



VISUAL IDENTITY MANUAL

INTRODUCTION

Welcome to the official Visual Identity Manual of the Erasmus Student Network.

In this manual, you will find all of the necessary information to properly use our logo and visuals. ESN is an international organisation; therefore our main symbol, the logo, must be used correctly.

Should there be any question concerning general usage, you should initially contact your Local or National Communication Manager. If your question is not resolved, you can contact the Corporate Identity Team [ci-team@esn.org] or the International Communication Manager [communication@esn.org].

The Visual Identity Manual will guide you through the story of our corporate identity, information and examples of the use of the ESN logotype and ESN Star, as well as some suggestions and tips for how to get the most out of our Visual Identity.

Why does ESN have a Visual Identity Manual?

Building an efficiently coordinated and consistent visual identity gives the brand significant benefits, such as:



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PHILOSOPHY BEHIND THE LOGO

Mission of ESN

"Our mission is the enrichment of society through international students."

Vision of the Erasmus Student Network

"By 2025, ESN will be the global network of the Erasmus Generation, committed to improving international education and providing self-development opportunities to two million young people, fostering intercultural understanding and creating positive change in society."

Values of the Erasmus Student Network

The values that all members stand and work for are:

- Unity in diversity, diversity in the unity
- Students helping students
- Fun in friendship and respect
- International dimension of the life
- Love for Europe as an area of peace and cultural exchange
- Openness with tolerance
- Cooperation in the integration

Misuse of the brand

All content created in ESN should not contain any material or scenes that may be considered inappropriate or which could negatively affect the image of the network.

The following are **strictly forbidden**: nudity, drunkenness, vandalism, racism as well as any other indications of intolerance. Always keep in mind the mission, vision and values of ESN when creating promotional material.

If you want to **report a misuse** of the brand or trademark infringement by a third party, please write an email to the International Corporate Identity Team [ci-team@esn.org].

General Information

Logotype Explanation

The ESN Star is the core of the logotype itself and represents the ESN members standing in a circle as if they were holding hands, supporting and helping each other. There are four different colours, but united they stand, in cooperation.

Unified Branding

Having a unified brand for the Network allows every single Section to contribute to accomplishing the Vision of ESN. By increasing the global recognisability of our brand, mass media and higher education institutions will be more conscious about the importance and impact of ESN.

Logo History



1991



1993



2000



2006



2019

BRANDING GUIDELINES

Logotype Construction

ESN Star

ESN Acronym



Erasmus Student Network

Descriptor

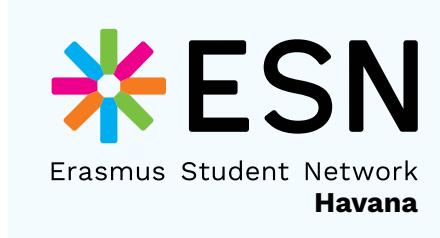
The font used for the descriptor is Work Sans and, as is common practice in branding, it should not be used for any other graphic element.

The ESN Logotype is composed of the ESN Star, the “ESN” acronym and the full name of the organisation. The full name in the descriptor ensures our brand’s recognisability.

The logotype of ESN can be used by all ESN members, for any purpose aligning with our Mission, Vision and Values.



The ESN Star is the symbol of ESN and the **only** part of the logotype that can be used separately.



The logotypes of ESN Sections and Countries have their names in the second line of the descriptor.



A simplified version of the logotype (without the descriptor) can be used **only** for printing purposes, if the descriptor is illegible.

If you organise events with other sections but not as part of a Section Cooperation, you should use the ESN Logo without the custom descriptor and mention the organising Sections in the event's description.

The logos should be used as they are provided and not modified in any way.

Any modification needed to the second line of the descriptor (name change, Section name too long, new Section, etc.) should be requested through your National Communication Manager/National Board from ComCom [graphics-coordinator@esn.org].

In case of **Section Cooperation**, please contact your National Communication Manager/National Board on how to proceed with the logos.

ESN Colours

The ESN colour palette should be used as the backbone of your creations and visual realisativons.

You don't have to use all 5 ESN colours all the time, a combination of two is usually enough.

