



European
Commission

Erasmus+

Visual guidelines

Erasmus+

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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.

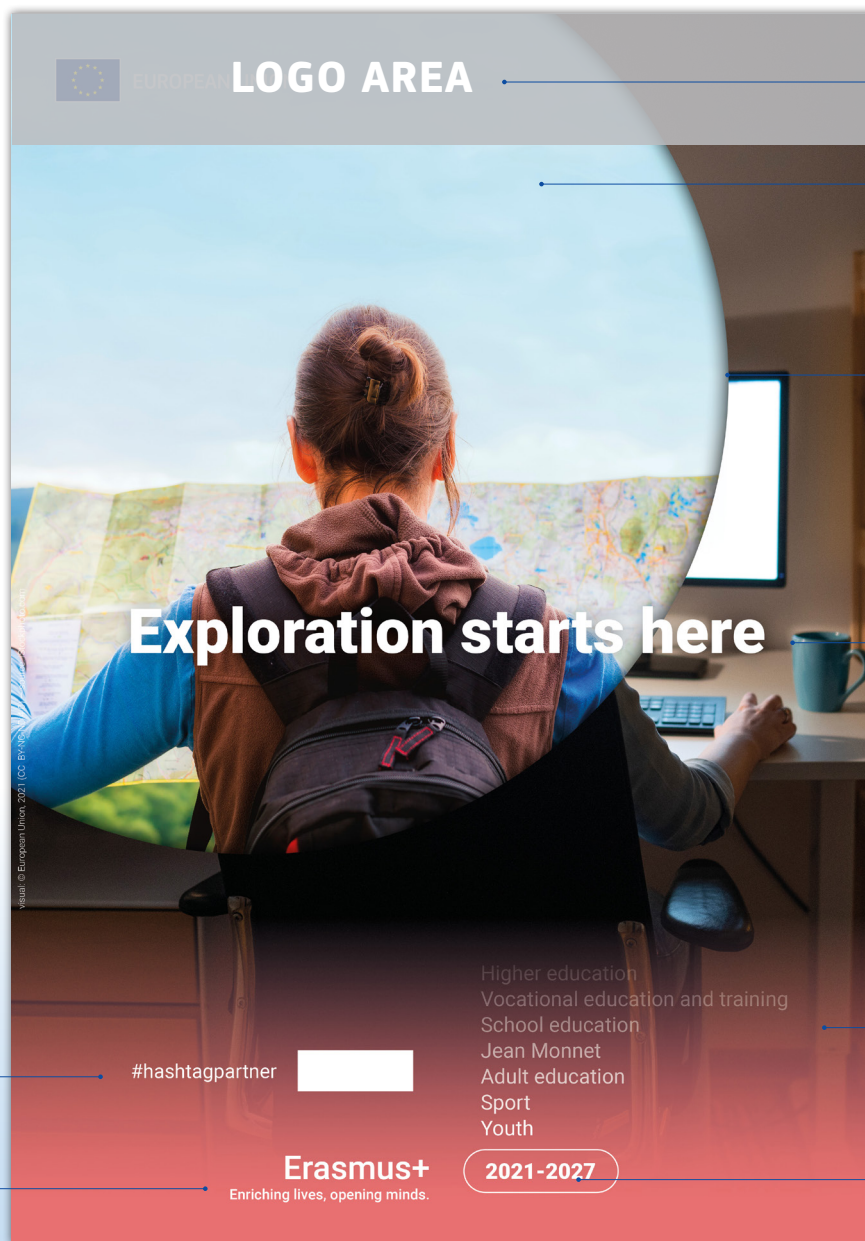
Here, no matter how you begin,
you will go further than you thought.

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.



EU emblem/EC logo

Picture reflecting the program.

Picture depicting the present or past.

Headline

List of all other sectors

Sector represented in the visual

Partner information (optional)

#hashtagpartner



Erasmus+ signature

Erasmus+
Enriching lives, opening minds.

2021-2027

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

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:



EUROPEAN UNION

> wide audience/ citizens



> stakeholders & more specific/specialised audience

Logos and typography



FILL:
C100 M31 Y0 K0
R0 G127 B200

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

EUROPEAN UNION emblem



EU EMBLEM BLUE
C100 M80 Y0 K0
R0 G68 B148

TYPOGRAPHY

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

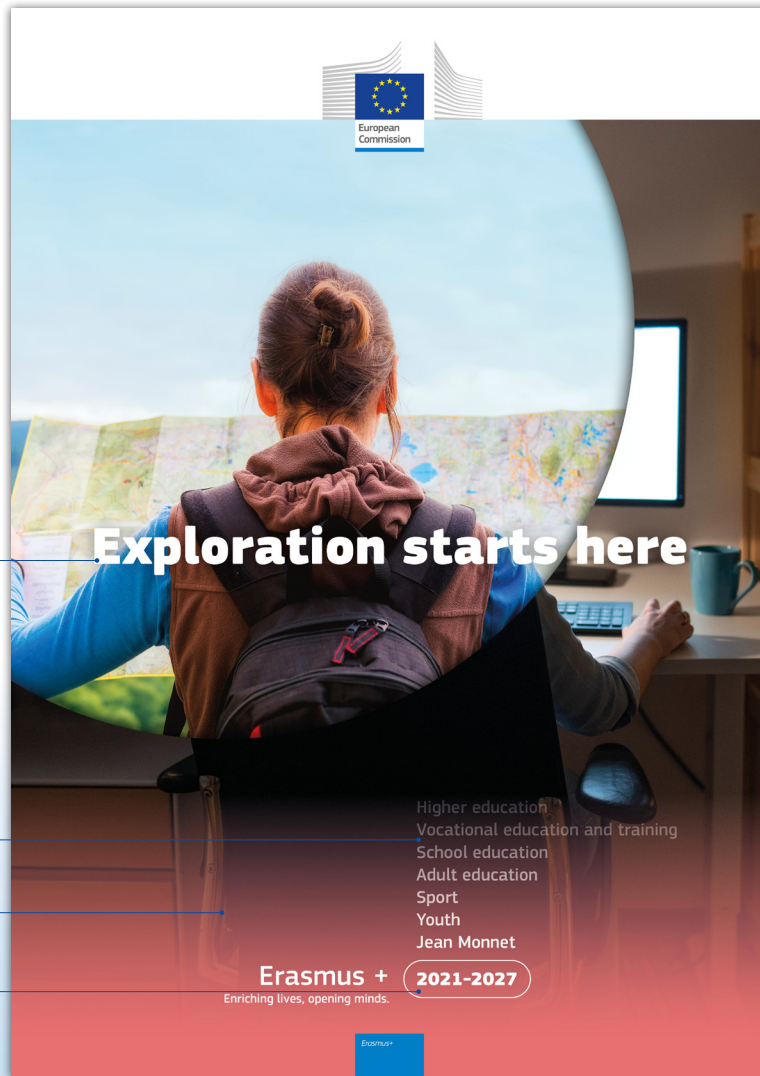
Roboto Regular

Roboto Medium

Roboto Bold

Roboto Black

Typography



EC Square Sans Pro
Black

Exploration starts here

EC Square Sans Pro
Medium

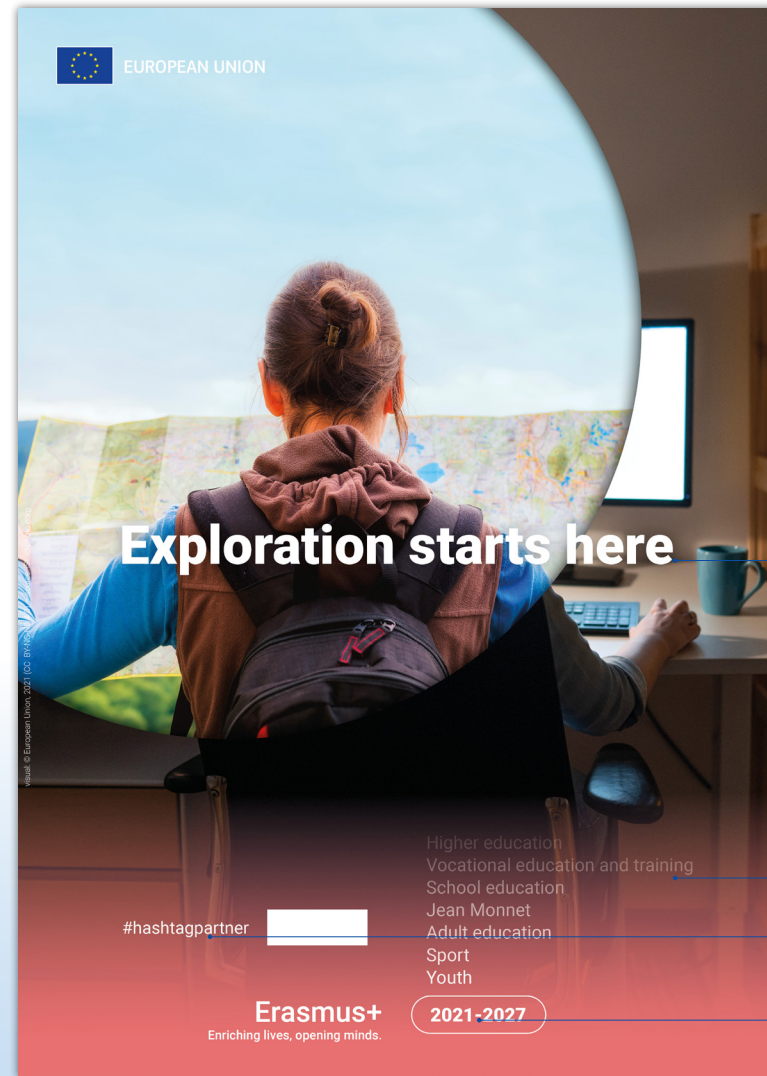
EC Square Sans Pro
Regular

EC Square Sans Pro
Extra Black

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

Erasmus+ 2021-2027
Enriching lives, opening minds.

Erasmus+



EUROPEAN UNION

Exploration starts here

#hashtagpartner

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

Erasmus+
Enriching lives, opening minds.

2021-2027

Roboto Black

Roboto regular

Roboto regular

Roboto Black

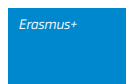
Colours

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.

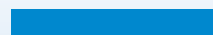
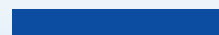
I.e.: A green colour could be used for a youth project on sustainability. The colour associations are solely suggestions.



EU EMBLEM BLUE

EU EMBLEM YELLOW

ERASMUS+ BLUE



C100 M80 Y0 K0

C0 M0 Y100 K0

C100 M31 Y0 K0

R0 G68 B148

R255 G237 B0

R0 G127 B200

#004494

#FFED00

#007fc7

Higher education

C83 M1 Y0 K0

R0 G127 B200

#007fc7

Vocational education
and training

C100 M27 Y10 K56

R0 G75 B108

#004a6c

Adult education

C80 M80 Y0 K0

R100 G52 B200

#6434c8

School education

C62 M0 Y30 K0

R94 G191 B190

#5dbfbe

Youth

C3 M68 Y47 K0

R232 G111 B111

#e86f6f

Sport

C65 M16 Y96 K2

R104 G159 B56

#689f38

Jean Monnet

C0 M45 Y87 K0

R245 G158 B45

#ff59d2d

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.

Erasmus+

Roboto Medium

Erasmus+

Example here: text sizes: 26 pt and 11 pt (ratio 1/23)

Erasmus+
Enriching lives, opening minds.

Erasmus+

Enriching lives, opening minds.

Erasmus+

Neue Perspektiven, Neue Horizonte.

Erasmus+

Levens verrijken, horizons verbreden.

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.

