ESU

EUROPEAN
STUDENTS'
UNION

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01

LOGO STANDARD VERSION

The European Students' Union (ESU) is the umbrella organisation of 45 National Unions of Students (NUS) from 40 countries. The aim of ESU is to represent and promote the educational, social, economic and cultural interests of students at the European level towards all relevant bodies and in particular the European Union, Bologna Follow Up Group, Council of Europe and UNESCO. Through its members, ESU represents almost 20 million students in Europe.

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Symbol   Logotype

EUROPEAN
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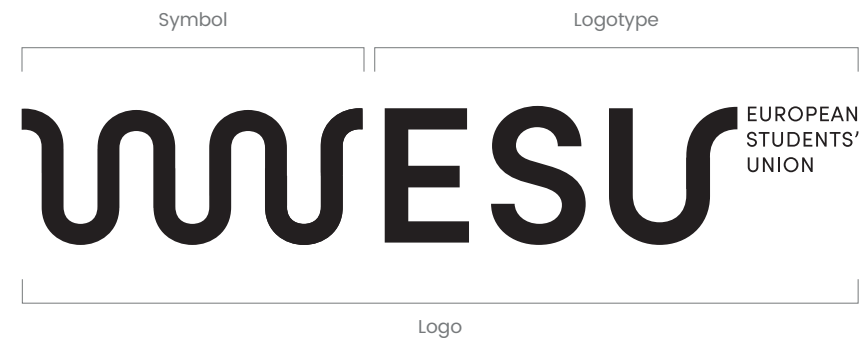
Logo

The logotype is built using a module. It determines the mutual relations between the individual elements of the logo. This module is the width of the symbol.

6x

3x

5x

x   x   x   x   x   0,5x
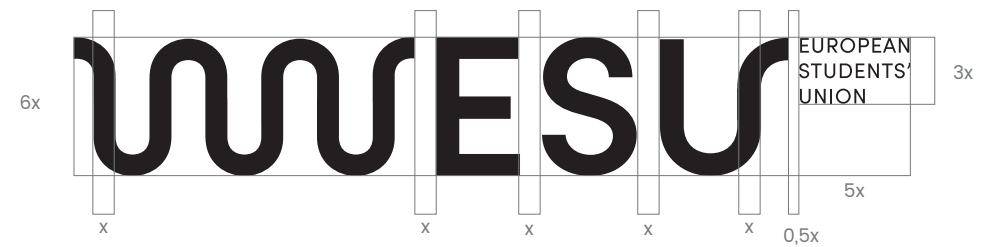
Clear space is a designed empty space around the logo. Its task is to protect the logo against the visual interference of other graphic or text elements. This principle is set in order for the emblem to be correctly recognised.
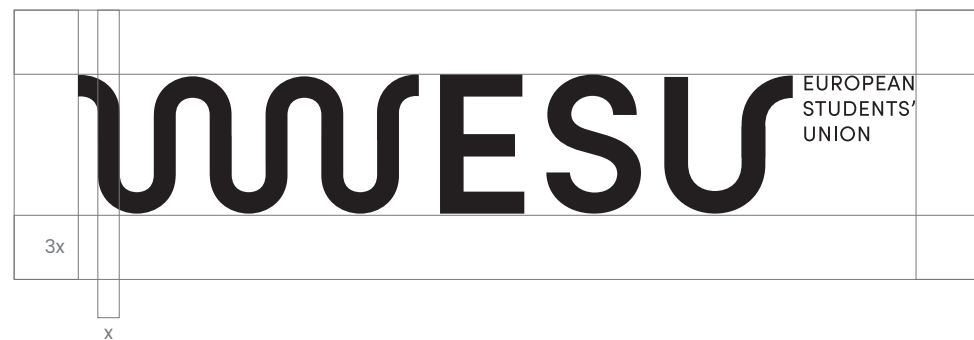
If the logo is reduced too much, it loses its legibility. It is not allowed to use versions smaller than 8mm.

8mm

The logo can be used on the full-colour background. In that case, the white version of the logo should be used. The logo should be placed against the background of the company colors described further in the document.

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It is also allowed to use the logo in black and white. If the logo is placed on a dark background, the sign in white should be used.

WESU EUROPEAN STUDENTS' UNION

WESU EUROPEAN STUDENTS' UNION

These graphics are examples of incorrect use of the logo. They violate the rules of the logo, which are regulated by the brandbook. Visual identity guidelines must be strictly followed.

