

# VISUAL GUIDELINES

## Communicating EGNOS

EGNOS



European  
Global Navigation  
Satellite Systems  
Agency

Precise navigation,  
powered by Europe



## **1. VISUAL IDENTITY: The Logo EGNOS**





- 1.1 Colors
- 1.2 Security zone
- 1.3 Minimum size
- 1.4 Additional logos
- 1.5 Logo and slogan
- 1.6 Coloured backgrounds





## **2. RESTRICTIONS**


## **3. TYPOGRAPHY**





	Print	Electronic media	
	CMYK	RGB	Hex
	1c 32m 100y 0k	252r 173g 0b	FCAD00
	19c 55m 100y 4k	198r 110g 0b	C66E00
	100c 61m 0y 45k	0r 55g 140b	00378C
	100c 80m 0y 60k	0r 20g 102b	001466

	Print	Electronic media	
	CMYK	RGB	Hex
	0c 0m 0y 55k	115r 115g 115b	737373
	0c 0m 0y 70k	77r 77g 77b	4D4D4D
	0c 0m 0y 85k	38r 38g 38b	262626
	0c 0m 0y 90k	25r 25g 25b	191919

	Print	Electronic media	
	CMYK	RGB	Hex
	0c 0m 0y 100k	0r 0g 0b	000000

The security zone around the logo is defined by the height of the letter 'E'.



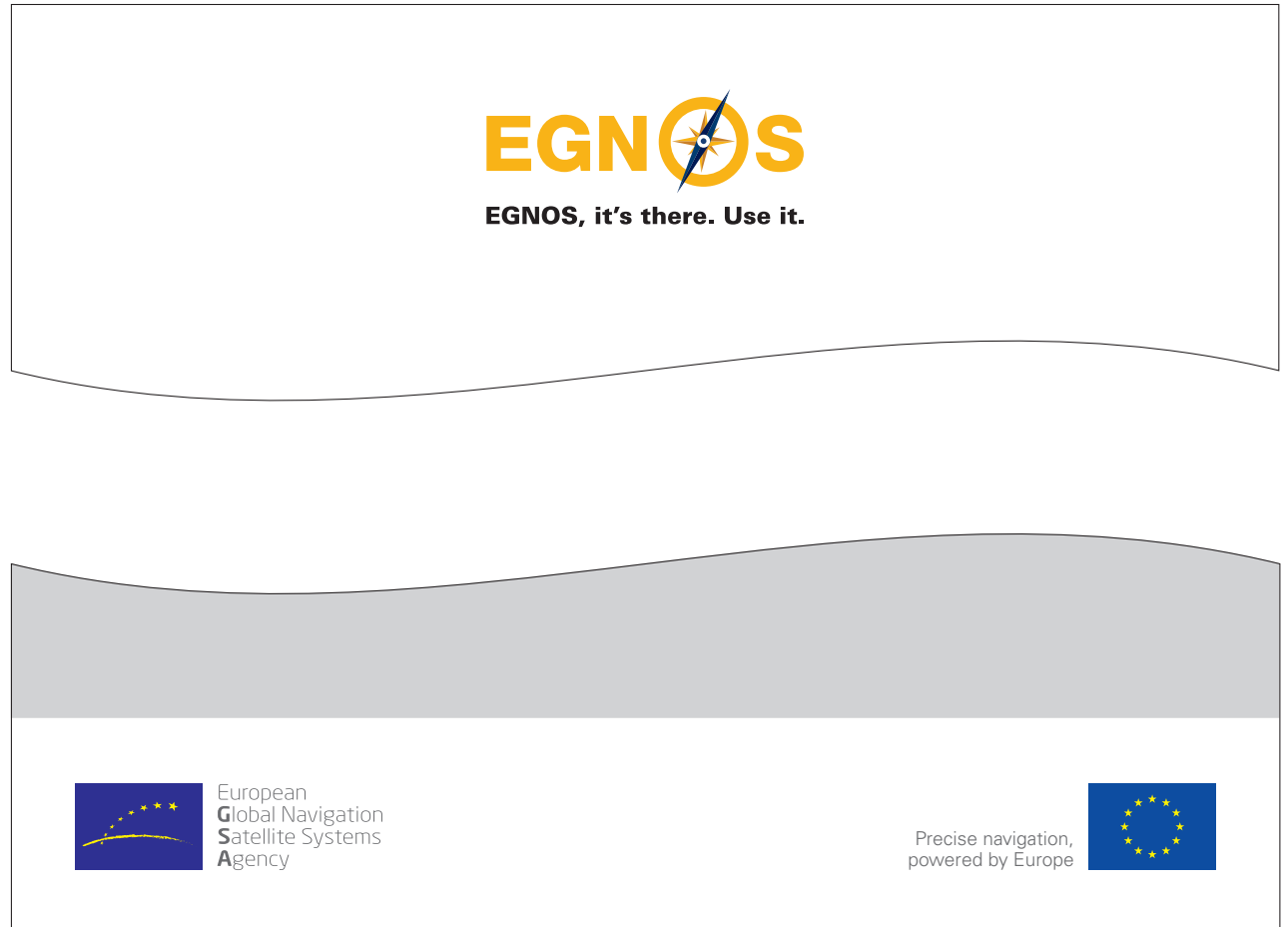
## EGNOS | 1.3 Minimum size

The logotype should not be sized smaller than 20 mm wide.



