



# VISUAL IDENTITY MANUAL 2.0



MAY THE VIBE WITH YOU

this document will **guide you** to the **bright side**

This document has been created by the **Public Relations Committee of AEGEE-Europe** to ensure that the basic elements of our **Visual Identity** are used **properly and consistently throughout all of our printed and electronic materials**, helping you to follow it with examples and explanations.

Here you will find **all the necessary information** on our visual identity and the usage of its elements, including #protips and download links.

Please **read this document carefully** before creating any materials and, if you have any doubt concerning any of the principles presented in this document, don't hesitate to contact us via [prc@aegee.org](mailto:prc@aegee.org), we'll be glad to help.

CAREFULLY COMPILED BY



2015/2017



This is an **interactive document**. Click on the table of contents in order to go to the desired page.

If you want to get back to the index, click on the PRC logo in the upper right side of the page.

- 4 THE (VISUAL) IDENTITY OF AEGEE
- 5 THE LOGO OF AEGEE
- 9 THE DESIGN ELEMENTS OF AEGEE
- 11 THE COLOURS OF AEGEE
- 12 THE TYPOGRAPHY OF AEGEE
- 13 USING PICTURES / VI USAGE
- 14 EXAMPLES
- 15 ACKNOWLEDGEMENTS

# THE (VISUAL) IDENTITY OF AEGEE

PAGE 4



Every organisation has its **core values and beliefs** it stands for. The members of AEGEE share a **common and unified identity** with each other, from local to local and from member to member:

**VISION:** AEGEE strives for a democratic, diverse and borderless Europe, which is socially, economically and politically integrated, and values the participation of young people in its construction and development.

**MISSION:** AEGEE empowers students and young people in Europe to take an active role in society. It creates a space for dialogue and learning opportunities as well as acts as their representative towards decision-makers. Moreover, AEGEE strengthens mutual understanding and brings Europe closer to young people.

Moreover, AEGEE is built upon a set of values that are **reflected** in all our activities, projects and initiatives.

Therefore, any graphic materials created by AEGEE should follow this identity, and express it **coherently**.

By creating materials that follow the guidelines contained in this manual and thus, following the identity of the association, you are **supporting and strengthening it**, and your material **will be properly recognised** as an AEGEE element because of it.



The aim of a Visual Identity is to create a **consistent and recognisable** image of the organisation.

It aims to help AEGEE antennae to communicate **internally and externally** with coherent visuals.

Therefore, the Visual Identity **must be used** with all printed and electronic materials.

Why is a Visual Identity important? It has two **main objectives**:

**Externally:** coherent presence and recognition of AEGEE towards students, partners and institutions. It makes us look unified from an outside point of view.

**Internally:** common sharing of identity and feeling of belonging to the same organisation. It makes you feel part of something big.

The overall perception of AEGEE is based on **three main pillars**:

**BRAND:** perceived emotional image of AEGEE as a whole.

**VISUAL IDENTITY:** the visual aspects that you can identify the overall "AEGEE brand" with.

**LOGO:** the mark or symbol that identifies the association.





# THE LOGO OF AEGEE PAGE 5



## HISTORY AND SYMBOLISM

AEGEE's logo, called “**Key to Europe**”, was adopted at the Agora Bonn in November 1990.

It consists of the stars of the European flag, the map of Europe, the word AEGEE and the city name, which together **reflect the values of AEGEE for Europe - borderless, united and diverse in the shape of a key.**



## CUSTOMISABLE AREA

All the cities where AEGEE is present have their **unique history and landmarks**. In order to show the diversity and main cultural features of each city, it is possible to **customise a certain area** of the logo of any AEGEE local.

This base logo should be downloaded from the **Members Portal**. If you don't know how to obtain your base logo, please **contact [prc@aegee.org](mailto:prc@aegee.org)** and we will give you the files.

The customisable area is the imaginary square formed by the intersection of the following lines:

- Horizontal** from the top of the highest star, to the right.

- Vertical** from the right end of the first “E” of the AEGEE word, up.

- Horizontal** from the bottom of the star directly above the first “E” of the AEGEE word, to the right.

