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INTRO

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THE UNDERLYING IDEA

This manual is meant to be and treated like a "toolbox",

a set of ideas, elements and possibilities, where the combination and usage are not set in stone.

The opposite is true - we would like to encourage you to go into the toolbox and decide on combinations of elements that suit your current communication needs.

A strict manual with those "how to do" mandatories will never allow for adapting - we are convinced you need a contemporary styleguide - one that endures and escorts you through the whole period without forcing you into the always same paths.

That being said, of course there are easy-to-use templates to help you with everydays tasks.

SYMBOL

SHAPE

Great communication starts with connection.

When looking at the programme area, the challenges we face and the issues that have to be adressed, we realize we will only succeed if we tackle them together, acting as one region.

Working together, understanding eachother and learning from eachother... always starts with communication.

The new programme symbol reflects on that, with a twist - based on a Möbius strip, we emphasize both - the dualism as well as the inevitable cohesion.





SYMBOL COLOURS

The programme symbol is envisioned to be very flexible.

Scaling (keeping ratio) and **colorizing** it (within the official programme palette + white) is foreseen. Standard colouring features the official main programme colours.

Please abstain from distortion or splitting the two elements.





SAMPLE APPLICATIONS

The symbol from period 2014-20 was not used playfully (enough).

We're changing this now. Please note, all shown designs are testing grounds, to get a mood - not reflecting real products. The ideas simply show versatility.







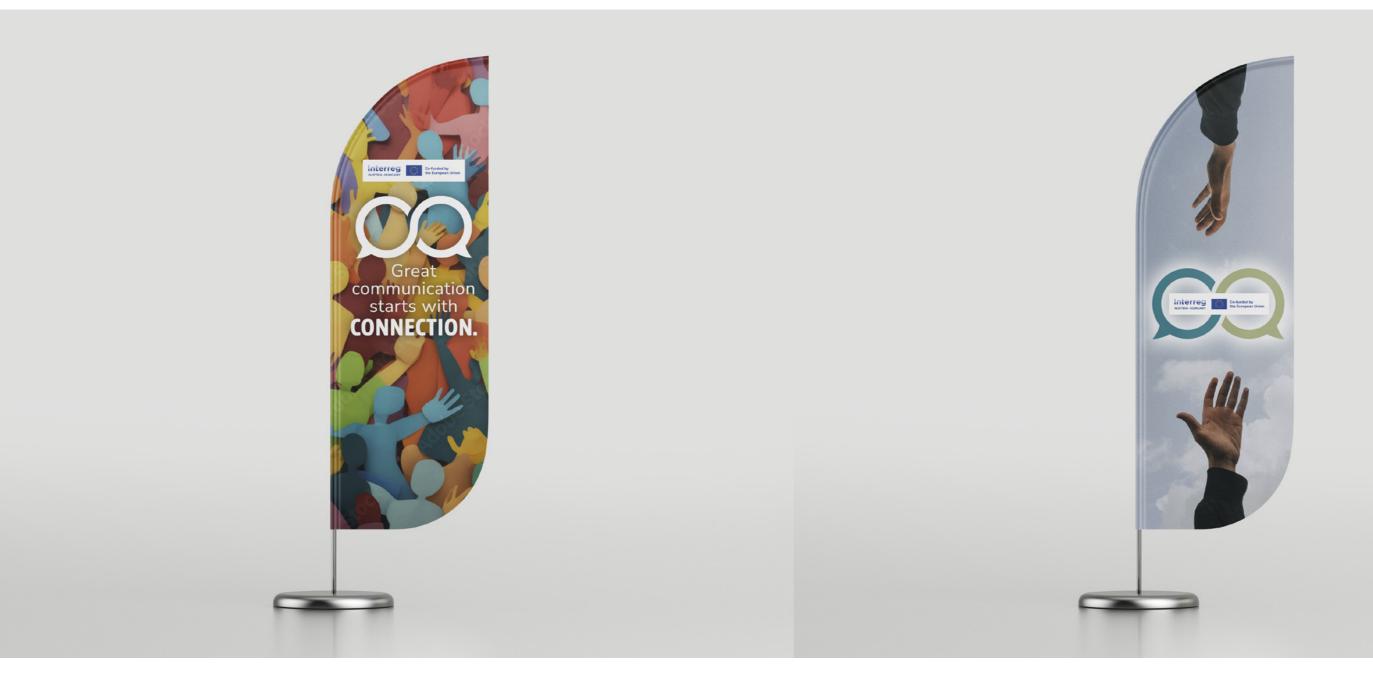












LOGO

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INTERREG LOGO

Taken from Interreg Brand Design Manual Co-Branding Version Updated Version, 12.01.2023

Every European Territorial Cooperation (Interreg) programme seeks to develop valuable projects that have a real impact on the lives of European citizens. For these programmes to attract new people and new projects, they have to be visible. Programmes exist all over the European Union and in neighbouring countries, covering every region of Europe.

They offer a unique network for projects directly targeted at improving our lives and economic development in our regions and making our environment safer and more sustainable. Yet, this vast community of over a hundred programmes can turn into a handicap if not unified under a common mission and vision. The harmonised Interreg branding is the visual interpretation of the Brand Strategy and Brand Narrative.

The Interreg brand provides greater visibility for Interreg at all levels and towards the widest audience, demonstrating that Interreg makes a difference both locally and at European level, providing large-scale evidence that cooperation in Europe brings people closer, makes economies stronger and helps to better preserve our environment.

Following the guidelines of the reference stated above, the following pages list the new Interreg Austria – Hungary Logo variations for the period 21/27.

