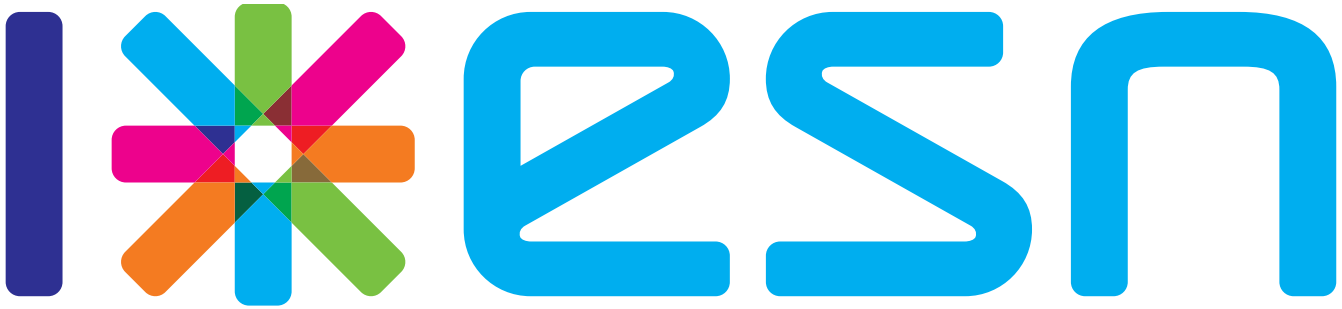


Visual Identity Manual

As approved at AGM Maribor 2013

.ESN C.I.

.THE LOGO

.THE STAR

.NETWORK

.ADAPTATION

INDEX

.Index

.Corporate Identity
3 Introduction
4 General Information
5 Mission, Vision, Values

.Logo
6 Logo and Description
7 Non-Infringement Area
8 Coor Scheme
9 Typography
10 Incorrect usage
11 Alternative ESN Logo

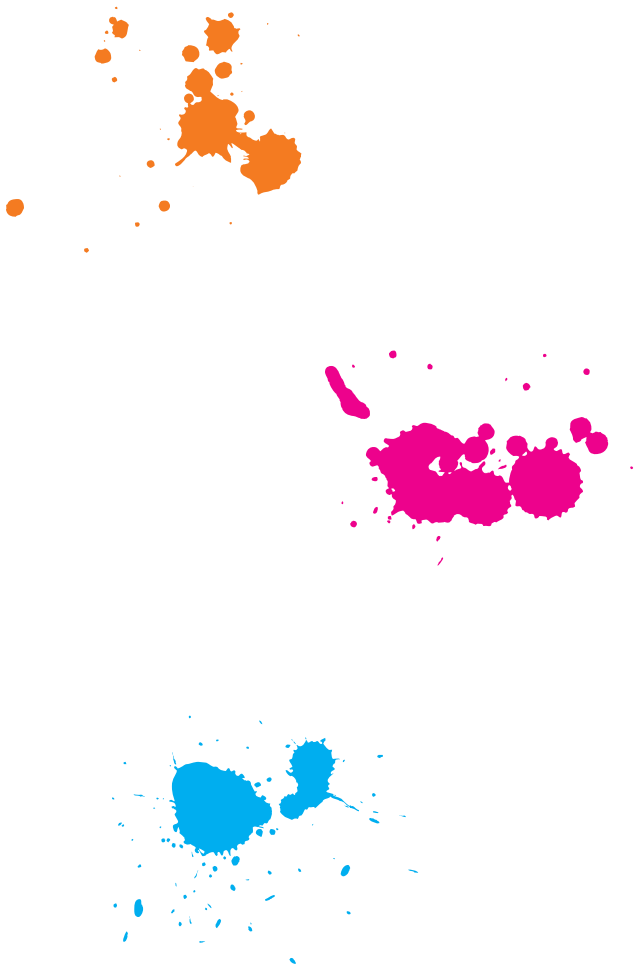
.Star
13 The ESN Star
14 Use of the Star
16 Incorrect usage
17 Effects & Special Design
18 Alternate Usage

.Network
19 Country logo
20 Section logo
22 Events & Projects

.Examples and Adaptation
23 Graphic Material and Digital Package
24 Adaptations, PR Material and Publications

.ESN C.I.
.THE LOGO
.THE STAR
.NETWORK
.ADAPTATION

Introduction



Visual Identity Manual

Welcome to the official guidelines of the ESN Corporate Identity.

In this manual you will find all the necessary information to properly use our logo and understand the concept and the story behind it.

The idea of having an exhaustive and detailed Manual concerning our Corporate Identity and its use is easily understandable: it's something that was missing.

