



Brand Graphic Guidelines

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Eramus+
Index
Brand Guide

Logo

Graphic Text
Concept

Measurements

Grid
Safe Area
Articulations
Minimum Sizes
Positioning
Symbology

Colors

Main Colors
Grayscale & Monochrome
Different Background Applications

Typography

Applications

2D

Business Card
Letter Head

2,5D - 3,5D - Merch

BRAND GUIDE
LOGO



The Erasmus project serves to bring students and learning staff together, for those who share the love of learning, travelling and new experiences.

The logo proposal for the brand consists on 3 elements (with 3 articulations). The main piece is the junction between the "e" and the stars, complementing it there is the "Erasmus+" written underneath.

The stars resemble the European foundation on the project, and come from the European Union flag, surrounding the white "e" element, this one coming from the union of an "e", from "erasmus", with a plus, in shape of an airplane to represent the internacionality and travelling of the project.

To complete the logo, in a written form underneath, there is a written identification of the brand

The colors for the brand revolve around 3 colors - white, gold and blue - the gold is from the flag's stars, the blue is in a darker shade of the blue from the flag as well, and lastly the white for the "e" and "erasmus+" for ease of reading and make it pop



ERASMUS
“e”

+



PLUS (+)
“airplane”

+



European Union Stars

=

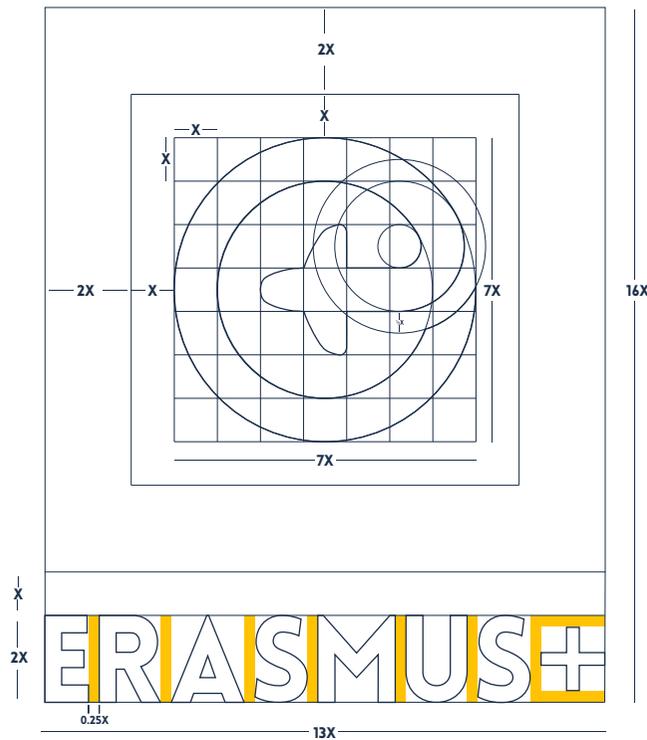


BRAND GUIDE
LOGO

MEASUREMENTS

How to design it

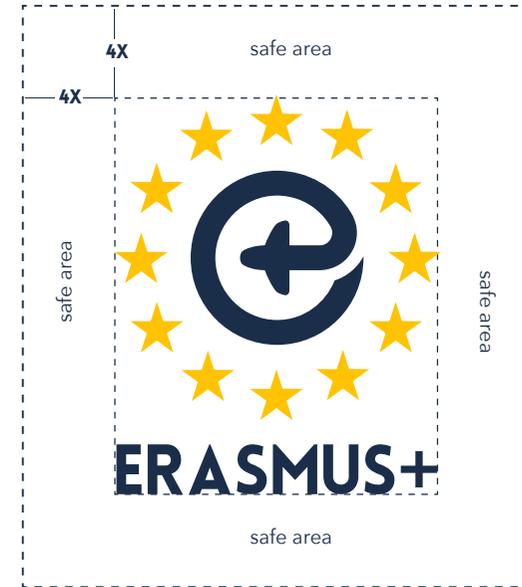
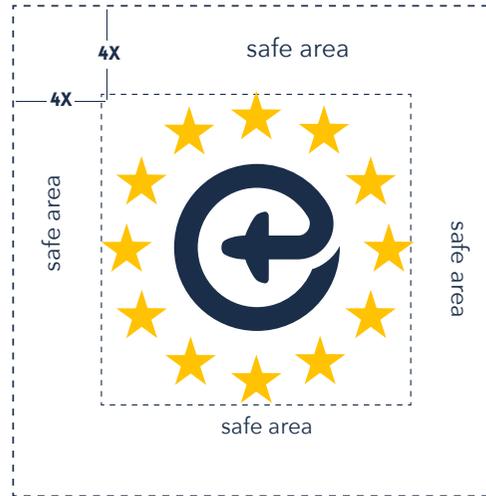
The grid for the logo is very simple and of easy understanding. In mathematical terms, it has a width of "13x" and height





