

Visual Identity Manual



INTERNATIONAL EXCHANGE
ERASMUS STUDENT NETWORK

**With a great brand
comes great
responsibility.**



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. The idea of having an extensive manual concerning our Corporate Identity and its use is easily understandable: ESN is a pan-European organisation; therefore the use of our main symbol, the logo, must be used correctly.

Should there be any question concerning general usage, you are always welcome to contact the Communication Manager, the 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 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.

Marco La Rosa, Juan Colino, Robert Klimacki,
and the Corporate Identity Team.

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General information

The combination of the designed image and text constitute the unique ESN logotype; meaning the two elements are inseparable.

The current design elements of Erasmus Student Network were adopted on June 1st 2006.

Logo history

With 131 sections present or having delegated their vote at AGM Krakow 2006, the new design was presented, discussed and approved with 81% in favour, 12% against and 7% abstaining. ESN has its logo registered at the The Office for Harmonization in the Internal Market so that no unauthorised third parties can use it or interfere with the owner's use of it. If rights are correctly established and enforced in relation to a logotype, it can become a valuable intellectual property asset.

The previous logotype was informally called the "spaghetti logo".

Trademark information

Trademark name:	i*esn INTERNATIONAL EXCHANGE ERASMUS STUDENT NETWORK
Trademark No:	005087853
Trademark 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 trademark:	Registered
Renewal due by:	19/05/2016
Trademark accesible on:	https://www.tmdn.org/tmview/get-detail?st13=EM500000005087853

Mission of ESN

Our mission is to represent international students, thus provide opportunities for cultural understanding and self-development under the principle of Students Helping Students.

The values represented in the logo 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

ESN logotype explanation

The ESN star, being a part of the logotype itself, represents the ESN members standing/ dancing in a circle as if they were holding hands, supporting and helping each other. There are four different colours and lengths but united they stand, in cooperation; which literally means, “operating in concert”.

The eight branches of the ESN star, that also represent the Sections of the Network, do not have a centre, but rotate together and are partially overlapping. The significance of the overlapping areas represents their identity and shares similarities to what happens when **integration takes places in the form of developing friendships and respect.**

The “I*ESN” acronym of our name has the “ESN” portion in cyan, while connecting it to a capital “I” in different and stronger colour. The “I” 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 ESN star. By playing with the double meaning of the acronym “I*ESN”, **the ESN 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 of what the network is in a synthetic way. By keeping the official name of the network on one line and in one colour (“Erasmus Student Network”), it demonstrates the support ESN brings to the International Exchange Students that are not studying with the Erasmus+ Programme in Europe.

“Finally, “Exchange” recalls the colours of the ESN star and assumes an explanatory role.

Logo description

Rules of the game

The design of the logo of ESN and its conditions of usage are strictly defined by this document. The logo **cannot be cut or modified in any way** unless clearly stated in this manual.

Logo elements

The ESN logotype is composed of the acronym “I*ESN” and is accompanied by the text in its expanded form ‘International Exchange Erasmus Student Network’. **The font used** for the “I” and the “ESN” **is unique and cannot be reproduced**. The font used for the text “International Exchange Erasmus Student Network” is MagdaClean-Regular. **The ESN star** is the symbol of ESN and **the only part that can be used separately**.

Logo construction



Non-infringement area

fig. 2: Safe zone



Safe zone

Don't be afraid to leave even more white space around the logo. Let it breathe.

The ESN logotype is unique and should not be confused with any other logo and design. The safe zone is the space that **must be left free from any other element**. The width of the letter "I" is used to define the borders of the safe zone around the logo.

Background

Background

The background must not confuse the logo. Every element of the logo **must be legible against the background**.

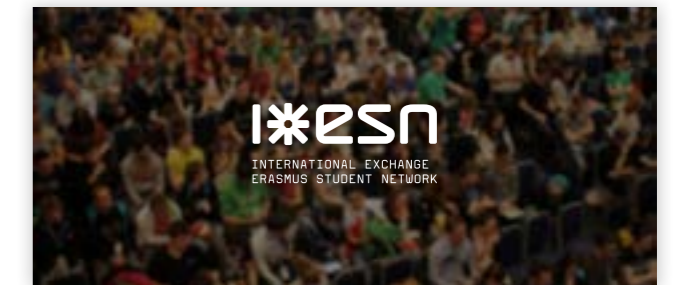
fig. 3: Logo background



Use on images

When using the logo directly on pictures, it is recommended to use an alternative version of the logo in full colour. **The selected variant needs to have high contrast with the image** to ensure the readability of the logo. White variant of the logo is preferred.

fig. 4: Logo on images



Proportions



Scaling of the logo

The logo can be resized to fit publications, PR material, flyers, etc. However, the original proportions must remain the same. The text “International Exchange Erasmus Student Network” needs to be readable at all times, so the logo cannot be resized to the point where the text is so small that it becomes unreadable.

