Erasmus+ Visual guidelines
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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.
Communicating the programme

1. Follow the Erasmus+ graphic charter 2021-2027

2. When to use EU EMBLEM AND EC LOGO?
   Rule:

   Following the type of audience, the EU emblem or the EC logo are used:

   - wide audience/citizens
   - stakeholders & more specific/specialised audience
Logos and typography

When the layout follows the charter of the European Commission, the use of EC SQUARE SANS PRO is mandatory. All the weights available, a few examples are shown here.

**EC Square Sans Pro Light**
**EC Square Sans Pro**
**EC Square Sans Pro Medium**
**EC Square Sans Pro Bold**
**EC Square Sans Pro Extra Black**

When the layout doesn’t follow the charter of the European Commission, the use of Roboto is preferred. The typeface Arial is a possible alternative. Serif typefaces must be avoided.

Roboto can be downloaded from Google fonts (https://fonts.google.com/specimen/Roboto). All the weights available, a few examples are shown here.

**Roboto Light**
**Roboto Regular**
**Roboto Medium**
**Roboto Bold**
**Roboto Black**
Typography

EC Square Sans Pro
- Black
- Medium
- Regular
- Extra Black

Roboto
- Black
- Regular
- Extra Black
## Colours

We decided to not attribute a colour to each sector. The categorisation of the sectors will go through the list (see page 10). 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.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Hex Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher education</td>
<td>#007fc7</td>
</tr>
<tr>
<td>Vocational education</td>
<td>#004a6c</td>
</tr>
<tr>
<td>Adult education</td>
<td>#6434c8</td>
</tr>
<tr>
<td>School education</td>
<td>#5dbfbe</td>
</tr>
<tr>
<td>Youth</td>
<td>#e86f6f</td>
</tr>
<tr>
<td>Sport</td>
<td>#689f38</td>
</tr>
<tr>
<td>Jean Monnet</td>
<td>#ff59d2d</td>
</tr>
</tbody>
</table>

### Colours

- **EU EMBLEM BLUE**: C100 M80 Y0 K0
- **EU EMBLEM YELLOW**: C0 M0 Y10 K0
- **ERASMUS+ BLUE**: C100 M31 Y0 K0
- **R0 G237 B00**: R0 G127 B200
- **R0 G191 B190**: R94 G191 B190
- **R232 G111 B111**: R232 G111 B111
- **R104 G159 B56**: R104 G159 B56
- **R245 G158 B45**: R245 G158 B45

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Note: The hexadecimal codes are provided as examples.
Name of the programme

The name is spelled in full, with a capital letter at the beginning and without a space before the plus sign.

THE TAGLINE
The name can be followed by the tagline “Enriching lives, opening minds.” in a smaller size. The alignment can be on the right, left or center. This tagline is available in all languages.

COLOUR
The main colours are white, blue (see p. 2) with or without the gradient for the bottom background depending on the support. (cfr application examples)
The gradient colour may vary depending on the general look and feel of the material.
When the title is displayed against a dark background, the text is white to improve visibility.
When the title is displayed against a light background, the text is blue/dark blue to improve visibility.
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. When several sectors are concerned we mention the programme period “2021-2027” (see pg. 29).

The height of the bloc should be the equivalent of 7 lines and composed of the 6 other sectors.

For the composition of the gradient, see p9.

Sector represented in the visuals.

In Roboto Regular or EC Square Medium according to who is communicating.

In Roboto Black or EC Square Extra Black according to who is communicating.

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

School education
Gradient

Gradient composition

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Start point</td>
<td>15%</td>
</tr>
<tr>
<td>End point</td>
<td>100%</td>
</tr>
<tr>
<td>Mix point</td>
<td>65%</td>
</tr>
</tbody>
</table>

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 must respect the European Commission charter.


Header and Footer Colour

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

C100 M31 Y0 K0
R0 G127 B200
#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
Grid roll up

Layout following the European Commission charter
Grid social media

Square layout not following the European Commission charter

Used on post, animated and static.