- Vertical** from the right end of the last “E” of the AEGEE word, up.

Visually, the area is as represented on the image below:



To present the visual image of AEGEE coherently, **no other changes to the logo are allowed** than the ones written below:

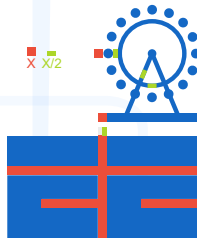
- Antennae are allowed to add a visual element in the blue area marked in the illustration, and shall not exceed it.

The element should represent a typical local indicator, such as a landmark, symbol or a mascot in the form of a flat shape. It cannot contain more than 3 elements forming a single block.

The design of the element should be as simple as possible, avoiding unnecessary details. Remember that it needs to be recognisable on a wide range of applications, from a big flag to a small pin. The simpler, the better.

The customisable area must be in the same colour as the logo.

The thinnest line or empty space has to be at least half of the size of the space between two “E”-s (X/2 on the example). In case the element finishes in a tip, the base of the element still has to respect that requirement. Find further explanation in the example below:



# THE LOGO OF AE GEE

PAGE 6



The chosen graphic element **must be approved by the Comité Directeur in cooperation with the Public Relations Committee**. The use of a modified logo without approval is not allowed. Only once the logo is approved, a local has the right to use it consistently in all appearances of the logo.

Reasons for rejection could be for instance too detailed elements, inappropriate objects, violation of dimensions or poor-quality drawings. **In any case a revision will be advised by the PRC with guidelines and recommendation.**

If your local would like to **request a customised logo approval**, you can send the files and the explanation of the modification via the link available at Members Portal.

If you don't know how to customise your custom area, please contact [prc@aegee.org](mailto:prc@aegee.org) and we will assist you in the process.

## SIMPLIFICATION EXAMPLE

**On the left**, a common first proposal from "AE GEE-City". It is **too detailed**, making it difficult to see in small applications.

Also, the amount of details would result in **problems when printing it** on, for instance, T-shirts or hoodies both in the printing process and also in the usability,

being possible that pieces of the logo would fall off while washing. The ferris wheel might become just a ink stain in most cases, such as Antenna stamps.

**On the right**, implementation of the typical PRC advice: **reduce the amount of elements and make them as simple as possible**, since the custom area **should be an icon** of the real landmark and not a perfect silhouette of it.

The most representative element of "City" is the ferris wheel. Then, the symbol is a simple iconic ferris wheel that **resembles the real one, but not a perfect representation of it**:



**#protip:** be simple and abstract and your logo will look cooler. Skylines are too mainstream and more difficult to simplify that a symbol.

## SAFE SPACE AND PROPORTIONS

In order to have the AE GEE logo **recognised clearly** in all the promotional materials, it is essential to use it with a

**surrounding safe space.**

The safe space is defined by the **width of the letter E** and defines the **minimum area that must be left clear** in order to not overshadow the logo.

This allows a clear distinction between the logo and other elements around it, that could be logos of other organisations, sponsors or partners, the limits of the material, body text or any other graphic element.



The logo **can be resized** to fit publications, PR materials, flyers etc. However **the proportions of the logo must remain the same**. A badly proportioned logo looks unprofessional.

**#protip:** a simple way to ensure you are keeping the proportions is to press the shift or the control key (depending on the software) while stretching it.

# THE LOGO OF AEGEE PAGE 7



## BAD USAGE EXAMPLES

In the following cases, the safe area has **not been respected** and the logo “can’t breathe”.

This looks **unprofessional** and is **not allowed**. Please keep a safe area around the logo as stated previously:



In the following cases, the logo has been **stretched and skewed**, losing its proportions.

**This looks horrible and is not allowed.** Please keep the proportions of the logo:



## NAME AND TAGLINE

AEGEE stands for ‘**Association des États Généraux des Étudiants de l’Europe**’. However, when introducing it externally, it is recommended to use the name ‘**European Students’ Forum**’, either in English or its translation in the local language. You can find all the translations at the back cover of this manual.

