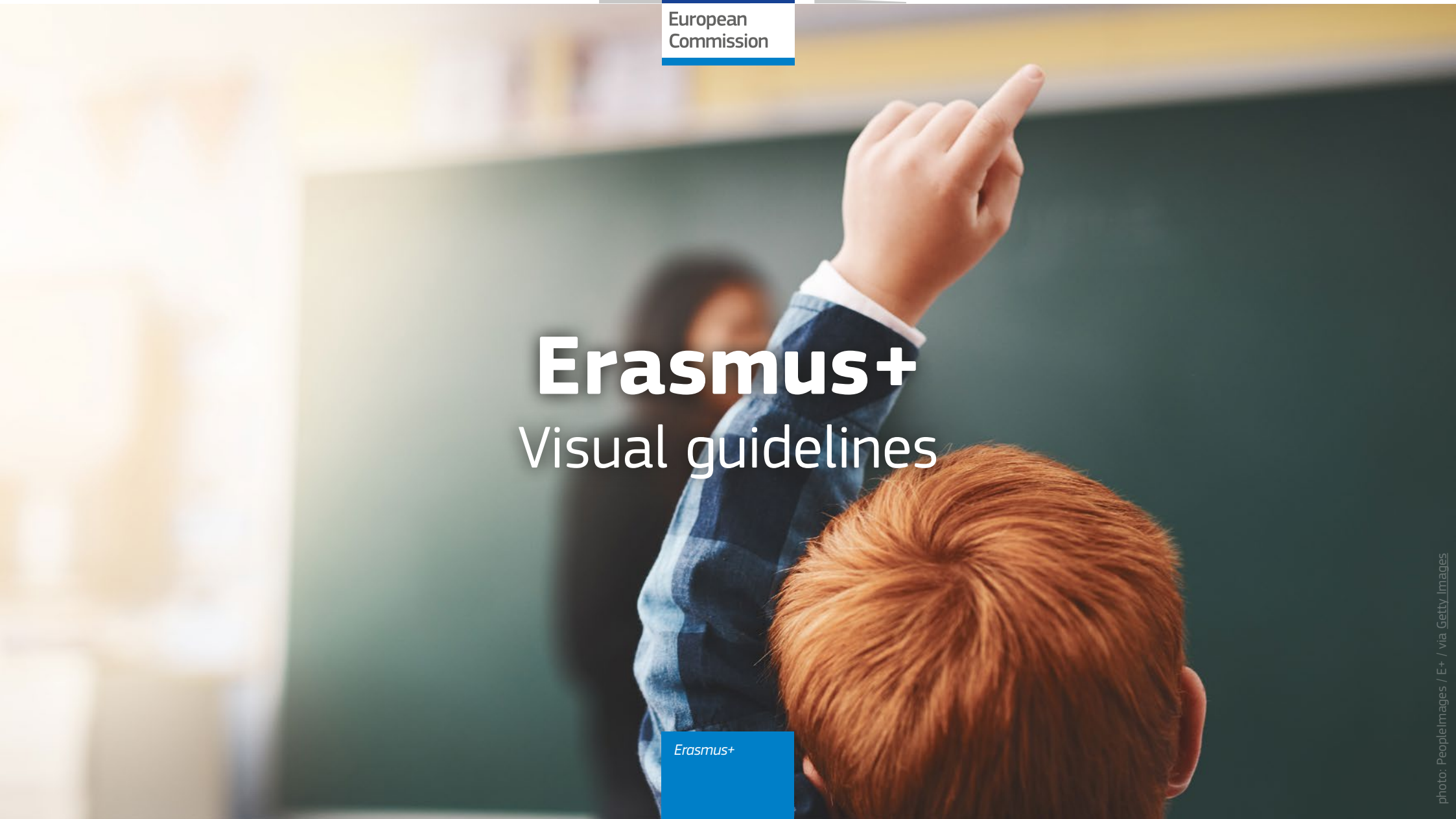
European Commission

Erasmus+

Visual guidelines



Erasmus+

photo: PeopleImages / E+ / via Getty Images

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Introduction

At Erasmus+ we all have different beginnings.
Filled with worries, dreams and hidden possibilities,
That we turn into endless opportunities
And entirely new beginnings.

Beginnings of boundless cultural enrichment,
Unforgettable learning experiences,
And unique chances to work together.

Beginnings of unexpected friendships,
impactful exchanges
And once-in-a-lifetime memories.

Beginnings that are creating new paths
Towards an inclusive, greener and digital Europe.

Here, no matter how you begin,
you will go further than you thought.

Erasmus+
Enriching lives, opening minds.

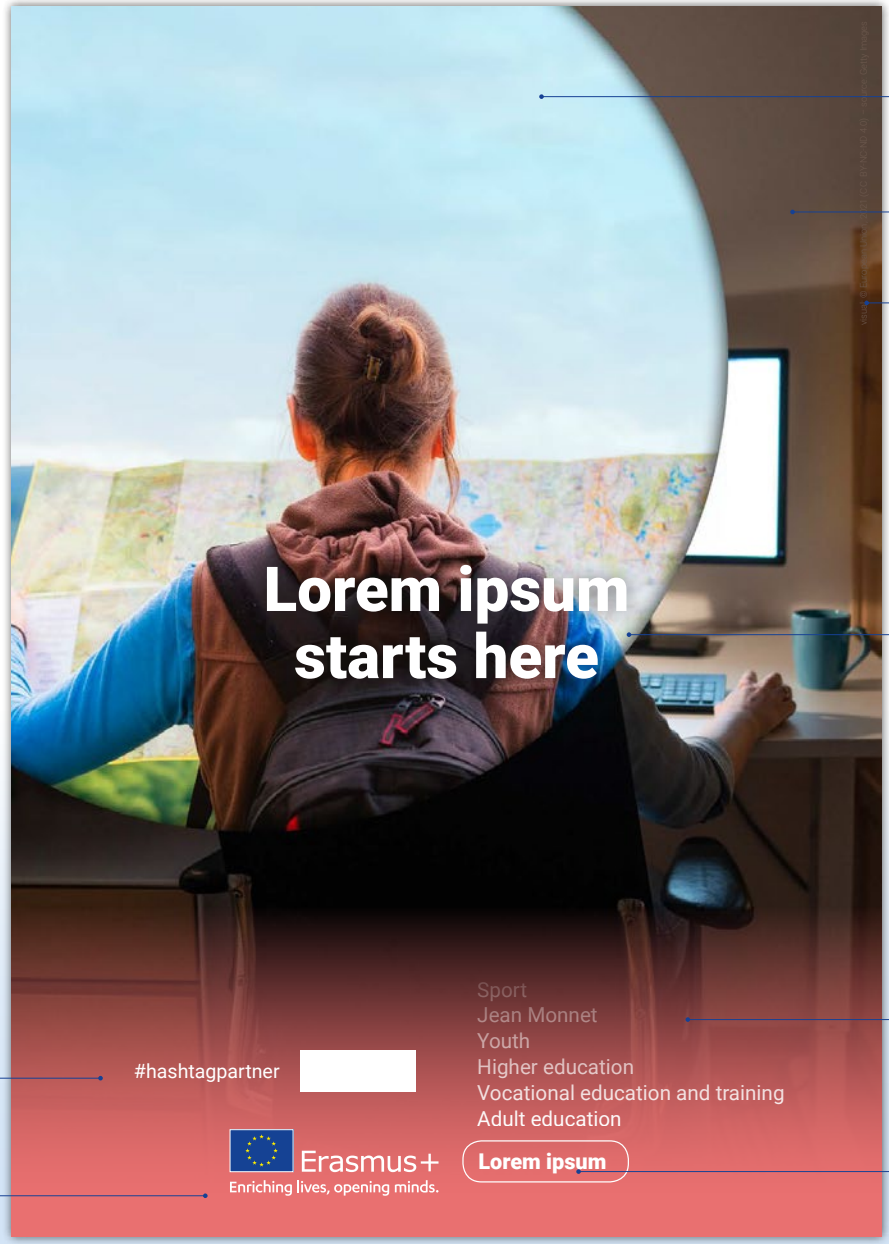
Visual composition

Each key visual showcases a specific sector that is part of Erasmus+. The sector at hand is highlighted in the list at the bottom of the page.

The visual composition consists of two juxtaposed pictures. The photos are arranged to be visually in line with each other. While the circle highlights an Erasmus+ situation in the future, the background picture depicts the person's present or past before starting the programme.

Some guidance on choosing images:
When creating the visuals, a fair balance in terms of gender, age, nationality and race. Individual and group visuals are equally relevant depending on the sector that is highlighted. While the photography used is meant to reflect the multiple facets of Erasmus+, the style of the photography needs to stay the same across all visuals. The photos should feel as natural and real as possible.

Ensure you have all of the necessary rights / permissions / licenses to use the chosen images and apply the required attribution if needed.



Picture reflecting the program

Picture depicting the present or past

Picture credits

Headline

List of all other sectors

Partner information (optional)

Erasmus+ signature

Sector represented in the visual

Typography

When the layout follows the **charter of the European Commission**, the use of EC SQUARE SANS PRO is mandatory.

When the layout **doesn't follow the charter of the European Commission**, the use of Roboto is mandatory.
Roboto can be downloaded on google font website (https://fonts.google.com/specimen/Roboto).

