



Hungary-Slovakia  
Cross-border Co-operation  
Programme 2007-2013

European Union  
European Regional Development Fund



# Visibility guide for projects

*2009.06.23.*

**Building partnership**

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## ***Introduction***

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This visibility guide for projects, prepared by the Joint Technical Secretariat of the Hungary-Slovakia Cross-border Co-operation Programme 2007-2013 is intended to offer support and guidance for beneficiaries, whose projects received financing under this programme in fulfilling the required information and publicity measures. As a contractual provision, beneficiaries have an obligation to promote the visual identity of the Hungary-Slovakia Cross-border Co-operation Programme 2007-2013 as well as the fact that their projects are financed in its frame.

The first part of the document gives an overview of the legal framework on both EU and programme levels during project implementation, describing what projects are required to do.

The aim of the second part is to present the compulsory and recommended visual elements and tools to be used by beneficiaries when implementing their projects in order to make their results visible for all target groups and to create a coherent image of the programme, as well as the rules for using these elements.

In addition to this guide, the Joint Technical Secretariat can be contacted to offer advice and assistance in implementing these requirements.

### **Abbreviations:**

**EU** - European Union

**ERDF** - European Regional Development Fund

**JTS** - Joint Technical Secretariat

**Programme** – Hungary-Slovakia Cross-border Co-operation Programme 2007-2013

**EC** – European Commission

## ***Why shall we communicate?***

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Communication is more than an obligation, it is also an opportunity!

Beneficiaries must communicate depending on the type and size of their projects. The success of most projects not only depends on their professional and financial efficiency, but as a third pillar, can be greatly influenced by how well they are communicated to the general public. The implementation of well designed communication measures can provide significant benefits for the Project Partners. Projects should define right at the beginning what, how and to whom to communicate. There is a wide range of communication tools. When selecting these tools, the aims, the target groups and the efficiency of the tools must be taken into account. The most common communication tools are: public relations, press relations, events, advertisements, online and personal communication. The planning of the communication must be an organic part of the planning of the project itself; and also the communication tasks must be tailored to the contents of the project. A well prepared communication strategy can strongly contribute to the success of the project, while weak and inconsiderate communication may result in failure of the project activities.

People should be aware of the location of projects and the benefits as well as their achievements. Projects are the best ambassadors of the programme as they provide visual examples of what and where has been achieved from EU funds.

This 2007-2013 programming period brought significant changes in the way projects are expected to communicate their results towards the public. Not only should they increase the frequency of communication but improve their effectiveness and accountability as well.

The European Commission is committed to improve communication in order to raise the awareness of EU citizens about the where and how much is spent. Projects will be essential in strengthening the programmes' communication activities and in making communication more efficient.

In addition, to ensure the transparency of EU-funds is a priority. Projects should reflect the contribution of the EU that in bring these projects to life. As important the results of the projects are in terms of the success of the programme, their real impact will manifoldedly increase if these results are efficiently communicated towards the outside world.

### ***The communication at project level should have the following objectives:***

- 1. to improve the visibility and improving quality of projects;*
- 2. to promote the co-financing from the Programme and the EU;*
- 3. to ensure transparency in the use of public funds.*

## What is required?

### Purpose

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The purpose of this Guide is to assist the beneficiaries in interpreting as well as appropriately applying the publicity and information requirements for their projects.

### Legal background

All approved projects must follow and comply with the publicity and information requirements laid down in:

this Guide for Projects of the Hungary-Slovakia Cross-border Co-operation Programme  
2007-2013

This Guide is based on the requirements laid down in:

- |  |
|--|
| <ol style="list-style-type: none"><li>1. EC Regulation No 1828/2006 ((Article 8, 9 and Annex I)<sup>1</sup></li><li>2. Project Implementation Handbook section IV.1</li><li>3. relevant Call for Proposals</li><li>4. Subsidy Contract</li></ol> |
|--|

The general publicity and information requirements are laid down in EC Regulation No 1828/2006 ((Article 8, 9 and Annex I). In accordance with the Regulation, the Call for Proposals provided information to the beneficiaries about these requirements in the Hungary-Slovakia Cross-border Co-operation Programme 2007-2013.