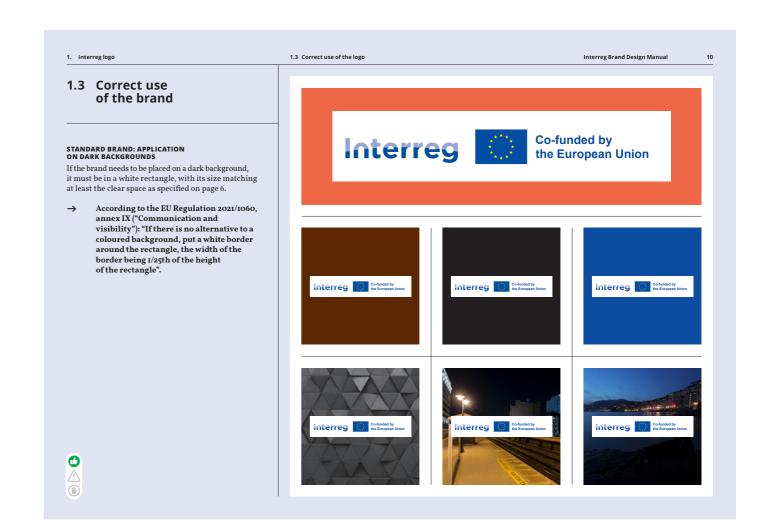
PROGRAMME LOGO STANDARD





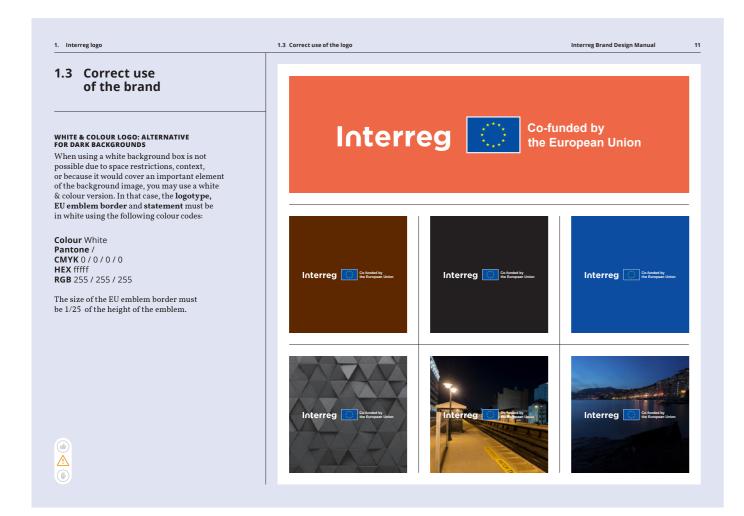
STANDARD: APPLICATION ON DARK BACKGROUNDS





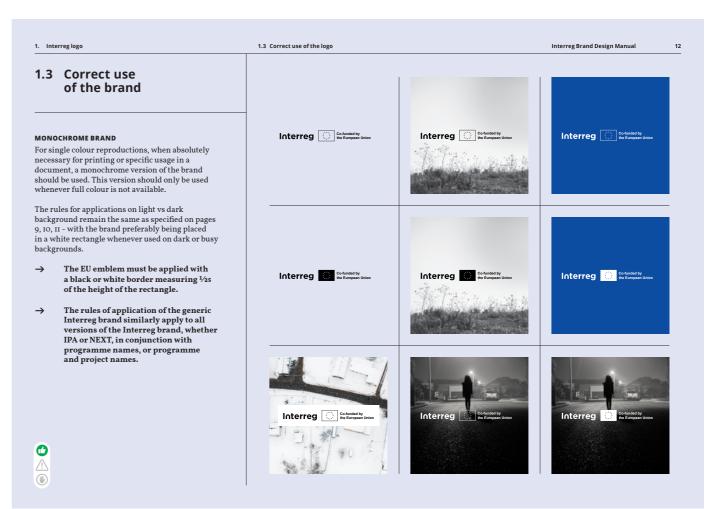
WHITE & COLOUR LOGO: ALTERNATIVE FOR DARK BACKGROUNDS





MONOCHROME BRAND





COLOUR REFERENCE

The brand colours are derived from the EU main corporate colours and must not be changed.

All material and logo downloads provided are featuring the correct colours, if you are not altering or changing them, they are correct as they are meant to be. Please ensure you use the correct and fitting colour modes.

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

255 / 204 / 0

RGB

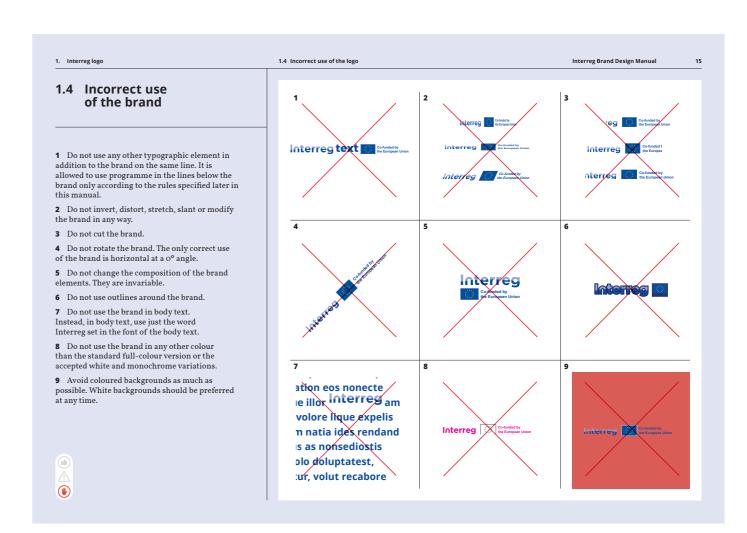
Colour Black
Pantone Black
CMYK 0 / 0 / 0 / 100
HEX 000000
RGB 0 / 0 / 0

Colour White Pantone / CMYK 0 / 0 / 0 / 0 HEX fffff

RGB 255 / 255 / 255

Referencing Interreg Brand Design Manual Co-Branding Version Updated Version, 21.05.2021

INCORRECT USE OF THE LOGO



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CORRECT LOGO USAGE: SIZE

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 width used to calculate the dimensions and positioning of the brand is the width of the Interreg logotype + EU emblem - not including the statement or the margins.