The name and/or tagline (the sentence that identifies AEGEE or the antenna, eg. “**Some call it Europe, we call it home**”) should be placed in the **middle of the safe space under the logo** as shown in the picture below. This is the only thing that is allowed within the safe space.



The correct abbreviation of the association's name is **written with a dash (-) without spaces** in the following way: AEGEE-Europe or AEGEE-City.

**#protip:** use the “European Students’ Forum” (or your local translation) name under the logo, **especially while using to externals or recruiting**, in order to raise awareness of “what is that logo about”.

## WORKING WITH THE LOGO

The logo **cannot be cut or modified in any way** and it can only be displayed in either **blue, black or white**. Remember that the only part you can modify is the **customisable area**, as stated before.

While locals are free to use their local's logo, **the logo of AEGEE-Europe** should only be used by the Comité Directeur, Projects of AEGEE-Europe as well as Committees and Commissions of AEGEE-Europe if needed.

**Note:** the templates include the “AEGEE-City” or “AEGEE-Europe” logo, but only for letting you know the place where **the logo of your local should be placed**.

### CORRECT APPLICATION OF THE LOGO:

#### Base / official uses:

- Standard blue on white background or light colour,
- White logo on standard blue (or any other AEGEE standard shade colour) background.



# THE LOGO OF AEGEE

PAGE 8



## Other accepted applications:

- Standard blue on light picture background, no disturbance,
- White on dark picture background, no disturbance,
- Black logo on any light background. Used also in b/w applications,
- White logo on black backgrounds. Used also in b/w applications,
- Logo with distanceless shadow to ensure visibility over background.



## UNACCEPTABLE USES OF THE LOGO:

**Wrong sizing** - The logo should be used with the correct proportions (as it was explained before):

- Squeezed logo,
- Stretched logo,
- Warped or skewed logo,
- Tilted logo.



**Wrong consistency** - The logo should be used as a whole. Eliminating or modifying elements of the logo is not acceptable. These are examples of wrong use:

- Using only the "AEGEE word" part of the logo to substitute the AEGEE logo – the "AEGEE word" can only be used to substitute the word "AEGEE" on a header (never on body copy),
- Changed position of the name of the city,
- Rotating the stars,
- Different font in the local's name,
- Different arrangement of logo elements,
- Deletion of logo elements (including City name),
- Unacceptable symbol in customisable area,
- Using seasonal modifications: ribbons, christmas hats, easter eggs.



**Unacceptable effects** - Logo should be flat and not have any effect on it:

- Logo with distant shadow,
- Pattern, pictures or gradients of any kind applied to the logo,
- Extrusion, bevel or textures applied to the logo.



**Wrong colours** - Logo should be all blue, black or white, without stroking.

- Logo in another colour but blue, white or black,
- Stroke around the logo in any colour,
- White logo on bright backgrounds,
- Blue or black logo with dark background,
- Different colours used for different elements of the logo,
- Using a seasonal / cause / international day colour.



# THE DESIGN ELEMENTS OF AEGEE

PAGE 9



**Design elements** are pieces that can be used to create and personalise a variety of AEGEE materials. They are components and symbols that enable people to **recognise AEGEE** even when it is not explicitly displayed.

The Design Elements are available to download at the Members Portal in order to **easily create professional-looking designs**, and to allow creative freedom while showing **unity** in the network.

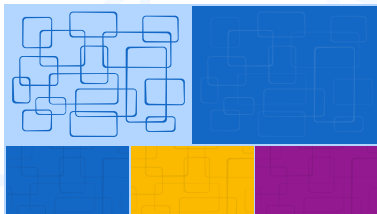
They are designed in a way that they work as a puzzle: **you can take and mix them in order to create a material**. It is not needed to use all of them at the same time—they can be used **according to the needs** of the particular design.

Design elements can be used in **every AEGEE colour**. The size of each element, but not the proportions, can be changed **according to the needs** of the design.

## DYNAMIC SQUARES

To underline the structure of the association as a **Network of individuals and groups that are in a constant change**, this element should be used as an application for backgrounds.

