



**→ 1 LOGOTYPE**

## 1 LOGOTYPE

### 1.1 INTRODUCTION OF THE LOGOTYPE

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#### ESA Logotype

This is the correct ESA Logotype for the new Corporate Identity. The rules of application with respect to the protected area, the dimensions between the symbol and the ESA typography and the size of the logo are defined here.

The composition of the logo, i.e. proportions and texture of the 'fingerprint' part of the symbol must remain the same, as must the position of the 'fingerprint' with respect to the typography.

Each reproduction of the logo must start from an original vectorial file and must always follow the guidelines as described in this chapter.

Two of the new features introduced in this Corporate Identity Manual are the introduction of a special Silver colour to use whenever the printing technique allows, bearing in mind legibility, and stricter rules on colour use, positioning and application over background images.

A special digital ESA Logotype has been created to apply to all 'electronic' formats, i.e. video and screen. This version has been created for the purpose of safeguarding the readability of the fingerprint, allowing for clear and well-defined legibility of the texture within the symbol itself and for avoiding distortions in image.



#### Notes

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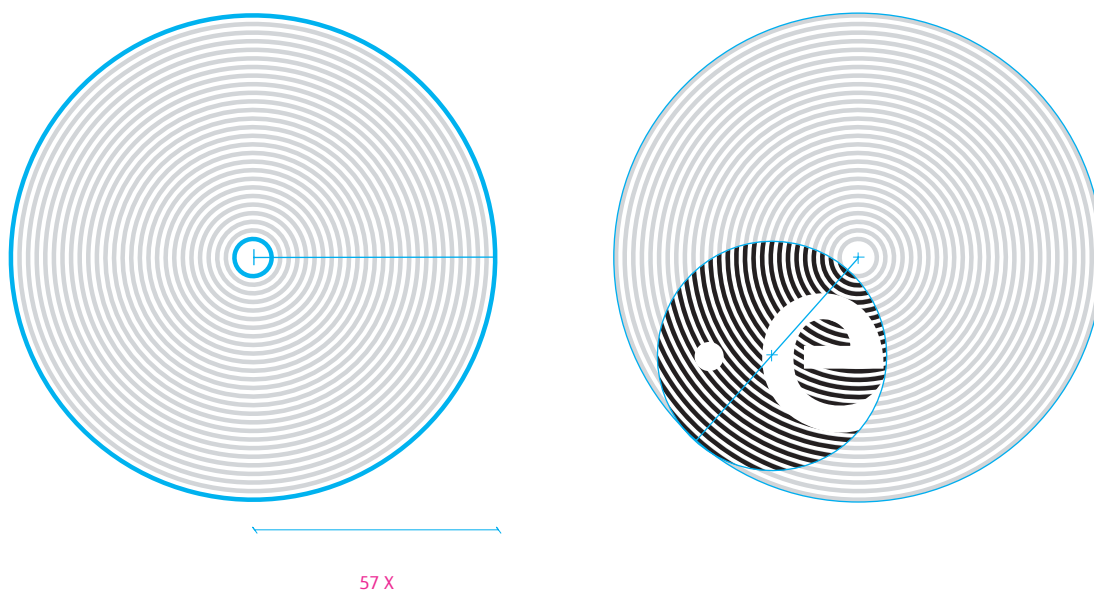
The logo in its Silver version can be substituted by the 50% Black shade, but only ever on a white background, never on a colour background or over images.

All the digital files can be found at the following address:  
[www.esa.int/esalogo](http://www.esa.int/esalogo)

# 1 LOGOTYPE

## 1.2 LOGO CONSTRUCTION GRID

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The symbol is positioned precisely between the smallest and the largest circles of the circular texture; the distance between these two elements establishes the diameter. A precise space exists between the two parts of the logo. The relation between the two is given by the diameter of the symbol and the height of the typography.

### Notes

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The scheme on how the texture of the fingerprint is created can help in the design of the logo in case the original vectorial file is absent. In this case, use of these proportions and guidelines is to be followed.

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## 1 LOGOTYPE

### 1.3.1 COLOUR OF LOGO

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ESA Silver



Special  
Pantone 877



ESA 50% Black



Print colours  
C 0  
M 0  
Y 0  
K 50



ESA Dark Blue



Print colours  
C 100  
M 85  
Y 5  
K 35

#### Notes

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The ESA Logotype in its Silver version can be substituted by 50% Black, by Dark Blue or by full Black. It is important to choose the correct version of the logo in relation to the type of background on which it is to be placed.

