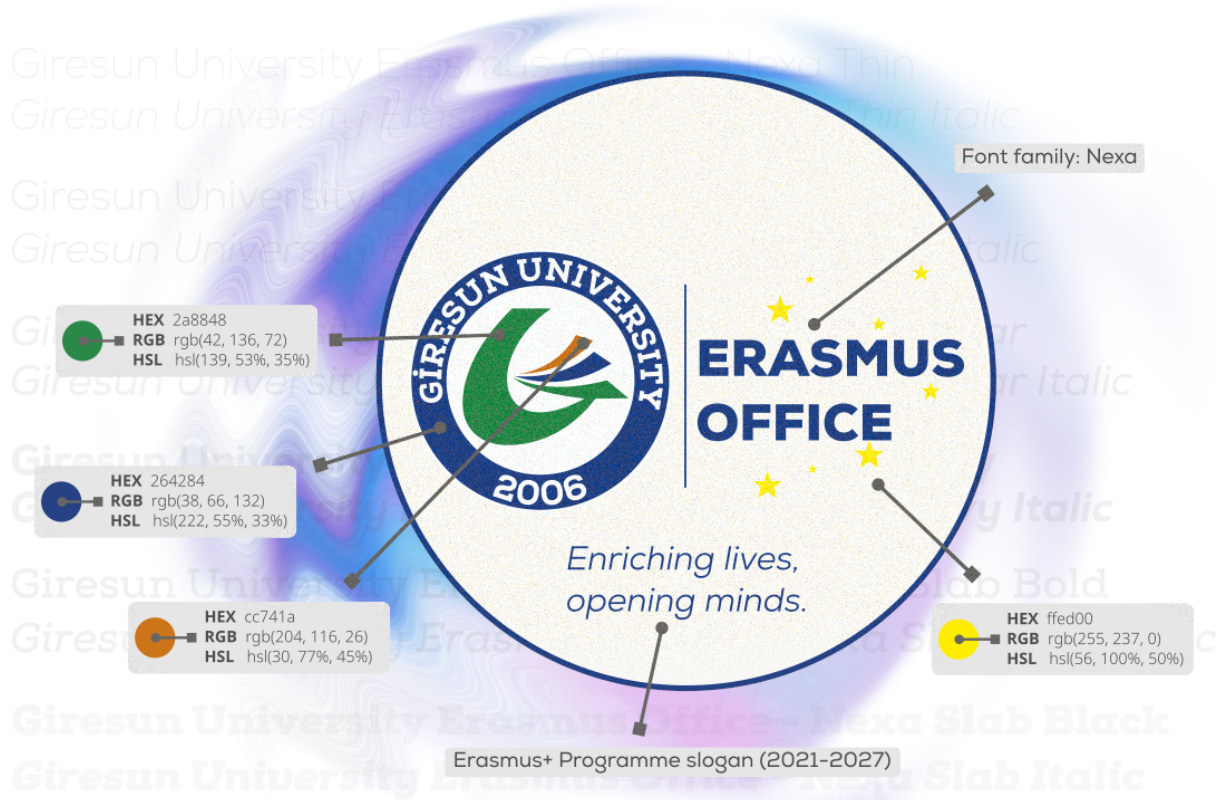# *the*
BRAND KIT
Guide for Students & Staff

designed & compiled by **M. Kamil FATSA**
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(Erasmus Student Mobility Officer & Lecturer)
&
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(Part-Time Workers & Students)

December 18, 2024

Giresun University Erasmus Office - Nexa Thin
Giresun University Erasmus Office - Nexa Thin Italic

Giresun University Erasmus Office
Giresun University Erasmus Office

Giresun University Erasmus Office
Giresun University Erasmus Office

Giresun University Erasmus Office
Giresun University Erasmus Office

Font family: Nexa

HEX 2a8848
RGB rgb(42, 136, 72)
HSL hsl(139, 53%, 35%)

HEX 264284
RGB rgb(38, 66, 132)
HSL hsl(222, 55%, 33%)

HEX cc741a
RGB rgb(204, 116, 26)
HSL hsl(30, 77%, 45%)

HEX ffed00
RGB rgb(255, 237, 0)
HSL hsl(56, 100%, 50%)

ERASMUS OFFICE

Enriching lives, opening minds.