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

x **School education** x

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

Gradient composition

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



Gradient composition

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

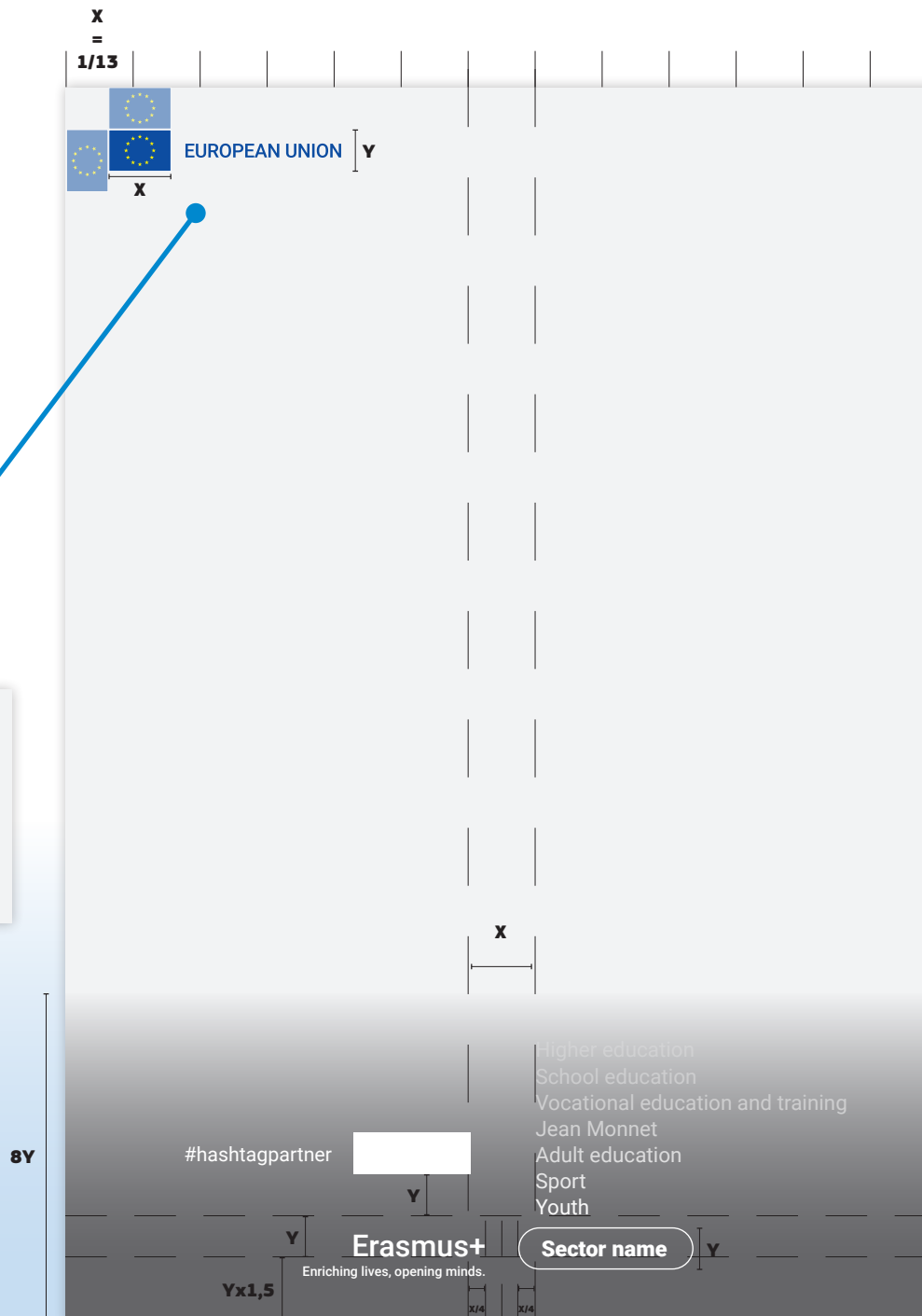


Higher education
Vocational education and training
School education
Adult education
Sport
Youth
Jean Monnet

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 must respect the European Commission charter.

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

Header and Footer Colour

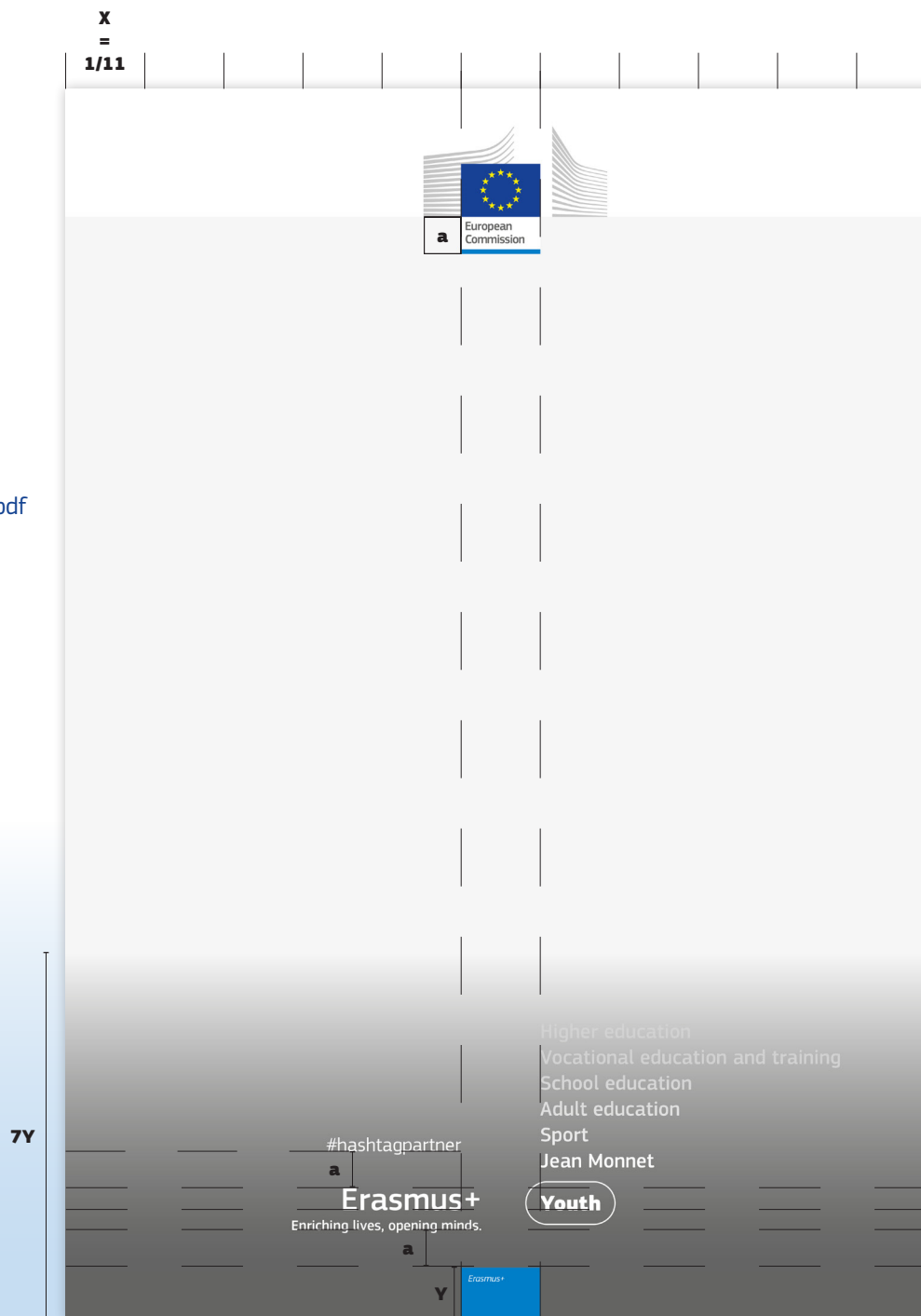
The header and the footer colour should be the following blue:



C100 M31 YO K0

R0 G127 B200

#007fc7

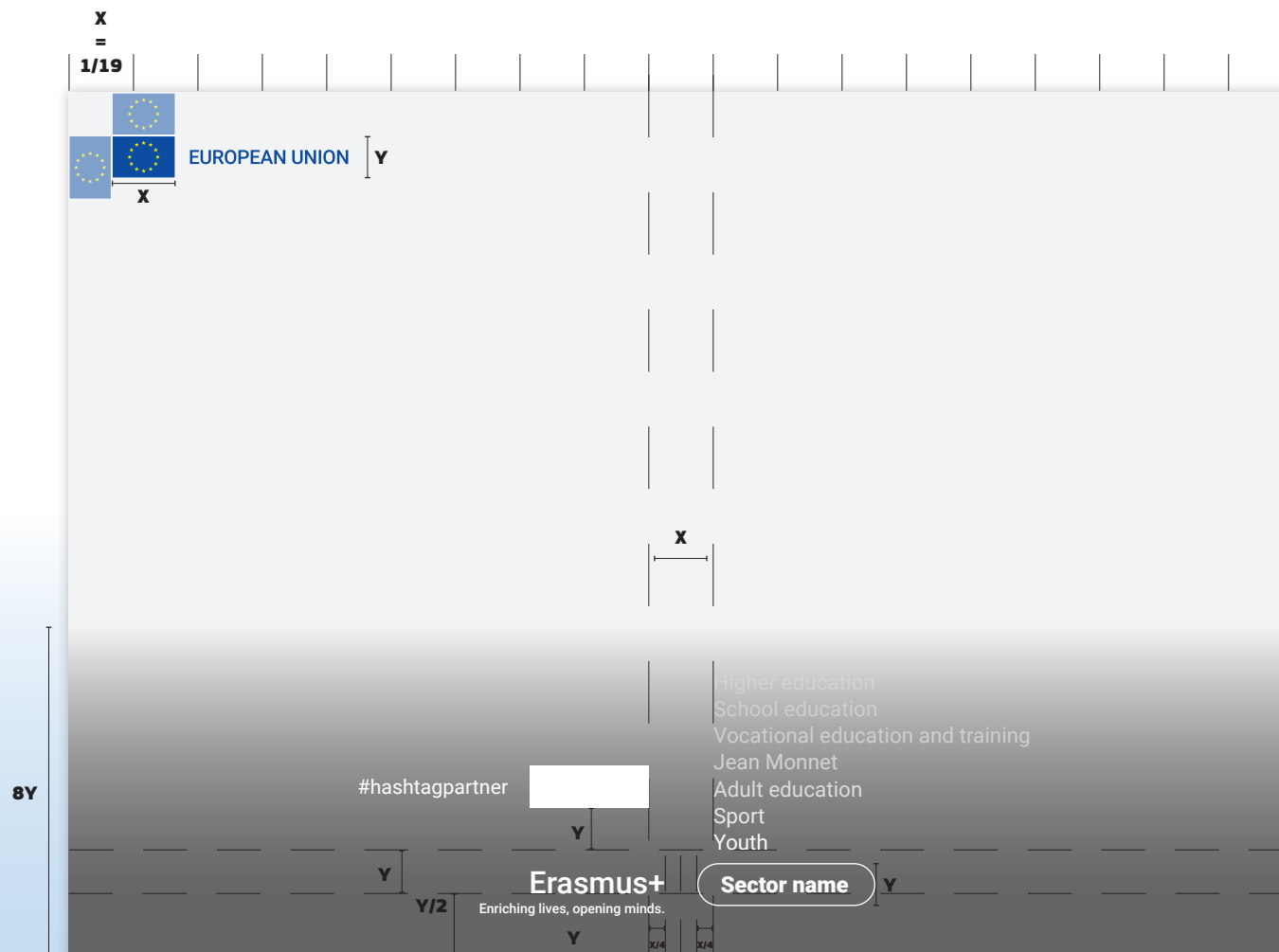


Grid

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

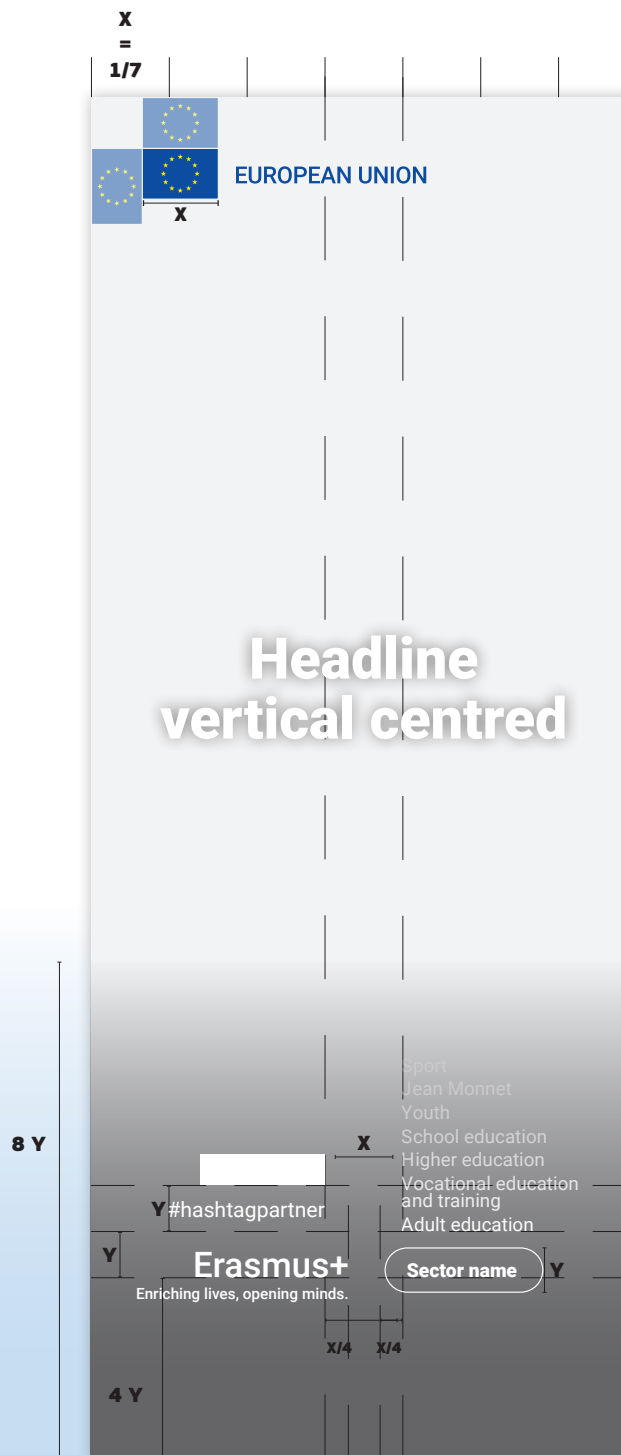
Layout following the European Commission charter

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.