The Subsidy contract will provide a legal framework to enforce the requirements throughout the lifecycle of the project.

### Minimum information and visibility requirements

Details regarding these requirements are included in the following chapters, nevertheless the brief summary of the minimum dissemination requirements is provided below:

- Beneficiaries have to inform the public and their target groups, about the assistance obtained from the funds;
- shall provide clear notice to the effect that the project being implemented under the Hungary-Slovakia Cross-border Co-operation Programme 2007-2013 is co-financed by the ERDF;
- all information and publicity measures shall include and fulfil the technical characteristics of information and publicity measures according to Art. 9, Regulation No. 1828/2006.

#### 1. Billboard

During project implementation, beneficiaries shall put up a **billboard** at the site of the operation in case: the total public contribution of the operation exceeds EUR 500.000,- and the operation consists in the financing of infrastructure or of construction operation. When the project implementation is finalised the billboard shall be replaced by a permanent explanatory plaque;

#### 2. Permanent explanatory plaque

Beneficiaries shall put up a **permanent explanatory plaque** that is visible and of significant size no later than six months after the completion of the operation in case the total public contribution of the operation exceeds EUR 500.000,- and the operation consists in purchasing of a physical object or in the financing of infrastructure or of construction operation; The technical

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<sup>1</sup> <http://ec.europa.eu/dgs/olaf/legal/doc/1828.pdf>

characteristics shall include the emblem of the European Union in accordance with the graphic standards and the reference to the European Union.

- All the information and publicity requirements must be fulfilled as stipulated in the Subsidy Contract.

The requirements of information and publicity will be closely monitored. The project implementers will be obliged to report for their activities undertaken in information and publicity in their regular reports. The first level control bodies will be entitled to supervise these activities.

For technical information please consult the programme's visual identity guide that is available on the website ([www.husk-cbc.eu](http://www.husk-cbc.eu))

*Please note that in all cases the activities chosen for communication, as well as the tools of communication have to be tailored to the nature, size and type of the project.*

***Please bear in mind, that project activities and materials not mentioning the EU funding are not considered eligible and the project may not receive the ERDF co-financing for these activities!***

*Projects are required to collect and send samples of information and communication measures to the JTS together with Progress Reports. In addition, the JTS should be notified about every event organised in the frame of the project.*

### **How shall I manage communication activities?**

Projects must constantly communicate throughout the project life-cycle by using appropriate communication tools depending on the size and needs of the project.

Projects may use various forms and means of communication in order to disseminate/communicate the aims, results and outcomes of the projects stakeholders, key decision-makers and the public in general.

Project Partners should plan their resources to implement the information and communication measures as early as preparing their proposals and the Application Form. The Application Form already included a range of compulsory communication activities (see the Application Form for further information)

All project partners are jointly responsible for ensuring sufficient information about the start, the progress and the result. The Lead Partner and the project partners should carefully clarify and share joint communication responsibilities, to ensure that each partner shall provide its own contribution.

The beneficiaries should build up a strategy for information and publicity activities to ensure proper /sufficient dissemination of information to other potentially interested authorities as well as to the public. By doing so, they will gain the capacity to act as ambassadors of the programme and contribute to the strengthening of management and knowledge within each project.

## **Requirements for information and publicity activities**

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This chapter is intended to offer a basic description on the use of most the common communication measures that the Project carries out based on the regulation above and the obligations stipulated in the Subsidy Contract.

In accordance with contractual provisions stipulated in the subsidy contract beneficiaries must explain the fact that the projects are co-financed by the European Union (ERDF), within the frames of the Hungary-Slovakia Cross-border Co-operation Programme 2007-2013. This will ensure that those who take part in the operation have been properly informed about the source of the funding.

