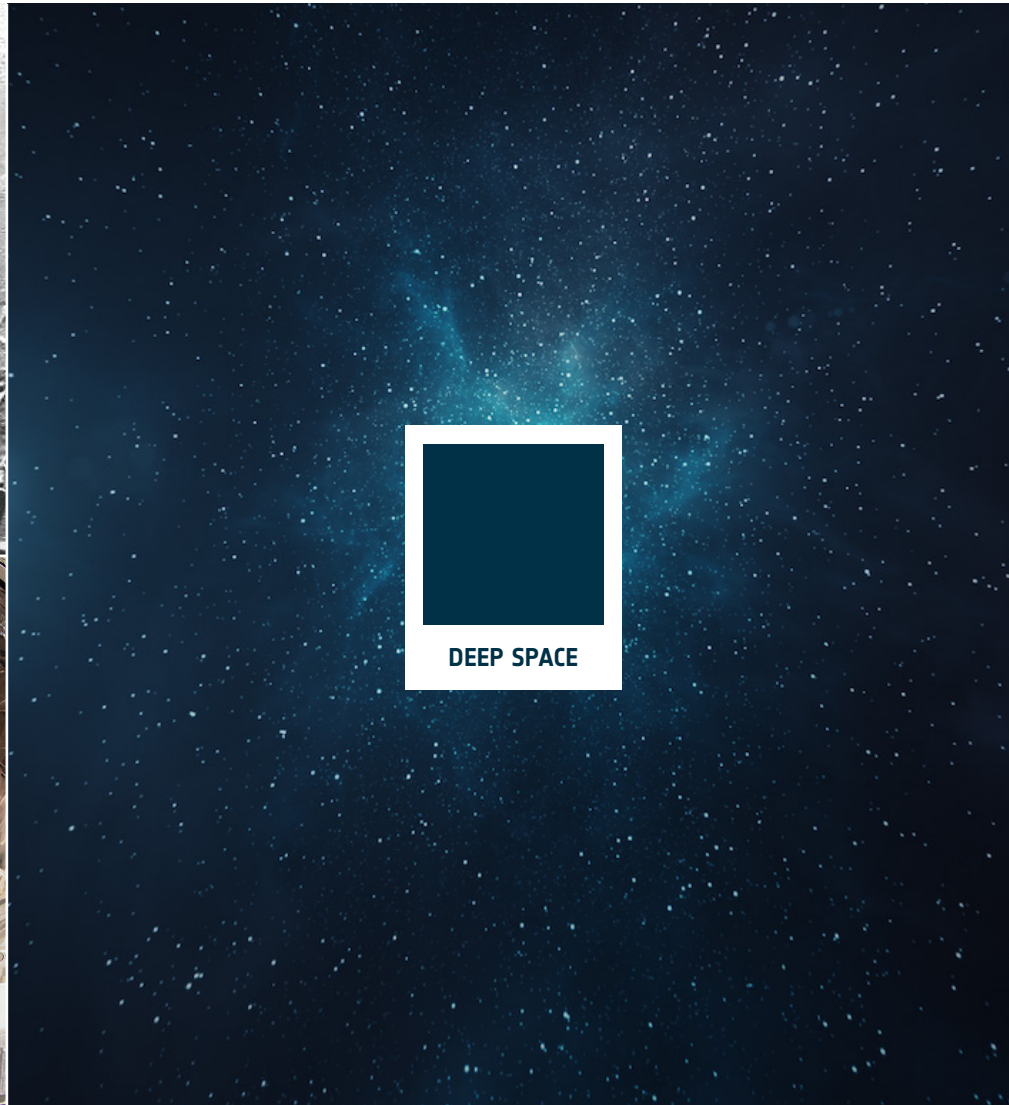
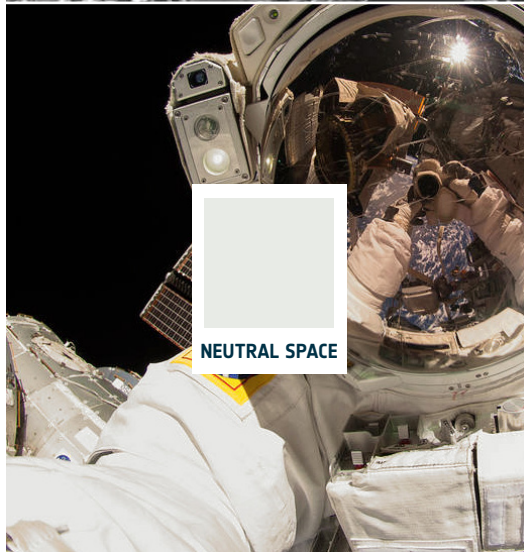
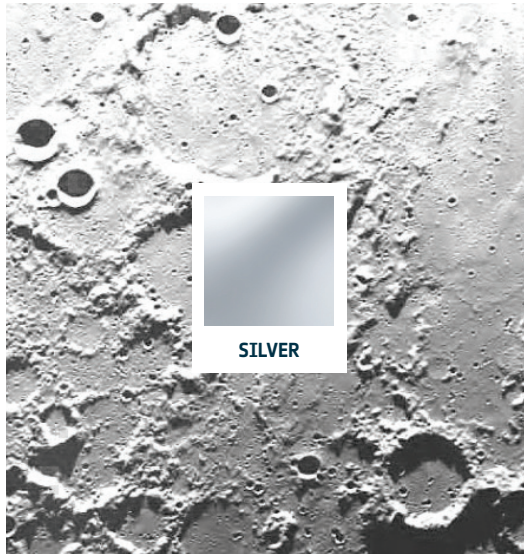