ESN is a pan-European organization, therefore the use of its main symbol, the logo, must be used correctly. By this manual we give you the tools to do so. Should there be any question marks concerning the usage you are always welcome to contact the Communication Committee - Corporate Identity Team or your National Representative.

The Visual Identity Manual will guide you through the story of our Corporate Identity, information and examples of use and misuse of both ESN Logo and ESN Star, suggestions tips and detailed explanation on how to get the best out of our Visual Identity.

Enjoy it!

The International Board
of the Erasmus Student Network

General Information

General Information

The elements of the design that ESN adopted on June 1st 2006 are based upon the research and the project developed in the period September - December 2005 by the Board and Evert Ypma. Koeweiden Postma, Dutch-leading design agency based in Amsterdam, concluded the implemented of the new Corporate Identity.

The new design was presented, discussed and approved at the AGM Krakow 2006 with this result: out of 131 sections present or delegated, 81% were in favour while 12% voted against (7% abstaining).

ESN has its logo registered at the EU Copyright Office, so that no unauthorised third parties can use it, or interfere with the owner's use of it. If rights in relation to a logotype are correctly established and enforced, it can become a valuable intellectual property asset. The ESN logo is unique by the combination of the design of the name and form, which combined constitutes the ESN logo. This means that image and text are inseparable.

Trademark Information

Trademark name: i*esn INTERNATIONAL EXCHANGE ERASMUS STUDENT NETWORK
Trade mark No: 005087853
Trade mark basis: CTM
Date of receipt: 19/05/2006
Nice Classification: 35, 36, 41
Trade mark: Individual
Type of mark: Figurative
Vienna Classification: 24.17.3
Acquired distinctiveness: No
Status of trade mark: Registered
Renewal due by 19/05/2016

Mission
Vision
Values

Mission, Vision, Values

The values represented 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

The ESN Star, which is a logo of ESN itself, represents the ESN Members standing (but also dancing) in a circle, as they were holding each other's hands, supporting and helping each other. They are different (four colours, and length) but unite and united they stand, in cooperation, which literally means "operating in concert".

The eight branches of the star, that represent also the Sections of the Network, do not have a centre, but rotate together and are partially overlapping: in such overlapping areas, their identity, what they are (the colours) merge, similarly to what happens when integration takes places in friendship and respect.

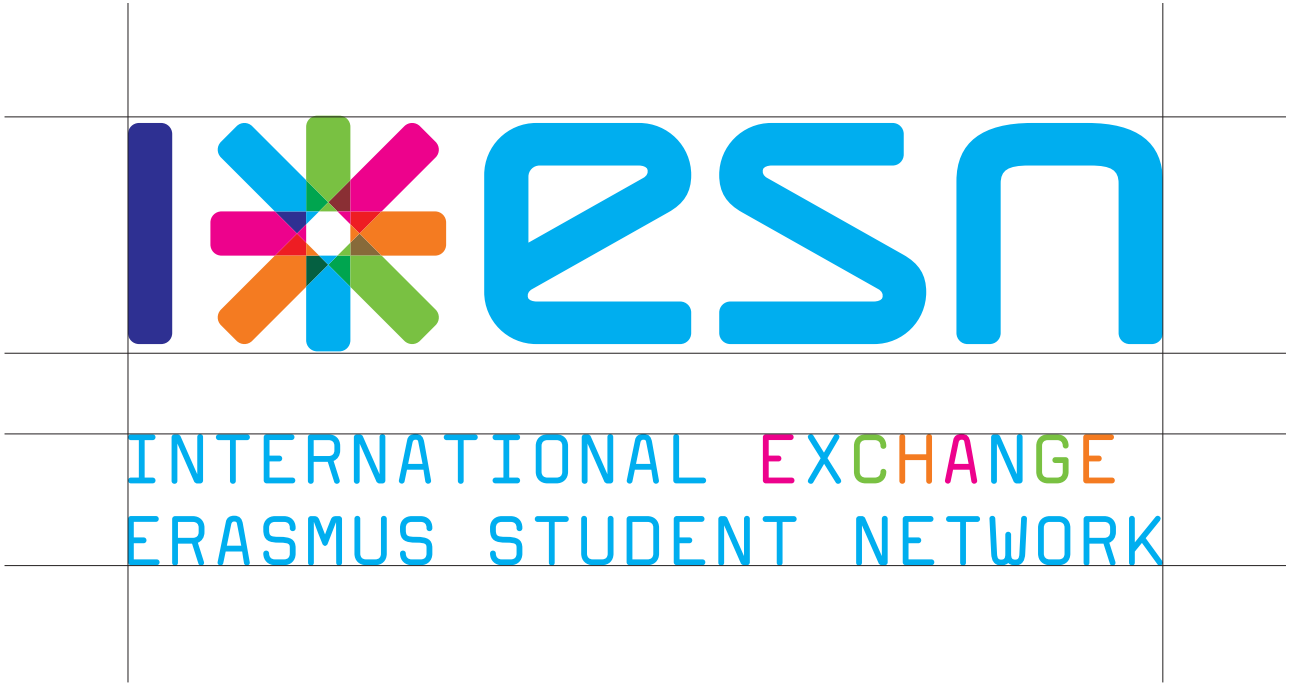
The word I*ESN evidently keeps the acronym of our name, in cyan, while connecting it to a capital "I" (in different and stronger colour) which stands both for "International" and, in a bizarre and obvious way, also for the first person singular (I = me, I= International).

