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.

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.

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

Please see more information here: How to Communicate Your Project

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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

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