## EGNOS | 1.4 Additional logos

The EGNOS logo always is combined with the logo GSA and European flag.



## EGNOS | 1.5 Logo and slogan for different sectors

The font is UNIVERS 75 Black. Slogan is justified on the width of the EGNOS logo. Use black or white text depending on the color of the background.



**EGNOS, it's there. Use it.**



**FOR MAPPING**



**FOR AVIATION**



**FOR MARITIME**



**F O R R O A D**



**FOR LOCATION  
BASED SERVICES**



**FOR AGRICULTURE**



**F O R R A I L**

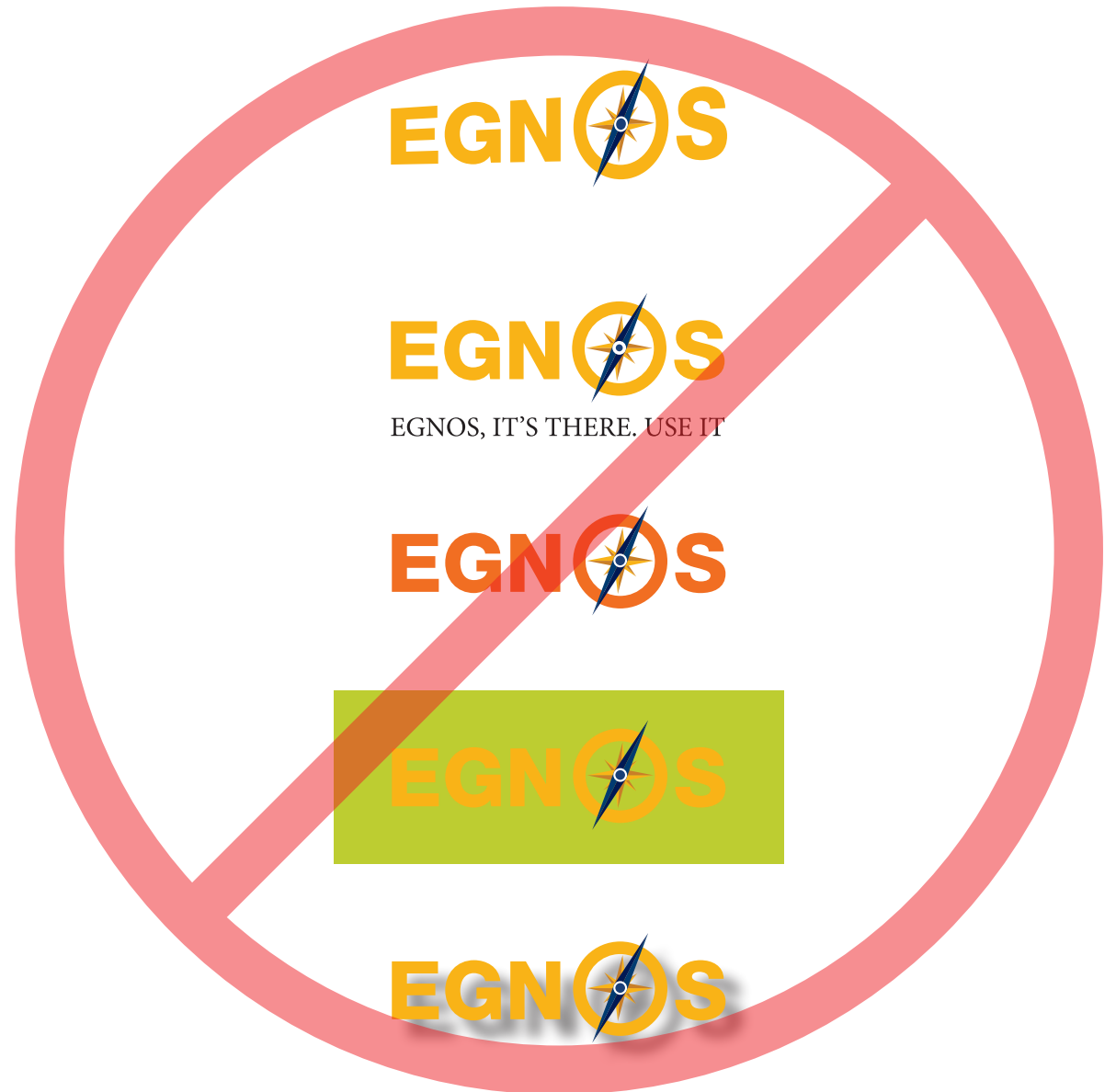


## EGNOS | 1.6 Coloured backgrounds

Ensure that logo and background have sufficient contrast.



