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.

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.
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 ofRoboto is mandatory.

Roboto can be downloaded on google font website (https://fonts.google.com/specimen/Roboto).
Typography
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.
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.

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.

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

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.
Gradient composition

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<td>Start point</td>
<td>15%</td>
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<tr>
<td>End point</td>
<td>100%</td>
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<tr>
<td>Mix point</td>
<td>65%</td>
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**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.


Header and Footer Colour

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

#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 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.
Erasmus+ — Visual guidelines

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
**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

New opportunities start here

Understanding Europe starts here

Adult education

Jean Monnet
Horizontal posters

DIN format Horizontal not following the European Commission charter
Horizontal posters

DIN format Horizontal following the European Commission charter

Vocational education and training
Roll up
Static post
Square format not following the European Commission charter
Static post
Square format following the European Commission charter
Stories
Animated post

Square format following the European Commission charter
Contact

For further 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