



EUROPEAN STUDENT CARD LOGO

Graphic Charter

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1. Introduction

1.1. About the European Student Card logo

1.2. Benefits of the European Student Card logo

1.3. Implementation and transition timeline

About the European Student Card logo

Graphic Charter

The graphic charter is a comprehensive document that defines the rules and standards of use for the **European Student Card (ESC) logo**. The logo integrates and simplifies the ESC's visual identity, making it easier to implement and recognise on student cards.

The graphic charter includes an overview of the benefits, implementation and transition timeline, graphic specifications of the ESC logo, as well as dos and don'ts for its correct application to all student cards issued.

The purpose of this document is to **support and provide clear guidelines to card issuers** and other relevant stakeholders, ensuring that the ESC logo is consistently and correctly implemented, recognisable, and adapted to all digital and physical card formats.

By following this graphic charter, card issuers contribute to increasing the visibility and overall recognition of the ESC, which benefits all higher education institutions, students, and service providers.

[Visit the ESC Initiative website](#)



Benefits of the European Student Card logo

The **ESC logo** provides a more flexible, cost-effective and secure solution with several benefits:

Streamlined process

Card issuers can easily implement the ESC logo through a simplified process.

Versatile use

The ESC logo is adaptable to both digital and physical cards.

Clear European dimension

The ESC logo includes the EU flag, which emphasises the idea of a collective identity for European students and eases the recognition of the card as a European Student Card. This facilitates the verification of student status across European countries, simplifying students' access to on- and off-campus services during their mobility abroad.

Suitability for all student cards

The combination of the QR code and the ESC visual elements takes up less space than the previous ESC logo, which consisted of a separate QR code and a hologram. The new logo can be placed either horizontally or vertically, thereby ensuring compatibility with all student card formats and providing card issuers with more flexibility to incorporate the ESC logo into their student cards.

Instant and secure verification

The QR code is linked to a secure online platform (the ESC Router), where minimal student information is stored, and a student's status can be securely verified.