To connect the I (both as International and as a subject) with ESN is the star: by playing with the double meaning of the acronym I*ESN, hence, the star becomes a symbol of the exchange itself, that brings into relation the network, ESN, with the individual ("I") and the International aspect of the life.

In the explanatory text "International Exchange Erasmus Student Network", it includes all what the network is in a synthetic way: while keeping the official name of the network in one line and in one colour ("Erasmus Student Network"), it is claimed also the support ESN brings to the International Exchange Students that throughout Europe are studying not with the Erasmus Programme.

"Exchange", finally, recalls the colours of the stars and assumes the role of explanation.

Logo and Description



Disclaimer

The design of the logo of ESN and its conditions of usage are STRICTLY defined in an agreement between ESN AISBL and Koeweiden Postma, author of the logo.

It's NOT allowed to cut any part or MODIFY this logo unless stated clearly in the this manual.

Logo and Description

The logo of ESN is composed of the characters: I*ESN and is accompanied by the text explaining these characters: International Exchange Erasmus Student Network.

The font used for I and ESN is unique and cannot be reproduced.
The font used for the text International Exchange Erasmus Student Network is MagdaClean-Regular.
The Star of ESN is the symbol of the organisation and the only part which can be used separately,

Non-Infringement area

Minimum Size

Size (print)
W: 23 mm
H: 10 mm

Size (web)
W: 65 px
H: 28 px

Non-Infringement Area

The logo of ESN is unique and should not be confused with any other logo and design.
The Non-Infringement Area is the space that must be left free from any other element.

Background

The background has to be CLEAR and not confusing for the logo.
It's not allowed to have two colors in the background, but it's possible to use a light monochrome gradient or a transparent (5-10%) design, such the map of Europe.
To enhance the visual impact of the logo the best background is white or black.

Proportions

The ESN logo can be scaled to fit publications, PR material, flayers, etc.
However the proportions have to be always constant.

Although it is not recommended to use the logo in a too small format, as it would no longer be recognizable.

Color Scheme

ESN Pink
PANTONE DS PROCESS MAGENTA C
CMYK: 0, 100, 0, 0
RGB: 236, 0, 140
Web: # EC008C

Gradient

Monocromatic Harmony

ESN Cyan
PANTONE DS PROCESS CYAN C
CMYK: 100, 0, 0, 0
RGB: 0, 174, 239
Web: # 00AEEF

Gradient

Monocromatic Harmony

ESN Green
PANTONE 368 PC
CMYK: 57, 0, 100, 0
RGB: 122, 193, 67
Web: # 7AC143

Gradient

Monocromatic Harmony

ESN Orange
PANTONE 166 PC
CMYK: 0, 64, 100, 0
RGB: 244, 123, 32
Web: # F47B20

Gradient

Monocromatic Harmony

ESN Dark Blue
PANTONE DS 184-1 C
CMYK: 100, 100, 0, 0
RGB: 46, 49, 146
Web: # 2E3192

Gradient

Monocromatic Harmony

Palette & Color Scheme

The 5 colors of ESN are well represented in the ESN Logo and the ESN Star. The so called ESN colors are unique like the logo and CANNOT be altered.

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MagdaClean-Regular (Logo)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri (body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Cambria (Headings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Eurostile (Publications)

Typography

We consider two different typographies:

- Logo related
- Content related

The typography related to the logo is the font **MagdaClean-Regular** and it's the one used in the present manual.
The typography related to the content is the font used for documents of ESN such as Powerpoint Presentations, Word Documents, Brochures, etc.

For Powerpoint Presentations and Word documents we suggest the use of **Calibri** (body) and **Cambria** (Headings).

For all the publications of ESN, whenever possible, it's suggested the use of **Eurostile.**

Incorrect Usage

Incorrect Usage: Sizing

The logo MUST be used with the correct proportions. In both these cases the proportions of the width and length are not respected.

Incorrect Usage: Consistency

The logo MUST be used entirely, no elements can be separated. Only the Star can be used alone. Since either the text or the i is missing, these logo's are not in accordance with the CI.

Incorrect Usage: Effects

The logo MUST be used flat as it was designed originally.
Either shadow or adding a depth to the logo is not allowed.

