

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

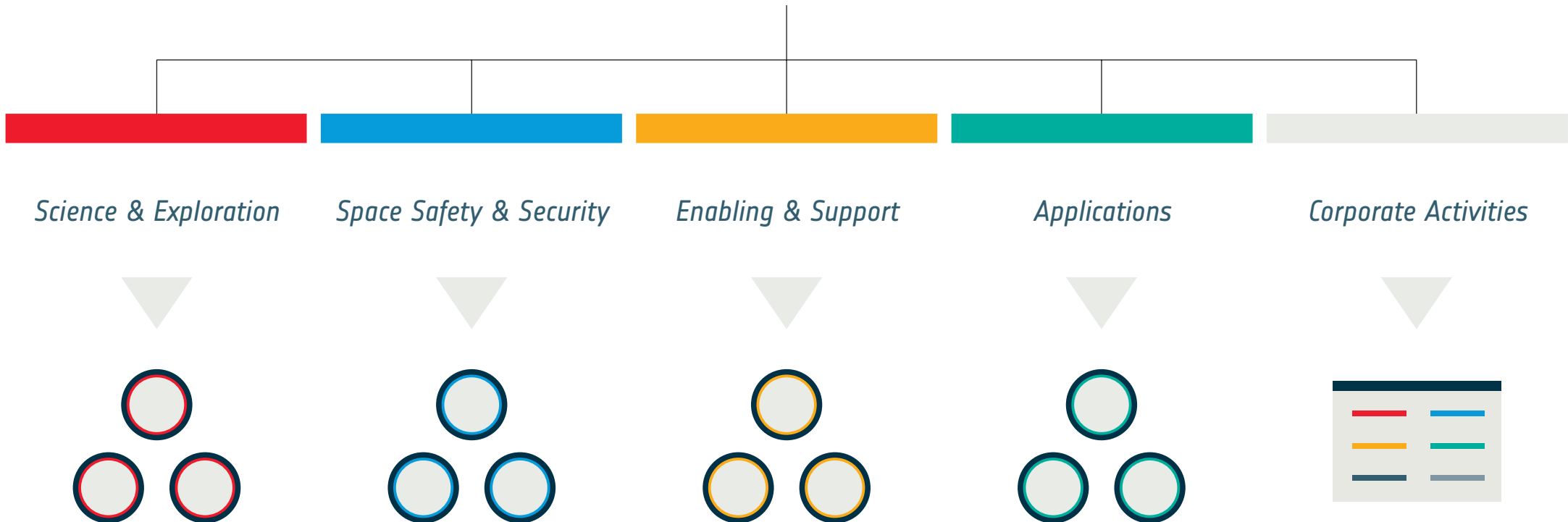
EARTH OBSERVATION

**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.



COLOURS & BRAND ARCHITECTURE

When creating a content, we can give more importance to the ESA brand or to the related pillar through the use of colour.

Option 1



Option 2



Option 3



Cross-Pillar Communication



More ESA

More Pillar

One Pillar

Other Pillar

Deep Space shades + all ESA colours.
The pillar's colour is also used on important layout elements like hashtags and highlights.
(Trusty Azure in this case)

Deep Space shades + Pillar's colour shades only.
Very small touches of different colours can be used.

Pillar's colour as the main colour.

The same method can be applied when the reference pillars are more than one, using combinations of the relative colors. (In this example, a combination of the Trusty Azure and Enlight Yellow palettes have been used)

