

5 Tips for Using Logos and Visuals

Tip 1: What logos to include

The EU emblem with the funding statement must be featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants.



Funded by
the European Union



Co-funded by
the European Union

If you want to download all versions of the EU emblem, you can find them [here](#).

Apart from the EU emblem, we also encourage adding the Léargas and Erasmus+ logo in your communications assets. [Download our Logos and Visual Guidelines](#).

Tip 2: Do's and Don'ts: Logos and Emblem

✓ Make sure all logos are clearly visible. If there is not enough contrast, add another element behind to make the logos stand out.



✔ Make sure that all logos are the same size and equally spaced.



66 Going to France with Erasmus+ gave me the confidence I needed to become a nurse.

Estelle O'Brien
VET student at St Micheal's School



léargas Erasmus+ Enriching lives, opening minds. Funded by the European Union

This example shows a circular photo of a young woman with curly hair, wearing a yellow shirt and a backpack, holding a red folder, standing in front of a building with a dome. The photo is placed to the right of the text. A green checkmark is in the top right corner of the photo. Below the text and photo are three logos: léargas, Erasmus+ (with the tagline 'Enriching lives, opening minds.'), and the European Union flag with the text 'Funded by the European Union'.



66 Going to France with Erasmus+ gave me the confidence I needed to become a nurse.

Estelle O'Brien
VET student at St Micheal's School



léargas Erasmus+ Enriching lives, opening minds. Funded by the European Union

This example is identical to the correct one, but the circular photo of the young woman is placed to the left of the text. A red 'X' is in the top right corner of the photo. The logos are the same as in the correct example.

✘ Do not modify or merge logos with any other graphic element or text.



✔

Join Our Youth Centre!

12 Churchill Square
Kilkenny, Ireland

YOUR LOGO Co-funded by the European Union



This example shows a row of six vertical panels, each with a different background color (pink, yellow, blue, green, red, blue) and a person in a dynamic pose. Below the panels is a large green checkmark. The text 'Join Our Youth Centre!' is in a blue script font, followed by '12 Churchill Square Kilkenny, Ireland' in a blue sans-serif font. At the bottom are two logos: 'YOUR LOGO' with a red bird icon and the European Union flag with the text 'Co-funded by the European Union'.



✘

Join Our Youth Centre!

12 Churchill Square
Kilkenny, Ireland

Co-funded by the European Union YOUR LOGO



This example is identical to the correct one, but the row of six vertical panels is placed above the text. A large red 'X' is in the top left corner of the panels. The text and logos are the same as in the correct example.

Please see more information here: [How to Communicate Your Project](#)

Tip 3: Social Media Tagging or Mentions

The Comms Team at Léargas are always happy to see your projects on social media and we will like and reshare your posts as often as possible.

Follow and tag us on:

- [Instagram](#) (@leargas.ireland)
- [X](#) (@leargas)
- [LinkedIn](#) (@Léargas)
- [Facebook](#) (@Léargas)

Tip 4: Hashtags

Hashtags are also a great way to show your involvement in Erasmus+. Hashtags work as labels and tags on social media which make it easier for the user to find news and content about a specific issue. Make sure to find the hashtags relevant for your project in order to be found by prospective participants – or even create your own!

Some hashtags we would recommend are:

#Léargas #ErasmusPlus

Tip 5: Useful resources to create content

There are many free resources available online to help you create impactful designs for your website, newsletters and social media. Here are some of our favourites:

Design

[Canva](#) - Canva is website where you can easily design social media posts, presentation slides, publications and much more. You can choose from thousands of templates and adapt them to your organisation communications needs. The free version has already all you need, but you can also consider upgrading to [Canva Pro](#). Charities and non-profit organisations may apply for [Canva Pro for free](#).

Copyright-free assets

Most images, videos and audio on the internet are protected by copyright, and it is essential to only use copyright-free assets as part as your dissemination plan.

Canva has a huge library of photos, videos, graphics and music which can be used without incurring into copyright infringement.

If Canva is not for you, here are some great alternatives for stock images and videos:

- [Pixabay](#)
- [Pexels](#)
- [Shutterstock](#)

If you are looking for music to add to your videos, on [YouTube Studio](#) you can download copyright-free tracks.

Please note: some assets may be free to use, but some artists may still ask to be mentioned in the caption/description. Please review all Terms and Conditions before using other people's work.

We hope you found these tips helpful!

Best of luck with your project,

léargas