White and Black are not ESN colours; their colour values have been added for convenience.

The ESN colour palette is made up of the 4 colours represented in the ESN logotype along with the complementary ESN Dark Blue. These colours are called the ESN colours and **cannot be altered**.

Selecting the proper colour mode of your document and using the correct colour values is required for the colours to be displayed or printed properly. **Use the RGB values for display purposes and the CMYK or PANTONE values for printing.**

It is allowed to use colours that are not ESN colours when it is convenient for a situation. However, it is **highly recommended to use ESN colours whenever possible to secure better recognisability and visibility of the ESN brand.**

<p>ESN Cyan</p> <p>#00aeef R 0 G 174 B 239 C 100 M 0 Y 0 K 0 PANTONE PROCESS CYAN C</p>	<p>ESN Magenta</p> <p>#ec008c R 236 G 0 B 140 C 0 M 100 Y 0 K 0 PANTONE PROCESS MAGENTA C</p>	<p>ESN Green</p> <p>#7ac143 R 122 G 193 B 67 C 57 M 0 Y 100 K 0 PANTONE 368 C</p>
<p>ESN Orange</p> <p>#f47b20 R 244 G 123 B 32 C 0 M 64 Y 100 K 0 PANTONE 1575 C</p>	<p>ESN Dark Blue</p> <p>#2e3192 R 46 G 49 B 146 C 100 M 100 Y 0 K 0 PANTONE 2370 C</p>	<p>White</p> <p>#ffffff R 255 G 255 B 255 C 0 M 0 Y 0 K 0 PANTONE 000 C</p>
<p>Black</p> <p>#000000 R 0 G 0 B 0 C 0 M 0 Y 0 K 100 PANTONE BLACK C</p>		

Typography

ESN uses a display font (**Kelson Sans**) for headings, titles and large text elements and a content font (**Lato**) for blocks of text, basic body copy and the core text in all the documents produced in ESN.

The fonts are crucial to the recognisability of the ESN brand, along with the logotype and the ESN colours, and should be used in all official documents, visuals, merchandising and digital promotion.

The fonts are free to use and are available to download in the ESN Brand Package.

Display font: Kelson sans

Used for titles and headings.

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Content font: Lato

Used for body text.

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Alternative Fonts

When you choose one font, it is best to be consistent throughout the document.

For compatibility with online suites such as Google Docs, **Kelson Sans** can be replaced with *Oswald* or *Francois One*, which are similar.

British English

In line with European norms, ESN uses British English.

For more detailed information about our language usage, check out the [ESN Style Guide](#) on the ESN Wiki.

Generally speaking if a word ends in:

-or, then in UK English it's -our

-er, then in UK English it's -re

-ize, then in UK English it's -ise

Correct British English spelling of common words

color → colour

center → centre

analyze → analyse

organization → organisation

programm → programme

Hashtags

Our official hashtag is **#THISisESN** and it is recommended to use it for every post you publish on your communication channels. The ESN communication strategy also includes the secondary hashtag **#ErasmusGeneration** which can be used both stand alone and as part of a text.

In the table you can find an overview of all the official hashtags that are used in the communication of ESN:

Official Hashtags

#THISisESN #ErasmusGeneration

#ESNcountry #ESNsection

#StudentsHelpingStudents

Project Hashtags

#SOCIALImpactDAYS

#LeaveYourMark

#ESNcard

Wrong Hashtags

#thisisesn #thisisEsn #thisISesn

#ThisisESN #ThisisEsn #THISISESN ...

CORRECT USAGE OF THE LOGO

Safe Zone

The minimum distance around a logotype that must remain clear, unobstructed and untrimmed is called a safe zone.

