

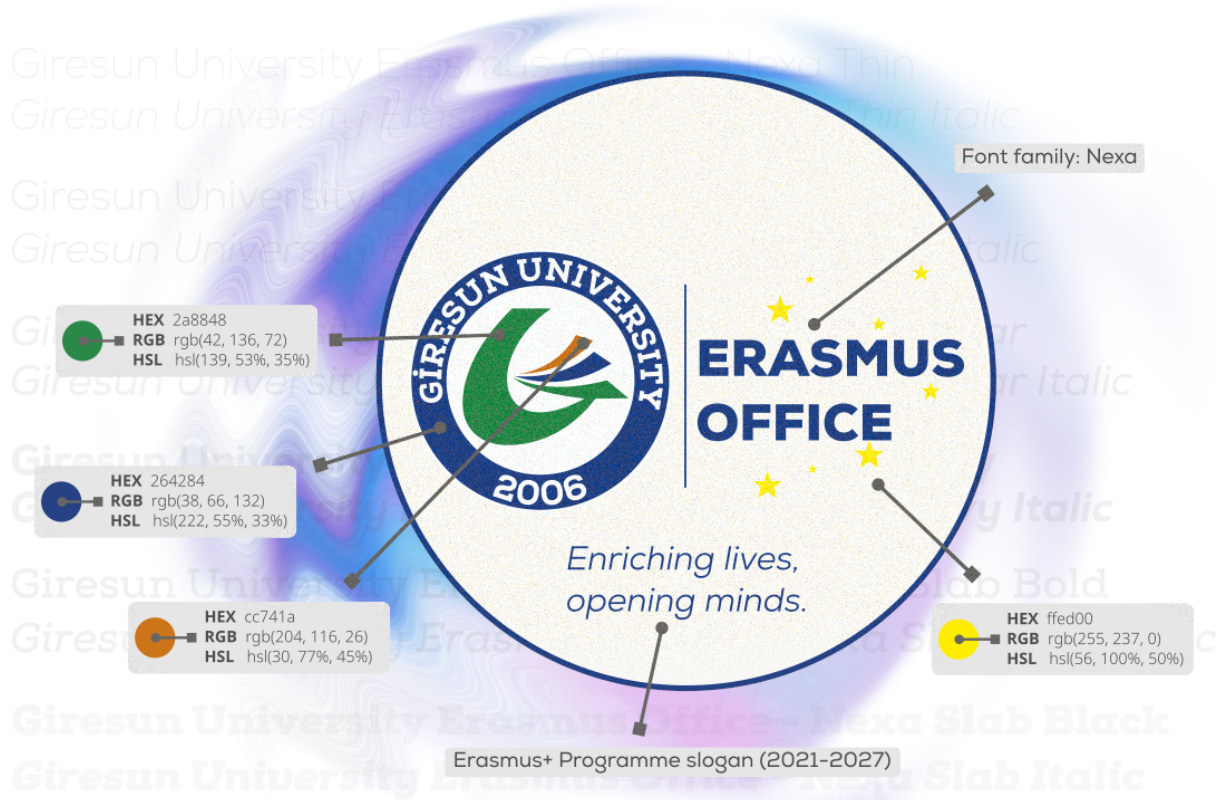
*the*  
**BRAND KIT**  
*Guide for Students & Staff*

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December 18, 2024



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## 1 Introduction

Giresun University Erasmus Office is committed to creating an inclusive and supportive workflow environment for its interns and part-time workers. This *Brand Kit* aims to ensure the accurate representation of the university to both local and international exchange students across various platforms. You can find this guide in both English and Turkish.

### 1.1 Intern’s workflow at a glance

During my internship, whenever suitable alternatives existed, I tried to use free and open-source software as much as possible to minimize costs;

- LibreOffice, TeXstudio (a  $\text{\LaTeX}$  editor[1] used to compile this document)
- Neovim[2] for quick text editing
- Obsidian [3] for personal database management
- Inkscape, GIMP, Canva for designing
- Kdenlive for video editing
- and AI tools (ChatGPT, Copilot, etc.).

