FROM ERASMUS TO ERASMUS+ A STORY OF 30 YEARS

Erasmus+
Enriching lives, opening minds.

VISUAL GUIDELINES

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HELPDESK CONTACT

For any concern or question about the use of the graphic elements, please contact:
erasmusplus@iservice-europa.eu

1. USEFUL TECHNICAL INFORMATION FOR THE USE OF THE CHARTER

The ERASMUS+ campaign components have been designed in order to be adapted using the Adobe suite tools, mainly InDesign but also Photoshop and Illustrator. If the user does not have the CC2017 version, please note that the layout templates are also available in the universal IDML format.

CAMPAIGN COMPONENTS

The files related to the graphic elements of the campaign (CAMPAIGN COMPONENTS) have been designed in all 24 languages. The logotypes are saved in Illustrator's .ai format and are vectorised. Under no circumstances can they be modified.

The CAMPAIGN COMPONENTS file contains the following elements:
— 01-Logotypes : Erasmus+ 30 years logotype / Erasmus+ 30 years logotype without background / Erasmus+ logotype with tagline positif / Erasmus+ logotype with tagline negatif
— 02-IllustrationBackgrounds
— 03-Fonts : Karbon and UBUNTU fonts
🖹 01-CampaignComponents

HOW TO CHANGE THE LANGUAGE OF THE CAMPAIGN COMPONENTS

Each language version is listed under a tab that can be activated/disactivated in InDesign.
To change the language of the campaign components, it is recommended to follow these instructions:

1. — Select the file in the InDesign document.
2. — Choose Object > Object Layer Options.
3. — To view a preview of the image, select Preview.
4. — (Photoshop PSD files only) If the image contains layer comps, choose the layer comp you want to display from the Layer Comp pop-up menu.
5. — Do one of the following:
     > To open or close a layer set, click the triangle to the left of the folder icon.
     > To hide a layer or layer set, click the eye icon next to the layer or layer set.
     > To display the layer or layer set, click the empty eye column next to the layer or layer set.
     > To display only the content of a particular layer or layer set, hold down Alt (Windows) or Option (Mac OS) while clicking its eye icon. Hold down Alt or Option and click the eye icon again to restore the original visibility settings of the other layers.
     > To change the visibility of multiple items, drag through the eye column.
6. — Set the Updating Link Options as desired:
     > Use Layer Visibility: Matches the layer visibility settings to those of the linked file when you update the link.
     > Keep Layer Visibility Overrides : Maintains the layer visibility settings as they were when the file was originally placed.
7. — Click OK.

These instructions are available under "Set layer visibility for AI, PSD, PDF, and INDD files", of the Adobe Help page: > https://helpx.adobe.com/indesign/using/placing-graphics.html

2. **TYPOGRAPHY**

Please use Karbon for all communication materials.

01-CampaignComponents > Fonts > KARBON

KARBON • Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

KARBON • Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

KARBON • Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

KARBON • Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

In case you do not have the required characters to use in your national language (Bulgarian or Greek), we suggest you use **UBUNTU** instead.

01-CampaignComponents > Fonts > UBUNTU

UBUNTU • Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

UBUNTU • Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

UBUNTU • Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

UBUNTU • Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

3. CAMPAIGN COMPONENTS

A3 visual

Erasmus+ 30 years logotype

01-CampaignComponents > ErasmusPlus-30years-ALL.ai
> in 24 languages
> without background

VON
ERASMUS
ZU
ERASMUS+
30 JAHRE
ERFOLGSGESCHICHTE

Erasmus+
Neue Perspektiven, Neue Horizonte.

#ERASMUSPLUS
EC.EUROPA.EU/ERASMUS30

10 mm

10 mm

10 mm

10 mm

Erasmus+ logotype with tagline

01-CampaignComponents
> ErasmusPlus-Logo-ALL-vector.ai
> in 24 language
> in negative

Illustration

01-CampaignComponents > Backgrounds
> ErasmusPlus-Illustration-White.ai

Background
Illustration

C 100 · **M** 90 · **Y** 27 · **K** 11
Opacity 50 %

These A3 visuals exist in 24 languages and are available in InDesign CC 2017 or IDML.
02-KeyVisuals-A3

4. COLOURS AND GRADIENTS

C 8 · M 100 · Y 21 · K 0
R 215 · G 0 · B 106

C 0 · M 69 · Y 79 · K 0
R 235 · G 109 · B 59

C 100 · M 0 · Y 0 · K 0
R 158 · G 224 · B 0

C 100 · M 90 · Y 27 · K 11
R 1 · G 52 · B 36

C 71 · M 46 · Y 15 · K 65
R 39 · G 59 · B 84

15 %

40 %

VON
ERASMUS
ZU
ERASMUS+
30 JAHRE
ERFOLGSGESCHICHTE

Erasmus+
Neue Perspektiven, Neue Horizonte.

