

Erasmus Student Network Visual Identity Manual

Condensed Version

ESN logo & ESN star



The ESN Logo is composed of the ESN Star, "ESN" letters and the full name of the organisation. It can be used by all ESN members for any purpose. Our full name ensures recognisability. The logos of ESN sections and countries have their names in the second line of the descriptor.

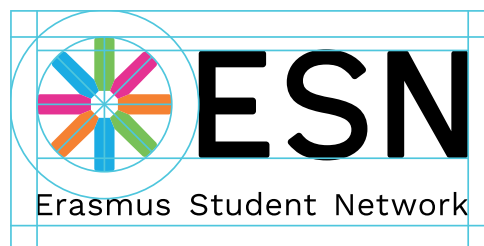
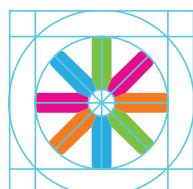


The ESN star is the only element which can be used independently. It must be used as a whole, never in parts as its portions don't have a recognisable shape.



The simplified version can be used if the descriptor is illegible in small sizes (e.g. merchandise).

Safe zone



The ESN logo and the ESN star must have a safe zone around it, equal to the distance between the star and the "ESN" letters. No other element must be in this space. It is the minimal distance between the logo or the star and the edge of the document or surface.

ESN colours

ESN Cyan

#00aeeef
R 0 G 174 B 239
C 100 M 0 Y 0 K 0
PANTONE DS PROCESS
CYAN C

ESN Magenta

#ec008c
R 236 G 0 B 140
C 0 M 100 Y 0 K 0
PANTONE DS PROCESS
MAGENTA C

ESN Green

#7ac143
R 122 G 193 B 67
C 57 M 0 Y 100 K 0
PANTONE 368 PC

ESN Orange

#f47b20
R 244 G 123 B 32
C 0 M 64 Y 100 K 0
PANTONE 166 PC

ESN Dark Blue

#2e3192
R 46 G 49 B 146
C 100 M 100 Y 0 K 0
PANTONE DS 184-1 C

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.

Colour variants



The ESN logo and the ESN star can only be used in their full colours, five ESN colours, black and white. For maximum recognisability, it is preferred to use the full colour variant of the ESN logo & the ESN star whenever possible.

Typography

Display font: Kelson sans

Used for titles and headings.

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy

Content font: Lato

Used for body text.

abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy