



Hungary-Slovakia-Romania-Ukraine
ENPI Cross-border Cooperation Programme

Partnership without borders



**Visual Identity Manual of the
Hungary-Slovakia-Romania-Ukraine
ENPI Cross-border Cooperation Programme 2007-2013**

www.huskroua-cbc.net

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Mug
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Billboard

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Electronic Newsletter
Website

Chapter 1

Visual Identity Elements

The Logotype



The logotype symbolises the connection, co-operation of the participating countries. Although the logotype is playful due to its basic colours, it is also a strong form which can be unmistakably associated to the program and the co-operating partners.

Minimum Size



The logo of Hungary-Slovakia-Romania-Ukraine ENPI Cross-border Cooperation Programme should not be recreated in any circumstance. Only the logoverversion presented in this manual is the correct one and it and only it should be used. The minimum admitted dimensions of the logo is 10mm (height).

Colours

CMYK	RGB	Pantone
C 99 M 77 Y 26 K 10	R 18 G 74 B 125	653 C

CMYK	RGB	Pantone
C 67 M 39 Y 0 K 0	R 88 G 138 B 200	659 C

CMYK	RGB	Pantone
C 0 M 0 Y 0 K 90	R 65 G 64 B 66	446 C

CMYK	RGB	Pantone
C 89 M 60 Y 2 K 0	R 29 G 104 B 175	660 C

CMYK	RGB	Pantone
C 4 M 0 Y 93 K 0	R 251 G 238 B 35	3945 C

Colours:

CMYK color codes will be used on all printed materials. For special printed materials PANTONE code will be used.

RGB will be used on the web site and other electronic applications.

Backgrounds:

The emblem is reproduced for preference on a white background. Avoid a background of varied colours, and in any case one which does not go with blue, and yellow.

Full Colour Version



This version is highly recommended when there are no restriction imposed by the texture and color of the material (white or light gray background only) on which the visual identity of the programme is applied.

Black & White Versions



Black & white versions with the two subversions: normal and inverted logos. This version is recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials - fax, stickers - whenever the full-color version of the logo cannot be applied.



Whitespace Requirements



The logo should not be oversized.

In order to create the maximum impact and visibility, the presence of a white space around the graphic signature is very efficient.

This space individualizes the logo by separating it from the surrounding elements (margin of the page, other logos or graphic elements, etc.).

The distance between the margins and the logo are different from one page to another.

Language Versions

hu



Magyarország-Szlovákia-Románia-Ukrajna
ENPI Határon Átnyúló Együttműködési Program

sk



Program cezhranicnej spolupráce ENPI
Madarsko-Slovensko-Rumunsko-Ukrajina

ro



Ungaria-Slovacia-România-Ucraina
Programul de Cooperare Transfrontaliera ENPI

ua



Програма прикордонного співробітництва ЄІСП
Угорщина-Словаччина-Румунія-Україна

en



Hungary-Slovakia-Romania-Ukraine
ENPI Cross-border Cooperation Programme

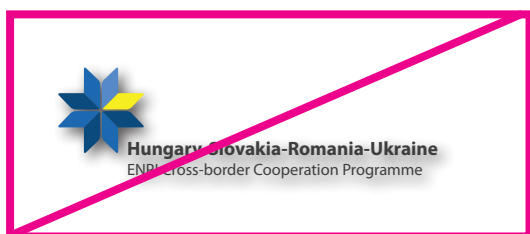
The Programme Logo | Forbidden Situations



The logo should never appear on one of the colors which compose the logo.



The logo should never be written with another true-type.



No shadow effects should be applied to the logo.



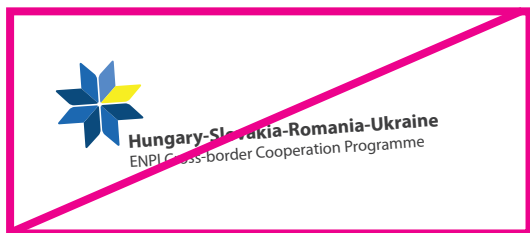
The logo should not be in any way distorted.



The letters of the logo should not appear in different colors.



No element of the logo should change its prescribed position.



The logo should not be rotated.



The minimum distance should be observed between the logos. These appear horizontally or vertically.

Myriad Pro

Regular

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

Myriad Pro is selected for use in the Cooperation programme to ensure consistency and effectiveness throughout all its communication materials.

Where Myriad Pro is not available Arial will be used in all communication materials, including electronic environment (Word, Power Point, etc.)

Semibold

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

Bold

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

Bold Italic

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

Language Versions

hu

Partnerség határok nélkül

The slogan of the programme is "Partnership without borders". This will be used together or separately from the logo of the programme, according to the space available, as it can be seen on the visual elements presented in this guide.

sk

Partnerstvo bez hraníc

ro

Parteneriat fără frontiere

ua

Партнерство без кордонів

en

Partnership without borders

The 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.