-M. Kamil FATSA

## 1.2 Screenshots of Workflows

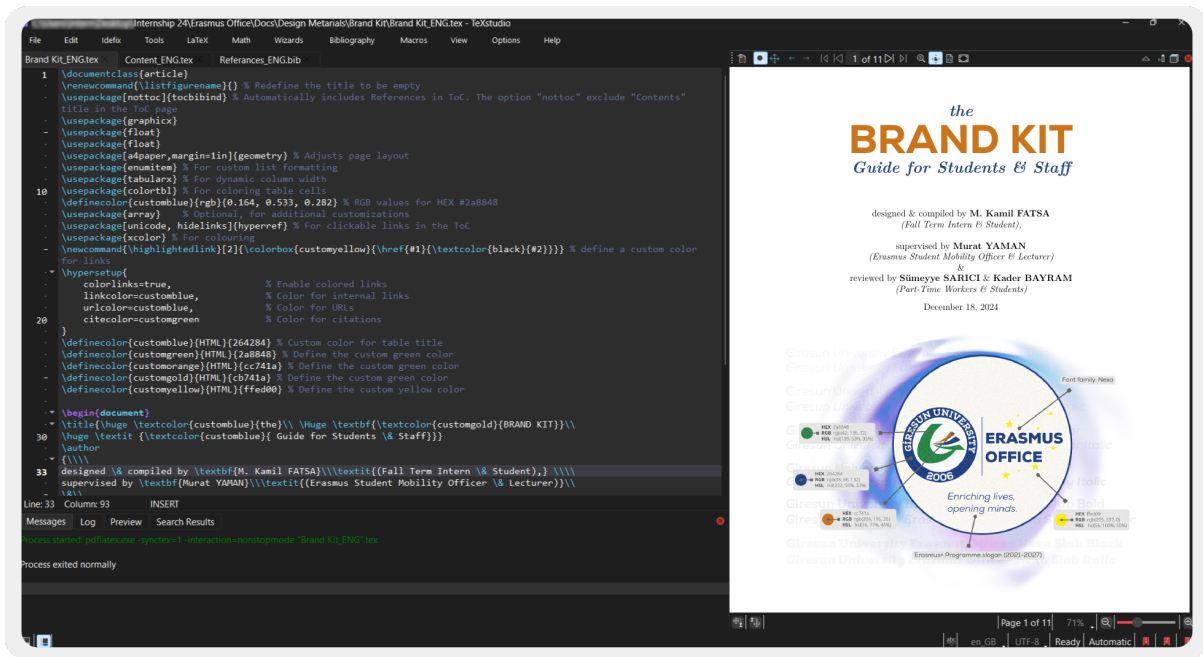


Figure 1: The program interface from which I compiled the document (Software is TeXstudio[4])

