

ESA AMBITION

Visual Guidelines | Version 3



INTRO

OVERARCHING CAMPAIGN

In the context of the **ESA Agenda 2025**, an overarching campaign will guide all the narratives.

In order to provide a clear message of intent about the vision and the positioning of the space agency, together with a strong link to the campaign across the communication materials we present the following **Visual Guidelines for ESA Ambition**.



KEY MESSAGES

A number of **Flagship campaigns** is going to carry the main topics, such as **thematic verticals under ESA Ambition**.

The messages will focus on: **Sustainability**, **Connectivity**, **Security**, **Technology**, **Discovery**
Different faces of **one single celebratory Emblem**.





THE EMBLEM

ESA AMBITION



DOWNLOAD
EPS

DOWNLOAD
PDF

DOWNLOAD
PNG

FOCUS ON ESA AMBITION

The Emblem won't replace the ESA logo on layouts, aside from specific applications with a very limited space for customisation.



DON'TS

The Emblem must be used as is. It should not be altered, tilted, stretched, cropped, separated, creatively interpreted, or made illegible. No distortion must be attempted.



PLACEMENT

The Emblem can be placed on any background with no alterations.



AD-HOC APPLICATIONS

Special adaptations for specific purposes are possible. Please contact corporatebranding@esa.int.





APPLICATIONS

FOCUS ON ESA AMBITION



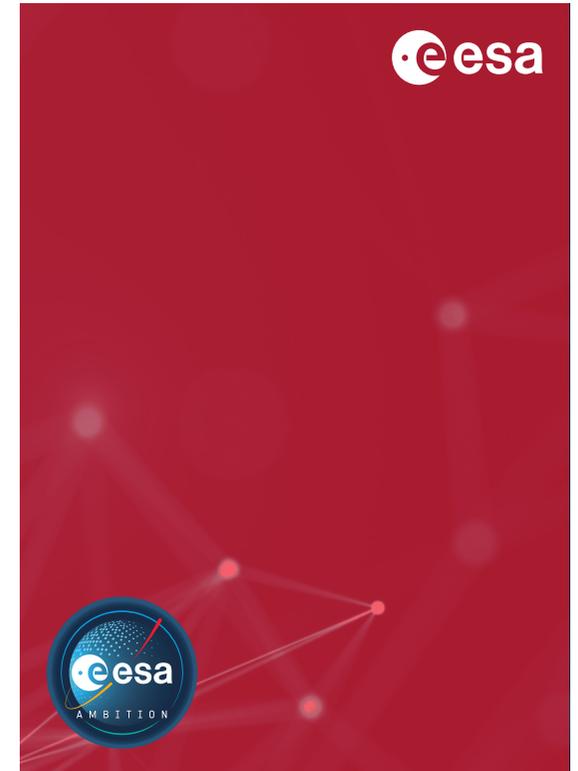
The background image is a placeholder, it will match the communication requirements.

FOCUS ON DIRECT OFFSPRINGS OF THE CAMPAIGN (FLAGSHIPS)



The background image is a placeholder, it will match the communication requirements.

THE EMBLEM AS A MARKER FOR THE CAMPAIGN



FOCUS ON MORE ARTICULATED OFFSPRINGS OF THE CAMPAIGN



The background image is a placeholder, it will match the communication requirements.

Produced by

ESA Communications

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