Incorrect Usage: Colors/Strokes

The logo MUST use the ESN Colors as described in this Manual. Strokes cannot be used.
Adding a border, or changing the colors of the logo is a violation of the Corporate Identity.

Doubts?

If you have any doubts on your logo, either the one of your section, the one of a event you are organizing or simply not sure about the publication material you are preparing, feel free to contact the Board.

In particular, the Communication Manager and the Web Project Administrator are in charge of the Corporate Identity and can answer to your questions.
Communication Manager: communication@esn.org
WPA: wpa@esn.org

Alternative ESN Logo

Alternative Logo

The ESN Logo is unique in its form and colors, however some variations are allowed for special reasons such as production of PR material (e.g. sweaters) that requires a monocromatic logo.

The following alternative logos are THE ONLY ones ALLOWED and the guidelines concerning the incorrect usage are valid as well.

ESN Logo “Reverse”

ESN Logo “Grey Scale”

ESN Logo “Grey Scale - Reverse”

ESN Logo “all black”

ESN Logo “all white”

Availability

At least once a year The International Board sends a mail to the sections with the “Digital Welcome Package”, in which you will find the “Corporate Identity Package”.
The latest version of the package is always downloadable through the ESN Wiki (wiki.esn.org) or can requested via mail to the ESN Secretariat (secretariat@esn.org).

Alternative ESN Logo

Logo “ESN Pink”

Logo “ESN Cyan”

Logo “ESN Dark Blue”

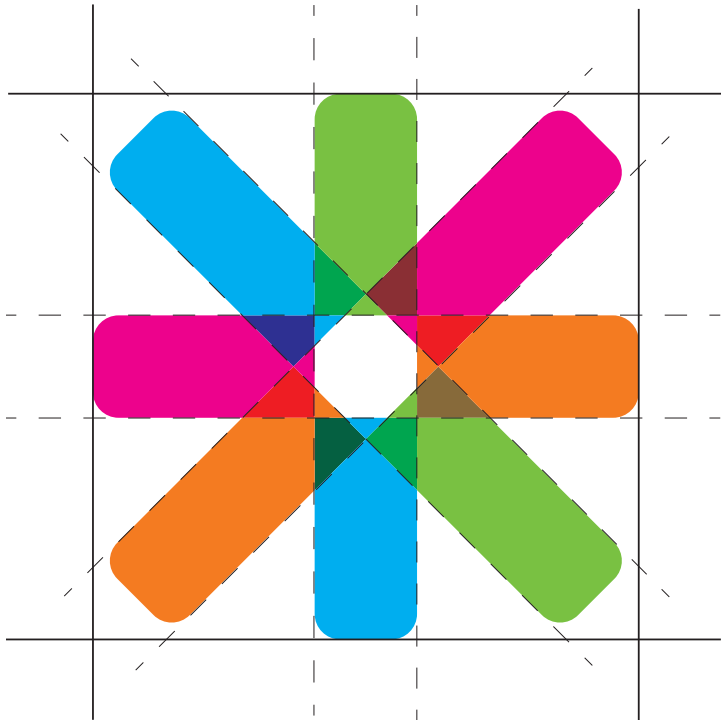
Logo “ESN Orange”

Logo “ESN Green”

Alternative Colors

During the AGM Maribor 2013 the ESN sections voted on new logo variations that allows using it entirely in one of the 5 official ESN colors: ESN Pink, ESN Cyan, ESN Dark Blue, ESN Green and ESN Orange.

The ESN Star



The ESN Star

The ESN Star is part of the ESN Logo and it's the only element that can be used separately.

General rules like maintaining the proportions are still applied, but some flexibility is introduced in its use.

The ESN Star uses the 4 main colours, but not the ESN Dark Blue. Moreover the different colors overlap as described in the mission, vision and values chapter of this manual.

Use of the Star

Use of the ESN Star

The ESN Star keeps the restrictions concerning SIZES and COLORS/STROKES. But can be adapted in different documents using only a part of it.

The ESN Star is an ideal graphic design for powerpoint presentations, backgrounds and all the visual material of ESN (local, national, international level).