The Programme is co-financed by the European Union

Proportions



Colours



CMYK	RGB	Pantone
C 4 M 0 Y 93 K 0	R 255 G 204 B 0	PMS Pantone Yellow



CMYK	RGB	Pantone
C 100 M 72 Y 0 K 6	R 0 G 0 B 153	PMS Reflex Blue

Colours:

CMYK color codes will be used on all printed materials. For special printed materials PANTONE code will be used. RGB will be used on the web site and other electronic applications.

Internet:

PANTONE REFLEX BLUE corresponds in the web-palette colour RGB:0/51/153 (hexadecimal: 003399) and PANTONE YELLOW corresponds in the web-palette colour RGB:255/204/0 (hexadecimal: FFCC00).

Backgrounds:

the emblem is reproduced for preference on a white background. Avoid a background of varied colours, and in any case one which does not go with blue. If there should be no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25 of the height of the rectangle. The European Union negative logo will be made up of the black flag and white stars.

Colour Versions



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



The Programme is co-financed by the European Union

Language Versions

hu



Az Európai Unió társfinanszírozásával
megvalósuló Program

sk



Program je spolufinancovaný
z prostriedkov Európskej únie

ro



Programul este cofinanțat de
către Uniunea Europeană

ua



Програма фінансована з
фондів Європейського Союзу

en



The Programme is co-financed by the
European Union

Chapter 2

Application of the Visual Identity

Leaflet (Size: A5)



Hungary-Slovakia-Romania-Ukraine
ENPI Cross-border Cooperation Programme

HU

EN

Partnership without borders

Magyarország-Szlovákia-Románia-Ukraina ENPI
Határon Átnyúló Együttműködési Program 2007-2013

Hungary-Slovakia-Romania-Ukraine ENPI
Cross-border Cooperation Programme 2007-2013

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A támogatásra jogosult terület
Eligible area



<p>Magyarország / Hungary Szabolcs-Szatmár-Bereg Borsod-Abaúj-Zemplén*</p> <p>Románia / Romania Maramureş Satu-Mare Suceava**</p>	<p>Szlovákia / Slovakia Košický Prešovský</p> <p>Ukrajna / Ukraine Zakarpatska Ivano-Frankivska Chernivetska**</p>
---	--

* szomszédos terület teljes részvételi jogosultsággal / adjacent area with full participation
** szomszédos terület korlátozott részvételi jogosultsággal / adjacent area with limited participation

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MVRR SR
MINISTERSTVO REGIONÁLNEHO ROZVOJA
SLOVENSKEJ REPUBLIKY

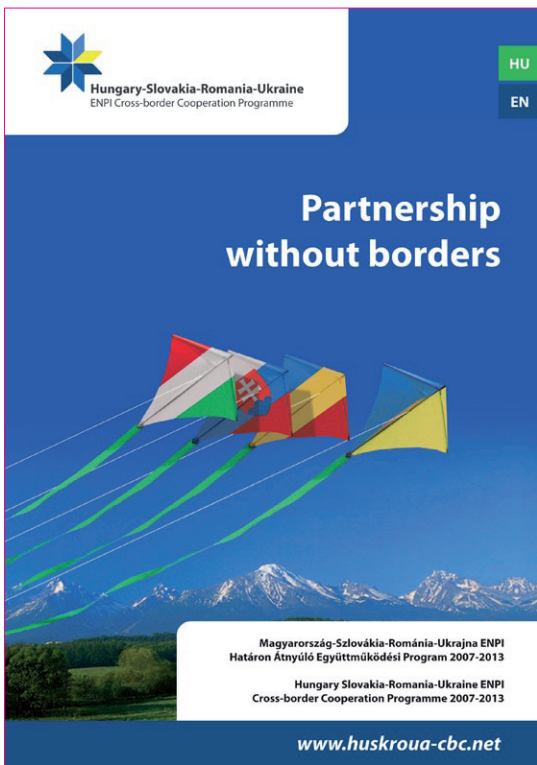


Ministerul Dezvoltării
REGIONALE ŞI LOCUINTELOR



Міністерство
ЕКОНОМІКИ УКРАЇНИ

Publication Cover (Size: A4)



Paper Folder



Envelope (Size: LA4)



Envelope (Size: LC5)



