

BRAND IDENTITY GUIDELINES



INTRODUCTION

These guidelines have been created to assist everyone involved with European Space Imaging to understand the element and basic principles of our visual and brand identity.

Every stakeholder of European Space Imaging contributes to our reputation and credibility so consistent and clear branding in all communication channels is crucial.

Our identity and the way in which the brand is used is a reflection of the company and therefore consistency within our fonts, logo's, formatting and the use of the colour palette and imagery is necessary.

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ABOUT US

European Space Imaging, (EUSI) is a leading supplier of global very high-resolution (VHR) satellite imagery and derived services to customers in Europe, North Africa and CIS countries.

Operating a multi-mission capable ground station enables optimized image collection results taking into account real-time weather information and giving customers the highest degree of flexibility.

With a reputation for expert and personalized customer service it has been providing tailored VHR imagery solutions to meet the diverse project requirements of its customers since 2002.

European Space Imaging has a long-standing and diverse network of technological and commercial partners.



A revolutionary partnership between industry leaders DigitalGlobe, Space Imaging Middle East and European Space Imaging, which offers complete end-to-end world imagery products and services, delivered when and how you need them. The WorldView Global Alliance (WVGA) provides commercial high-resolution world-imagery products and services for Europe, the Middle East and North



A leading global provider of commercial high-resolution earth imagery products and services. Sourced from its own advanced satellite constellation, DigitalGlobe's (DG) imagery solutions are designed to enable customers to easily access and integrate its imagery into their business operations and applications



A provider of commercial, high-resolution, world imagery products, GIS solutions and services in the Middle East. Their imagery solutions support a wide variety of uses from mapping and analysis to navigation technology. As part of the WorldView Global Alliance, Space Imaging Middle East (SIME) is in a position to offer diverse global imagery products to their clients.



German Aerospace Center (DLR) in Oberpfaffenhofen near Munich is Germany's national research center for aeronautics and space. It is an experienced worldwide satellite ground station operator with vast experience in all aspects of aerospace technology. Because of their expertise they make the perfect partner for operating European Space Imagings' Direct Access Facility (DAF).



GAF is globally active and has an international reputation as an experienced provider of project design, management and implementation services in the fields of geo-information, satellite remote sensing, spatial IT-consultancy and capacity building for private and public clients. GAF provides solutions in the sectors of mining and geology, natural resources, water and environment, security, land and renewable resources. Over the past 28 years, GAF has been active in more than 100 countries throughout Europe, Africa, South America and Asia.



Vricon offers high-accuracy 3D data for decision makers. Data is provided globally, based on your areas of interest. The process uses commercial satellite imagery and does not require ground control points. Vricon Satellite 3D data is delivered with 0.5 meters resolution and has an absolute accuracy of 3 meters SE90. The immersive and highly accurate 3D data enables you to excel in applications such as mission planning, targeting and intelligence.

LOGO USAGE

A variety of European Space Imaging logo's exist and act as a touch point of the brand. Our logos is one of our most valuable assets and therefore there are restrictions on how to use the logo.

The full colour (blue, black and white) company logo should be used primarily. It is the the preferred logo for the brand. It is important that the branding is clear and legible. Therefore the logo should never be smaller in dimension than 48mm width and 13mm high.

The mono logo should be used where only mono printing is possible. For example: faxing, mono advertisements, photocopying etc

The reversed logo should be used the logo is placed on on a dark background. Where this logo is used, there should be a high degree of contrast between the logo and the background image.

If it is necessary to lock the European Space Imaging logo with a partner logo, our logo should always be placed on the left hand side and is never to be smaller in size compared to our partner logo.

PRIMARY
LOGO



MONO
LOGO



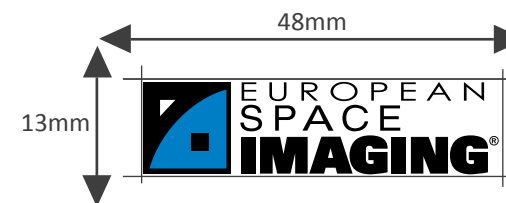
REVERSED
LOGO



LOCKED
LOGO



MINIMUM
SIZING



CORRECT LOGO USAGE

1 PROPORTIONAL

Always ensure the logo is proportionally placed and not stretched. Ensure to always leave spacing around the logo.

2 IMAGERY & COLORS

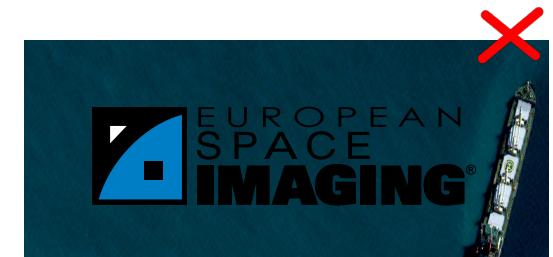
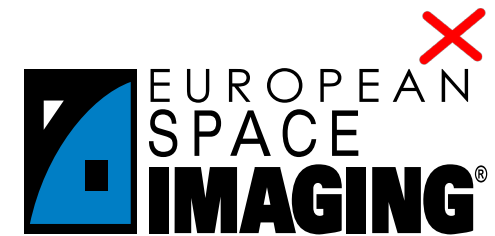
If the logo is to be placed on imagery or coloured backgrounds, ensure that the logo is legible. You are able to use the reversed logo if necessary.

3 ORIENTATION

The logo should always be horizontal and should never be rotated.