EC Square Sans Pro Light
EC Square Sans Pro Light Italic

EC Square Sans Pro
EC Square Sans Pro Italic

EC Square Sans Pro Medium
EC Square Sans Pro Medium Italic

EC Square Sans Pro Bold
EC Square Sans Pro Bold Italic

EC Square Sans Pro Extra Black
EC Square Sans Pro Extra Black Italic

Roboto Light
Roboto Italic

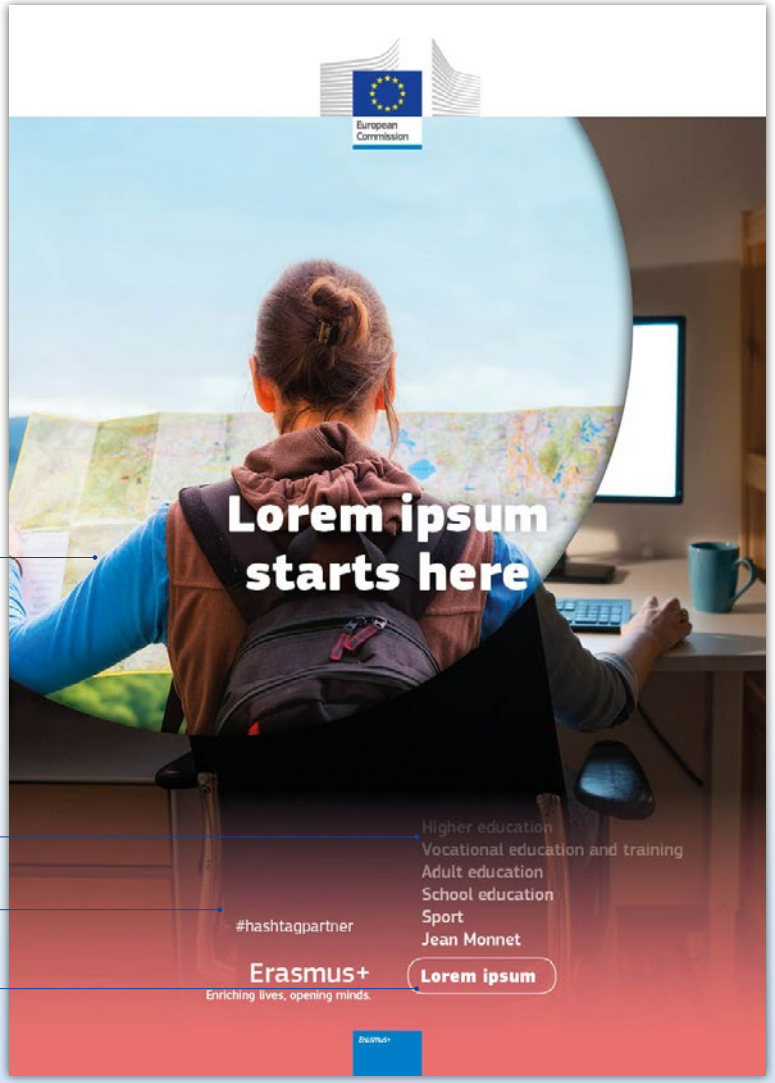
Roboto Regular
Roboto Italic

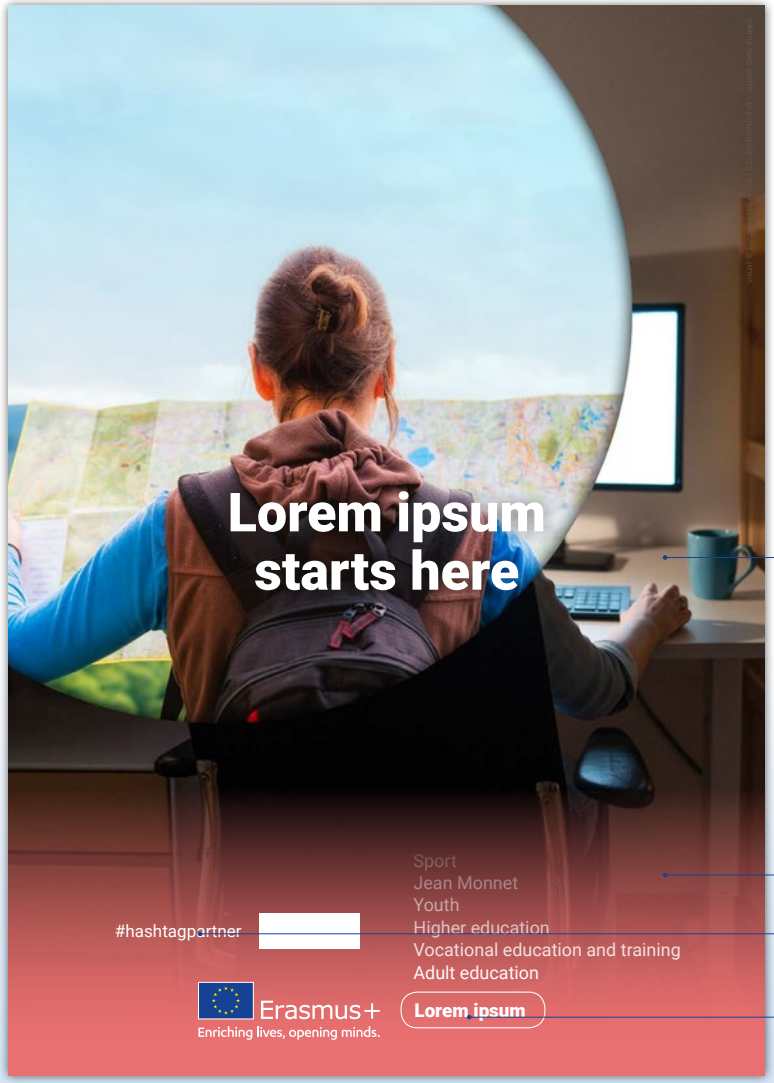
Roboto Medium
Roboto Medium Italic

Roboto Bold
Roboto Bold Italic

Roboto Black
Roboto Black Italic

Typography





EC Square Sans Pro Black

Roboto Black

EC Square Sans Pro Medium

Roboto regular

EC Square Sans Pro Regular

Roboto regular

EC Square Sans Pro Extra Black

Roboto Black

Colours

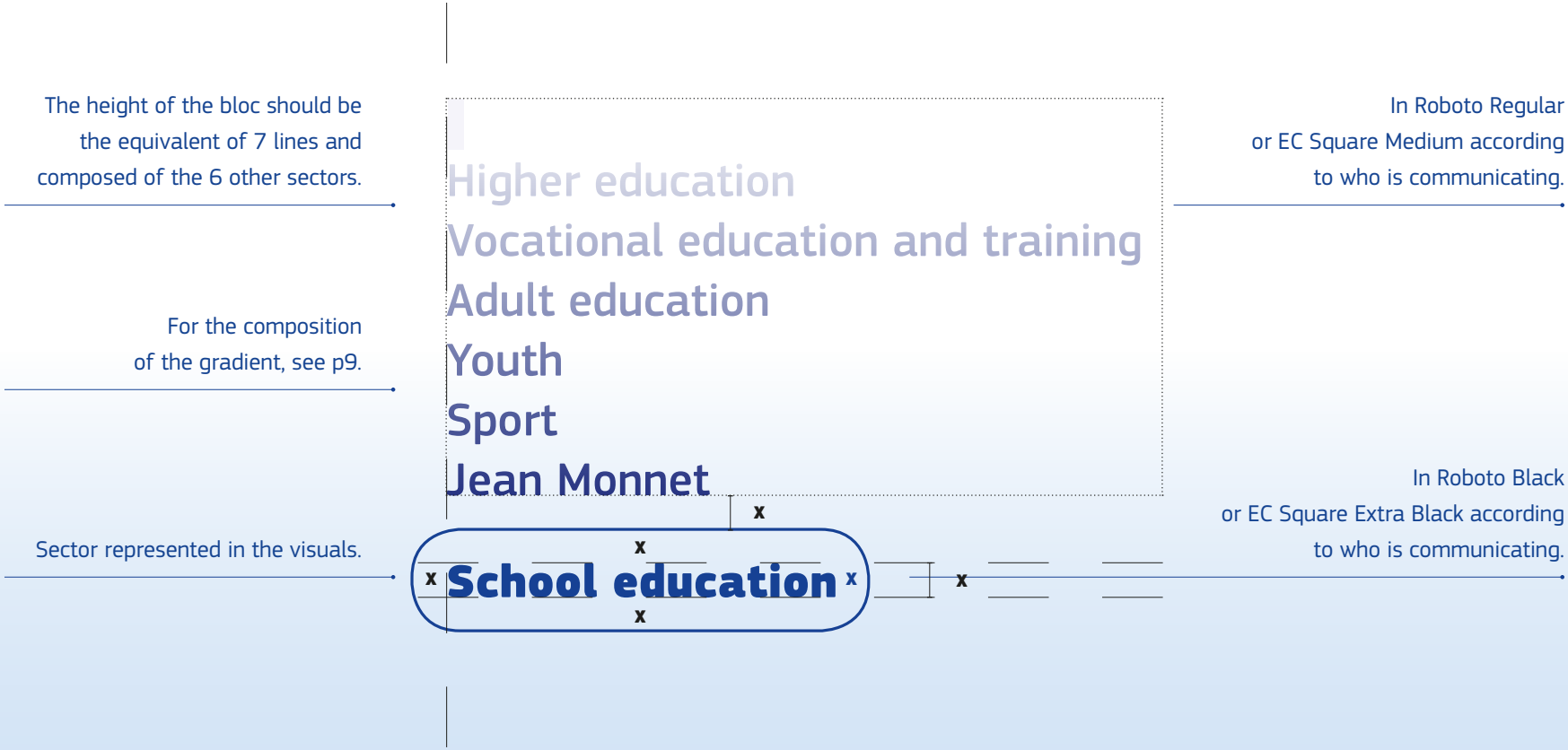
We decided to not attribute a colour to each sector.
The categorisation will go through the list.
The colour may vary in accordance with the topic,
in order to intensify it.
I.e.: A green colour could be used for a youth project on sustainability. The colour associations are solely suggestions.