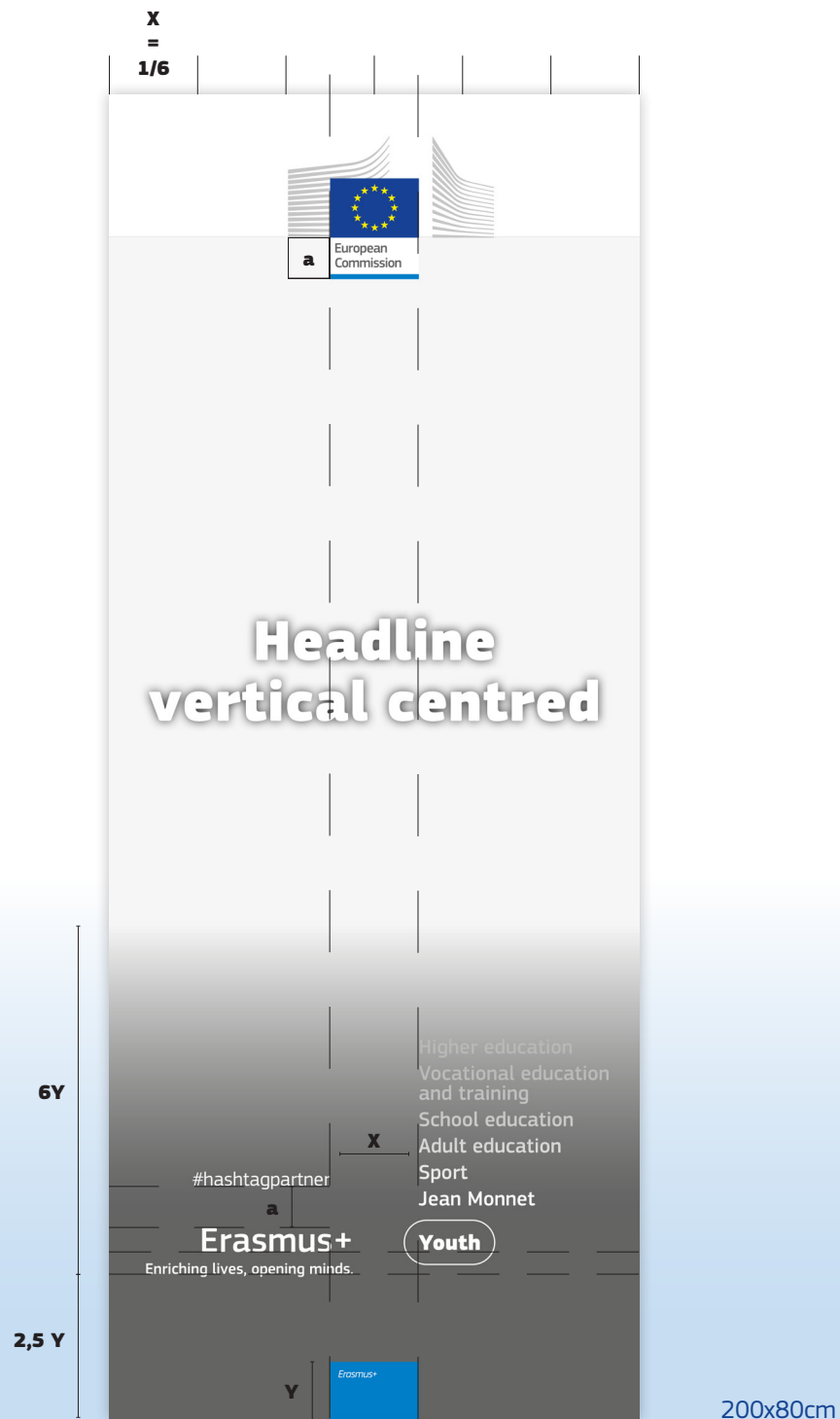
Grid roll up

Layout not following
the European Commission charter



Grid roll up

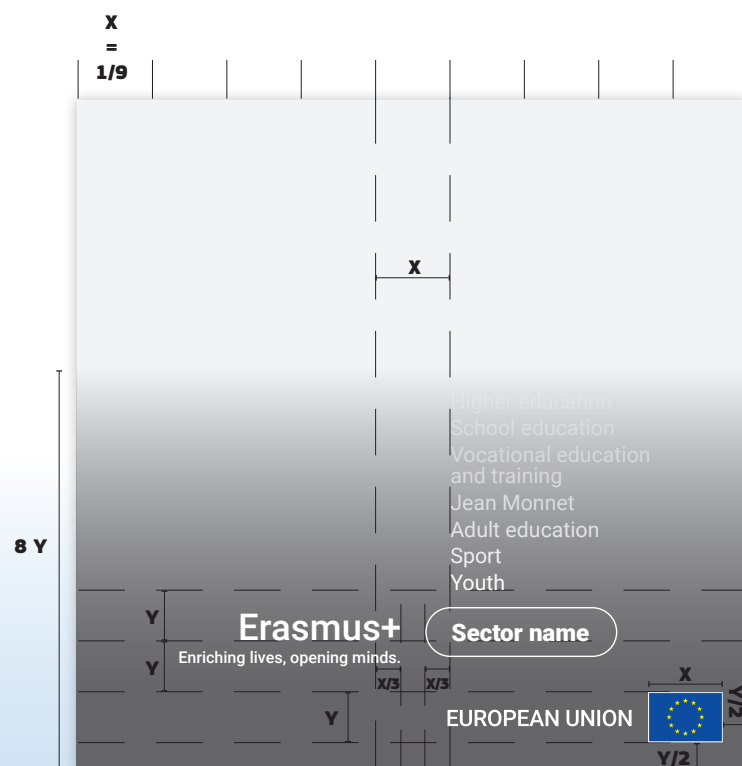
Layout following
the European Commission charter



Grid social media

Square layout not following the European Commission charter

Used on post, animated and static.



In case of an animation, you can use the list

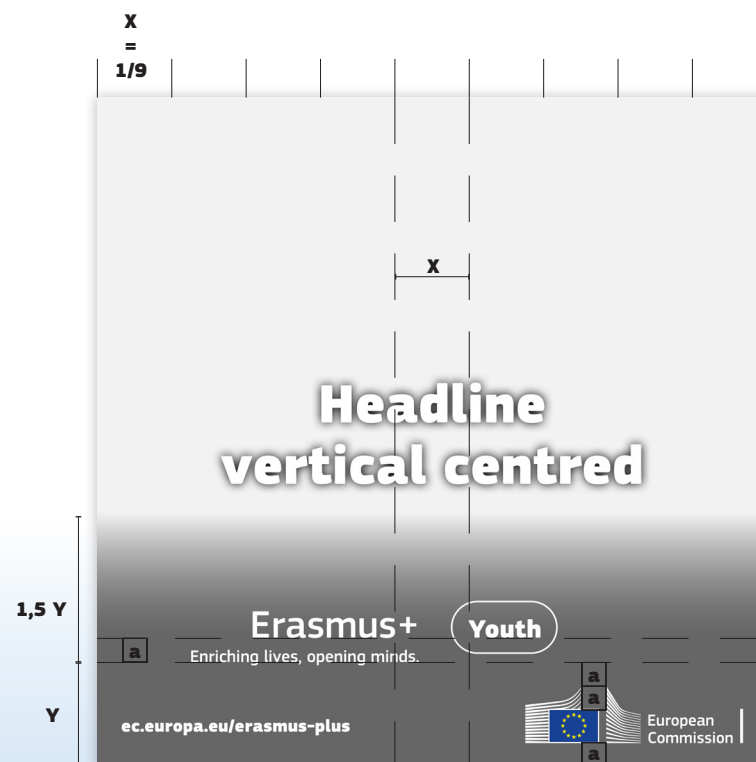


In case of a static post, please use the signature without the list

Grid social media

Square layout following the European Commission charter

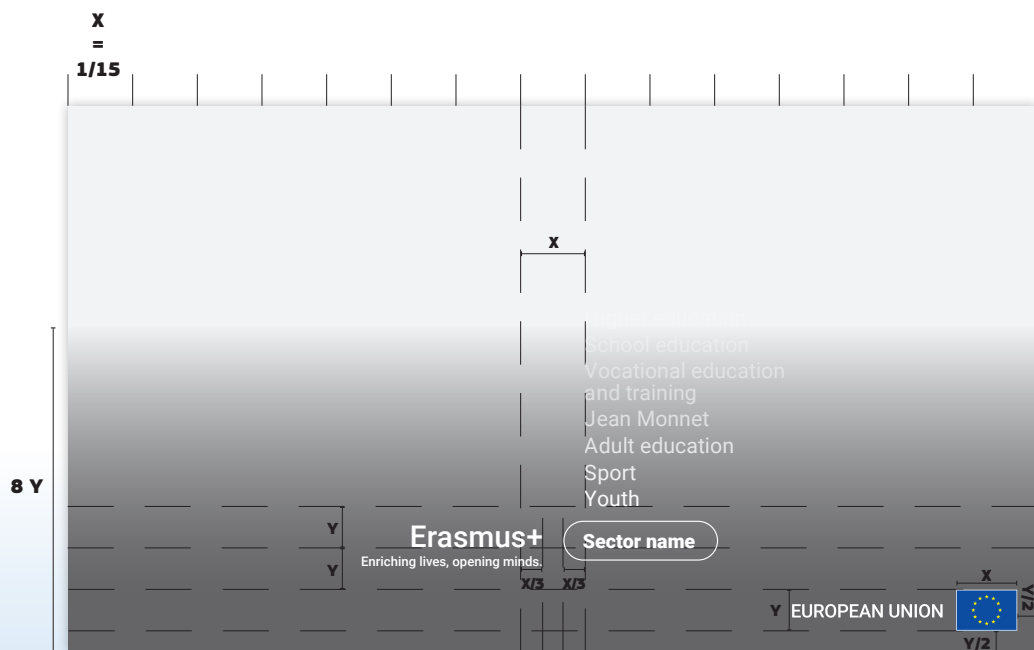
Used on post, animated and static.



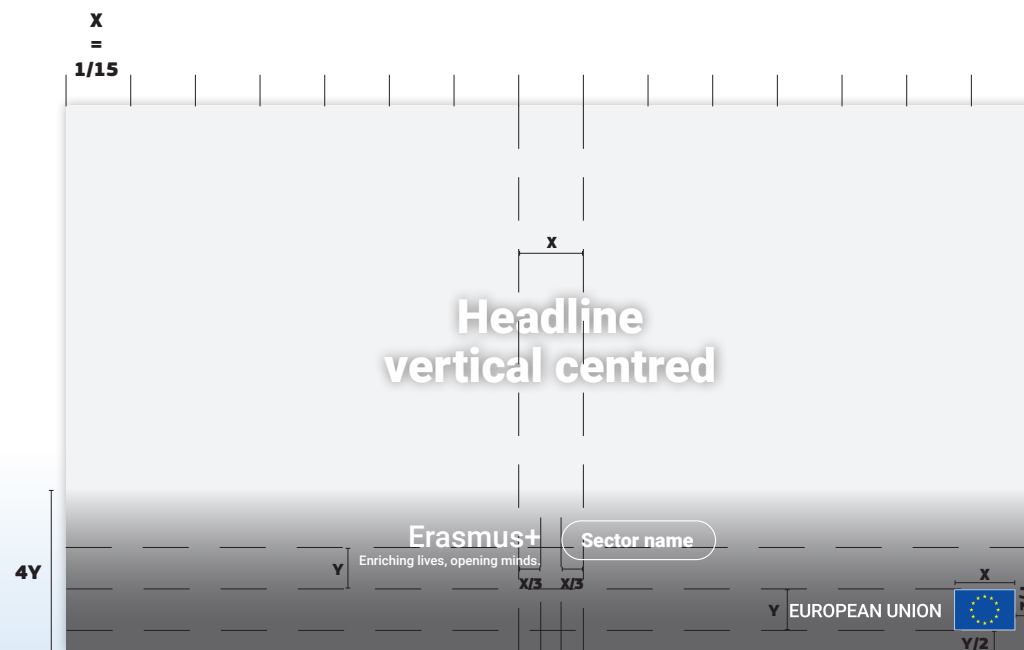
Grid social media

16:9 layout not following the European Commission charter

Used on video and post.