How to make it breath

Around the logo there should be a breathing space, where nothing should be placed on top of. The safe area should have a width of 4X.



What format

When working in different formats/sizes, different articulations are required.

There are three variations for the logo:

- The logo with "Erasmus" written underneath
- The logo alone
- The logo with "Erasmus" written alongside it.



A4 | A5 | FLYER



A3 | A3+ | BILLBOARD



**ENVELOPE
WIDER FORMATS**

How to size it down

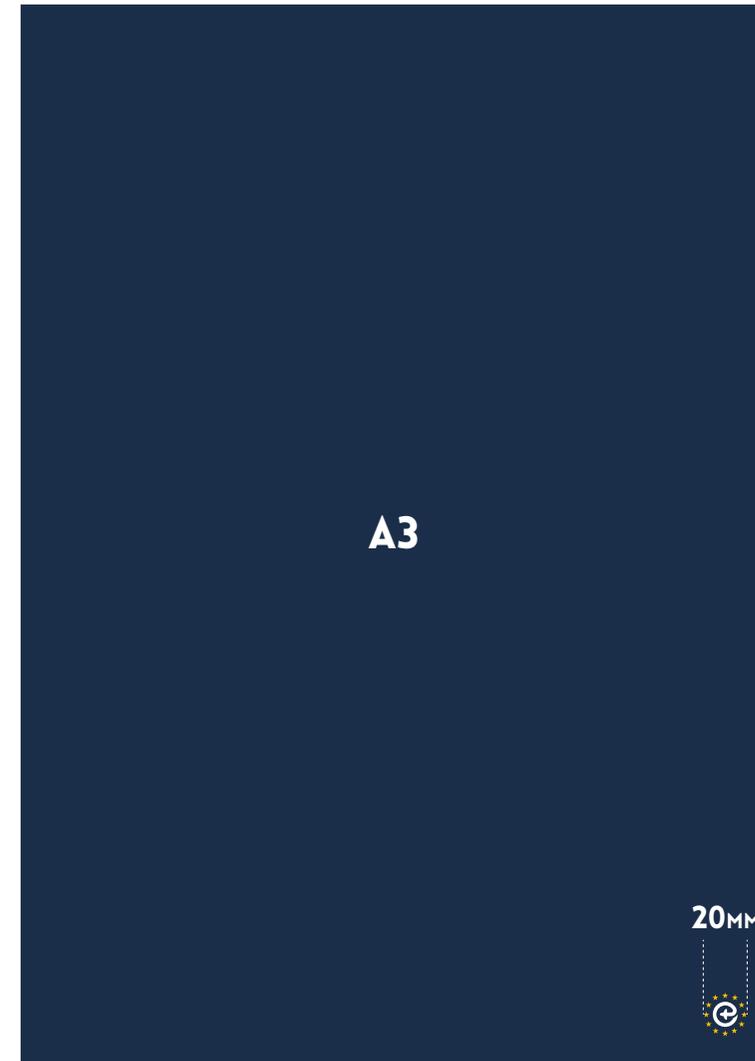
The logo can be sized down to a minimum of 3 sizes, depending on the articulation used