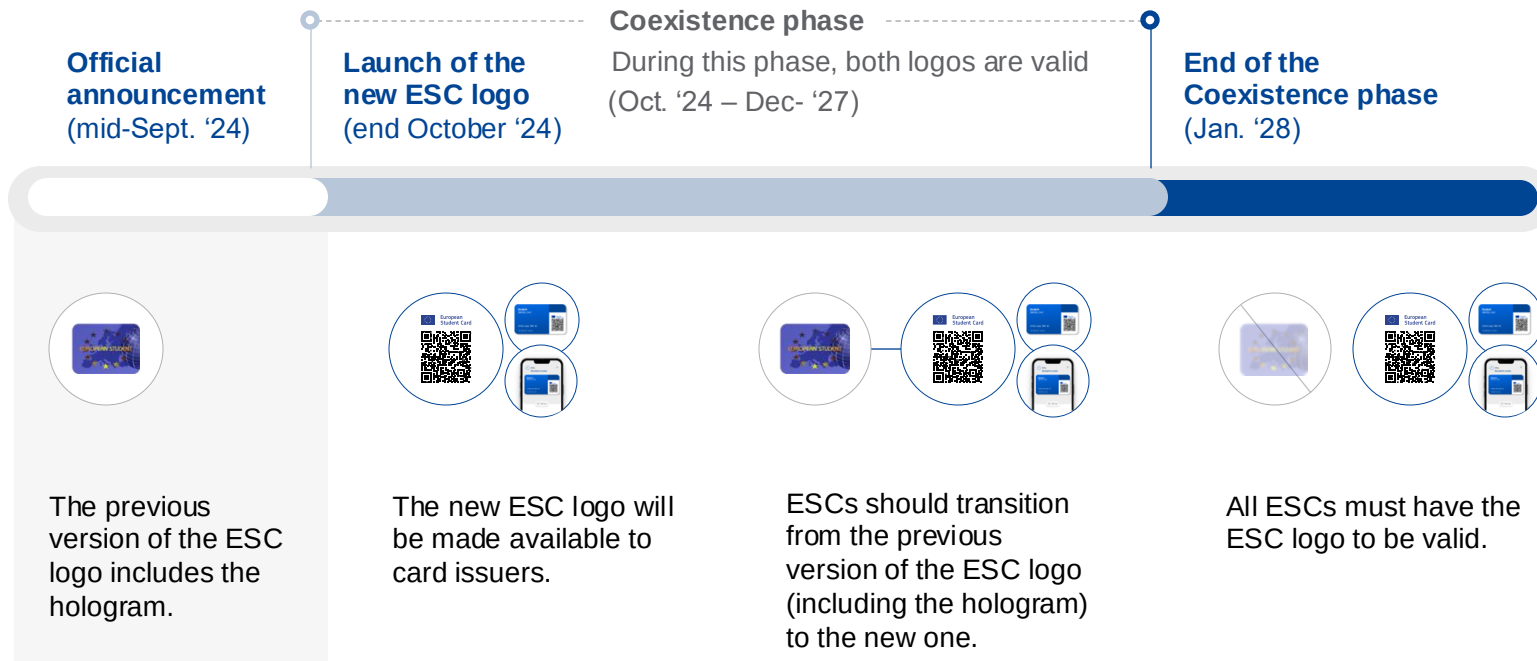
No costs for ESC issuers

The new ESC logo is free of charge with no external costs for ESC card issuers.

Implementation and transition timeline

The launch of the ESC logo will be followed by a 3-year transition period during which both the previous version of the ESC logo (hologram and QR code) and the new ESC logo will coexist, and both will be valid.

The transition period will last until 31 December 2027, which also marks the end of the current Erasmus+ Programme (2021-2027). As of **1 January 2028**, all issued ESCs must include the new logo to be valid European Student Cards.



Although both options will coexist until the end of 2027, it is recommended that card issuers implement the new ESC logo as soon as possible to take advantage of its benefits and ensure consistent branding.



2. Logo

2.1. Presentation

2.2. Formats

2.3. Specifications

Presentation

New ESC logo

It comprises three elements:

EU Flag

Depending on the background, it can be included in a positive (colour) or negative (black and white) version.