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

In case of an animation, you can use 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.
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
Vertical poster

DIN format vertical not following the European Commission charter
Vertical poster

DIN format vertical not following the European Commission charter
Vertical poster

DIN format vertical following the European Commission charter
Horizontal poster

DIN format Horizontal not following the European Commission charter
Horizontal poster

DIN format Horizontal following the European Commission charter

Active living starts here

Erasmus+ — Visual guidelines

Sport

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

#hashtagpartner

Enriching lives, opening minds.
Roll up

Fighting prejudice starts here

Erasmus+ — Visual guidelines

School education

#hashtagpartner
Erasmus+
Enriching lives, opening minds.

Youth

#hashtagpartner
Erasmus+
Enriching lives, opening minds.

School education

Youth

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

Youth

European Commission
Power point presentation

16:9 format Horizontal following the European Commission charter
Power point presentation

16:9 format Horizontal not following the European Commission charter
Static post

Square format not following the European Commission charter
Static post

Square format following the European Commission charter

Fighting prejudice starts here

Erasmus+ School education

Enriching lives, opening minds.

cce.europa.eu/erasmus-plus

Your comment ...
Stories

Creating the future starts here

Fighting prejudice starts here
Application examples

The name of the programme is displayed at the bottom of the material.

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

This content is highlighted on a colourful gradient background. This approach is common for the EC communication material and the third parties communication material.

The EU emblem or the EC logo are placed at the top inside the visual.
Social media application examples

EU EMBLEM, ERASMUS+ on Social media

Erasmus+ without tagline
The name of the programme is aligned on the left. The tagline disappears. The sector stays. The focus is on the DiscoverEU content. The EU emblem is placed on the top of the visual at the opposite side of Erasmus+.

Erasmus+ and co-branding
The name of the programme is centered. The tagline stays. The sectors disappear. The EU emblem is placed at a legible place in a balanced way with other logos.

Erasmus+ general call, all sectors concerned.
The text is centered. The EU emblem is placed at a legible place inside the visual.
Web application examples

EU EMBLEM, ERASMUS+ web banners

The name of the programme with the EU emblem/European Union or without the EU emblem/European Union, with the Erasmus+ tagline or without the tagline varies depending on the structure and the height available on the web page.

The use of the blue gradient or a customized gradient or a plain background or a transparent background may correspond to the website look and feel.

The funding statement for managing authorities and implementing partners is displayed in the footer of the pages related to Erasmus+ programme.

The ready-to-use EU emblem including the funding statement can be downloaded in all EU languages, Arabic, Icelandic, Norwegian, Turkish and Russian. [https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/](https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/)
Web application examples

EU EMBLEM, ERASMUS+ web banners

The name of the programme displayed the same size as the main title is valid.

The name of the programme and EU emblem/European Union may be in a horizontal image banner as long as they are not too close.

The use of the blue gradient or a customised gradient or a plain background or a transparent background may correspond to the website look and feel.
Web application examples

EU EMBLEM, ERASMUS+ web banners

The name of the programme displayed as large as text in the top banner far from the third party logo is possible.

The name of the programme and EU emblem/European Union may be in a horizontal image banner as long as they are not too close.

The use of the blue gradient or a customised gradient or a plain background or a transparent background may correspond to the website look and feel.

In all examples, the funding statement for managing authorities and implementing partners is displayed in the footer of the pages related to Erasmus+ programme.

The ready-to-use EU emblem including the funding statement can be downloaded in all EU languages, Arabic, Icelandic, Norwegian, Turkish and Russian.
When several EU programmes are displayed together in a text, standard buttons or hyperlinks are appropriate in order to keep a balanced approach.

Then the customised visual or logos are displayed on the related content web pages.

The funding statement is displayed at the bottom of the related web pages.
Web application examples

EU EMBLEM, ERASMUS+ web banners

SUMMARY BOX
Options for web banners

Variations depend on the structure and the height available on the web page; the website look and feel:

The name of the programme with the EU emblem/EU or without the EU emblem/EU; with the Erasmus+ tagline or without the tagline; with the blue gradient or a customized gradient; with a plain background or a transparent background.
Other application examples

NA Building sticker (Proposal to SWEDEN)

Erasmus+ — Visual guidelines

NA CERTIFICATE FOR E+ SECTORS (IN ALL LANGUAGES): EXAMPLE OF FOOTER ELEMENT
Animated post
Square format
Video

16:9 format

Transitions and titles

16:9 format
Contact

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

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