

ETSI MEMBER | Logo Usage Guidelines

The ETSI brand is recognized worldwide. Consistency in the representation of our visual identity and in all communications reflects our corporate identity.

Logo Colours



PANTONE

Dark blue: 288

Light blue: 285

Light blue: 283

PROCESS

100c 68m 0y 23k

89c 43m 0y 0k

35c 9m 0y 0k

RGB

0R 74G 141B

0R 125G 195B

160R 203G 237B

Clear space around the logo



Minimum Size



Forbidden logo usage

Do not use the logo as a background pattern.

Never 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 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.

Typography

Headlines

Century Gothic (Regular)

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Gothic (Bold)

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Text

Calibri (Regular)

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri (Bold)

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