



VISUAL IDENTITY GUIDELINES

ERASMUS+ APP



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TERMS AND CONDITIONS

Introduction

The Erasmus+ App toolkit is designed to provide resources for organisations to promote the Erasmus+ App and its services. Use of the elements provided in the toolkit is subject to the following terms and conditions.

Terms and conditions of use

1. The toolkit or one of its components may be used only if:
 - the use does not create the impression or assumption that there is a connection between the user and any of the institutions, bodies, offices, agencies, programmes and organs of the European Union where such a connection does not exist;
 - it is not used in connection with objectives or activities which are incompatible with the aims and principles of the European Union.
2. The use of any or all of the components of the toolkit does not mean consent to the registration of the components of the toolkit or an imitation thereof as a trademark or any other IP right, nor does it confer the right to reuse the toolkit and its component parts for any other purpose than the promotion of the Erasmus+ App.
3. The “Generic visual” components are designed for the use of organisations that:

- have received funding within the framework of the Erasmus+ programme;
- operate within the framework of the Erasmus+ programme, namely National Agencies, National Offices and the European Institutions;
- are organising an event within the context of the Erasmus+ App promotion campaign.

4. The visual elements of the toolkit shall be used in its entirety without distorting, modifying or separating its component elements. The elements of the toolkit may be used, in accordance with the terms and conditions above, until 31/12/2027.

Legal responsibility

Any user that intends to use the toolkit or elements of it may do so on its own legal responsibility. The users will be liable for any abusive use and possible prejudice following from such use under the laws of the Member States or any third country applicable to them.

Right to pursue any abuse

The Commission reserves the right to pursue on its own initiative or on the request of third parties:

- Any use which does not comply with the conditions set out herein.
- Any use which the Commission deems abusive in the courts of the Member States or any third country.



VISUAL IDENTITY PRINCIPLES

THE TONE

ADAPTING THE MESSAGE: KEY WORDS AND TONES

The communication of the Erasmus+ App varies and is adapted based on the specific target audience focusing on certain tones and messages:

- Users: Learners > Higher education studies and traineeships, Erasmus Mundus, VET learners, youth exchange

Tone: Positive, empowering, trustworthy, energetic, adventurous, reassuring, encouraging, European, young

- Dissemination networks > European and National networks of education and youth organisations

Tone: Fresh, informative, innovative, sustainable, user-friendly, attractive

- IT infrastructure > IT providers of mobility tools

Tone: Knowledge, quality, engagement, user-friendly, accessible, relevant

- Policy makers > European Commission, Ministries of Education, National Agencies & Digital Officers, Student & Youth Representation

Tone: Opportunity, growth, development, skills, relevant, shared, impactful

- Content providers > European Commission, Erasmus+ Student and Alumni organisations, Higher Education Institutions

Tone: Social, useful, skills, recognition, informative

COMMUNICATION PRINCIPLES

When communicating about the App there are “How To” principles to be kept in mind to ensure that an appropriate image is delivered of the App, its goals and foreseen impact.

The “How To” list:

- Focus on the journey and the human component that the App fosters by facilitating the bureaucratic process.
- Focus on key functionalities of the App in an intuitive manner.
- Focus on how the App helps through the entire mobility journey; not only before the exchange, but also during and after.
- Focus on the App as an EU initiative and official.
- Focus on the App being the new main entry point for Erasmus+ exchanges.
- Focusing on the stories and the people rather than the technicalities.
- Use understandable language that is easy to read and avoid technical jargon.
- Present the App as the main access point for Erasmus+ mobilities in the near future (despite it not being obligatory at this stage to access Erasmus+ exchanges)
- Focus on the App as innovative because of its structure and functionalities not because it is an App as the latter is expected nowadays.