# BRAND MANUAL\_COLOURS

# WELCOME TO SPACE

Beyond the logo, colour is the most recognisable aspect of the brand identity. A controlled use of it is a key factor to make sure that all the materials are treated consistently and reflect a coherent visual identity.

The selected tints reflect various emotional associations and were chosen to represent ESA's range of activities and its organisation in pillars.



# CORPORATE COLOURS

ESA corporate colours are Deep Space blue, Neutral Space and Silver.

Whenever the application method or the medium itself permits it, the logo should appear in one of these colours. If the corporate colours are not available the logo may also be black or white.

## DEEP SPACE

**CMYK**  
100/30/20/75

**RGB**  
0/50/71

**HEX**  
#003247

**PANTONE**  
2189 C

## DEEP SPACE -1

**CMYK**  
60/20/15/55

**RGB**  
51/94/111

**HEX**  
#335e6f

**PANTONE**  
2180 C

## DEEP SPACE -2

**CMYK**  
40/20/15/20

**RGB**  
129/151/166

**HEX**  
#8197a6

**PANTONE**  
2163 C

## NEUTRAL SPACE

**CMYK**  
8/5/8/0

**RGB**  
232/232/228

**HEX**  
#e8e8e4

**PANTONE**  
427 C

## SILVER \*

**PANTONE**  
877 C

\* Only as a metallic finish

# BLACK & WHITE

Due to the variety of applications, black and white can be used as neutral colours and considered an allowed corporate option.

## BLACK



**CMYK**  
*0/0/0/100*

**RGB**  
*0/0/0*

**HEX**  
*#000000*

**PANTONE**  
*BLACK C*

## WHITE



**CMYK**  
*0/0/0/0*

**RGB**  
*255/255/255*

**HEX**  
*#ffffff*

**PANTONE**  
*BRIGHT WHITE*

# PRIMARY PALETTE

The ESA extended colours are organised in two complementary palettes, the primary one has the brightest and most vivid nuances while the secondary one has the respective lighter and darker tones.

The nuances must be chosen not by personal preference but according to specific colour associations (see the [Brand Architecture chapter](#)).

## EXCITE RED

**CMYK**  
0/100/90/0

**RGB**  
237/27/47

**HEX**  
#ed1b2f

**PANTONE**  
186 C

## TRUSTY AZURE

**CMYK**  
85/20/0/0

**RGB**  
0/155/219

**HEX**  
#009bdb

**PANTONE**  
2192 C

## ENLIGHT YELLOW

**CMYK**  
0/37/100/0

**RGB**  
251/171/24

**HEX**  
#fbab18

**PANTONE**  
124 C

## PURE TEAL

**CMYK**  
90/0/50/0

**RGB**  
0/174/157

**HEX**  
#00ae9d

**PANTONE**  
3285 C

# SECONDARY PALETTE

The secondary palette is designed to support and complement the primary one. These colours enable flexibility and variety in design.

