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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 International Board 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 :)

Marco La Rosa
on behalf of the International Board 2010-2011
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. Koewelden 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.

Copyright Information

Trade mark 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

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

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.

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.

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

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

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

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: 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
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 monochromatic (all black, all white) 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 Galaxy or can be requested via mail to the Board.
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 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.

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).

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.
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.
ESN Star: Allowed Effects

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

Effects allowed:
- shadow
- outer glow

ESN Star: 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).

ESN Star: 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.

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

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

The star is an easy symbol that can be used together 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).

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. If you are not sure about the logo of your section, contact the Communication Manager or the WPA of the International Board.

Don't you have a logo?
...or maybe you wish to have a nicer one?
Contact ESN graphics team to make a request at: graphics@esn.org

Doubts?
Not sure about your logo? Ask to the Board!
communication@esn.org
wpa@esn.org
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
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 Board (board@esn.org).

ESN AISBL C.I.

The letterhead and powerpoint template of ESN has 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

ESN C.I.
THE LOGO
THE STAR
NETWORK

Adaptation
Publications

Time Travels

Publications
PR Material
Adaptations

Identity
ESN C.I.
Visual

In Making Erasmus

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

Exchanging cultures

ESN Survey '08

Making ESN an accessible organisation

Handout for section coordinators

Information from Internet.

IEU at my university

I knew very little or little

I knew neither little nor much

I knew very much or much

Did you know that...

ESN Card!
Show your
discounts

Season's Greetings

GREETINGS

SEASON'S
Best wishes for a mobile year of volunteering 2011

Exchanging cultures

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

ESN S U R v e y '0 8

Making ESN an accessible organisation

available in 4 languages
about 7000 respondents

Information about which issue did you regard as the most important before leaving on exchange? (%)

Recognition

Content of available courses

Possibility to do sport

Social Life

A P A R T N E R S H I P F O R T H E F U T U R E

Exchanging Cultures

Students knew very little or little about special courses, student life were organised before the exchange was actually correct.

The majority of students said that the information they received and possibilities to do sports about the content of available courses and 18% about the way courses could take at their host university (56%), however only 28% knew country was not valued much.

Interestingly, information concerning financial conditions in the host university was regarded as the most important information students needed, what about housing?

More than half of the students received the information about housing, however, there were still 27% of students which declared to be dissatisfied.

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Did you know that...

Other student associations
Erasmus Student Network

ex-Erasmus students
International Office

Ex-Erasmus students

International Office

Looking for an exchange?

Who first told you about the possibility to go on exchange?

Host Country

Grading

I knew neither little nor much

I knew very little or little

I knew very much or much

I didn't receive information

(who to contact, general conditions and legal issues) as important

Students considered all the information regarding housing university housing from the International Relations Office at their host university.

56% felt the need to be represented at their host university.

66% of those students.

Only 10% of respondents did regular or volunteer work in their host country.

Only 54% of exchange students had all their courses recognized.

Ex-Erasmus students

International Office

Looking for an exchange?

Who first told you about the possibility to go on exchange?

Host Country

Grading

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Contacts

Communication Manager
communication@esn.org

Erasmus Student Network AISBL
Rue Hydraulique/Waterkrachtstraat, 15
B-1210 Brussels
Belgium
Tel.: +32 2 256 74 27
http://www.esn.org

Revisions & Changes
Marco La Rosa, Board 2010/2011. AGM Budapest 2011 (Creation & Approval)