

ETSI Brand Guidelines



World Class Standards

January 2011

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 by third parties or requests for deviating from the ETSI Brand Guidelines (e.g. due to technical restrictions), please submit your inquiry via email to:
communications@etsi.org

or address a letter to:

ETSI
Communications
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 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 have been updated and the logo is now commonly used in ETSI's corporate blue.



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

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

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

The secondary colour palette will be used only where 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	
Yellow	220	169	14	0	25	100	15	
Orange	222	118	28	0	60	100	28	
Green	0	133	118	85	0	50	31	
Olive	105	151	46	49	0	100	29	
Wine	160	66	118	7	77	0	34	
Purple	99	97	154	60	58	0	19	
Grey	106	117	124	11	0	0	64	

PLEASE NOTE:

The ETSI Clusters Colours use a different colour palette which is exclusive to that purpose.

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



PLEASE NOTE: The tagline ('World Class Standards') is not a fixed element of the logo and the logo may also be used without it.

BLACK & WHITE

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



BLACK & WHITE

- 100% Black



INVERT



PLEASE NOTE: The tagline ('World Class Standards') is not a fixed element of the logo and the logo may also be used without it.

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.



PLEASE NOTE: The tagline ('World Class Standards') is not a fixed element of the logo and the logo may also be used without it.

Examples of unacceptable logo use

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

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.

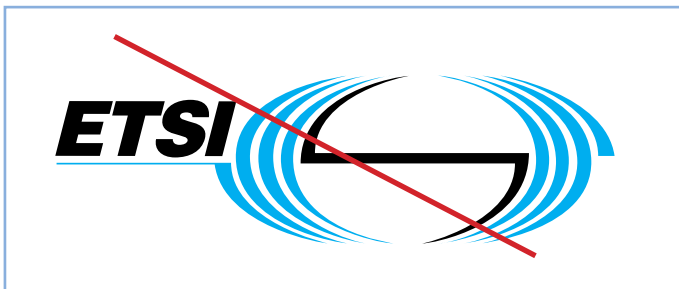
Do not use the logo or parts of it in a sentence. 'ETSI' should be in text font only.



Don't use the logo on similar colour. (Poor contrast)



Don't tilt or rotate the logo.



Don't use old versions of the logo.



Don't distort the logo.



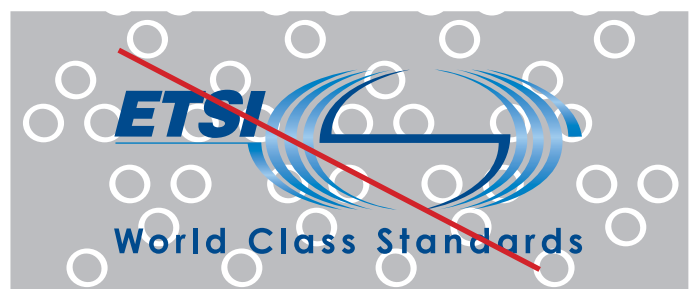
Don't distort the logo.



Don't change the logo colour.



Don't distort the logo.



Don't use the logo on patterns.

Typography - Printed Promotional Material

Respecting these guidelines will help develop a distinctive “look” while simplifying the creative decision-making process.

The following are the preferred fonts for external promotional communications:

Headlines

Century Gothic (Regular)

0123456789
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Gothic (Bold)

0123456789
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Text

Calibri (Regular)

0123456789
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri (Bold)

0123456789
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PLEASE NOTE: The font used for the ETSI website is predominantly Verdana and this font will remain in use until further notice.