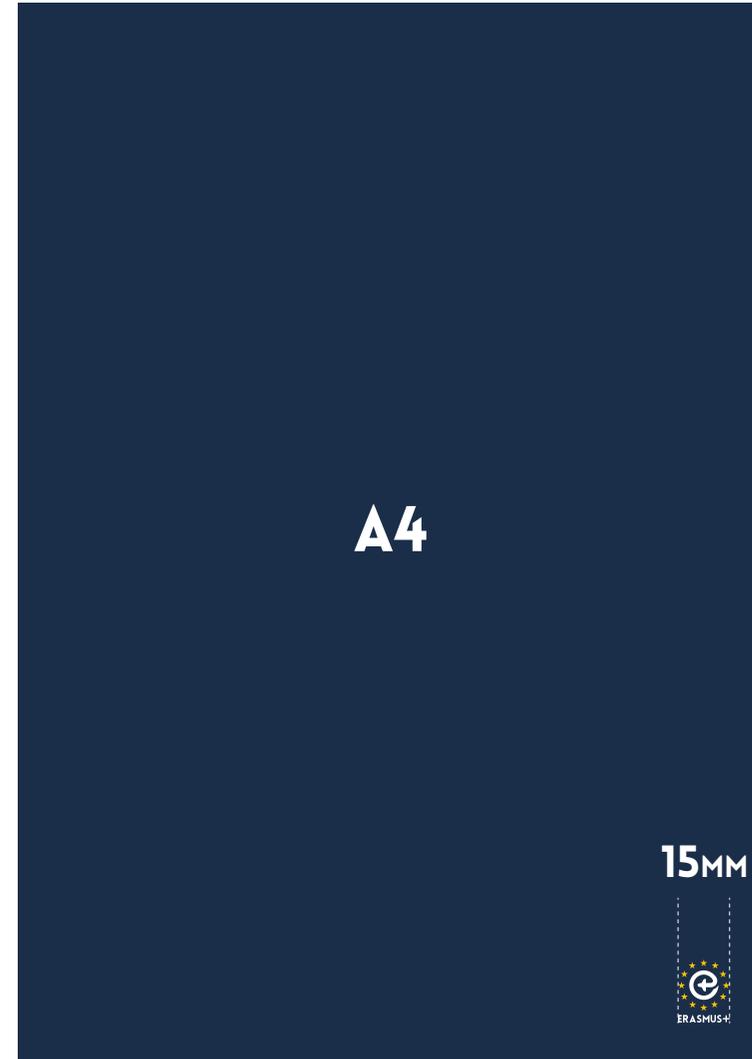
Where to position

The logo position varies between formats.

For A3 sizes, and, or, bigger, the logo should be placed at the bottom right. For A3 size, the width should be sized on 20mm, without the complementary type.

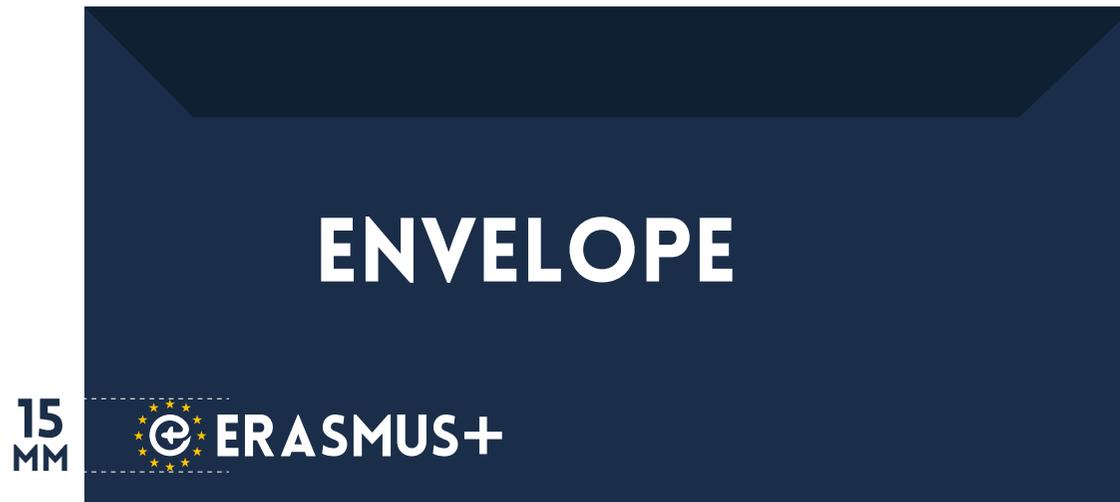


For A4 sizes, the logo should be placed at the bottom right, with a set sized width of 15mm, with the complementary type underneath.



