

BRAND MANUAL_LOGO

THE ESA LOGO

The ESA logo is the only allowed logo for internal and external communication.

No other identifiers or logos, for any project, programme, office, experiment and others, will be authorised for use on ESA communication materials.



PROTECTED AREA

The displayed area represents the minimum empty space for the logo to be placed.

As it is not a fixed size, it must be defined according to the actual logo's size, following the illustrated principle.



PROTECTED AREA – EXAMPLES

On the left, the protected area is respected. On the right, the surrounding elements trespass into the safe area, compromising the logo's white space.



LOGO COLOURS

The ESA logo has three allowed colours and a metallic finish.

Colours



Deep Space

White

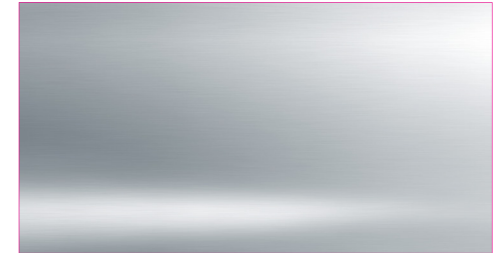
Black

C100 M30 Y20 K75
R0 G50 B71
#003247

C0 M0 Y0 K0
R255 G255 B255
#ffffff

C0 M0 Y0 K100
R0 G0 B0
#000000

Finish



Silver

LOGO COLOURS – HOW TO USE

The Deep Space version of the logo is the preferred colour on a white, neutral or light coloured background.

The white version can be used on a dark or vivid background, provided there is enough contrast.

The black version is recommended when Deep Space can't be used (black & white documentation, monochrome prints, etc).

Silver is also an option, but only as a finish. It can be created with Pantone Silver or foil, however, if a shiny metallic effect cannot be achieved, the logo will be perceived as grey, and this is not allowed.

Deep Space on white background.



White on black background.



Black only when Deep Space is unavailable.



Silver only as a finish, not as a colour.



Deep Space on Neutral Space background.



White on any dark coloured background.



Deep Space on light coloured background.



White on any vivid coloured background.



LOGO COLOURS – ON PHOTOS

Application of the logo on photographic backgrounds is allowed following the same contrast rules.



LOGO VISIBILITY

To make the logo readable on a busy photographic background, apply a dark (or light), fading gradient between the picture and the logo.



DON'TS

The logo must not be altered, tilted, stretched, cropped, separated, creatively interpreted, or made illegible. No distortion must be attempted. Never use any kind of VFX to improve legibility.

Never stretch, rotate, crop or alter the original proportion of the ESA logo.

Don't alter the position and proportions between the symbol and the logotype.

Don't add text and/or other elements to the logo.

Don't use any colour other than the ones allowed by this manual.

Always grant readability using the correct version of the logo and proper resolution. Never use any kind of FX to improve it.



LOGO DOWNLOAD

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

Deep Space



DOWNLOAD
EPS



DOWNLOAD
PDF



DOWNLOAD
PNG



White



DOWNLOAD
EPS



DOWNLOAD
PDF



DOWNLOAD
PNG



Black



DOWNLOAD
EPS



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PDF



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ANIMATED LOGO DOWNLOAD

This is the official animated version of the ESA logo, to be used for any official video production.



DOWNLOAD
VIDEO FILE



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