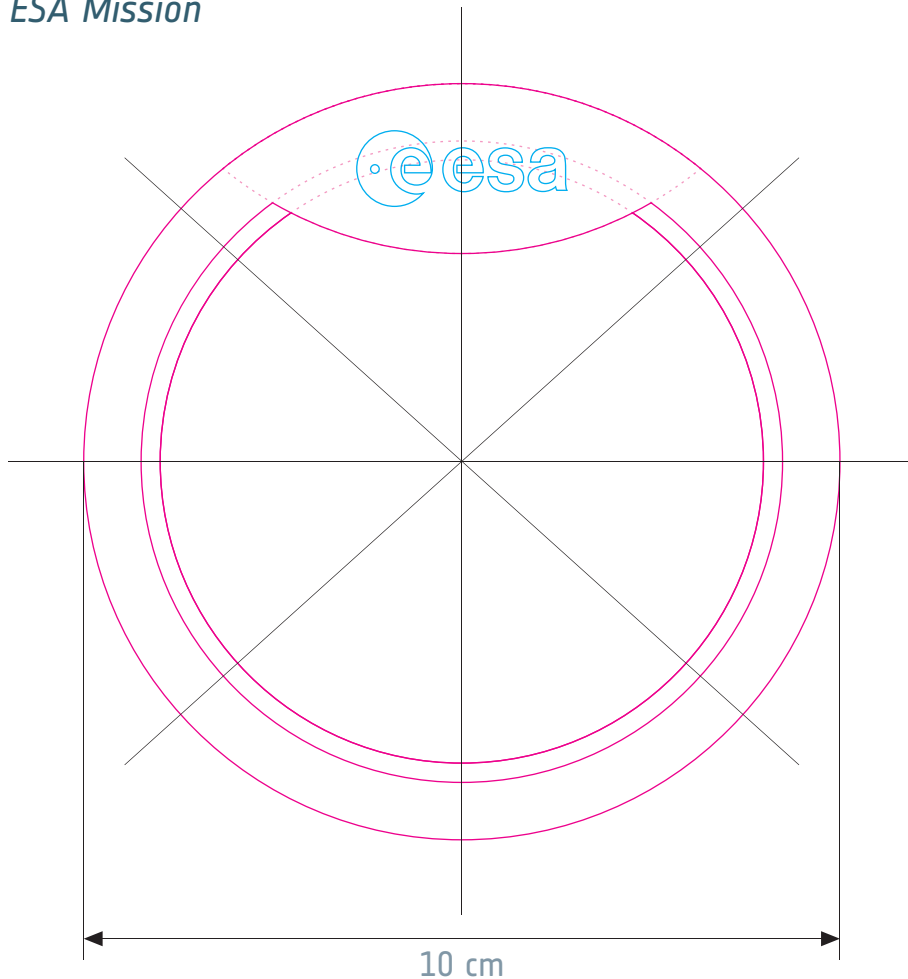
ESA MISSION LOGOS REQUIREMENTS – THE RING

Shape: circle, 10 cm diameter

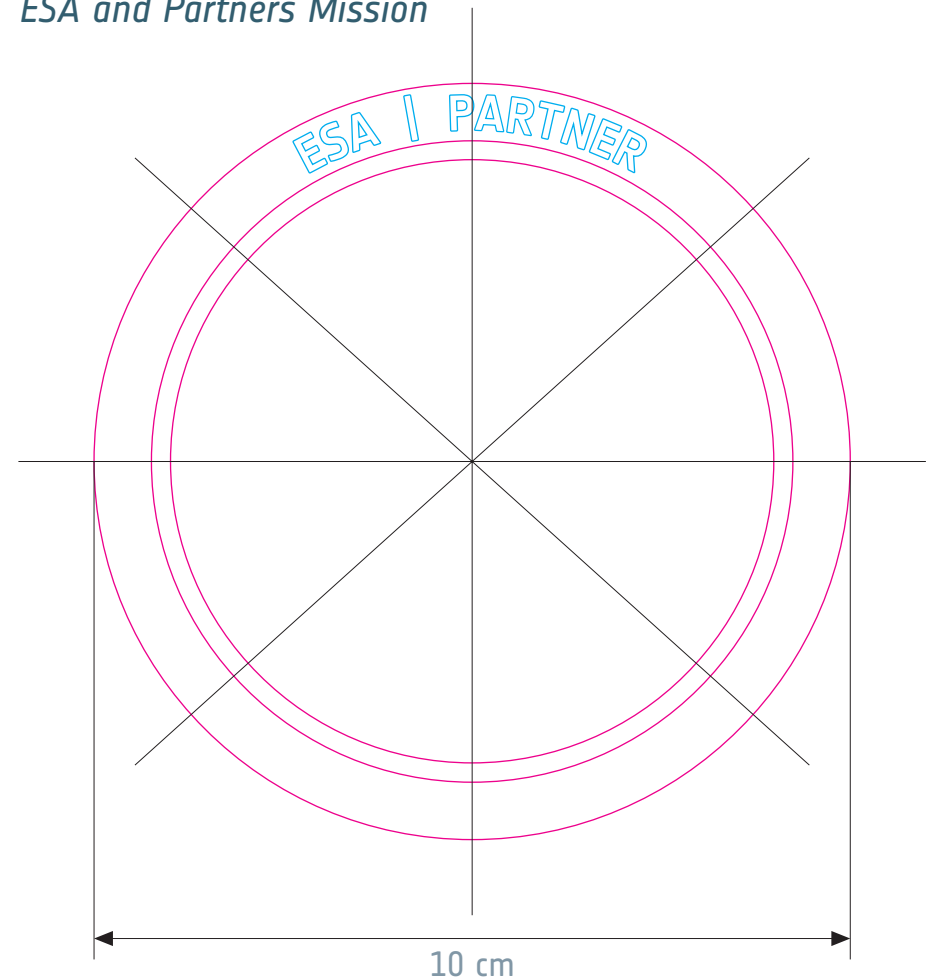
ESA Missions: ESA logo, top-centered alignment