They can be used in any AEGEE colour but always **ensuring its contrast is low enough to allow the readability of the foreground** (check out for instance the background of this Manual).



## MAP OF EUROPE

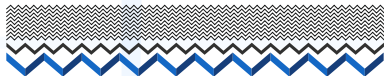
It represents our **geographical origin**. It can be used as a single coloured map or as an outlined one, filled with a pattern or even pictures, but **always without borders**.



AEGEE strives for a **borderless Europe**, so this should be also shown on our designs. It can be used in any AEGEE colour.

## ZIGZAG

To diversify the designs, the zigzag pattern can be used in many ways: as a background (always **ensuring its contrast** is low enough to allow the readability of the foreground), a separator, to underline or as a decorative element **depending on the amount of lines you use**. It can be used in any AEGEE colour.



## COLOUR LINE

The AEGEE colours can be used as a design element, **no matter the carrier** (lines, dots, symbols or any element), as long as the order of the colours is not changed.

The order of the colours must be, **from left to right and from top to bottom**: red, green, purple, yellow, blue, and can be repeated if necessary.

Since any of these five colours may be used as the background of the design, that colour can be **substituted for a darker/lighter shade** when inserting the colour arrangement in order to ensure the noticeability of that colour.

# THE DESIGN ELEMENTS OF AEGEE

PAGE 10



**#protip:** in order to avoid having an overly-repetitive pattern, you can always create the feeling of longitude with each colour and leave space between colours to create a "bar feeling", as shown below:



## ICONS

In order to represent the means that AEGEE carries out, the set of icons can be used:

- Intercultural exchange:** suitcase,
- Personal development & non-formal education:** person reading,

- Thematic projects:** lightbulb,
- Advocacy and policy:** megaphone,
- Forum for discussion:** parliament,
- The A-symbol:** can be used as an icon itself.



## THE A-SYMBOL

The **first A** of the association's name from the logo can be used as a single element for design purposes. It is the only part of the AEGEE logo that can be used separately, though it **can't be used to substitute the logo of a local**.



Modifications are allowed within certain limits as shown below:

### WHAT CAN BE DONE:

- Change opacity,**
- Use portions:** vertical half of the A,
- Customisation** for holidays, causes, etc,
- Colouring:** it can be used in any AEGEE Colour,

**Can be filled** with a pattern, words (written in AEGEE typefaces) or design elements, as long as the shape is clearly recognisable.



### WHAT CAN'T BE DONE:

- Change proportions** (stretching it vertically or horizontally – warping or skewing it),
- Applying effects** such as distant shadows or 3D ones
- Placing** individual elements inside the star,
- Using the star to frame** an element of the background,
- Modifying** in any way the shape of the A-letter or the star, ie rounding corners or adding perspectives.



# THE COLOURS OF AEGEE PAGE 11



There are five defined colours that represent AEGEE. These are called AEGEE Colours and cannot be altered. **The blue is considered primary among them.**

The use of the palette is **compulsory** and its colours are defined by their CMYK, RGB and HEX codes.

**#protip:** Most of the time you will use RGB and HEX, since CMYK is only used for printing. The other two are for screen applications. You can find the .xml palettes at the Member Portal ready to be imported and used.

There are **accent tones** (light and dark) and a **background tone** for every colour defined. **You can use them freely to create your own materials** as long as you use them in a way that ensures contrasts and readability of text / noticeability of elements.

Whenever text is used above background objects, **use white text on dark objects**. The text on light coloured objects should be in **dark grey** as defined later or a defined darker colour with good contrast.

**#protip:** You don't need to use all the colours at the same time, play with the colours and shades, use visually nice combinations and be coherent and consistent.

## MEANING OF THE COLOURS:

Each AEGEE colour **represents one of the means of the association:**

**RED** means energy, action, desire and passion; symbolic of our advocacy and policy.

**GREEN** means life, growth, renewal and hope; ideas which symbolise personal development & non formal education.

**PURPLE** means empathy, future, inspiration and meditation; key feelings which everyone develops through intercultural exchange.