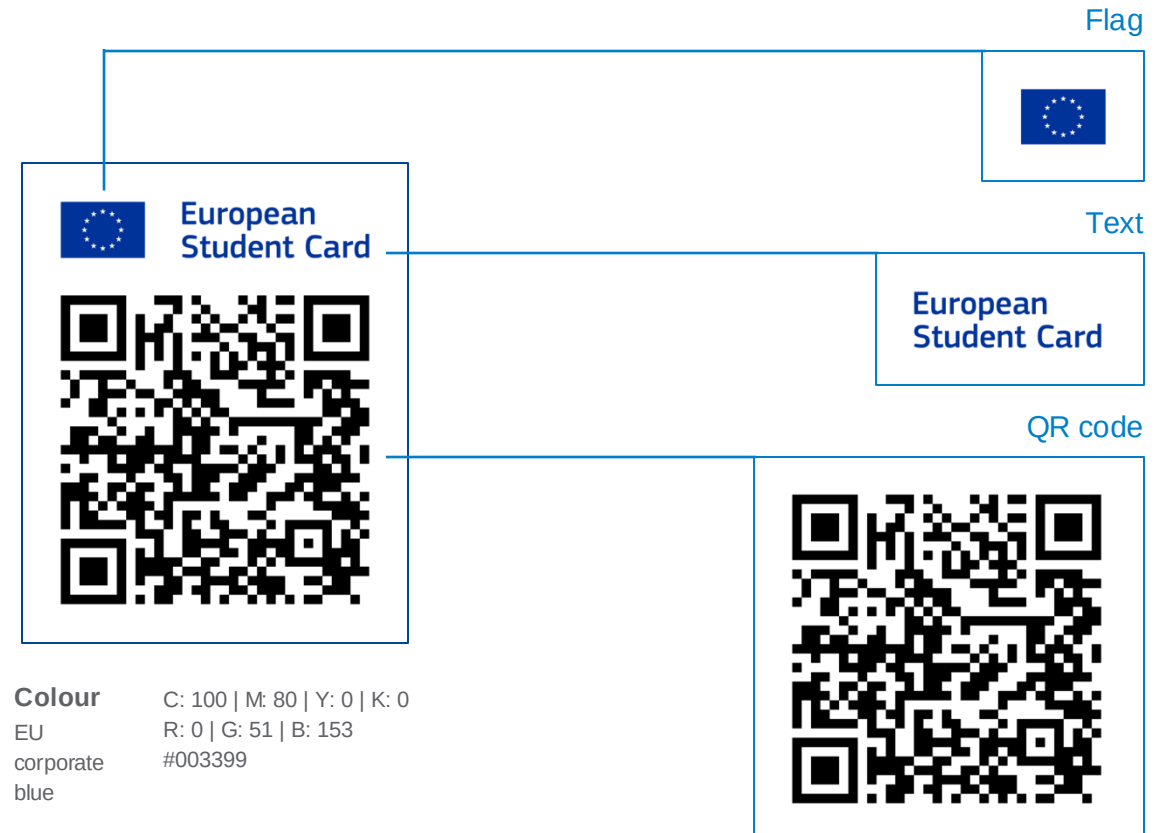
European Student Card

In English, font EC Square Sans Pro.

QR code

A physical, two-dimensional barcode on the ESC to ensure compatibility with any type of card and to automatically verify the student's status. It is personal and non-transferable and can be created through the ESC QR generation tool or by the card issuer. (For more information, please see section 5. Card issuance.)

The new ESC logo has been created to ensure that all issued cards have a consistent visual identity. It comprises three elements:



Formats

Positive version

ESC logo vertical
Positive version



ESC logo horizontal
Positive version



Negative version

ESC logo vertical
Negative version



ESC logo horizontal
Negative version



New ESC logo

The logo is available in two standard formats (vertical and horizontal) in both positive and negative versions. When implementing the logo, the indicated dimensions (page 11) must be respected.

While the specified dimensions are primarily provided for physical student cards, proportional guidelines should be applied for digital formats, with specific adjustments depending on the app or digital platform.

Specifications

Guidelines for the proper use of the ESC logo

Modifying the proportions of the ESC logo in any way is not permitted. The logo cannot be scaled down below the minimum dimensions and proportions specified in this document to ensure it functions correctly. In case of need, the ESC logo can be scaled up, but always respecting the following specifications:



The proportions and alignments

When scaling up the logo, it is essential to maintain uniform proportions. This ensures that all elements of the logo (QR code, flag and text) preserve a consistent spacing, even when the logo is resized.

[Proportions detailed on page 11](#)



The minimum dimensions

To ensure the functionality of the QR code, the ESC logo must adhere to 1.8 cm x 1.8 cm for the vertical version and 1.5 cm x 1.5 cm for the horizontal version.

[Minimum dimensions are detailed on page 12](#)

Specifications

Proportions

ESC logo

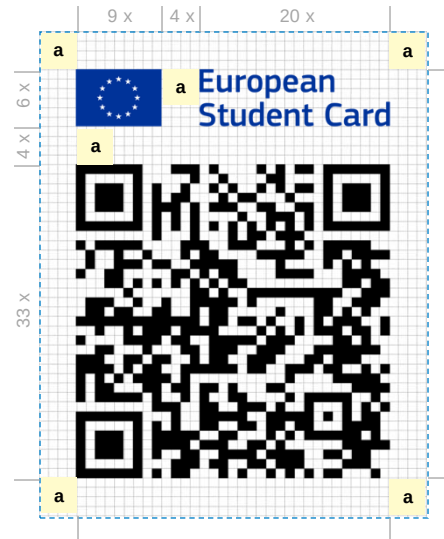
Vertical format

1px Grid

QR code size in the grid (33 x 33px)

Flag size in the grid (9 x 6px)

Text size in the grid (20 x 6px)