Missions with partners: ESA acronym and partner/s name/s separated by a “ | ”, top-centered alignment (font: Notes ESA bold, capital letters)

ESA Mission



ESA and Partners Mission



ESA MISSION LOGOS REQUIREMENTS – THE COLOURS

Outer ring colour: ESA Deep Space (CMYK: 100/30/20/75, RGB: 0/50/71, #003247)

Text colour: white (CMYK: 0/0/0/0, RGB: 255/255/255, #ffffff)

Inner ring colours: each logo contains a thinner ring with the colour of the ESA area

Science & Exploration



Excite Red

C0 M100 Y90 K0
R237 G27 B47
#ED1B2F

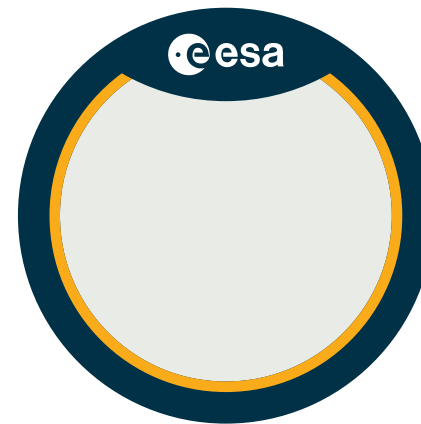
Space Safety & Security



Trusty Azure

C85 M20 Y0 K0
R0 G155 B219
#009DBD

Enabling & Support



Enlight Yellow

C0 M37 Y100 K0
R251 G171 B24
#FBAB18

Applications



Pure Teal

C90 M0 Y50 K0
R0 G174 B157
#00AE9D

ESA MISSION LOGOS REQUIREMENTS – THE CORE

The design: custom creativity representing the mission's concept; in line with ESA look and feel and high quality standards

Mission name: free size and position WITHIN THE CORE (font: Notes style bold, lower case letters)

ESA Mission



ESA and Partners Mission



EXAMPLES

There is freedom of customisation within the core, providing that the mission name is clearly readable.
The ESA logo, partners and programme name (when any), must also be clearly visible.