In general all communication materials created by projects with funding from the Hungary-Slovakia Cross-border Co-operation Programme 2007-2013 must contain:

1. The **emblem of the European Union** and reference to the European Union and the European Regional Development Fund (see Annex 1, EU logo);
2. The Hungary-Slovakia Cross-border Co-operation Programme 2007-2013 **logo**;
3. Programme slogan chosen by the Managing Authority of the Programme: ***Building partnership***;
4. Reference to the Programme's webpage ([www.husk-cbc.eu](http://www.husk-cbc.eu) or [www.hungary-slovakia-cbc.eu](http://www.hungary-slovakia-cbc.eu));
5. Disclaimer that the communication material does not necessarily reflect the official position of the EU: ***The content of this .... does not necessarily represent the official position of the European Union***;

The above mentioned obligatory references as well as the guidance for using the logos are detailed in **Annex 1-2**.

The above mentioned references shall be included on all information and dissemination activities implemented and financed through the project such as publications, websites, promotional items, events, or other outputs described in detail below.



**REMEMBER!** Always keep a sample of all information materials produced as well as all media materials about the project in a designated folder. In addition, a copy of these materials should be sent to the JTS. These elements are to be kept for reporting, but the JTS will also use good practice examples and promote them at Programme level.

## Publications

Publications, such as brochures, leaflets, posters, newsletters, documents, studies, analyses, etc. and other written materials, including invitations, articles, advertisements and press releases can be useful in communicating the progress or results of an action to specific audiences. Printed or electronic, they should focus on the intended results and details of the project rather than on its administrative or financial details. Messages and text should be as short and simple as possible, based on the complexity of a certain topic. *Good communication is achieved in stages. It distinguishes what is most important from what is less so. Too much information provided all at once confuses the receiver and prevents them from assimilating the concepts.*

Photographs may be included to illustrate the people involved in or influenced by the results of the projects. In general, all material produced in paper form should also be made available in electronic form as well to facilitate their distribution online.

1. Leaflets can provide basic information and the address (e.g. web site) where further information is available;
2. Brochures can go into greater detail, highlighting the context, including interviews with stakeholders, beneficiaries, and so on;
3. Newsletters are characterised by their regularity, and can be issued to inform on the progress of an action. This is useful, for example for infrastructure projects, training programmes, and so on, where the impact of an action can be appreciated over time.

All electronic or printed publications created with funding from the Programme must include on the cover/front page the following elements:

1. The **emblem of the European Union** and reference to the European Union and the European Regional Development Fund (see Annex 1, EU logo);
2. Hungary-Slovakia Cross-border Co-operation Programme 2007-2013 **logo**;
3. Programme slogan chosen by the Managing Authority of the Programme: ***Building partnership***;
4. Reference to the Programme's webpage ([www.husk-cbc.eu](http://www.husk-cbc.eu) and [www.hungary-slovakia-cbc.eu](http://www.hungary-slovakia-cbc.eu));
5. Disclaimer that the publication does not necessarily reflect the official position of the EU: ***The content of this ..... does not necessarily represent the official position of the European Union.***

Note: when a multi-page publication is produced, points 4 and 5 are to be placed on the back cover of the publication.

Even in cases when projects design their own corporate identity, all the printed and electronic publications must include all the elements mentioned above.



## Web

Projects are encouraged to develop a website for their project (if relevant) and ensure its continuous update with information on the content of the project, the beginning and end date of the project, and the amount of the Programme co-financing received.

The website will help the beneficiary promote project activities and communicate the achievements of the project. Information about the project must be published on the **project partners' websites** as well, with a direct link to the project website if relevant. If new websites are created from project funds, they must contain a **link to the Programme website: [www.husk-cbc.eu](http://www.husk-cbc.eu)**. The **Programme logo** must be placed at the front page of these websites.

If developed, project websites must remain active **for at least five years** after the project closure. The reason for this is doublefold. First, websites will showcase the projects of Programme before and after the end of the programming period. Second, they are important for control purposes as well.

