



Interreg
Hungary – Slovakia



Co-funded by
the European Union

BRANDBOOK

Visual identity guidelines for the Interreg
Hungary - Slovakia Cooperation Programme



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Version: 1-00

24 March 2023

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Mission statement

The Interreg Hungary-Slovakia Cooperation Programme operates within the 2021-2027 financial framework of the European Union as a part of the Cohesion Policy. The aim of the Programme is to eliminate the administrative and legal obstacles on the Hungarian-Slovak border, build up mutual trust between the citizens and to make the border area more competitive, inclusive and environmentally friendly. These objectives are presented in detail in the Programme document that was approved by the European Commission on 3 November 2022.

Each Member State shall ensure the visibility of support in all activities relating to operations supported by the Funds with particular attention to operations of strategic importance, and communication to Union citizens of the role and achievements of the Funds through a single website portal providing access to all programmes involving that Member State. (Article 46, CPR)

The managing authority shall ensure the publication on the website referred to in Article 49 or on the single website portal referred to in Article 46 a timetable of the planned calls for proposals, that is updated at least three times a year, with the following indicative data:

- geographical area covered by the call for proposal;
- policy objective or specific objective concerned;
- type of eligible applicants;
- total amount of support for the call;
- start and end date of the call.

Going beyond the legal requirements, information listed above can be communicated in the news sections on the Programme website, social media, and even in regional or local press to highlight calls and the selection of projects.

The managing authority shall make the list of operations selected for support by the Funds publicly available on the website in at least one of the official languages of the institutions of the Union and shall update that list at least every 4 months. Each operation shall have a unique code.



Communication objectives

Supporting the successful programme implementation by adequate, timely and accurate communication measures by

- communicating the funding opportunities towards potential beneficiaries in due time;
- providing information to beneficiaries how to implement successfully their projects and communicating it;
- providing relevant and timely information to the decision makers of the Programme.

Ensuring effective and transparent communication among the different programme implementing bodies and with the (potential) beneficiaries by

- building up an effective communication structure among the programme implementing bodies to ensure flow of information;
- creating clear, straightforward and understandable guides and documents.

Engaging citizens by

- informing the general public about the activities and results of the Programme through various channels using attractive messages;
- capitalize on the results from the previous operational programmes between Hungary and Slovakia as well as on other programmes' results.





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the European Union**



**Az Európai Unió
társfinanszírozásával**



**Spolufinancovaný
Európskou úniou**

Logo

Logo is the face of the Programme. It is meant to visually communicate the unique identity of the brand and what it represents. The emblem of the European Union shall be prominently featured on all communication materials such as printed or digital products, websites and their mobile views relating to the implementation of an operation, used for the public or for participants. The statement 'Co-funded by the European Union' shall be written in full and placed next to the emblem.





Slogan

All projects have to be developed and implemented in partnership created by minimum two Partners registered in Hungary and Slovakia. All projects have to demonstrate strong cross-border character having clear impact on territorial, economic and social cohesion of the border area and shall generate long-term partnerships.

Building partnership
Partnerséget építünk
Budujeme partnerství



#husk2127

#interreg

#EUfunds

Hashtag

A hashtag is a metadata tag that is prefaced by the hash sign, #. On social media, hashtags are used on microblogging and photo-sharing services as a form of user-generated tagging that enables cross-referencing of content by topic or theme.

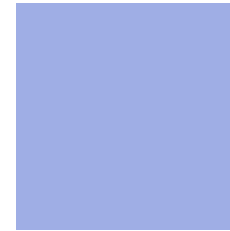
Primary colours



C67 M0 Y43
R70 G190 B170



C100 M93 Y0
R0 G51 B153

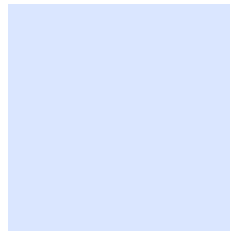


C43 M30 Y0
R159 G174 B229

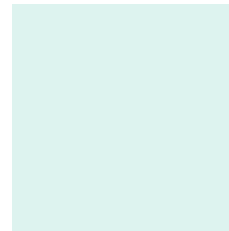


C0 M20 Y98
R255 G204 B0

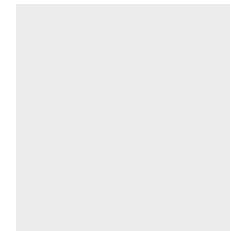
Secondary colours



C17 M7 Y0
R218 G230 B255



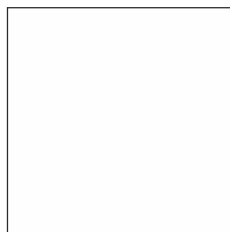
C15 M0 Y9
R221 G243 B239



C0 M0 Y0 K10
R236 G236 B236



C0 M0 Y0 K80
R91 G91 B91



C0 M0 Y0
R255 G255 B255



C0 M0 Y0 K100
R0 G0 B0



Typography

Bahnschrift

Bahnschrift is the primary typeface for headings and large texts.

Bahnschrift (Semi condensed, Semi bold)

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz**

Arial Nova

Arial Nova is the primary typeface for small texts.

Arial Nova

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Credits

Ministry of Foreign Affairs and Trade of Hungary

Managing Authority

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Hungary

Ministry of Investments, Regional Development and Informatization of the Slovak Republic

National Authority

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811 09 Bratislava
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Széchenyi Programme Office Nonprofit LLC.

Joint Secretariat

1053 Budapest
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