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: brand@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.

<table>
<thead>
<tr>
<th>Primary Colour Palette</th>
<th>Colour Mode</th>
<th>RGB</th>
<th>CMYK - Process colours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Red</td>
<td>Green</td>
</tr>
<tr>
<td>ETSI Dark Blue</td>
<td>0</td>
<td>74</td>
<td>141</td>
</tr>
<tr>
<td>ETSI Blue</td>
<td>0</td>
<td>125</td>
<td>195</td>
</tr>
<tr>
<td>ETSI Light Blue</td>
<td>160</td>
<td>203</td>
<td>237</td>
</tr>
</tbody>
</table>

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.).

<table>
<thead>
<tr>
<th>Secondary Colour Palette</th>
<th>Colour Mode</th>
<th>RGB</th>
<th>CMYK - Process colours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Red</td>
<td>Green</td>
</tr>
<tr>
<td>Light Yellow</td>
<td>232</td>
<td>225</td>
<td>150</td>
</tr>
<tr>
<td>Grey</td>
<td>105</td>
<td>116</td>
<td>122</td>
</tr>
<tr>
<td>Anthracite</td>
<td>62</td>
<td>72</td>
<td>79</td>
</tr>
<tr>
<td>Rich Black</td>
<td>0</td>
<td>21</td>
<td>34</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Secondary Colour Palette for Special Occasions</th>
<th>Colour Mode</th>
<th>RGB</th>
<th>CMYK - Process colours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Red</td>
<td>Green</td>
</tr>
<tr>
<td>Gold</td>
<td>197</td>
<td>161</td>
<td>84</td>
</tr>
<tr>
<td>Silver</td>
<td>167</td>
<td>174</td>
<td>186</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Colour Mode</th>
<th>RGB</th>
<th>CMYK - Process colours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Red</td>
<td>Green</td>
</tr>
<tr>
<td>Connecting Things</td>
<td>255</td>
<td>194</td>
</tr>
<tr>
<td>Content Delivery</td>
<td>241</td>
<td>93</td>
</tr>
<tr>
<td>Interoperability</td>
<td>236</td>
<td>0</td>
</tr>
<tr>
<td>Security</td>
<td>237</td>
<td>28</td>
</tr>
<tr>
<td>Home &amp; Office</td>
<td>218</td>
<td>158</td>
</tr>
<tr>
<td>Transportation</td>
<td>40</td>
<td>157</td>
</tr>
<tr>
<td>Better Living with ICT</td>
<td>141</td>
<td>198</td>
</tr>
<tr>
<td>Public Safety</td>
<td>0</td>
<td>169</td>
</tr>
<tr>
<td>Wireless Systems</td>
<td>0</td>
<td>174</td>
</tr>
<tr>
<td>Networks</td>
<td>140</td>
<td>86</td>
</tr>
</tbody>
</table>

See page 11 for ETSI clusters graphical representation.
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

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

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

**INVERT**
- Dark blue: 288
BLACK & WHITE
- 100% Black
- 75% Black
- 30% Black

The Standards People

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.
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 use the logo on similar colour. (poor contrast):

Don’t use the logo on patterns:

Don’t tilt or rotate the logo:

Don’t change the logo colour:

Don’t distort the logo:

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

Century Gothic (Bold)  
0123456789
abcdef hijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Text**

Calibri (Regular)  
0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri (Bold)  
0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Clusters Illustrations

**Detailed** Clusters illustration:

**Simplified** Clusters illustration:

**Iconic** Clusters illustration:

**Stand-out** Clusters illustration:

**Stand-alone** Cluster illustration:
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

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>PROCESS</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark blue: 288</td>
<td>100c 68m 0y 23k</td>
<td>OR 74G 141B</td>
</tr>
<tr>
<td>Light blue: 285</td>
<td>89c 43m 0y 0k</td>
<td>OR 125G 195B</td>
</tr>
<tr>
<td>Light blue: 283</td>
<td>35c 9m 0y 0k</td>
<td>160R 203G 237B</td>
</tr>
</tbody>
</table>

---

**Clear space around the logo**

**Minimum Size**

The full ETSI Member Logo Brand Guide is available to ETSI Members only, upon request to: brand@etsi.org.