ESC logo

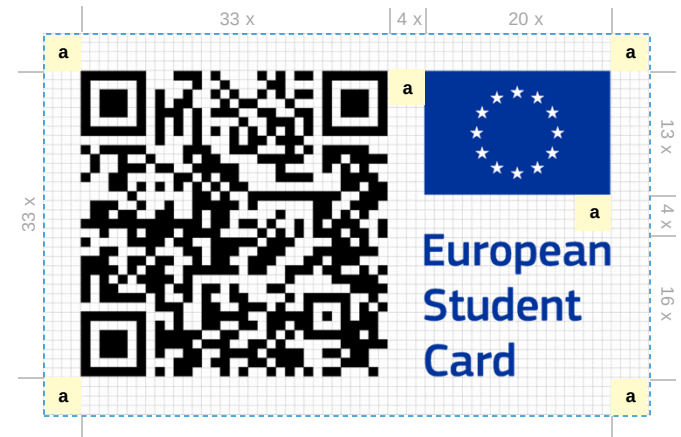
Horizontal format

1px Grid

QR code size in the grid (33 x 33px)

Flag size in the grid (20 x 13,33px)

Text size in the grid (20 x 15,37px)



a = square proportion from security area (4 px in the grid).

= Protection area of the logo: no images or typography allowed within these limits.

Proportions and protection area

All the ESC logo elements are aligned and dimensioned based on a 1px grid. The distances between the different elements of the logo are defined in multiples of the minimum unit of 1px; therefore, if the distance between two elements is 4 px, it is because they are separated by four grid cells.

The protected area should be at least 20% of the total size of the QR code on each side. For example, if the QR code is 1.8 cm x 1.8 cm, a clear space must be left of 0.36 cm on each side (top, bottom, left, and right).

If the logo needs to be scaled up to a different size, the proportions and alignments indicated in the graphics above must be maintained.

Specifications

Minimum dimensions

ESC logo
Vertical format

QR code only:
1,8 x 1,8 cm

Entire logo (QR + flag + text):
1,8 cm x 2,3 cm



ESC logo
Horizontal format

QR code only:
1,5 x 1,5 cm

Entire logo (QR + flag + text):
2,5 cm x 1,6 cm



Minimum design requirements

Specific size guidelines must be followed to maintain the QR code's visual integrity and functionality and ensure the proper implementation and visibility of the ESC logo.