EU EMBLEM BLUE	EU EMBLEM YELLOW	ERASMUS+ BLUE
C100 **M**80 **Y**0 **K**0	**C**0 **M**0 **Y**100 **K**0	**C**100 **M**31 **Y**0 **K**0
R0 **G**68 **B**148	**R**255 **G**237 **B**0	**R**0 **G**127 **B**200
#004494	#FFED00	#007fc7

C83 **M**1 **Y**0 **K**0	**R**0 **G**127 **B**200	#007fc7
C100 **M**27 **Y**10 **K**56	**R**0 **G**75 **B**108	#004a6c
C80 **M**80 **Y**0 **K**0	**R**100 **G**52 **B**200	#6434c8
C62 **M**0 **Y**30 **K**0	**R**94 **G**191 **B**190	#5dbfbe
C3 **M**68 **Y**47 **K**0	**R**232 **G**111 **B**111	#e86f6f
C65 **M**16 **Y**96 **K**2	**R**104 **G**159 **B**56	#689f38
C0 **M**45 **Y**87 **K**0	**R**245 **G**158 **B**45	#ff59d2d

Composition of the list

The list comprises the seven sectors that are part of the Erasmus+ programme. The encircled sector is the one that is highlighted in the visual.



Gradient

Gradient composition	
Start point	15%
End point	100%
Mix point	65 %

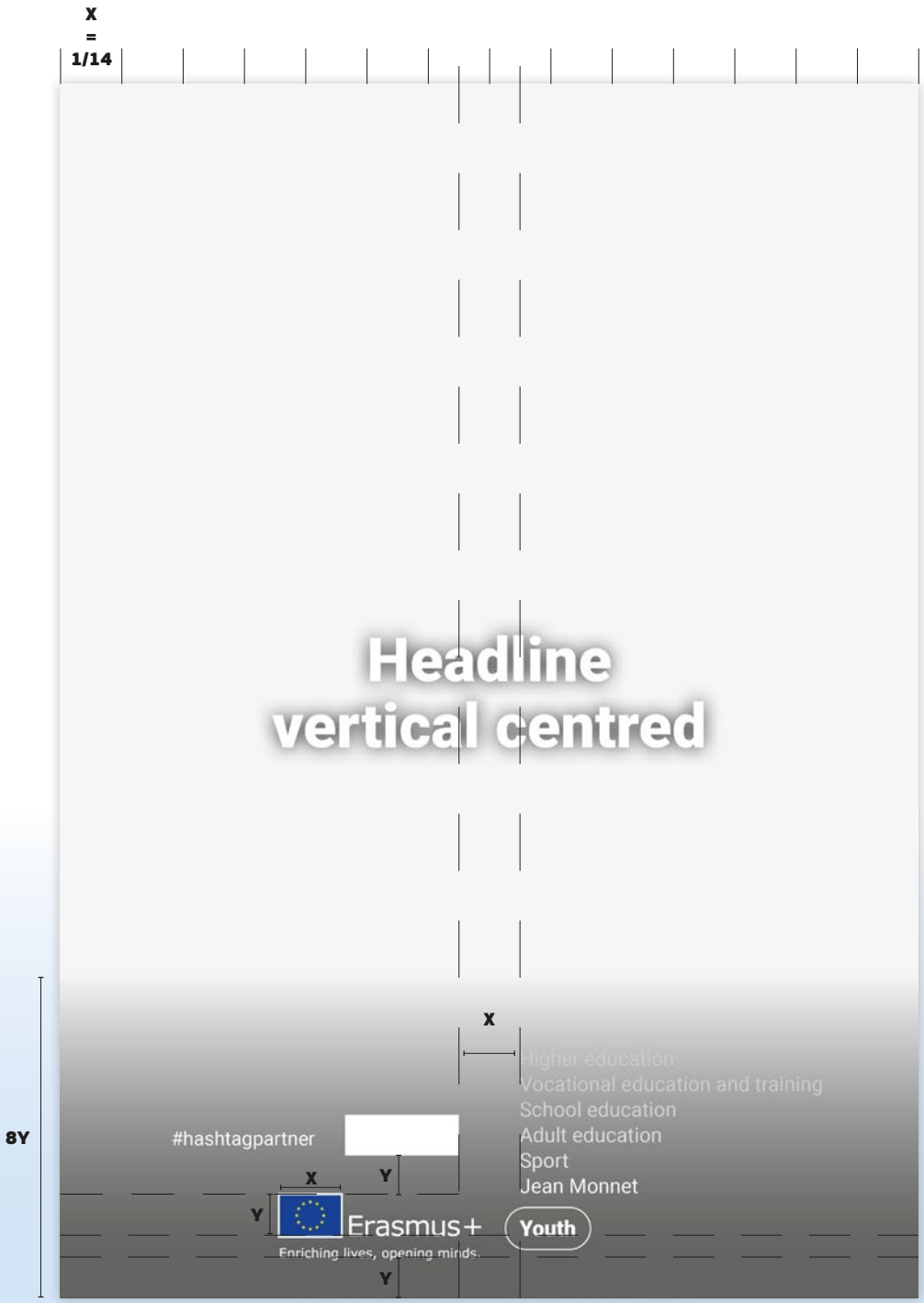
Gradient composition	
Start point	0%
End point	100%
Mix point	50 %

Higher education
Vocational education and training
School education
Adult education
Sport
Youth
Jean Monnet

Grid vertical poster

Layout not following the European Commission charter

For all posters that follow the DIN standard (A4, A3, A2, A1 and A0), the layout proportions are the same. The EU emblem is 1/14 the width of the document.



Grid
Vertical poster

Layout following the European Commission charter

If the communication comes from the European Commission, the layout has to respect the European Commission charter.

https://ec.europa.eu/info/sites/info/files/graphic_charter_nov_2017.pdf

Header and Footer Colour

The header and the footer colour should be the following blue:

European Commission

Erasmus+

C100 **M**31 **Y**0 **K**0

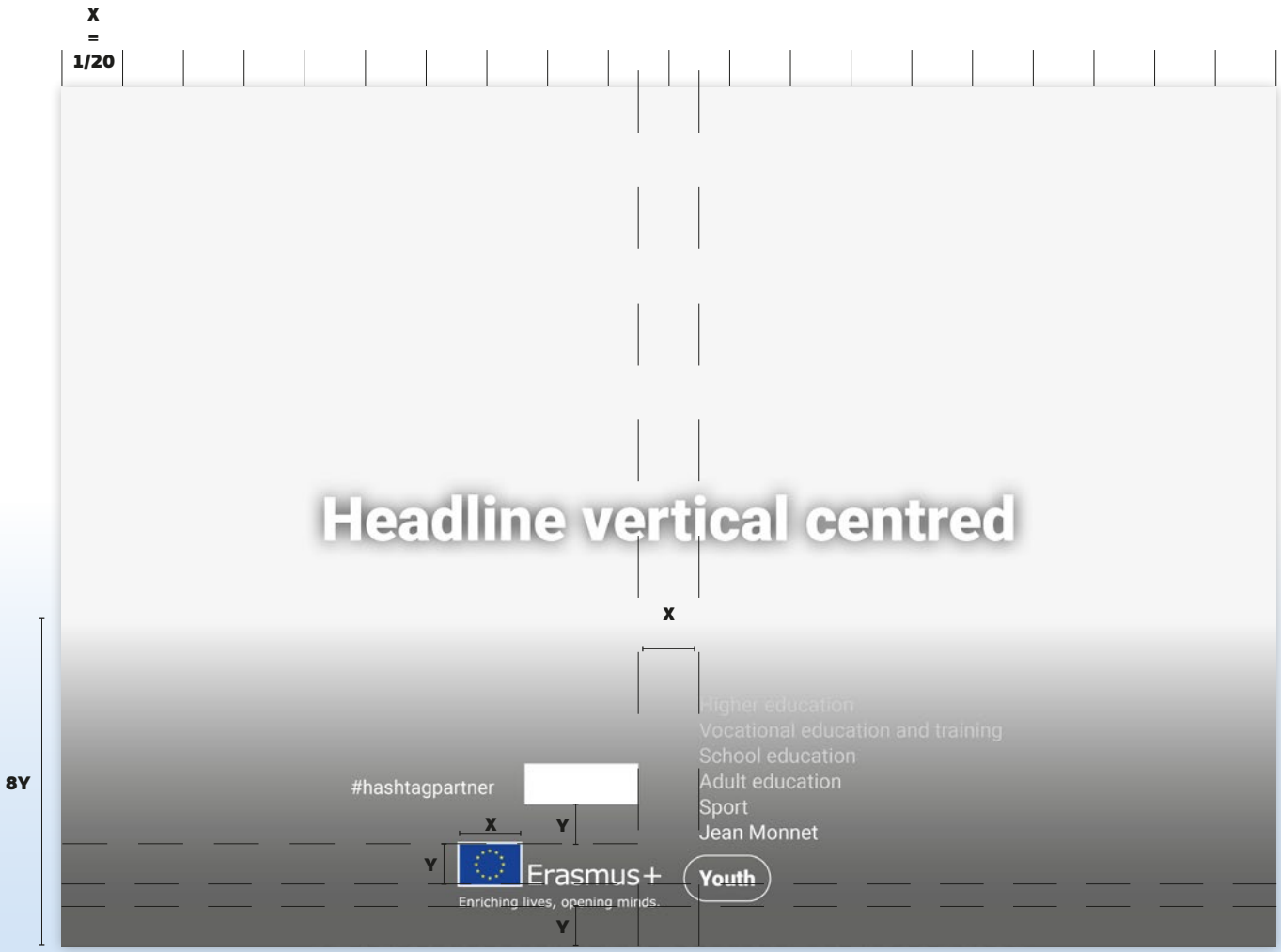
R0 **G**127 **B**200

#007fc7

Grid
Horizontal poster

Layout not following the European Commission charter

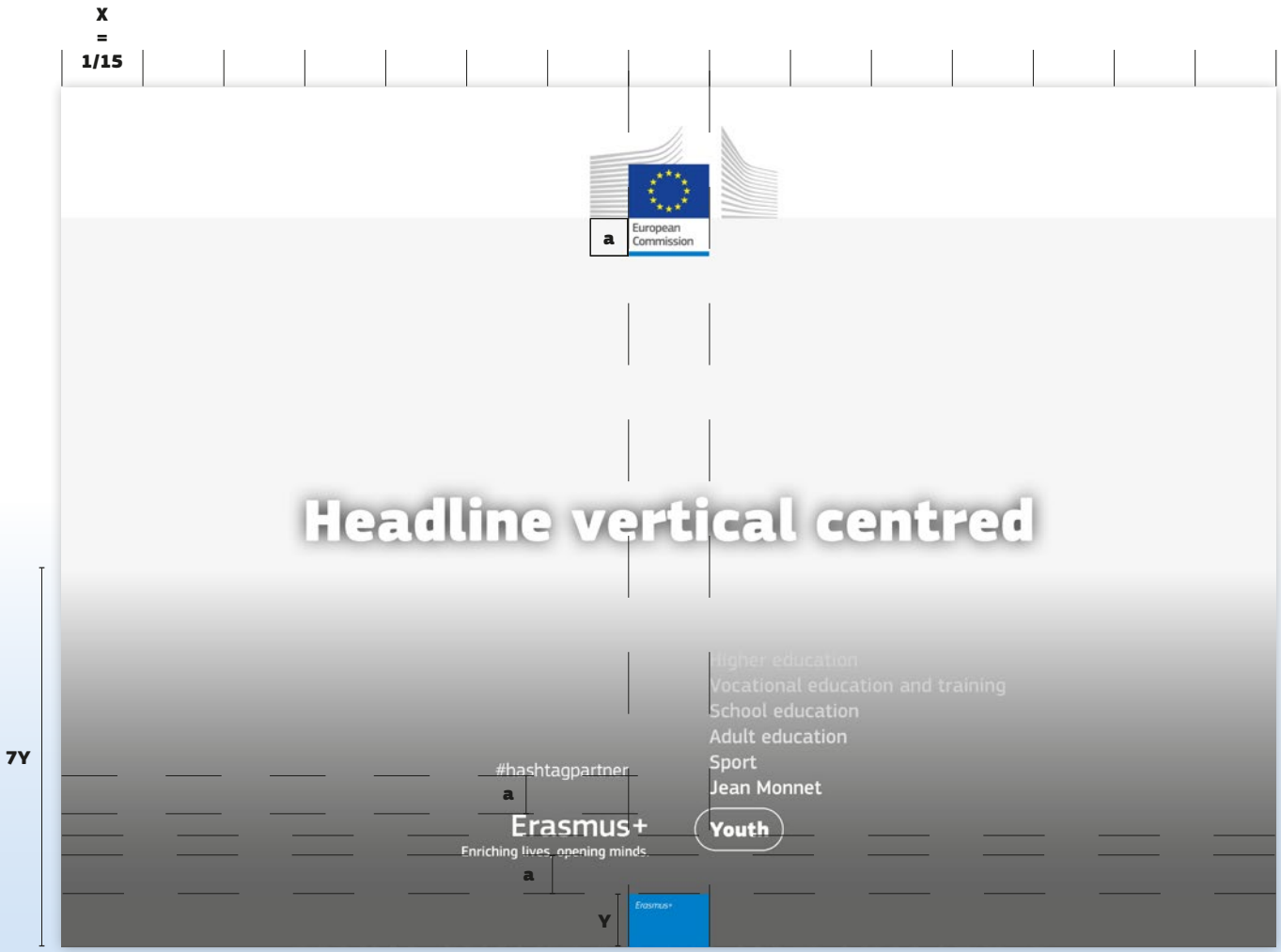
For all posters that follow the DIN standard (A4, A3, A2, A1 and A0), the layout proportions are the same. The EU emblem is 1/20 the width of the document.



Grid
Horizontal poster

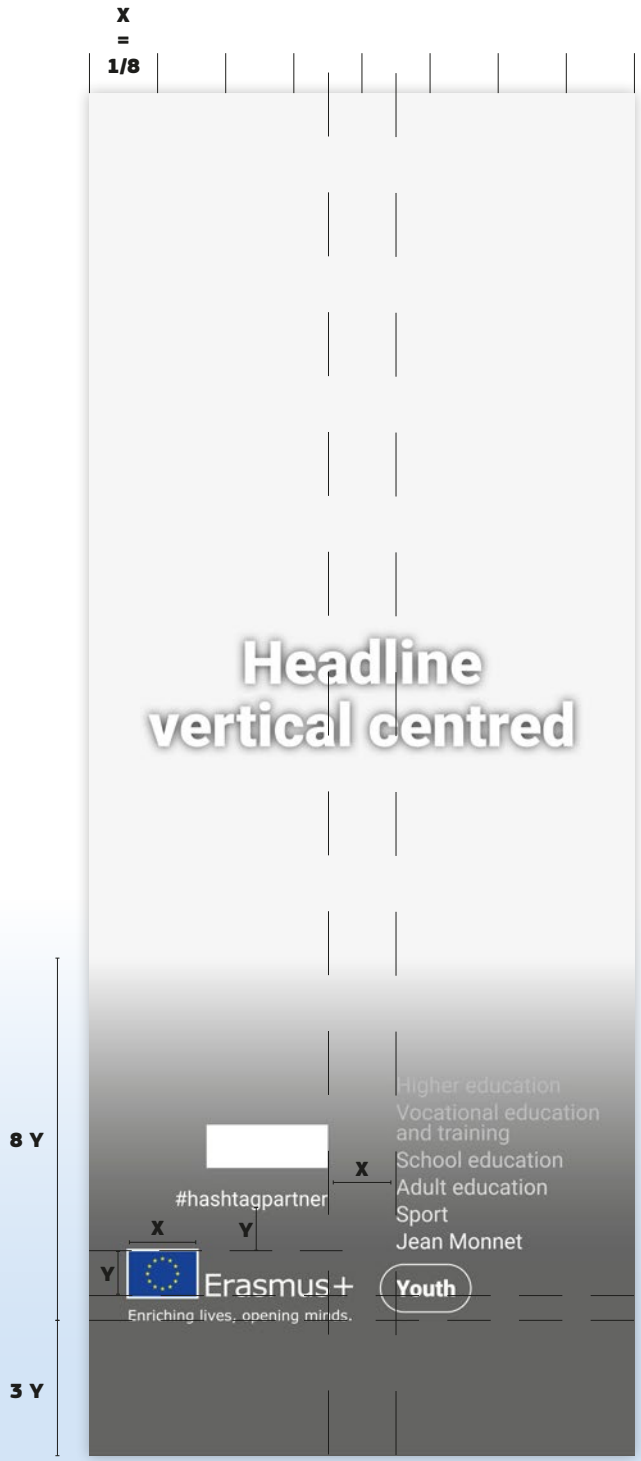
Layout following the European Commission charter

For all posters that follow the DIN standard (A4, A3, A2, A1 and A0), the layout proportions are the same. The EU emblem is 1/20 the width of the document.



Grid roll up

Layout not following the European Commission charter



200x80cm

Grid roll up

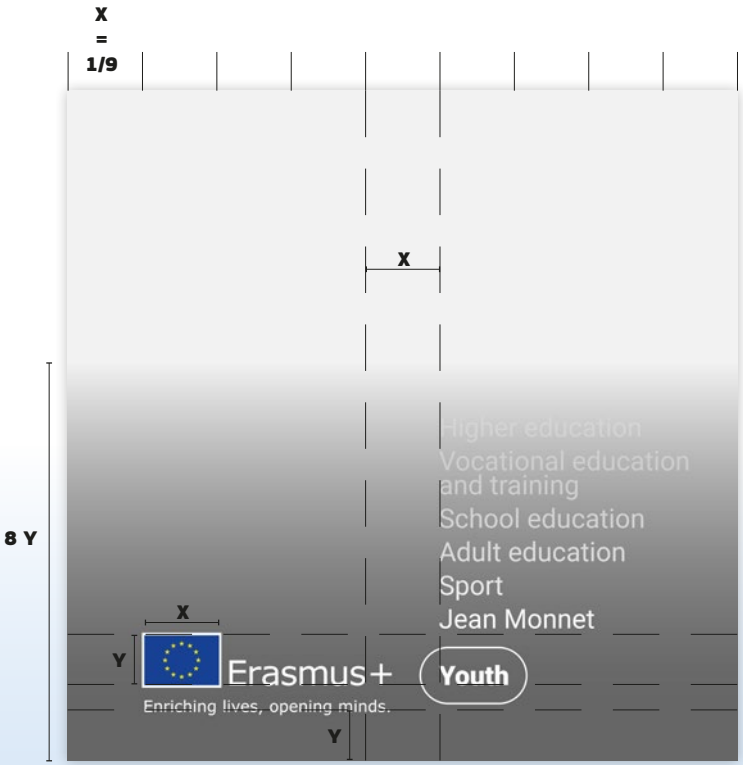
Layout following the European Commission charter

200x80cm

Grid social media

Square layout not following the European Commission charter

Used on post, animated and static.