In case of an animation, you can use the list

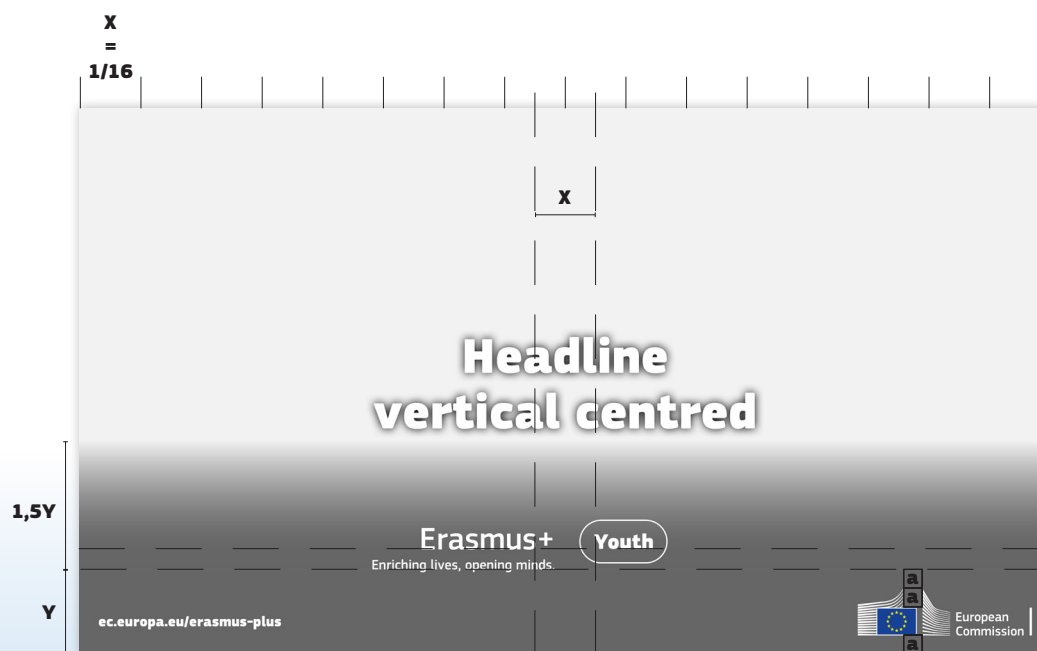


In case of a static post, please use the signature without the list

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

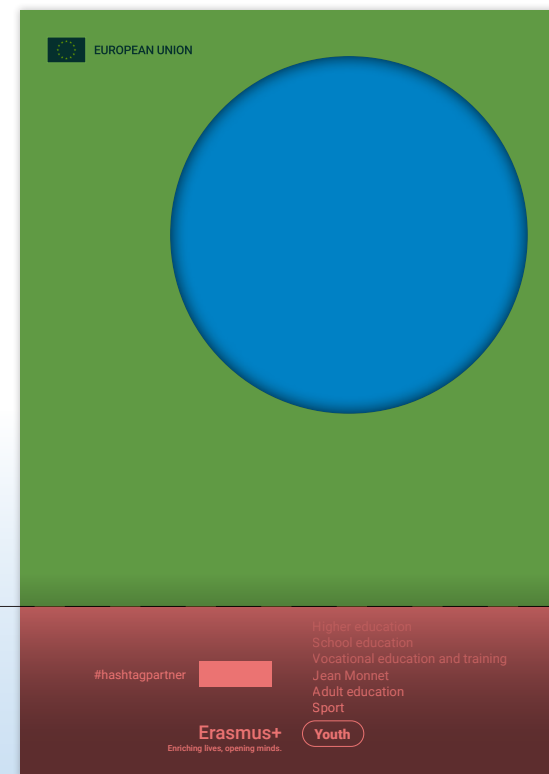
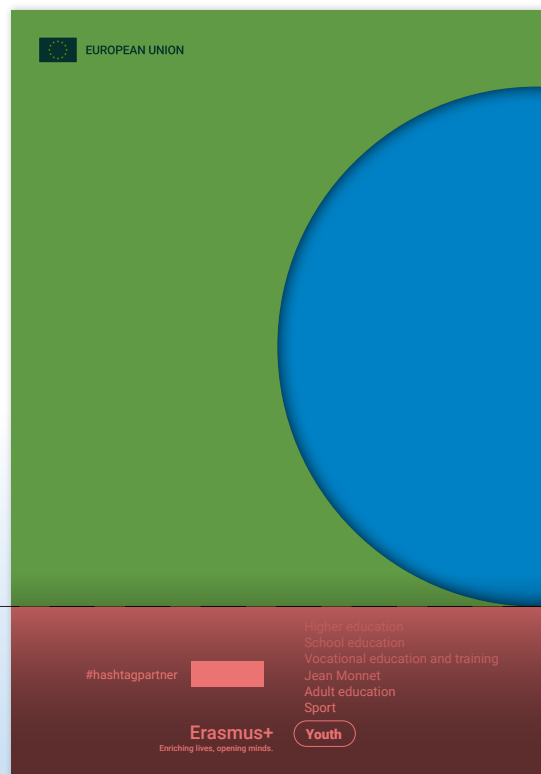
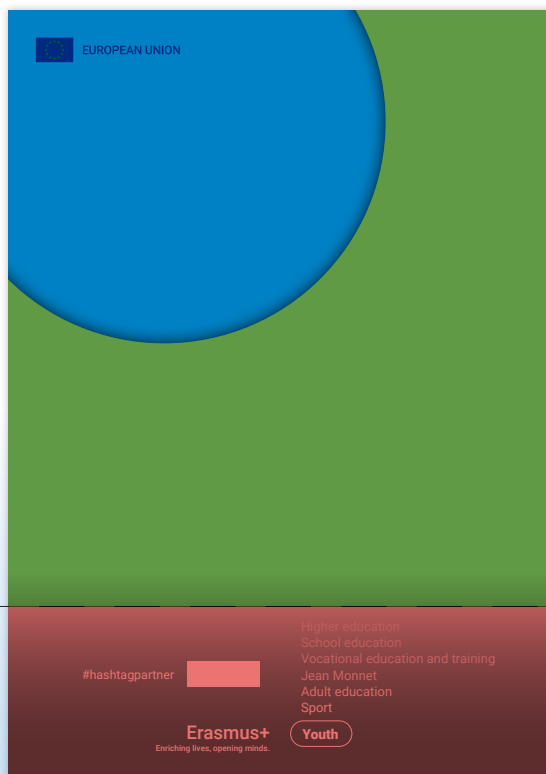
Circle visual

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

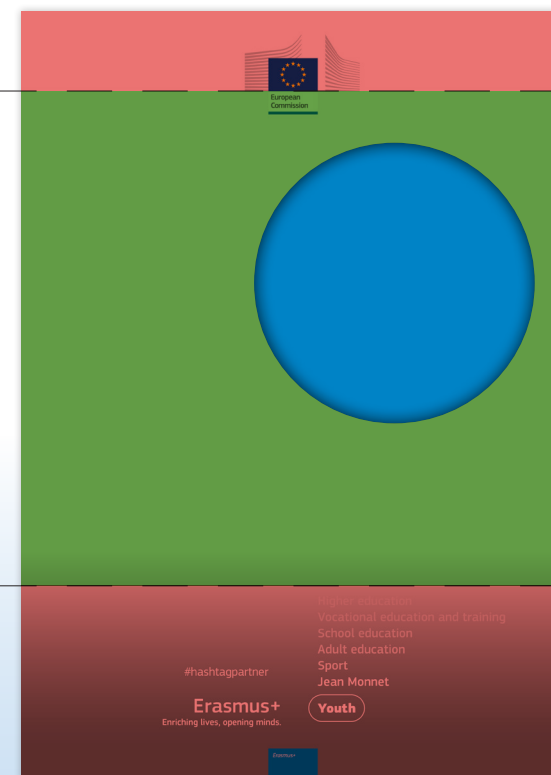
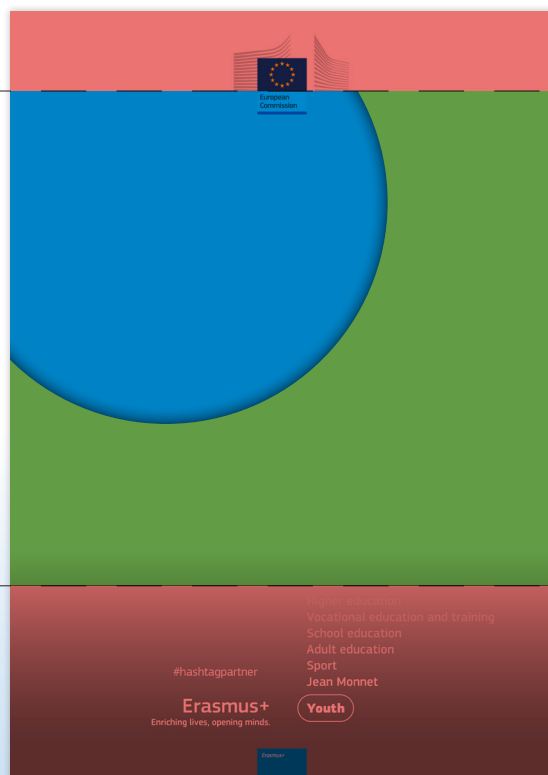
Position

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

Exclusion zone for the circle

Authorised zone for the circle

Exclusion zone for the circle



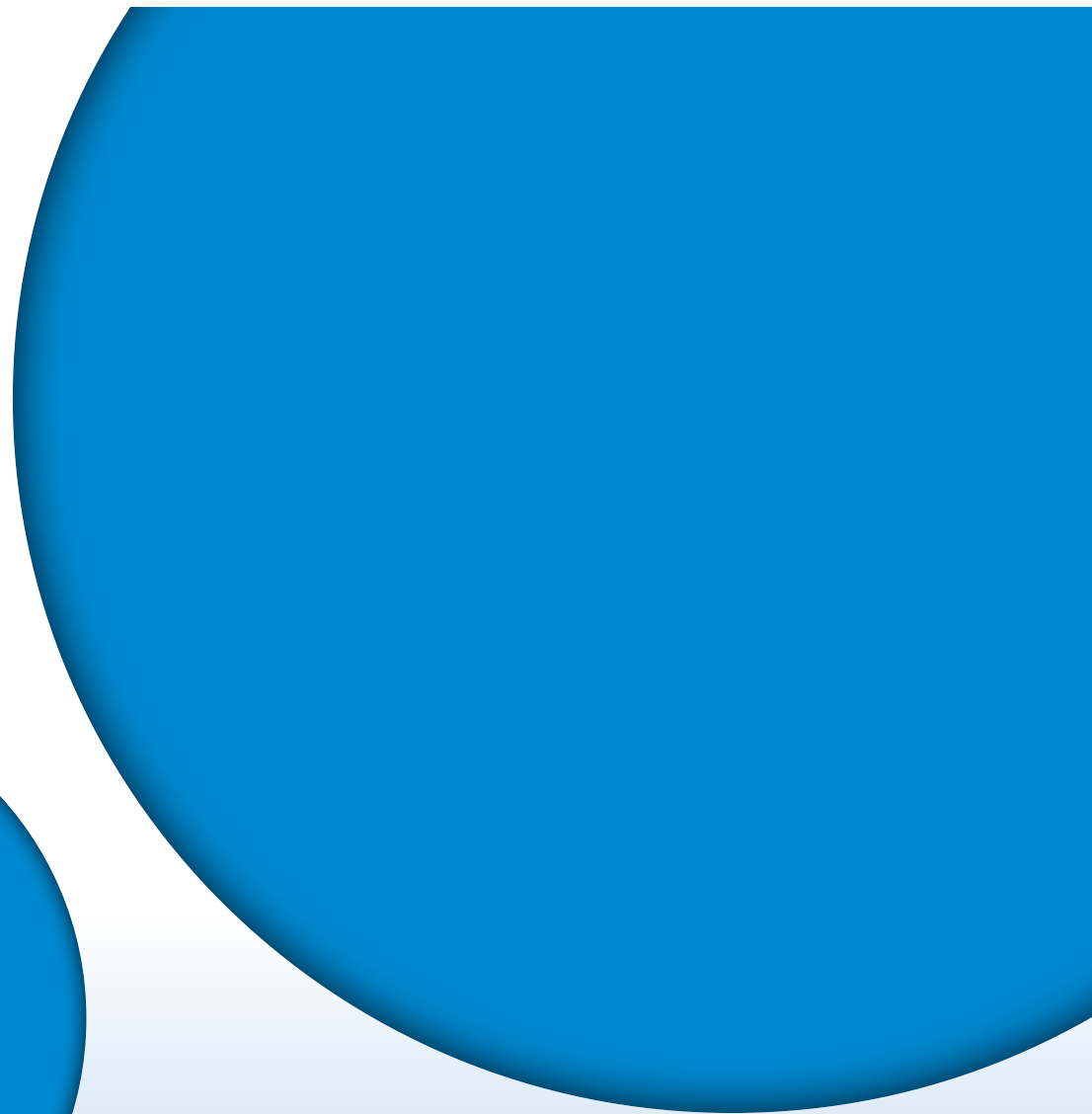
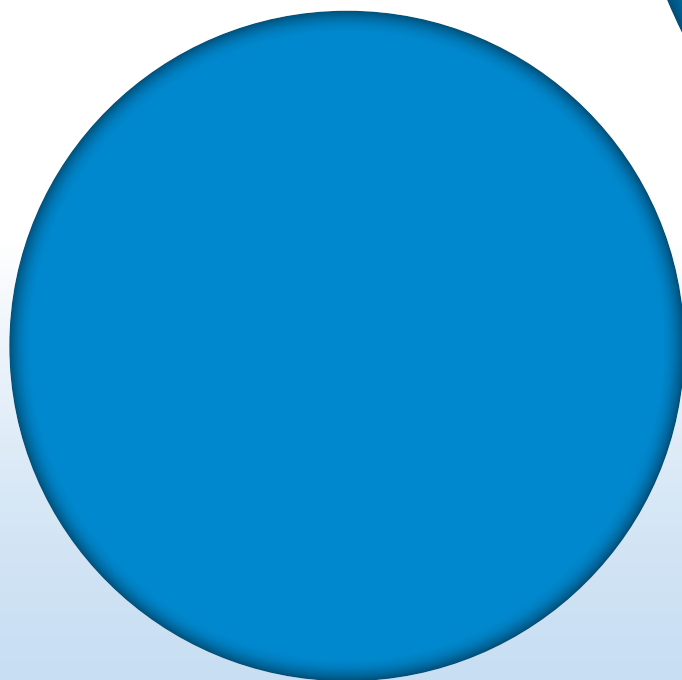
Circle visual

Treatment

The circle is treated with an internal shadow.