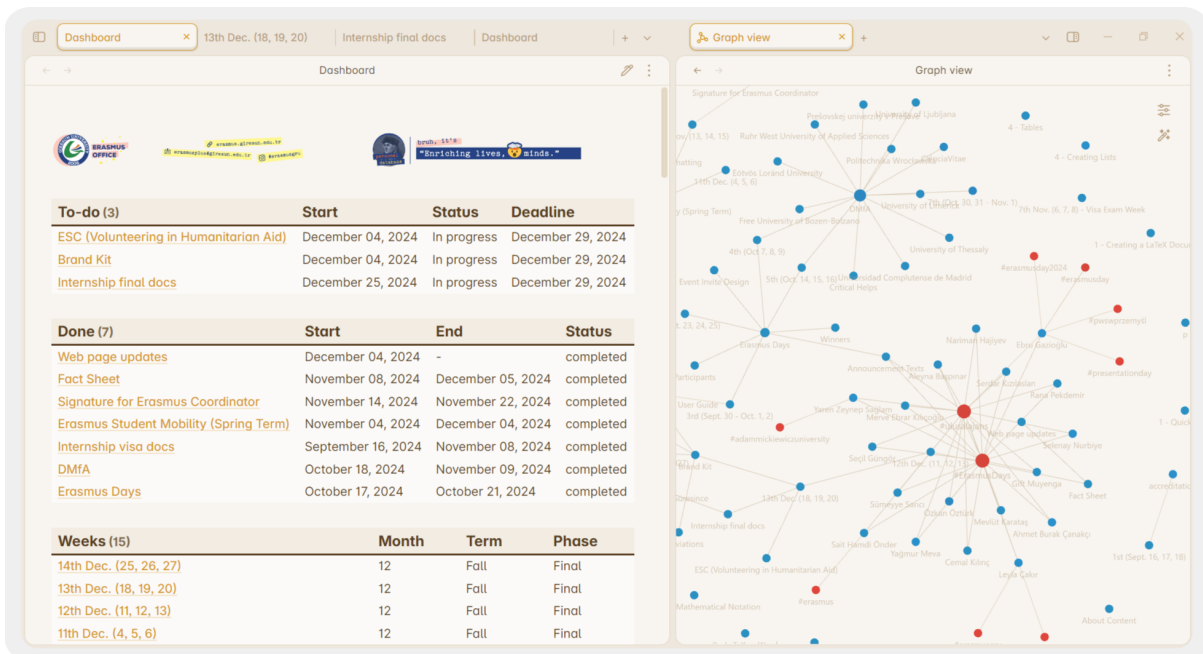


Figure 2: The dashboard for my workflow during the 14-weeks internship. (Software is Obsidian[3])

## 2 Logos and How to Use Them

The Erasmus office logo is an essential graphic element and should be included on all ‘Erasmus+’ programme materials. Dark and white versions of the logo can be used, depending on the content’s color scheme and the background contrast.



Figure 3: Primary Logo (dark-and-white versions).

### 2.1 Logo concept

- The “Erasmus Office” logo uses the original logo of Giresun University; combining the Erasmus+ programme slogan.
- The “Erasmus Office” logo does not need translation.

### 2.2 Font for the “Erasmus Office” logo

The font used to create the “Erasmus Office” logo is “Nexa”. However if you do not have “Nexa” installed on your computer, you will have the opportunity to download the logo in many file formats. Please visit: Giresun University’s Press and Public Relations Coordination web page. [5]

The name of this logo does not need translation (i.e. “Erasmus Ofisi”). The logo can therefore be used as it is, for all languages.

## 2.3 Buffer Zone

The buffer zone surrounding the logo ensures it remains visually distinct from nearby design elements. Its dimensions are defined as a circle, with each side measuring 3.5 units. The Erasmus Office logo is 12 units wide and 12 units high.