It is not allowed to:

• splitting the logo into separate elements or changing the arrangement of elements,

• change in the proportions of the logo, i.e. stretching, tilting, compressing, deforming, changing the typeface or size of text,

• placing additional objects or content that are not included in this document,

• change the colour palette,

• violate the clear space.
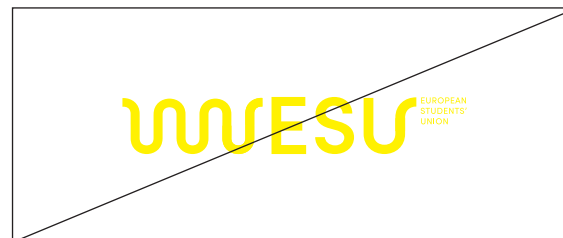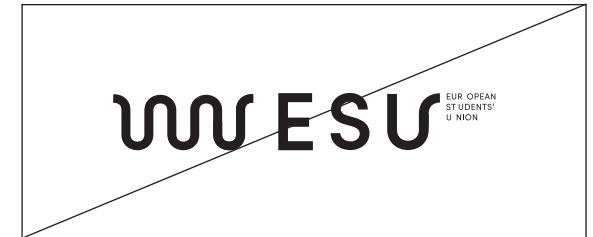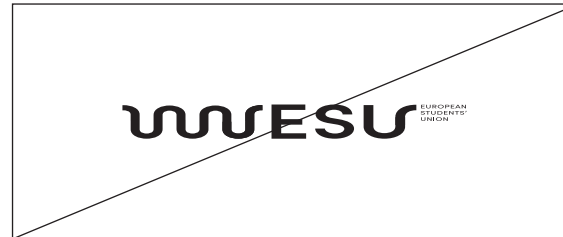
02

LOGO VARIATIONS

An additional version of the logo with the institution's name expanded. In this case, the entire logotype is of the same height.

An additional variation of the logo without the wave symbol.

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An additional variation of the logo without the wave symbol, in which the entire logotype is of the same height.

ESU EUROPEAN STUDENTS' UNION

A maximally simplified variation of the logo, which includes only the abbreviation of the entire name.

ESU

An additional variation of the logo with all of the organization's internal departments.

ESU MOBILITY AND INTERNATIONALISATION CLUSTER

ESU SOCIAL DIMENSION CLUSTER

ESU QUALITY OF HIGHER EDUCATION CLUSTER

ESU ORGANISATIONAL DEVELOPMENT AND CAPACITY BUILDING CLUSTER

ESU PUBLIC RESPONSIBILITY, GOVERNANCE AND FINANCING OF HIGHER EDUCATION CLUSTER

ESU ORGANISATIONAL DEVELOPMENT AND CAPACITY BUILDING CLUSTER

ESU POOL OF TRAINERS

ESU QUALITY ASSURANCE STUDENT EXPERTS POOL

An additional variation of the logo with all of the organization's internal departments.

ESU EXECUTIVE COMMITTEE

ESU PRESIDENCY

ESU COORDINATORS

ESU SECRETARIAT

ESU COMMISSION FOR INTERNAL AUDITING

ESU STEERING COMMITTEE OF THE QA POOL

ESU STEERING COMMITTEE OF THE POOL OF TRAINERS

03

COLOURED LOGO VARIATIONS

The basic variation of the logo may be used in the color version, where the symbol shows all the company's colors according to the pattern.

The logo in the additional variation no. 1 can be used in the color version, where the symbol shows all the company's colors according to the pattern.

The logo in the additional variation no. 2 can be used in various colour configurations. All allowed versions are included in the brandbook.

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The logo in the additional variation no. 2 can be used in various colour configurations. All allowed versions are included in the brandbook.

