ETSI
The Standards People

Brand Guidelines for ETSI Member Logo use

January 2025

ETSI MEMBER | Logo Usage Guidelines

Dear ETSI Member,

I am pleased to announce the availability of the ETSI Member logo, created to help you visually demonstrate your membership and involvement in ETSI.

ETSI has over 900 member organisations from more than 60 countries across five continents and we are delighted to count you among them. ETSI members are the driving force that enables ETSI to publish world-class ICT standards.

We are proud of our members and their standards-making contributions, and we are confident that our members are proud to be an ETSI member.

Many of our members have expressed their desire to visually demonstrate their ETSI Membership and the fact that you adhere to ETSI standards, be it on your website, on print collateral or on your exhibition booth.

To enable our members to show their engagement and pride in ETSI, we have created a dedicated 'ETSI Member' logo. This 'ETSI Member' logo is derived from the official ETSI logo and allows you to easily and clearly declare that your organisation is an integral part of ETSI: an ETSI Member.

The 'ETSI Member' logo really is a 'limited edition', as it can be used by no more than around 900 organisations, i.e. it is to be used exclusively by our members.

Demonstrate to the outside world your commitment to and involvement in ICT standards-making by displaying the ETSI Member logo:

Please choose one of the following alternatives that best matches your needs:

- **Request a high resolution version of the 'ETSI Member' logo** to integrate it in your stand design.
- **Request a physical 'ETSI Member' plaque** that you can either stick to a wall or display freestanding on your reception desk or any other surface you deem suitable. The 'ETSI Member' plaque is a foam board of 25x10cm (w x h) that comes with double-sided tape and a board stand so you can choose how to best display it.

Please pass this information on to your colleagues in charge of Marketing/ Communications/Events or directly request the 'ETSI Member' logo from our Branding department: **branding@etsi.org**

We are happy to answer any questions you may have and provide guidance where needed.

Yours faithfully,

Jan Ellsberger

ETSI Director-General

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

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

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.

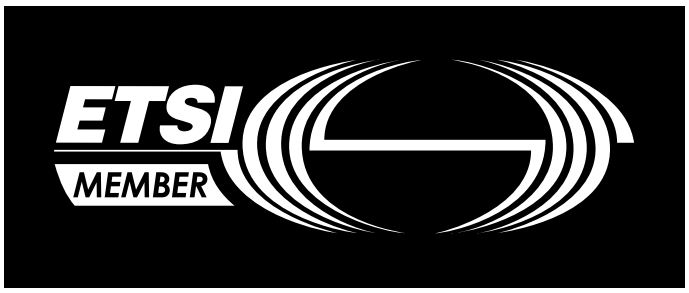
The clear space in the example on the right is marked in grey and it will always be with proportion to the ETSI typeface height.

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

Minimum size

As the ETSI Member logo must be easily recognized to be effective, the primary logotype should not be reproduced smaller than 45mm.

ETSI MEMBER | Logo Colours Versions



Examples of unacceptable logo use

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

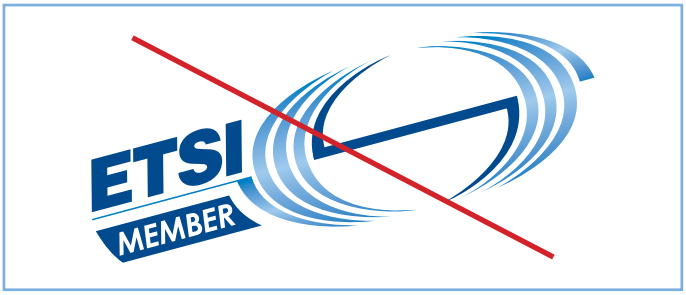
Forbidden logo use

Do not use the logo as a background pattern.