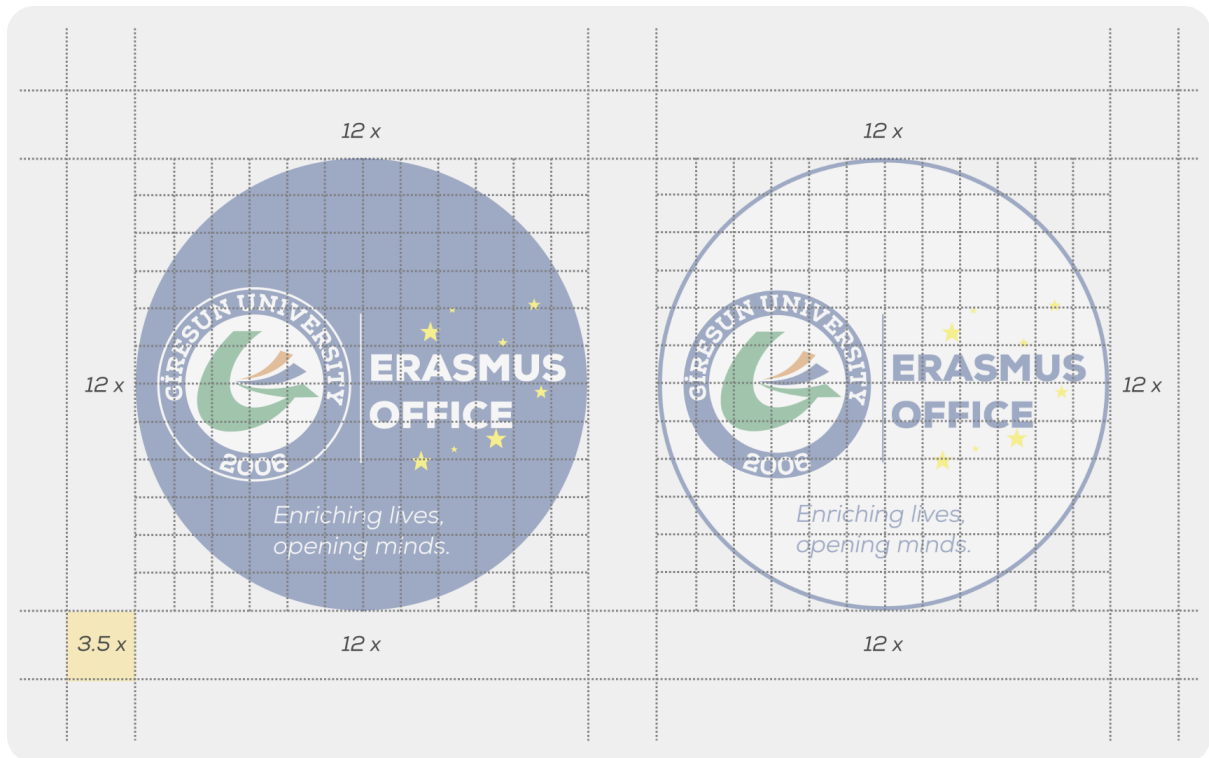


Figure 4: Margins and buffer zone of the logo.

## 2.4 Minimum Size

The minimum size of the logo has been determined in function of its readability. If the logo is to be used in visual sharing on the web, it is important that it is easily readable from mobile devices.



Figure 5: Ideal minimum size of the logo.

## 2.5 Dos and Don'ts

The logo may not be changed.

- The logo may not be unproportionally scaled, distorted or rotated.
- The use of other typefaces is not permitted (in the future the logo may change but not without Erasmus Coordination permission).
- No colour versions may be used apart from those defined here.
- The position of the logo elements may not be altered.



Figure 6: How to not use the logo.

### 3 The Graphic System

The colour scheme of the Giresun University logo reflects a thoughtful combination of shades, each chosen to convey specific emotions and values aligned with the institution’s identity. These colors are not just visual elements but also carry symbolic meanings that resonate with the university’s mission and vision.

#### 3.1 Colour Scheme

Below are the primary colors used in the logo, along with their interpretations:

- **Blue**: It is the colour of trust and calmness. It symbolises reliability and meticulousness.
  - **HEX**: 264284
  - **RGB**: rgb(38, 66, 132)
  - **HSL**: hsl(222, 55
- **Green**: It evokes positive feelings in people and leaves a peaceful and conciliatory impression.
  - **HEX**: 2a8848
  - **RGB**: rgb(42, 136, 72)
  - **HSL**: hsl(139, 53%, 35%)
- **Orange**: It symbolises sociability, giving an energetic and comforting feeling.
  - **HEX**: cc741a
  - **RGB**: rgb(204, 116, 26)
  - **HSL**: hsl(30, 77
- **Yellow**: It is the yellow star of the European Union emblem.
  - **HEX**: ffed00
  - **RGB**: rgb(255, 237, 0)
  - **HSL**: hsl(56, 100

### 3.2 Erasmus Office's Fonts



Figure 7: Font of the Giresun University's logo is: Nexa

**Important:** The Nexa font may not be used without a licence agreement. The licence agreement for the complete font set, or a part of it (i.e. Light, Regular, Semibold) can be purchased online. [6]

### 3.3 Slogan for Erasmus+

The slogan for “Erasmus+” is:

“**Changing lives. Opening minds.**” (2014-2020) [7]

“**Enriching lives, opening minds.**” (2021-2027) [8] [9]

Slogans should be used in the presence of the logo and visual identity.

## 4 Usage Examples

How everything works together, you can find example campaigns or materials here.

