

NEW LOGO DESIGN PROJECT

FOR THE EUROPEAN UNION SPACE PROGRAMME AGENCY

Simple
Technical
Timeless



Stars European Union Spaceship Orbit





**Further
Future
Up**



OPERATIONAL
ARM OF THE
EU COMMISSION

REINFORCING THE IMPACT
OF THE EU SPACE PROGRAMMES
TO THE EU ECONOMY

PROVIDING SPACE
SERVICES AND
APPLICATIONS



USER-CENTERED
APPROACH AND
BUSINESS ORIENTED

SYNERGIES BETWEEN
THE EU SPACE PROGRAMME
COMPONENTS

SUPPORTING
EU MEMBERS
AND BUSINESS

EUS
U★P
SFA

European Union
Space
Programme
Agency

EUS
U★P
SPA

European Union
Space
Programme
Agency

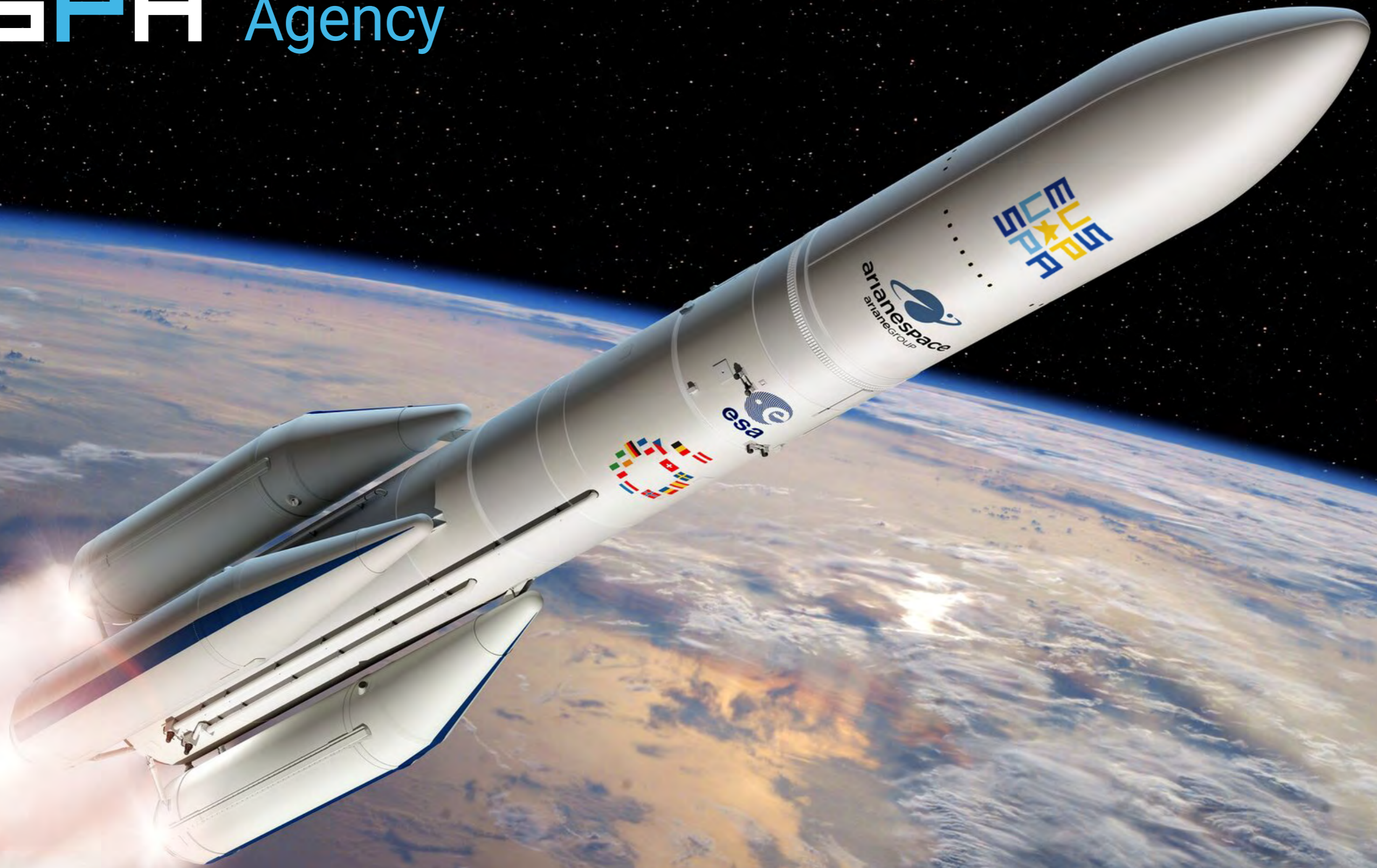


EUS
U★P
SPA

European Union
Space
Programme
Agency

EU **US**
U **★** **P**
S **PA** **A**

EU
Space
Programme
Agency



EUS
U★P
SPA

EUS
U★P
SPA
EU
Space
Programme
Agency



EUS
U★P
SPA
EU
Space
Programme
Agency



EUSPA

European Union
Space Programme
Agency

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00420 987 654 321
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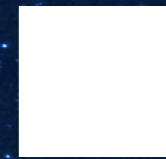
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COLOUR
SPECIFICATIONS
FOR NEGATIVE
COLOURED VERSIONS
OF THE EUSPA LOGO



CMYK: 0/14/100/0
RGB: 255/205/0
PANTONE: 116 C



CMYK: 0/0/0/0
RGB: 250/250/250
PANTONE: WHITE



CMYK: 67/2/0/0
RGB: 65/182/230
PANTONE: 298 C



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COLOUR
SPECIFICATIONS
FOR POSITIVE
COLOURED VERSIONS
OF THE EUSPA LOGO



CMYK: 0/14/100/0
RGB: 255/205/0
PANTONE: 116 C



CMYK: 100/80/0/0
RGB: 0/51/153
PANTONE: REFLEX
BLUE C



CMYK: 67/2/0/0
RGB: 65/182/230
PANTONE: 298 C



COLOUR
SPECIFICATIONS
FOR POSITIVE
GRAYSCALE VERSIONS
OF THE EUSPA LOGO



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CMYK: 0/0/0/100
RGB: 44/42/41
PANTONE: PROCESS
BLACK C



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Programme
Agency

COLOUR
SPECIFICATIONS
FOR NEGATIVE
GRAYSCALE VERSIONS
OF THE EUSPA LOGO



CMYK: 0/0/0/0
RGB: 250/250/250
PANTONE: WHITE

European Union
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HEEBO THIN

European Union
Space
Programme
Agency

HEEBO LIGHT

European Union
Space
Programme
Agency

HEEBO REGULAR

European Union
Space
Programme
Agency

HEEBO MEDIUM

European Union
Space
Programme
Agency

HEEBO BOLD

European Union
Space
Programme
Agency

HEEBO EXTRABOLD

European Union
Space
Programme
Agency

HEEBO EXTRABOLD

FONT AND
TYPOGRAPHY

Heebo
from
Google
fonts
7 styles
Variable