#ERASMUSPLUS
EC.EUROPA.EU/ERASMUS30

0 % C 8 · M 100 · Y 21 · K 0
R 215 · G 0 · B 106

40 %

0 % C 0 · M 69 · Y 79 · K 0
R 235 · G 109 · B 59

70 % C 100 · M 90 · Y 27 · K 11
R 1 · G 52 · B 36

68 %

0 % C 100 · M 0 · Y 0 · K 0
R 158 · G 224 · B 0

5. DO'S AND DON'TS
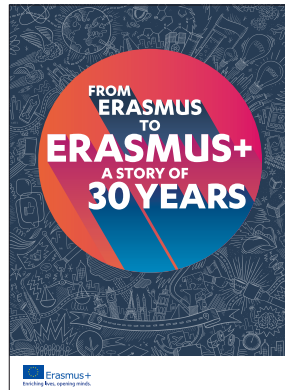
The opacity of illustrations cannot be modified (50 % opacity required)

The background colour cannot be modified

Illustrations cannot be removed

The colour of the logo cannot be modified

Tagline cannot be removed

The size of the illustrations cannot be highly altered

6. LEAFLET EXAMPLE

This template exists in 4 languages (DE, EN, ES, FR) and is available in InDesign CC 2017 or IDML.

📄 04-Leaflet

JOIN THE 30TH ANNIVERSARY CELEBRATIONS!