**YELLOW** means creativity, challenge, wisdom and new ideas; every one of them at play in our thematic projects.

**BLUE** means stability, calmness, integrity and sincerity; characteristics that need to be present in a forum for discussion.

SCREEN PALETTE		BACK GROUND	LIGHT SHADE	AEGEE STANDARD	DARK SHADE
	RED RGB.HEX	255,182,178 #FFB6B2	255,85,76 #FF9543	197,28,19 #C61C13	122,30,22 #7A1E16
	GREEN RGB.HEX	229,230,187 #E8EBB8	194,222,93 #C2DE50	160,197,20 #A0C514	100,122,22 #647A16
	PURPLE RGB.HEX	230,189,229 #E6BDE5	196,75,194 #C44BC2	147,25,145 #931991	112,8,110 #70086E
	YELLOW RGB.HEX	255,240,178 #FFFB2	255,219,76 #FFD84C	251,180,0 #FBA800	207,152,0 #CF9800
	BLUE RGB.HEX	178,214,255 #B2D6FF	76,160,255 #4CA0FF	20,104,197 #1468C5	22,62,122 #163E7A
	GRAY RGB.HEX	236,236,236 #E8E8E8	199,199,199 #C8C8C8	137,137,137 #8B8B8B	66,66,66 #424242

PAPER PALETTE		BACK GROUND	LIGHT SHADE	AEGEE STANDARD	DARK SHADE
	RED CMYK	0,39,24,0	0,82,74,0	2,95,100,12	11,100,100,53
	GREEN CMYK	13,4,34,0	33,0,78,0	44,0,100,0	47,9,100,45
	PURPLE CMYK	13,33,0,0	42,8,10,0	58,100,0,0	60,100,3,16
	YELLOW CMYK	0,4,40,0	1,12,80,0	0,30,99,0	4,34,100,18
	BLUE CMYK	34,10,0,0	66,35,0,0	89,62,0,0	100,76,5,27
	GRAY CMYK	0,0,0,10	0,0,0,30	0,0,0,60	0,0,0,90

# THE TYPOGRAPHY OF AEGEE PAGE 12



AEGEE has **two main typefaces** to support the Visual Identity of the organisation, both to be used for different purposes.

Typefaces **can be used in any of the AEGEE Colours** as long as the contrast guarantees the readability of the text.

Every time you create a material that includes text, **you must use an AEGEE typeface**.

## HIERARCHY:

Each font family must be used in accordance to the hierarchy described below:

- **HEADER** - BEBAS NEUE or *Open Sans* in capital letters,
- **Subheader** - *Open Sans*,
- **Body copy** - *Open Sans*.

## EXAMPLE:

### THIS IS A HEADER WITH THE MAIN IDEA

This is a **subheader** that gives first details about the text

This is the **body copy** in which you actually explain what is going on. We'll fill it with a Lorem Ipsum text just to put some more lines on it: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

## HEADER TYPEFACE:

BEBAS NEUE is used for **titles, headers or large text elements**. It has bold version available, but not italic. It is only available in capital letters. It is also the **SU typeface**.

BEBAS NEUE THIN  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
ÀÁÂÃÄ Å 0123456789 ([!@#\$%^&/?ç^\*~.,;])

BEBAS NEUE LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
ÀÁÂÃÄ Å 0123456789 ([!@#\$%^&/?ç^\*~.,;])

BEBAS NEUE BOOK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
ÀÁÂÃÄ Å 0123456789 ([!@#\$%^&/?ç^\*~.,;])

BEBAS NEUE REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
ÀÁÂÃÄ Å 0123456789 ([!@#\$%^&/?ç^\*~.,;])

BEBAS NEUE BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
ÀÁÂÃÄ Å 0123456789 ([!@#\$%^&/?ç^\*~.,;])

## SUBHEADER & BODY TYPEFACE:

*Open sans* is used for **subtitles, subheaders, blocks of text, body copy and the core of texts**. It has bold and italic versions, available in higher and lower case type.