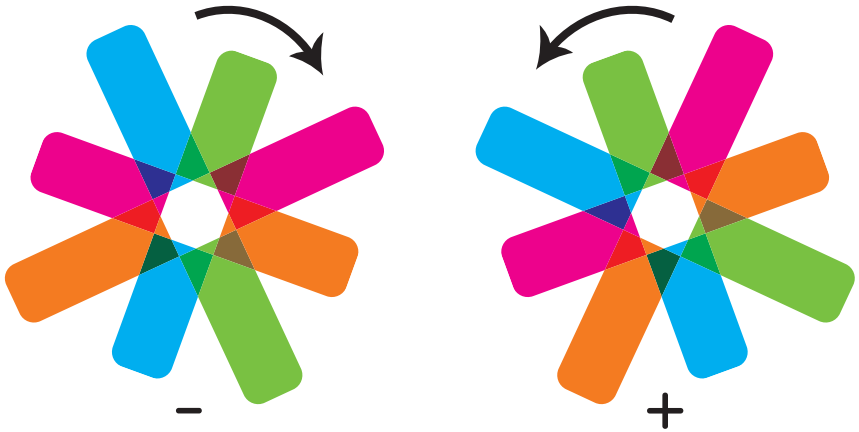
The main idea behind the use of the ESN Star is the RECOGNITION of the element.

Transparency

The ESN Star can be used with different levels of transparency. If it's used in a template (e.g. letterhead) a light transparency (15%) maintains the readability of the text.

75% 50% 15%

Rotate the STAR

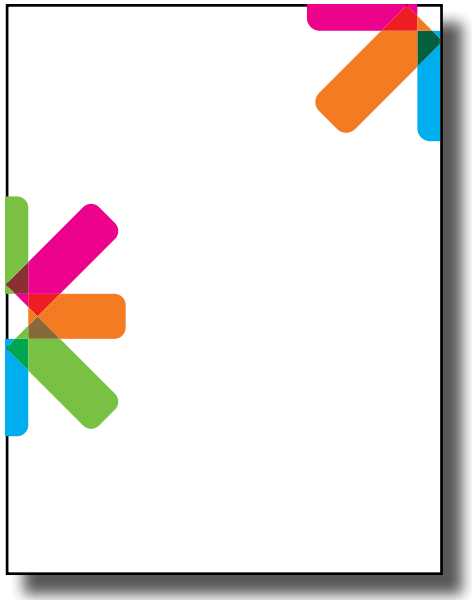


\- 20 degrees

\+ 20 degrees

The **maximum** allowed rotation of the ESN Star is 20 degrees. The reason for this limitation is that the order of the colors more be consistent.

Use of the Star



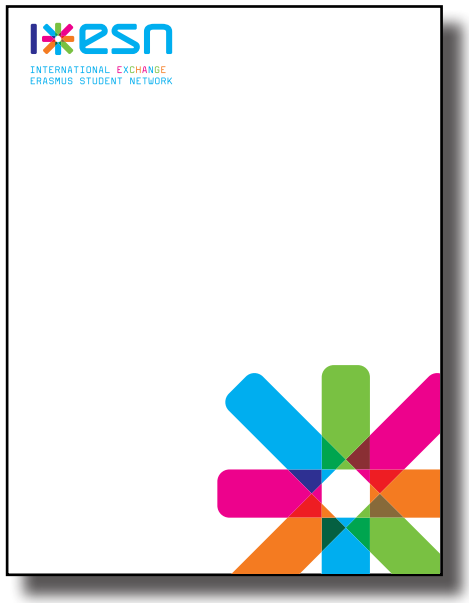
During the AGM Maribor 2013 the new change has been introduced.

The ESN Star (in all its variants) can now also be cut in portions that are **bigger than 50%** of it and used in the background of documents when the cut is performed by the **border of the document** itself.

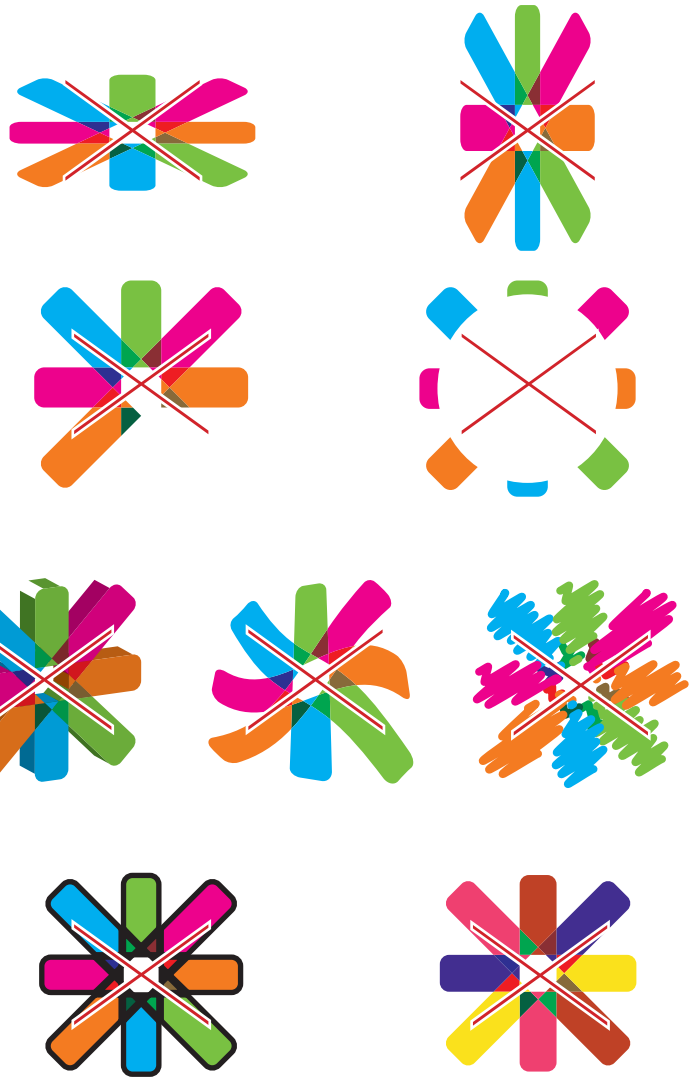
When applied in this manner, it is recommended that **another full ESN star is visible** somewhere else in the document, be it in the ESN Logo itself or as a full standalone ESN Star.