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## 1 LOGOTYPE

### 1.3.2 COLOUR OF LOGO

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ESA full Black (positive)



**Print colours**  
C 0  
M 0  
Y 0  
K 100



ESA White (negative)



**Print colours**  
White

#### Notes

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Besides the versions of the Silver, 50% Black and Dark Blue Logotype, a positive and negative version is possible. The colour applications of the logo here are the only ones allowed.

All the digital files can be found at the following address:  
[www.esa.int/esalogo](http://www.esa.int/esalogo)

## 1 LOGOTYPE

### 1.4 USE AT SMALLER SIZES

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The application of the ESA Logotype with the fingerprint is permitted in all its dimensions down to a minimum of 12 mm.

The minimum measurement refers to the diameter of the symbol.



When the symbol is less than 12 mm in diameter, use the solid and non-textured version of the logo (i.e. no fingerprint).

This version has been created only to be used at small sizes where the legibility of the fingerprint could be compromised, or for reproduction on special materials.

#### Notes

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It is strongly advised to use the logo with fingerprint at a size greater than or equal to 12 mm wherever possible, to ensure it is accurately reproduced on any type of print or material.

Due to the different media and techniques used to produce ESA promotion materials and gadgets, the use of the

logo will have to be evaluated on a case by case basis. The use of these versions or special cases of the ESA logo must be approved by the ESA Corporate Design Service, [corporatedesign@esa.int](mailto:corporatedesign@esa.int).

All the digital files can be found at the following address: [www.esa.int/esalogo](http://www.esa.int/esalogo)

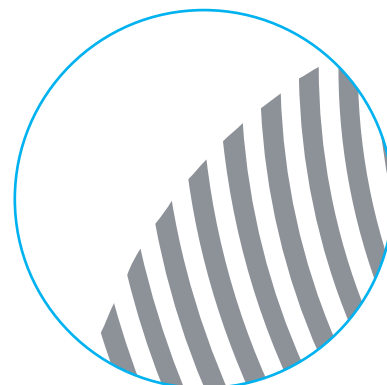
## 1 LOGOTYPE

### 1.5 LOGO FOR SCREEN

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ESA Logotype for print



Stroke fingerprint for Logotype print 0 = X



ESA Logotype for screen



Stroke fingerprint for Logotype print 0 = X1,8

The fingerprint of the ESA Logotype for print is composed of 27 concentric circles of identical thickness.

The fingerprint of the ESA Logotype for screen is composed of 17 concentric circles and their thickness has been increased.

The thickness of the original logo's circle is defined as X; the thickness of the circle in the digital version is that of X1,8.

#### Notes

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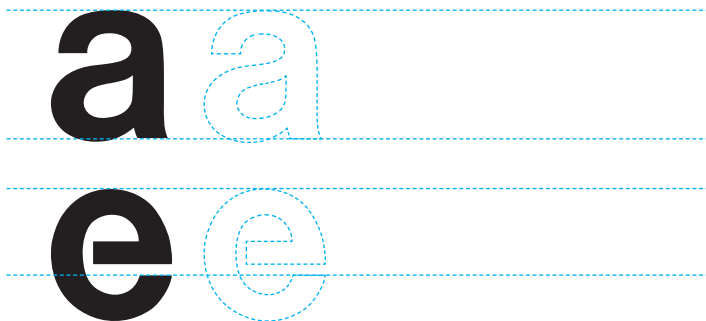
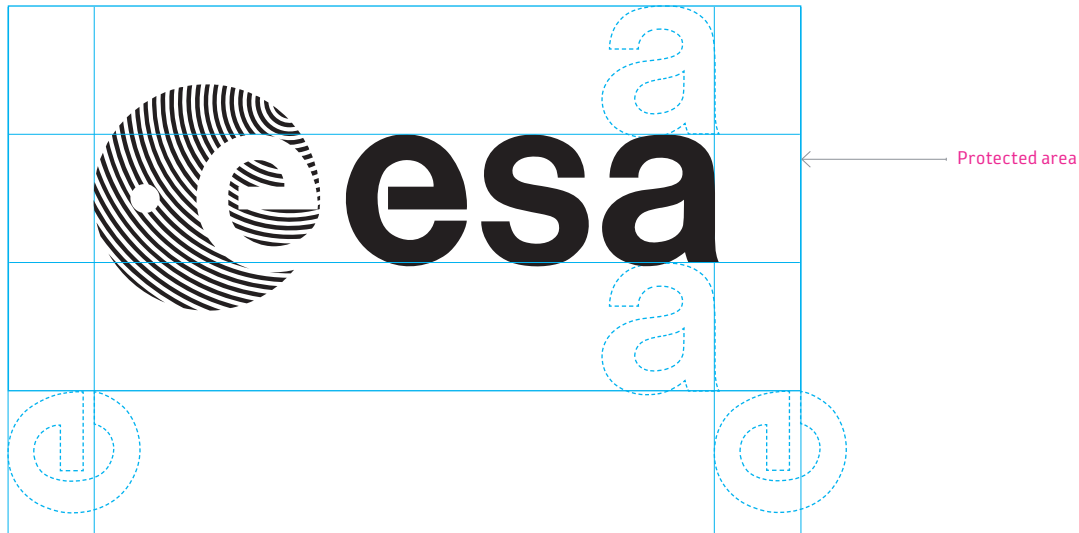
The protected area, colours and correct use of the ESA Logotype are described in chapters '1 Logotype'.