30

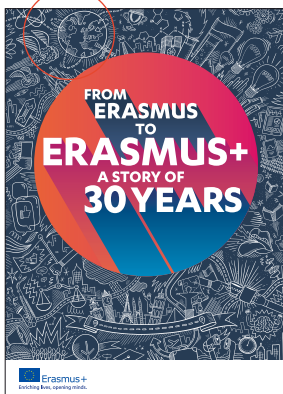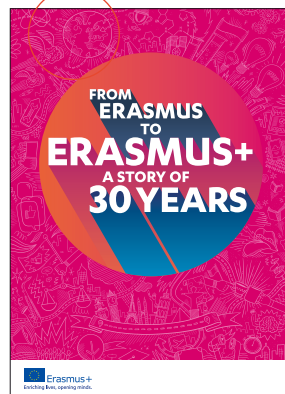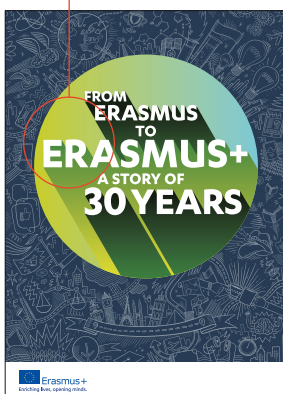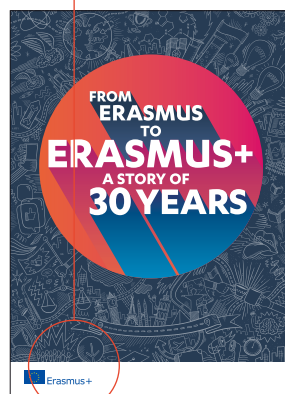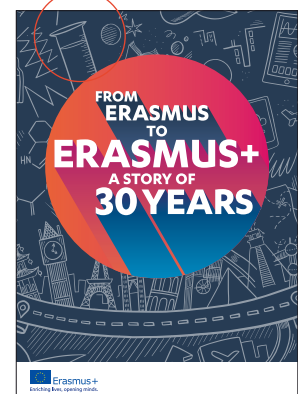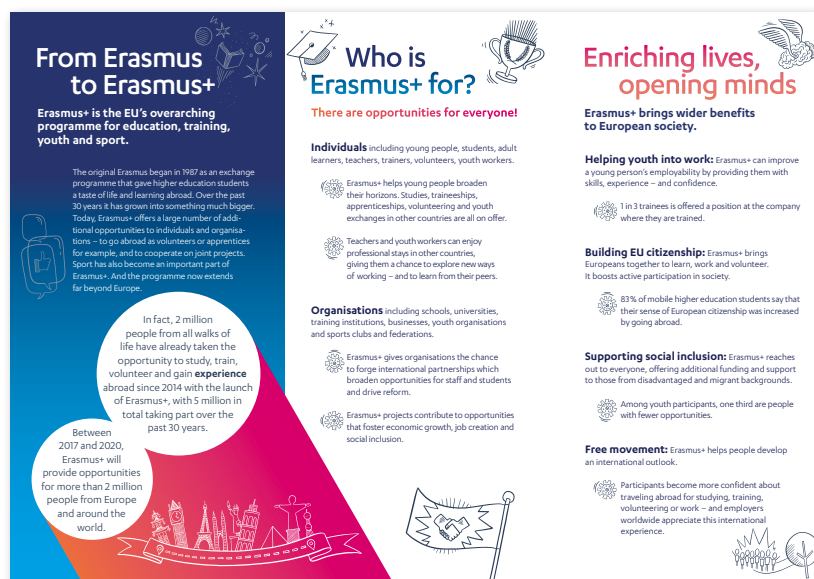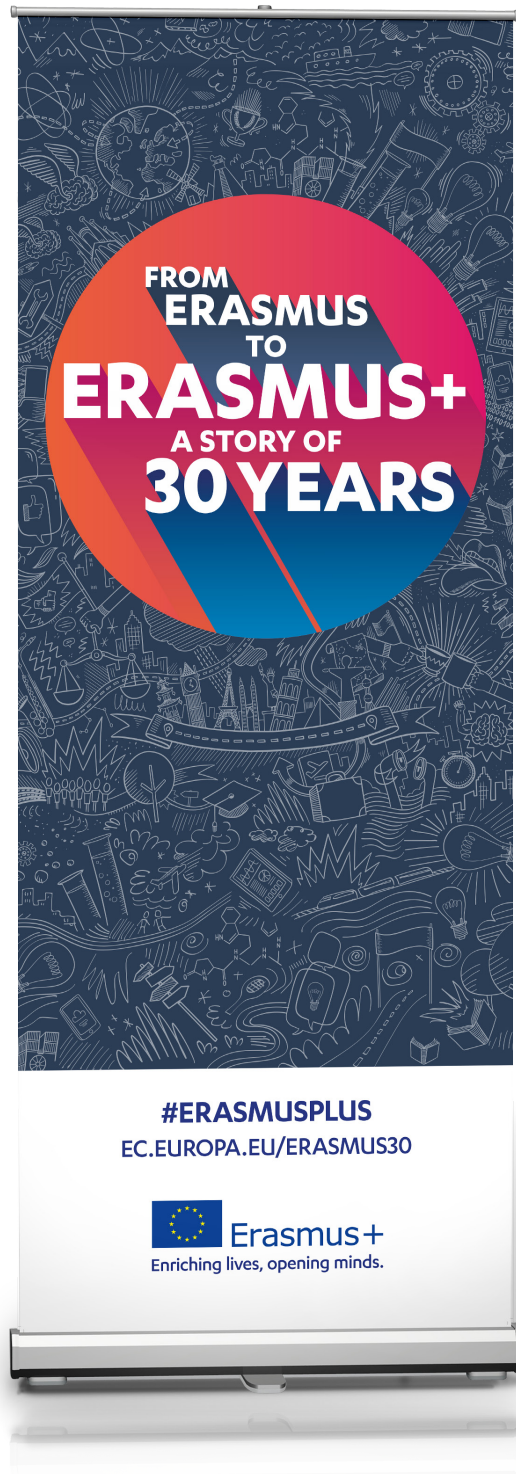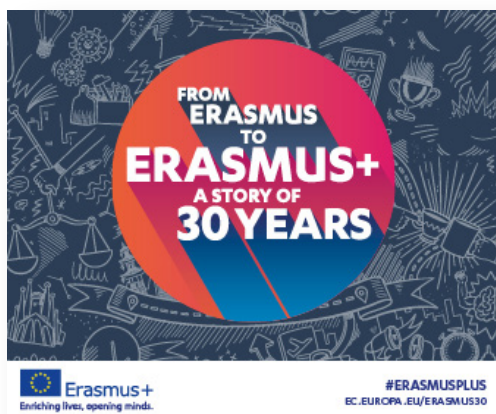2017 is marked by a year-long campaign to showcase the achievements and impact of Erasmus+. Events will be held at European, national and local level – and there will be competitions to enter throughout the year. The celebrations kick-off in January in various cities across Europe. Other ceremonies during 2017 promise to highlight what Erasmus+ offers in areas such as language learning, adult education, traineeships, volunteering… and much, much more.