Portions of STAR

In a document (or publication, powerpoint template, etc) the STAR can be part of the background. The best way to use it is quarters (e.g. a **quarter in the angle** of the document or **half star on one of the sides**).



Incorrect Usage



Incorrect Usage: Sizing

The ESN Star MUST be used with the correct proportions. In both these cases the proportions of the width and length are not respected.

Incorrect Usage: Consistency

The ESN Star MUST be used entirely or using quarts of it (1/4 and 1/2) as better explained in the relevant part in this manual.

Incorrect Usage: Effects

The ESN Star MUST be used flat as it was designed originally. Some effects are allowed, you can find them in this guide.
Note: only the list of allowed effects mentioned in this guide are permitted.

Incorrect Usage: Colors/Strokes

The ESN Star MUST use the ESN Colors as described in this Manual. Strokes cannot be used.
Adding a border, or changing the colors of the Star is a violation of the CI.

Effects & Special Designs

Outer Glow

Shadow

ESNStar: Allowed Effects

The effects used on the ESN STAR MUST keep the original shape of the element.

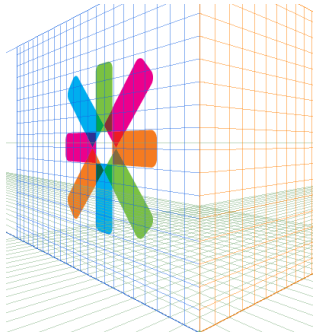
effects allowed:
- shadow
- outer glow

ESNStar: Direction

The ESN Star can be used with more than 20 degrees in case the reading direction of the whole image is different.
In this case, as the paper is inclined, also the ESN Star follows the same direction.

ESNStar: Perspective

The ESN Star can be used in perspective, but ONLY real perspective (e.g. the use of angle and shear are not allowed. The Perspective Grid Tool of Illustrator is the best solution).



Perspective

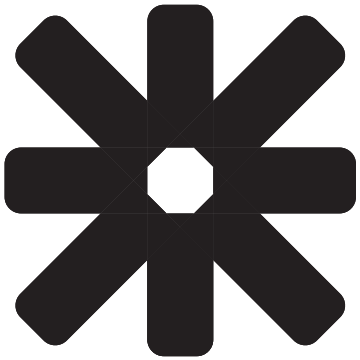
Special Designs

Sometimes the IB releases a “special design” of the ESN Star and it’s included in the welcome package, together with the other designs.

E.g.: A “Winter STAR”, “Satellite STAR”, etc.

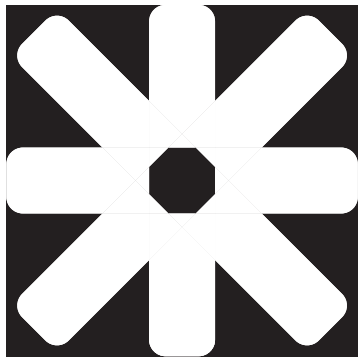
Some Special Designs are made for international publications such as eXpress and **their use is not allowed by sections and National Boards.**