This shadow is composed of black 100% opacity in product and no shift.

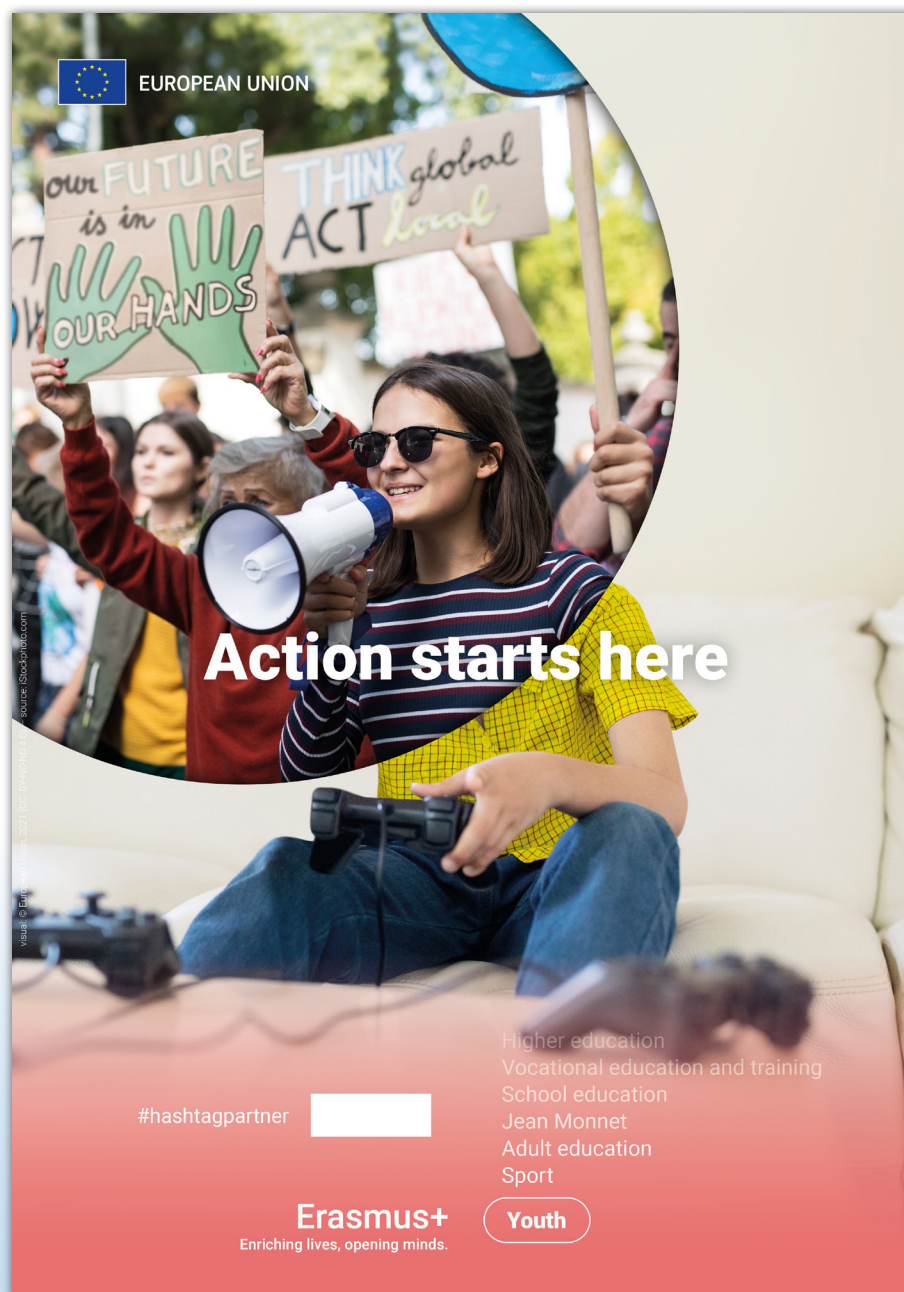
The circle's size may vary according to the picture inside.



Examples

Vertical poster

DIN format vertical not following the European Commission charter



Youth

Vertical poster

DIN format vertical not following the European Commission charter

EUROPEAN UNION

The school for life starts here

#hashtagpartner []

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

Erasmus+
Enriching lives, opening minds.

School education

School education

EUROPEAN UNION

Active living for everyone starts here

#hashtagpartner []

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

Erasmus+
Enriching lives, opening minds.

Sport

Sport

EUROPEAN UNION

Your life-changing experience starts here

#hashtagpartner []

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

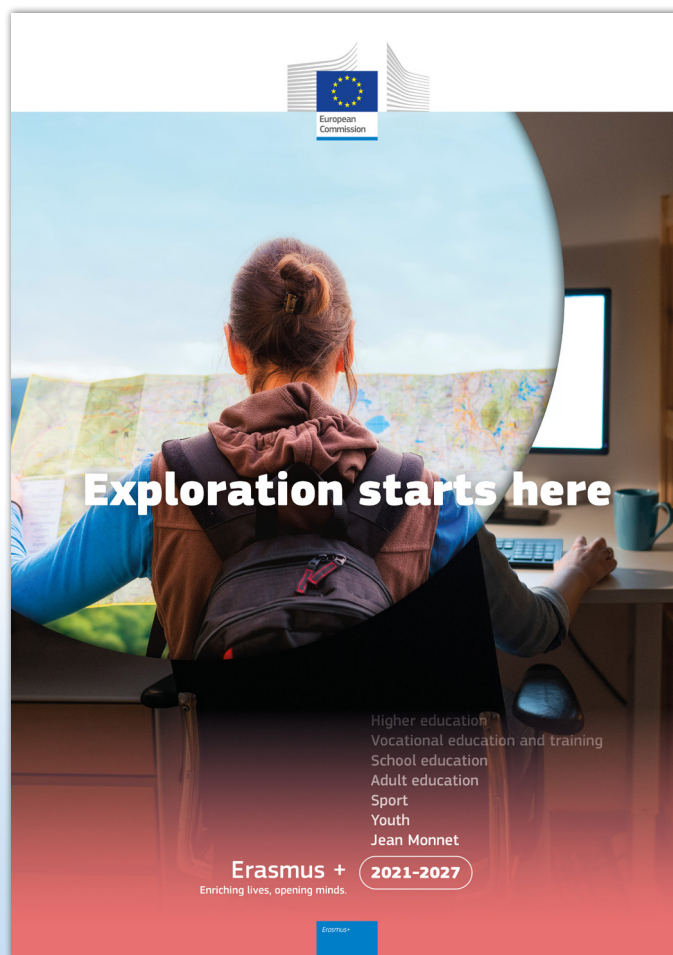
Erasmus+
Enriching lives, opening minds.

Higher education

Higher education

Vertical poster

DIN format vertical following the European Commission charter



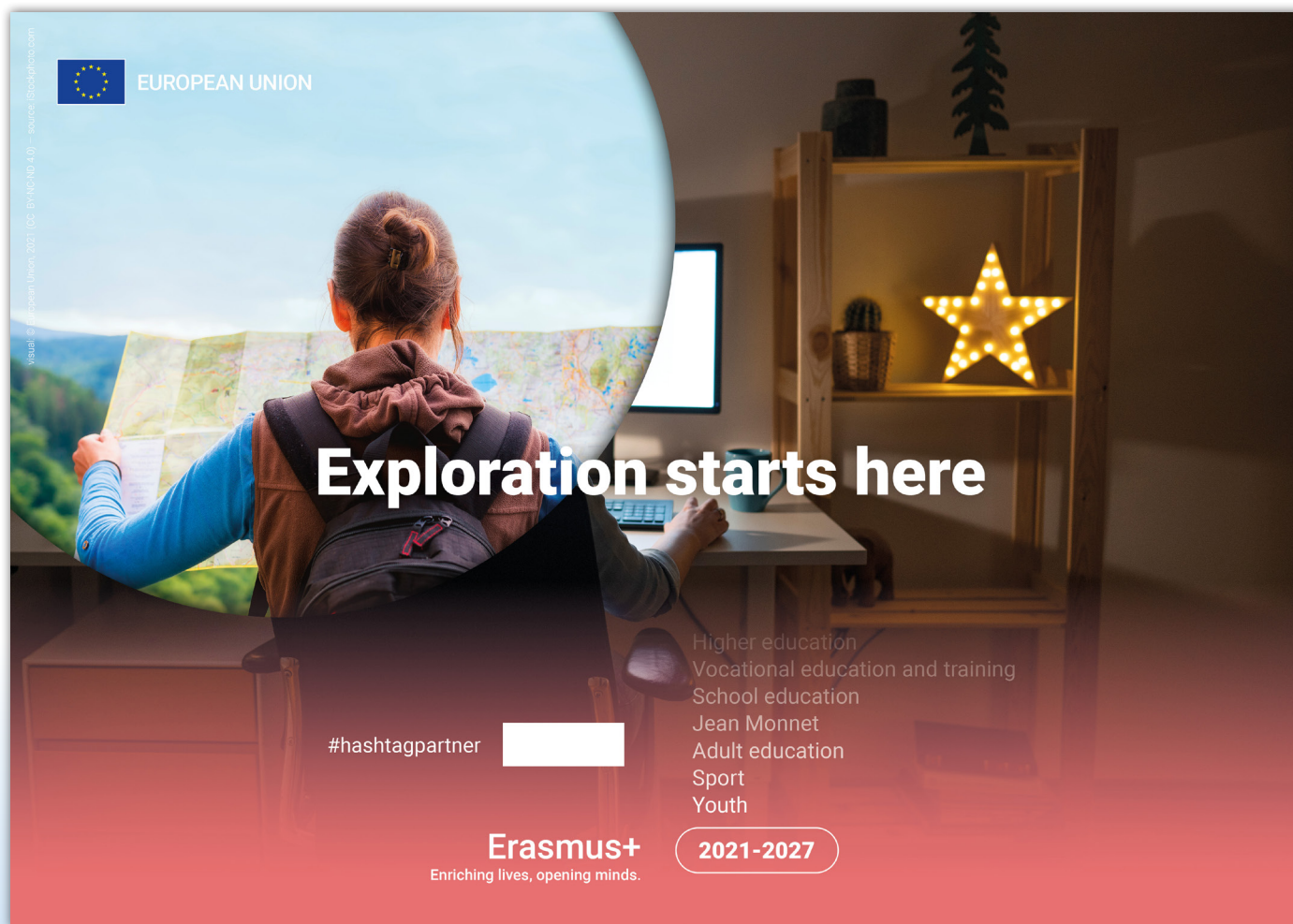
Multi-sector



School education

Horizontal poster

DIN format Horizontal not following the European Commission charter



Multi-sector

Horizontal poster

DIN format Horizontal following the European Commission charter



Sport

Roll up

EUROPEAN UNION

Fighting prejudice starts here

#hashtagpartner

Erasmus+
Enriching lives, opening minds.

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

School education

School education

European Commission

Action starts here

#hashtagpartner

Erasmus+
Enriching lives, opening minds.

