



GRAPHIC DESIGN
User guide

Erasmus+

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“ERASMUS+” LOGO CONCEPT

The “Erasmus+” logo uses the simple concept of logos for European initiatives; combining the European flag with the programme name.

The “Erasmus+” logo does not need translation.



FONT FOR THE “ERASMUS+” LOGO

The font used to create the “Erasmus+” logo is “Verdana”. However if you do not have “Verdana” installed on your computer, you will have the opportunity to download the logo in many file formats.

The name of this programme does not need translation.
The logo can therefore be used as it is, for all languages.

BUFFER ZONE

The buffer zone around the logo prevents visual competition with other design elements in immediate proximity. Its dimensions are determined as a square. The width of the EU flag in the logo is 18 units and the height of the EU flag in the logo is 12 units. The sides of the buffer zone square are each 3.5 units.



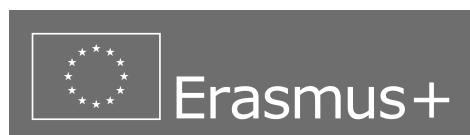
MINIMUM SIZE

The minimum size of the logo has been determined in function of its readability.



APPLICATION OF COLOURS

Grey & White version



Placed on a coloured background



Black & White version



DOS AND DON'TS

The logo may not be changed.

- The logo may not be unproportionally scaled, distorted or rotated.
- The use of other typefaces is not permitted (in the future the logo may change but not without EU permission).
- No colour versions may be used apart from those defined here.
- The position of the logo elements may not be altered.
- The omission of elements is not permitted except with authorisation from Commission services.



COLOUR SCHEME



Erasmus+



C	M	Y	K
100	80	0	0

PANTONE Reflex Blue C

R	G	B
0	68	148

WEB #00 44 94



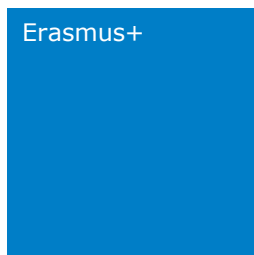
C	M	Y	K
0	0	100	0

PANTONE Yellow C

R	G	B
255	237	0

WEB #75 6E AC

PROGRAMME COLOUR



C	M	Y	K
100	31	0	0

PANTONE 3005 C

R	G	B
0	119	200

WEB #00 77 C8

PROGRAMME FONTS

The recommended font is KARBON.

Important: The Karbon font may not be used without a licence agreement.

The licence agreement for the complete font set, or a part of it (e.g. Light, Regular, Semibold) can be purchased here:

http://vllg.com/foundries/Klim/font_families/Karbon

KARBON LIGHT ABCDEFG... abcdefghijkl... 123456789...	KARBON REGULAR ABCDEFG... abcdefghijkl... 123456789...	KARBON MEDIUM ABCDEFG... abcdefghijkl... 123456789...	KARBON SEMIBOLD ABCDEFG... abcdefghijkl... 123456789...	KARBON BOLD ABCDEFG... abcdefghijkl... 123456789...
KARBON LIGHT ITALIQUE ABCDEFG... abcdefghijkl... 123456789...	KARBON REGULAR ITALIQUE ABCDEFG... abcdefghijkl... 123456789...	KARBON MEDIUM ITALIQUE ABCDEFG... abcdefghijkl... 123456789...	KARBON SEMIBOLD ITALIQUE ABCDEFG... abcdefghijkl... 123456789...	KARBON BOLD ITALIQUE ABCDEFG... abcdefghijkl... 123456789...

Alternative open source fonts may be used:

GILL SANS (1) and **VERDANA** (2).

① GILL SANS ABCDEFG... abcdefghijkl... 123456789...	② VERDANA ABCDEFG... abcdefghijkl... 123456789...
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For Greek and Cyrillic alphabets it is recommended to obtain and use the **UBUNTU** font which is available for free download here:

<http://font.ubuntu.com>

Greek ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ αβγδεζηθικλμνξοπρστυφχψω	Cyrillic АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧ абвгдеёжзийклмнопрстуфхцч
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“ERASMUS+” TEMPLATE