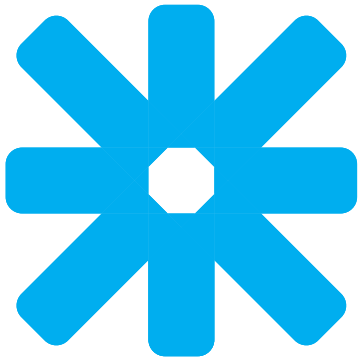
Alternate Usage

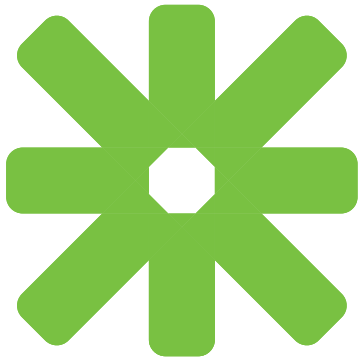


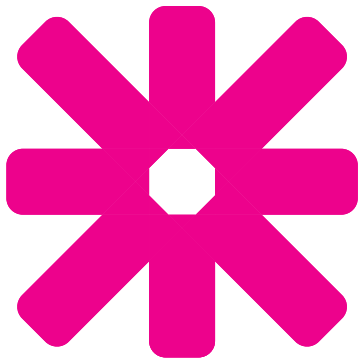
Alternate Usage

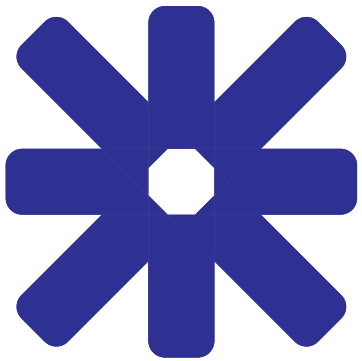
The same rules of the alternative ESN logo apply to the ESN Star.









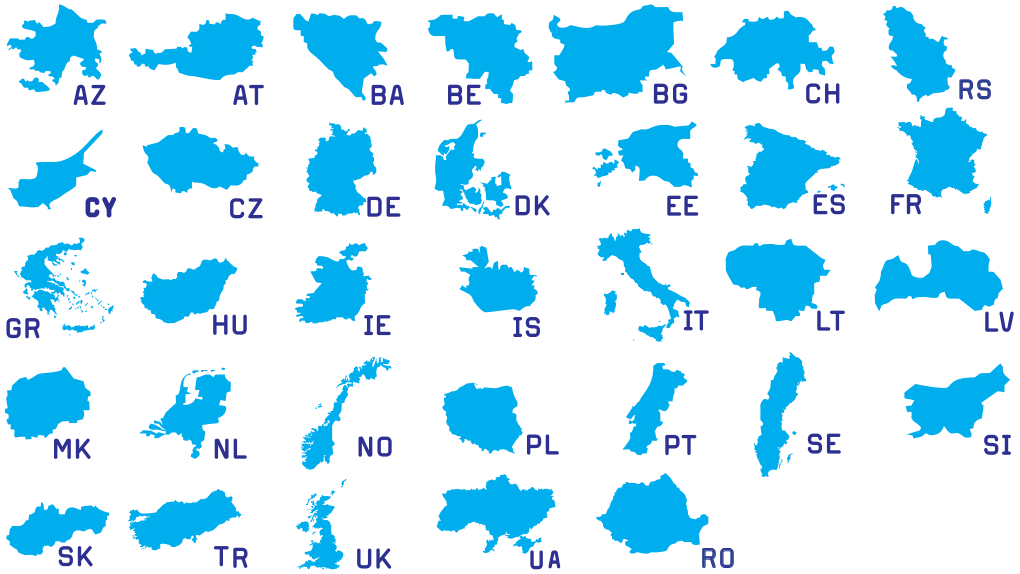


Country Logo

FI

INTERNATIONAL EXCHANGE
ERASMUS STUDENT NETWORK

Standard Country Logo (April 2011)



Country Logo

When a country joins the network, a standard country logo is created.

Any country can decide to have its own logo, but it MUST use the Corporate Identity and follow the present guidelines.

Section Logo

Standard Section Logo

The star is an easy symbol that can be used togther with your section name to make a logo.

As for the ESN Countries, the entire logo of ESN can be used as well, with the name of the section, or with another symbol (e.g. ESN-HYY Helsinki).

As accepted by the ESN sections during the latest changes in the AGM Maribor 2013, the local section logos are **recommended** to adhere to the following structure:

- **Left part:** shapes in the 5 ESN Colors that are within the area of an imaginary square which side length is the same as the height of the ESN Logo on the right part.
- **Vertical bar:** A vertical ESN Cyan bar which is slightly longer than the height of the ESN Logo onthe right part.
- **Right part:** The ESN logo.

As this is a recommendation, the left part can also be a rectangle with a width no longer than the width of the ESN Logo on the right part. Other structures are allowed but not recommended.

Section Logo

Other Section Logos

ESN welcomes the creativity of the sections and the use of personalized logo, but promotes as well the use of the Corporate Identity with the use of colors and/or the ESN Star.

Don't you have a logo?

...or maybe you wish to have a nicer one?
Contact the ESN Graphics Team to make a request at: **graphics@esn.org**

Doubts?

Not sure about your logo?
Ask the Corporate Identity Team of the ESN Communication Committee!
ci-team@esn.org

Events & Projects

Events & Projects

International Events and Projects are the “face” of ESN for our members and stakeholders.
Therefore they must be an example of correct use of the ESN Corporate Identity.

