Graphic Chart
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1 - The logo

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A - Briefing

The new logo provides an update to the existing logo and visual identity (see example, above).

Although it maintains the old logo’s main symbolism, it provides a more effective, streamlined branding by incorporating the European aspect into the flag as opposed to having the EU flag complement the logo.
B - Concept

1. The eight stars of the European flag represent “infinity” (when placed horizontally, the number 8 becomes the symbol for infinity).
   > Technology - Modernization - Development > It means Innovation.

2. The angle of the stars represents the different positions of a satellite in relation to the Earth.
   > Rotation - Movement - Speed > It denotes European diversity.

3. The increasing size of the stars expresses dimension and they add perspective to the logo.
   > Distance - Reconciliation - Connection > It represents the human side.

4. The curvature is the horizon. It represents the Earth and the sun reflecting off its surface as seen from a satellite at sunrise.
   > Renewal - Discovery - Dream > It denotes the concept.

5. The exact proportions of the European flag are used, with the official blue darkened to give the presentation a stronger feeling of depth.
   > Space - Serious - Professionalism > It denotes responsibility.
C - Colours

- **Blue**
  - Web: #14267b
  - R: 20
  - G: 38
  - B: 123
  - Quadri:
    - C: 100
    - M: 100
    - Y: 0
    - K: 10
  - PMS: PANTONE 280 C

- **Yellow**
  - Web: #FFEB00
  - R: 255
  - G: 255
  - B: 0
  - Quadri:
    - C: 0
    - M: 0
    - Y: 100
    - K: 10
  - PMS: PANTONE Yellow C

- **Grey**
  - Web: #848687
  - R: 132
  - G: 134
  - B: 135
  - Quadri:
    - C: 0
    - M: 0
    - Y: 0
    - K: 60
  - PMS: PANTONE 424 C
D - Typography

To support the image, a modern, ‘tech-focused’ font is used in order to enhance the space theme. The ‘Neo Sans’ font meets these requirements. Utilizing subtle and unconventional curves, the ‘Neo Sans’ font provides a fluidity that hints at a futuristic design.

Neo Sans

NeoSanLig
NeoSanLight
NeoSanReg
NeoSanMed
NeoSanBol
E – Measurements

The flag uses the same proportions as the European Commission logo (European flag), or 2/3. The entire logo must comply with the proportional values as shown below:
In the positive version of the logo, the flag disappears and the symbol (stars and horizon line) changes to blue. The text remains unchanged.

**F - Restrictions 1**

When the logo is used on a black or dark colour background, the fonts and the horizon (see page 13) become white.
F - Restrictions 2

The logo in its **minimum acceptable size**. When used on a black or dark background, the flag is represented in white and the symbols (stars and horizon) in blue. Text and acronyms (see page 10) must be white (see page 8).
When the name of the agency is duplicated or repeated, the use of the acronym (GSA) is encouraged. It should also be used when the logo is too small for reading as the GSA acronym will ensure the visual impact of the logo is maintained. The choice of the horizontal or vertical version depends on layout graphic requirements of a particular use.
When using a three-letter acronym, the stylistic variants of the fonts above must be followed. For four-letter acronyms, see the example below.
2 - Horizon line

Specifications
The horizon line must have an opacity of 50% of the colour used.

!!! Attention: the horizon line is NOT an identical copy of the line used in the logo. It’s larger!!!

Specifications

The horizon line must be placed in a “visual” way. It always goes in the footer (except for the email signature) and in the middle of an A4 page. The line in “script” fades out to the right, giving the impression that the center is more to the left than it really is. To restore the visual effect, the line must moved slightly to the right.

(See page 8 for the positioning of elements above the horizon line and colour possibilities)

When using a black or dark background, the opacity must be set to 80%. The white version will have 100% opacity.
3 - Applications

A - Business cards 1 & 2  Page 15-16
B - Letterheads 1 & 2  Page 17-18
C - Envelopes 1, 2 & 3  Page 19-20-21
D - E-mail signature  Page 22
E - Compliment card  Page 23
A - Business card 1

NeoSanMed
Body: 7pt
Line spacing: 8.5pt
Horizontal scale: 100%
Vertical scale: 100%
Colour: Grey (see page 5)

NeoSanLig
Body: 10pt
Line spacing: 8.5pt
Horizontal scale: 100%
Vertical scale: 100%
Colour: White

NeoSanLigIta
Body: 7pt
Line spacing: 8.5pt
Horizontal scale: 100%
Vertical scale: 100%
Colour: Grey (see page 5)
<table>
<thead>
<tr>
<th>European GNSS Service Centre</th>
<th>European GNSS Service Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Careterra Ajalvir km 4 (28850)</td>
<td>8 Avenue du Président Kennedy</td>
</tr>
<tr>
<td>Torrejón de Ardoz, Madrid</td>
<td>98102 Saint-Germain-en-Laye</td>
</tr>
<tr>
<td>Spain</td>
<td>France</td>
</tr>
<tr>
<td>Tel: +32 (0)2 000 00 00</td>
<td>Tel: +32 (0)2 000 00 00</td>
</tr>
<tr>
<td>Mobile: +32 (0)000 00 00</td>
<td>Mobile: +32 (0)000 00 00</td>
</tr>
<tr>
<td><a href="mailto:name@gsa.europa.eu">name@gsa.europa.eu</a></td>
<td><a href="mailto:name@gsa.europa.eu">name@gsa.europa.eu</a></td>
</tr>
</tbody>
</table>

Using the logo with the acronym **GSC** (See page 11)

Using the logo with the acronym **GSMC** (see page 11)
Dear,

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga excepturi sint occaecati.

B - Letterhead 1
Dear,

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolore fuga excepturi sint occaecati.

B - Letterhead 2
These two examples are not in a 1:1 scale. Use the indicated distances for reference.

C - Envelopes 1

NeoSanMed
NeoSanLig
Body: 7pt
Line spacing: 8,5pt
Horizontale scale: 100%
Vertical scale: 100%
Colour: Grey (see page 5)
C - Envelopes 2

Header and footer for an envelope containing documents in A4.

This example is not in a 1:1 scale.
Use the indicated distances for reference.
C - Envelopes 3

Header and footer for an envelope containing documents in A4.

This example is not in a 1:1 scale.
Use the indicated distances for reference.

**NeoSanMed**
**NeoSanLig**
Body: 7pt
Line spacing: 8,5pt
Horizontale scale: 100%
Vertical scale: 100%
Colour: Grey (see page 5)
D - E-mail signature

The email signature is built directly into the email program of the user. Fonts: Calibri Régular and Calibri Bold 11pt.
These two examples are not in a 1:1 scale. Use the indicated distances for reference.

**E - Compliment card**

**NeoSanMed**
**NeoSanLig**

Body: 7pt
Line spacing: 8,5pt
Horizontale scale: 100%
Vertical scale: 100%
Colour: Grey (see page 5)
Credits

The logo GSA and the Graphic chart have been developed by GOPA-Cartermill / Chan Geeroms

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