

Erasmus
Forestry
network

Brand Guidelines
Designed by David Sís

ERASMUS FORESTRY NETWORK (EFN)

The Erasmus Forestry Network functions as a network of European universities dedicated to fostering collaborative initiatives, enhancing the mobility of students, faculty members, and researchers.

Its primary objective is to promote and strengthen cooperative efforts within higher education, specifically focusing on forestry and related disciplines.

37 universities from 23 countries.

Established in 1991.

Contact: erfonet.com



CONTENTS

➤ OFFICIAL LOGO	4
➤ LOGO VARIATIONS	5
➤ MONOCHROMATIC LOGO	6
➤ LOGO PROTECTION ZONE	7
➤ LOGO USAGE RESTRICTIONS	8
➤ COLOR PALETTE	9
➤ TYPOGRAPHY	10
➤ BUSINESS CARD	11
➤ PEN	12
➤ WEBSITE	13

OFFICIAL LOGO

Primary Elements:

E: Represents "Erasmus," symbolizing education or mobilities.

F: Represents "Forestry," symbolizing the forestry and related disciplines.

Two Semicircles: Symbolizing a network, cooperation, or global outreach.

n: Represents a bridge between people and nature as well as a bridge between nations.

Color Scheme:

Green: Innovation

Represents forestry, trees, and sustainability.

Green Crown: Could represent the treetops or the overall forest canopy.

Green Land: Represents the lushness of the forest floor or nature.

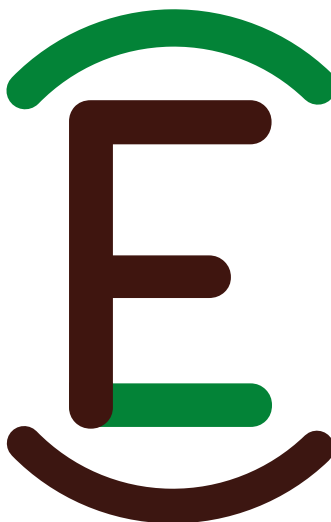
Brown: Tradition

Represents the soil, wood, and the tribe. Symbolizing the foundational aspects of forestry and wood science, linking back to the earth and natural resources.



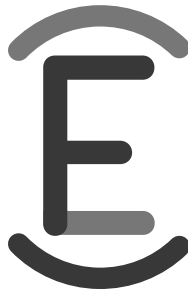
LOGO VARIATIONS

In addition to the primary logo, the symbol can be used independently without the name Erasmus Forestry Network. Suitable for smaller areas, in mobile applications, or on covers.



MONOCHROMATIC LOGO

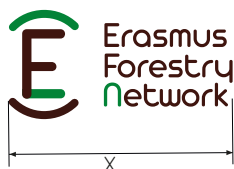
This version of the logo is suitable for use wherever color cannot be used.



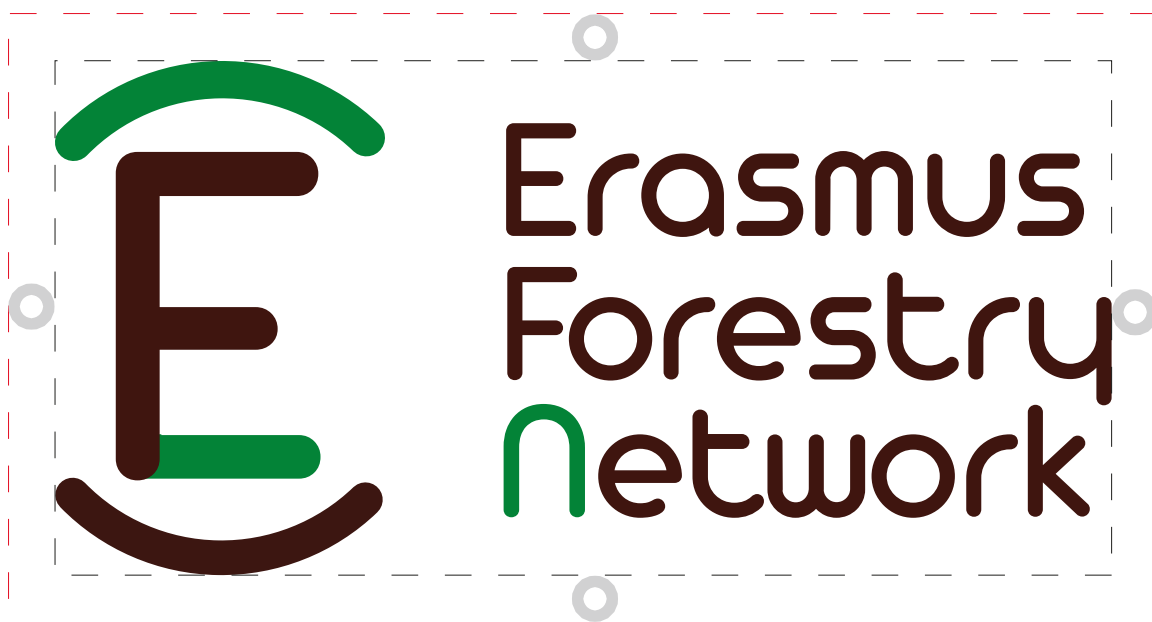
LOGO PROTECTION ZONE

The minimum recommended width for the logo with text is 30 mm (x).

