

# NEWSLETTER

*Human Rights - KA121  
Gender Equality*



## ● Contest

# Logo contest

**Visual Identity:** A logo serves as a visual representation of the Erasmus+ project. It helps to establish a distinct and recognizable identity for the project. A well-designed logo can convey the project's theme, objectives, and values in a single glance, making it easier for stakeholders to associate with and remember the project.

**Branding and Promotion:** The logo acts as a branding tool for the project. It creates a consistent and professional image across various communication channels, such as websites, social media, newsletters, and promotional materials. A visually appealing and impactful logo can attract attention, generate interest, and facilitate effective promotion of the project to a wider audience.

**Cohesion and Unity:** In many Erasmus+ projects, multiple partners or organizations collaborate. Having a common logo helps in fostering a sense of cohesion and unity among the project participants. It symbolizes their collective efforts, shared goals, and collaborative spirit, creating a visual representation of their partnership.

**Recognition and Visibility:** A well-designed logo increases the project's visibility and recognition within the Erasmus+ community and beyond. It allows the project to stand out among numerous other initiatives and helps stakeholders associate the logo with the project's activities, outcomes, and achievements. This recognition can facilitate networking opportunities, collaborations, and potential future funding prospects.

**Professionalism and Credibility:** A thoughtfully crafted logo adds a touch of professionalism and credibility to the Erasmus+ project. It reflects the project's commitment to quality and attention to detail. A professional-looking logo conveys a positive impression

to stakeholders, potential participants, and funding agencies, instilling confidence in the project's abilities and potential impact.



M<sup>o</sup> Brito Silva - Winning Logo