OPEN SANS LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
àáâãä å 0123456789 ([!@#\$%^&/?ç^\*~.,;])

OPEN SANS REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
àáâãä å 0123456789 ([!@#\$%^&/?ç^\*~.,;])

OPEN SANS SEMIBOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
àáâãä å 0123456789 ([!@#\$%^&/?ç^\*~.,;])

OPEN SANS BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
àáâãä å 0123456789 ([!@#\$%^&/?ç^\*~.,;])

OPEN SANS EXTRABOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
àáâãä å 0123456789 ([!@#\$%^&/?ç^\*~.,;])



## USING PICTURES

When you need to place a **text over a picture** (for instance, to make announcements) colour overlay can be used to **stylise** the result.

The **opacity of the colour layer** (mainly blue as the main AEGEE colour) **should be set at 80%** and the background picture should have **contrast enough** to be visible but without standing out more than the text itself. The text should be white for best visibility, though other colours are allowed **as long as the readability of the text is ensured** via contrast.

**#protip:** play with the different font styles while keeping a coherent and appealing result. You can also add design elements to make it “feel more AEGEE”.

## WHAT TO AVOID:

- Pixelated pictures** - better no picture than a low quality one.
- Artistic effects on pictures** - you don't need to be artsy here.
- Oversaturated or overcontrasted pictures** - idem.
- Distortion** - keep the proportions and don't stretch or skew the images.
- Copyrighted pictures** - make sure that you have the rights of the picture or it's for free use.



## VISUAL IDENTITY USAGE

International events, projects and bodies **are the face of AEGEE** and therefore need to follow the Visual Identity.

**International events** include Statutory Meetings and events in the AEGEE Calendar.

**Projects** include AEGEE-Europe projects and other initiatives.

**Bodies** include all the commissions, committees, working/interest groups and the like.

All the logos and visuals of Statutory Meetings, AEGEE-Europe projects and bodies **must be approved by the Comité Directeur** in cooperation with the **Public Relations Committee**.

Logos approval requests are handled via the **link available at Member Portal**.

The usage of the Visual Identity guidelines in the logos of the quoted events, projects and bodies **allows internal and also external recognition as “part of AEGEE”**, as shown in the examples below:



## VI-PROOF IN 6 SIMPLE STEPS

Making any material VI-proof is **quite simple**. You just need to apply the guidelines compiled in this document. It will make things **easier** for you and the result will be more **professional** even if you don't know much about design.

To illustrate that, the following example has been created using a **presentations editor** and not a graphic design program:

**Random** design that is barely recognisable as an AEGEE event,



**Corrected** fonts and logo,



**Added** design elements (zigzag and colour arrangement). This is already VI-proof and you can notice it is an AEGEE-related thing,



**Picture** made full-size in order to improve the visuals,



**Added** colour overlay,



**Elements** re-arranged and contrast ensured.



Results **may vary** depending on which of the guidelines of the Visual Identity Manual are followed. Nevertheless, in any case following them **the result will be improved both in terms of looks and recognition**.

If you start your design process with VI in mind you can come up with **nice results in a fraction of the time** than if you create a random design and then decide to convert it into a "VI-proof" material.

Using the guidelines from scratch **is a win-win**.

## USAGE EXAMPLES

Below you can find some **examples of materials** created following the guidelines of this Visual Identity Manual.

**Design resources** can be found at the Members Portal and are **constantly improved**. If you have some cool material (presentation or documentation template, social network images, business cards, etc) and you would like to share it with the network, **just contact us via prc@aegee.org**.



# ACKNOWLEDGEMENTS

PAGE 15



## ACCESS TO MATERIALS & AVAILABLE FORMATS

Materials and templates can be found at the **Members' Portal** under **PR materials** ([bit.ly/AEGEEPRmaterials](http://bit.ly/AEGEEPRmaterials)).

Depending on the type of the material, **different file formats are available**:

- .svg** - open source vector graphics file format. It can be used in any vector editing programme, such as Adobe Illustrator, CorelDraw or Inkscape. Mostly used by printers.
- .png** - raster graphics file format that allows transparent backgrounds.
- .psd** - files that can be opened and edited with Adobe Photoshop and Corel Paint Shop Pro or GIMP.
- .pdf** - files that can be read on all computers with a pdf reader (internet browsers can also open it). It is the most common file format for sharing.