The brand should not be used in any size smaller than the smallest size specified here.



MEDIA	SMALLEST BRAND WIDTH
PRINT A4 PORTRAIT (210×279 MM)	38,1 mm
PRINT A4 LANDSCAPE (279×210 MM)	38,1 mm
PRINT A4 PORTRAIT (148×210 MM)	38,1 mm
PRINT BUSINESS CARD (85×55 MM)	35,1 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	short side 6 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	long side 6 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)	32,6 mm
VIDEO FULLHD (1920×1080 PX)	300 px
VIDEO HD (1280×720 PX)	300 px
VIDEO SD (1050×576 PX)	240 px

 $Referencing \ \textbf{Interreg Brand Design Manual Co-Branding Version} \ Updated \ Version, 21.05.2021$

CORRECT LOGO USAGE: POSITION

Three constant rules define the usage of the size of the Interreg brand, which applies to all formats and supports - whether print or digital, small or large, vertical or horizontal.

1. SIZE OF THE BRAND

The width of the logotype + EU emblem - without the statement - is equivalent to a third $(\frac{1}{4}A)$ of the page's entire width (A).

2. SIZE OF THE MARGINS

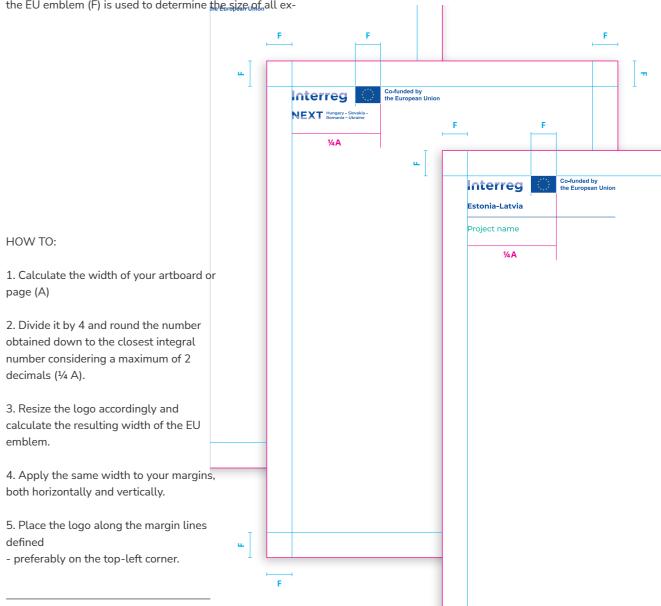
Once the width of the brand (¼ A) has been calculated in relation to the width of the page(A), the resulting width of the EU emblem (F) is used to determine the size of all ex-

ternal margins, top and bottom, vertically and horizontally.

3. BRAND POSITIONING

The brand should always be positioned directly against the margin lines. The top-left corner position should be *preferred*, with the left and top margin lines coinciding with the brand's left and top sides.

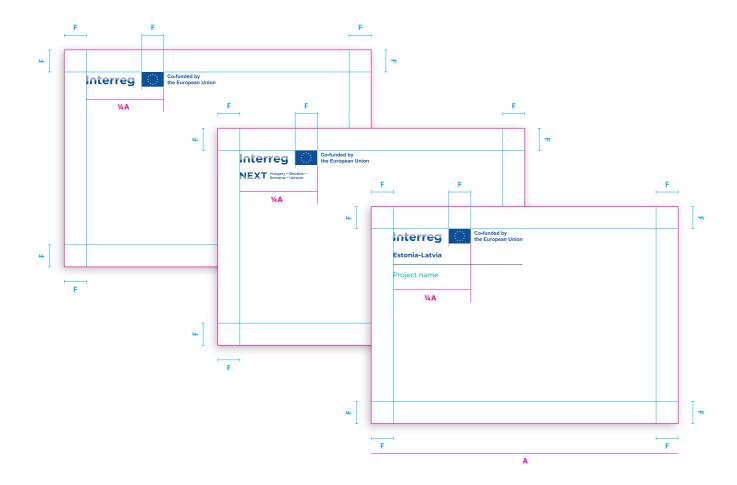
If a smaller version of the brand has to be used in order to co-exist with other logos or elements, this rule does not have to be applied. Here, the rule of minimum sizes prevails.



CORRECT LOGO USAGE: POSITION

The three constant rules, size of the brand, size of the margins, and brand positioning (see page 31) apply to all formats and supports other than A4.

- 1. Calculate the width of your artboard or page (A)
- 2. Divide it by 4 and round the number obtained down to the closest integral number considering a maximum of 2 decimals ($\frac{1}{4}$ A).
- 3. Resize the logo accordingly and calculate the resulting width of the EU emblem.
- 4. Apply the same width to your margins, both horizontally and vertically.
- 5. Place the logo along the margin lines defined
- preferably on the top-left corner.