### 4.1 Event Promotion (Instagram Post)

When you share a photo that has a width between 320 and 1,080 pixels, Instagram keeps that photo at its original resolution as long as the photo's aspect ratio is between 1.91:1 and 4:5 (a height between 566 and 1,350 pixels with a width of 1,080 pixels).

If the aspect ratio of your photo isn't supported, it will be cropped to fit a supported ratio. If you share a photo at a lower resolution, Instagram enlarges it to a width of 320 pixels. If you share a photo at a higher resolution, Instagram sizes it down to a width of 1,080 pixels. [10]



The graphic is a two-panel announcement for the Erasmus Days event. The left panel has a purple background with a white and orange ribbon graphic. It features the Erasmus University Giresun logo (2006) and the Erasmus Office logo. The main text reads "AWARD-WINNING ERASMUS DAYS EVENT!" in large, bold, orange letters. Below this, it says "Share your favourite Erasmus memory through a single photo or a short video in written form to have a chance to win a prize!". A pink box highlights "surprise prizes for 1st, 2nd and 3rd place winners". Underneath, it says "HOW TO JOIN?" followed by two steps: "1. Follow @erasmusgru on Instagram." and "2. Share your post on your profile by mentioning @erasmusgru.\*\*". A purple box at the bottom of the panel states "Deadline for participation: 14 October 2024, at 11:59 PM.". Small text at the very bottom explains that top 3 posts will be used for a promotional event and that non-public posts won't be considered.

The right panel has a dark purple background. It features the Erasmus University Giresun logo (2006) and the Erasmus Office logo. The title "TIPS FOR THE POST:" is in large, bold, orange letters. It lists three categories of tips: "Participants" (can join with either 1 photo, 1 video, or both.), "Photo & video" (Content should reflect the school, internship placement, or country you visited during your mobility; Understandable image quality is sufficient; Video should not exceed 3 minutes.), and "Text" (You could express your story in a single sentence on the Instagram post.). A note at the bottom says "When posting separate video and photo submissions, remember to mention @erasmusgru for each one." Logos for Erasmus University Giresun, Erasmus Office, and Erasmus+ are at the bottom right.

Figure 8: Erasmus Days event (October 17 - 19, 2024) announcement.



The graphic is a two-panel participant post. The left panel has a dark blue background with white stars and a white and orange ribbon graphic. It features a photo of a young woman in a white t-shirt taking a selfie in front of the Eiffel Tower. Below the photo is a white box with the name "Sümeyye Sarıcı". At the bottom right of the panel are the Erasmus University Giresun logo (2006) and the Erasmus Office logo.

The right panel has a dark blue background. It features the quote "Erasmus for you, you for Erasmus." in white, bold letters. Below the quote is a white text box containing the participant's story: "During my two-month internship at Blagoevgrad university in Bulgaria, I had a chance to learn Erasmus office and procedure of the Erasmus program in detail, becoming more engaged in the process. With the support of the people in the office, I completed this period without any challenges in terms of work. Of course, it wasn't all about work during this time. We also had the chance to explore other European countries such as France, Italy, and Netherlands, as well as other places in Bulgaria. I am grateful to especially Giresun University for providing this incredible opportunity and for offering us cultural and social experiences during these two months." At the bottom right of the panel are logos for Erasmus University Giresun, Erasmus Office, and Erasmus+.

Figure 9: Erasmus Days event (October 17 - 19, 2024) with a participant post.



