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**
Brandining
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.
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>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Colour Mode</strong></td>
</tr>
<tr>
<td>%</td>
</tr>
<tr>
<td>ETSI Dark Blue</td>
</tr>
<tr>
<td>ETSI Blue</td>
</tr>
<tr>
<td>ETSI Light Blue</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>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Colour Mode</strong></td>
</tr>
<tr>
<td>%</td>
</tr>
<tr>
<td>Light Yellow</td>
</tr>
<tr>
<td>Grey</td>
</tr>
<tr>
<td>Anthracite</td>
</tr>
<tr>
<td>Rich Black</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Secondary Colour Palette for Special Occasions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Colour Mode</strong></td>
</tr>
<tr>
<td>%</td>
</tr>
<tr>
<td>Gold</td>
</tr>
<tr>
<td>Silver</td>
</tr>
</tbody>
</table>

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.
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.

<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 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

**INVERT**
- Dark blue: 288
ETSI MASTERBRAND | Logo Greyscale

BLACK & WHITE
- 100% Black
- 75% Black
- 30% Black

BLACK & WHITE
- 100% Black

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.

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.

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 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

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Century Gothic (Regular)</td>
<td>0123456789</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Century Gothic (Bold)</td>
<td>0123456789</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>

### Text

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calibri (Regular)</td>
<td>0123456789</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Calibri (Bold)</td>
<td>0123456789</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>
**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**

![ETSI Member Logo](image)

<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**

![Clear space around the logo](image)

**Minimum Size**

13.5mm

45mm

The full ETSI Member Logo Brand Guide is available upon request and exclusive to ETSI Members.

brand@etsi.org
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.