



Interreg

Romania-Hungary

European Regional Development Fund



VISUAL IDENTITY MANUAL

Cross-border Logistics:
Partnership in Cooperation on Employment

ROHU 391
2020

Partnership for a better future
www.interreg-rohu.eu

Project partners:



PROJECT PRESENTATION

The project “Cross-border Logistics: Partnership in Cooperation on Employment” (ROHU391 - INTERLOGISTICS) is a joint initiative of two cross-border partners, the Municipality of Ajak and the Halmeu Commune. The project main overall objective is to enhance the cooperation of local labour market actors in order to improve labour market capacity in the eligible cross-border area.

The following activities are expected to take place within the Project:

- increase logistics capacity, indirect support of local agricultural production by setting up two new logistics centers
- establishment of a professional advisory and training center
- organization of a joint series of events (job fair, training)
- joint labor market analysis
- developing an integrated development strategy
- creation and maintenance of an online labor market database creating and maintaining jobs

in the agricultural sector by the development of public services and agricultural infrastructure in the town of Ajak and village of Halmeu

Expected results of the project:

- 760 participants in local employment and training initiatives
- 8 job fairs in Ajak and Halmeu
- 2 joint surveys (one on each side of the border)
- 1 cross-border labor market forum in Ajak
- Organizing 2 events on the Romanian side, cross-border capacity building
- 8 conferences and information workshops in Ajak
- organization of 4 vocational trainings in the municipality of Halmeu
- 1 joint strategy and action plan
- construction of a new logistics center in Ajak, renovation of an existing warehouse
- 1 new logistics center in the village of Halmeu, including a cold store for vegetables and fruits

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PERMANENT BILLBOARD
STICKER



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THE BRAND



LOGO

The AJ-HA logo is the most important element in making up the brand associations from the point of view of visual communication. The logo must not be recreated in any circumstances.

AJ-HA as the brand name is the first two letters of each **A**jak and **H**almeu locality names.

The colors of the logo represent the cooperation between the two: Ajak town(Hungary) and Halmeu commune(Romania) and also colour green represents the vegetables cultivated in Ajak and colour red the strawberries cultivated in Halmeu as local products.



LOGO SPECIFICATION

The elements of the logo represent a unit, which is defined as invariable.
The composition of the logo must not be changed.

The basic unit used for the definition of the logo composition is the width and height of the letter “A”.

This measure is used to define the space between some of the elements as well as the clear space around the logo.



Conjunctions with other logos



LOGO USE

The standard logo / full colour version:

This version should be used whenever it is possible. Ideally it should be used only on white and very light backgrounds.



White and black logo / 1-colour logo:

For single colour reproductions white and black version of the logo should be used.

These versions should only be used whenever the full-colour version of the logo cannot be applied.



DONT'S



Do not use other colours than
shown on page 11!



Do not disort the logo!



Do not rotate the logo!



Do not add any effects!

LOGO SIZE

The minimum usable size of the AJ-HA logo is **5.25 x 4.08 mm** (this is the size used on the trifold flyer). In special cases (for the production of small items such as pens and pen-drives etc.), when there is no larger space for placing the logo, an exceptional use is allowed and accepted.

The size of the logo varies greatly according to the medium it is used in. Therefore, minimum logo sizes for print are specified.

Trifold flyer

A4 (21 x 29.7 cm)

A3 (29.7 x 42 cm)



LOGO COLOURS

CMYK colour codes will be used for all printed materials. RGB will be used on the web site (the HEX code can also be used) and other electronic applications.



CMYK: 100, 80, 0, 0
RGB: 0, 51, 153
HEX: #0c4da2



CMYK: 0, 100, 100, 0
RGB: 237, 28, 36
HEX: #ed1c24



CMYK: 0, 30, 100, 0
RGB: 253, 185, 19
HEX: #fdb813



CMYK: 100, 0, 100, 0
RGB: 0, 166, 81
HEX: #00a651

THE AJ-HA SYMBOL

The symbol in the project logo represents an infinite traditional connection, cooperation through the spirals and the traditional but also modern feel of it.

The colours are also symbolic, because red and green are complementary colours.

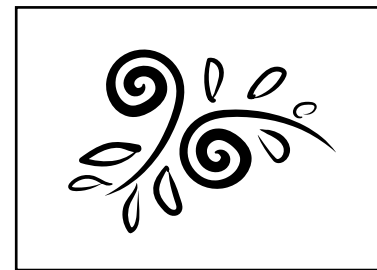


SYMBOL USAGE

Standard symbol:

The standard symbol is the full colour version. This version should be used whenever possible.

The full colour symbol can be used on white and very light backgrounds, as a decorative element or as a center piece (see examples in the 'Printed materials' chapter).

**Negative symbol:**

This version of the symbol should be used whenever we cannot use the color version of the symbol (see examples in the 'Promotional items' chapter).

FONTS

For AJ-HA programme brand and materials we use two different fonts:

- Minion Pro font for titles in printed and online materials.
- Calibri chosen for body text and other applications.