Invitation

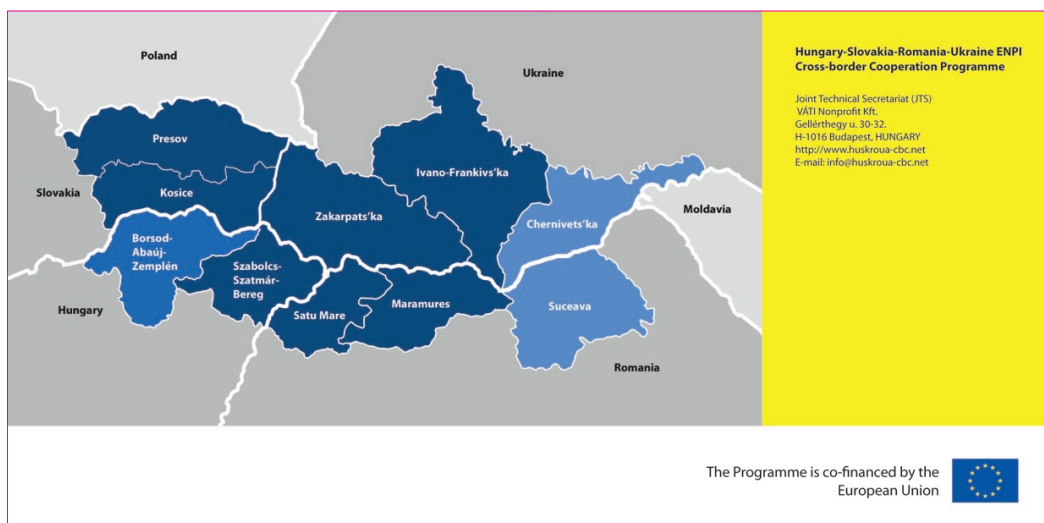


**Hungary-Slovakia-Romania-Ukraine**
ENPI Cross-border Cooperation Programme

Invitation
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras eleifend vehicula lorem


Partnership without borders

www.huskroua-cbc.net



Hungary-Slovakia-Romania-Ukraine ENPI Cross-border Cooperation Programme

Joint Technical Secretariat (JTS)
VATI Nonprofit Kft.
Gellérthegy u. 30-32.
H-1016 Budapest, HUNGARY
<http://www.huskroua-cbc.net>
E-mail: info@huskroua-cbc.net

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Letter (Size: A4)



Business Card (Size: 90mm x 50mm)



Poster



Hungary-Slovakia-Romania-Ukraine
ENPI Cross-border Cooperation Programme

Partnership without borders



Poland Ukraine
Slovakia Hungary Romania
Prešov Košice Záhorská
Nová Fribanica
Banská Bystrica
Zemplín Sabinov
Hem Sula Mare Maramaros
Tuzsvara
Moldavia

Hungary Slovakia Romania-Ukraine
European Neighbourhood and Partnership
Instrument (ENPI) Cross-border Cooperation
Programme 2007-2013

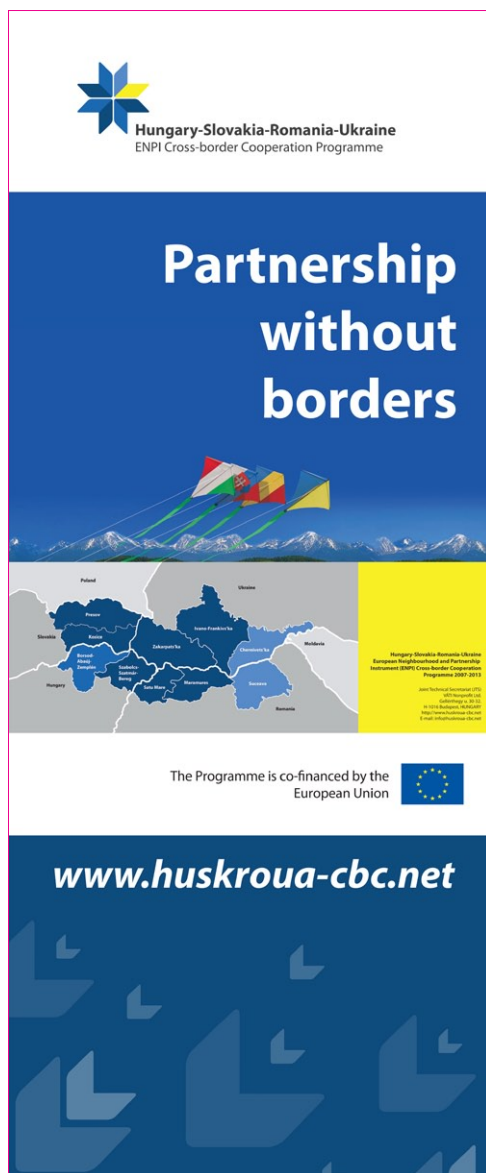
Joint Technical Secretariat (JTS)
1071 Neograda, Ltd.
Galvanijska 30, 22
11 1216 Budapest, HUNGARY
http://www.huskroua-cbc.net
E-mail: info@huskroua-cbc.net

