



ERASMUS+ STUDENT AND
ALUMNI ALLIANCE

Visual Style Guide

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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



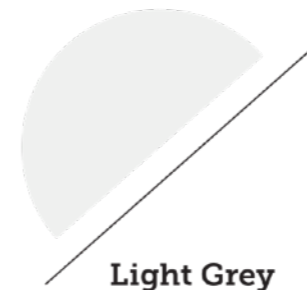
Light Blue

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|243|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

Old Details



MUS + STU

New Details



MUS + STU

Visual Identity



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Cutout version

Version used for special purposes.

Visual Identity



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Grayscale version

Version used for special purposes, eg. Newspaper print

Visual Identity



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Monochrome version

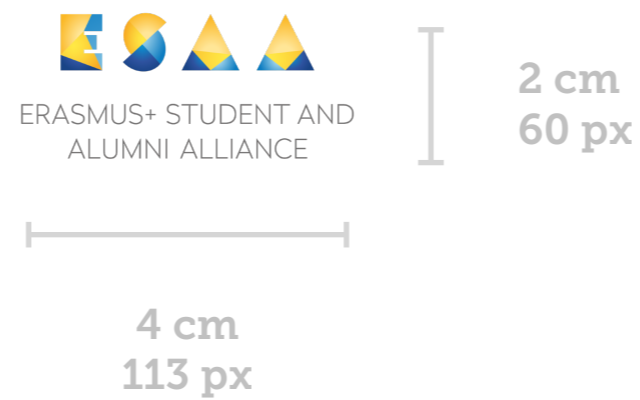
Version used for special purposes, eg. stamps

Security Zone



Always allow a safety area of at least 5mm.

Minimum Size



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



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For further information please contact:
info@esaa-eu.org

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