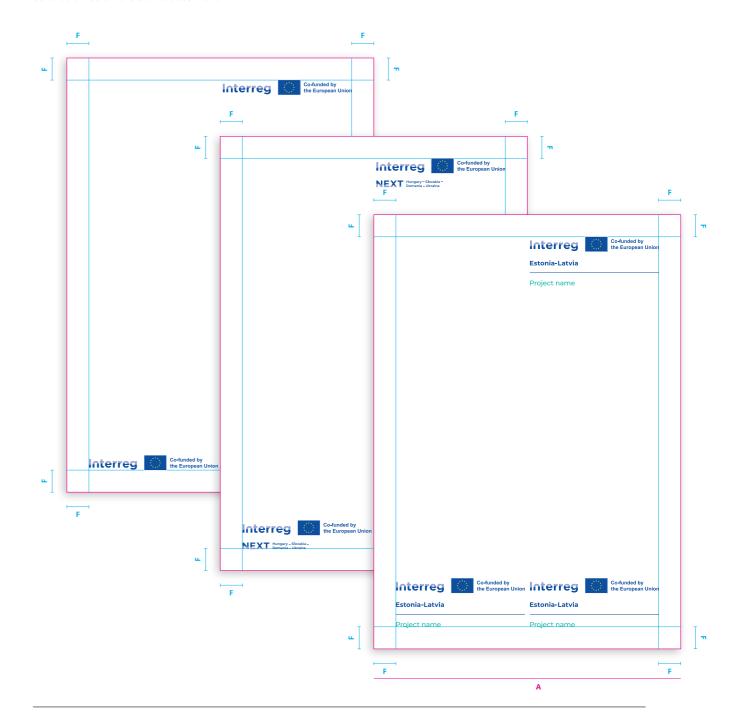


Referencing Interreg Brand Design Manual Co-Branding Version Updated Version, 21.05.2021

CORRECT LOGO USAGE: POSITION

While top left corner placement is preferred, whenever necessary you can choose to position the brand on a different corner as long as you follow the rules for margins and dimensions.

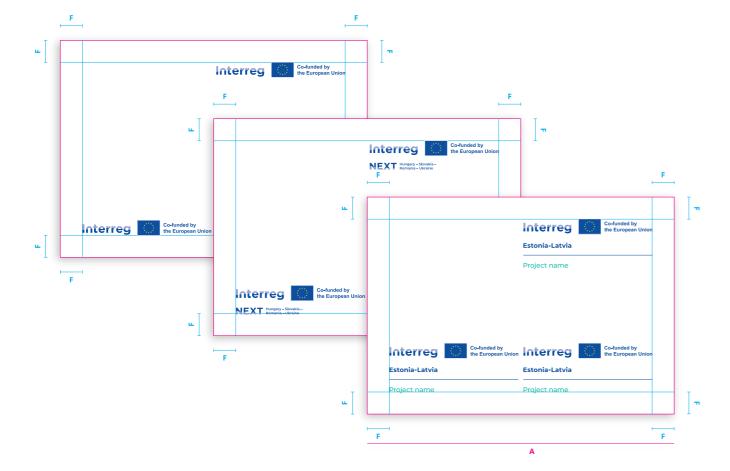
The examples here illustrate alternative ways to align the brand with another margin within a document. You do not have to insert the brand several times on the same document.



CORRECT LOGO USAGE: POSITION

The same rules and principles apply to all formats and supports other than $\Delta \varDelta$

The examples here illustrate alternative ways to align the brand with another margin within a document. You do not have to insert the brand several times on the same document.



Referencing Interreg Brand Design Manual Co-Branding Version Updated Version, 21.05.2021

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PROJECT LOGOS

BASEMENT

Our project logos are partly following the Interreg Brand Design Manual Co-Branding Version Updated Version, 12.01.2023

Please note that the **standard project logo** is always used as shown below - the white background is integral part of the logo and must not be removed.

Projects will get an array of versions and sizes to work with, including monochrome and white variants.









TYPOGRAPHY

Office documents font Web & custom graphics fonts

OFFICE DOCUMENTS FONT

Calibri ist eine serifenlose Schrift des Typedesigners Lucas de Groot. Sie ist Teil der ClearType Font Collection, deren Schriften ab November 2006 mit Microsoft Windows Vista und Microsoft Office 2007 eingeführt wurden.

CALIBRI

a b c d e f g h i j k l m

nopqrstuvwxyz

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m

 $\ \ \, n\ \, o\ \, p\ \, q\ \, r\ \, s\ \, t\ \, u\ \, v\ \, w\ \, x\ \, y\ \, z$

Italics

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

WEB, CUSTOM GRAPHICS AND PUBLICATION FONTS HEADLINES, STANDOUT & EMPHASIS, GRAPHICS

Asap is a contemporary sans-serif family with subtle rounded corners. This family, specially developed for screen and desktop use, offers a standarised character width on all styles, which means lines of text remain the same length. This useful feature allows users to change type styles on-the-go without reflowing a text body. Asap is designed by Pablo Cosgaya and Omnibus-Type Team, with the collaboration of Andrés Torresi.

ASAP CONDENSED

THE	FONT	STYLES

ABCDEFGHIJKLM Regular NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz ABCDEFGHIJKLM Bold NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz ABCDEFGHIJKLM Italics Light NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz Numbers 0 1 2 3 4 5 6 7 8 9

WEB, CUSTOM GRAPHICS AND PUBLICATION FONTS TEXT

Nunito is a well balanced sans serif typeface superfamily, with 2 versions: The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography. Jacques Le Bailly extended it to a full set of weights, and an accompanying regular non-rounded terminal version, Nunito Sans.

NUNITO SANS

THE FONT STYLES

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Extra Bold &

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz

Extended styles. Black, Italics & regular numbers **ABCDEFGHIJKLM NOPQRSTUVWXYZ a b c d e f g h i j k l m**1 2 3 4 5 6 7 8 9

MATCH MAKING

Asap and Nunito are a perfect team.

INTRODUCING THE HEROS

Font pairing is a great way to present topics beautyfully

Nunito Sans is a hard-working and nice companion for the headline font.

The cooperation programme Interreg V-A Austria-Hungary is a European funding programme that encourages cross-border cooperation in the border region to find solutions for common regional challenges.

Amongst others, the programme focuses on projects in the field of environment, especially on the management of common landscape. This goes from projects about conservation of biodiversity in national parks along the border, to measures to support the common natural and cultural heritage. Another key aspect is mobility: The main aim is to better connect the region to the TEN-T network, to enhance accessibility and to encourage a change to sustainable means of transport.