## 4.2 Guide Promotion (Web Announcement)

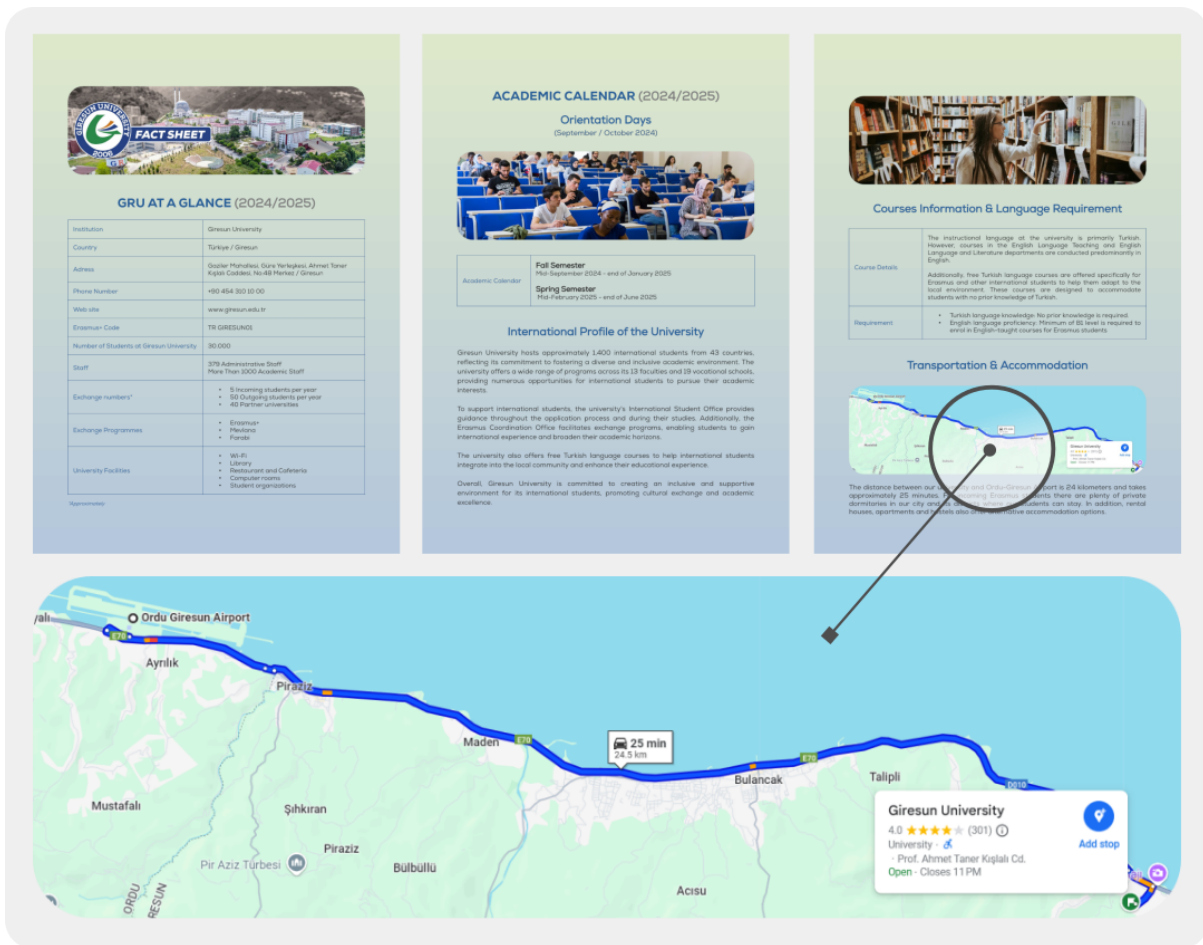


Figure 10: GRU at a Glance - Fact Sheet (2024). Example pages from the document.



Figure 11: GRU at a Glance - Fact Sheet (2024). Instagram post.

### 4.3 Exam Announcement (Poster Print)

When designing an A4 poster, ensure the dimensions are 210 x 297 mm (or 8.27 x 11.69 inches). For digital sharing, keep the width between 320 and 1,080 pixels. Maintain an aspect ratio between 1.91:1 and 4:5 to avoid cropping. Use high resolution (at least 300 DPI) for print quality. Ensure text and images are clear and properly aligned for a professional look.

**BAŞVURU**

**2024-2025 Bahar Dönemi**  
**Erasmus Öğrenci Öğrenim Hareketliliği**

Dil Sınavı puan hesaplaması toplam 100 puan üzerinden **bölüm, fakülte, yüksekokul ve enstitülere** ayrılan kontenjanlara göre ilgili akademik birim içerisinde yapılır.