The EGNOS logo cannot be distorted.  
No additional typography or graphic effect can be added to the logo.  
No other colors can be used for printing.



Univers LT Std 45 Light

abcdefghijklmnopqrstuvwxy z 1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &é»'(§è !çà)-^\$ù` ,;:=<>°\_''\*%£+/. ?

Univers LT Std 45 Light Oblique

*abcdefghijklmnopqrstuvwxy z 1234567890*  
*ABCDEFGHIJKLMN OPQRSTUVWXYZ &é»'(§è !çà)-^\$ù` ,;:=<>°\_''\*%£+/. ?*

Univers LT Std 55 Roman

abcdefghijklmnopqrstuvwxy z 1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ &é»'(§è !çà)-^\$ù` ,;:=<>°\_''\*%£+/. ?

Univers LT Std 55 Oblique

*abcdefghijklmnopqrstuvwxy z 1234567890*  
*ABCDEFGHIJKLMN OPQRSTUVWXYZ &é»'(§è !çà)-^\$ù` ,;:=<>°\_''\*%£+/. ?*

Univers LT Std 65 Bold

**abcdefghijklmnopqrstuvwxy z 1234567890**  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ &é»'(§è !çà)-^\$ù` ,;:=<>°\_''\*%£+/. ?**

Univers LT Std 65 Bold Oblique

***abcdefghijklmnopqrstuvwxy z 1234567890***  
***ABCDEFGHIJKLMN OPQRSTUVWXYZ &é»'(§è !çà)-^\$ù` ,;:=<>°\_''\*%£+/. ?***

We recommend using Univers LT Std Font.

Univers is from sans-serif typeface family. Designed by Adrian Frutiger, the font has a comprehensive and consistent range of weights and styles.

**Headline**

Univers LT Std 65 Bold  
 Lower case  
 32-46 pt  
 Colour: 1c 32m 100y 0k

# Si meliora dies ut vina

**Head copy**

Univers LT Std 65 Bold  
 9 pt  
 Colour: 100k

**Consectetur adipiscing elit. Mauris molestie congue mollis. Etiam dapibus felis eu nisi luctus, sed lacinia augue rutrum. Etiam accumsan est dolor, eu adipiscing velit ornare quis. Cras iaculis eget eros aliquet bibendum. Vestibulum viverra pretium ultrices.**

**Subtitle level 1**

Univers LT Std 65 Bold  
 Lower case  
 16 pt  
 Colour: 1c 32m 100y 0k

## 1. Si meliora dies ut vina

Consectetur adipiscing elit. Mauris molestie congue mollis. Etiam dapibus felis eu nisi luctus, sed lacinia augue rutrum. Etiam accumsan est dolor, eu adipiscing velit ornare quis. Cras iaculis eget eros aliquet bibendum.

**Subtitle level 2**

Univers LT Std 65 Bold  
 Upper case  
 11 pt  
 Colour: 1c 32m 100y 0k

### 1.1 SI MELIORA DIES UT VINA

Consectetur adipiscing elit. Mauris molestie congue mollis. Etiam dapibus felis eu nisi luctus, sed lacinia augue rutrum. Etiam accumsan est dolor, eu adipiscing velit ornare quis. Cras iaculis eget eros aliquet bibendum.

**Subtitle level 3**

Univers LT Std 65 Bold  
 Lower case  
 10 pt  
 Colour: 1c 32m 100y 0k

#### Si meliora dies ut vina

Consectetur adipiscing elit. Mauris molestie congue mollis. Etiam dapibus felis eu nisi luctus, sed lacinia augue rutrum. Etiam accumsan est dolor, eu adipiscing velit ornare quis. Cras iaculis eget eros aliquet bibendum.

**Body copy**

Univers LT Std 45 Light  
 9 pt  
 Colour: 100k

Consectetur adipiscing elit. Mauris molestie congue mollis. Etiam dapibus felis eu nisi luctus, sed lacinia augue rutrum. Etiam accumsan est dolor, eu adipiscing velit ornare quis. Cras iaculis eget eros aliquet bibendum. Vestibulum viverra pretium ultrices.

**Caption**








Univers LT Std 45 Light Oblique  
 8 pt  
 Colour: 100k

*Consectetur adipiscing elit. Mauris molestie congue mollis.*

**Quote**

Univers LT Std 45 Light  
 13 pt  
 Colour: 1c 32m 100y 0k

Consectetur adipiscing elit mauris molestie congue mollis.

	Print	Electronic media	
	CMYK	RGB	Hex
	1c 32m 100y 0k	252r 173g 0b	FCAD00
	19c 55m 100y 4k	198r 110g 0b	C66E00
	89c 35m 50y 11k	0r 102g 102b	005960
	100c 61m 0y 45k	0r 55g 140b	00378C
	100c 80m 0y 60k	0r 20g 102b	001466
	41c 29m 26y 0k	150r 181g 189b	96B5BD
	11c 1m 0y 64k	82r 91g 92b	525B5C