Placing

fig. 6: ESN logotype placing



Placing of the logo

When used in graphic design the logo should be placed in the **lower-right corner** of the design, providing all the other requirements are met.

Ensuring readability

If the original multicolour version of the logo is used on imagery, it is recommended to use a white rectangle at least the size of the safe zone to maintain the readability of the logo.

ESNlogo colour variants

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 colours.

Colour variants

The ESN logotype is unique in its form and colours. The shown colour variants are the only variations allowed, with the main logo guidelines still applicable. It is preferred to use the full colour variant whenever possible.

Grey-scale variant

The ESN logotype may also be used in grey-scale mode, when the circumstances require such use.

fig. 7: ESN logotype cyan variant



fig. 8: ESN logotype magenta variant



fig. 9: ESN logotype green variant



fig. 10: ESN logotype orange variant



fig. 11: ESN logotype dark blue variant



fig. 12: ESN logotype full colour variant



fig. 13: ESN logotype black variant



fig. 14: ESN logotype white variant



Incorrect usage

Incorrect usage: Scaling

Do not change the proportions of the ESN logotype.

fig. 15: Incorrect scaling



Incorrect usage: Consistency

Do not use elements of the logo separately, only the ESN star can be used alone.

Do not remove or hide any element of the ESN logotype.

fig. 16: Incorrect consistency



Incorrect usage: Effects

The ESN logotype must be used flat as it was designed. Do not use **any effects** on the logo.

fig. 17: Incorrect effects

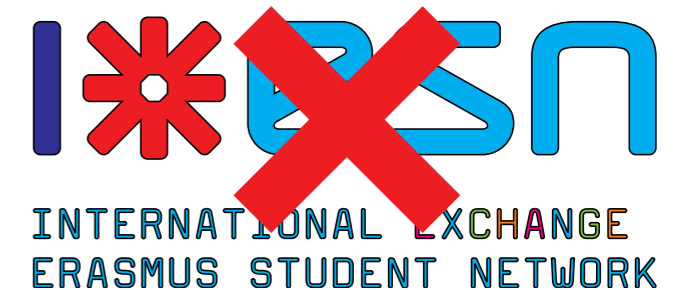


Incorrect usage: Colours/ Strokes

Do not change the colours of the logotype.

The logotype must only be used in either its original colour version or in a monochrome version (all black, all white or all with one ESN colour)

fig. 18: Incorrect colours and strokes



ESN star description

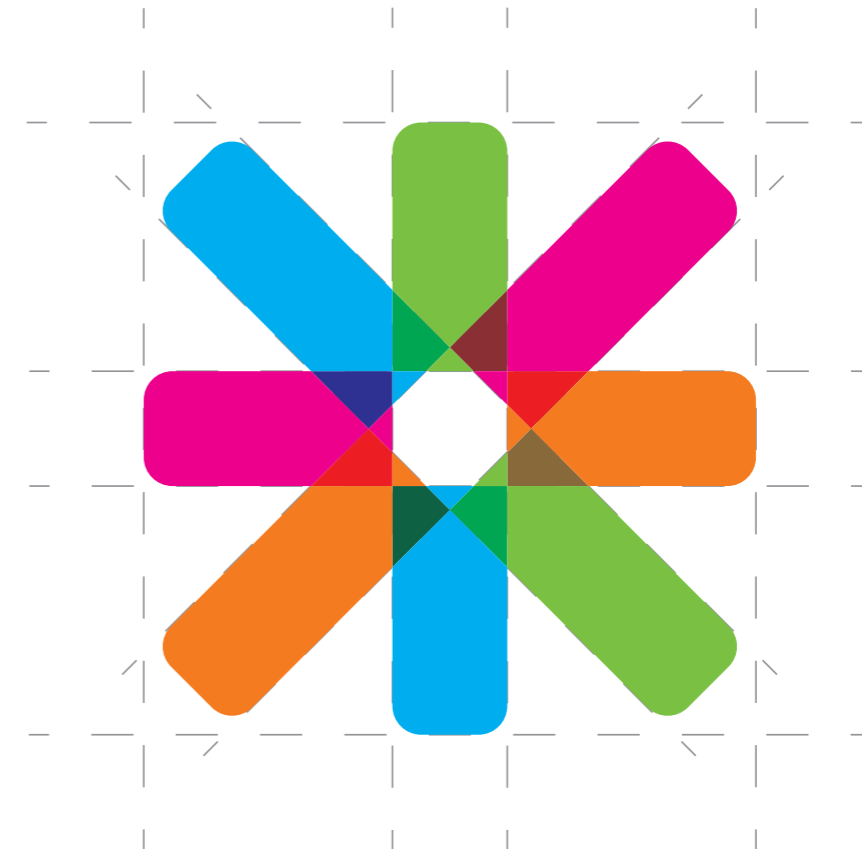
ESN star

The ESN star is part of the ESN logo logotype and it's the only element that can be used separately.