Erasmus+ Programme slogan (2021-2027)

Contents

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 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
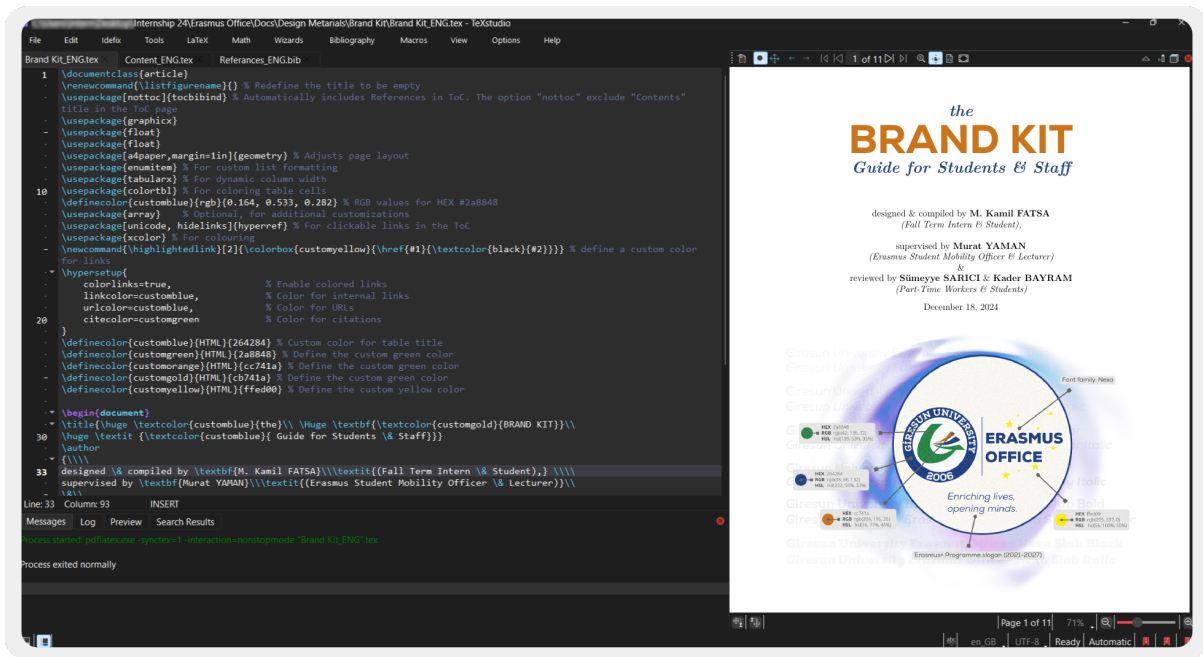
1.2 Screenshots of Workflows

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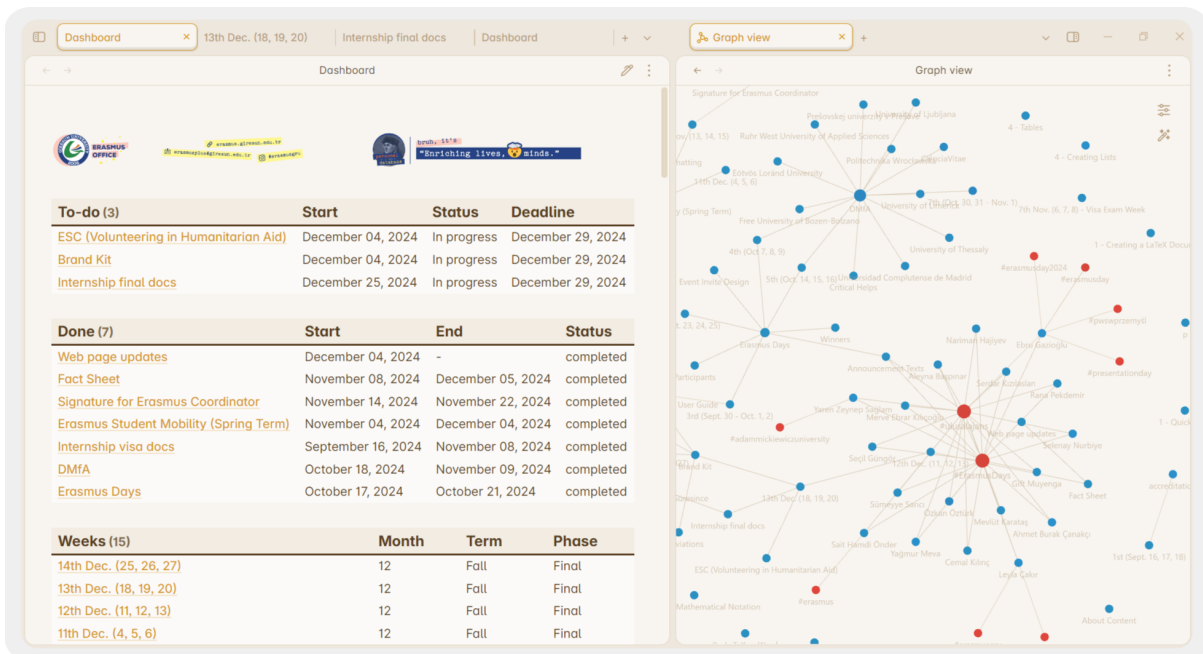