3. Application

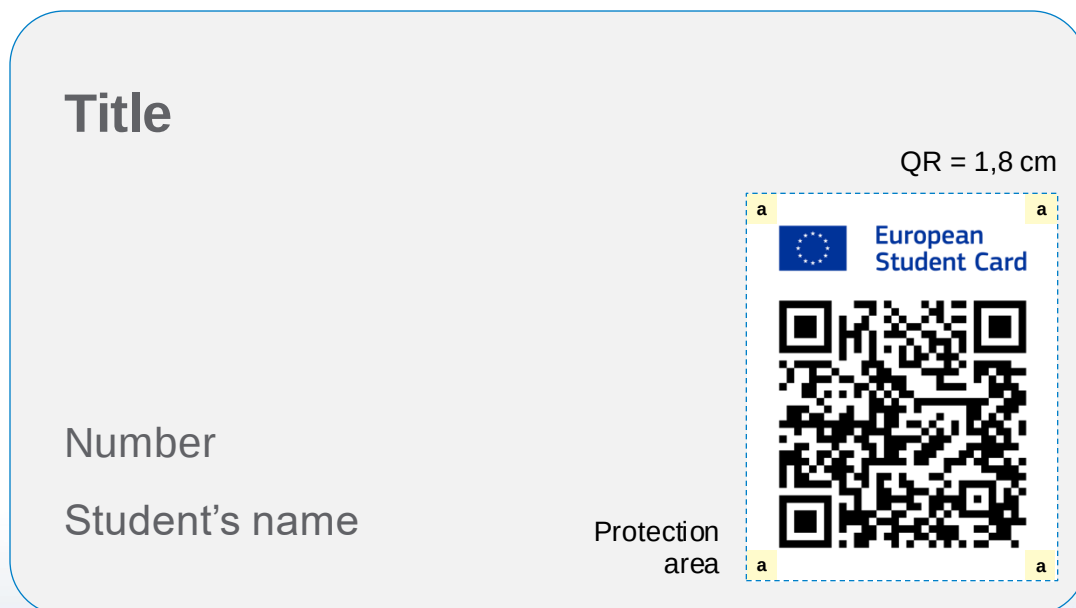
3.1. Physical student cards

3.2. Digital student cards

3.3. Dos and don'ts

Physical student cards

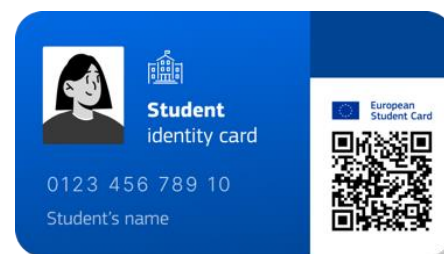
The illustrative models below should be followed for the implementation of the ESC logo on student cards:



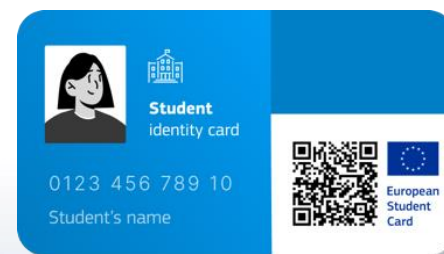
Illustrative physical student card:



Vertical format



Horizontal format



The minimum size of the logo is 1.8 cm in the vertical format and 1.5 cm in the horizontal format.

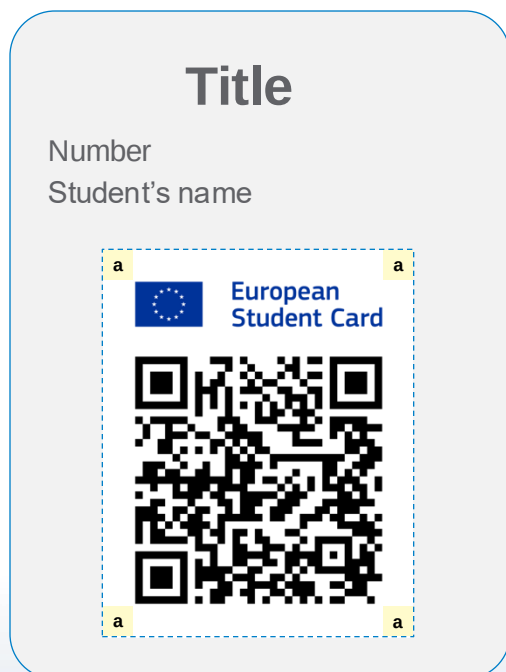
The original proportions of the logo and its protection area are maintained.

The logo has been positioned in an appropriate place on the card to ensure better QR code readability.

The logo maintains good colour contrast, making it legible.

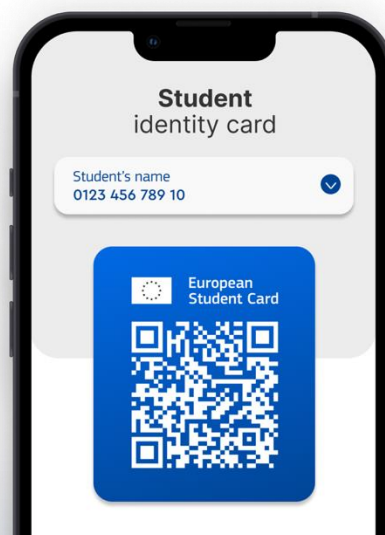
Digital student cards

The illustrative models should be followed for the implementation of the ESC logo on digital student cards:



Illustrative digital student card:

Vertical format



Horizontal format



The original proportions of the logo and its protection area are maintained.

The logo has been positioned in an appropriate place on the card to ensure better QR code readability.

The logo maintains good colour contrast, making it legible.

Dos and Don'ts

ESC Logo

Modifying the logo in any way is not permitted.
To ensure consistency it should not be modified
or changed under any circumstances. Here are
a few examples of what not to do.