General rules applying to the logotype apply to the ESN star as well. The ESN star uses the 4 main colours except the ESN dark blue. Moreover the different colours overlap as described previously in this manual.

ESN star construction

fig. 19: ESN star construction



Proportions

The ESN star should always be used in full opacity.

Use of the ESN star

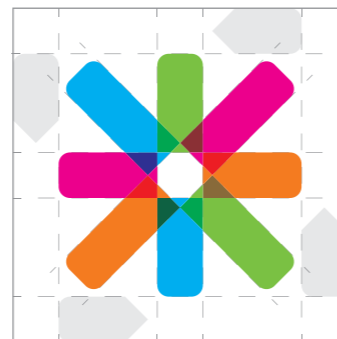
The ESN star follows the restrictions concerning sizes and colours/strokes. The ESN star is an ideal graphic element for all visual materials of ESN. The main idea behind the use of the ESN star is the **recognition of the element**.

The ESN star must be used with the correct proportions.

Safe zone

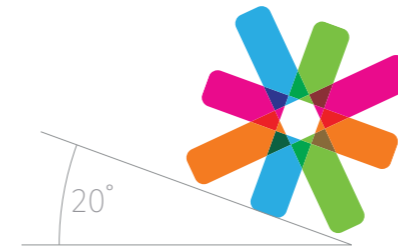
The ESN star has its own safe zone, which needs to be left of any other element. The width of the branch is used to define the borders of the safe zone around the ESN star.

fig. 20: ESN star safe zone



Placing

fig. 21: ESN star rotation



Rotation of the ESN star

The maximum allowed rotation of the ESN star is **20 degrees in either direction**. The reason for this limitation is that the order of the colours must be consistent.

fig. 22: ESN star reading direction



Direction of the ESN star

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. Yet this angle should not exceed 40 degrees to maintain the order of the colours.

ESN star portions

You should only use one ESN star portion per document. Don't overdo it.

Portions of ESN star

The ESN star can only be used in portions when the natural borders of the document act as the cutting edge. The only portions that are allowed are:

- One exact quarter of the ESN star.
- One exact half of the ESN star.

(e.g. a quarter in the corner of the document or half on one of the sides).

The ESN star can only be cut with a horizontal and/or vertical line.

fig. 23: Half ESN star



fig. 24: Quarter ESN star



ESN star colour variants

Colour variants

The same rules applied to the ESN logo variants apply to the ESN star colour variants. The shown colour variants are the only variations allowed.

Grey-scale variant

The ESN star may also be used in grey-scale mode, when the circumstances require such use.

fig. 25: ESN star cyan variant



fig. 28: ESN star orange variant



fig. 31: ESN star black variant

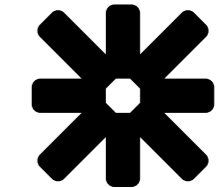


fig. 26: ESN star magenta variant



fig. 29: ESN star dark blue variant



fig. 32: ESN star white variant

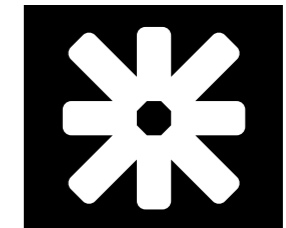


fig. 27: ESN star green variant



fig. 30: ESN star full colour variant



Incorrect usage

Incorrect usage: Sizing

The ESN star must be used with the correct proportions.



fig. 33: Incorrect sizing



Incorrect usage: Consistency

The ESN star must be used entirely or in portions of it (1 exact quarter or 1 exact half) as explained in the previous chapter of the manual.



fig. 34: Incorrect consistency



Incorrect usage: Effects

The ESN star must be used flat as it was designed originally. No effects on the ESN star are allowed.



fig. 35: Incorrect effects



Incorrect usage: Colours/ Strokes

The ESN star must use the ESN colours as described in this manual. Strokes cannot be used. Adding a border, or changing the colours of the ESN star is not allowed. The only alternate uses of the ESN star that are allowed are explained in a separate chapter.



fig. 36: Incorrect colours and strokes



ESN colours

You don't have to include all the ESN colours every time.

Sometimes just a combination of two might be more than enough.

The 5 colours of ESN are well represented in the ESN logotype and the ESN star. These colours are called the ESN colours and **cannot be altered.**

Colour modes

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

fig. 37: ESN colours



Typography

ESN uses following typography:

- Display font
- Content font

Display font

The display font can be used in any of the ESN colours (has to be white when on used images).

The display font is used for large text elements, use in graphic designs and for headings in documents, presentations, and printed materials. The display font of ESN is Kelson Sans.