The Programme is co-financed by the
European Union

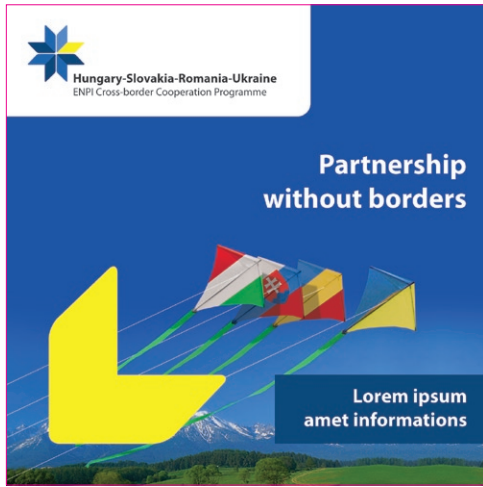


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Roll-up banner



CD Cover (Front, Back)



CD Sticker



Pendrive



T-shirt



Badge



Mug



Sticker (Size: 90mm x 50mm)



Billboard (Size: 3000mm x 1500mm)

hu


25%  Magyarország-Szlovákia-Románia-Ukrajna
ENPI Közösségi Alapok Együttműködési Programja

Partnerség határok nélkül

50% A projekt címe: [A projekt címe]
Kedvezményezett: [Kedvezményezett]
Partner(ek): [Partner(ek)]
Közösségi támogatás összege: [Közösségi támogatás összege]
A projekt kezdete és zárása: [A projekt kezdete és zárása]


25%  A Program az Európai Unió
támogatásával valósul meg

sk


25%  Program cezhraničnej spolupráce ENPI
Maďarsko-Slovensko-Rumunsko-Ukrajina

Partnerstvo bez hraníc

50% Názov projektu: [Názov projektu]
Žiadateľ: [Žiadateľ]
Partner(i): [Partner(i)]
Príspevok Spoločenstva: [Príspevok Spoločenstva]
Dátum začatia a dátum ukončenia projektu: [Dátum začatia a dátum ukončenia projektu]


25%  Program je spolufinancovaný
z prostriedkov Európskej únie

ro

25%  Programul de Cooperare Transfrontaliară ENPI
Ungaria-Slovenia-România-Ucraina

Parteneriat fără frontiere

50% Titlul proiectului: [Titlul proiectului]
Beneficiar: [Beneficiar]
Partener(i): [Partener(i)]
Finanțare comunitară: [Finanțare comunitară]
Data de începere și terminare a proiectului: [Data de începere și terminare a proiectului]

25%  Programul este cofinanțat de
către Uniunea Europeană

ua

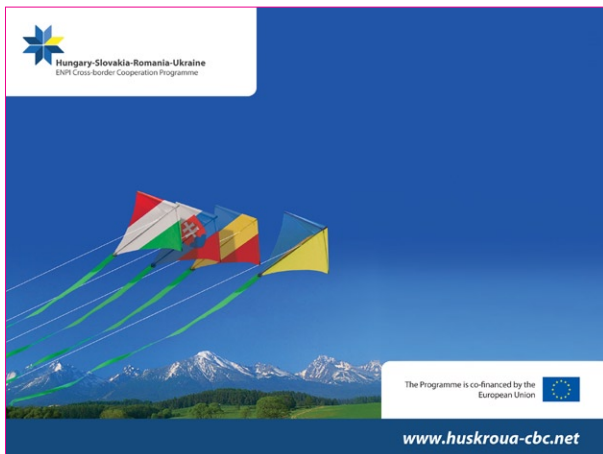
25%  Програма трансграничного співробітництва ЄСП
Угорщина-Словаччина-Румунія-Україна

Партнерство без кордонів

50% Назва проекту: [Назва проекту]
Бенефіціар: [Бенефіціар]
Партнер(и): [Партнер(и)]
Фінансування ЄС: [Фінансування ЄС]

25%  Програма фінансована з
фондів Європейського Союзу

Powerpoint Template



Electronic Newsletter



Partnership without borders



Newsletter 2009.11.11.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi imperdiet. Sed venenatis ipsum iaculis mauris. Sed nec lorem. Cras erat diam, vehicula vel, condimentum vitae, aliquam eget, risus. Nullam nulla. Duis scelerisque sem auctor justo. Donec orci diam, commodo non, rhoncus ac, varius ac, risus. Aenean faucibus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae, Nulla facilisi. Fusce at erat. Aenean sit amet urna ut eros sollicitudin feugiat. Nunc pretium. Pellentesque a tellus a lectus vulputate adipiscing. Nunc dapibus tincidunt odio.

Lorem ipsum amet!

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Read more »

Lorem ipsum amet!

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Read more »



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Website



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