Figure 2: The dashboard for my workflow during the 14-weeks internship. (Software is Obsidian[3])

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 designelements. 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.
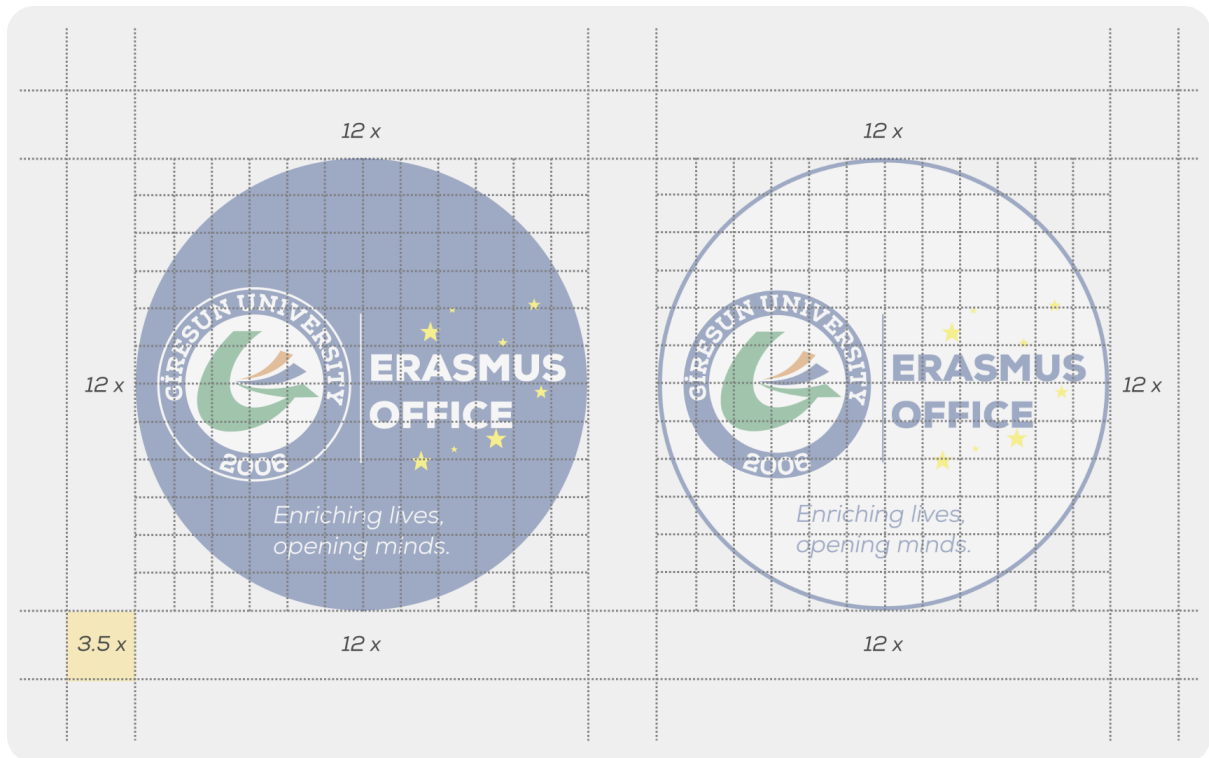

Figure 4: Margins and buffer zone of the logo.