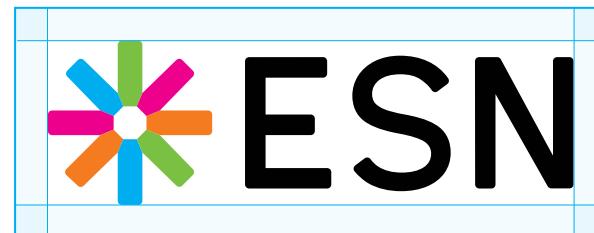
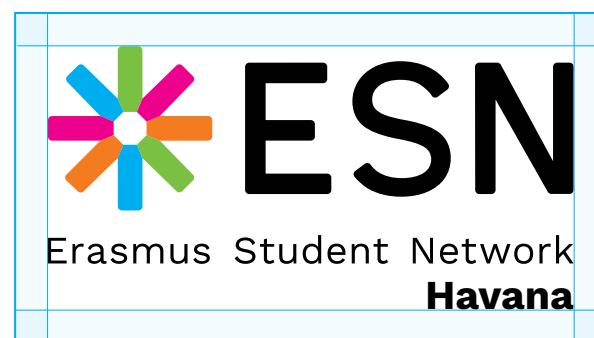
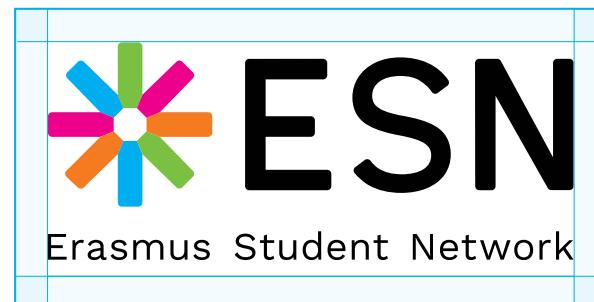
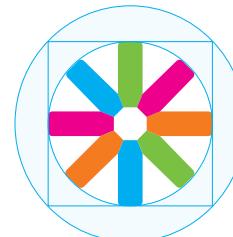
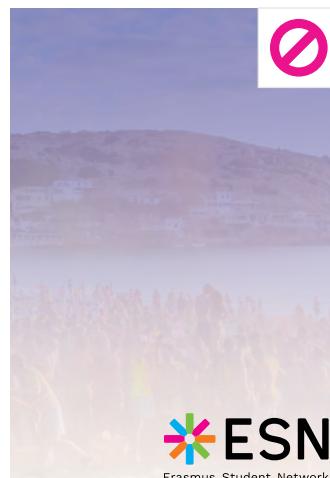
Safe zones ensure the legibility of a logotype, so don't hesitate to leave even more space around the logo. Let it breathe!

The ESN Logo and the ESN Star must have a safe zone around them, equal to the distance between the star and the "E" of the "ESN" acronym.

The ESN Star has a dedicated safe zone that is circular: to calculate it, inscribe the star in a square, and then the square in a bigger circle.

The safe zone must be respected in all cases, even when placing the logo or the star at the edge of a document or surface.

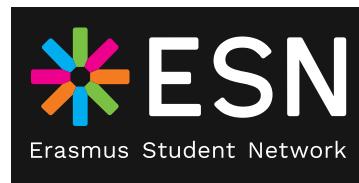
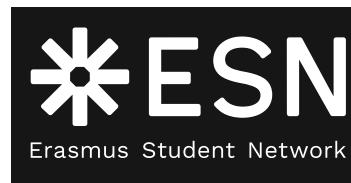
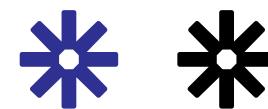
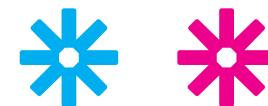
No other element must be inside the safe zone space.



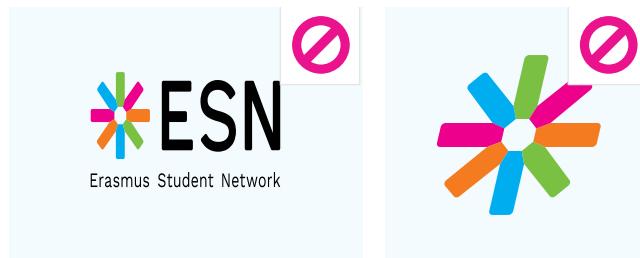
Secondary Logotypes

For maximum recognisability, it is preferred to use the full colour variant of the ESN logo & the ESN Star whenever possible.