Follow us and be a part of the conversation!

ec.europa.eu/erasmus30

f ✉

#ErasmusPlus

Erasmus+
Enriching lives, opening minds.

Get Involved!
Have you or your organisation benefitted from Erasmus+? If so, we would like to hear from you. Use the Erasmus+ website and social media to share your experiences and inspire others! We believe the Erasmus+ generation holds the future of Europe in its hands. That's why we are also looking for your ideas on how the EU should evolve! Tell us what you want and how we can make it happen together.

FROM ERASMUS TO ERASMUS+ A STORY OF 30 YEARS

From Erasmus to Erasmus+

Celebrating 30 years of enriching lives and opening minds

From Erasmus to Erasmus+

Erasmus+ is the EU's overarching programme for education, training, youth and sport.

The original Erasmus began in 1987 as an exchange programme that gave higher education students a taste of life and learning abroad. Over the past 30 years it has grown into something much bigger. Today, Erasmus+ offers a large number of additional opportunities to individuals and organisations – to go abroad as volunteers or apprentices for example, and to cooperate on joint projects. Sport has also become an important part of Erasmus+. And the programme now extends far beyond Europe.

In fact, 2 million people from all walks of life have already taken the opportunity to study, train, volunteer and gain **experience** abroad since 2014 with the launch of Erasmus+, with 5 million in total taking part over the past 30 years.

Between 2017 and 2020, Erasmus+ will provide opportunities for more than 2 million people from Europe and around the world.

Who is Erasmus+ for?

There are opportunities for everyone!

Individuals including young people, students, adult learners, teachers, trainers, volunteers, youth workers.

- Erasmus+ helps young people broaden their horizons. Studies, traineeships, apprenticeships, volunteering and youth exchanges in other countries are all on offer.

- Teachers and youth workers can enjoy professional stays in other countries, giving them a chance to explore new ways of working – and to learn from their peers.

Organisations including schools, universities, training institutions, businesses, youth organisations and sports clubs and federations.

- Erasmus+ gives organisations the chance to forge international partnerships which broaden opportunities for staff and students and drive reform.

- Erasmus+ projects contribute to opportunities that foster economic growth, job creation and social inclusion.

Enriching lives, opening minds

Erasmus+ brings wider benefits to European society.

Helping youth into work: Erasmus+ can improve a young person's employability by providing them with skills, experience – and confidence.

- 1 in 3 trainees is offered a position at the company where they are trained.

Building EU citizenship: Erasmus+ brings Europeans together to learn, work and volunteer. It boosts active participation in society.

- 83% of mobile higher education students say that their sense of European citizenship was increased by going abroad.

Supporting social inclusion: Erasmus+ reaches out to everyone, offering additional funding and support to those from disadvantaged and migrant backgrounds.

- Among youth participants, one third are people with fewer opportunities.

Free movement: Erasmus+ helps people develop an international outlook.

- Participants become more confident about traveling abroad for studying, training, volunteering or work – and employers worldwide appreciate this international experience.

7. ROLL-UP EXAMPLE

This roll-up visual exists in 24 languages and is available in InDesign CC 2017 or IDML.

📄 03-Roll-ups

8. WEB BANNER EXAMPLES

We have created a special version of the background to use on horizontal and particular sizes.