All the digital files can be found at the following address:  
[www.esa.int/esalogo](http://www.esa.int/esalogo)

# 1 LOGOTYPE

## 1.6 PROTECTED AREA

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The protected area keeps the ESA Logotype free from other text or graphic elements that could compromise its legibility or recognition. The building of the protected area is given by the 'a' and the 'e' of the typography.

The 'a' establishes the protected area of the upper and lower margins.

The partial 'e' establishes a protected area for the right and left margins of the ESA Logotype.

### Notes

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The blue outlined area above, marked protected area, is not visible in real applications. This is only used here to illustrate the construction and proportions.

All the digital files can be found at the following address:  
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## 1 LOGOTYPE

### 1.8 APPLICATION ON COLOUR BACKGROUND

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The ESA Logotype in its 50% Black, Dark Blue or full Black versions cannot be applied to a background colour.



The ESA logo in its Silver version can be applied in these background colours, as well as the background colours of the ESA palette.



The ESA Logotype in its White/Negative version can be applied to these background colours.



#### Notes

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It is important to apply these rules so as not to compromise the legibility of the ESA Logotype. The colour background can be used only when the Silver or White version of the logo is applied.

All the digital files can be found at the following address:  
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## 1 LOGOTYPE

### 1.9 APPLICATION ON IMAGE BACKGROUND

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When the background image has dark tones and it is not possible to apply the ESA Logotype in its silver version, the White/Positive version is recommended.



When the background image has light tones or is very bright, the Black/Dark Blue versions of the logo are recommended.



When the background image has light tones or is very bright, the Black/Dark Blue versions of the logo are recommended.



When the background image has dark tones and where printing allows it, the ESA Silver Logotype is recommended.

#### Notes

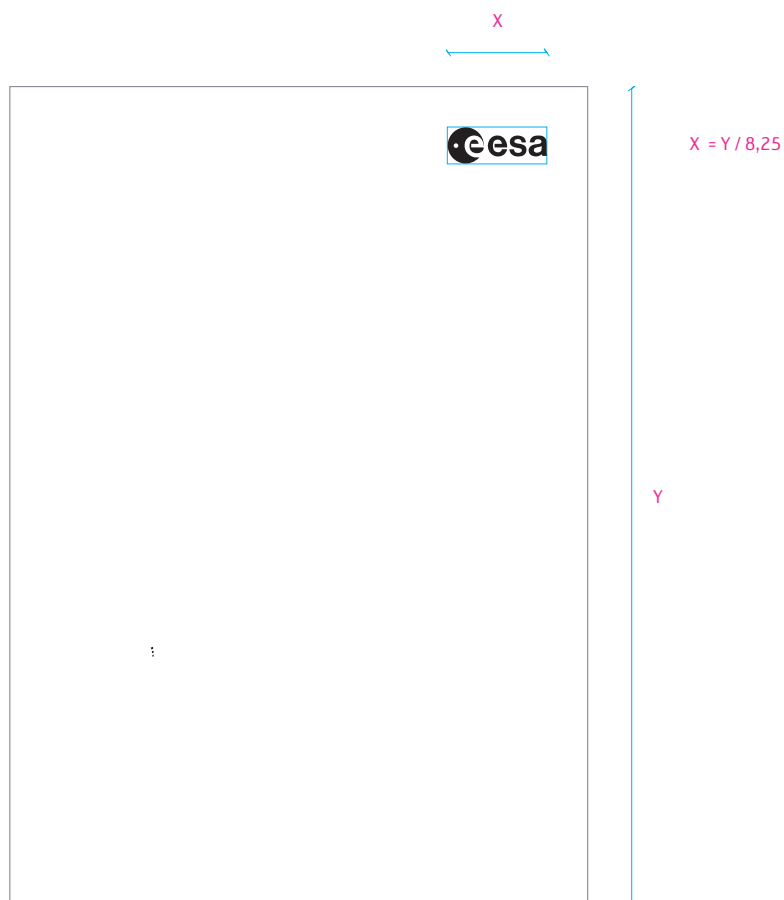
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The choice of the ESA Logotype version to match with a background image must respect its legibility and ease of recognition in relation to the support of the general layout.