In addition to the primary logotype, the ESN logo and the ESN Star can also be monochrome in the five ESN colours, black, and white.



Usage of the ESN Logotype & Star



Don't stretch, compress, warp or distort the logo in any way.



Don't rotate the logo.



Don't add effects (such as shadows, strokes, gradients, etc) on the logo.



Don't extrude the logo in 3D.



Don't use the logo in non-accepted colours.



Don't mix and match the accepted colour variations of the logotype.



Don't cut or use portions of the logo.



Don't use the logo as a cut-out or outline.



No extra elements can be incorporated in the logotype.



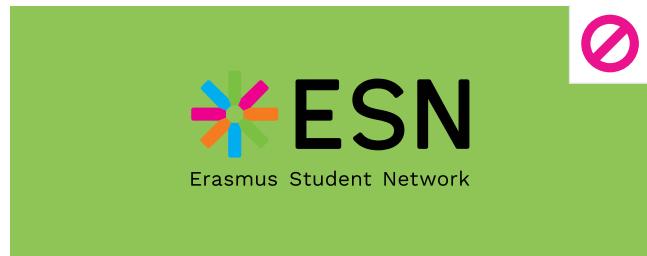
Don't use old versions of the logotype, including adding the old versions to merchandise.



Don't use the causes icons in your communication (internally or externally).



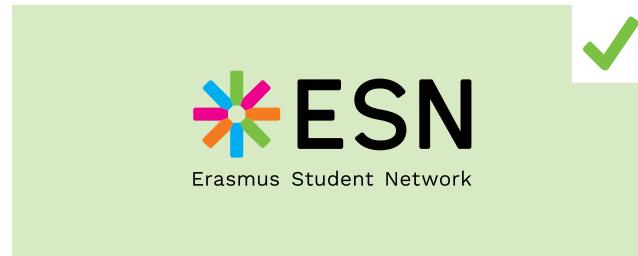
The background must not interfere with the legibility of the logo.



Every element of the logo must be legible against the background.



The ESN Star should not be used as decoration but instead as a single, stand-alone element.



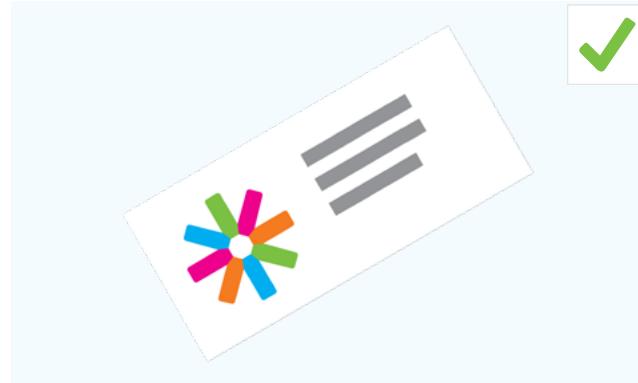
Branding Overload

If in a picture the logo is clearly visible on a flag or other merchandise, you can add a watermark if you want to, but it is not a must.



Avoid branding overload: **placing one logo or one star on a graphic design or document is enough** as the star is already in the logo. Also, do not use more than one star in a visual and avoid using several logos. If several parties are involved, please contact your National Communication Manager/National Board on how to proceed with the logo.

Application on Surfaces



Application on surfaces and/or contextual rotation are allowed as long as the logo is flat, fully visible and its perspective matches the perspective of the object on which it is placed.

How to use the logo in GIFs/Stickers/Filters

While using GIFs/Stickers/Filters in your online communication the same rules apply. Always be sure to respect the safe zone, and that every element of the logo/star is clearly visible against the background. Also, one ESN sticker is enough and avoids branding overload.

Logotypes for ESN Events

International Events



ERASMUS
GENERATION
MEETING
HAVANA

The logotypes for International events are generally provided by the International Board and are not requested from the Organising Committee. They follow this structure: an ESN Star on the left with the name of the event and the city on the right; the name of the city will adopt one of the ESN colours.