árvíztűrő tükörfúrógép ÁRVÍZTŰRŐ TÜKÖRFÚRÓGÉP

Full featured hungarian glyphs in both fonts.

árvíztűrő tükörfúrógép ÁRVÍZTŰRŐ TÜKÖRFÚRÓGÉP

COLOURS

Main programme colours Colour palette Bright palette Corporate design manual | 43

MAIN PROGRAMME COLOURS

The main colours are following the symbol colours.

Warm black is mandatory to be used as standard text colour in documents and on websites (as full-on black hurts eyes when reading on-screen).

MAIN Palette



BARTÓK BLUE

Colour CODES

CMYK: 74/0/24/41 RGB: 4/125/137 Web: #007d89



-

Colour CODE

CMYK: 37/17/55/11 RGB: 163/173/126 Web: #a3ad7e

WARM BLACK

Colour CODES

CMYK: 75/65/61/74 RGB: 36/36/36 Web: #242424

COLOUR PALETTE

An extended palette,

to be used deliberately.

Right side » **BRIGHT PALETTE**

Typical usage:

Typicat usagi

Digital -

backgrounds for presentations, videos, gradients, web design areas.

Print -

backgrounds for large format prints, covers, textboxes with perfect readability.

BRUCKNER BLUE Colour CODES

CMYK: 83/50/31/0 RGB: 52/113/147 Web: #347193

BLAU-LANG BLUE Colour CODES

CMYK: 82/19/24/12 RGB: 0/139/167 Web: #008ba7

BASELLI BLUE

Colour CODES

CMYK: 38/4/18/0 RGB: 169/211/214 Web: #a9d3d6

OPPENHEIMER ORANGE Colour CODES

CMYK: 0/72/77/0 RGB: 236/100/62 Web: #ec643e

OLCSAI-KISS ORANGE Colour CODES

CMYK: 4 /51 /83 /0 RGB: 236 / 144 / 57 Web: #ec9039

JANKOVICS YELLOW Colour CODES

CMYK: 5/30/77/0 RGB: 242/186/77 Web: #f2ba4d

BEKSICS BEIGE

Colour CODES

CMYK: 8/9/36/12 RGB: 218/207/165 Web: #dacfa5

HOFFMANN HUE Colour CODES

CMYK: 19/27/39/7 RGB: 203/179/153 Web: #cbb399

BRIGHT PALETTE

Colour CODES			
CMYK	40/23/13/4	19/11/7/0	6/4/2/0
RGB	162 / 178 / 199	214/220/231	243 / 244 / 247
Web	#a3b2c7	#d6dce7	#f3f4f7
Colour CODES			
CMYK	43/12/14/3	20/6/7/0	6/2/2/0
RGB	154/193/209	212 / 227 / 235	242 / 246 / 250
Web	#9ac1d1	#d4e3eb	#f2f6fa
Colour CODES			
CMYK	19/2/9/0	9/1/4/0	5/0/2/0
RGB	215/234/235	238 / 246 / 246	244 / 250 / 250
Web	#d7eaeb	#eef6f6	#f4fafa
Colour CODES			
CMYK	0/36/39/0	0/15/17/0	0/4/6/0
RGB	248 / 183 / 154	253 / 226 / 212	255 / 247 / 241
Web	#f8b79a	#fde2d4	#fff7f1
Colour CODES			
CMYK	2/25/42/0	1/11/18/0	0/3/6/0
RGB	247 / 202 / 158	252 / 232 / 213	254 / 249 / 242
Web	#f7ca9e	#fce8d5	#fef9f2
Colour CODES			
CMYK	2/15/38/0	1/7/17/0	0/2/5/0
RGB	251 / 221 / 172	254 / 240 / 220	255 / 251 / 244
Web	#fbddac	#fef0dc	#fffbf4
Colour CODES			
CMYK	9/8/22/0	5/3/9/0	2/1/3/0
RGB	236/230/208	246 / 244 / 235	252 / 252 / 249
Web	#ece6d0	#f6f4eb	#fcfcf9
Colour CODES			
CMYK	11/15/20/1	5/7/9/0	2/2/3/0
RGB	229/216/204	243 / 237 / 232	252 / 251 / 248
Web	#e5d8cc	#f3ede8	#fcfaf8

PRIORITY ICONS

Shapes Colours

PRIORITY ICONS

All 4 priorities feature speaking icons that are based on the programme symbol.

Again a speech bubble, with a descriptive add-on, borrowed from the respective priority theme and content.





A green and resilient border region

S011	S012	S013
Climate change adaption	Sustainable water	Nature protection and biodiversity





A better-connected border region

S021

Sustainable transport



P3

A competent border region

S031	SC

Education and training facilities Culture and sustainable tourism



PΛ

An integrated border region

SO41

Legal and administrative cooperation

Standard	Monochrome	Monocchrome	Mix & Match
With the second	With the second		With the second

SLOGAN

Not manadatory, yet catchy.

Great communication starts with connection.

BRANDING ELEMENTS

HASHTAG

To be used in social media and on printed materials if we want to communicate back to social media.

Encouraging projects to include it in their communication too doesn't hurt.