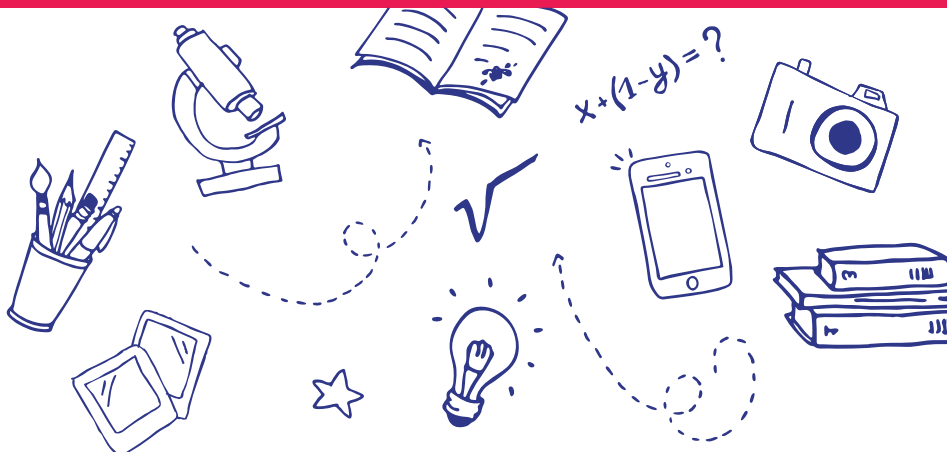
THE ERASMUS+ APP'S ELEVATOR PITCH

The elevator pitch of the App brings together the key words and tones as well as the Dos and Don'ts to summarise briefly the foundational message from which the other communication but also the choice of visuals and key messages stem:

The Erasmus+ exchange experience is an experience that has people at its centre but often participants get stuck with the bureaucracy and the paperwork at the cost of the actual mobility experience.

The Erasmus+ App empowers all potential international learners by guiding them through their journey with a step-by-step guide.

With an intuitive structure, various social elements, and streamlined information on how to best prepare for the departure, live the ultimate Erasmus+ experience and end the exchange experience without much hassle, the App aims at revolutionising the Erasmus+ process.



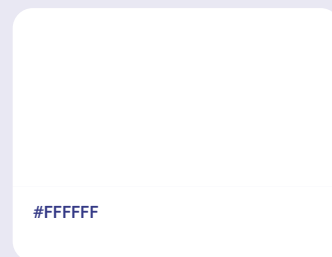
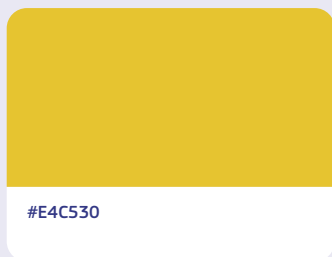
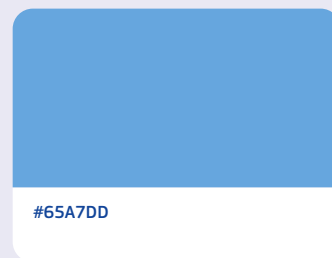
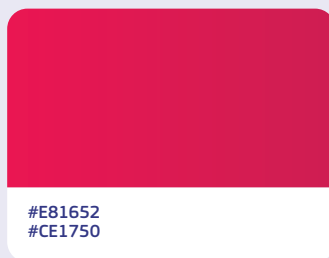
THE TONE MORE IN DETAIL

Building on the adapted key messages and tone for each target group that we've seen above, let's dig a bit deeper about what each of these items entail:

- **Positive** | We are focusing on the opportunities more than the issues
- **Empowering** | We empower users and beneficiaries, we do not sell them. They have an active role and are the protagonists.
- **Trustworthy** | We want to benefit the users and the promoter is the very owner of the Erasmus+ programme (i.e. the EU)
- **Energetic** | Bureaucracy is boring and stressful, the App is the opposite of all that. Users use it with a sigh of relief and looking forward to the actual experience
- **Adventurous** | Erasmus+ is about stories and people, not bureaucracy and paperwork, and stories and people are interesting and exciting. The App should reflect this and portray the App and the Erasmus + as a great life adventure.
- **Reassuring** | We know the issues that Erasmus+ students face and we reassure each other with the App each of those.
- **Encouraging, ease and facilitation** | The Erasmus exchange bureaucracy can scare. The App encourages!
- **European** | We foster a sense of European belonging. We're in this together.
- **Young, fresh and engaging** | The App is young, fresh, energetic, and sharp, reflecting how we want Erasmus learners to feel during the exchange and using the App.
- **Informative, knowledge-based and useful** | We inform people of how the App can help facilitate and improve their Erasmus+ experience using facts, data, testimonials and overall useful and relevant information.
- **Innovative and qualitative** | The App is digital, innovative, and accessible. Digital tools are EXPECTED by learners in this day and age, what makes the App innovative is its tailored approach to support. It is because of its quality, intuitive structure, social elements, and information streamlining.
- **Sustainable and social** | The App is not going to be a short-term solution. It is the beginning of a long term sustainable process backed by the Commission and powered by the inputs of institutions and learners.
- **Opportunity** | The App is not an extra hurdle, it is an opportunity to access the Erasmus+ programme and its benefits more easily
- **Skills, growth, development and recognition** | The App empowers the skills and resilience of Erasmus learners. Dealing with bureaucracy is a skill but dealing with it in an innovative way like the App is a skill as well. The App also fosters and recognises the growth and skills of learners with its various features.

VISUAL STYLE

The design of the Erasmus+ App is connected to the visual identity of the European Student Card initiative (ESCI) as well as the overall European Commission Visual Identity, to show the affiliation between the Erasmus+ App and the European Education Area that both initiatives work towards.



THE STYLE IN THE ERASMUS+ APP



The Erasmus+ App

> [ARIAL BOLD ITALIC]

UPPERCASE (use the website's font)

Letter spacing: N

Leading: same as the font size

(for the other languages, when there are accented characters and when it is necessary 'Leading' can be increased.

> Baseline

[Arial Italic]

Lowercase (use the website's font)

Letter spacing: N

Leading: Automatic

> Headline

[Arial bold]

Lowercase

Letter spacing: 0

Leading: same as the font size

> Subheadline

[Name of font medium]

>Lowercase

Letter spacing: 0

Leading: same as the font size

FONTS

The main fonts used will be EC Square Sans and Arial. Note that EC Square Sans Pro can only be used by the European Commission and the contractors executing their actions. If you're not either of the two, then use the Arial font.

EC Square Sans Pro

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l r m n o
p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - , . ? !

Arial

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l r m n o
p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - , . ? !

THE APP'S ICONS

The icons used in the App are intuitive, stylised and in line with similar icons that have become part of the common online vernacular. In particular the icons lead to various scroll-down menus in the top panel bar in the following manner:

The Person icon is used to lead users to the login and profile page.

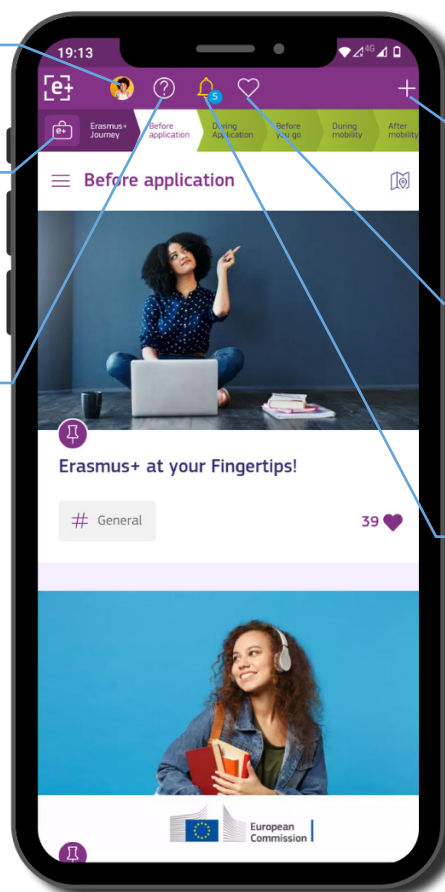
The Luggage icon begins the section of the Erasmus+ Journey whereby the users are guided step by step throughout their mobility.

The Question mark leads to the "about" section which in turn leads the user to information such as the Erasmus+ Programme, the App's Help Centre, login information, privacy policy, and much more.

The Plus icon is the access point for the users toward more functions of the App to, for instance, add a tip, share a story, calculate the living costs, and the help centre on the App's functionalities.

