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

<table>
<thead>
<tr>
<th>Colour Mode</th>
<th>%</th>
<th>Red</th>
<th>Green</th>
<th>Blue</th>
<th>Cyan</th>
<th>Magenta</th>
<th>Yellow</th>
<th>Black</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Blue</td>
<td>0</td>
<td>0</td>
<td>74</td>
<td>141</td>
<td>100</td>
<td>68</td>
<td>0</td>
<td>23</td>
<td>288</td>
</tr>
<tr>
<td>Light Blue</td>
<td>0</td>
<td>0</td>
<td>125</td>
<td>195</td>
<td>89</td>
<td>43</td>
<td>0</td>
<td>0</td>
<td>285</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Colour Mode</th>
<th>%</th>
<th>Red</th>
<th>Green</th>
<th>Blue</th>
<th>Cyan</th>
<th>Magenta</th>
<th>Yellow</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td>220</td>
<td>220</td>
<td>169</td>
<td>14</td>
<td>0</td>
<td>25</td>
<td>100</td>
<td>15</td>
</tr>
<tr>
<td>Orange</td>
<td>222</td>
<td>222</td>
<td>118</td>
<td>28</td>
<td>0</td>
<td>60</td>
<td>100</td>
<td>28</td>
</tr>
<tr>
<td>Green</td>
<td>105</td>
<td>105</td>
<td>151</td>
<td>46</td>
<td>49</td>
<td>0</td>
<td>100</td>
<td>29</td>
</tr>
<tr>
<td>Olive</td>
<td>160</td>
<td>160</td>
<td>66</td>
<td>118</td>
<td>7</td>
<td>77</td>
<td>0</td>
<td>34</td>
</tr>
<tr>
<td>Wine</td>
<td>160</td>
<td>160</td>
<td>66</td>
<td>118</td>
<td>7</td>
<td>77</td>
<td>0</td>
<td>34</td>
</tr>
<tr>
<td>Purple</td>
<td>99</td>
<td>99</td>
<td>97</td>
<td>154</td>
<td>60</td>
<td>58</td>
<td>0</td>
<td>19</td>
</tr>
<tr>
<td>Grey</td>
<td>106</td>
<td>106</td>
<td>117</td>
<td>124</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td>64</td>
</tr>
</tbody>
</table>

**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.
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 distort the logo.

Don’t change the logo colour.

Don’t use the logo on patterns.

Don’t use old versions of the logo.
# 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

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

## Text

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

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