

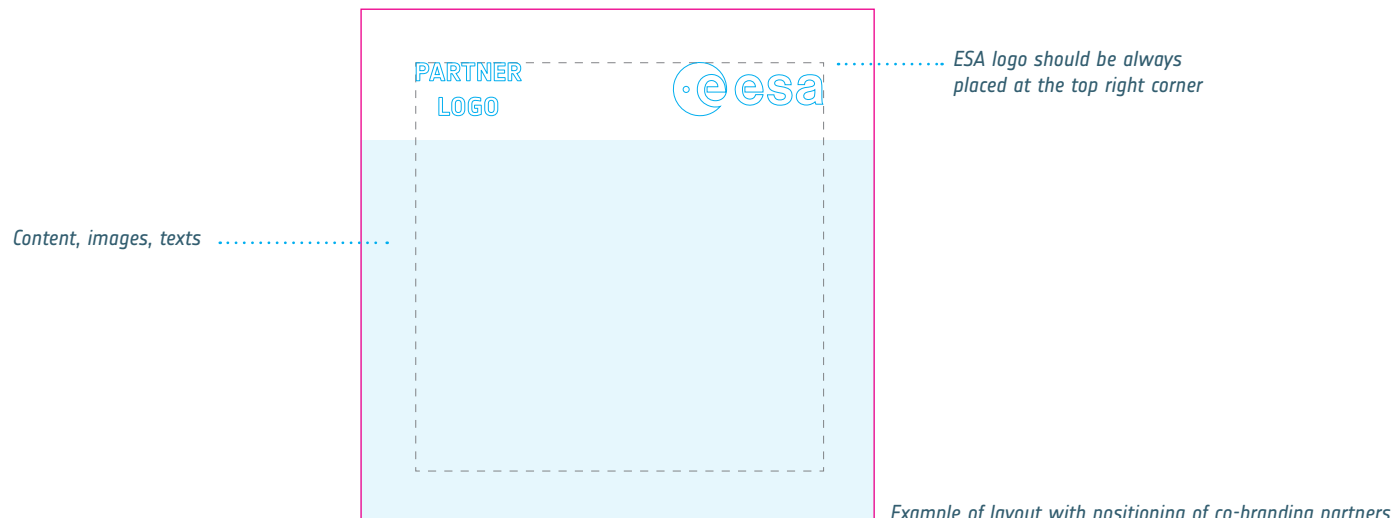
BRAND MANUAL_CO-BRANDING

CO-BRANDING – LEVEL 1

It is possible to combine the ESA brand with other partners whenever authorised by the ESA Branding and Partnerships Office under a legal agreement. The first level of co-branding occurs when ESA is endorsing the activity together with one or more partners at the same level.

**PARTNER
LOGO**

+



CO-BRANDING – LEVEL 2

The second level of co-branding occurs when ESA is involved in communication initiatives with other partners leading the project. In these cases, the ESA logo should be accompanied by a short text that indicates the role of ESA. The choice must be authorised by the ESA Branding and Partnerships Office. Here you can find the following options:

A

IN COLLABORATION WITH



WITH THE SUPPORT OF

B



C

THANKS TO



INSPIRED BY

D



LEVEL 2 – IN COLLABORATION WITH

IN COLLABORATION WITH



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DEEP SPACE PDF



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BLACK PDF



DOWNLOAD
WHITE PDF



LEVEL 2 – WITH THE SUPPORT OF

WITH THE SUPPORT OF



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LEVEL 2 – THANKS TO

THANKS TO



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LEVEL 2 – INSPIRED BY

INSPIRED BY



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ESA BRAND AND SLOGAN IN CO-BRANDING PROJECTS

It is possible to have ESA slogans to complement the layouts of co-branding projects (only for LEVEL 1) and reinforce messages. The size and positioning are fixed according with the ESA logo.

→ THE EUROPEAN SPACE AGENCY

The slogan must be formatted in Notes ESA bold, in capital letters, with an arrow at the beginning.

1. Deep space version

The recommended colours of the slogan are the corporate ones, it is possible to have it also with the highlight:

→ THE EUROPEAN SPACE AGENCY

2. Black version

→ THE EUROPEAN SPACE AGENCY

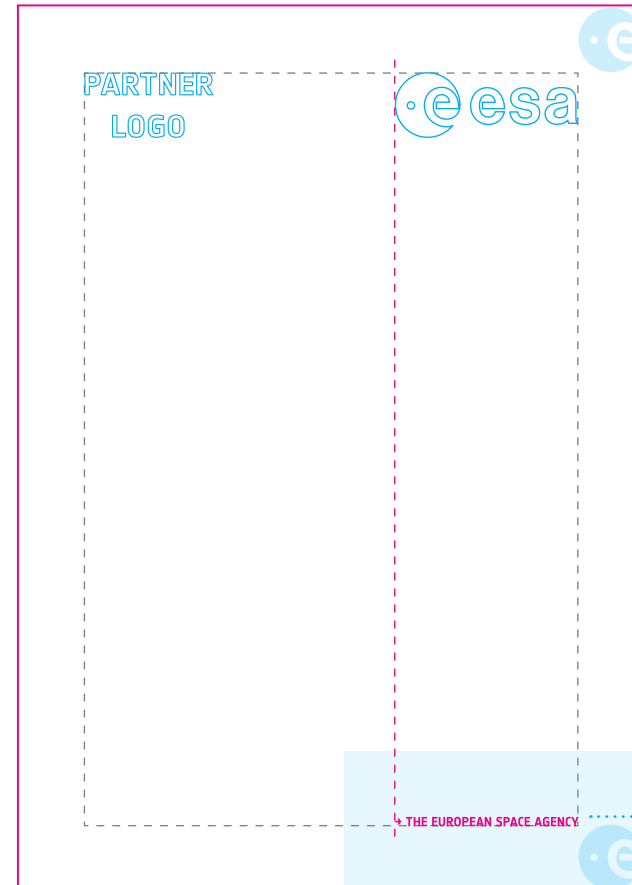
3. White on deep space highlight version

→ THE EUROPEAN SPACE AGENCY

4. Deep space on white highlight version

→ THE EUROPEAN SPACE AGENCY

5. Black on white highlight version



The slogan should be placed at the bottom right of the page, aligned with ESA logo

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SLOGAN 1

SLOGAN 2

SLOGAN 3

SLOGAN 4

SLOGAN 5

The latest version of the ESA Brand Manual is available at:

brand.esa.int

For every requirement that differs, even slightly,
from the present guidelines, please refer to the
ESA Branding and Partnerships Office:

corporatebranding@esa.int

Produced by

ESA Communications

corporatebranding@esa.int