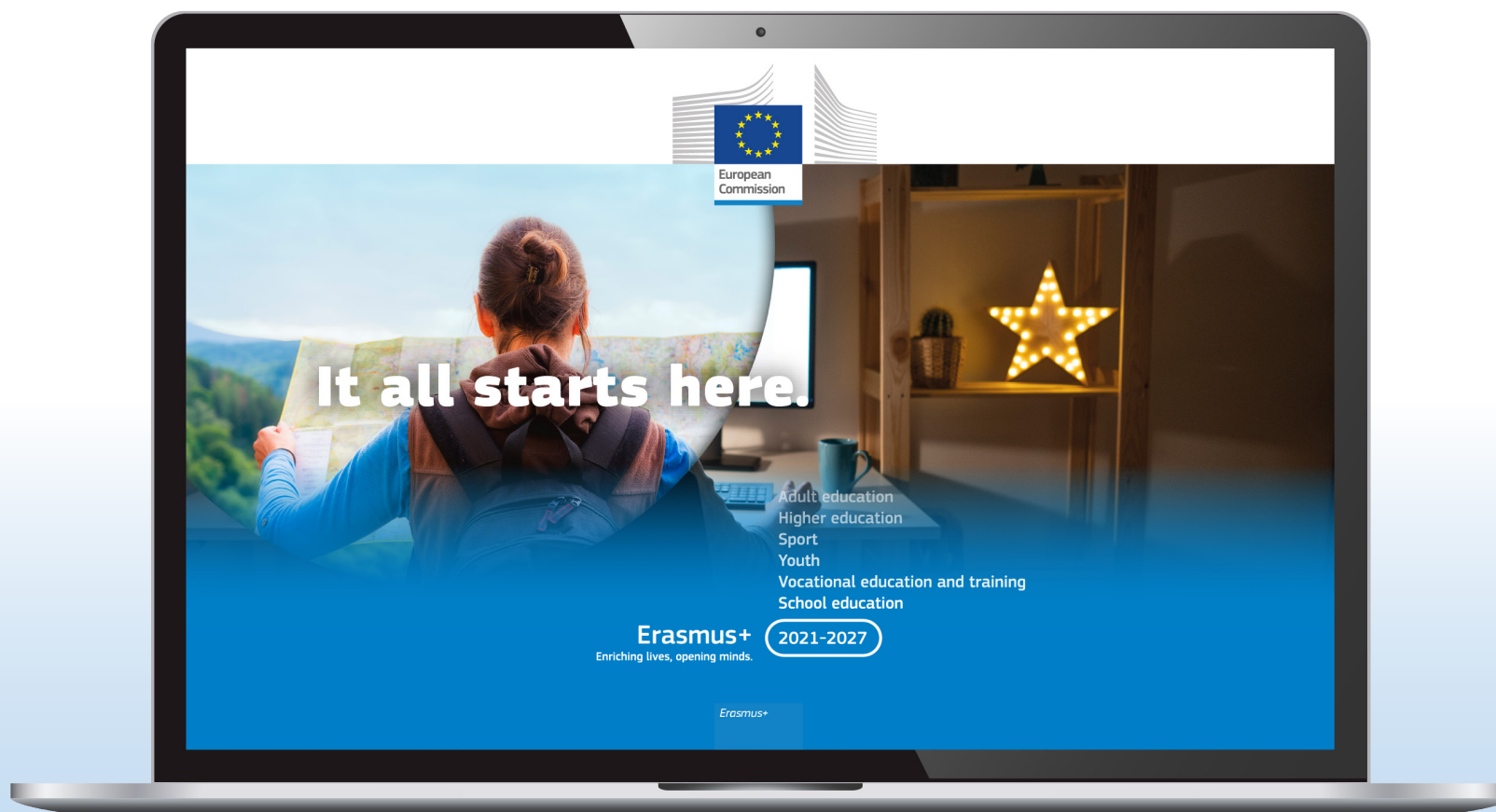
Sport
Jean Monnet
School education
Higher education
Vocational education and training
Adult education