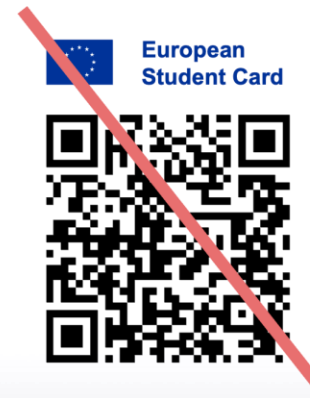
Modifying the proportions
of the logo is not permitted.



Wrong colour – use only
EU corporate blue #003399.



The position of the elements
cannot be changed in any way.



Wrong font text – use only
EC Square Sans Pro Medium.



Correct Logo Usage –
Ensure the logo maintains
its original proportions,
proper colour contrast,
and protection area.

Dos and Don'ts

Application

Location

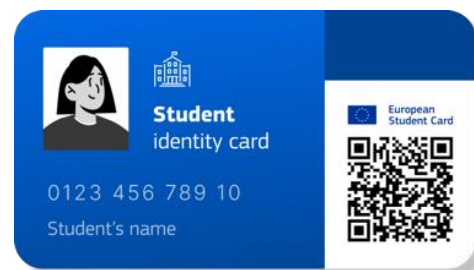
To facilitate scanning, the QR code must be placed on an easily accessible part of the card, such as in the corner on the front or back.

Avoid the centre of the card, as it occupies a significant amount of space that could be used for other types of information.

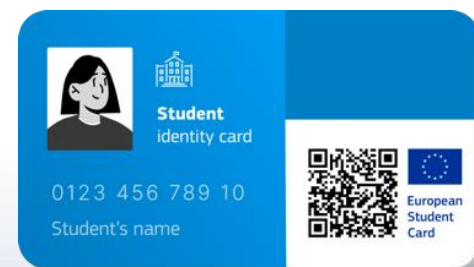
Proportions

Colour versions

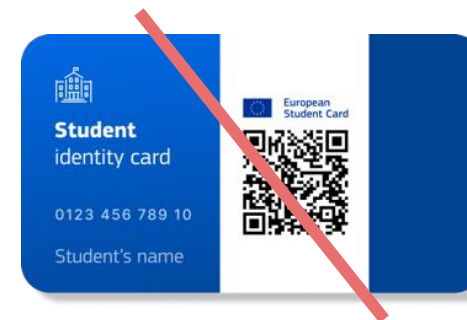
Correct application
Vertical format



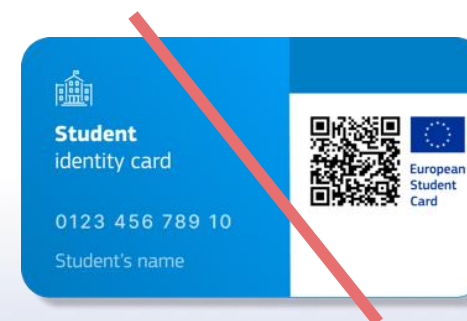
Horizontal format



Incorrect application
Vertical format



Horizontal format



Dos and Don'ts

Application

Location

Proportions

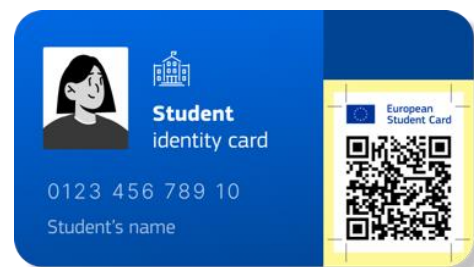
The ESC logo must be easily scannable, ensure sufficient contrast between the code and the background colour for readability, and include a “protected area” for better visibility.

Avoid placing elements over the ESC logo that would hinder scanning. Avoid other design elements next to the logo.

Colour versions

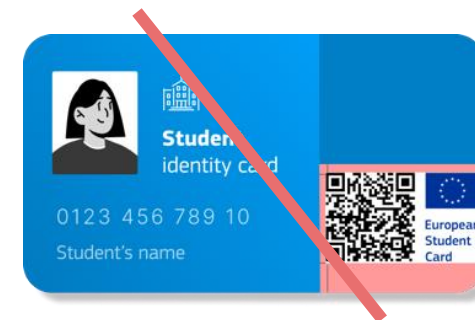
Correct application

With protected area



Incorrect application

Without protected area



a = square proportion from security area (4 px in the grid).