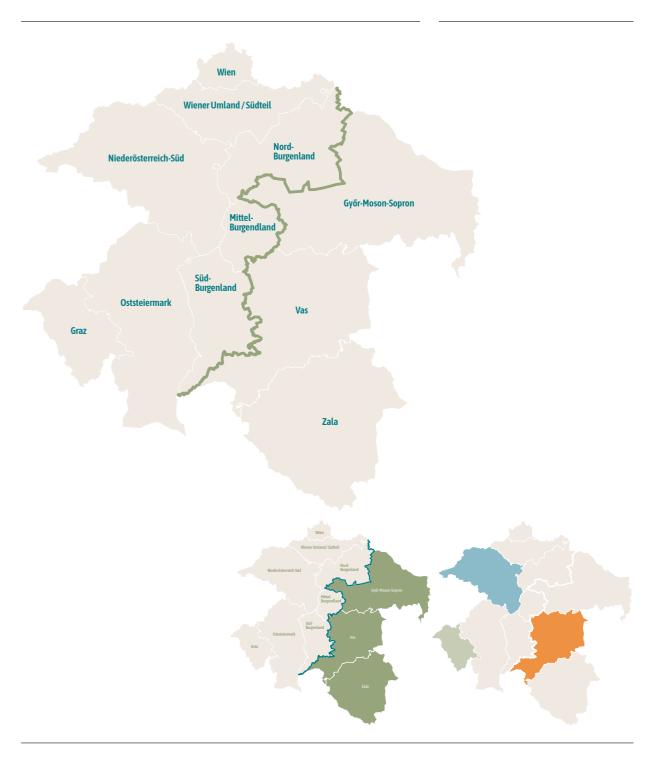
#InterregATHU

MAP

The map with a geographic outline of the Programme area is a traditional programme key visual. Drawn with or without country and region borders or specific highlights, it matches different communication needs. These visuals can be used when the territory (and not necessarily cooperation) is in the focus of communication activities.

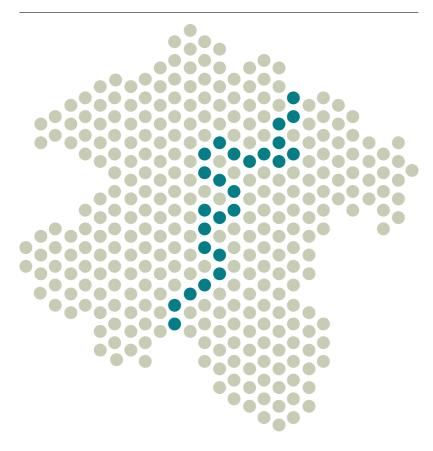


The new map is meant to be used very flexibly. We will use it at numerous zoom levels, country and area border types, colour variants and annotations.



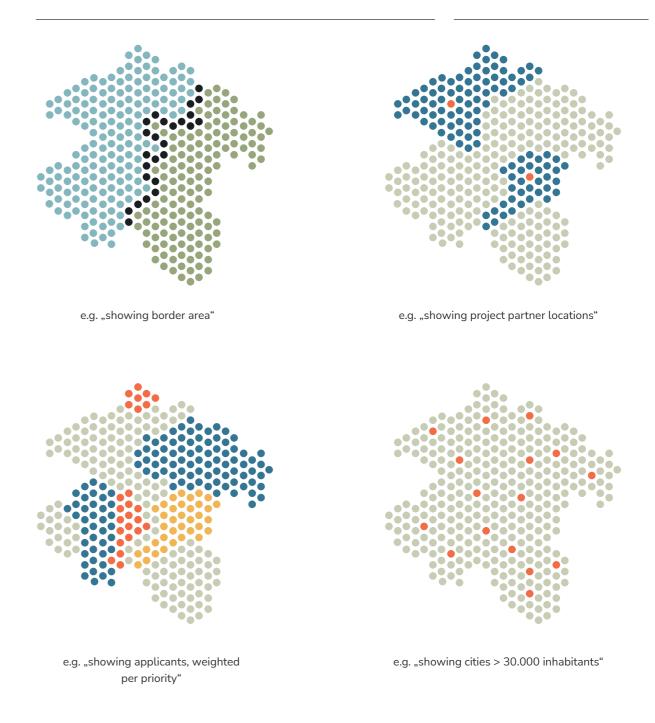
MAP STYLIZED

The stylized map is meant to be an addtion that serves multiple purposes: From infographics to charts, from background design to illustrating partner connections in a project...



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While there's no mandatory usage envisioned, this map is part of the toolbox to be used whenever it makes sense, or the geographical map is not needed. As the map is graphically split into the NUTS 3 regions, it is easy to use it in a playful or meaningful way.



IMAGERY FOR PRIORITIES & OBJECTIVES

PREFACE

Priorities & objectives images play an important role as they are used regularly.

We're going for meaningful, not generic images....
please accept the following pages to be a conversation starter.

