

The story of our logo

for EETCC

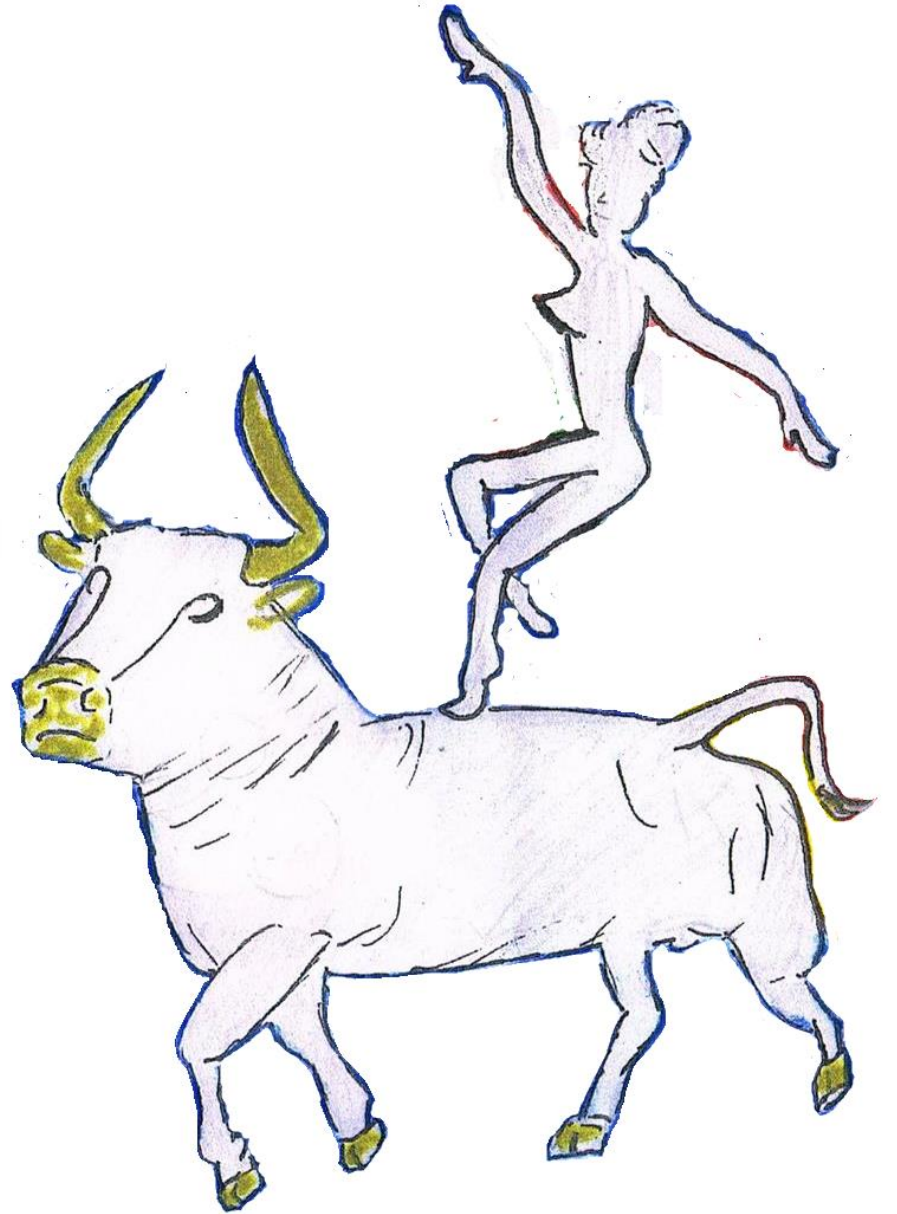
Agnieszka & Linda

What's to come

... the story about how to create
a unique project logo

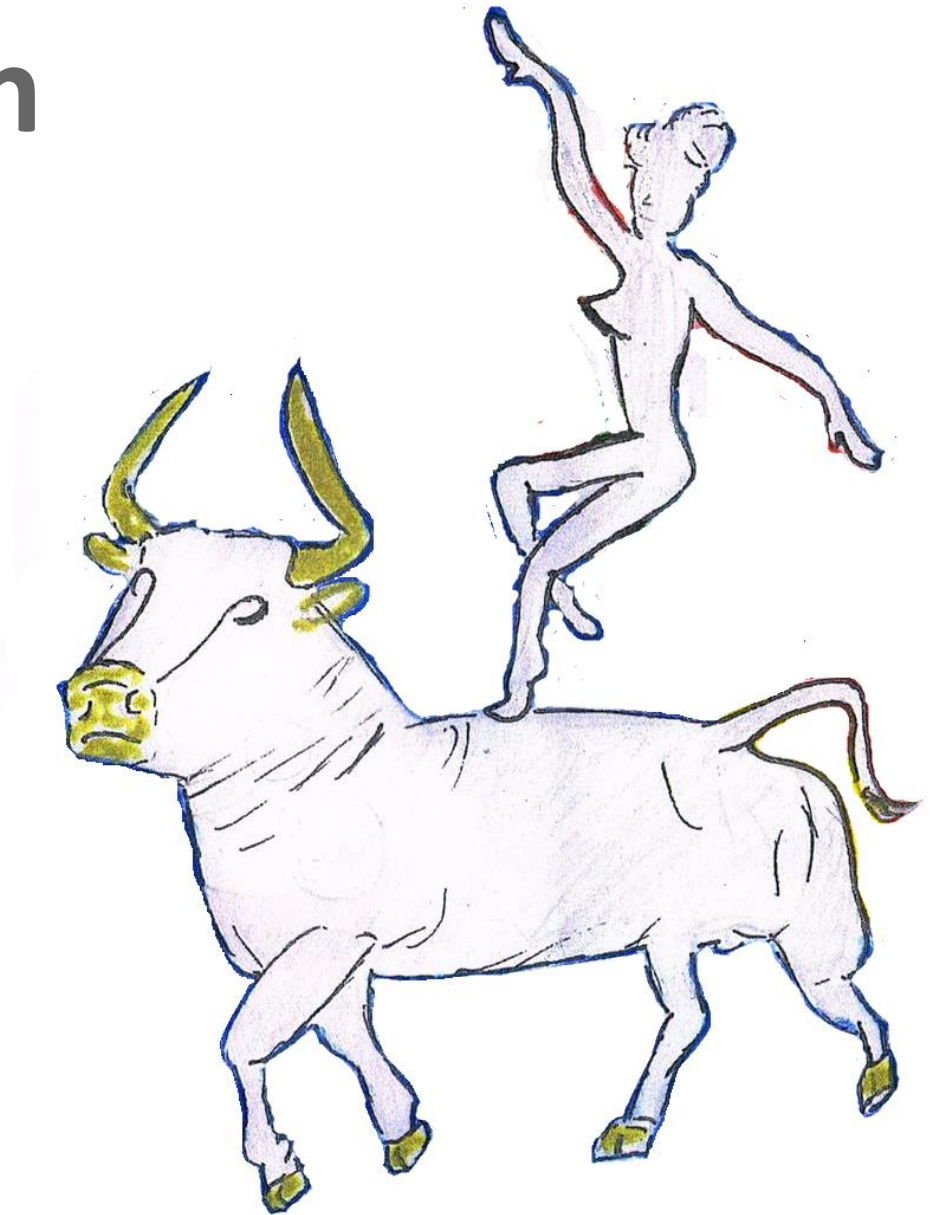
The bull and the woman

- woman riding a bull
 - bull = Zeus
 - woman = Europe



The bull and the woman

- Zeus fell in love with Europe
- Zeus kidnapped Europe and brought her over the ocean to the island Crete in Greece.
- Zeus named the new continent „Europe“.



Five flags ...

- Europe holds the flags of the Erasmus project partners.
 - France
 - Croatia
 - Bulgaria
 - Estonia
 - Germany



**... combined to
an entire one**



The logo's core

- background:
flag of the EU
- blue colour:
oceanic water



The logo's core

- splashes & drops:
movement of the water
→ *like Europe always
moves and develops*



One part of every partner

- Estonia: Alexander-Newski Kathedrale
- Bulgaria: Veliko Tarnovo
- France: Eiffel Tower



One part of every partner

- Croatia: Tomislav
- Germany: Brandenburg Gate



The entire logo



The entire logo



The creation process

- first idea: picture of our globe
- the project partners' flags

The creation process

- the bull story
 - bull with woman and the flags
 - Europe in the background
 - blue coloured background: water
 - splashes & drops: moving water
 - sights of each partner country