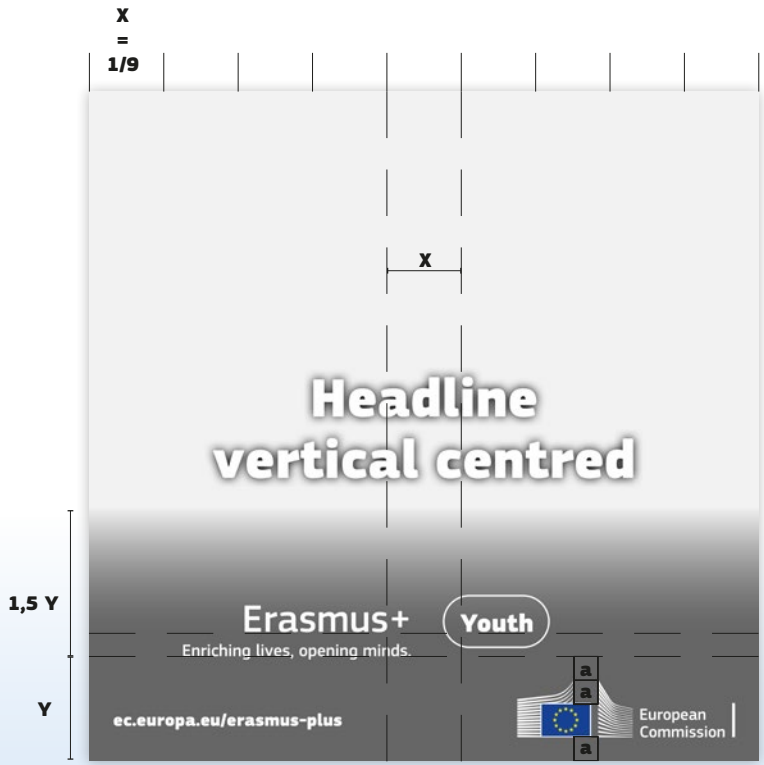
In case of an animation, you can use the list

In case of a static post,
please use the signature without the list

Grid social media

Square layout following the European Commission charter

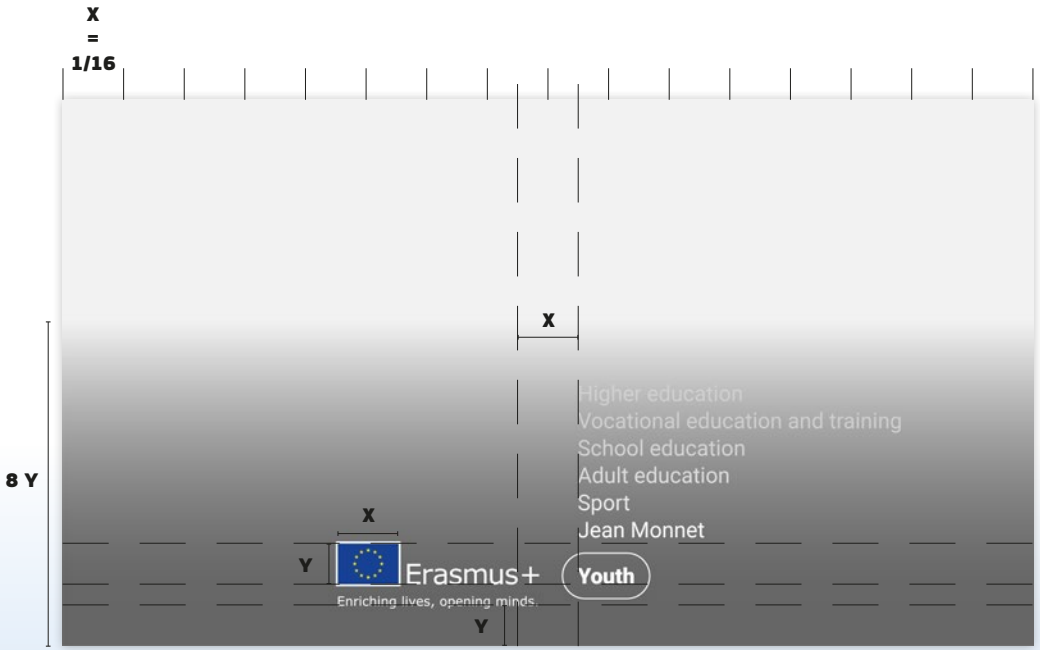
Used on post, animated and static.



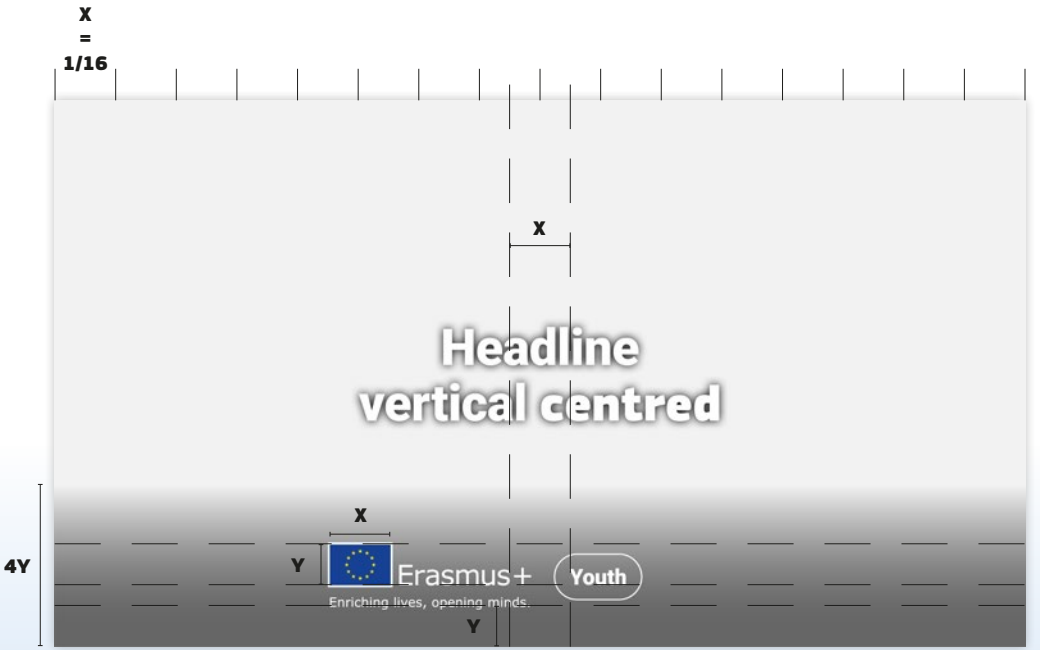
Grid social media

16:9 layout not following the European Commission charter

Used on video and post.



In case of an animation, you can use the list

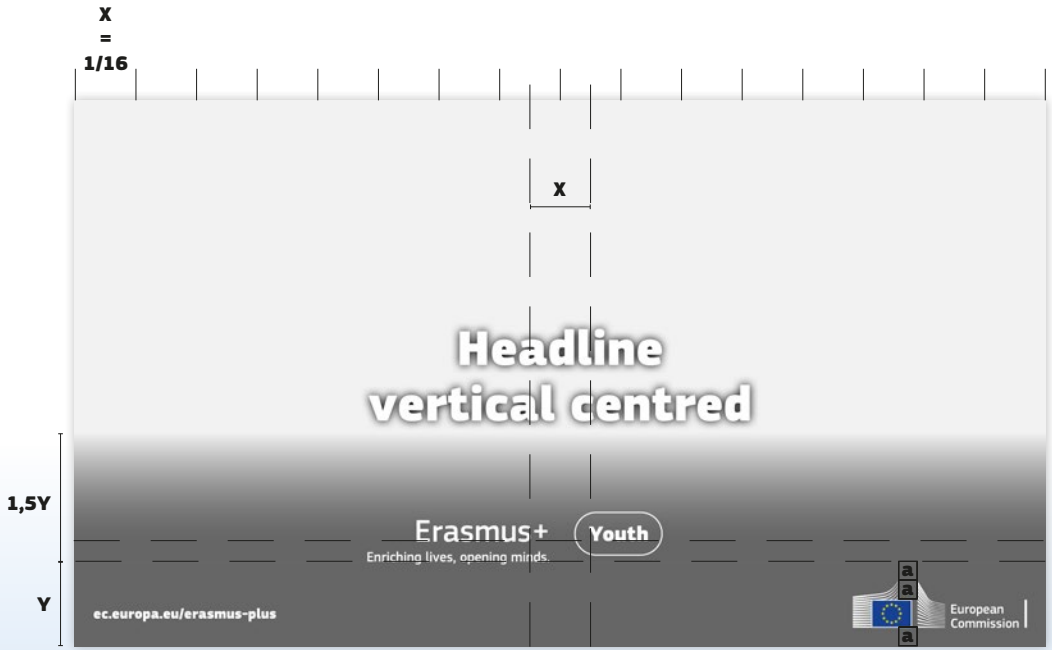


In case of a static post, please use the signature without the list

Grid social media

16:9 layout following the European Commission charter

Used on video and post.