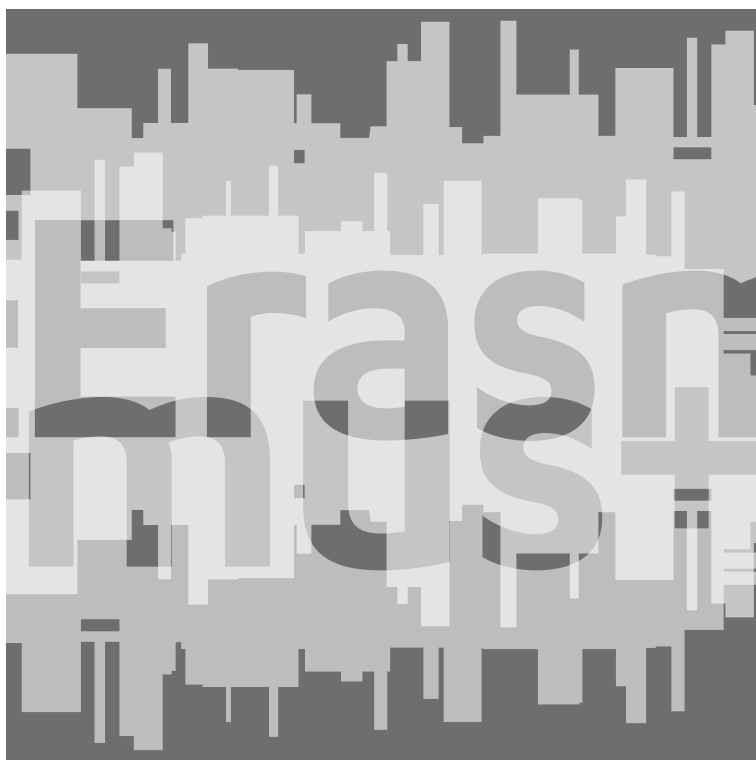
The “Erasmus+” template is an essential graphic element that should be placed on the “Erasmus+” programme materials.

Different framings and opacity of the template are possible depending on the size format of the medium and the background contrast.

①



②



HOW TO USE THE “ERASMUS+” TEMPLATE AND GRAPHIC COMPOSITION



- ① **The template** is always transparent. The size of the template is not fixed, it can be framed in different ways.
- ② **The picture** preferably fills the background to the edge of the page. It can be in a white frame for internal administrative publications (Word, Powerpoint, pdf). If there is no visual, the background colour is that of the programme.
- ③ **The information block** is a transparent parallelogram.
The title font is Karbon Bold in caps (body 20, interline spacing 21, for A4 format) and the text font is Karbon Regular (body 18, interline spacing 18, for A4 format).



SLOGANS FOR “ERASMUS+”

The slogan for “Erasmus+” is:

Changing lives. Opening minds.

The slogan should be used in the presence of the logo and visual identity. The font is Karbon Medium (optical Kerning, tracking put to 0). In the rare cases where the slogan appears alone, it should be used with the programme name as follows:

Changing lives. Opening minds.

Erasmus+

STOCK IMAGERY FOR “ERASMUS+”

Examples of stock imagery and their reference numbers for purchase are provided below:

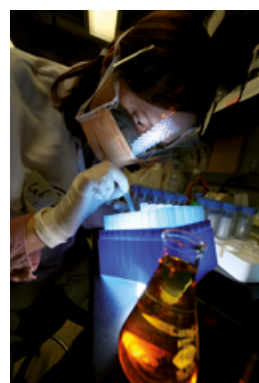
HIGHER EDUCATION



Gettyimages
stk161423rke



Gettyimages
157288838



Shutterstock
3595646



Shutterstock
41152630



Fotolia
54990513

VOCATIONAL TRAINING



Gettyimages
146264184



Shutterstock
145332502



Shutterstock
96602440



Shutterstock
107588861



Shutterstock
114474562

SCHOOL



Gettyimages
skd257383sdc



Shutterstock
93989398



Shutterstock
77120281



Shutterstock
71166694



Shutterstock
77374870

ADULT
EDUCATION



Gettyimages
167214229



Gettyimages
166036930



Shutterstock
94662769



Shutterstock
15815155



Shutterstock
15813871

SPORT



Thinkstockphotos
155399760



Fotolia
7030223



Shutterstock
18175783



Shutterstock
82162555

YOUTH



Gettyimages
171155287



Gettyimages
10173319



Fotolia
32033469



Shutterstock
112629134



Shutterstock
120511573



Fotolia
38620208