P1 A GREEN AND RESILIENT BORDER REGION



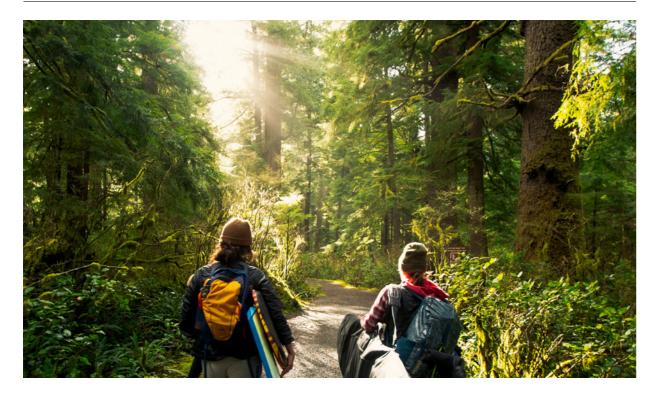


P2 A BETTER-CONNECTED BORDER REGION





P3 A COMPETENT BORDER REGION





P4 AN INTEGRATED BORDER REGION





P1 S011 CLIMATE CHANGE ADAPTION



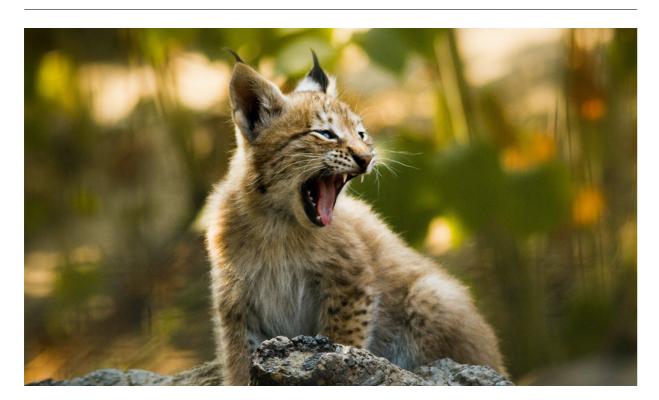


P1 S012 SUSTAINABLE WATER



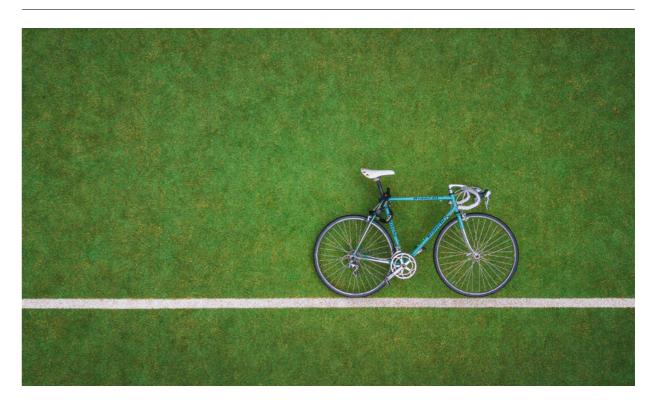


P1 S013
NATURE PROTECTION AND BIODIVERSITY





P2 SO21 SUSTAINABLE TRANSPORT





P3 SO31
EDUCATION AND TRAINING FACILITIES



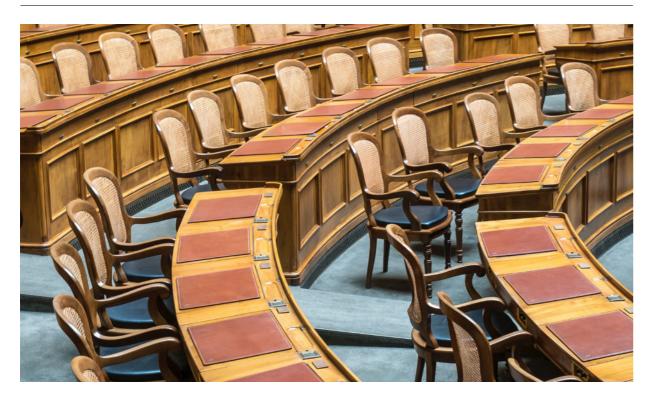


P3 S032 CULTURE AND SUSTAINABLE TOURISM





P4 SO41
LEGAL AND ADMINISTRATIVE COOPERATION





ADDITONAL IMAGESNEWSLETTERS, SOCIAL MEDIA, ETC.



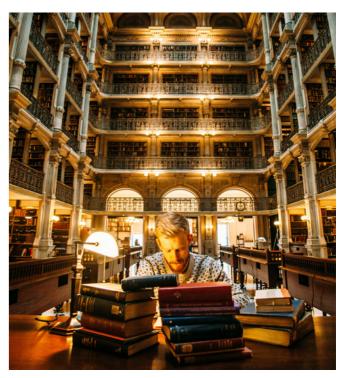












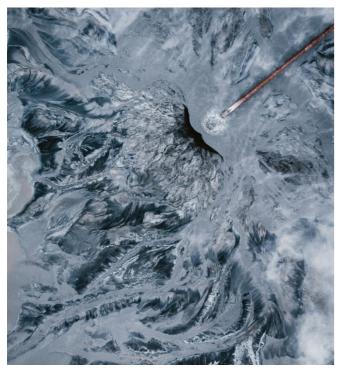
ADDITONAL IMAGESNEWSLETTERS, SOCIAL MEDIA, ETC.

ADDITONAL IMAGESNEWSLETTERS, SOCIAL MEDIA, ETC.







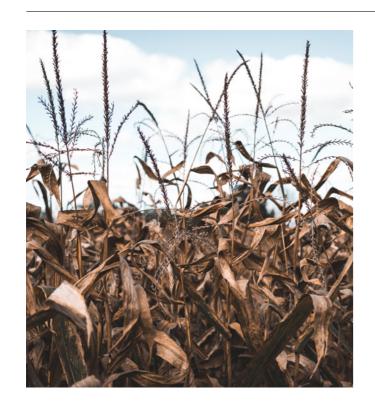






ADDITONAL IMAGESNEWSLETTERS, SOCIAL MEDIA, ETC.

ADDITONAL IMAGESNEWSLETTERS, SOCIAL MEDIA, ETC.













STATIONERY

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LETTERHEAD





iService Medien & Werbeagentur Khekgasse 5, TOP 3 1230 Wien Austria

Eisenstadt, 23.10.2024

Betreff

Dear Mr/Ms ...

Damit Ihr indess erkennt, woher dieser ganze Irrthum gekommen ist, und weshalb man die Lust anklagt und den Schmerz lobet, so will ich Euch Alles eröffnen und auseinander setzen, was jener Begründer der Wahrheit und gleichsam Baumeister des glücklichen Lebens selbst darüber gesagt hat. Niemand, sagt er, verschmähe, oder hasse, oder fliehe die Lust als solche, sondern weil grosse Schmerzen ihr folgen, wenn man nicht mit Vernunft ihr nachzugehen verstehe. Ebenso werde der Schmerz als solcher von Niemand geliebt, gesucht und verlangt, sondern weil mitunter solche Zeiten eintreten, dass man mittelst Arbeiten und Schmerzen eine grosse Lust sich zu verschaften suchen müsse.