The logo in the additional variation no. 2 can be used in various colour configurations. All allowed versions are included in the brandbook.

colors of the Ukrainian flag

Logotype in an additional variant no. 3 – Special events can be used in a color configuration using the colors of European flags in the wave element. Limited to three colors.
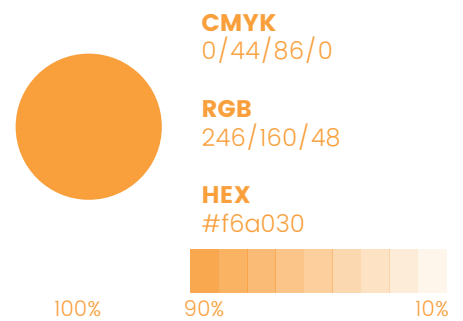
colors of the German flag

colors of the Portuguese flag
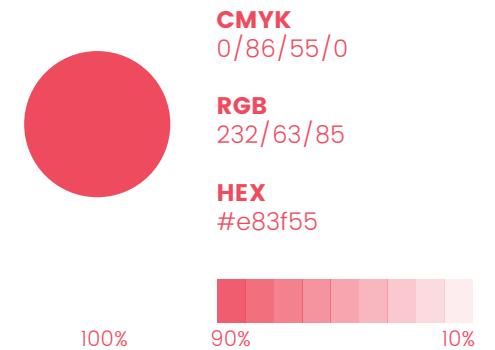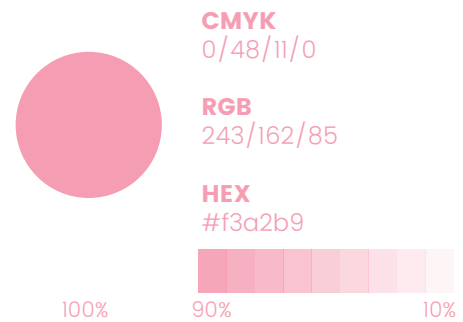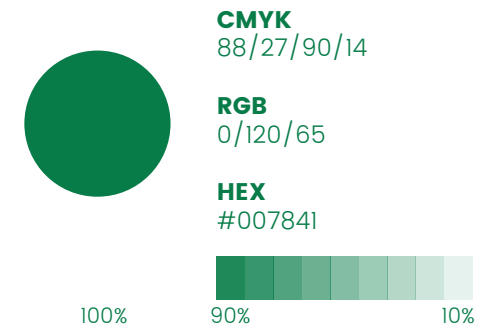
04

COLOUR PALETTE

4.1 Core colours

Core colours are one of the main features of the visual identity system. The European Students' Union has five guiding colors. Transparent colors can be used as complementary colors.

CMYK
83/61/0/0

RGB
60/98/172

HEX
#3c62ac

100%   90%   10%

CMYK
88/27/90/14

RGB
0/120/65

HEX
#007841

100%   90%   10%

CMYK
0/48/11/0

RGB
243/162/85

HEX
#f3a2b9

100%   90%   10%

CMYK
0/86/55/0

RGB
232/63/85

HEX
#e83f55

100%   90%   10%

CMYK
0/44/86/0

RGB
246/160/48

HEX
#f6a030

100%   90%   10%
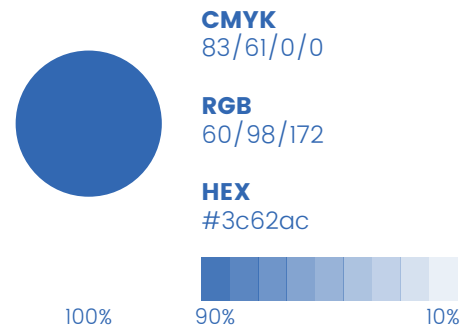
05

TYPOGRAPHY
5.1 Primary font

SOFIA PRO

A B C D E F G H I J K L M N O P R S T U W X Y Z Ą Ć Ę Ł Ń Ó Ś Ż Ź
a b c d e f g h i j k l m n o p r s t u w x y z ą ć ę ł ń ó ś ż ź
1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( ) + = { } > ?

One of the most important elements of a brand identity is typography. The typeface used for the European Students' Union logo is Sofia Pro.

Ultra light –	Sofia Pro
Ultra light italic –	*Sofia Pro*
Extra light –	Sofia Pro
Extra light italic –	*Sofia Pro*
Light –	Sofia Pro
Light italic –	*Sofia Pro*
Regular –	**Sofia Pro**
Regular italic –	***Sofia Pro***
Medium –	**Sofia Pro**
Medium italic –	***Sofia Pro***
Semi bold –	**Sofia Pro**
Semi bold italic –	***Sofia Pro***
Bold –	**Sofia Pro**
Bold italic –	***Sofia Pro***
Black –	**Sofia Pro**
Black italic –	***Sofia Pro***