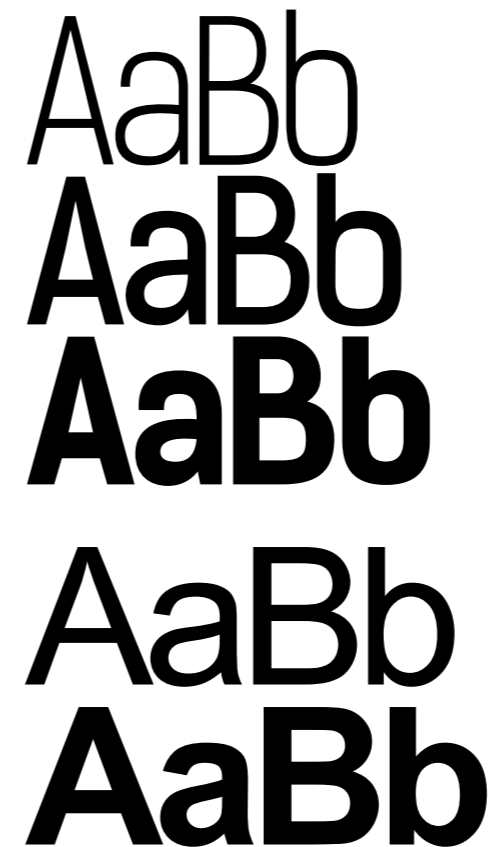
Content font

The content font should always be used in black or white.

The content font is used for blocks of text, basic body copy and for the core text of all the documents produced in ESN. The content font is Arial.

The aforementioned fonts are free to use and are available to download from the ESN Wiki.

fig. 38: ESN fonts



Kelson Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kelson Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kelson Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Hierarchy

Kelson Sans Bold 72pt/72pt

Heading 1

Kelson Sans Bold 36pt/36pt

Heading 2

Kelson Sans Light 18pt/15pt

Heading 3

Arial Regular 12pt/15pt

Body copy

Imagery

The colour overlay

One possible way to use the ESN colours is to overlay photographs in a stylised manner as shown for promotional materials. The underlying photograph needs to be desaturated. Template file with instructions can be found in the ESN Brand Package.

fig. 39: Example of the colour overlay



Standard logos

Country logo

When a country joins the network, a standard country logo is created. An ESN country can decide to create its own logo, given that their design contains **at least one of the following**:

- An ESN colour
- The ESN star
- The ESN logotype

Section logo

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

- Left part: design elements in the 5 ESN colours that are within the area of an imaginary square which side length is the same as the height of the ESN logotype on the right side.
- Vertical bar: A vertical ESN Cyan bar which is slightly longer than the height of the logotype on the right.
- Right part: The ESN logotype.

It is not required to use a full variant (including the ESN logotype) of your section logo if there is the ESN logotype clearly visible in the document as well.

fig. 40: Standard logo template



Custom logos

Custom Section Logo

ESN sections can decide to create their own logo just like the ESN countries, given that their design contains **at least one of the following**:

- An ESN colour
- The ESN star
- The ESN logotype

In case you have any doubts about the logo of your section, contact the Corporate Identity team: ci-team@esn.org.

New section logo

Would you like to update or create a new logo for your section? The **ESN Graphics Team** is at your disposal! Contact the team to make a request: graphics@esn.org

Doubts?

If you have any doubts regarding your logo, either the one of your section, the one of an event you are organising or even if you're simply not sure about materials you're preparing, feel free to contact the **ESN Corporate Identity Team** at ci-team@esn.org

fig. 41: Logo of ESN UE Poznań



fig. 42: Logo of ESN Salerno



fig. 43: Logo of ESN Gdańsk



fig. 44: Logo of ESN Södertörn



Events and 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. 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, official events (CNRs, CNDs, NBM, RPs, and AGMs), and all bodies of ESN International must be approved by the International Board. All of the logos, including the ones presented in candidacies must contain at least one of the following:

- An ESN colour
- The ESN star
- The ESN logotype

fig. 45: SocialErasmus logo



fig. 46: Mov'in Europe logo



fig. 47: Eduk8 logo



fig. 48: ErasmusIntern logo



fig. 49: ExchangeAbility logo



fig. 50: ESN Satellite logo



fig. 49: Example of visual style in use



Availability

ESN Brand Package

The Board with help of the ESN Communication Committee maintains the ESN Brand Package. The package includes presentation templates, newbie documents, informative material, and graphic material for the sections. The Board reviews the ESN Brand Package on an annual basis.

You can find the most up-to-date version on the ESN Wiki.

Tracking changes

Marco La Rosa, International Board 2010/2011, AGM Budapest 2011

Juan Colino & Robert Klimacki, International Board 2013/2014, AGM Maribor 2013

Robert Klimacki, International Board 2014/2015, AGM Ankara 2015



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In case of any questions contact us on:
ci-team@esn.org