All the digital files can be found at the following address:  
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# 1 LOGOTYPE

## 1.10 POSITION AND PROPORTION WITH LAYOUT



In all formats and applications, the ESA Logotype is positioned in the right hand margin of the page. This gives coherence and general consistency to the whole Corporate Identity. The proportions of the Logotype with respect to the format come from the relation between its size and the X dimension of the page layout. These proportions can change relative to the size of the format. The table below illustrates the precise relation between the sizes of the ESA Logotype and the format.

Format	Proportion
DIN long	$X = Y/2,5$
A5	$X = Y/6$
A4	$X = Y/8,25$
A3	$X = Y/8,25$
A2	$X = Y/8$
A1	$X = Y/8$
A0	$X = Y/8$

### Notes

Please respect the proportions as indicated in the above table to always have a balanced relation between the ESA Logotype and the format on which it is applied.

All the digital files can be found at the following address:  
[www.esa.int/esalogo](http://www.esa.int/esalogo)

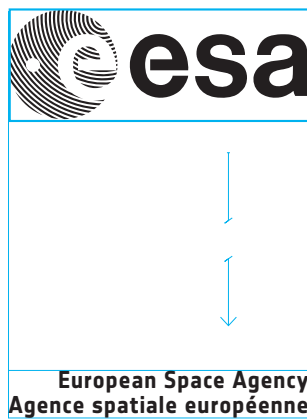
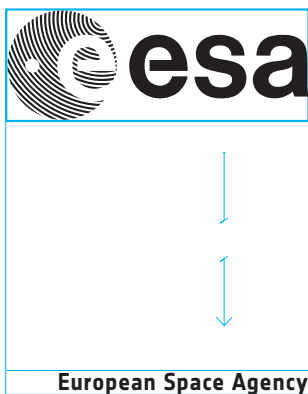
# 1 LOGOTYPE

## 1.11.1 LOGO AND SIGNATURE



The signature under the ESA Logotype has two versions: English and French, and English-only.

The signature must be applied immediately below the protected area and aligned with the right margin. These examples can be followed in cases where other logos are used in a layout, or where the dimensions of the product are restrictive.



These two examples, with the signature placed some distance away from the ESA Logotype, are the standard and should be followed on most layouts, e.g. brochure covers, books, etc.



In the version of the ESA Logotype without the fingerprint, applied when the size is less than 12 mm, the signature can be included down to 8,5 mm, but must follow the same rules.

### Notes

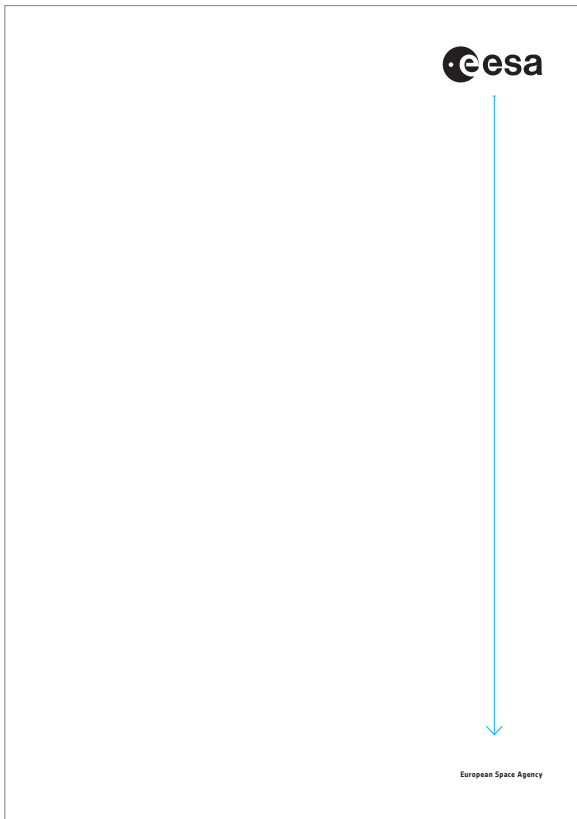
In most cases, use the English version. The double language signature is to be used only on certain corporate documents and stationery as indicated in chapter 7 of the ESA Corporate Visual Identity Manual.