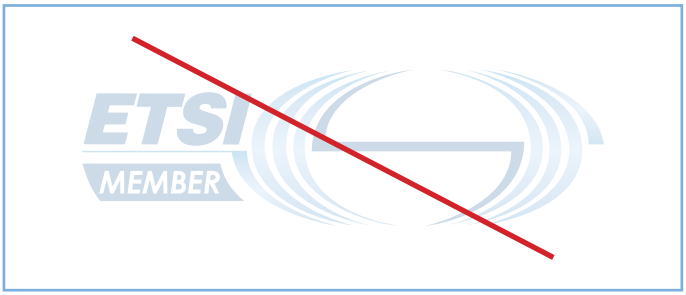
Do not use the logo vertically. Never use the logo at an angle.

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

Don't tilt or rotate the logo:

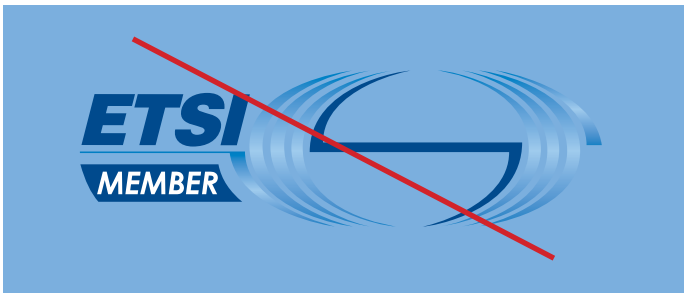


Don't use the logo as a background pattern:

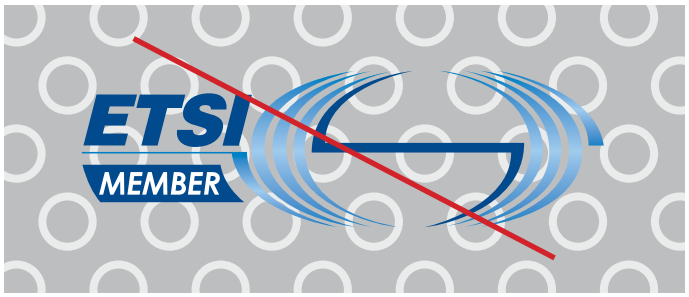


Don't use the logo or parts of it in a sentence:

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 distort 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
abcdefg hijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Text

Calibri (Regular)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri (Bold)

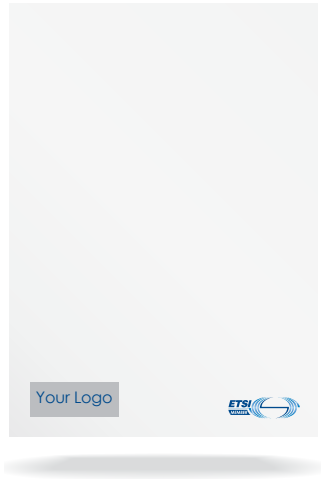
0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

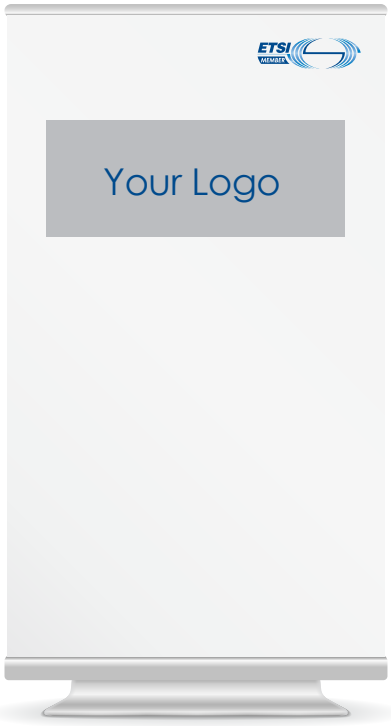
Integration in Exhibition Stands

EANTC AG, Germany @ MWC 2015

Procera Networks AB, Sweden @ MWC 2015

Marketing Collateral





Website Use