ERASMUS+ STUDENT AND
ALUMNI ASSOCIATION

Visual Style Guide

Contents

Purpose

The purpose of this document is to provide a clear set of guidelines for the use of the visual identity of **ESAA**.

Our main aim is that every message created for the network reflects the corporate style, ensuring consistency and coherence.

A cohesive visual style across all media (print, web, social networks, etc.) demonstrates solidity and encourages loyalty and trust.

Colour Palette

Primary Colours

Bright Yellow

Pantone 107 C
CMYK *0|5|80|0*
RGB *255|232|67*

Dark Yellow

Pantone 1235 C
CMYK *0|30|90|0*
RGB *251|187|33*

Bright Blue

Pantone 285 C
CMYK *85|43|0|0*
RGB *0|122|192*

Dark Blue

Pantone 294 C
CMYK *100|80|20|5*
RGB *24|64|126*

Secondary Colours

Light Blue
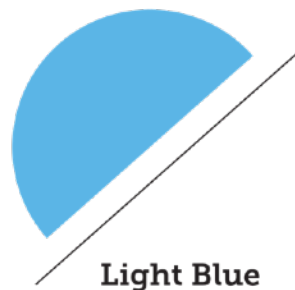
Pantone 2915 C
CMYK *58|12|0|0*
RGB *108|184|231*

Petrol

Pantone 7702 C
CMYK *70|20|20|0*
RGB *70|161|191*

Light Grey
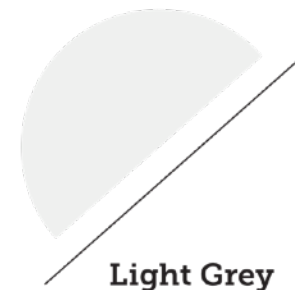
Pantone Cool Gray 1
CMYK *6|4|5|0*
RGB *243|343|243*

Dark Grey

Pantone 426 C
CMYK *5|0|0|90*
RGB *59|59|59*

Fonts

Museo Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq...
1234567890

Museo Slab

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq...
1234567890

Please note that British English is the official language of the network.

Visual Identity

ERASMUS+ STUDENT AND
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Main version

Preferred use across all media.

Visual Identity

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Secondary version

Alternative preferred use across all media.

Visual Identity

Old Details

New Details

Visual Identity

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Solid colour version

Version used for special purposes.

Visual Identity

ESAA

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Grayscale version

Version used for special purposes, eg. Newspaper print
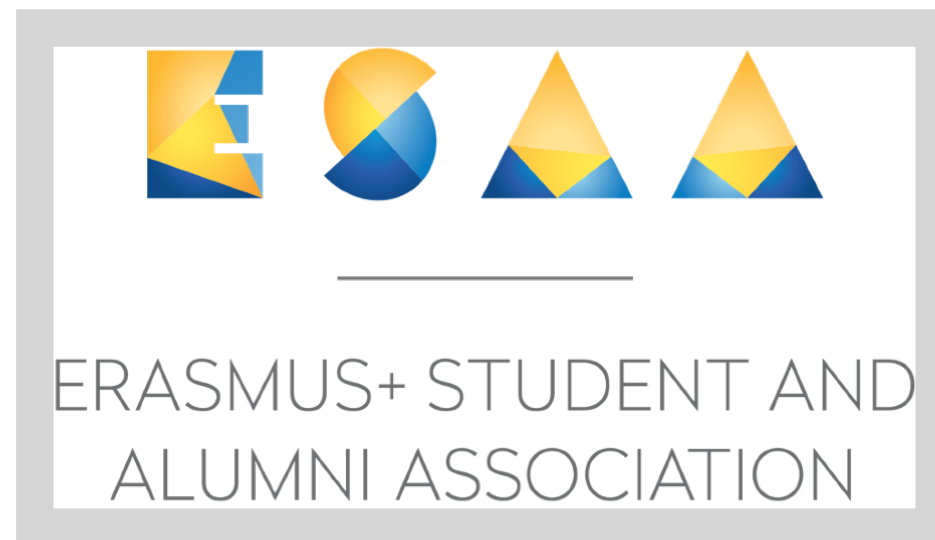
Visual Identity

ESAA

ERASMUS+ STUDENT AND
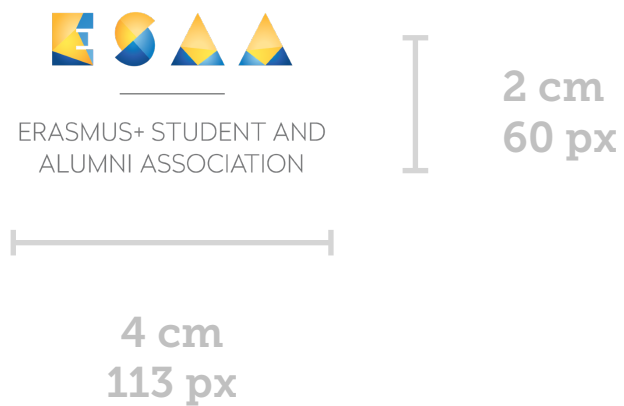ALUMNI ASSOCIATION

Monochrome version

Version used for special purposes, eg. stamps

Security Zone

Always allow a safety area of at least 5mm.

Minimum Size

ESAA

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2 cm
60 px

4 cm
113 px

A minimum picture size for readability across all media is suggested.

Prohibited Uses

REPLACING / MISSING ELEMENTS

DISTORTION

OTHER COLOURS

ROTATION

Any other alterations are not allowed unless specifically approved by WBAA.

Visual Elements

– Whenever possible "real pictures"
– Stock pictures with "real" people – no models
– Focus on "people"
– Light, bright and colourful pictures
– Play ESAA colours in the pictures

Visual Elements

Slanted, straight lines in the official colours
or shapes evoking the visual identity are suggested across all media.

EU Emblem

ESAA messages should always be accompanied by the *Funded by the European Union* **emblem.**

- The minimum height of the EU emblem must be 1 cm.

- Sufficient contrast should be ensured between the EU emblem and the background.

- It must be **prominently featured on all communication material.**

- The positive colour version is preferred unless negative or monochrome versions are specifically required for visibility or printing purposes.

For the complete set of guidelines and access to all official versions of the emblem, click here

Contact

ERASMUS+ STUDENT AND
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For further information please contact:
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