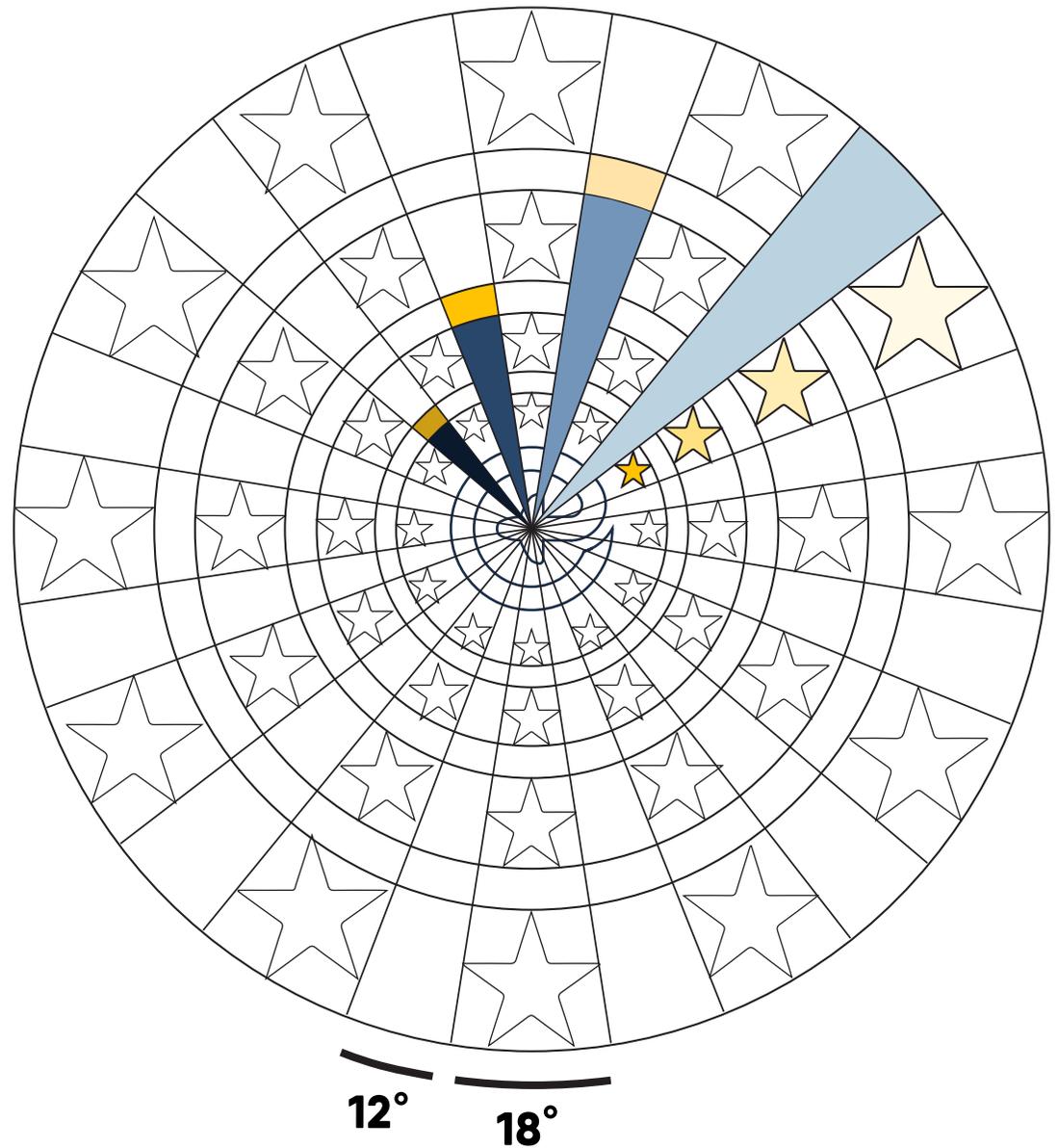
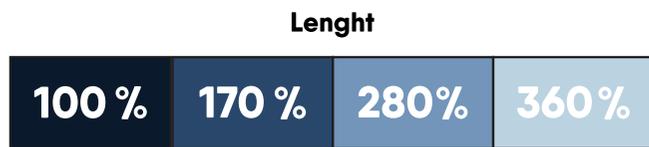
For a flyer size, the logo should be placed on the bottom right, with a set sized width of 15mm, with the complementary type underneath

