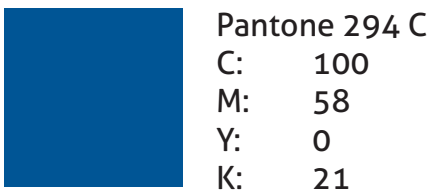
Whitespaces Requirements Ratification



Use of Shape and Type Colours



Colours



Basic Colour Variation



Colour Negative Variation



Pantone 294 C

C: 100

M: 58

Y: 0

K: 21

Wherever possible the basic colour variation should be used for maximum consistency across the marketing materials. Optionally a negative colour version - white logo on Pantone 294 C (blue) background - can be used as well.

Grey or Black Variation



Grey or Black Negative Variation



Pantone Cool Gray 11 EC

C: 0
M: 0
Y: 0
K: 80

Where colour variations can't be used a grey or black version should be used. Optionally a negative monochrome version - white logo on Pantone Cool Gray 11 EC background - can be used as well.

Use of Slogan

Basic Colour Variation

Building Partnership

Colour Negative Variation



Building Partnership

Grey or Black Variation



Building Partnership

Grey or Black Negative Variation



Building Partnership

Font: Aller Bold

Colour:



Pantone 294 C

C: 100

M: 58

Y: 0

K: 21



Pantone Cool Gray 11 EC

C: 0

M: 0

Y: 0

K: 80

Only the colours of the logo are usable as an alternative colour. You can find the specific colours on page seven.

The programme slogan should only appear on the first page of any printed or other material. It can be used separately from the other design elements.

Language versions:

Slovak: "**Budujeme Partnerstvá**"

Hungarian: "**Partnerséget építünk**"

English: "**Building Partnership**"

Do not rotate or mirror the logotype!



Do not scale in any directions!



Do not skew the logotypes!



Do not change the shape and text colour!



Do not swap the logotype colors and do not use inappropriate text colour!



Do not use background colour and effects!



Photo Usage



Only images that clearly represent the content and fit the design are allowed to be used in these publications.

Use of Fonts

Typefaces

Overall communication (body text, headlines etc.).

The typeface for all other applications from body text to headlines is Aller. 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.

The font can be downloaded here:
Aller: <http://www.fontsquirrel.com/fonts/aller>

Aller Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&@%?!:;()*

Aller Regular is selected for use in the Interreg Slovakia-Hungary to ensure consistency and effectiveness throughout all its communication materials.

Aller Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&@%?!:;()*

Aller Bold is selected for headlines and highlighting content in the different communication materials.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&@%?!:;()*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&@%?!:;()*

Aller Regular, **Aller Bold** is not available Arial Regular, **Arial Bold** will be used in all communication materials, including electronic environment (Word, Power Point, etc.).

Branding Design Element for the Communication Layouts



Colour:



Pantone 294 C

C: 100

M: 58

Y: 0

K: 21

Opacity: 11%

Business Card



Notepaper with header – A5 and A4

Building Partnership



+36 00 000 0000
info@skhu.eu
www.skhu.eu

European Regional Development Fund

Greeting Cards LA/4 (F5) - 210x99 mm



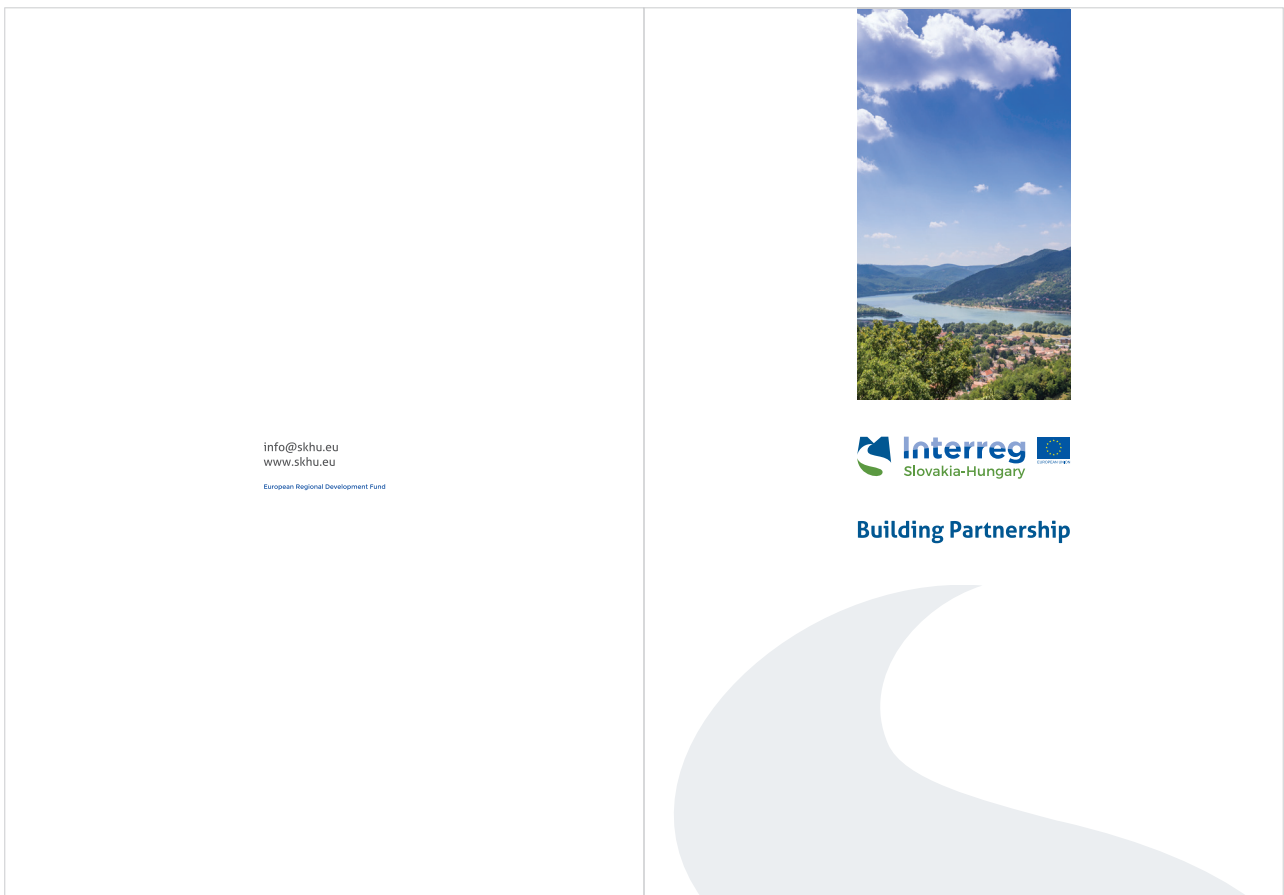
With images



Document Holder printed on the front and on the back – only outside



With images



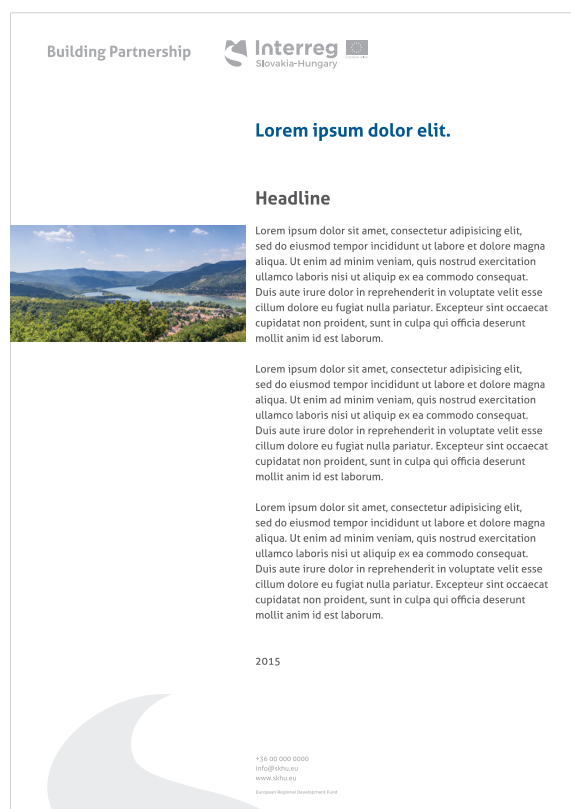
Basic design for publications' Cover and Inner Page (online publication – A4)

Cover



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Inner Page



Building Partnership



Headline

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info@skhu.eu
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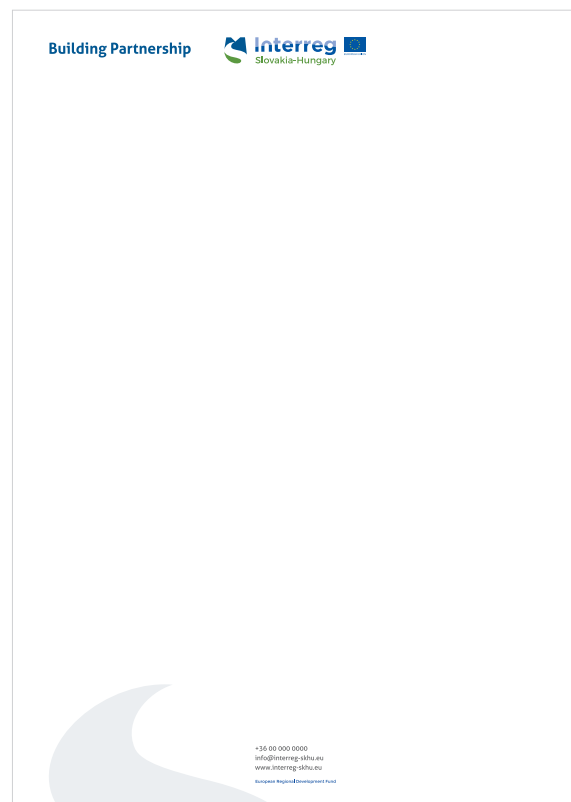
European Regional Development Fund

Scratch Pad, Cover and Inner Page

Cover



Inner Page



Invitation – LA/4 (F5) - 210x99 mm

Building Partnership

 **Interreg**
Slovakia-Hungary

Invitation

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With images

Building Partnership

 **Interreg**
Slovakia-Hungary

Invitation



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Press Release

Building Partnership



Press Release

Headline



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2015

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 info@skhu.eu
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European Regional Development Fund

Roll up – 85x200 cm



Leaflet

Building Partnership 

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info@skhu.eu
www.skhu.eu
European Regional Development Fund





Building Partnership

Building Partnership 

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Building Partnership 

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Badge for Events



CD/DVD Cover - Inlays are one sided