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

| Nexa Thin ABCDEF... abcdefg... 123456... | Nexa Thin Italic ABCDEF... abcdefg... 123456... | Nexa Heavy ABCDEF... abcdefg... 123456... | Nexa Slab ABCDEF... abcdefg... 123456... |
| Nexa Thin Italic ABCDEF... abcdefg... 123456... | Nexa Thin Italic ABCDEF... abcdefg... 123456... | Nexa Heavy ABCDEF... abcdefg... 123456... | Nexa Slab Italic ABCDEF... abcdefg... 123456... |

Giresun University Erasmus Office – Nexa Light
Giresun University Erasmus Office – Nexa Light Italic

Giresun University Erasmus Office – Nexa Regular
Giresun University Erasmus Office – Nexa Regular Italic

Giresun University Erasmus Office – Nexa Heavy
Giresun University Erasmus Office – Nexa Heavy Italic

Giresun University Erasmus Office – Nexa Slab Bold
Giresun University Erasmus Office – Nexa Slab Bold Italic

Giresun University Erasmus Office - Nexa Slab Black
Giresun University Erasmus Office - Nexa Slab Italic

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]

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

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

4.2 Guide Promotion (Web Announcement)
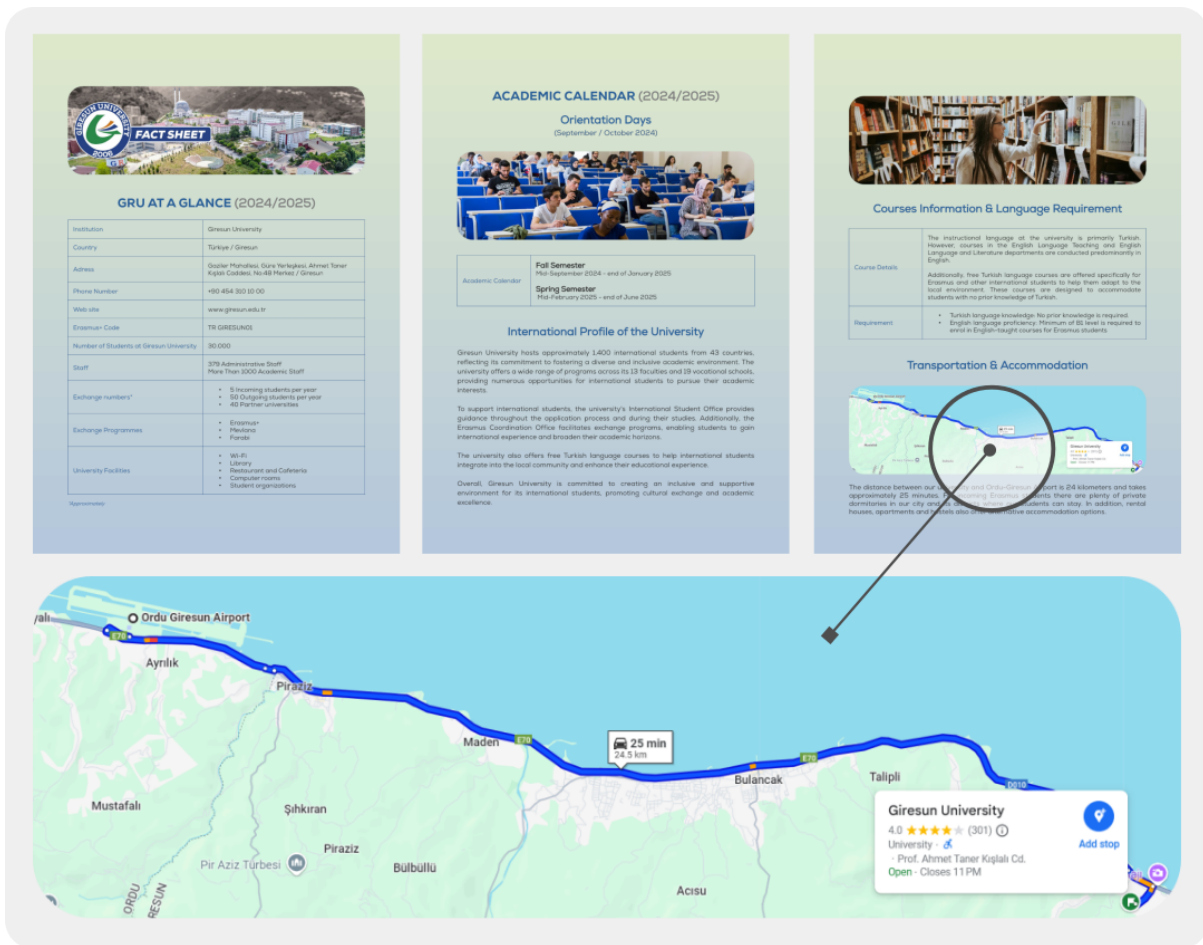
Figure 10: GRU at a Glance - Fact Sheet (2024). Example pages from the document.

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.

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

4.4 Signature (E-mail)

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.)

5.2 Images Used in This Document

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.