Um hier gleich bei dem Einfachsten stehen zu bleiben, so würde Niemand von uns anstrengende körperliche Übungen vornehmen, wenn er nicht einen Vortheil davon erwartete. Wer dürfte aber wohl Den tadeln, der nach einer Lust verlangt, welcher keine Unannehmlichkeit folgt, oder der einem Schmerze ausweicht, aus dem keine Lust hervorgeht?

Dagegen tadelt und hasst man mit Recht Den, welcher sich durch die Lockungen einer gegenwärtigen Lust erweichen und verführen lässt, ohne in seiner blinden Begierde zu sehen, welche Schmerzen und Unannehmlichkeiten seiner deshalb warten. Gleiche Schuld treffe Die, welche aus geistiger Schwäche, d.h. um der Arbeit und dem Schmerze zu entgehen, ihre Pflichten verabsäumen. Man kann hier leicht und schnell den richtigen Unterschied treffen; zu einer ruhigen Zeit, wo die Wahl der Entscheidung völlig frei ist und nichts hindert, das zu thun, was den Meisten gefällt, hat man jede Lust zu erfassen und jeden Schmerz abzuhalten; aber zu Zeiten trifft es sich in Folge von schuldigen Pflichten oder von sachlicher Noth, dass man die Lust zurückweisen und Beschwerden nicht von sich weisen darf. Deshalb trifft der

Verwaltungsbehörde // Irányító Hatóság Wirtschaftsagentur Burgenland GmbH, Marktstraße 3, A-7000 Eisenstadt Tel +43 (0) 5 9010 – 24 23 // Fax +43 (0) 5 9010 – 24 10 E-Mail ma@interreg-athu.eu // www.interreg-athu.eu



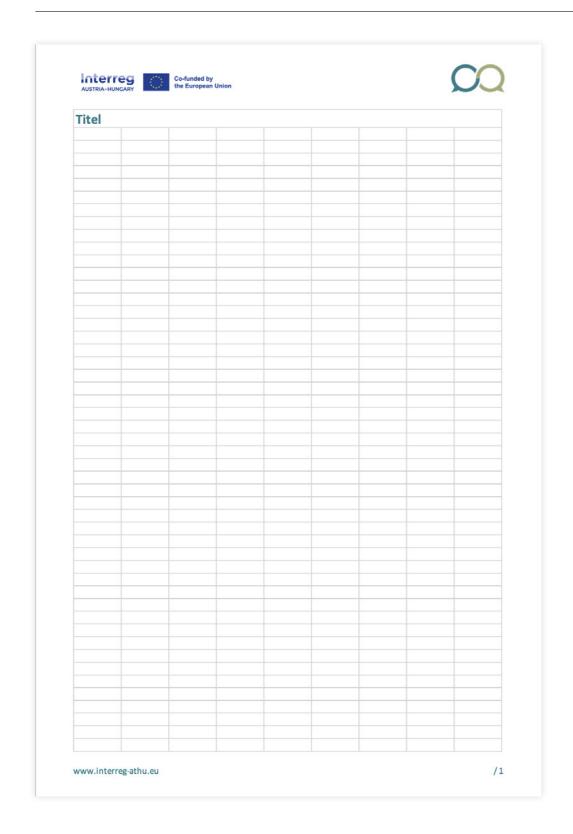
PORTRAIT 1

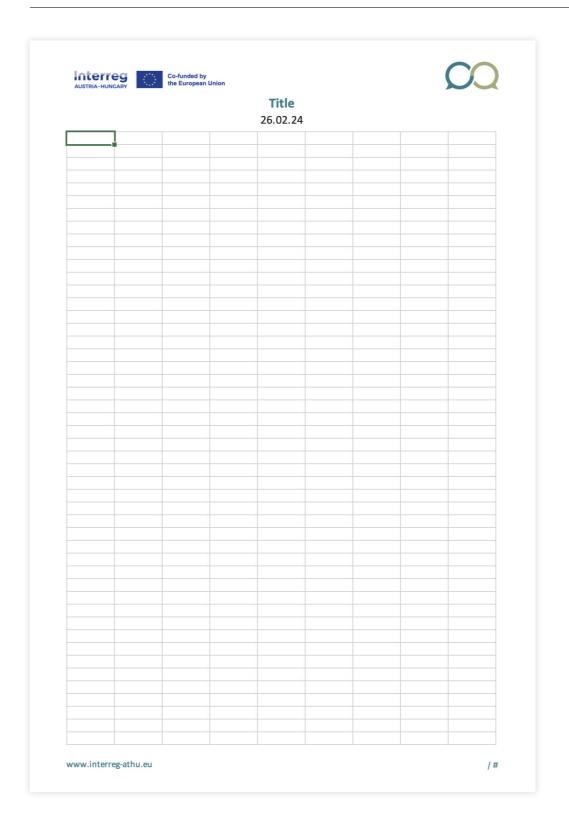


PORTRAIT 2



EXCEL TEMPLATES

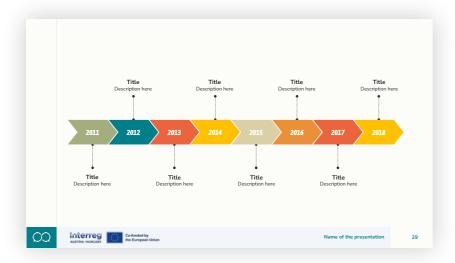


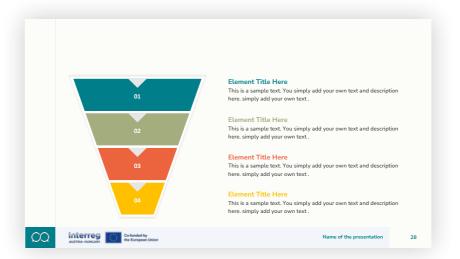


POWERPOINT TEMPLATES















Interreg Austria–Hungary Corporate Design Manual 2021-27

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