

ETSI Brand Guidelines



The Standards People

2018 and beyond

The ETSI logo is a trademark of ETSI.

The ETSI logo shall only be used in accordance with the 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: **brand@etsi.org**

or address a letter to:

ETSI

Branding

650, Route des Lucioles

06921 Sophia Antipolis Cedex

France

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.



ETSI MASTERBRAND | Brand Colours

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 and ETSI clusters colour palette, when there is a need to extend the brand colours (examples can be charts, promotional material, etc.)

Secondary Colour Palette								
Colour Mode	RGB			CMYK - Process colours				
%	Red	Green	Blue	Cyan	Magenta	Yellow	Black	
Light Yellow	232	225	150	10	5	50	0	
Grey	105	116	122	10	0	0	65	
Anthracite	62	72	79	15	0	0	85	
Rich Black	0	21	34	50	0	0	100	

The following colours complement the secondary colour palette and are exclusively reserved for special occasions:

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 secondary colour palette at its own discretion when the available colour palettes are not sufficient on their own.

ETSI reserves the right to complement its colour palette at its own discretion.

ETSI MASTERBRAND | Clusters Colours

The following colour palette was created specifically to give a brand identity to ETSI clusters. It serves as a basis for any promotional material - printed or online.

Colour transparencies of up to 50% may apply.

Clusters Colour Palette							
Colour Mode	RGB			CMYK - Process colours			
%	Red	Green	Blue	Cyan	Magenta	Yellow	Black
Connecting Things	255	194	14	0	25	100	0
Content Delivery	241	93	39	0	79	96	0
Interoperability	236	0	140	0	100	0	0
Security	237	28	36	0	100	100	0
Home & Office	218	158	41	15	40	100	0
Transportation	40	157	99	81	16	81	0
Better Living with ICT	141	198	64	50	0	99	0
Public Safety	0	169	157	100	0	50	0
Wireless Systems	0	174	239	100	0	0	0
Networks	140	86	163	51	78	0	0

See page 11 for ETSI clusters graphical representation.

ETSI MASTERBRAND | Logo Colours

The ETSI brand is recognized worldwide.

Consistency in the representation of our visual identity and in all communications reflects our 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



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ETSI MASTERBRAND | Logo Greyscale

BLACK & WHITE

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



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BLACK & WHITE

- 100% Black



The Standards People

INVERT



The Standards People

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.



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.

Do not use the logo or parts of it in a sentence. 'ETSI' should be in text font only.

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 develop a distinctive 'look and feel' while simplifying the creative decision-making process.

The following are the preferred fonts for external promotional communications:

Headlines only

Century Gothic (Regular)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Gothic (Bold)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Text

Calibri (Regular)

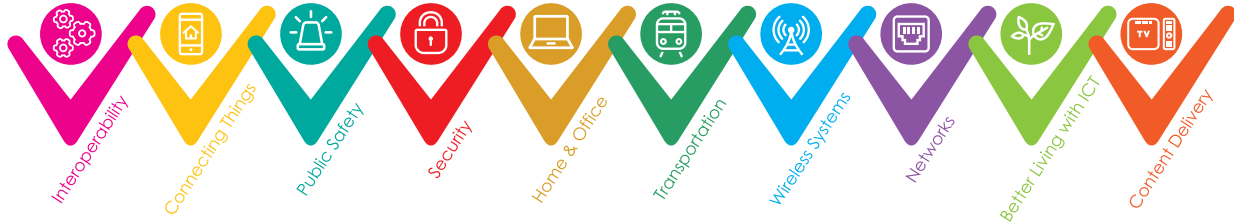
0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri (Bold)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ETSI MASTERBRAND | Clusters Illustrations

Detailed Clusters illustration:



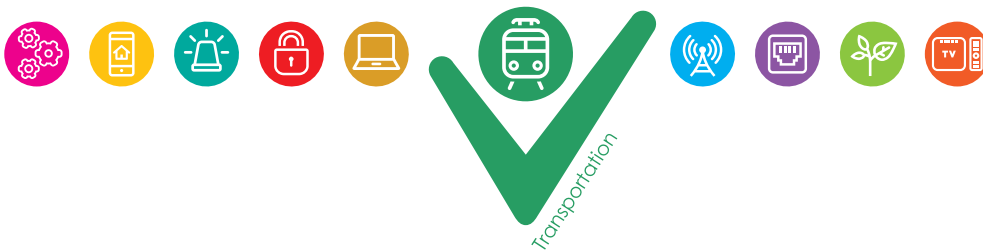
Simplified Clusters illustration:



Iconic Clusters illustration:



Stand-out Clusters illustration:



Stand-alone Cluster illustration:



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 upon request and exclusive to ETSI Members.

brand@etsi.org

ETSI MASTERBRAND | ETSI Protected Slogan

ETSI registered a trademark for the slogan 'MADE IN EUROPE FOR GLOBAL USE' associated to the ETSI brand (reference: TM No. 015585722, filed in the EU on 28 June 2016 in the name of ETSI in classes 9, 16, 35, 38 and 42).

The slogan illustrates that ETSI standards are produced in Europe and find application globally.

It also refers to the mix of ETSI Members worldwide and thus underlines the importance of ETSI standards outside of Europe.

In order to be in line with our trademark protection, the slogan is to be accompanied by the ETSI logo, however not as a tagline but as a stand-alone slogan.

Typical usage of the slogan is the graphical interpretation in form of a stamp, as shown below:



Colours may vary but are to be in line with ETSI brand guidelines, see primary and secondary colour palette.

The slogan can be used in text and verbal contexts when talking about ETSI as it is an explanation and promotion vehicle.