Youth

Youth

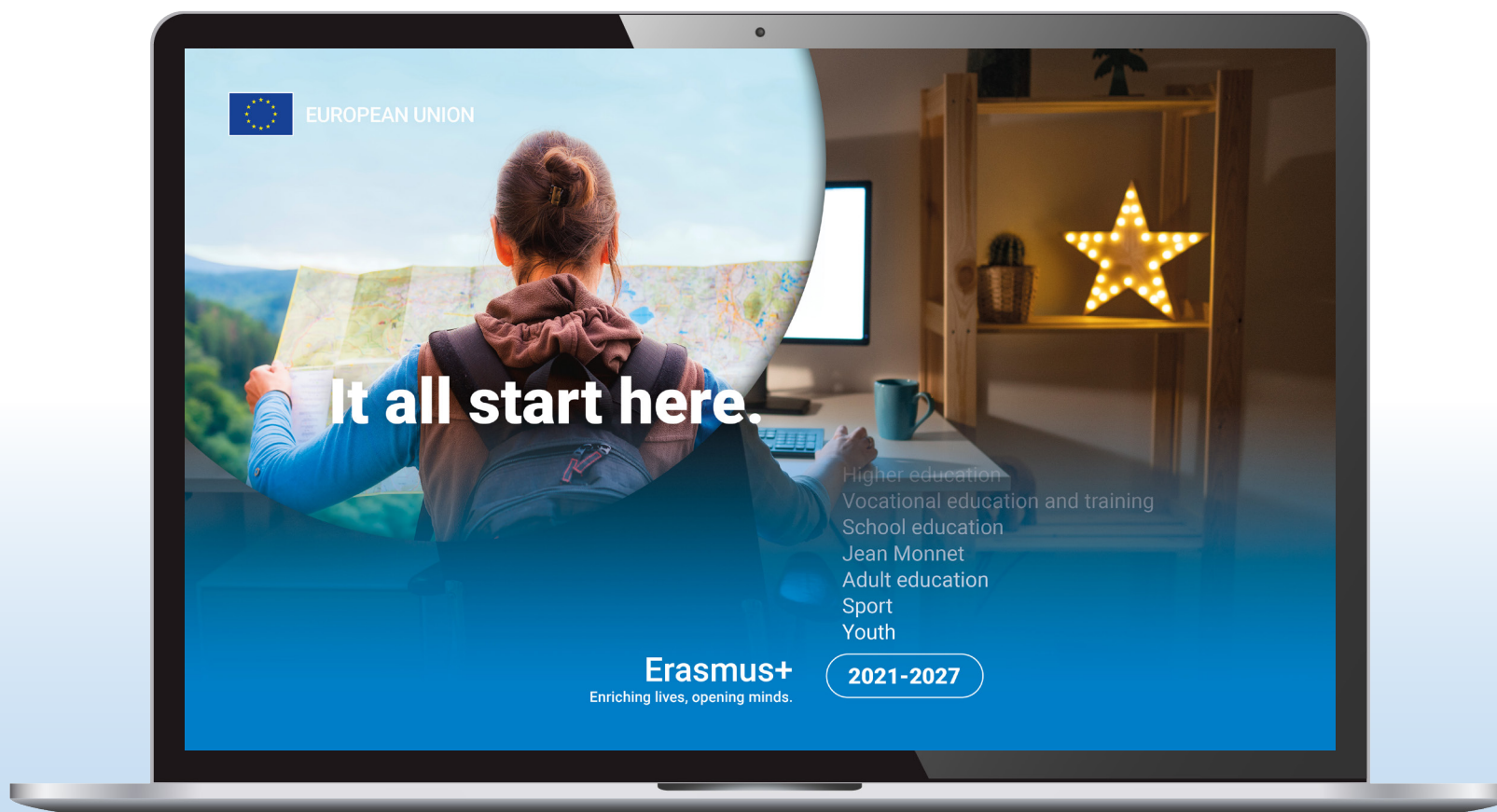
Power point presentation

16:9 format Horizontal following the European Commission charter



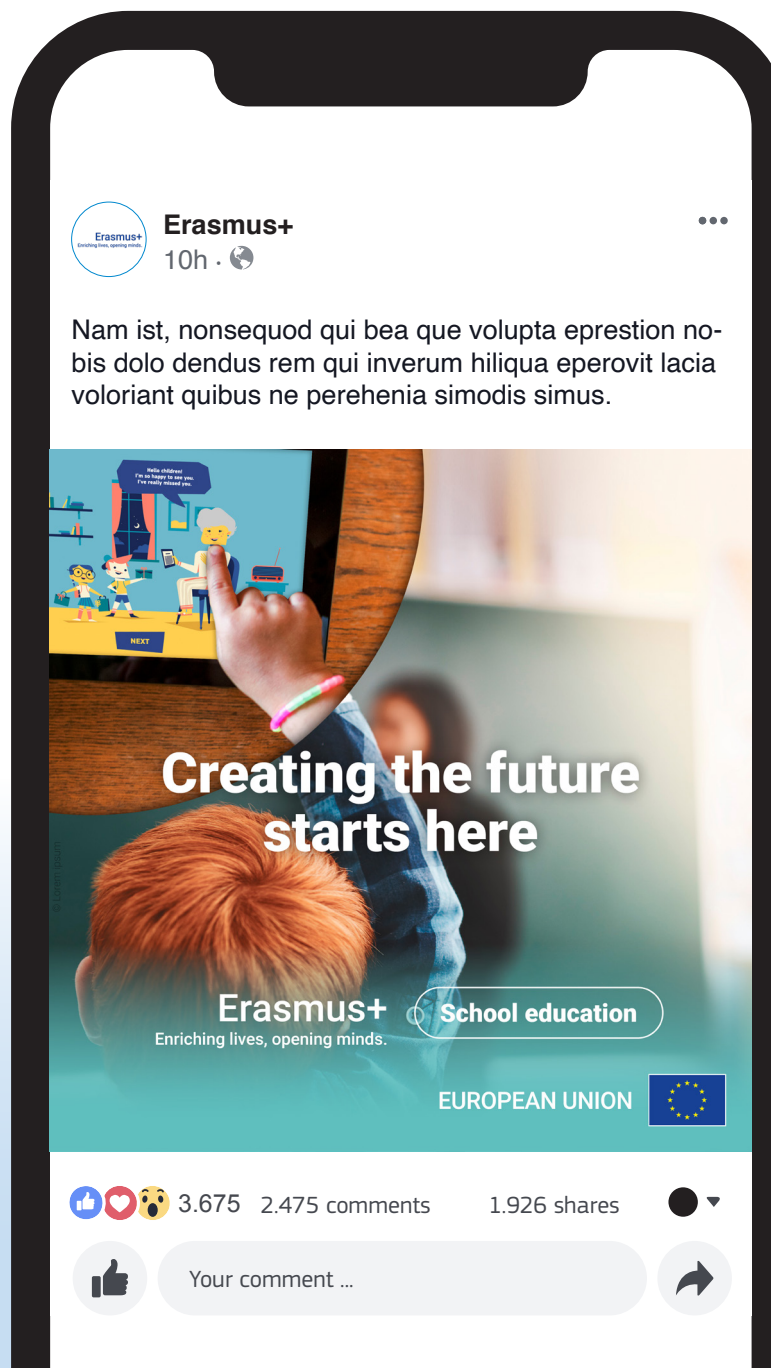
Power point presentation

16:9 format Horizontal not following the European Commission charter



Static post

Square format not following the European Commission charter

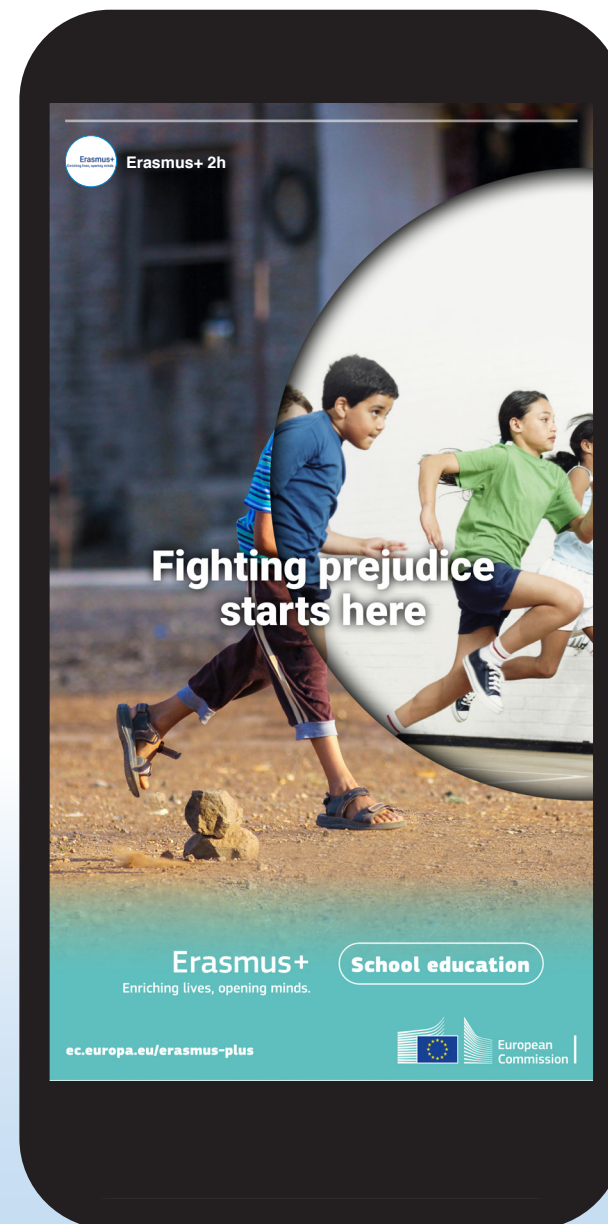
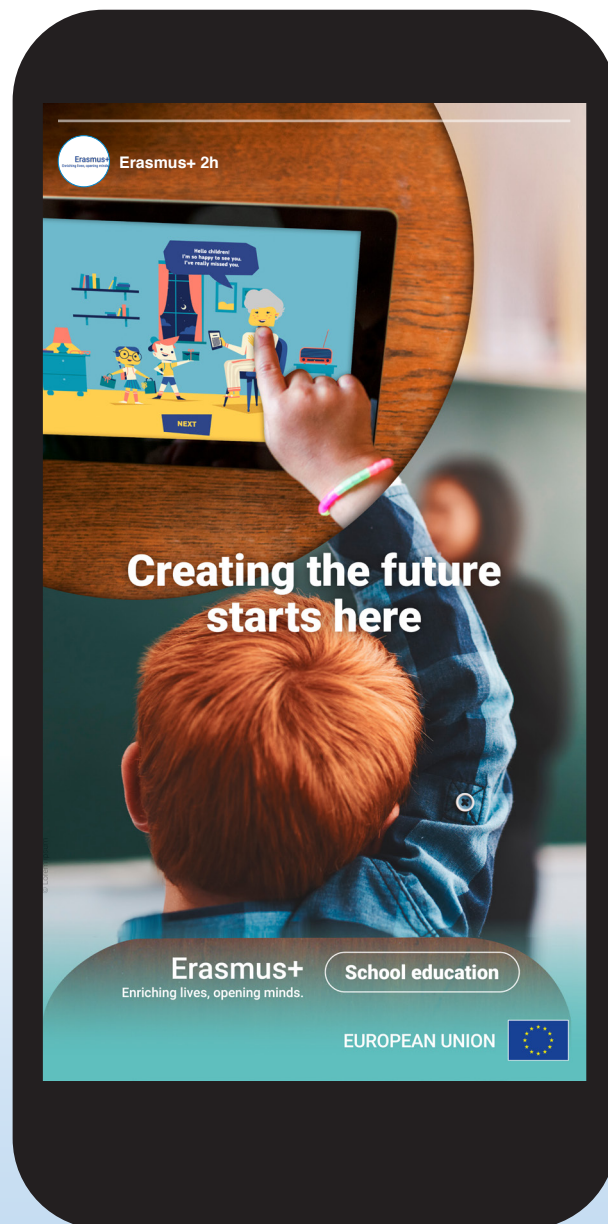


Static post

Square format following
the European Commission charter

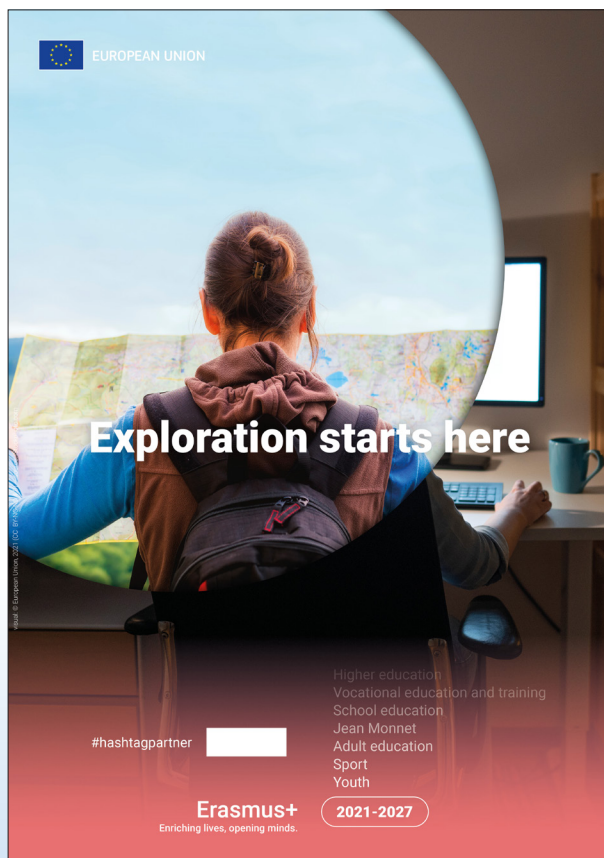


Stories

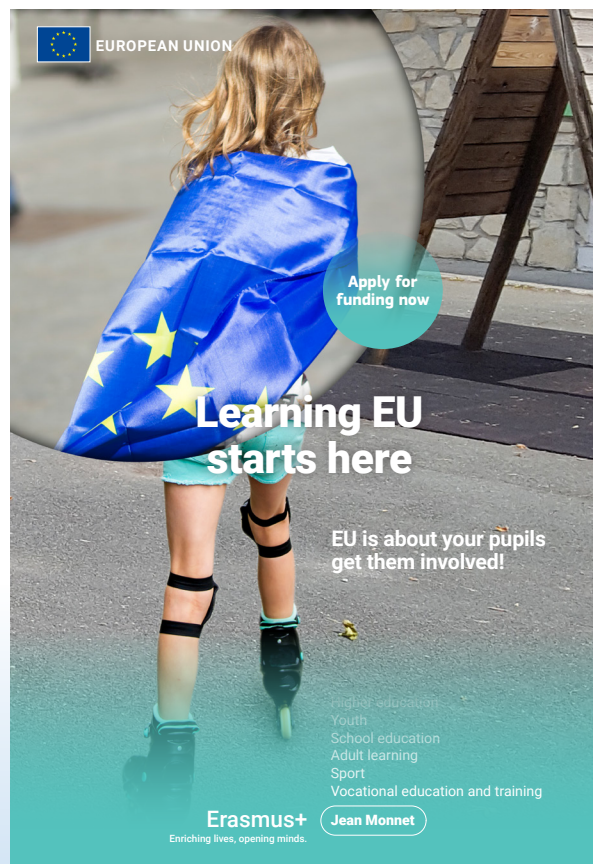


Application examples

EU EMBLEM



EC GRAPHIC CHARTER



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.

SUMMARY BOX

Different options for social media



and



or



or



or

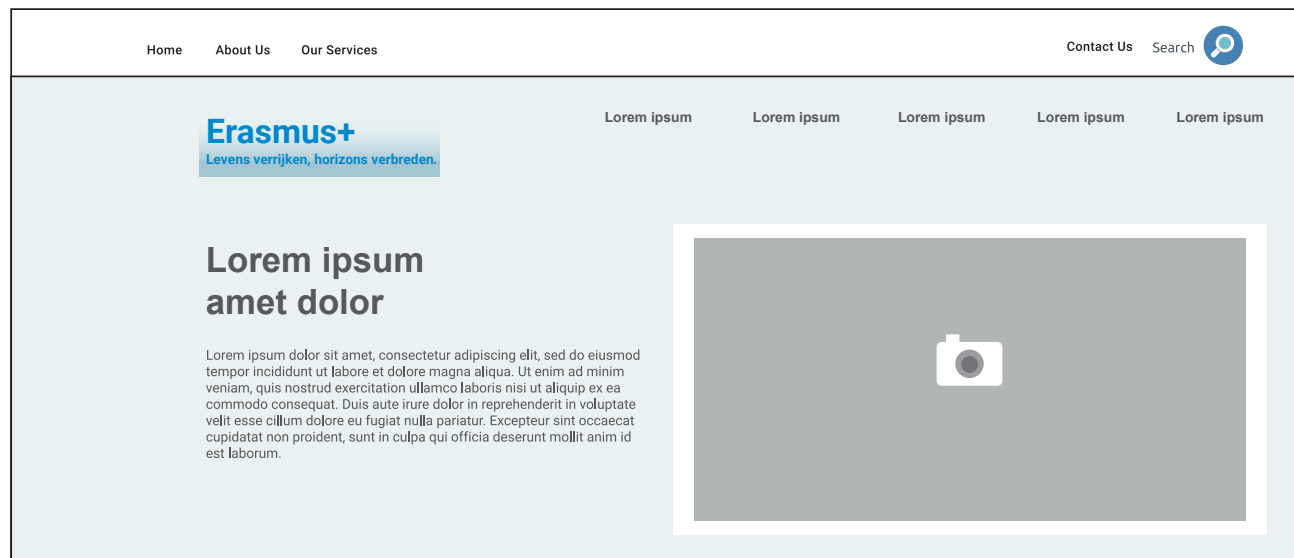


Web application examples

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.

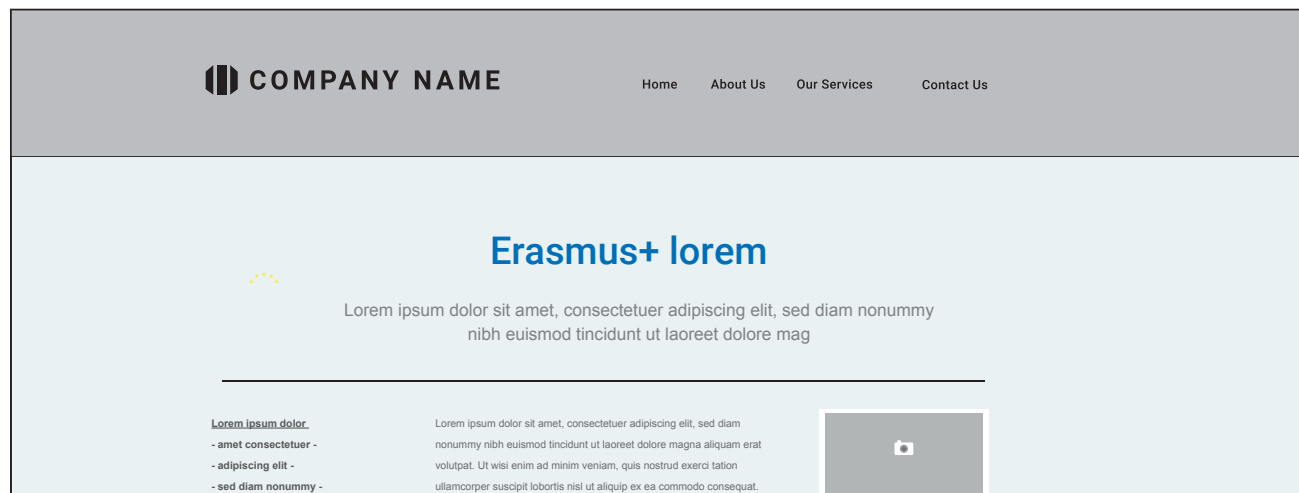
https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/



Web application examples

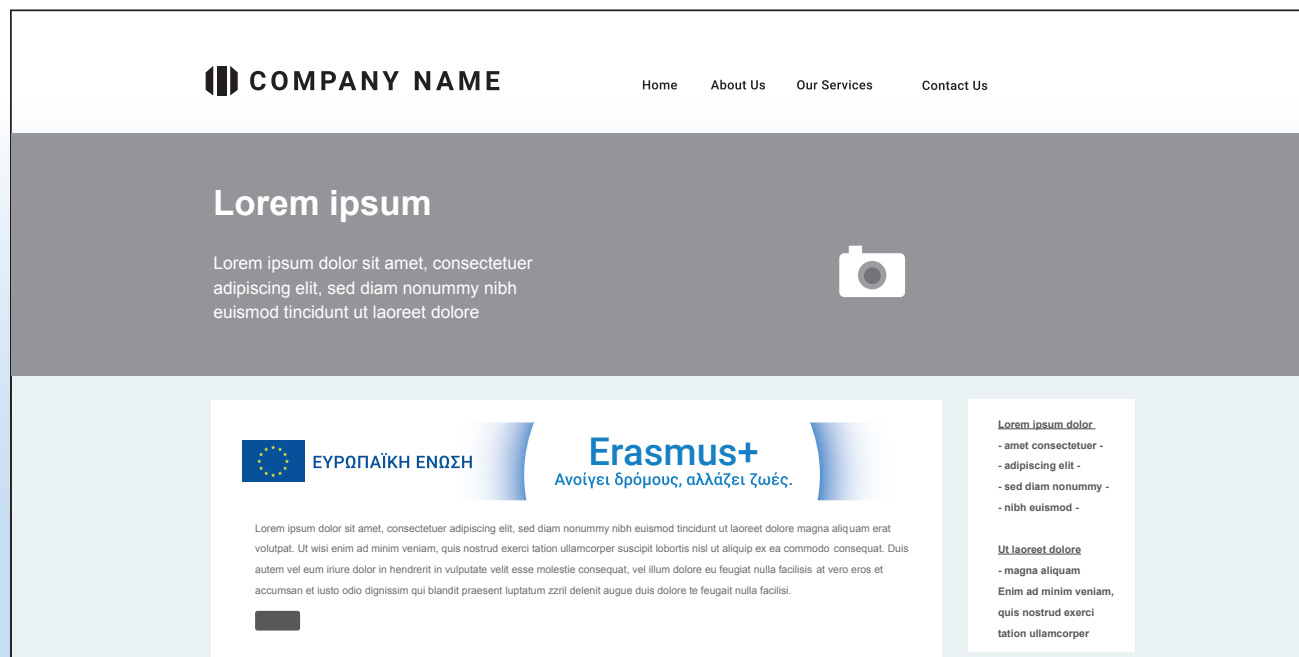
EU EMBLEM, ERASMUS+ web banners

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.