ESA Mission



ESA and Partners Mission

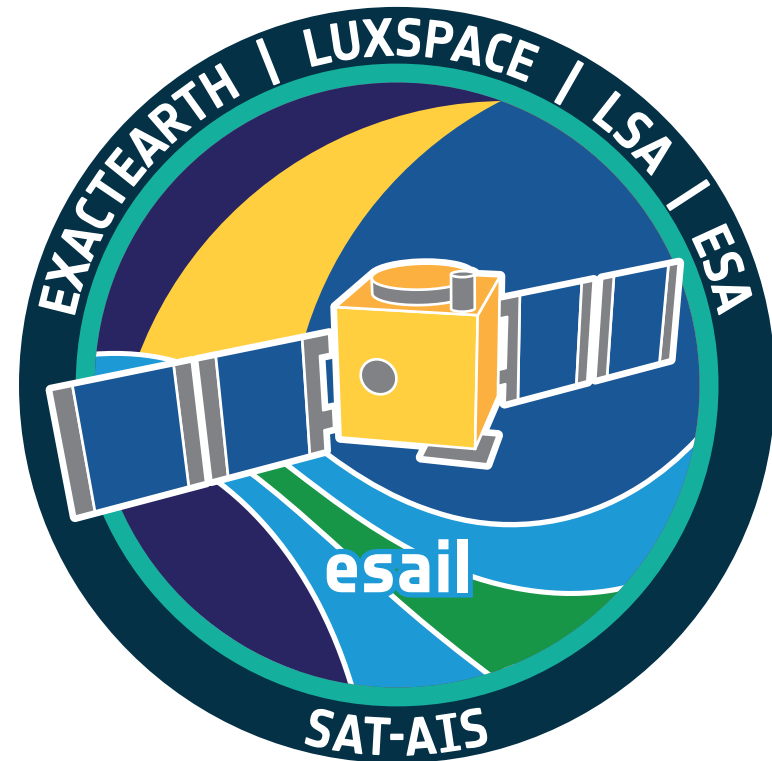
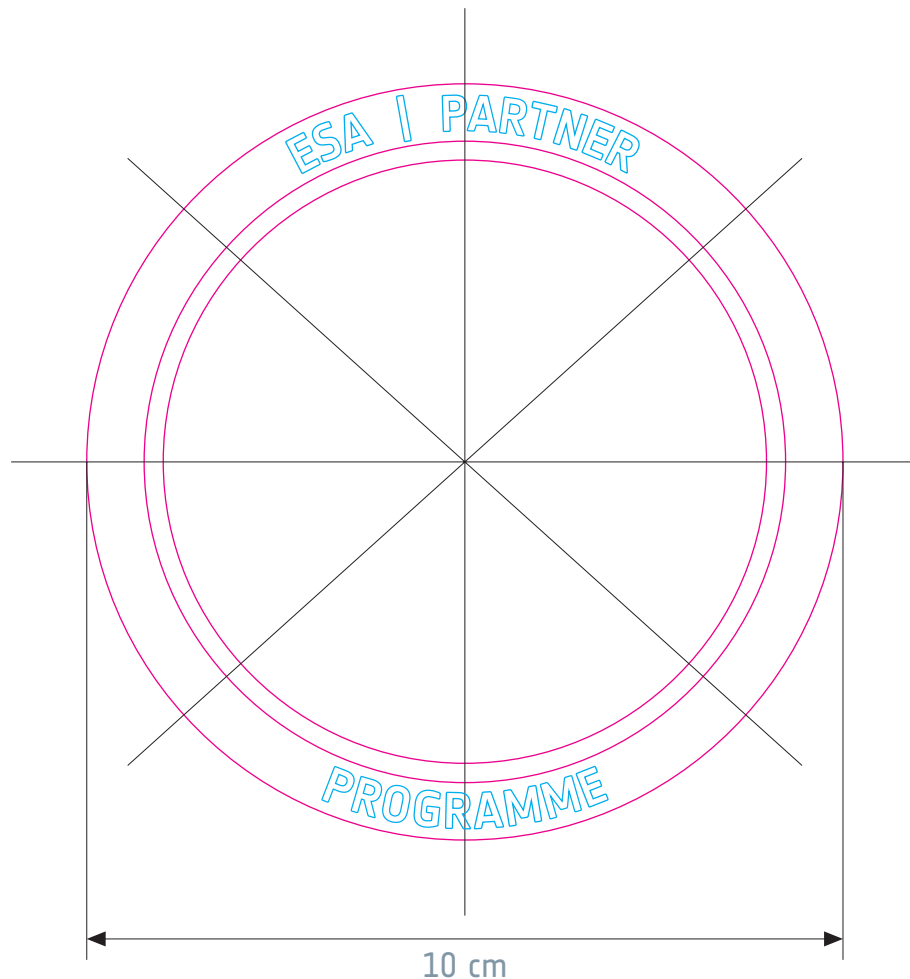