In case of a static post, please use the signature without the list

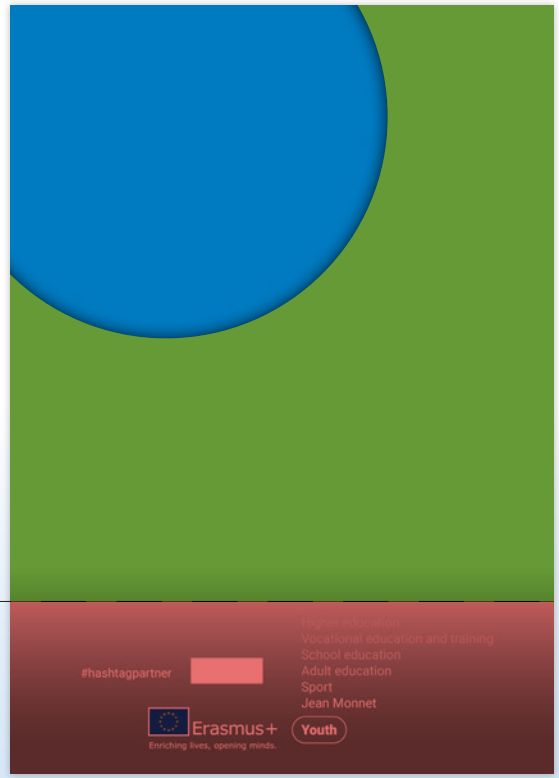
Circle visual

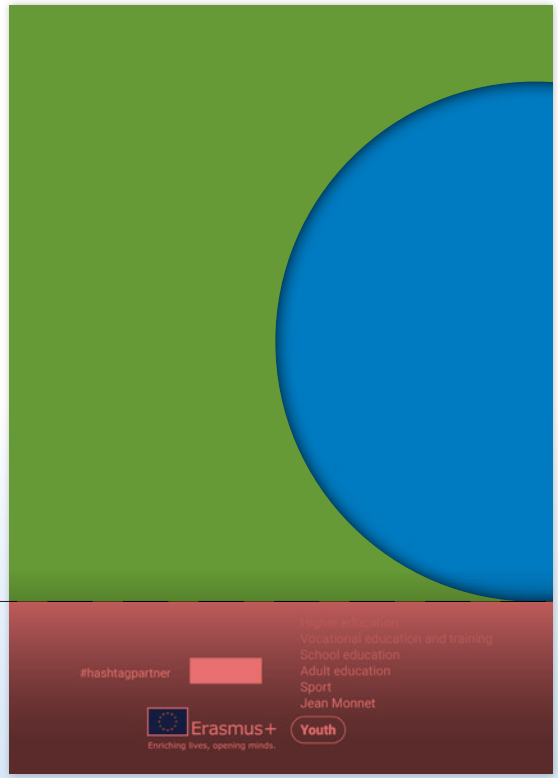
Position

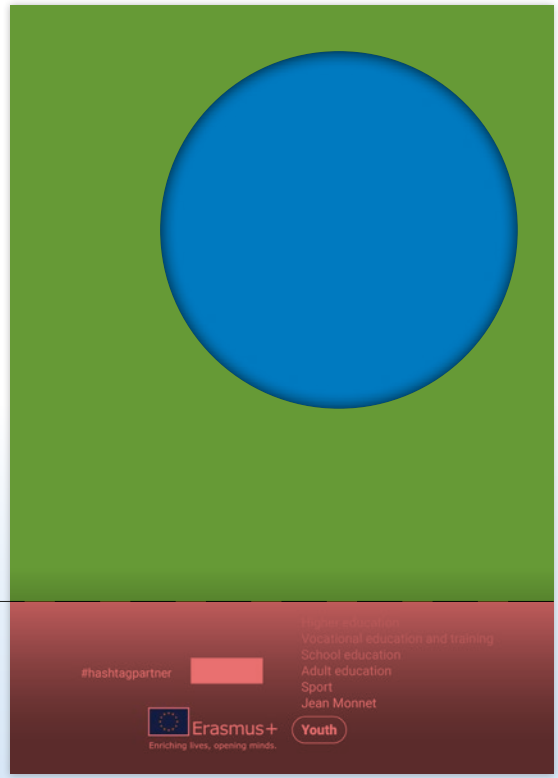
The circle visual doesn't have a fixed size, but has a limited zone where it can be positioned. The green zone is the part where the circle visual can be placed.

Authorised zone for the circle

Exclusion zone for the circle



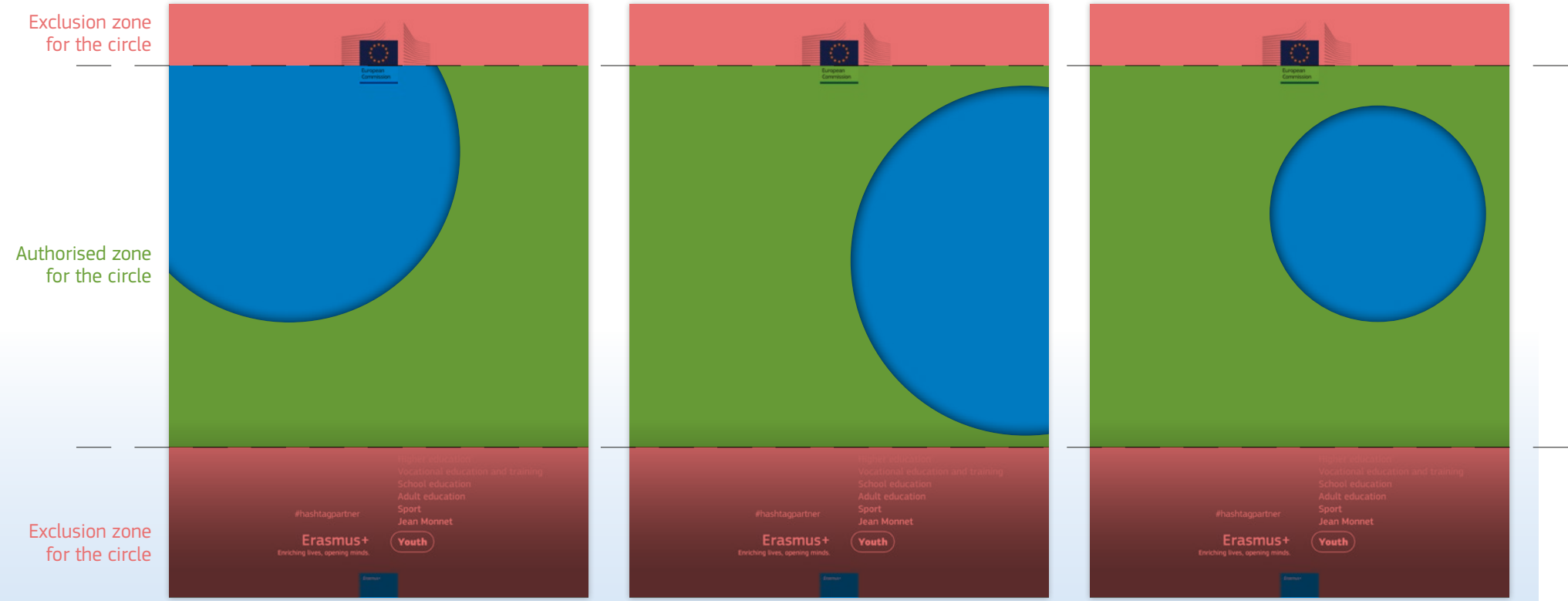




Circle visual

Position

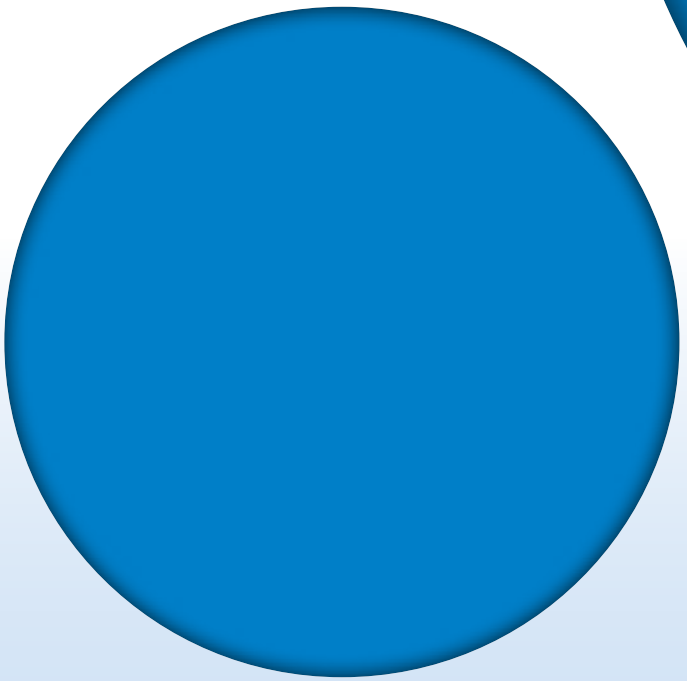
If the layout has to respect the European Commission charter, the zone is restricted by the Header.



Circle visual

Treatment

The circle is treated with an internal shadow.
This shadow is composed of black 100% opacity in product and no shift.
The circle's size may vary according to the picture inside.



