

MISSION X

MISSION X KEY VISUAL

This is not a logo and must not be used as such. In line with “one ESA” approach it must work in conjunction with the ESA and partners logos all the time (unless the logos are already present in the main framework. EX.: ex. ESA portal, Mission X website).



MISSION X

TRAIN LIKE AN ASTRONAUT

DOWNLOAD
EPS/PDF FILE



MISSION X KEY VISUAL

The title is not part of the Illustration and it can be used separately. Respect the hierarchy of elements in the layout.

1

ESA AND PARTNERS LOGOS



As the 3 logos have different corporate colours, it is advisable to use all of them in white in case of dark backgrounds or black for light backgrounds.

2

TITLE

MISSION X

The title must maintain ESA's corporate colours. The font and highlight colours cannot be modified.

3

ILLUSTRATION



4

SUBTITLE

TRAIN LIKE AN ASTRONAUT

The subtitle must be used in the ESA corporate colour Deep Space. For dark backgrounds, is recommended the white version.

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In cases where the subtitle “Train like an astronaut” is tiny and unreadable, it may be deleted.

1

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3

ILLUSTRATION



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Layouts where the key visual illustration does not fit, please, keep only the ESA and partners logos and the Mission X title or use the key visual as a background. See the examples of the ruler and the badge on page 6. The ruler presents the key visual as a background. On the badge, it has different elements as the characters itself, enabling different design alternatives. It could be also without any illustration.

1

ESA AND PARTNERS LOGOS



2

TITLE

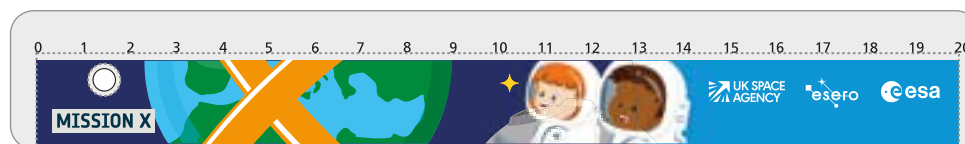
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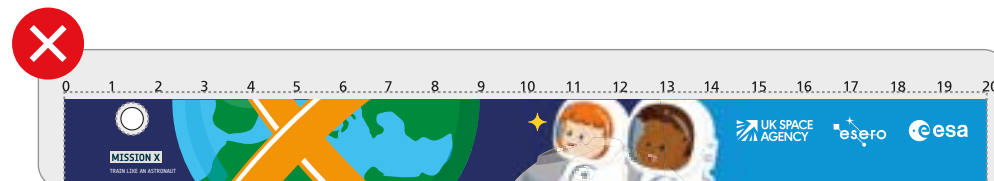
FORMAT CONSTRUCTION MERCHANDISING

Keep the Mission X visual identity established. Please use the ESA corporate colours and fonts and the Mission X blue tones on the layout. For the ESA logo and its corporate colours visit: brand.esa.int/



DON'T

Please, do not distort the logos, key visuals, and fonts. Do not change the colours on the title and subtitle. Avoid using the key visual without the ESA and partners logos, and adding non-corporate fonts. Attention to contrasts between colours on the layout. Keep the ESA logo at the top right. Avoid using fonts size extremely reduced. In case of doubt, contact: corporatebranding@esa.int



MISSION X COLOURS



Azure

Print colour

C 85
M 21
Y 0
K 0

Screen colour/decima

R 0
G 152
B 219

Hexadecimal

#0098DB

Pantone

2925 C



Dark Azure

Print colour

C 100
M 52
Y 2
K 15

Screen colour/decimal

R 0
G 84
B 159

Hexadecimal

#00549F

Pantone

2945 C

Produced by

ESA Communications

corporatebranding@esa.int