- Akademik başarı düzeyi : **%50**
- Yabancı dil sınav puanı : **%50**

(Öğrencinin Yabancı Dil Sınavından 70/100 alması gerekmektedir.)\*

\* Yabancı Dil Sınavından:

- İngilizce Öğretmenliği, İngiliz Dili ve Edebiyatı öğrencisi **85/100**
- Uygulamalı İngilizce Çevirmenlik öğrencisi **80/100** alması gerekir.

Başvuru duyuru metnine [www.erasmus.giresun.edu.tr](http://www.erasmus.giresun.edu.tr) adresinden veya aşağıdaki karekodu tarayarak ulaşabilirsiniz.

erasmus.giresun.edu.tr

detaylara ulaşmak için karekodu tarayın

ERASMUS OFFICE

European Commission

With the support of the Erasmus+ Programme of the European Union

**SÜREÇ TAKVİMİ**

**2024-2025 Bahar Dönemi**  
**Erasmus Öğrenci Öğrenim Hareketliliği**

<b>04/11/2024</b>	Erasmus Öğrenim Hareketliliği 2024/2025 Bahar Dönemi İlanı başvuru başlangıç tarihi
<b>25/11/2024</b> (saat 17:00'a kadar)	Erasmus Öğrenim Hareketliliği 2024/2025 Bahar Dönemi İlanı, başvuru ve belge teslimi için bitiş tarihi
Sınav tarihi ve nasıl uygulanacağı ile ilgili bilgiler erasmus.giresun.edu.tr adresinden duyurulacaktır.	<b>Erasmus İngilizce Yazılı Yabancı Dil Sınavı</b>
<b>29/11/2024</b>	Sonuçların İlanı (Aday Öğrenci Sonucu İlanı)
<b>29/11/2024</b> <b>04/12/2024</b>	Sonuçlara İtiraz ve Erasmus Öğrenim Hareketliliği Hakkından Feragat Tarihleri
<b>06/12/2024</b>	Kesinleşen sonuçların ilanı ve gidilecek üniversitelerle bildirim (nomination) işlemlerinin başlatılması

erasmus.giresun.edu.tr

detaylara ulaşmak için karekodu tarayın

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European Commission

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Figure 12: Erasmus Student Mobility (Spring Term), Application & Calendar.

### 4.4 Signature (E-mail)

ERASMUS OFFICE

erasmusplus@giresun.edu.tr

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@erasmusgru

European Commission

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erasmusplus@giresun.edu.tr

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European Commission

With the support of the Erasmus+ Programme of the European Union

Figure 13: Signature for e-mail. (Dark & White background)

## 5 Contact & Address

**Erasmus Office's address:** Professor Ahmet Taner, Kışlalı Street, Giresun University, Faculty of Arts and Sciences, Ground Floor

### 5.1 Important External Links

- Giresun University - Department Coordinators
- GRU at a Glance (Fact Sheet)
- Giresun University - Erasmus Student Mobility Roadmap
- Turkish National Agency (Erasmus+ and ESC Opportunities)
- Erasmus+ Visual guidelines (2021 - 2027)
- Erasmus Days - The Kit (Logos, social media banners, posters, flyers, templates, guidelines, etc.)

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## References

- [1] Dr. Sally MAKIN. *LaTeX for Scientists companion guide. SOS Writing (Sept. 9, 2021).*
- [2] Jeff Delaney. *Neovim in 100 Seconds. Fireship (Feb. 15, 2023).*
- [3] Obsidian. *Sharpen your thinking. Private and flexible writing app that adapts to the way you think.*
- [4] Benito van der Zander. *Integrated writing environment for creating LaTeX documents. TeXstudio.*
- [5] Giresun University. *Press and public relations coordination. Corporate Templates / Font.*
- [6] Nexa. *Font family.* Fontfabric.
- [7] Erasmus+ Toolkit. *Graphic design userguide.* Publications Office, (2014 - 2020).
- [8] Erasmus+ Communication Strategy. *Enriching lives, opening minds through the EU programme for education, training, youth and sport.* Publications Office, (2021 - 2027).
- [9] Erasmus+ Visual guidelines. *Erasmus+ Visual guidelines.* Publications Office, (2021 - 2027).
- [10] Image resolution of photos you share on Instagram. *Sharing photos and videos.* Instagram.