The project webpage must contain the following elements:

1. The **emblem of the European Union** and reference to the European Union and the European Union and the European Regional Development Fund (see Annex 1, EU logo):
2. Hungary-Slovakia Cross-border Co-operation Programme 2007-2013 **logo**;
3. Programme slogan chosen by the Managing Authority of the Programme: ***Building partnership***;
4. Reference to the Programme's webpage ([www.husk-cbc.eu](http://www.husk-cbc.eu) or [www.hungary-slovakia-cbc.eu](http://www.hungary-slovakia-cbc.eu));
5. Disclaimer that the material on the website does not necessarily reflect the official position of the EU: ***The content of this webpage does not necessarily represent the official position of the European Union.***

In case a project does not develop a separate webpage, each project partner must include a connective link to the programme's webpage in a visible place and the programme logo. In cases where a website only contains an article about the project, the **Programme logo and a link to the webpage must be placed in the same window as the article.**



*Refresh the website once in a while so that you give visitors an incentive to return. Last but not least, strategically spread links to your homepage in cyberspace.*

*People browsing the internet spend only a few moments on a certain website, unless a feature catches their attention right away. Since the main purpose of a webpage is to use it as a publicity tool, make sure to give it an interesting design and entertaining content.*

## Photographs and audio-visual productions

Where possible, a professional photographer should be hired to illustrate the evolution of projects in time, their impact and results. Photographs should focus on people involved in a project and its outcomes. As a general rule, digital photography should be used for reproduction on websites and other information materials (for producing printed materials, **300 dpi is the minimum quality standard**).

Audio-visual materials may also be produced, when there is a real chance that they will be redistributed by the media addressed. Please bear in mind to budget your communication costs ahead. Communication materials can be rather expensive. However, smaller trailers or project clips can be put together cost effectively.

## Promotional materials

When appropriate, special promotional materials can be produced for distribution. They serve as reminder of the projects for certain stakeholders or for the general public targeted by different project activities. Roll-up banners, banners, bags, mugs, pens, pen-drives, t-shirts, key rings, etc. are examples of promotional materials.

All materials produced from the Hungary-Slovakia Cross-border Co-operation Programme 2007-2013 must as a minimum include:

1. The **emblem of the European Union** and reference to the European Union and the European Regional Development Fund (see Annex 1, EU logo);
2. Hungary-Slovakia Cross-border Co-operation Programme 2007-2013 **logo**;
3. Programme slogan chosen by the Managing Authority of the Programme: ***Building partnership***.

For very small promotional items, where limited space is available, like on pens, pen-drives, lanyards, etc. displaying only the **EU logo with the wording “European Union”** and the **Programme logo** is sufficient.

## Events

Organising a public event may prove to be an excellent opportunity to generate interest and publicity towards your project and its achievements. Events may be organised by the projects themselves or by third parties with the participation of project members, like project opening or closing events, annual conferences, press conferences, fairs and exhibitions, seminars, or smaller project related events, depending on the type of projects.

Events financed by the project have to display

1. The **logo of the European Union** or banners incorporating the EU logo and **reference to the European Union and the European Union and the European Regional Development Fund** (see Annex 1, EU logo):
2. Hungary-Slovakia Cross-border Co-operation Programme 2007-2013 **logo**;
3. Programme slogan chosen by the Managing Authority of the Programme: ***Building partnership***;

in meeting rooms in a highly visible location.

Information materials (presentations, publications, posters) or agendas, lists of participants, etc. alike often handed out to participants on these occasions should also incorporate the compulsory elements specified within this guide for the different elements.

Information regarding the upcoming project events or major project meetings has to be **communicated towards the JTS** so the information can be published on the Programme's website [www.husk-cbc.eu](http://www.husk-cbc.eu) under the Events section. Please make sure to provide this information in a timely manner, preferably at least two weeks before the event.

Photographs should be taken on these occasions, when appropriate to document the progress of actions and events related to these so they can be used in communication materials or to demonstrate to controllers that publicity requirements have been met.