For envelopes, the logo should be placed at the bottom left, with a set sized height of 15mm, with the complementary type on the right





For certain circumstances and uses, there is a multiplicity of the stars on a scale, fading out as they get bigger, giving a sense of welcoming and invitation to the subject.



BRAND GUIDE
COLOURS



What colors to use

The logo presents itself with 2 colors, white, and gold for the stars. Whenever possible, the logo should be placed on top of a blue background. Anytime the gold and blue are used, their respective CMYK or RGB codes should be used

HEX: #1B2E49	RGB: R27 G46 B73	CMYK: C93 M80 Y45 K43	PANTONE: 2380 C
HEX: #FFCD03	RGB: R255 G205 B3	CMYK: C1 M18 Y100 K0	PANTONE: 109C
HEX: #FFFFFF	RGB: R255 G255 B255	CMYK: C0 M0 Y0 K0	PANTONE: 000C



GRAYSCALE



MONOCHROME



Color Schemes

The logo can be placed on top of a variety of backgrounds, the colors of the logo may vary depending on the background, however, the stars should always remain with their golden color (with only one exception), changing only the "e" and the "erasmus+", switching between white and blue.



Logo at best state
White logo on blue background



Logo for black backgrounds
White logo on black



Logo for white backgrounds
Blue logo on white background



Logo for darker photography background
White logo on darker photo



Logo for lighter photography background
White logo on light photo



Logo for golden backgrounds
Full white logo

What typeface

The typography chosen to complement the logo was **LOVELO**, with the variant **LOVELO BLACK**

LOVELO BLACK

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

For the body of the company's graphic body, typeface **Qanelas Soft**, and **Netto Ot**

Qanelas Soft UltraLight

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

abcdefghijklmn
opqrstuvwxyz
0123456789

Qanelas Soft ExtraBold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

abcdefghijklmn
opqrstuvwxyz
0123456789

Netto OT Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

abcdefghijklmn
opqrstuvwxyz
0123456789

Netto OT Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

abcdefghijklmn
opqrstuvwxyz
0123456789

BRAND GUIDE
APPLICATIONS









ERASMUS+ EXPERIENCE



FIND US ONLINE

<http://www.erasmus.com/erasmusplus>
<https://www.facebook.com/erasmusplus>
<https://www.erasmusplus.com>

E-MAIL US IF YOU WANNA BE PART OF THE TEAM

<mailto:erasmus@erasmus.com>
<https://www.facebook.com/erasmusplus>
<https://www.erasmusplus.com>

AN ERASMUS STUDENT IS A STUDENT OF THE WORLD



GET READY FOR YOUR BEST YEAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus auctor ante as nibh pharetra. Sed auctor orci ut bibus. In hac litora quis eu amet, consectetur adipiscing elit. Suspendisse tristique commodo turpis et vulpilate. Integer imperdiet erat. nec ex varioua, non fringilla orci. suscipi. Proin maximus quam

Suspendisse id ultricies ex. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce lacus eros, aliquet non pharetra ac, sodales sit amet odio. Morbi et leo lorem.

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ASK US ANYTHING
 HOW TO GET READY?
 WHERE TO?









