

BRAND MANUAL_MOBILE APPLICATIONS

GENERAL REQUIREMENTS

All the official ESA mobile applications must be branded ESA.

Regardless of the purpose of the single mobile application, the use of the ESA logo, the colours, the typography and the other relevant elements must follow the specific guidelines provided.

This document is focused on the application icons, nominally developed by ESA Communication.



ESA EXTERNAL MOBILE APPLICATIONS

ESA mobile applications open to the public and not associated with a specific mission should have an icon in line with the following examples. The icon colour should be in Deep Space blue or match the colour of a pillar if the content is connected with a specific section of the organisation.



ESA MISSION MOBILE APPLICATIONS

ESA mission mobile applications should have an icon in line with the following examples: a straightforward adaptation of the correspondent ESA Mission logo/patch. The look is consistent with every other communication material and channel related to the specific mission.



ESA INTERNAL MOBILE APPLICATIONS

ESA mobile applications for internal use should have an icon in line with the following examples.

The icon colour should be in Deep Space blue or match the colour of a pillar if the content is connected with a specific section of the organisation.



OTHER ASPECTS

The icon layout takes also in consideration the different icon styles available for customisation on mobile and tablet. We recommend visiting brand.esa.int and collect all the information needed for a correct usage. Please contact corporatebranding@esa.int for further clarifications, if needed.



Produced by

ESA Communications