🗋 01-CampaignComponents > Backgrounds > ErasmusPlus-Illustration-web.ai

🗋 04-WebBanners

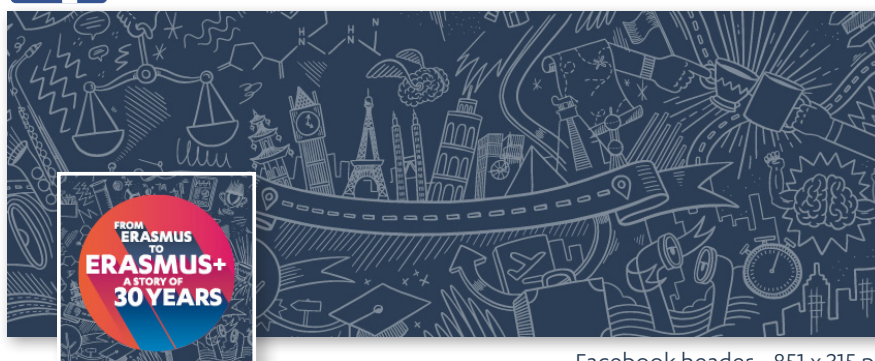Standard banner - 336 x 280 px

Standard banner - 728 x 90 px

Profile picture - 400 x 400 px

Twitter header - 1500 x 500 px

Profile picture - 180 x 180 px

Facebook header - 851 x 315 px
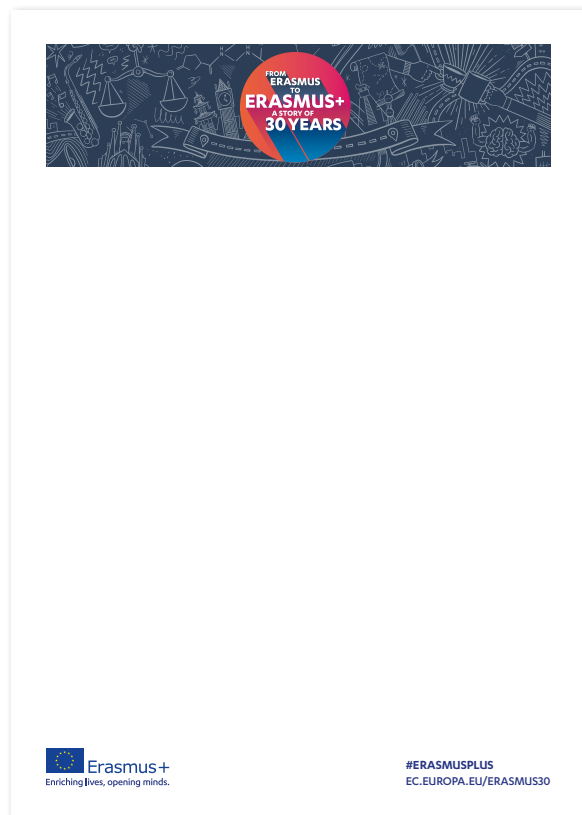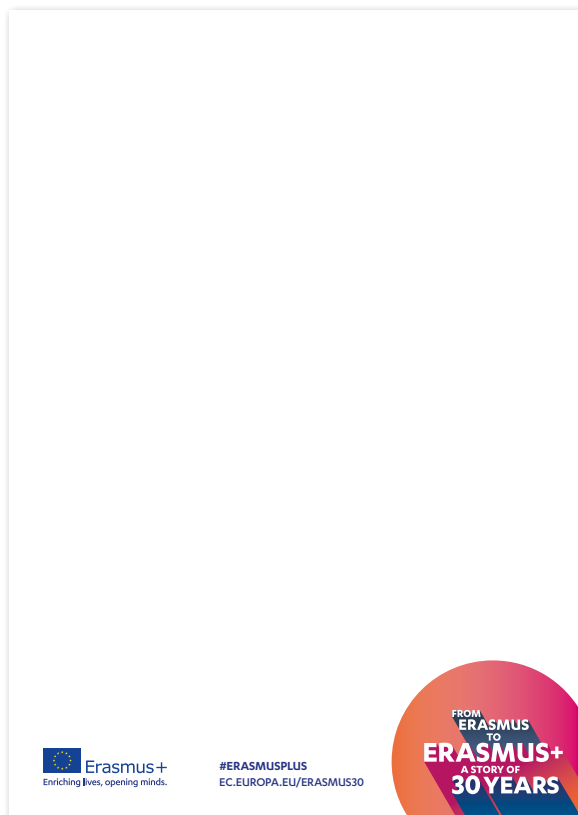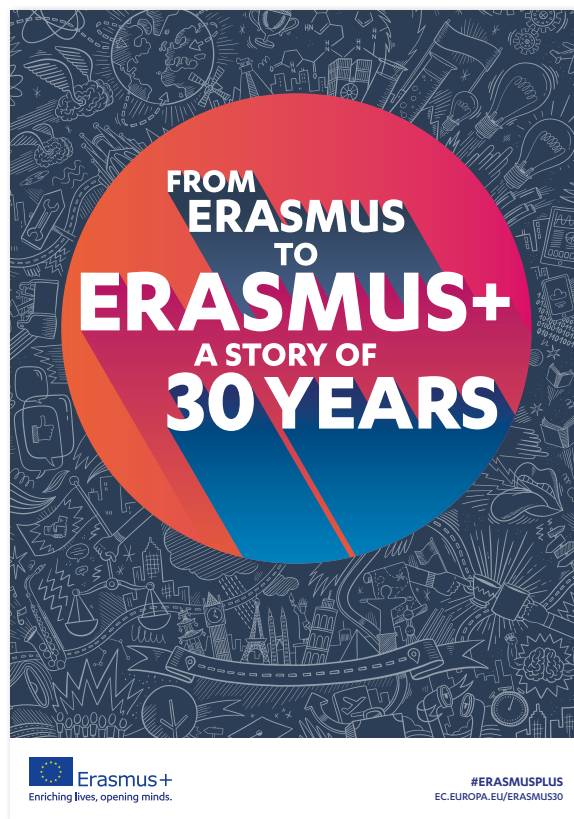
9. WORD TEMPLATE

