

BRAND MANUAL_ARCHITECTURE

ESA BRAND ARCHITECTURE



Science & Exploration

Space Safety & Security

Enabling & Support

Applications

Corporate Activities

EXCITE RED

TRUSTY AZURE

ENLIGHT YELLOW

PURE TEAL

NEUTRAL SPACE

SCIENCE

**HUMAN AND ROBOTIC
EXPLORATION**

SPACE SAFETY

SPACE TRANSPORTATION

TECHNOLOGY

OPERATIONS

**TELECOMMUNICATION AND
INTEGRATED APPLICATIONS**

NAVIGATION

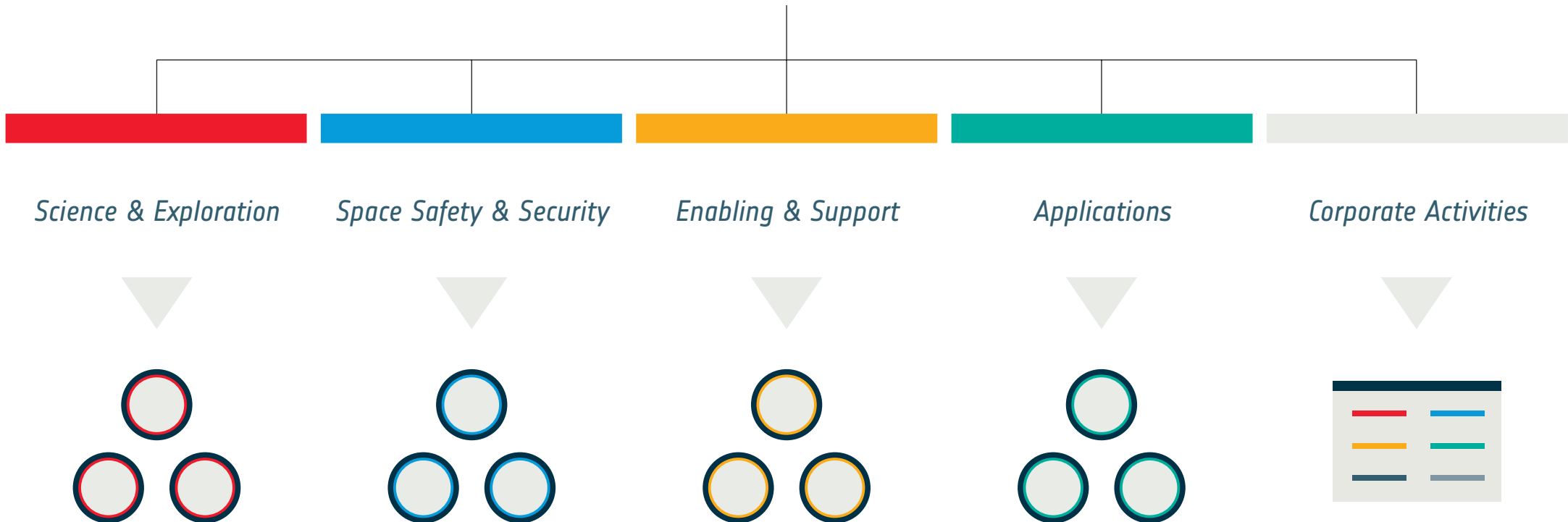
EARTH OBSERVATION

**HUMAN RESOURCES AND
FINANCES**

**INDUSTRIAL POLICY AND
PROCUREMENT**

ESA BRAND ARCHITECTURE

Corporate colour for the main brand of ESA. Highlight colour for subordinate branding elements, one for each ESA area. Consistency is given by an holistic design approach with colour identifier on specific areas.



The latest version of the ESA Brand Manual is available at:

brand.esa.int

For every requirement that differs, even slightly,
from the present guidelines, please refer to the
ESA Branding and Partnerships Office:

corporatebranding@esa.int

Produced by

ESA Communications

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