Inviting officials (EU officials, decision-makers, and different stakeholders, etc.) may help you in promoting your project event or to raise the number of participants. It can also attract media attention and enhance the publicity of projects.

## Media relations

Projects are **encouraged to send out at least one press release at the beginning of the project and one press release at the end of it**. Press releases are public relations announcements issued to the news media and other targeted publications for the purpose of letting the public know of the project and its developments. They are in a way tickets to publicity and media coverage. Very often, reporters receive a great number of press releases per day. Therefore before sending out a press release, be sure to have a strong reason or newsworthy information to spread. Project opening or closing is in general a good reason. Second, make sure to take into consideration the publication's audience. The format of the press release should follow the standard format: typed, double-spaced, on a white letterhead with a contact person's name, title, company, address and phone number, with heading, a strong leading paragraph which summarises the main facts, the main body, quotes from relevant stakeholders, or officials and a few background details.

When press conferences, or press visits are organised make sure to include all the compulsory elements **detailed in the Publications and Events section**.



*Every time an article appears or a programme is broadcast on your project it is worth keeping a record of it by compiling a "press book". This will facilitate a quantitative and qualitative follow-up.*

## Infrastructure, investments projects

Infrastructure or construction operations (e.g. roads, bridges, buildings, water/waste management actions, so on) which have a direct impact on improving the people's lives can be visibly communicated to the public by placing billboards (during the implementation phase) and by permanent explanatory plaques (after finalisation).

Billboards, plaques and posters are often found in places where they are scarcely visible, if at all. In order for these tools to become visible, they have to be placed where it is almost impossible not to see them, by access routes on the project site. Passers-by should be able to read and understand the nature and type of the project financed within the Hungary-Slovakia Cross-border Co-operation Programme 2007-2013.

### A. Billboards

According to the EC Regulation (EC) 1828/2006, paragraph 2, Article 8, putting up temporary billboards on the sites of the operation during project implementation is compulsory in cases when:

- a. the total public contribution to the operation exceeds EUR 500 000;
- b. the operation consists in the financing of infrastructure or of construction operations.

The template pre-designed for billboards must be used (see **Annex 3** for details). It is highly recommended to also display a billboard or poster for smaller infrastructure projects to increase the visibility of the Programme.

Every billboard must contain the following elements:

- a) project title
- b) amount of ERDF contribution;
- c) name of the Lead Partner;
- d) emblem of the European Union and reference to the European Union and the European Regional Development Fund;
- e) Hungary-Slovakia Cross-border Co-operation Programme 2007-2013 logo;
- f) Programme slogan chosen by the Managing Authority of the Programme: *Building partnership*;
- g) picture or illustration chosen by the beneficiary

The recommended size of the billboard is 3000mm x 1500 mm or 420 x 594 mm (A2) based on the space available. It should be made of durable and waterproof material. Elements d) and f) shall take up at least 25% of the billboard.

Language of the billboard: Hungarian in Hungary, Slovak in Slovakia

## **B. Permanent explanatory plaques**

According to EC regulation 1828/2006 Article 8, no later than six months after completion of an operation the beneficiary shall put up a permanent explanatory plaque that is visible and of significant size that fulfils the following conditions:

- a. the total public contribution to the operation exceeds EUR 500 000;
- b. the operation consists in purchase of a physical object or in the financing of infrastructure or of construction operations.

The template provided by the Programme must be used when designing the plaques (see **Annex 4** for details). Their recommended size is minimum A4, max. A1. Beneficiaries are responsible for choosing the proper size according to the characteristics of the site where the plaques will be placed. Plaques should be made of resistant materials, preferably metal.

Compulsory content:

- a) project title
- b) amount of ERDF contribution;
- c) emblem of the European Union and reference to the European Union and the European Regional Development Fund;
- d) Hungary-Slovakia Cross-border Co-operation Programme 2007-2013 logo;

e) Programme slogan chosen by the Managing Authority of the Programme:  
*Building partnership;*

Elements d) and f) shall take up at least 25% of the plaque.

