

# 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



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EPS

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PDF

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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](mailto: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**

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