

SUMMER UNIVERSITIES 2020



**HOW TO
GRAPHICS.**

BASICS

PROGRAMS

THE CLASSICS:

PHOTOSHOP
ILLUSTRATOR
INDESIGN

-> YOU HAVE TO PAY FOR IT

FOR EVERYONE:

CANVA: NICE ONLINE TOOL, OFFERING MANY
TEMPLATES AND DESIGN IDEAS
+ FOR FREE

PROGRAMS

IMAGE SIZES

USE THE RIGHT IMAGE SIZE FOR YOUR PURPOSE.

FB COVER :	820 X 312 PX
FB COVER (EVENT):	500 X 262 PX
FB PROFILE PICTURES:	180 X 180 PX
FB/IG POST:	1080 X 1080 PX
IG STORIES	1080 X 1920 PX

IMAGE SIZES

FONT

SU FONT = AEGEE FONT

BEBAS NEUE AND ALWAYS BEBAS NEUE!

FOR GRAFICS RECOMMENDED:

BEBAS BEBAS BEBAS BEBAS **BEBAS** BEBAS BEBAS

- DON'T MIX TOO MANY DIFFERENT TEXT SIZES
- VARIATE THE SPACING BETWEEN THE LETTERS

FONT

BASICS



COLOURS

THE AEGEE VISUAL IDENTITY INCLUDES A RANGE OF COLOURS.
TO KEEP UP THE IDENTITY USE ONLY THIS COLOURS.

SUMMER UNIVERSITY SPECIFIC COLOURS:

BLUE #00B9D6
YELLOW #F9B800

& REMEMBER: LESS IS MORE

COLOURS

LOGO & CO

**TRY TO PUT ALWAYS YOUR LOGO (ANTENNA, SU...)
& THE SUMMER UNIVERSITY LOGO ON YOUR GRAPHICS.**
IT MAKES YOUR GRAFICS MORE RECOGNIZABLE.

YOU CAN USE THE OTHER AEGEE ELEMENTS AS WELL.

LOGO & CO

PICTURES

A NICE PICTURE CAN IMPROVE YOUR GRAFIC AND EMPHASIZE YOUR MESSAGE.

BUT: CAREFUL WITH COPYRIGHTS!

USE ONLY YOUR OWN PICTURES OR THAT ONE WHICH ARE FREE AVAILABLE.

CHECK OUT, FOR EXAMPLE: PIXABAY

PICTURES

USEFUL LINKS



SOME TEMPLATES WE MADE FOR YOU:

[HTTPS://WWW.CANVA.COM/](https://www.canva.com/)

CANVA:

[HTTPS://WWW.CANVA.COM/](https://www.canva.com/)

SU LOGO:

[HTTPS://DRIVE.GOOGLE.COM/DRIVE/FOLDERS/OBWPONE10QAQWDL9FZDVAUGY3SEE](https://drive.google.com/drive/folders/OBWPONE10QAQWDL9FZDVAUGY3SEE)

AEGEE ELEMENTS; COLOURS & MORE:

[HTTPS://DRIVE.GOOGLE.COM/DRIVE/FOLDERS/OB1ZDISU6IXDIMKVOEF82V2HWQKK](https://drive.google.com/drive/folders/OB1ZDISU6IXDIMKVOEF82V2HWQKK)

PIXABAY:

[HTTPS://PIXABAY.COM/](https://pixabay.com/)

[AEGEE.SU](https://www.aegee.eu)