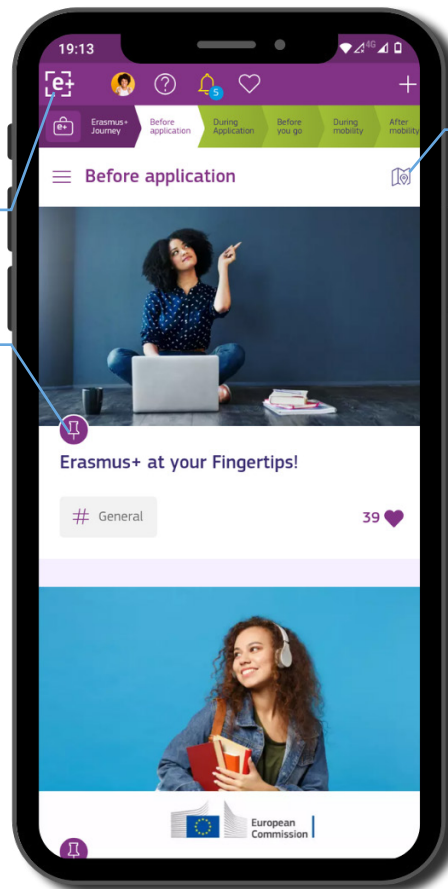
The Heart icon leads to the scroll-down menu listing all the content liked by the user.

The Bell is used to lead the user toward their notifications they will receive from using the app and engaging with its content.



In line with the Erasmus Student Card initiative's visual identity, the top left corner of the App has the "e+" symbol with the lines that characterise the Erasmus Student Card initiative's visual identity.

On the feed, the pinned items are indicated with a pin icon, the items are accompanied by the heart icon with the number of likes highlighted to foster engagement and interest toward the posts with higher likes. All items posted on the feed show who posted the item on the top left of the item box by showing the publisher's user image.



On the right side of the App, the user can switch to the interactive map mode, which will show where the items of the feed are located more visually. From the Map mode the user can switch back to feed (or stream) mode by clicking on the bullet points list icon. The funnel icon is used to filter items of the page by city, categories, and tags.

Each feed item is accompanied by the #tag label connecting it with the content of the same category as well as by category icons based on the type of item whether it is an event (megaphone icon), a deal (percentage icon), a tip or a story (light bulb and speech box icons respectively). The deal items have an ad hoc visual with tag prices.

All in all, the icons that are used utilise the colours of the Erasmus+ App while giving the feeling of familiarity with icons that intuitively lead the user to understand what the sections are about and in line with similar icons used across the board on various popular online platform.

THE APP'S COLOURS

The colours of the Erasmus+ App reflect some of the key colors of the European Student Card Initiative's visual identity. In particular, the colors are the same or a hue variation of the red # c40046, light violet # 823385, and dark purple # 3b2c71.

In order to be able to contrast the App itself to the campaign messages, the decision was made to use the other colours as campaign and accent colours. Hence, the colours create a connection with the European Student Card's while differentiating slightly to ensure individualisation and easy recognition for the users.

Moreover, the colours are combined within the App to ensure maximum readability and colours and specific hues are dedicated to specific functions and sections to ease the understanding of the App's structure and its usage by the user. The colours were selected for maximum contrast in order to ensure that accessibility for students with visible impairment can be guaranteed.

The colours within the App are thus:

Medium purple (top bar and text): #823385 rgb(130,51,133)

Dark purple: #68296a rgb(104,41,106,255)

Feed text blue: #3b2c71 rgb(59,44,113)

Menu green (close and scroll bar): #a2c037 rgb(162, 192, 55)

Feed box item pink: #E2D6EF rgb(226, 214,239)

Feed background pink: #e2d6ef rgb(226,214,239)

Hashtag grey: #f2f2f2 rgb(242,242,242)



COMMUNICATING THE ERASMUS+ APP

GRAPHIC ELEMENTS

The visuals of the online communication related to the Erasmus+ App is characterised by a number of staple items to define its visual identity. While allowing elasticity and adaptation for each of these items, there are also some key rules to keep in mind to ensure that the communication material is recognisable as related to the Erasmus+ App.