## EXCITE RED -1

**CMYK**  
0/75/50/0

**RGB**  
241/102/106

**HEX**  
#f1666a

**PANTONE** 7418 C

## TRUSTY AZURE -1

**CMYK**  
50/0/0/0

**RGB**  
109/207/246

**HEX**  
#6dcff6

**PANTONE** 2905 C

## ENLIGHT YELLOW -1

**CMYK**  
0/20/80/0

**RGB**  
255/204/78

**HEX**  
#ffcc4e

**PANTONE** 122 C

## PURE TEAL -1

**CMYK**  
53/0/40/0

**RGB**  
118/200/174

**HEX**  
#76c8ae

**PANTONE** 2247 C

## EXCITE RED +1

**CMYK**  
10/100/80/5

**RGB**  
207/29/57

**HEX**  
#cf1d39

**PANTONE** 200 C

## TRUSTY AZURE +1

**CMYK**  
100/60/10/5

**RGB**  
0/97/158

**HEX**  
#00619e

**PANTONE** 7692 C

## ENLIGHT YELLOW +1

**CMYK**  
0/65/100/0

**RGB**  
244/121/32

**HEX**  
#f47920

**PANTONE** 1595 C

## PURE TEAL +1

**CMYK**  
100/5/60/15

**RGB**  
0/142/122

**HEX**  
#008e7a

**PANTONE** 3295 C

## EXCITE RED +2

**CMYK**  
5/100/55/40

**RGB**  
150/1/54

**HEX**  
#960136

**PANTONE** 1955 C

## TRUSTY AZURE +2

**CMYK**  
100/90/10/20

**RGB**  
30/51/120

**HEX**  
#1e3378

**PANTONE** 280 C

## ENLIGHT YELLOW +2

**CMYK**  
40/80/100/0

**RGB**  
167/85/52

**HEX**  
#a75534

**PANTONE** 2021 C

## PURE TEAL +2

**CMYK**  
90/40/60/22

**RGB**  
0/103/98

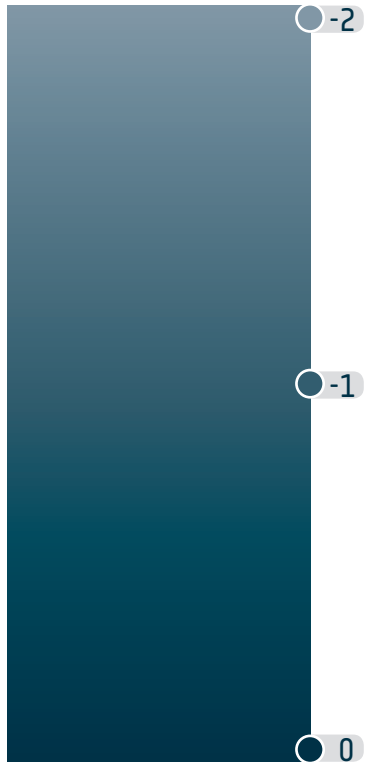
**HEX**  
#006762

**PANTONE** 330 C

# GRADIENTS

Gradients can be created using all the shades of the corporate colours.

