

We choose
VITALITY
FOR FUTURE!



Erasmus+ Project Logo and Branding Presentation







Work process

From need to execution

The creation of the logo was assigned to Lija, a student from our Graphic and Crossmedia Communication course. Lija is currently doing an internship with a colleague responsible for communication and was assigned this project to add even more value to the final result.

When designing the logo, she started from the project's need to **engage middle school students** and **inform** them about the opportunity to choose **Vocational Education and Training (VET)** paths to build their future.

Considering the target audience and the theme, she decided to draw inspiration from the **typical iconography of college logos**, which is easily **recognizable** and **strongly associated** with the educational and training world of adolescents.



We choose
VETERANS
FOR FUTURE!





Colors

A code of emotions and values

The initial choice of colors was inspired by the European Union's color scheme, as this is an Erasmus+ project. At the same time, the target audience was considered, leading to the selection of brighter colors that would communicate even more positive values to both institutions and students. The overall palette is vibrant, reflecting the bright future of those who choose Vocational Education and Training.



DEEP BLUE

#312783

C 80% M 84% Y 0% K 49%
R 49 G 39 B 131

To be used for
design elements

VIBRANT LIGHT BLUE

#009FE3

C 100% M 32% Y 0% K 11%
R 0 G 159 B 227

To be used for
design elements and titles

BRIGHT YELLOW

#FFED00

C 0% M 7% Y 100% K 0%
R 255 G 237 B 0

To be used for
design elements

DARK GREY

#2A2A2A

C 0% M 0% Y 0% K 84%
R 42 G 42 B 42

To be used for texts

PURE WHITE

#ffffff

C 0% M 0% Y 0% K 0%
R 255 G 255 B 255

To be used for
texts and design elements



Exclusion zones

Ensuring Visibility

To maintain the visibility of the logo, it is essential to respect the indicated safe distance when placing other elements around it.



Logo placement



Recommended positions

The logo should be positioned only in the indicated placements for each format to ensure proper visibility.



Square



Horizontal



Vertical





Logo guidelines

What NOT to do



Do not change the colors.
Use only those in the provided
palette



Do not crop the logo



Do not add shadows
or effects



Do not rotate the logo



Do not overlay the logo
on other illustrations



Do not use shaded
or faded colors

Logo variants

Horizontal version



This is the official and most complete version of the logo, to be used whenever the format allows it.



On a dark background, the "negative" version can be used



Logo variants

Vertical or Icon Version



When required by the format, the vertical or icon version of the logo should be used.



On a dark background, the "negative" version can be used.



Logo variants

“Short” version



A compact version of the logo has also been designed for use on specific materials and formats.



On a dark background, the "negative" version can be used.





Logo application

Examples of correct logo placement on photos.





Font

Clarity comes first

The project logo is rich in graphic elements, and the logotype is quite detailed. For this reason, we selected the **Montserrat sans-serif font** for all text: a **clean** and **clear** typeface that complements the design and branding.

Additionally, Montserrat is **freely available** on Google Fonts and included in Canva's preset fonts, ensuring accessibility for all users who need to create materials while following branding guidelines.



Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3
4 5 6 7 8 9 0

Montserrat bold

Montserrat medium

Montserrat Light

Link to Drive Folder with Logos



For any questions, feel free to write to:
e.ruggeri@ecipaumbria.it



Thanks.

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.