National Assemblies Logo



NATIONAL
PLATFORM
LOS ANGELES

It is recommended to follow the same structure as the logo for the international events for the logos of the National Assembly of your National Organisation. They follow this structure: an ESN Star on the left with the name of the event and the city on the right; the name of the city will adopt one of the ESN colours. You can request a logo for your National Assembly by contacting the Graphics Team [graphics-coordinator@esn.org].

National & Local Events



For logotypes of national or local events, it is recommended to have a logo where the custom element is displayed on the left side and where the name of the event is displayed on the right side, with every word on a new line. All words should be in black, written in capital letters. In the name of the event, it is recommended to place one ESN Star in order to include an element of ESN for recognisability. An ESN Star should be placed after a word where it looks aesthetically pleasing. For the font, it is recommended to use Kelson Sans.



If you would not like to have a custom element in your logo, you can also use the ESN Star on the left and the name of the event on the right, following the same rules as the logos for international events and National Assemblies. Lastly, for national and local events, the rules of the Visual Identity Manual apply as well.

If you would like to have a logo for your National- or Local event, please request them by the Graphics Team [\[graphics-coordinator@esn.org\]](mailto:graphics-coordinator@esn.org).

Pages for Events

If you are organising an event for ESN International, please do not create a new Social Media page for the event, but communicate through the existing pages.

For your own events, it is **highly suggested not to create new pages**. It is recommended to use the National Organisation/Sections page to promote internal- and external events to the target group of the event. This suggestion is made because you already have your audience on these pages, and you can improve the reach of your existing page. Otherwise, your message(s) might get fragmented.

Recurring Graphics

Section identity and singularity is ensured, since the logo itself displays the name of each section, and the recurring graphics can be used for merchandising and digital promotion.

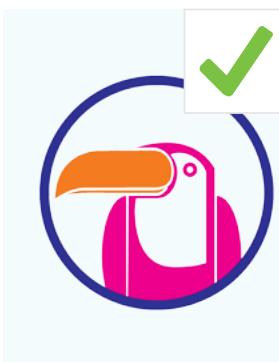
Each Section can use one or more recurring graphics (eg. custom element, mascot...) to emphasise its personal identity inside the Network and towards their student audience.

It is not required for a National Organisation/Section to have and make use of custom elements.

Recurrent graphics should not interfere with the recognisability of the official logo; they cannot be used as a logo or as a graphic that can be confused with a logo.

For these above reasons all the existing recurring graphics have to be updated in order to be compliant with the current visual identity.

- A recurring graphics may not include an ESN Star as part of it.
- A recurring graphics may not include the “ESN” acronym nor the descriptor of the section as a part of it.
- A recurrent graphic (except mascots) must display at least one of the ESN colours.



You can use your recurrent graphics and themes connected to them in order to create the branding of your section, with respect to the branding of our Network as a whole.



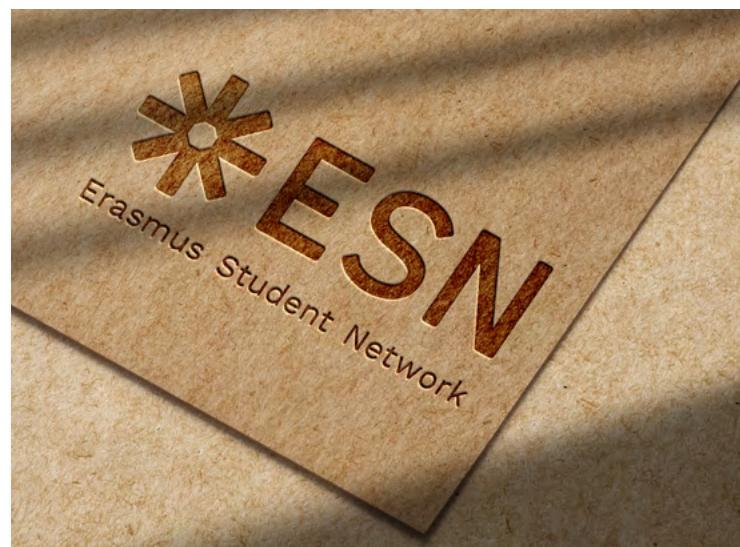
MATERIAL & MEDIA GUIDELINES

Merchandising



The ESN logotype and the ESN Star can be used on merchandising, respecting our corporate identity and the rules of this manual.