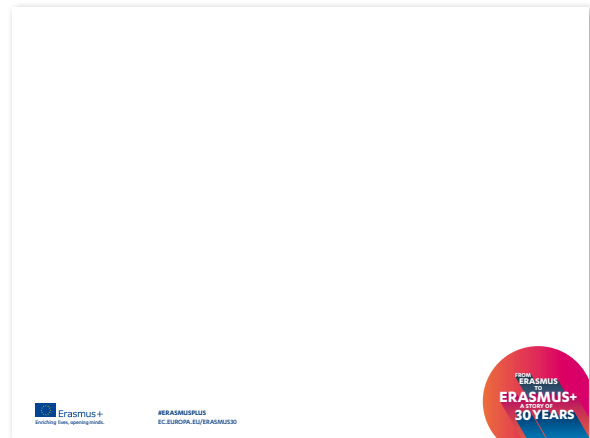

These templates are available in Word format.
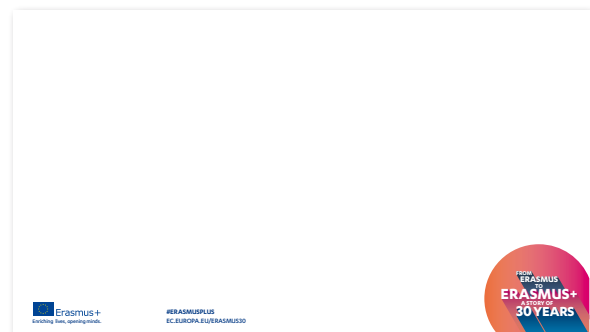
📄 06-WordTemplate

10. POWERPOINT TEMPLATES
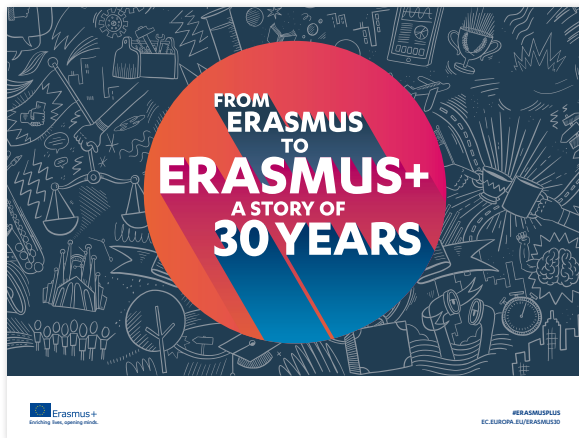
4/3 powerpoint template.
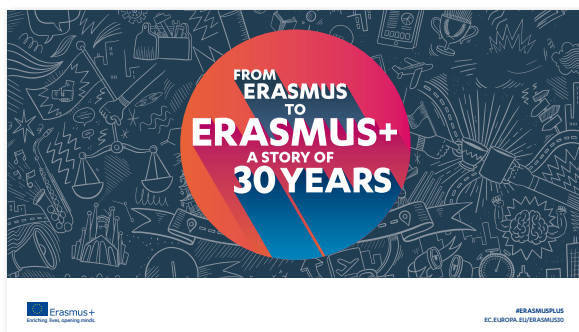
16/9 powerpoint template.

The following colours can be used in the background:

C 8 · **M** 100 · **Y** 21 · **K** 0
R 215 · **G** 0 · **B** 106

C 0 · **M** 69 · **Y** 79 · **K** 0
R 235 · **G** 109 · **B** 59

C 100 · **M** 0 · **Y** 0 · **K** 0
R 158 · **G** 224 · **B** 0

C 28 · **M** 0 · **Y** 0 · **K** 0
R 192 · **G** 231 · **B** 248

These templates are available in PowerPoint format.

  07-PowerPointTemplates