ARROWS

The Erasmus+ online visuals used for instance in social media communication uses arrows with the purpose of leading the audience to focus on the main image featured on the visual.

The arrows sometimes point solely on the main image and other times might connect the key message to the image.

The arrow is white, the main line of the arrows is made up of dashes, and it is characterised by a knot and overall a curvy and lively shape.



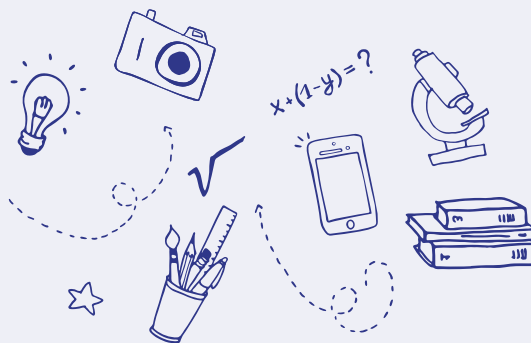
DOODLES

The visuals related to the App's communication's make use of doodles of various types. These are used only in white or the same accent colour of the visual.

The usage of the doodles is relatively free and left to your decision as long as the general guidelines and feeling is preserved as in the examples to the right.

It is highly recommended to link the doodles to the specific thematic of the visuals (e.g. education, mobility, digitalisation).

No specific doodle items have to be used and between the accent colour and white, the latter is generally preferred for the doodles while also corresponding them to the tones palettes mentioned in "The app's colours" chapter above.



BRUSH STROKES

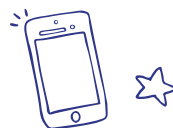
In the communication's visuals brush strokes are used specifically on key words of the key message.

The colours of the brushes are the ones shown in the colours section above.

The style of the brushes is bulky and dynamic but no fixed brush icon has to be used.

You're free to use different brushes types of a similar style and in fact variegated brushes are recommended to avoid monotony.

The colour choice for the brushes should ensure maximum contrast and visibility of the text.



LOGO USE

The EC and the project partners can have access to editable versions of the visuals with EC logos and fonts.

As for third-parties, they can use these visuals without editing them and without disseminating them as their own content (for example by omitting the Commission's logo or by adding their logo on the visual).

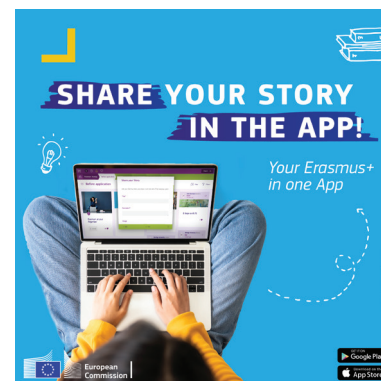
We will create a pack by September 2021 - that will have visuals, adapted fonts and pictures that are free of copy so they can use it.

Depending on the background of the Erasmus+ visuals the different official coloured versions of the logo may be used.

On the visuals, the logo ought to be placed in a prominent position. If the visual also uses other items such as the Play and the IOs App stores, then the logo ought to be separated from the buttons.

The logo is used on the bottom side of the visual for posts on either the right or left side. The logo is not used on instagram stories's visuals, where instead only the copyright text is used.

The copyright text "© European Union, 2021" is used on the top right part of the visual either in horizontal or in vertical following the right side of the visual. The font is the Arial one if you're not the European Commission nor an App's contractor executing the action as described above. The size is medium and the font in non-italics.



MOOD:

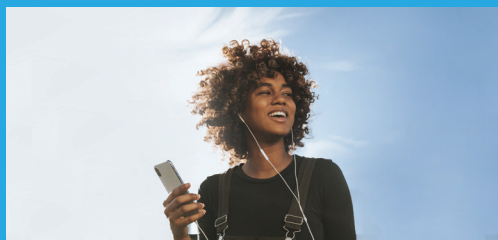






IMAGE USE

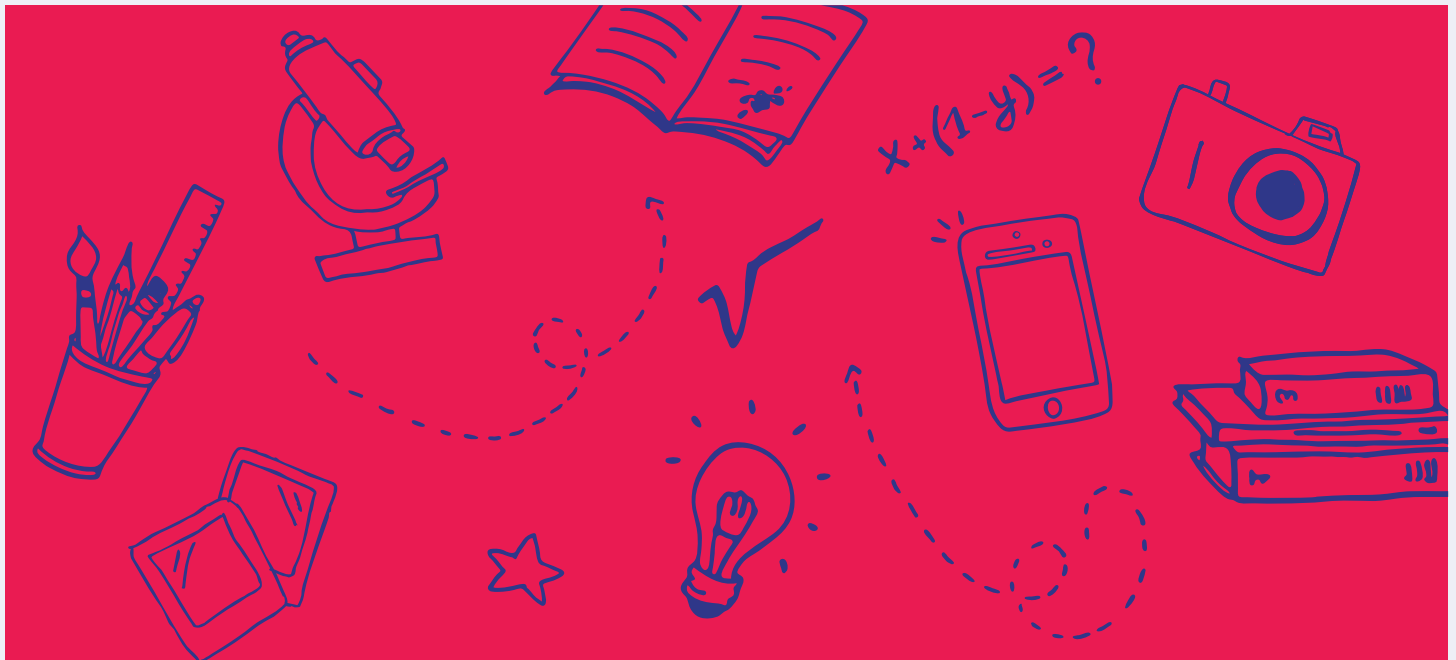
The mood of the visuals is **dynamic, young, colourful and energetic** featuring not only youth but also digital tools such as phones and computers, to connect to the digital access in and the App's usage in order to connect it with the idea of travel and studying being related to the Erasmus+ programme's experience. To the side a mood board to give you an idea of what pictures best fit the tone of the Erasmus+ App communication.

All pictures used for the visuals should be given credit. The credits' should not be shown on the visual itself, but should be guarded and referenced on an appropriate document or picture's name even if the picture used is royalty free.

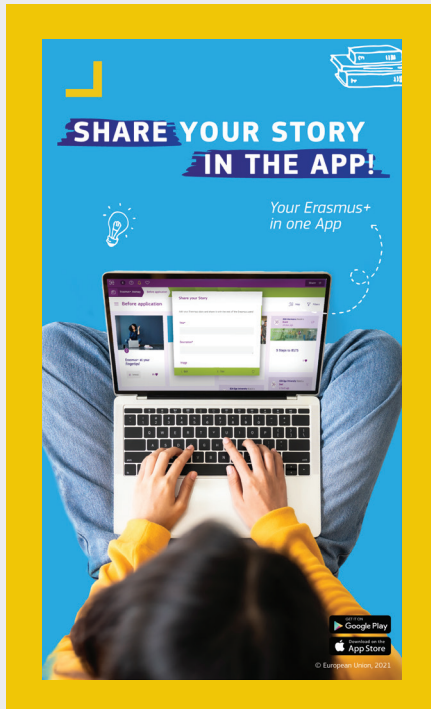
If the picture is not royalty free, all pictures should be legal to use by purchasing the usage rights and following the license of the picture provider. If original pictures are used for instance showing people or landscapes, it should be done in the complete respect of privacy, GDPR, and usage rights regulations.

