

# ETSI Brand Guidelines



The Standards People

2022 and beyond

The ETSI logo is a worldwide protected trademark of ETSI.

The ETSI logo is an EU Collective trademark of ETSI.

The ETSI logo shall only be used in accordance with the [Regulations Governing Use](#) and the present ETSI Brand Guidelines.

In case of any questions with regards to the ETSI Brand Guidelines, requests for authorization to use the ETSI logo or any other graphical elements by third parties, please contact: **branding@etsi.org** .

Any use of the ETSI name and/or logo is subject to the approval of ETSI and may be monitored by ETSI or on its behalf.

Any detected misuse of the ETSI name and/or logo should be brought to the attention of ETSI.

## What does the ETSI logo symbolize?

Following various proposals from different ETSI Members, the ETSI logo was born in 1989.

The middle part of the logo symbolizes an 'S' for Standardization. The curved lines around the 'S' symbolize radio waves and, following a light modification in 2011, also a globe, to emphasize the worldwide importance of standardization.

The curved lines become thinner and thinner as they meet their opposites, symbolizing how standardization aims to reduce the confusingly large number of variations that exist, into streamlined and standardized solutions.

In line with corporate branding, the logo colours were updated and the logo is now commonly used in ETSI's corporate blue.



The following colour palette serves as a basis for any ETSI promotional material whether printed or online.

The **primary colour palette** of the logo will be used for text, tables and graphs.

Primary Colour Palette								
Colour Mode	RGB			CMYK - Process colours				Pantone
%	Red	Green	Blue	Cyan	Magenta	Yellow	Black	
ETSI Dark Blue	0	74	141	100	68	0	23	288
ETSI Blue	0	125	195	89	43	0	0	285
ETSI Light Blue	160	203	237	35	9	0	0	283

The **secondary colour palette** may be used to complement the primary palette when there is a need to extend the brand colours.

Secondary Colour Palette								
Colour Mode	RGB			CMYK - Process colours				
%	Red	Green	Blue	Cyan	Magenta	Yellow	Black	
	255	194	14	0	25	100	0	
	241	93	39	0	79	96	0	
	236	0	140	0	100	0	0	
	237	28	36	0	100	100	0	
	218	158	41	15	40	100	0	
	40	157	99	81	16	81	0	
	141	198	64	50	0	99	0	
	0	169	157	100	0	50	0	
	0	174	239	100	0	0	0	
	140	86	163	51	78	0	0	
	105	116	122	10	0	0	65	
	62	72	79	15	0	0	85	

The following colours complement the secondary colour palette and are exclusively reserved for special occasions when decided by the ETSI Brand Team.

Secondary Colour Palette for Special Occasions								
Colour Mode	RGB			CMYK - Process colours				
%	Red	Green	Blue	Cyan	Magenta	Yellow	Black	
Gold	197	161	84	25	35	80	0	
Silver	167	174	186	10	5	0	30	

ETSI reserves the right to complement its colour palettes at its own discretion when the available colour palettes are not sufficient on their own.

# ETSI MASTERBRAND | Logo Colours

The ETSI brand is recognized worldwide.

Consistency in the representation of our visual identity and in all communications reflects ETSI's corporate identity.

## PROCESS

- Dark blue: 100c 68m 0y 23k
- Light blue: 89c 43m 0y 0k
- Light blue: 35c 9m 0y 0k



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## PANTONE

- Dark blue: 288
- Light blue: 285
- Light blue: 283



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## RGB

- Dark blue: 0R 74G 141B
- Light blue: 0R 125G 195B
- Light blue: 160R 203G 237B



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## INVERT

- Dark blue: 288



## BLACK & WHITE

- 100% Black
- 75% Black
- 30% Black



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## BLACK & WHITE

- 100% Black



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## INVERT



## Clear space around the logotype

The logotype always looks best when it has a large area of clear space around it.

In order to achieve this, a minimum clear space surrounding the logotype has been defined.

**The clear space in the example on the right is marked in grey and it will always be with proportion to the ETSI typeface height.**

This space must stay clear without any type, graphic elements and high-contrast areas of photography.



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## Minimum size

As the ETSI logo must be easily recognized to be effective, the primary logotype should not be reproduced smaller than 30mm.



The primary logotype with tagline below should not be reproduced smaller than 38mm.



## The alternative landscape format

The ETSI logo with tagline can alternatively be implemented in a landscape format only where it is not suitable to use the regular format.

It is also possible to use the landscape format when the logo is very small (e.g. in emails or small printed material) in order to maintain readability of the tagline.



# ETSI MASTERBRAND | Logo Display

## Examples of unacceptable logo use

The ETSI logo should be used and maintained in accordance with the Brand Guidelines. No deviation is allowed.

## Forbidden logo use

**Do not** use the logo as a background pattern.

**Do not** use the logo vertically.  
Never use the logo at an angle.

**Don't** tilt or rotate the logo:



**Don't** distort the logo:



**Don't** use the logo on similar colour. (poor contrast):



**Don't** use the logo on patterns:



**Don't** change the logo colour:



**Don't** use old versions of the logo:





## Typography - Printed promotional materials

Respecting these guidelines will help preserve ETSI's corporate identity.  
The following are the preferred fonts for external promotional communications:

### Headlines only

Century Gothic (Regular)

0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Century Gothic (Bold)

**0123456789**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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### Text

Calibri (Regular)

0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Calibri (Bold)

**0123456789**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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## Typography - New presentation template

### Headings

Poppins SemiBold (Headings)

0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Text

Poppins Medium

0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# ETSI MASTERBRAND | ETSI Member Logo

The ETSI Member logo is derived from the official ETSI logo to easily and clearly visualize that an organization is an integral part of ETSI.

**This logo is exclusively reserved for use by ETSI Members.**

## Logo Colours



### PANTONE

Dark blue: 288

Light blue: 285

Light blue: 283

### PROCESS

100c 68m 0y 23k

89c 43m 0y 0k

35c 9m 0y 0k

### RGB

0R 74G 141B

0R 125G 195B

160R 203G 237B

## Clear space around the logo



## Minimum Size



The full ETSI Member Logo Brand Guide is available to ETSI Members only, upon request to:

**branding@etsi.org** .