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Minion Pro

Title font

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
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

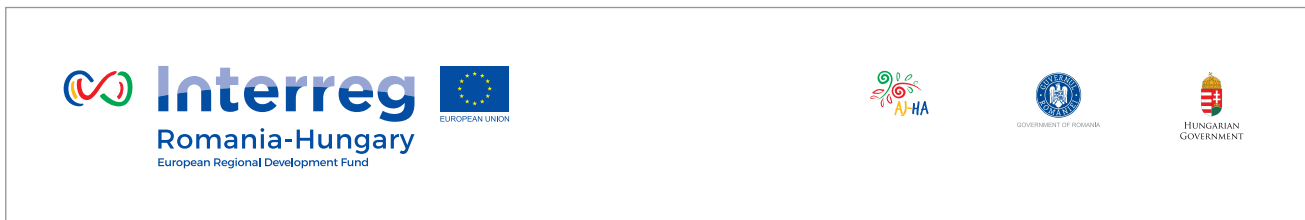
Calibri

Text font

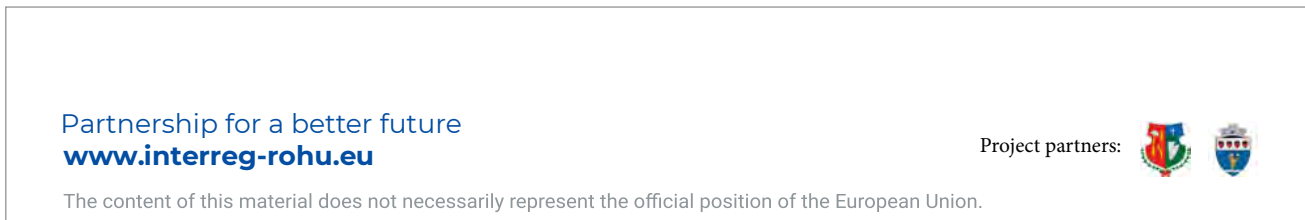
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

HEADERS AND FOOTERS

Header - the header contains the obligatory elements of the Interreg ROHU project and the AJ-HA logo



Footer - the footer contains the slogan of the Interreg ROHU Project, the disclaimer text, if necessary and the project partner logos (Municipality of Ajak, Halmeu Commune).



PRINTED MATERIALS



A4 PAPER

Dimension: 210 x 297mm (A4); printed on one side with polychromy (4+0) on 80g paper



A3 PAPER - POSTER

Dimension: 297 x 420mm (A3); printed on one side with polychromy (4+0) on 150g paper



FOLDER

Dimension: 420x297mm (A3); printed on one side with polychromy (4+0) on 300g paper; folded in two; with glued folder pockets.



FLYER

Dimension: 297x 210mm (A4); printed with polychromy on both sides (4+4) on 150g paper; folded in three.



ROLL UP

Dimension: 850x2050 mm; printed with polychromy on one side (4+0)



TEMPORARY BILLBOARD

Dimension: 3000x1500mm

Created using the template, pre-designed for temporary billboards for Interreg ROHU projects.



Name of the operation:	ROHU 391: "Cross-border Logistics: Partnership in Cooperation on Employment"
The main objective of the operation:	The project main overall objective is to enhance the cooperation of local labour market actors in order to improve labour market capacity in the eligible cross-border area.
Project value (ERDF):	2 003 111,70 Euro
Lead Beneficiary/Beneficiary:	Municipality of Ajak, Hungary/Halmeu Commune/Romania
Start of the project:	Start of the project:
End of the project:	End of the project:



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PERMANENT BILLBOARD

Dimension: 297x210mm (A4)

Created using the template, pre-designed for plaques or permanent billboards for Interreg ROHU projects.

   	
Name of the operation:	"Cross-border Logistics: Partnership in Cooperation on Employment", ROHU 391
The main objective of the operation:	The project main overall objective is to enhance the cooperation of local labour markets across in order to improve labour market capacity in the eligible cross-border area.
Project value (ERDF):	2.003.111,70 Euro
Lead Beneficiary/Beneficiary:	Municipality of Ajak/Halmieu Commune
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STICKERS

Small stickers 90x50mm, printed with polychromy on waterproof, durable PVC paper for the equipment procured within the project. Created using the template, pre-designed for stickers for Interreg ROHU projects.




POWERPOINT

Dimension: 33.867 x 19.05 cm (1280x720px)



ONLINE MATERIALS



WEBSITE

The website realized must contain the following pages:

- Project presentation
- Partners presentation
- E-market place where products of the Ajak and Halmeu entrepreneurs can promote their products on the joint market (HU, RO)
- Events
- Gallery
- Contact



FACEBOOK

Dimensions: profile photo size 180x180px, cover photo size 820x462 px. The profile picture will always be the logo symbol, the cover photo will have all the Header and Footer elements specified in The Brand chapter. The photo on the cover can be changed to thematic images.



PROMOTIONAL ITEMS

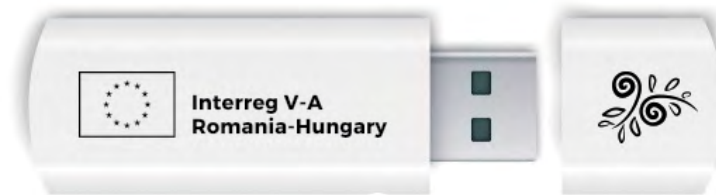


PEN



Pictures shown in this chapter are for illustration purpose only. Actual product may vary due to product enhancement.

USB - MEMORY STICK



Pictures shown in this chapter are for illustration purpose only. Actual product may vary due to product enhancement.

PAPER BAG



Pictures shown in this chapter are for illustration purpose only. Actual product may vary due to product enhancement.

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