The visual's sizes are adapted based on the channel used and the type of content for which the visual is used. For reference you can use the table to the right.

				
Profile Photo:	320 x 320	170 x 170	400 x 400	400 x 400
Landscape:	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait:	1080 x 1350	630 x 1200	N/A	627 x 1200
Square:	1080 x 1080	1200 x 1200	N/A	N/A
Stories:	1080 x 1920	1080 x 1920	1080 x 1920	1080 x 1920
Cover Photo:	N/A	851 x 315	1500 x 1500	1128 x 191

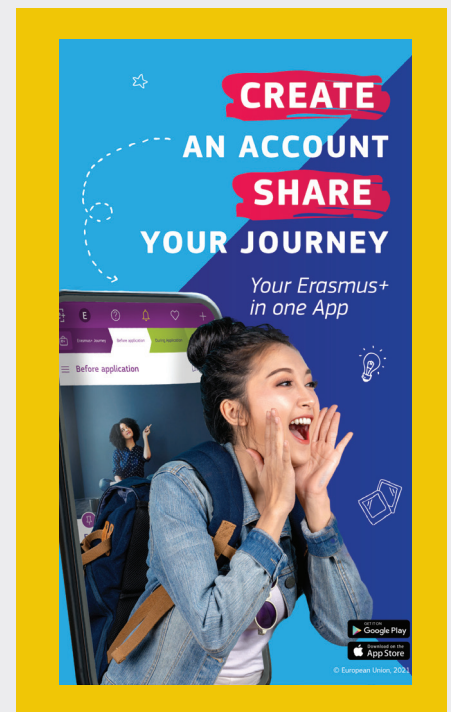


HOW TO COMMUNICATE ON SOCIAL MEDIA



"You can read and share tips and stories from other Erasmus+ mobility students and you can calculate the living costs of your country and institution of choice"

"Single entry-point and we mean it! From the App you'll also be guided to book your travel, look for accommodation, and sort your Visa, residence permit and health insurance card requirements"



GENERAL GUIDELINES



SIZE, TONE, AND AUDIENCE

Communicating about the Erasmus+ App follows the guidelines laid out above specifically for Facebook, Instagram (Feed and Stories), Twitter and LinkedIn.

All the visual content should be posted with the correct size and keeping in mind the specific audiences that characterise each channel.

- Facebook's audiences include youth who are interested in acquiring information and that use Facebook less for interaction. Audiences in Facebook also include the general public.
- Instagram's audience is mostly characterised by youth. The tone is usually more informal.
- Twitter's audiences are institutional and the tone tends to be more formal.
- LinkedIn's audiences are institutions, recent graduates and professionals (both young and more experienced).

FEED AND STORIES

The content posted on the Feed can go into more details. A rule of thumb when using the texts of the posts is to start from Twitter where the character limit is low and focus on the core message that ought to be delivered.

This message can then be expanded for the other channels where the character limit is higher while still keeping in mind that short and simple is better and more effective. In fact, you should always avoid walls of text.

For content posted on Facebook and Instagram Stories, make sure that the visuals are accompanied by short and simple Call 2 Action texts leading to your landing page.

Finally, in your posts use emojis in line with your content whenever you can at the beginning of each post's paragraph to increase engagement.

STRUCTURE OF A POST

The structure of a typical posts should be:

- Catchy phrase for engagement
- Development
- Call 2 Action

If you use threads (for ex. on Twitter) you can signal it at the beginning of the post by typing “THREAD” and inserting the “thread” emoji at the start of the first post and inserting the numbering of the post of the thread at the end of each post (“/1 ; /2; /END”).