## CREDITS

We would like to **thank the following people for their contribution** in the different phases during the creation of this manual:

**Andrés Díez Barbudo** (AEGEE-León), **Anna Gumbau** (Comité Directeur), **Flavio Granja** (AEGEE-Vigo), **Ian Clotworthy** (AEGEE-Berlin), **Jelena Stankovic** (AEGEE-Beograd), **Jorge Sánchez Hernández** (AEGEE-Dresden), **Justyna Kobierecka** (AEGEE-Poznan), **Katarzyna Barton** (AEGEE-Krakow), **Ksenia Lupanova** (AEGEE-Moskva), **Matthijs Dirks** (AEGEE-Nijmegen), **Mert Can Yilmaz** (AEGEE-Ankara), **Salvo Schillaci** (AEGEE-Catania), **Tekla Hajdu** (Comité Directeur) and **Tom Etienne** (AEGEE-Leuven).

Last, but not least, **special acknowledgements** to the **VIM 2.0 Managers**:

- Gerardo García Díaz** (AEGEE-Oviedo)
- Mayri Tiido** (Comité Directeur & AEGEE-Tartu)

We would like to thank them for their **continuous contribution**; the manual would not be that cool without your great support.

## TRACKING CHANGES

If you've read throughout all this document, **you have our appreciation**. Thank you for taking a while to understand the importance of a Visual Identity **for keeping our association strong and united**.

The **Comité Directeur** in cooperation with the **Public Relations Committee of AEGEE-Europe** maintains and develop the Visual Identity Manual of AEGEE:

- VIM 1.0** - Presented at the Autumn Agora Budapest 2012
- VIM 1.1** - Approved at the Spring Agora Rhein-Neckar 2013
- VIM 2.0 Alpha** - Presented at the Autumn Agora Kyiv 2015
- VIM 2.0 Beta** - Presented at the Spring Agora Bergamo 2016
- VIM 2.0** - Approved at the Spring Agora Enschede 2017

In case of questions please contact us via [prc@aegee.org](mailto:prc@aegee.org).

**AEGEE-Europe 2017**  
[www.aegee.org](http://www.aegee.org)

**AM** Եվրոպական Ուսանողների Ֆորում  
**AL** Forumi European Studentor  
**AZ** Avropa Tələbələr Forumu  
**BG** (Latin) Evropeyski studentski forum  
**BG** (Cyrillic) Европейски студентски форум  
**BA** Evropski studentski forum  
**BY** Еўрапейскі форум студэнтаў  
**CZ** Evropské fórum studentů  
**DE** Europäisches Studierendenforum  
**DK** Europæisk Studentforum  
**EE** Euroopa tudengite foorum  
**EN** European Students' Forum  
**ES** Foro de los Estudiantes Europeos  
**FI** Eurooppalainen Opiskelijafoorumi  
**FR** Association des États Généraux des Etudiants de l'Europe  
**GE** ევროპელ სტუდენტთა ფორუმი  
**GR** Κίνηση Φοιτητών για την Ένωση της Ευρώπης  
**HR** Udruga studenata Europe  
**HU** Európai Hallgatók Fóruma  
**IT** Forum Europeo degli Studenti  
**LT** Europos studentu forumas  
**LV** Eiropas Studentu forums  
**MK** Европски Студентски Форум  
**MT** European Students' Forum  
**NL** Europese Studentenvereniging  
**PL** Europejskie Forum Studentów  
**PT** Fórum Europeu de Estudantes  
**RO** Asociația Studenților Europei  
**RU** Европейский студенческий форум  
**SE** Europeiskt Studentforum  
**SI** Društvo študentov Evrope  
**SK** Európske študentské fórum  
**SRB** Evropski studentski forum  
**TR** Avrupa Öğrencileri Forumu  
**UA** Європейський студентський форум

# SOMECALLITEUROPE WECALLITHOME



European **Students'** Forum