 = Protection area of the logo: no images or typography allowed within these limits.



Dos and Don'ts

Application

Location

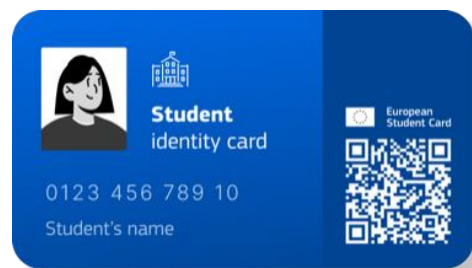
Proportions

Colour versions

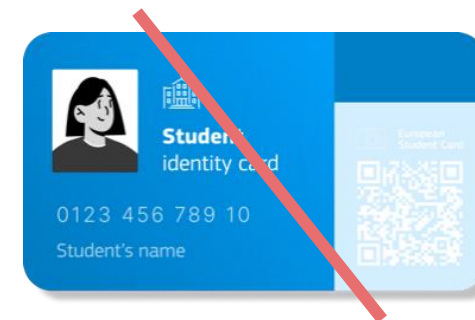
Select the positive or negative version of the ESC logo based on the student card's colour to ensure there is sufficient contrast for the QR code's readability. Use a white background for the QR code. For better visibility on dark backgrounds, such as navy blue, black, or dark grey, use the negative EU flag in white to meet contrast requirements (WCAG 2.0 level AA).

Avoid using colours that make the QR code or ESC logo unreadable. It is not recommended to use the positive or negative versions on coloured backgrounds that fail to provide sufficient contrast (WCAG 2.0 level AA).

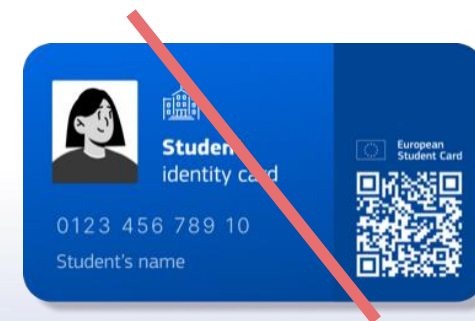
Correct application
Negative version



Incorrect application
Low contrast colour



Negative outline flag



For detailed contrast level guidelines, refer to the official [WCAG 2.0 documentation](#) available on the W3C website.



4. Card issuance

When issuing ESCs, card issuers will be able to choose one of the options below to implement the ESC logo:



Request a downloadable (SVG) version of the ESC logo components (EU flag and text) by contacting the [ESC helpdesk](#).



4.1 Software library

Through a software library in the ESC-R (QR-code generator), users can generate the ESC logo (QR code, text, and EU flag).

4.2 API/URL endpoint

Through an API/URL endpoint, users can generate the ESC logo (QR code, text, and EU flag).

4.3 QR code generation & image request

Card issuers can generate their QR codes through open-source libraries and then add the downloadable image file of the text and EU flag by following the specifications outlined in this document.

The different options described and the steps to follow are further described in the [European Student Card General and Technical Specifications](#) on the ESC website.



5. Annex

5.1. FAQs & Support

5.2. Bibliography and useful materials

Support

FAQs 1/4

? What is the new ESC logo?

The new ESC logo is a visual element that allows for the recognition and validation of student status across Europe. It is composed of a QR code (which can be scanned to connect to the data in the ESC-R that enables real-time verification of a student's status), the EU flag and the text “European Student Card” in English. A valid European Student Card must display all these elements.

? What is the QR code on the card for?

The QR code on an ESC contains the European Student Card Number and the URL needed to validate the card.

You can find a full specification of the ESC QR code in the technical documentation available in the [ESC-Router](#).

? Who can use the new ESC logo?

The ESC logo can only be used by card issuers that are registered in the ESC Router. For more information about the European Student Card and registration in the ESC Router, we invite you to consult the [ESCI website](#).

? Does the new ESC logo include a hologram?