SOCIAL MEDIA CHEAT SHEET

Facebook		Twitter		Instagram		LinkedIn	
63000 Characters	General public, youth	280 Characters	Institutions	2200 Characters	Youth	700 Characters	Professionals, recent graduates and institutions
	Semi-formal		Formal		Informal		Semi-formal



“Need some help with your exchange abroad? You can now find all you need to know in ONE place: the Erasmus+ App!

Download it now to personalise your journey studying, training or volunteering abroad!

Your Erasmus+, now in one App!”



“The Erasmus+ App helps you personalise your experience abroad!

The mobility journey inside the Erasmus+ App provides a step by step guide to check off all important milestones before, during and after your exchange.

Your Erasmus+, now in one App!”

SOCIAL MEDIA KIT & THE LOGIC AND STRUCTURE

RESOURCES AND WHERE TO FIND THEM

In the social media kit on hello.erasmusapp.be you will find visuals sized for the Facebook and Instagram feed and stories as well as Twitter and LinkedIn.

This document will help you promote the new Erasmus+ App and its new features on social media. Below you will find proposed texts for you to share our key messages! They highlight different features we find important to the Erasmus+ App.

You can use these texts directly in your communication channels or you can adjust/translate the text if you feel that is what better suits your audience.

- Please remember to:
- Attach the graphics and alt text
- Do not make changes to the visuals.
- Include the link to ErasmusApp.eu
- Tag #ErasmusApp and the @EuErasmusPlus



“Online procedures, easy-to-get information, peer-to-peer tips and experiences, step-by-step guide throughout your exchange are now all in one place.

The new Official Erasmus+ App has it all (and more) in store for you just one click away!

Your Erasmus+, now in one App!”



“Need an idea on how to avoid playing Tetris with your luggage for your Erasmus+ exchange, which destination to choose or where to go & what to visit once you arrive?

☒The Erasmus+ App has you covered right, left and centre!

Your Erasmus+, now in one App!”

LOGICAL STRUCTURE OF THE VISUALS

The visuals of the Erasmus+ App communication have a common logic. They have the 90° squared shape typical of the European Student Card initiative usually on the top right or left of the visual and with one more on the top part of the visual toward the centre. The centre of the visual can make use of the European Student Card initiative's graphic arrows as well.

In line with the colour palettes seen above, the key message is given prominence ensuring maximum contrast and readability and ensuring that the text is short and effective (the official key messages approved by the Commission have already been selected and can be seen in the Annex section below).

The visual then presents the main picture which is usually comprised of youth but can also comprise of items such as phone showing a print screen from the App or rarely only the key message with a lively coloured background (see, for instance, key message 1 below).

Based on the spacing and the colour of the items and the background of the visual the “© European Union, 2021” copyright text can be placed along one of the 4 corners of the visual either horizontally or vertically with the top part of

the text always facing inward and with the colour always in a clearly readable white.

The key messages are in bold and can be either in capitals or not but they are always followed below by the phrase “Your Erasmus+ in one App” in italics and small font. This text is always smaller than the main key message. Exception is the first key message which introduces this phrase in the communication of the App for the first time and is therefore the key message itself.

The bottom part of the visual contains the logo of the Commission which has to be given prominence and placed either on the right or the left of the visual (for more details check the logo section above). To the opposite side of the Commission's logo, the two buttons of the App stores are placed for the Google Play Store and the App Store (see below examples).

The visuals in the stories format do not contain THE LOGO OF the Commission but only the App stores' buttons, and the “© European Union, 2021” text.



"No more mountains of paper to climb to participate in international exchanges!"

The Official Erasmus+ App makes your exchange's paperwork easy and manageable allowing you to focus more on the best part of the exchange. Your Erasmus+, now in one App!"



"The Erasmus+ exchange's elephant in the room? The paperwork!"

An elephant might not fit into a room, but now Erasmus+ can fit into your pocket.

The Erasmus+ App helps you with all the steps of your mobility before, during, and after.

Your Erasmus+, now in one App!"



erasmusapp.eu