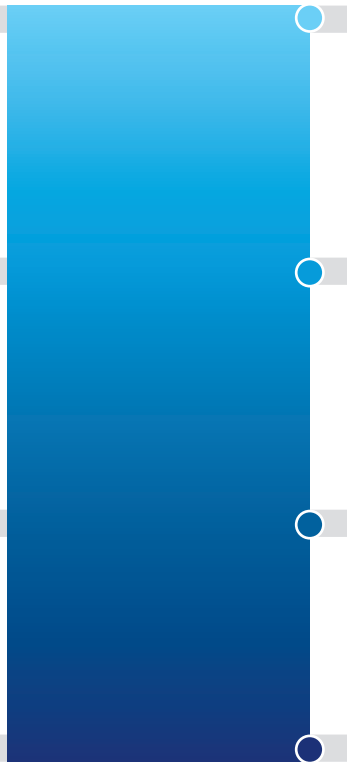
DEEP SPACE



EXCITE RED



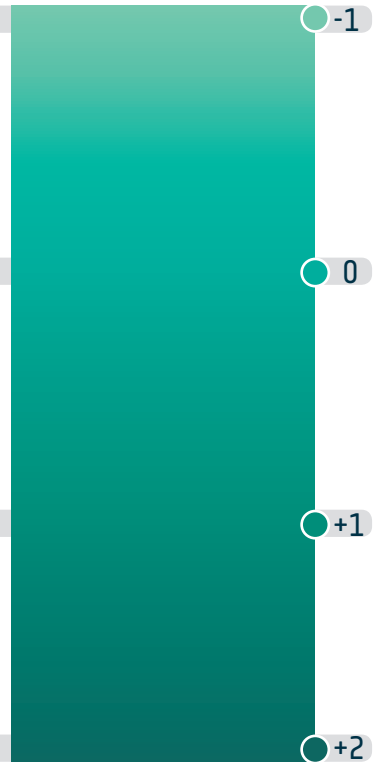
TRUSTY AZURE



ENLIGHT YELLOW



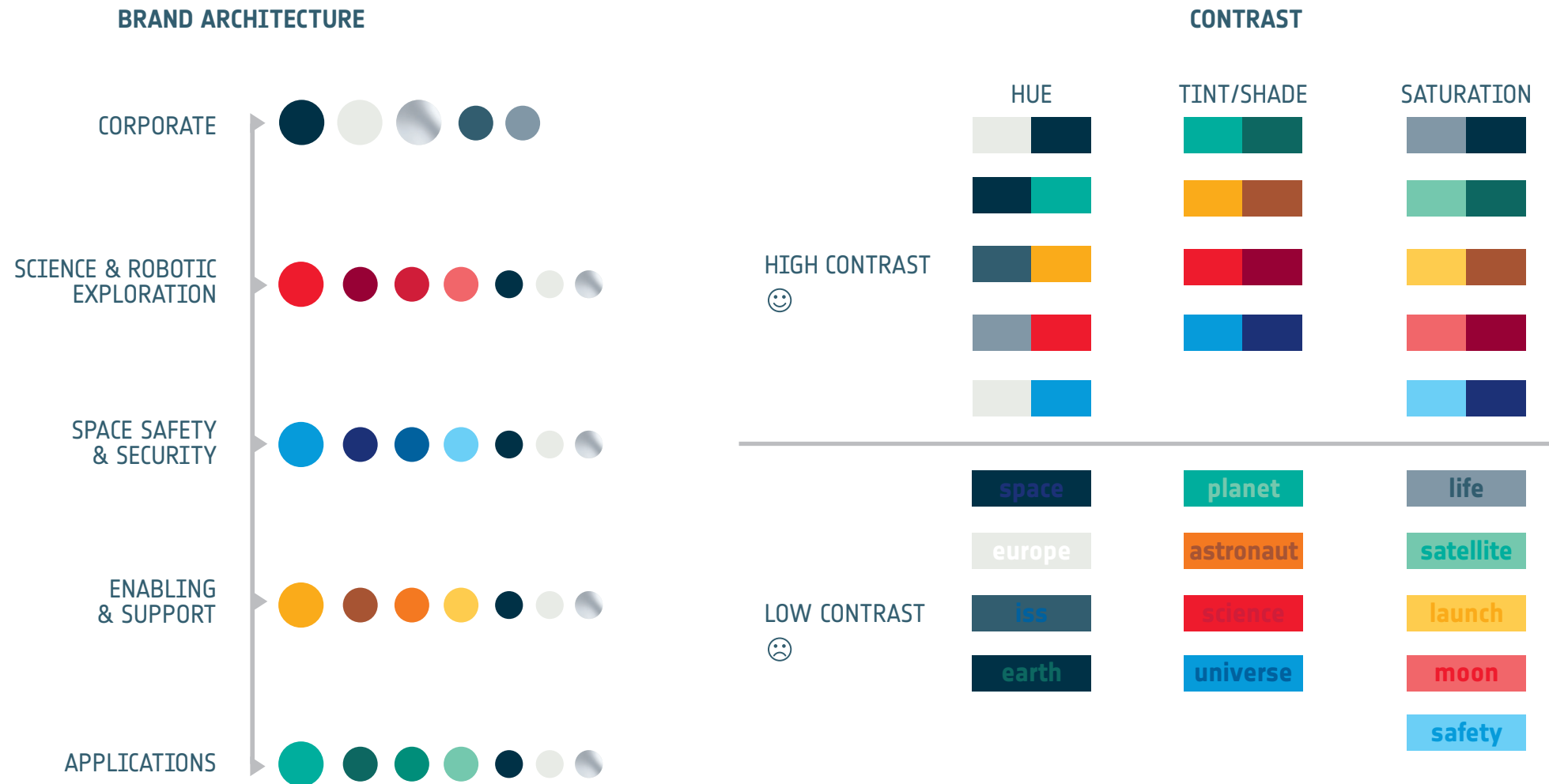
PURE TEAL



# USE OF COLOURS

Colours must be applied according to ESA Brand Architecture: corporate tones can always be used but in case of specific topics related to ESA pillars, the dominant touch of colour should be the one assigned to the directorate.

Contrast must always be sufficient, the legibility of ESA logo and all the texts must be guaranteed.