Language of the plaque: Hungarian in Hungary, Slovak in Slovakia

## ***ANNEX 1 Use of EU logo and references to ERDF***

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### **Hungarian**

**Europai Unió**  
Európai Regionális Fejlesztési Alap



### **Slovak**

**Európska únia**  
Európsky fond regionálneho rozvoja



### **English**

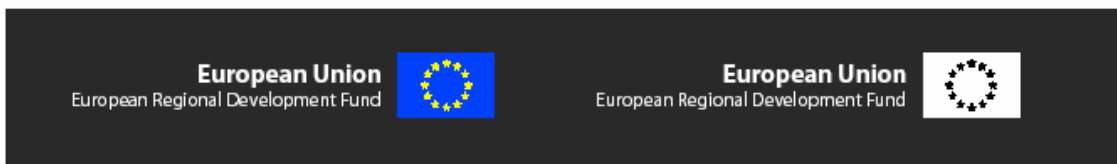
**European Union**  
European Regional Development Fund



## Proportions



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.



### **Colours:**

CMYK colour 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.



## Combination with EU logo and size ratio



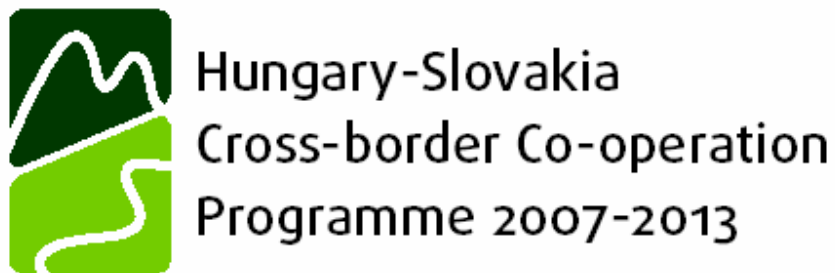
## Alternative combination with EU logo and size ratio



## ***ANNEX 2 Use of programme logo and slogan***

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### **The logotype**



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 “Slovakia”. The capital “M” which appears in the upper part of the shape forms hills, the “S” as a projection of the “M” in the bottom, is a metaphor for a river. A unique form which can be unmistakably associated to the program and the cooperating partners. The logotype colours are independent from the participating country colours, they rather strengthen the natural look and feel of the symbol.

### **Slogan**

# **Building Partnership**

Daxline Pro Black | Pantone 378C  
C: 42  
M: 16  
Y: 80  
K: 63

It is advisable that the programme slogan appears on the first page of any printed or e-material. It can be used separately from the other design elements.

#### **Language versions:**

Hungarian: “Partnerséget építünk”  
Slovakian: “Budujeme Partnerstvá”  
English: “Building Partnership”



# Hungary-Slovakia Cross-border Co-operation Programme 2007-2013

Pantone 378C

Pantone 383C

Pantone Cool Gray 11 EC

## Shape Colours



Pantone 378C  
C: 42  
M: 16  
Y: 80  
K: 62



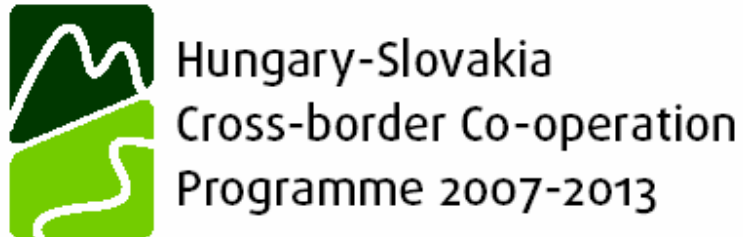
Pantone 383C  
C: 35  
M: 0  
Y: 100  
K: 20