MISSION LOGOS – PROGRAMME

Shape: circle, 10 cm diameter

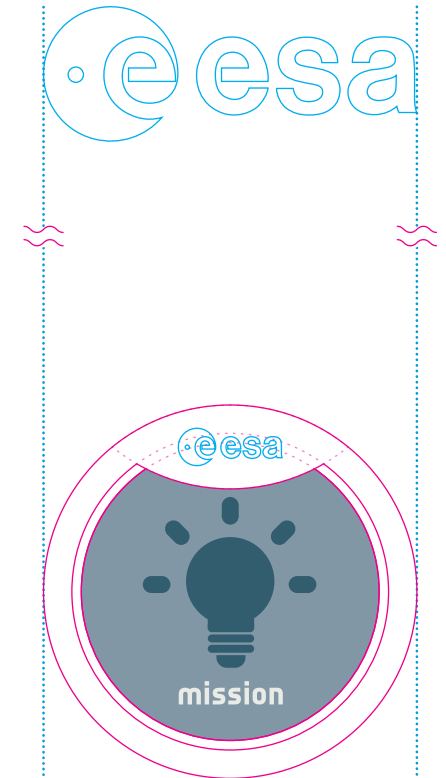
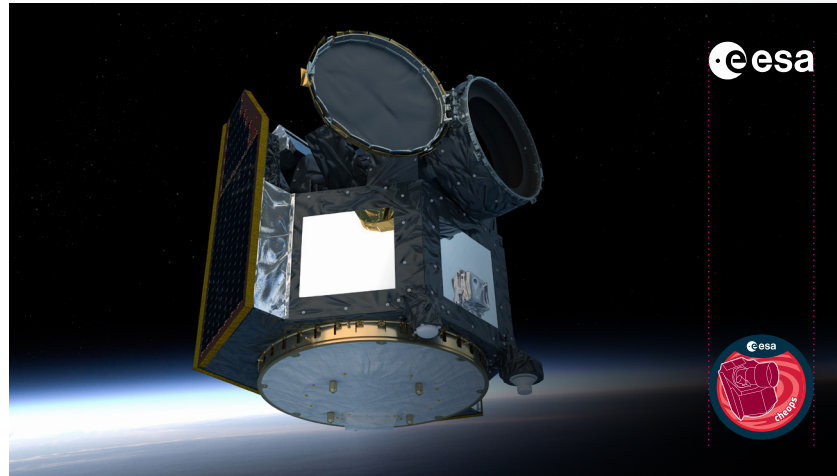
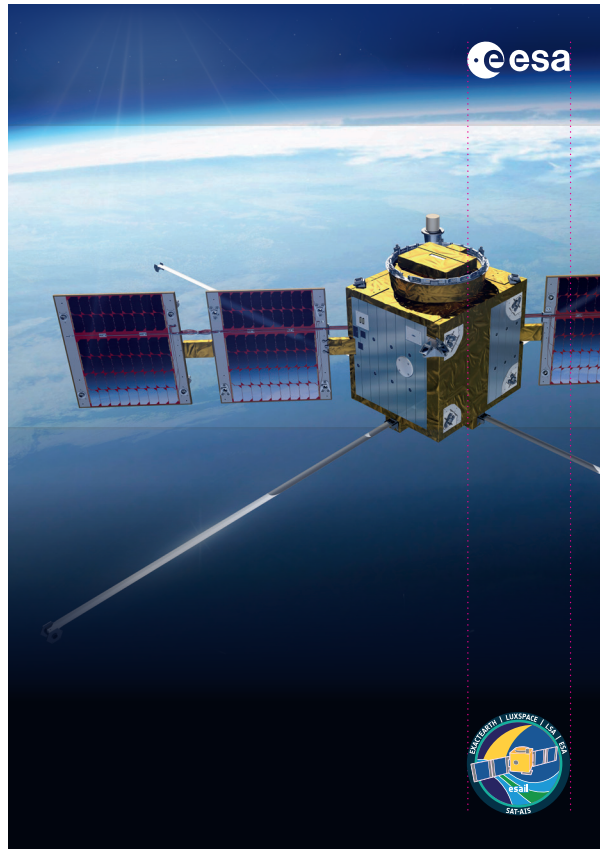
Upper half: ESA acronym and partner/s name/s separated by a " | ", top-centred alignment (font: Notes ESA bold, capital letters)

Lower half: JOINT PROGRAMME NAME (font: Notes ESA bold, capital letters)



LOGO & MISSION LOGO RELATIONSHIP

Mission logos should be placed at bottom right corner of covers, panels posters, etc, and the width has to match the ESA logo in the top right corner.



RING DOWNLOAD

Please download the version of the ring that best suits your needs.

Science & Exploration



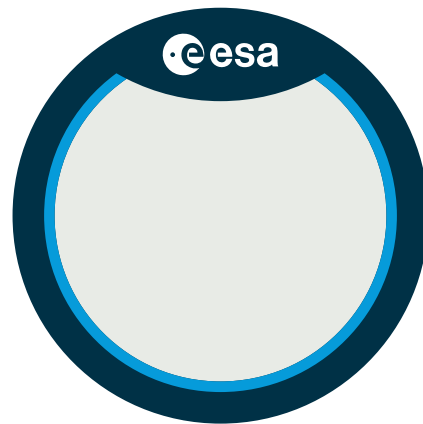
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Space Safety & Security



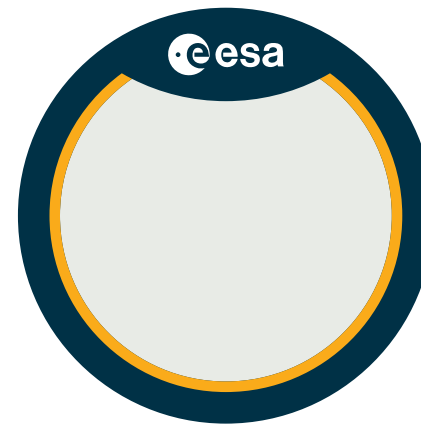
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The latest version of the ESA Brand Manual is available at:

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

corporatebranding@esa.int