The minimum recommended width for the logo without accompanying text is 3 mm (y).

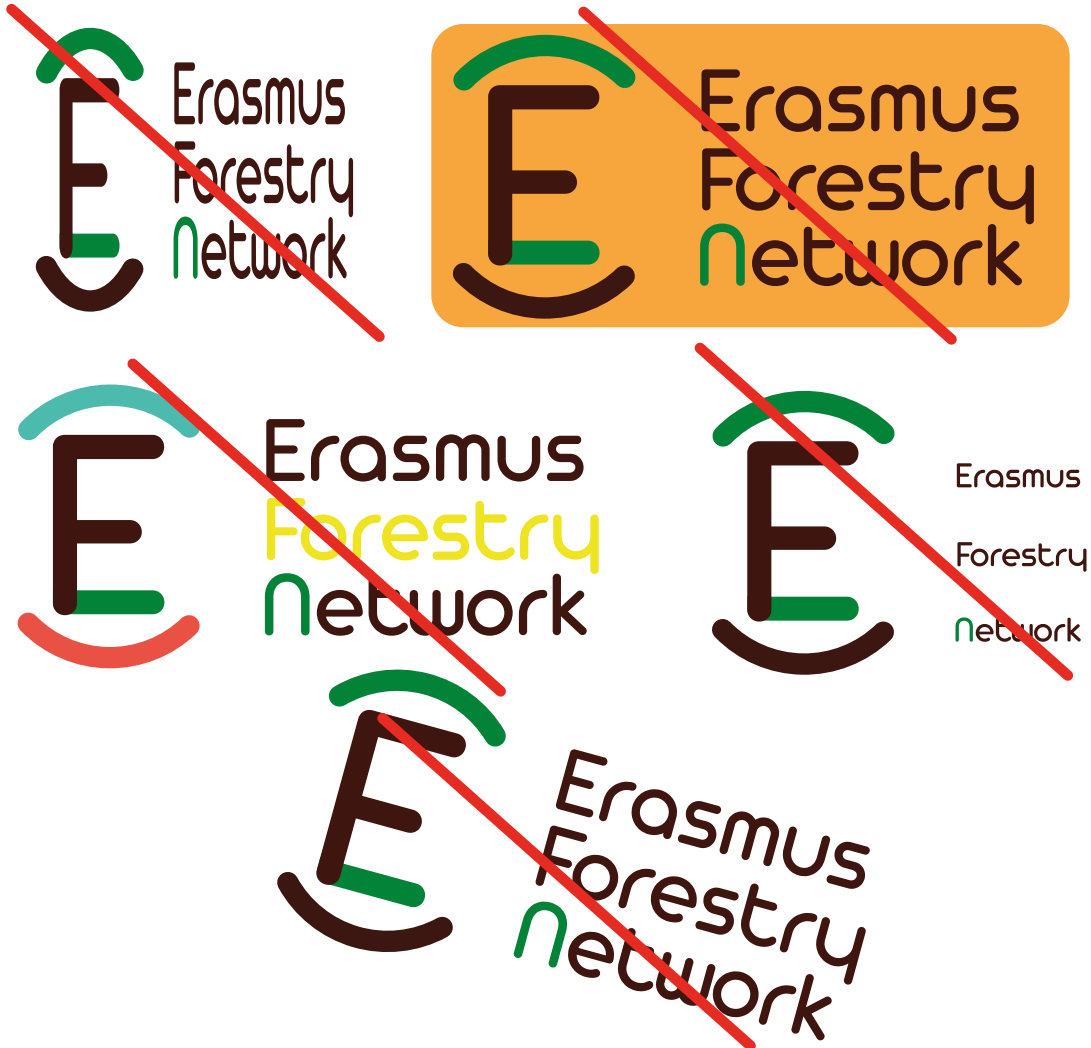


The protective zone is graphically defined below.



LOGO USAGE RESTRICTIONS

Deformation and change of aspect ratio, non-white background, color changes, change in the size of the name, transformation of the name at an angle.



COLOUR PALETTE

The primary colors of EFN are dark brown and green. These are the preferred colors that should be used in most applications.

#3E140E

RGB (62, 20, 14)

CMYK (48, 90, 81, 74)

#018237

RGB (1, 130, 55)

CMYK (87, 23, 100, 8)

#FFFFFF

RGB (255, 255, 255)

CMYK (0, 0, 0, 0)

In the monochromatic logo,
it is dark grey and light grey.

#777676

RGB (119, 118, 118)

CMYK (51, 42, 41, 25)

#383838

RGB (56, 56, 56)

CMYK (68, 58, 55, 63)

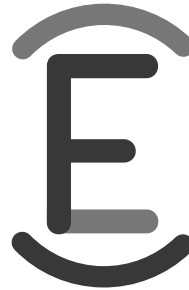
TYPOGRAPHY

For the minimum recommended width of the logo with text is 30 mm.

HEADING

FONT: Arista Pro Regular

SIZE: 40



BODY TEXT

FONT: Arista Pro Regular

SIZE: 14

Erasmus
Forestry
Network

BUSINESS CARD



PEN



WEBSITE