Examples

Poster

DIN format vertical not following the European Commission charter

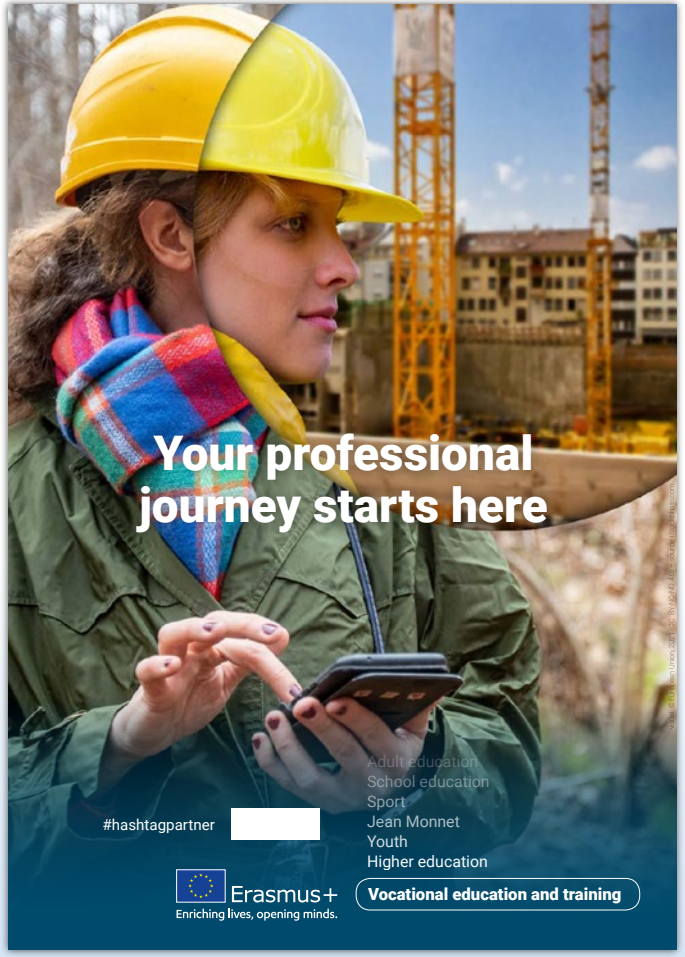
Youth

Poster

DIN format vertical not following the European Commission charter

School education

Sport



Vocational education and training

Poster

DIN format vertical following the European Commission charter

Adult education

Jean Monnet

Horizontal posters

DIN format Horizontal not following the European Commission charter

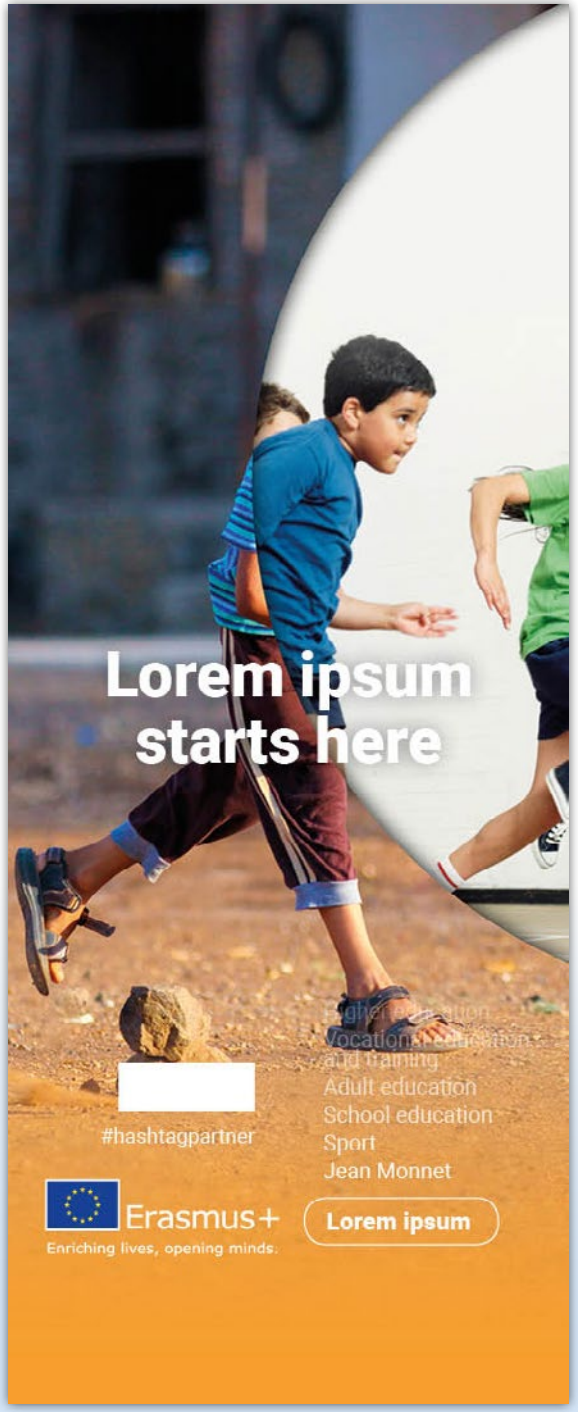
Higher education

Horizontal posters

DIN format Horizontal following the European Commission charter

Vocational education and training

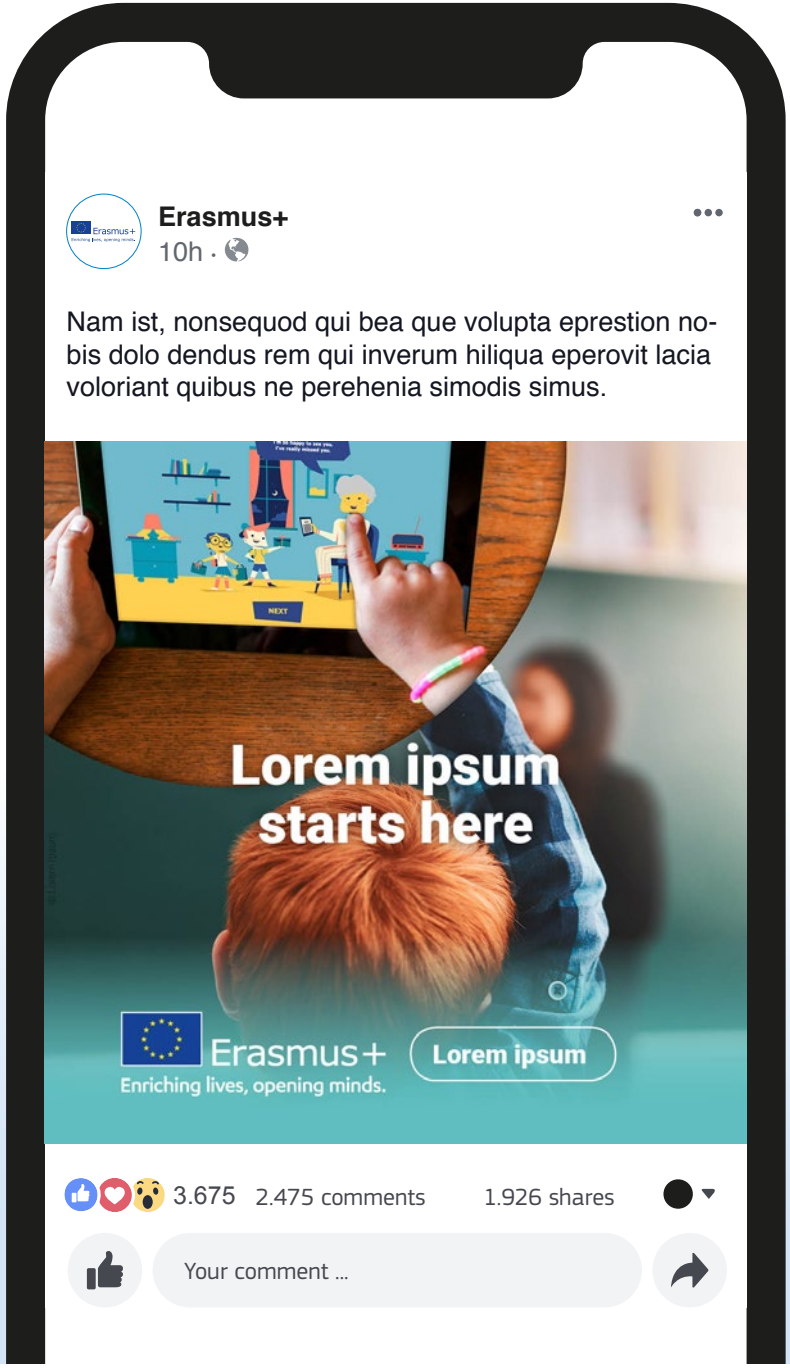
Roll up


Lorem ipsum
starts here
#hashtagpartner
Higher education
Vocational education and training
Adult education
School education
Sport
Jean Monnet
Erasmus+
Enriching lives, opening minds.
Lorem ipsum

European Commission
NEXT
Lorem ipsum
starts here
#hashtagpartner
Higher education
Vocational education and training
Adult education
School education
Sport
Jean Monnet
Erasmus+
Enriching lives, opening minds.
Lorem ipsum