When applied on merchandise, the ESN logo must be fully legible. In case of specific materials that can decrease the readability of the smaller typography, the simplified version of the logo must be used.



The merchandise fabric can be in any colour as long as our corporate identity is respected. ESN colours should still be the preferred choice and at least one of them should be used.

All materials can be used for merchandise as long as they **do not interfere with the safe zone**. This concerns mainly the continuity of the material without any holes; choose plain materials. Engravings can be done on any material (e.g. wood or metal) as full engravings (no outline!) and do not need to be coloured. Should the engraved logo be coloured, use our official ESN colours and logotypes.

Remember to use the ESN colours and typography to make sure that your merchandise can easily be associated with ESN and therefore with our Network's Mission, Vision and Values.



Photography

Content of Photographs

All photo or video material related to ESN should not contain any material or scenes that may be considered inappropriate or which could negatively affect the image of the network.



It is **strictly forbidden** to depict: nudity, drunkenness, vandalism, racism as well as any other indications of intolerance or discrimination against our common values.

Watermarks

When using a watermark on your photos, make sure that the logotype is clearly visible against the background.

The watermark should be placed in the bottom right corner of the photo.



Videography

Video Guidelines

When filming for media that is primarily viewed vertically (like Instagram or Facebook Stories etc.) you should film vertically.

In order to keep ESN videos looking professional, one can follow these recommendations:

- Resolution of at least 1080p (1920×1080px)
- Filmed horizontally
- 16:9 aspect ratio
- Added subtitles

At the end of the video, as well as in the description field, it is recommended to insert credits that include:

- The creators of the video
- The ESN Section and/or Country
- The title and author of the song used
- The link for further information

Music in videos

It is not allowed to use copyrighted music in ESN videos, unless you have written permission from the author. It is recommended to use copyright-free music.



Animations

The ESN Logo, if used in animation for the purpose of a video or GIF, must be shown in its original unaltered form at the end of the animation for at least 1 second.

If you would like to have a personalised horizontal or vertical ESN intro video for your National Organisation/Section, please contact the Video Team [video-coordinator@esn.org].

When creating 3D panorama videos remember to keep the logo in the centre or front view.

Alcohol

When it comes to alcohol, **depicting drunkenness is forbidden.** However, this does not imply that it is completely forbidden to have photos/images with alcohol. There is a certain flexibility when it comes to alcohol. The general rule of thumb is, the design and its elements, and published images **should not be encouraging the use of alcohol, or have alcohol as the main focus.** Thus, alcohol is allowed in photos as long as it is not the main element or as long as the image conveys the overall idea of fun in company without excess of limits.

For further information about alcohol or any other sensitive topic, please check out the Sensitive Issues Manual.

If you are not sure whether your photo(s)/design(s) that contains an element of alcohol is allowed, please contact the Corporate Identity Team [ci-team@esn.org].

ESN Brand Package



The International Board, with the assistance of the ESN Communication Committee, maintains the ESN Brand Package.

The package includes the ESN logo and fonts, presentation templates, newbie documents, informative material, and graphic templates for the Sections. The ESN Brand Package is reviewed on a constant basis.

You can always find the most up-to-date version on the [ESN Wiki](#).



FURTHER INFORMATION

Tracking Changes

May 2020

Sabina Achim - International Board 2019/2020

Patrick Predella, Federico Bettin, Niccolò Marchello, Lemonia Moraiti,

Manuel Ángel Reyes, Kit Schofield - Visual Identity Manual Task Force 2019/2020

October 2020

Sabina Achim - International Board 2020/2021

Added another secondary logotype version after the VIM Amendment approved by AGM 2020

February 2023

Nikolina Đurić - International Board 2021/2023

Federico Bettin, Ivona Galić, Lina Mohorić, Marta Fonseca, Nadine Schlehofer, Niccolò

Marchello, Sarah Expósito Ragaigne - Visual Identity Manual Task Force 2022/2023

