What’s new?

- Strategic positioning
- Messaging matrix
- Tone of voice, Dos and Don’ts
- Visual identity with visual guidelines
- Outreach approach
- Communication package
Erasmus+

Enriching lives, opening minds.
Why does the programme matter?
Erasmus+ believes we all have the potential to evolve. It makes us better equipped to build a more inclusive and open European society.

How is the programme special?
Mobility and cooperation projects, blended mobility, digital tools, virtual learning, inclusive opportunities, greener travel.

What does the programme offer?
A variety of educational and apprentice experiences for different age ranks, from school pupils to adults.
The powerful learning experience that will enable everybody to develop
### Strategic positioning: objectives and target audiences

<table>
<thead>
<tr>
<th>Potential Applicants</th>
<th>Direct beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make the <strong>programme’s strands</strong> clearer and better known.</td>
<td>Communicate the <strong>novelties</strong> and <strong>lesser-known opportunities</strong> of the new Erasmus+</td>
</tr>
<tr>
<td>Reach out to <strong>underrepresented target audiences</strong>.</td>
<td>Clear communication around <strong>COVID-19</strong>, how it is affecting the programme and what the <strong>solutions</strong> are</td>
</tr>
<tr>
<td><strong>Attract</strong> more applicants</td>
<td><strong>Celebrate</strong> the programme’s achievements and spark a <strong>feeling of pride</strong> among the EU citizens</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stakeholders and multipliers</th>
<th>Decision makers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Empower</strong> them to make the programme <strong>more visible</strong> within their networks.</td>
<td><strong>Influence</strong> decision makers to ensure continued support.</td>
</tr>
<tr>
<td></td>
<td><strong>Celebrate</strong> the achievements of the programme and spark a <strong>feeling of pride</strong> among EU citizens.</td>
</tr>
<tr>
<td>Target Audience</td>
<td>Inclusion</td>
</tr>
<tr>
<td>-----------------------</td>
<td>---------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Individuals</td>
<td>New Erasmus+ offers more opportunities for everybody</td>
</tr>
<tr>
<td>Organisations</td>
<td>New Erasmus+ opens up more opportunities for all organisations</td>
</tr>
<tr>
<td>Stakeholders and multipliers</td>
<td>Let’s offer everyone more opportunities with new Erasmus+</td>
</tr>
</tbody>
</table>
## Messaging matrix – Specific messages

<table>
<thead>
<tr>
<th>Covid-19</th>
<th>Higher education</th>
<th>School education, adult education, Vocational Education &amp; Training</th>
</tr>
</thead>
<tbody>
<tr>
<td>Erasmus+ keeps offering opportunities to develop yourself</td>
<td>The European Universities Initiative will help transform higher education in Europe.</td>
<td>Erasmus+ offers more opportunities for all ages, from early childhood to adult education</td>
</tr>
<tr>
<td>Learning does not (and should not) stop, even during times of crisis.</td>
<td>European Student Card Initiative: a digital one-stop shop to open up more opportunities for students and universities.</td>
<td>Erasmus+ supports mobility and reinvention of the classroom.</td>
</tr>
</tbody>
</table>
Tone of voice

- Friendly and approachable
- Feel good
- Memorable
- Inspiring
- People @ heart

<table>
<thead>
<tr>
<th>DOs &amp; DON’Ts</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>√</strong></td>
<td></td>
<td><strong>X</strong></td>
</tr>
<tr>
<td>Visuals/content: use diverse and <strong>real</strong> examples in communication.</td>
<td>Avoid <strong>stock imagery</strong> or similar examples when possible.</td>
<td></td>
</tr>
<tr>
<td>Put <strong>people</strong> and their <strong>experiences</strong> (individuals or organisations) first.</td>
<td><strong>Policies</strong> enable human experiences; they are not the central point in communication.</td>
<td></td>
</tr>
<tr>
<td><strong>Adapt</strong> messages, tools and channels to the target audiences.</td>
<td>Avoid a ‘<strong>one size fits all</strong>’ approach for content.</td>
<td></td>
</tr>
</tbody>
</table>
Visual identity

Design elements

• The story = Before/After duo
• The circle = magnifying glass effect

Copy elements

• The headline = the new learning experience
• The list of sectors
• The Erasmus+ logo and the slogan
• The hashtag
• The partner logo
Visual identity

New opportunities start here

Action starts here

Active living for everyone starts here
One story per sector
One story per sector

Life changes starts here

Cooperation starts here

Understanding Europe starts here

Awareness starts here
Visual guidelines

Logo for NAs

The guide on the use of the EU emblem for EU programmes online:
https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en#documents
Visual guidelines

Logo for Beneficiaries

Co-funded by the European Union
Typography

For EC

EC Square Sans Pro
Black

EC Square Sans Pro
Medium

EC Square Sans Pro
Regular

EC Square Sans Pro
Extra Black

Exploration starts here

For NAs

Roboto Black

Roboto

Roboto regular

Roboto Black
# Typography

## For EC
- EC Square Sans Pro Light
  - EC Square Sans Pro Light Italic
- EC Square Sans Pro
  - EC Square Sans Pro Italic
- EC Square Sans Pro Medium
  - EC Square Sans Pro Medium Italic
- EC Square Sans Pro Bold
  - EC Square Sans Pro Bold Italic
- EC Square Sans Pro Extra Black
  - EC Square Sans Pro Extra Black Italic

## For NAs
- Roboto Light
  - Roboto Light Italic
- Roboto
  - Roboto Italic
- Roboto Regular
  - Roboto Medium
  - Roboto Medium Italic
- Roboto Bold
  - Roboto Bold Italic
- Roboto Black
  - Roboto Black Italic

The Roboto free font is available for download on the google font website. [https://fonts.google.com/specimen/Roboto?preview.text_type=custom](https://fonts.google.com/specimen/Roboto?preview.text_type=custom)
Colours
The photography
The sectors

- Higher education
- Vocational education and training
- Adult education
- Youth
- Sport
- Jean Monnet

In Roboto Regular or EC Square Medium according to who is communicating.

In Roboto Black or EC Square Extra Black according to who is communicating.
Thank you
Informationen und Kanäle der NA DAAD zu Ihrer Unterstützung

Information

Jahresbericht
Veranstaltungen
DAADeuroletter
Website
Wechselteaser
News
Praxisbeispiele
Kommunikationsinfos
Ansprechpersonen

Newsletter
Twitter
YouTube

Material

Publikationsdatenbank
(Flyer, Broschüren, Werbeartikel)
Downloadcenter
Pressebereich
(Bilder, Pressemitteilungen, Erasmus in den Medien)