## Type Colour



Pantone Cool Gray 11 EC  
C: 69  
M: 62  
Y: 61  
K: 53

## Basic Colour Variation



## Colour negative variation



Pantone 383C

C: 35

M: 0

Y: 100

K: 20

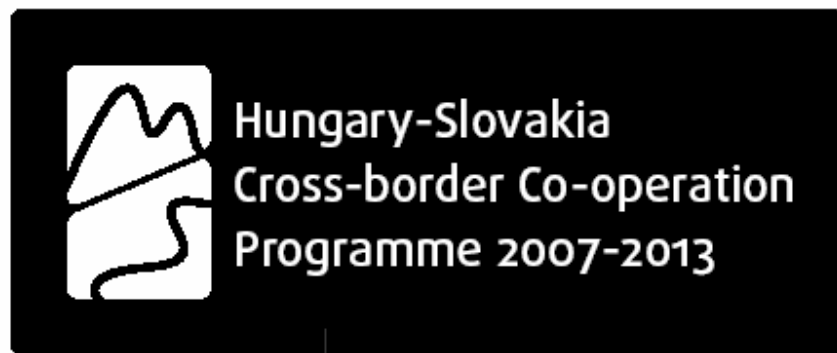
Wherever possible the basic colour variation should be used for maximum consistency across the marketing materials. Optionally a negative colour version - white logo on Pantone 383C green background - can be used as well.

### Grey or black variation



Hungary-Slovakia  
Cross-border Co-operation  
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### Grey or black negative variation



Pantone Cool Gray 11 EC

C: 69

M: 62

Y: 61

K: 53

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.

Hungarian



Magyarország-Szlovákia  
Határon Átnyúló Együttműködési  
Program 2007-2013

Slovak



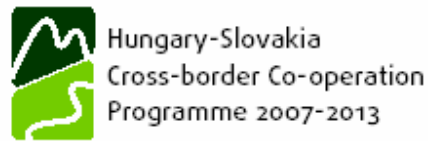
Program cezhraničnej spolupráce  
Maďarská republika-Slovenská republika  
2007-2013

English



Hungary-Slovakia  
Cross-border Co-operation  
Programme 2007-2013

## Arrangement Options



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.

## Proportions



## Whitespace Requirements





Hungary-Slovakia  
Cross-border Co-operation  
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Daxline Pro Medium

abcefg hijklm noprstuvzqwyx  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
1234567890

abcefg hijklm noprstuvzqwyx  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
1234567890

**abcefg hijklm noprstuvzqwyx**  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**1234567890**

Arial  
abcefg hijklm noprstuvzqwyx  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
1234567890

**Daxline Pro Regular**

Daxline Pro Regular is selected for use in the Co-operations programme to ensure consistency and effectiveness throughout all its communication materials.

**Daxline Pro Medium**

Daxline Pro Medium is selected for the typeface of the primary branding elements, this should be used in all the languages and size variations.

**Daxline Pro Bold**

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

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



**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!**



## ANNEX 3 Compulsory design template for billboards

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	<p>Magyarország-Szlovákia Határon Átnyúló Együtműködési Program 2007-2013</p>	<h3>Partnerséget építünk</h3> 
<p>Projekt megnevezése:</p>		
<p>Vezető partner neve:</p>		
<p>Projekt kezdete:</p>		
<p>Projekt vége:</p>		
<p>ERFA támogatás összege:</p>		
	<p><b>Európai Unió</b> Európai Regionális Fejlesztési Alap</p>	

**ANNEX 4 Compulsory design template for permanent explanatory plaques**

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A)

 <p>Magyarország-Szlovákia Határon Átnyúló Együttműködési Program 2007-2013</p>
<b>Partnerséget építünk</b>
Projekt megnevezése:
Az Európai Unió által nyújtott ERFA támogatás összege
EUR.
<b>Európai Unió</b> Európai Regionális Fejlesztési Alap


B)



**Magyarország-Szlovákia  
Határon Átnyúló Együttműködési  
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## **Partnerséget építünk**

**Projekt megnevezése:**

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**Európai Unió**  
**Európai Regionális Fejlesztési Alap**



For further information and technical details about the templates please consult the HU-SK JTS.