# COLOUR RECAP

<b>DEEP SPACE -2</b> C40 M20 Y15 K20 R129 G151 B166 HEX #8197a6				
<b>DEEP SPACE -1</b> C60 M20 Y15 K55 R51 G94 B111 HEX #335e6f	<b>EXCITE RED -1</b> C0 M75 Y50 K0 R241 G102 B106 HEX #f1666a	<b>TRUSTY AZURE -1</b> C50 M0 Y0 K0 R109 G207 B246 HEX #6dcff6	<b>ENLIGHT YELLOW -1</b> C0 M20 Y80 K0 R255 G204 B78 HEX #ffcc4e	<b>PURE TEAL -1</b> C53 M0 Y40 K0 R118 G200 B174 HEX #76c8ae
<b>DEEP SPACE</b> C100 M30 Y20 K75 R0 G50 B71 HEX #003247	<b>EXCITE RED</b> C0 M100 Y90 K0 R237 G27 B47 HEX #ed1b2f	<b>TRUSTY AZURE</b> C85 M20 Y0 K0 R0 G155 B219 HEX #009bdb	<b>ENLIGHT YELLOW</b> C0 M37 Y100 K0 R251 G171 B24 HEX #fbab18	<b>PURE TEAL</b> C90 M0 Y50 K0 R0 G174 B157 HEX #00ae9d
<b>NEUTRAL SPACE</b> C8 M5 Y8 K0 R232 G232 B228 HEX #e8e8e4	<b>EXCITE RED +1</b> C10 M100 Y80 K5 R207 G29 B57 HEX #cf1d39	<b>TRUSTY AZURE +1</b> C100 M60 Y10 K5 R0 G97 B158 HEX #00619e	<b>ENLIGHT YELLOW +1</b> C0 M65 Y100 K0 R244 G121 B32 HEX #f47920	<b>PURE TEAL +1</b> C100 M5 Y60 K15 R0 G142 B122 HEX #008e7a
	<b>EXCITE RED +2</b> C5 M100 Y55 K40 R150 G1 B54 HEX #960136	<b>TRUSTY AZURE +2</b> C100 M90 Y10 K20 R30 G51 B120 HEX #1e3378	<b>ENLIGHT YELLOW +2</b> C40 M80 Y100 K0 R167 G85 B52 HEX #a75534	<b>PURE TEAL +2</b> C90 M40 Y60 K22 R0 G103 B98 HEX #006762
<b>BLACK</b> C0 M0 Y0 K100 R0 G0 B0 HEX #000000	<b>WHITE</b> C0 M0 Y0 K0 R255 G255 B255 HEX #ffffff			

**DOWNLOAD**  
CMYK SWATCHES

**DOWNLOAD**  
RGB SWATCHES

# PANTONE AND RAL EQUIVALENTS

<b>DEEP SPACE -2</b> PANTONE 2163 C RAL 5014					
<b>DEEP SPACE -1</b> PANTONE 2180 C RAL 5009		<b>EXCITE RED -1</b> PANTONE 7418 C RAL 3018	<b>TRUSTY AZURE -1</b> PANTONE 2905 C RAL 5012	<b>ENLIGHT YELLOW -1</b> PANTONE 122 C RAL 1021	<b>PURE TEAL -1</b> PANTONE 2247 C RAL 6034
<b>DEEP SPACE</b> PANTONE 2189 C RAL 5008	<b>SILVER</b> PANTONE 877 C RAL 9022	<b>EXCITE RED</b> PANTONE 186 C RAL 3000	<b>TRUSTY AZURE</b> PANTONE 2192 C RAL 5015	<b>ENLIGHT YELLOW</b> PANTONE 124 C RAL 1037	<b>PURE TEAL</b> PANTONE 3285 C RAL 5018
<b>NEUTRAL SPACE</b> PANTONE 427 C RAL 9002	<b>DARK SILVER</b> RAL 9023	<b>EXCITE RED +1</b> PANTONE 200 C RAL 3002	<b>TRUSTY AZURE +1</b> PANTONE 7692 C RAL 5010	<b>ENLIGHT YELLOW +1</b> PANTONE 1595 C RAL 2008	<b>PURE TEAL +1</b> PANTONE 3295 C RAL 5021
		<b>EXCITE RED +2</b> PANTONE 1955 C RAL 3004	<b>TRUSTY AZURE +2</b> PANTONE 280 C RAL 5003	<b>ENLIGHT YELLOW +2</b> PANTONE 2021 C RAL 2001	<b>PURE TEAL +2</b> PANTONE 330 C RAL 5020
<b>BLACK</b> PANTONE BLACK C RAL 9005	<b>WHITE</b> RAL 9010				

**DOWNLOAD**  
PANTONE SWATCHES



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

**[brand.esa.int](http://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](mailto:corporatebranding@esa.int)**

Produced by

**ESA Communications**

[corporatebranding@esa.int](mailto:corporatebranding@esa.int)