No. Unlike the previous version of the ESC logo, the new ESC logo consists of a QR (Quick Response) code and an image that can be downloaded or generated according to the card issuer's preferences.



Support

FAQs 2/4

❓ Can I choose to print the new ESC logo on the front or on the back of my cards?

Yes. The design of the new ESC logo considers the different needs of card issuers, and it's your decision to print it on the front or the back of your cards, according to your card design specifications.

❓ Why should my institution implement the new ESC logo?

The new ESC logo provides a flexible, cost-effective, and secure solution for student status verification. Among other benefits, it offers a streamlined generation process, a clear European dimension and increased compatibility with student card design formats by providing various options to ensure that higher education institutions can easily implement the logo on their student cards.

For more information, please see page 5: Benefits of implementing the ESC logo.

❓ Does the new ESC logo have associated costs?

No, there are no costs associated with the new ESC logo. The card issuers can easily download or generate all the elements required for its implementation by following the specifications of this graphic charter.



Support

FAQs 3/4

? My European Student Card has the old ESC logo (QR code + hologram). Is it still valid?

ESCs with the old ESC logo (containing the QR code and hologram), will be valid until the 31st of December 2027. After this date, only ESCs with the new ESC logo will be considered valid cards. Card issuers are encouraged to not wait until the end of the coexistence period to start issuing ESCs with the new ESC logo.

? How can I implement the new ESC logo?

When issuing ESCs, card issuers can follow one of the options below to implement the new ESC logo:

- Using the software library (ESC QR-code generator), users can generate the new ESC logo (QR code, text, and EU flag).
- Through an API/URL endpoint, users can generate the new ESC logo (QR code, text, and EU flag).
- Card issuers can also generate QR codes on their own (without the QR-code generator) and add the image file of the text and EU flag, following the specifications in this document, thereby creating the new ESC logo.

? Can I modify the proportions of the new ESC logo?

The proportions of the new ESC logo cannot be modified and must follow the instructions provided in page 10, “Proportions of the new ESC logo” in the Graphic Charter. These proportions have been carefully defined to ensure the legibility of the QR code, as well as the visibility of the flag and the readability of the text.

Maintaining these proportions is essential to guarantee the consistency of the ESC logo and ensure its recognition across all European countries.

Support

FAQs 4/4

- ❓ Can I scale up or scale down the new ESC logo?
-

The new ESC logo can be scaled up according to the graphic design needs of your student card provided that the dimensions are maintained to ensure the visibility and legibility of the visual elements. The ESC logo cannot be scaled down below the minimum dimensions as described on page 12, “Minimum design requirements and dimensions for the new ESC logo” in the Graphic Charter:

- **Vertical version:**

QR code: 1,8 x 1,8 cm (51 px)

Entire logo (QR + flag + font): 1,8 cm x 2,3 cm

- **Horizontal version:**

QR code: 1,5 x 1,5 cm (43 px)

Entire logo (QR + flag + font): 2,5 cm x 1,6 cm

- ❓ My higher education institution is currently using the existing hologram and QR code. What does the transition to the new ESC logo imply for me?
-

Phasing in from the previous (hologram and QR code) to the new ESC logo is a simple, free-of-charge process that does not require ordering the current “ESC holograms”.

We understand that implementing this process can take time (e.g., your institution ordered holograms recently or still has holograms in stock). Therefore, we have implemented a transition period that extends until the end of 2027. During this period, ESCs with the old and new ESC logo will be considered valid ESCs.

The new ESC logo allows you to verify student status across Europe while benefiting from a streamlined and cost-effective ESC visual identity adapted to your institution’s graphic design needs.

Bibliography and useful materials

If you have questions about using this graphic charter or any other requests, please [consult this page](#) or contact us at our [Helpdesk](#).

For further information on generating the ESC logo, please consult the [European Student Card General and Technical Specifications](#) in the ESCI website.



For further information on the visual identity of the **European Commission**, please refer to the complete guidelines:

[European Commission visual identity](#)



Request a downloadable (SVG) version of the **ESC logo components** (EU flag and text) by contacting the ESC helpdesk:

[Contact the ESC helpdesk](#)



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