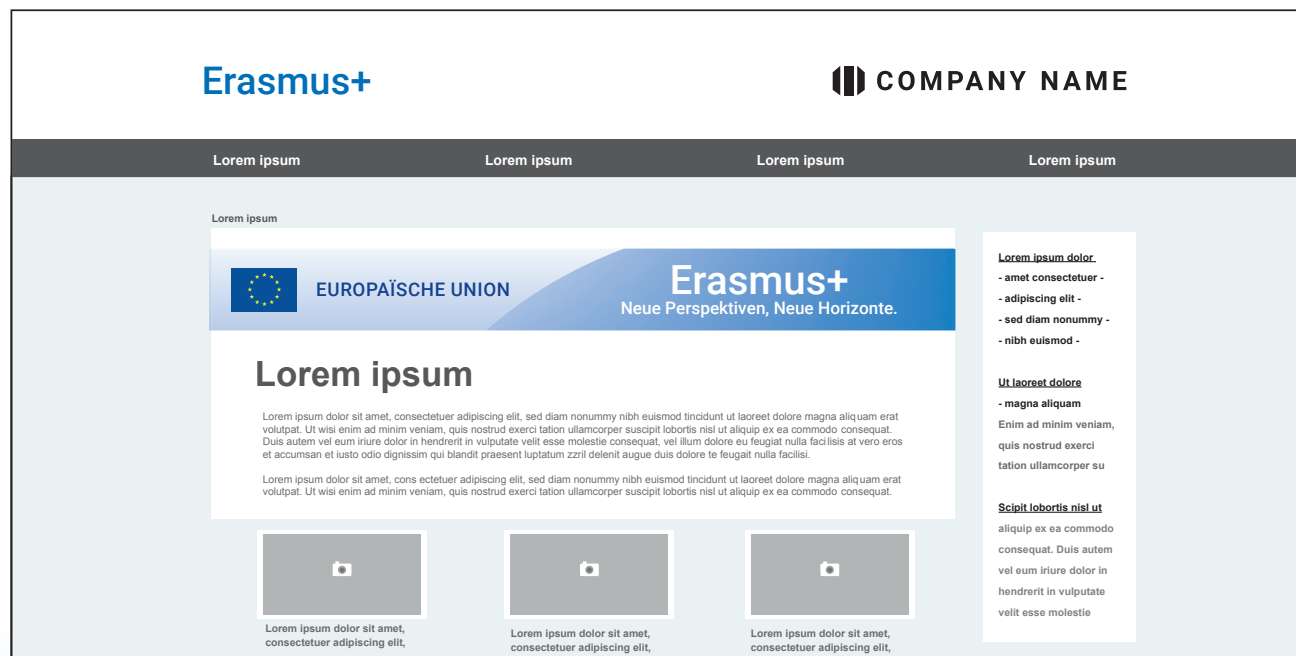
Web application examples

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.

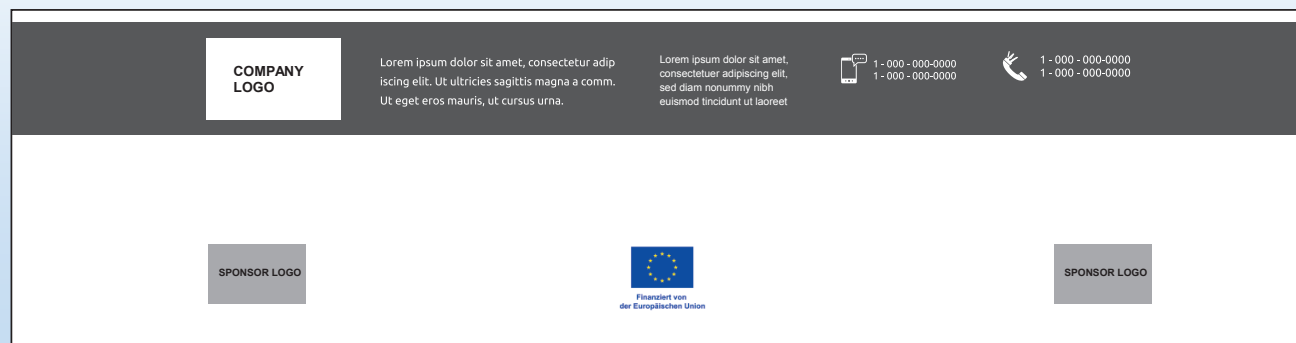
The use of the blue gradient or a customised gradient or a plain background or a transparent background may correspond to the website look and feel.



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.

https://ec.europa.eu/regional_policy/en/information/logos/downloadcenter/



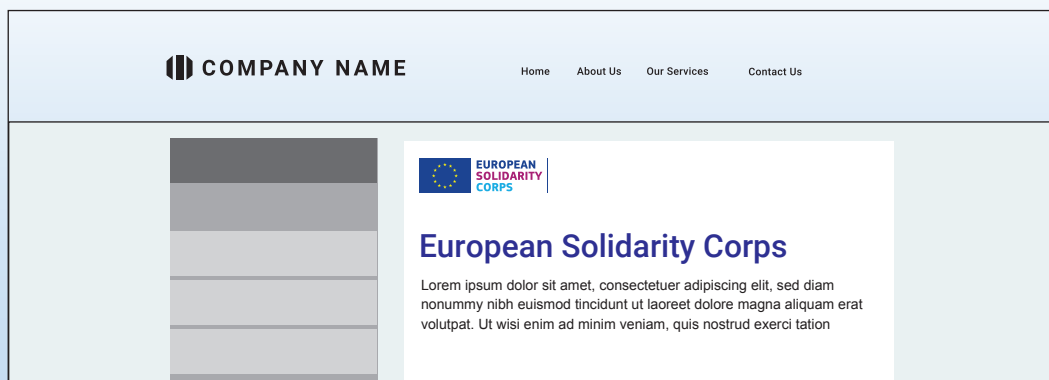
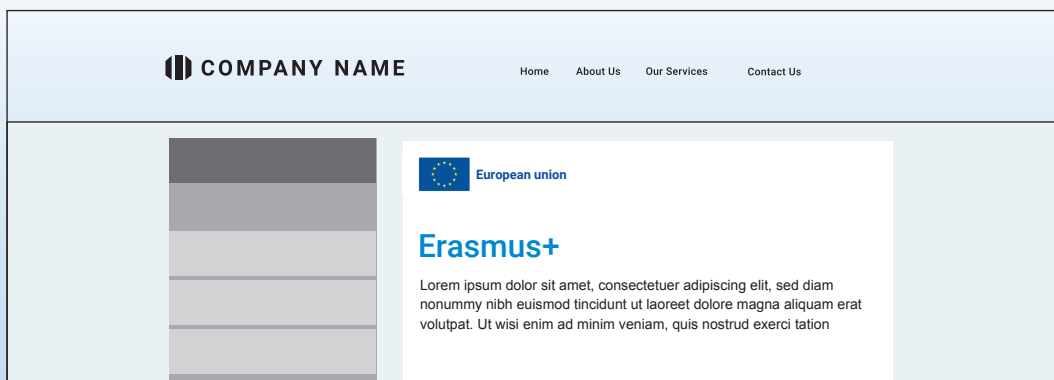
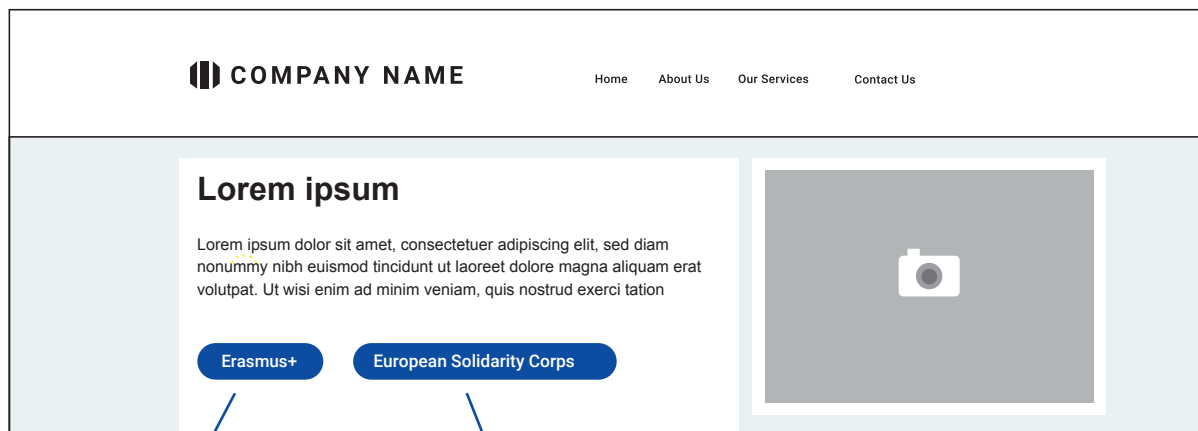
Web application examples

EU EMBLEM, ERASMUS+ web banners

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)

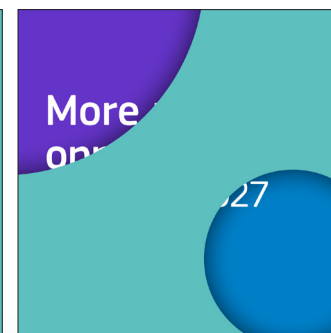
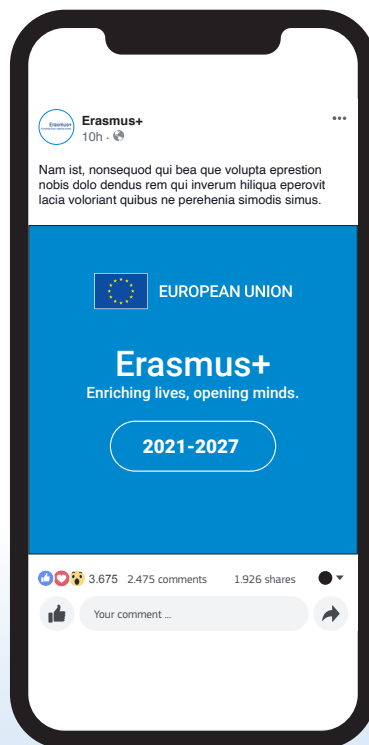
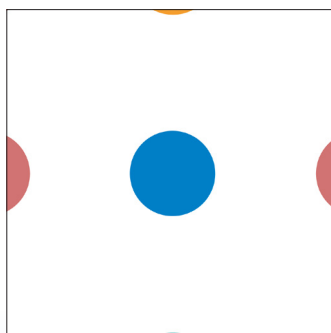


NA CERTIFICATE FOR E+ SECTORS (IN ALL LANGUAGES): EXAMPLE OF FOOTER ELEMENT



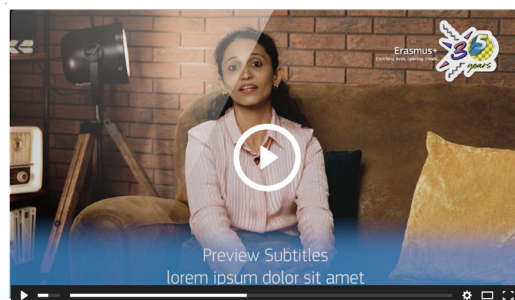
Animated post

Square format



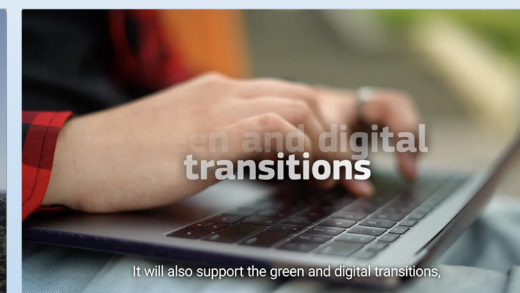
Video

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

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