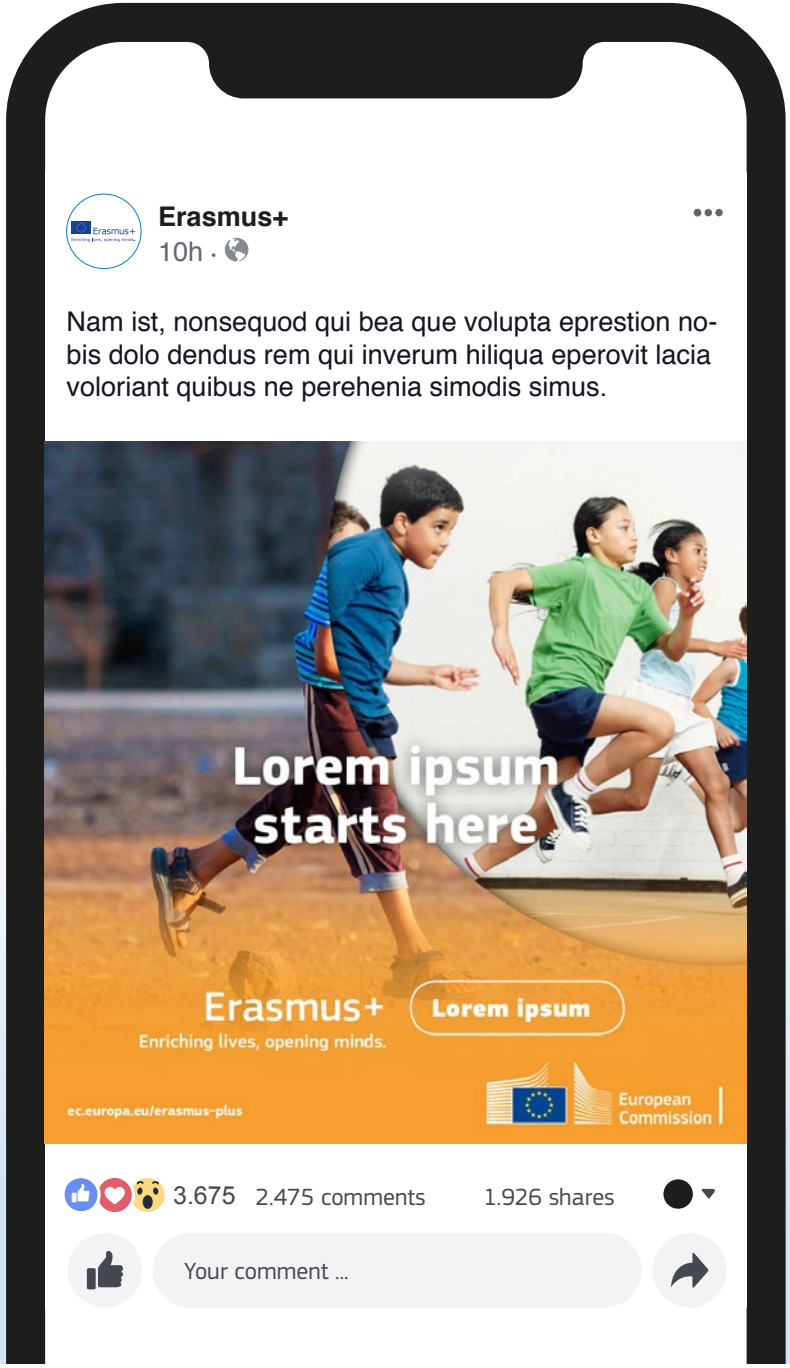
Static post

Square format not following the European Commission charter

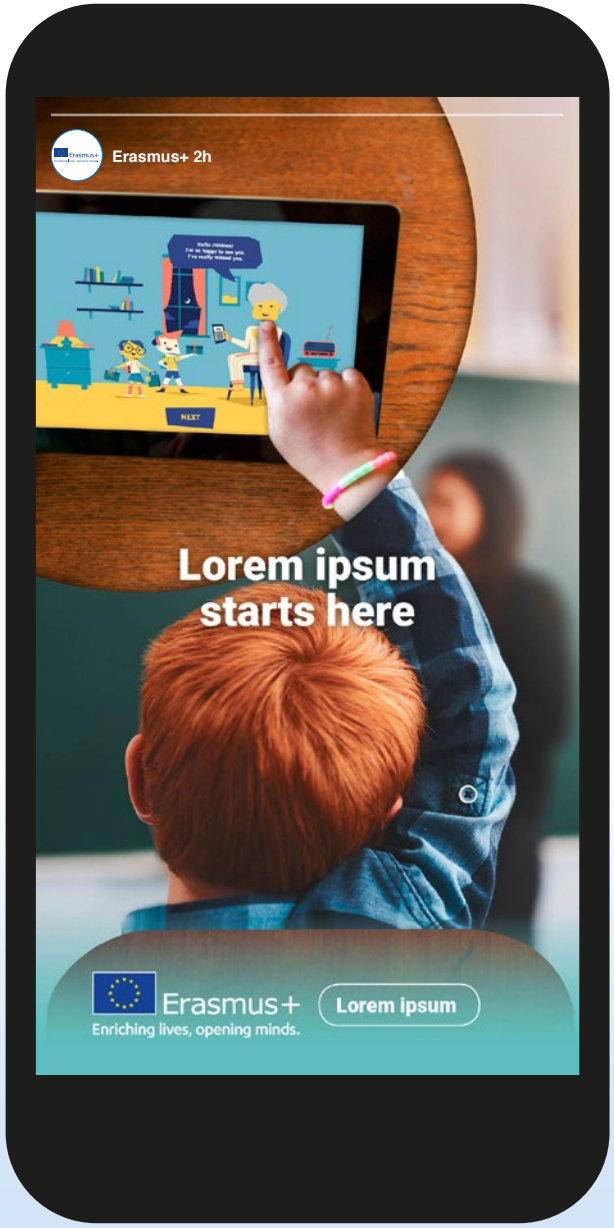


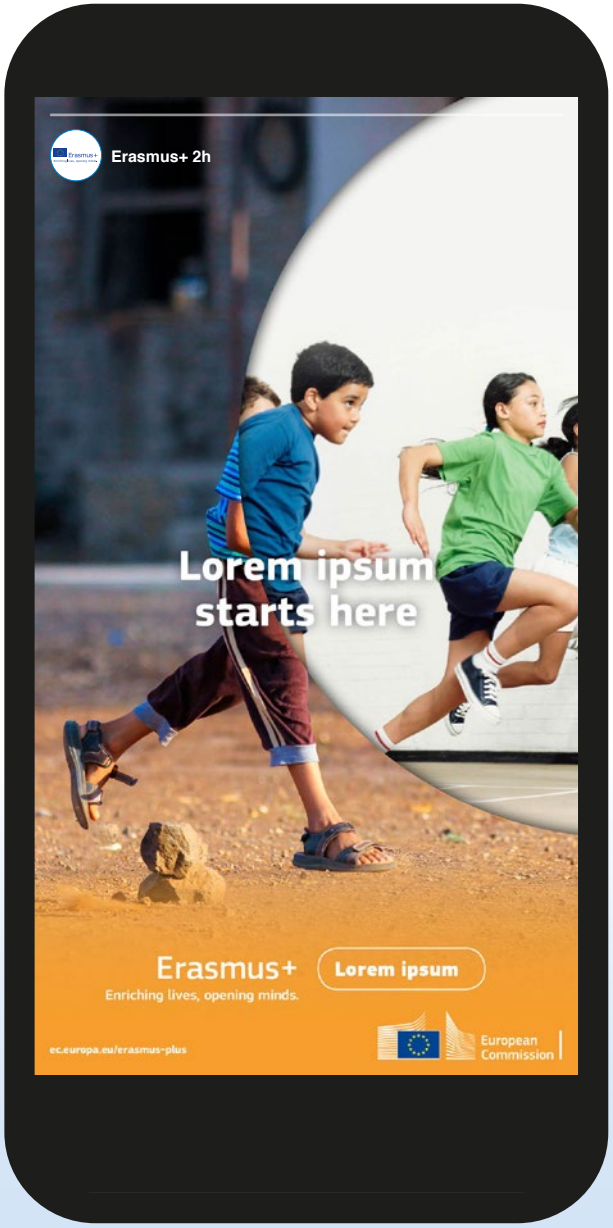
Static post

Square format following the European Commission charter



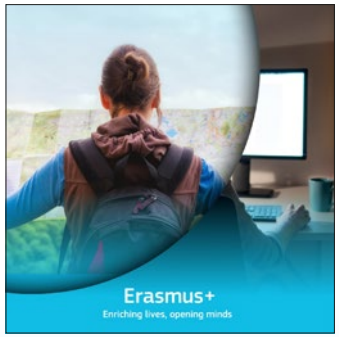
Stories

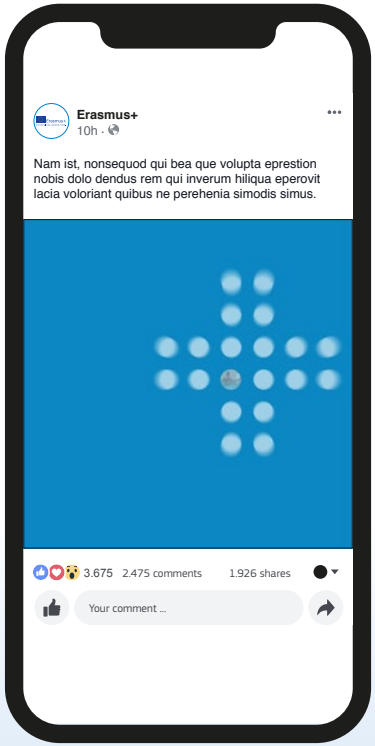

Erasmus+ 2h
Lorem ipsum starts here
Erasmus+
Enriching lives, opening minds.
Lorem ipsum

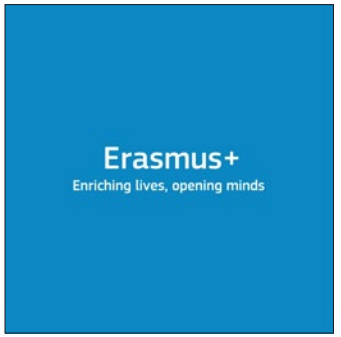

Erasmus+ 2h
Lorem ipsum starts here
Erasmus+
Enriching lives, opening minds.
Lorem ipsum
ec.europa.eu/erasmus-plus
European Commission

Animated post

Square format following the European Commission charter







Contact

For futher information about these Erasmus+ visual guidelines, please contact by e-mail: **eac-na-communication@ec.europa.eu** or **eac-graphic@ec.europa.eu**

To find this charter and download resources, go to: https://ec.europa.eu/programmes/erasmus-plus/promotional_en

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