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|133

- **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|243|243

- **Dark Grey**
  - Pantone 426 C
  - CMYK 5|0|0|90
  - RGB 59|59|59
Please note that British English is the official language of the network.
Visual Identity

ERASMUS+ STUDENT AND ALUMNI ALLIANCE

Main version
Preferred use across all media.
Visual Identity

Old Details

New Details
Visual Identity

ESAAA

ERASMUS+ STUDENT AND ALUMNI ALLIANCE

Cutout version

Version used for special purposes.
Visual Identity

ERASMUS+ STUDENT AND ALUMNI ALLIANCE

Grayscale version

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

ERASMUS+ STUDENT AND ALUMNI ALLIANCE

Monochrome version

Version used for special purposes, eg. stamps
Security Zone

Always allow a safety area of at least 5mm.
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

For further information please contact:

info@esaa-eu.org

June 2023