All the digital files can be found at the following address: [www.esa.int/esalogo](http://www.esa.int/esalogo)

## 1 LOGOTYPE

### 1.11.2 LOGO AND SIGNATURE

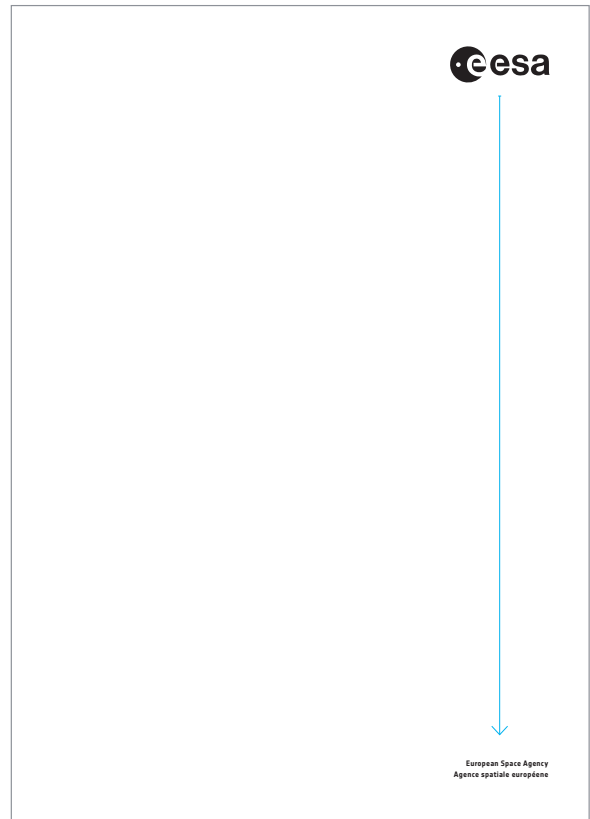
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Examples of layout with English-only signature.

The signature is always aligned with the right-hand margin of the ESA Logotype and is adjacent to the lower margin of the layout.

The distance between the ESA Logotype and the signature is set by the vertical dimensions of the layout.



An example of the layout with signature in English and French.

#### Notes

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In most cases, use only the English version. The double language signature is to be used only on certain corporate documents and stationery as indicated in chapter 7 of the ESA Corporate Visual Identity Manual.

There may be special cases where a unique application solution is needed. Please contact the Corporate Design Service, [corporatedesign@esa.int](mailto:corporatedesign@esa.int)

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## 1 LOGOTYPE

### 1.12.1 DO NOT

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Do not use a gradient background that compromises the logo's legibility.



Do not force the width dimensions of the logo.



Do not force the height dimensions of the logo.



Do not apply two different colours for the symbol and for the typography of the logo: always use the 'colour code' described in this chapter.



Do not apply a different colour to the logo to those described in this chapter.



Do not change the order and the position between the symbol and the typography.



Do not go beyond the protected area with graphic elements.



Do not superimpose graphic elements over the logo.

### Notes

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These examples of incorrect applications of the logo are not acceptable and could compromise ESA's Corporate Identity.

## 1 LOGOTYPE

### 1.12.2 DO NOT

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Do not use shadow effects with the logo.



Do not apply effects or filters to the logo: legibility will be compromised.



Do not change the proportions between size of symbol and the typography of the logo.



**European Space Agency**

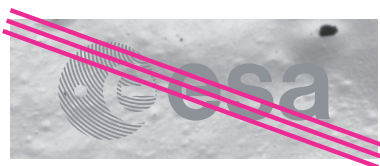
Do not change the proportions of the logo and the signature.



When the logo is used in negative, the symbol must also match.



Do not create outline version of logo.



When the logo is applied to a background, use the most suitable colour code following the indications given in paragraph '1.8 Application on image background'.



Use the logo without the fingerprint only when the height dimensions are less than 12 mm.

#### Notes

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These examples of incorrect applications of the logo are not acceptable and could compromise ESA's Corporate Identity.