On the left it’s possible to see some examples.

If needed, the OC or the Coordinators, can contact the Graphics Team at graphics@esn.org and ask for advice or to make the entire logo.

Rules of the game

All the Logos of Projects and Official events of ESN International MUST be approved by the Board.

All the Logos of Projects and Official events of ESN International, as a minimum requirement, MUST have at least one of the following:
- 1 ESN Color
- ESN Star
- ESN Logo

.ESN C.I.
.THE LOGO
.THE STAR
.NETWORK
.ADAPTATION

Graphic Material, D.Package

Digital Welcome Package

At least once a year the Board sends a Digital Welcome Package to the sections. It includes presentation templates, newbie documents, informative material and graphic material for the sections.
The board reviews the Digital Welcome Package on an annual basis to decide the content.
To assure a wider choice to the sections, different versions of the same files are foreseen.
The sections are welcome to send their graphic material to the Communication Committee's Corporate Identity Team (ci-team@esn.org).

ESN AISBL C.I.

The letterhead and powerpoint templates of ESN have to be unique: the CNR votes on the approval of new powerpoint templates and letterheads.

All the designs of ESN (such as business cards, booklets, gadgets) are approved by the Board.

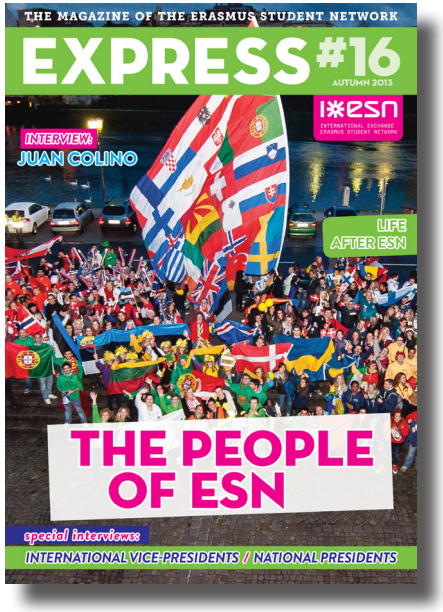
The Board is in charge of updating the Visual Identity Manual and of the designs of the current web projects such as Satellite, Galaxy, esn.org.

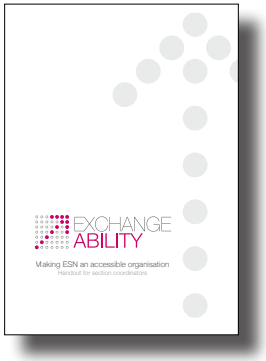
Adaptations
PR Material
Publications

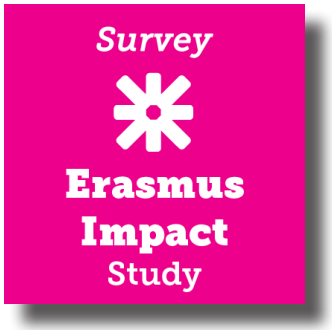
24 Visual Identity

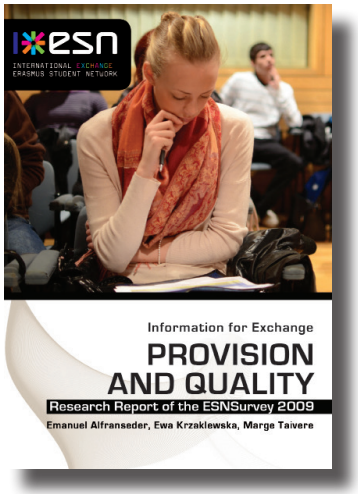
PR Material and Publications

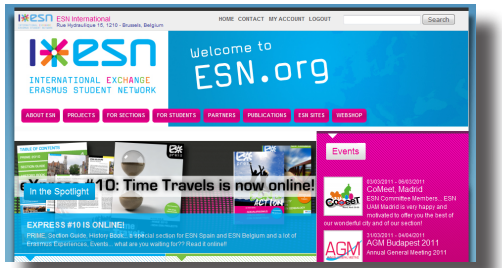
Examples of use in PR material and publications of the ESN Corporate Identity











Revisions&Changes

Marco La Rosa, Board 2010/2011. AGM Budapest 2011 (Creation & Approval)
Robert Klimacki, Board 2013/2014, AGM Maribor 2013 (Approved changes)

Contacts

ESN Corporate Identity Team
Communication Committee
ci-team@esn.org

Erasmus Student Network AISBL
Rue Hydraulique/Waterkrachtstraat, 15
B-1210 Brussels, Belgium
secretariat@esn.org

Tel.: +32 2 256 74 27
http://www.esn.org