4 EMBELLISHMENTS

Do not add any embellishments or visual effects to the logo such as drop shadows, embossing etc



COLOR PALETTE

PRIMARY COLORS

The primary color palette should be used in the first instance for all branding. Please note that RGB values are applicable for on-screen colours, while CMYK and PMS values are to be used for collateral that will be printed. The values denoted by a # are web colours that can be used for websites, email newsletters etc.



C100 M40 Y0 K0
R0 G125 B197
#007DC5



C50 M20 Y0 K0
R123 G175 B222
#7BAFDE



C100 M57 Y0 K40
R0 G68 B124
#00447C



C0 M0 Y0 K68
R113 G115 B117
#717375

SECONDARY COLORS

These colors can be used for diagrams and graphs. They are simply shades of our primary colour palette.

100%

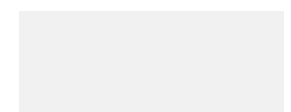
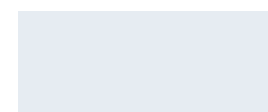
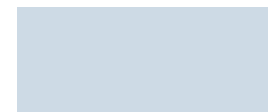
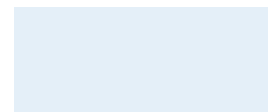
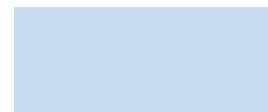
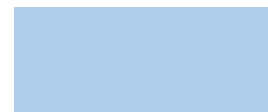
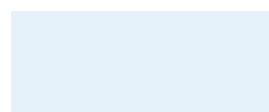
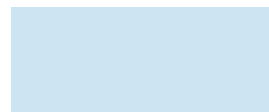
80%

60%

40%

20%

10%



FONT

The primary for use throughout all collateral is Calibri. This font should be used for body text as well as headings, diagrams, charts, tables etc.

CALIBRI

Calibri is a modern sans serif family with subtle roundings on stems and corners. It features real italics, small caps, and multiple numeral sets. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri's many curves and the new rasteriser team up in bigger sizes to reveal a warm and soft character. Calibri is a humanist sans-serif typeface family under the Microsoft ClearType Font Collection.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz & 0 1 2 3 4 5 6
7 8 9 * # @ + < = > ' " % / \$ € ,
. : ; " " ' ' « » < > . , , , ! ? (/) [\ { | } ® © ™

FONT VARIATIONS

Calibri Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy
Zz & 0 1 2 3 4 5 6 7 8 9 *
@ + < = > ' " % / \$ € , . : ;
" " ' ' « » < > . , , , ! ? (/) [\ { | } ® © ™

Calibri Light Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy
Zz & 0 1 2 3 4 5 6 7 8 9 *
@ + < = > ' " % / \$ € , . : ;
" " ' ' « » < > . , , , ! ? (/) [\ { | } ® © ™*

Calibri Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy
Zz & 0 1 2 3 4 5 6 7 8 9 * #
@ + < = > ' " % / \$ € , . : ; "
" ' ' « » < > . , , , ! ? (/) [\ { | } ® © ™*

Calibri Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy
Zz & 0 1 2 3 4 5 6 7 8 9 * #
@ + < = > ' " % / \$ € , . : ; "
" ' ' « » < > . , , , ! ? (/) [\ { | } ® © ™**

Calibri Bold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy
Zz & 0 1 2 3 4 5 6 7 8 9 * #
@ + < = > ' " % / \$ € , . : ; "
" ' ' « » < > . , , , ! ? (/) [\ { | } ® © ™***

IMAGERY

A picture is worth a thousand words and adds another key component in the creation of successful brand communications. Design, typography, content and photography all work together to define European Space Imaging and delivery impactful branding. Marketing maintain an image library of interesting imagery that can be used across all marketing collateral.

When choosing imagery, there are important factors to consider. All images should be clear and visually pleasing. Images should contain little to no cloud coverage and be relevant to the market in which the collateral will be used.

Please note that all images must include copyright information, please see page 11 for more details.



GRAMMAR AND LANGUAGE

ABBREVIATIONS

Abbreviations should be avoided where possible.

Example Use do not for don't
Use will not for won't
Use cannot for can't

Abbreviations can be used when they are certain to be understood by the reader. If not, write the words in full on first appearance, followed by the abbreviation in brackets.

Example Images were captured by
WorldView-2 (WV-2)
The images taken by WV-2
indicated...

When abbreviating names to initials, a single space is used between the initials.

Example R B Smith
not R.B. Smith or RB Smith

Standard abbreviations should be written without a full stop.

Example Mrs Mr
Co Ltd

A full stop may be necessary after some abbreviations to prevent ambiguity.

Example min. (meaning minimum, to
prevent confusion with min, the
symbol for minute)
no. (meaning number)

ACCENTS

On words now accepted as English, use an accent only when it makes a difference to the pronunciation.

Example cliché café

ACTIVE VOICE

Sentences in the active voice are structured with a subject then a verb then an object:

Example The council issued a notice.
(subject—verb—object) The
equivalent sentence in a passive
voice is: A notice was issued by the
council. (object— verb—subject)
When possible, use the active
voice for all sentences.

AMPERSANDS

An ampersand '&' should only be used if it is part of a formal title.

Example Bill Bloggs & Associates

At all other times 'and' should be spelt out.

An ampersand may, however, be acceptable in some internal documents for office use only or in exhibits, where space is limited.

APOSTROPHES

Apostrophes are used mainly to indicate possessive ownership of a word. They can also

be used to join two words together however it is preferred that the full word is written where possible.

The general rule is that the possessive of a singular noun is formed by adding an apostrophe with an "s".

Example the dog's ball, the cat's basket

The possessive of a plural noun that ends in the letter "s" is formed by adding an apostrophe after the "s".

Example the boys' football team, she had
twelve years' experience

BRACKETS

If an entire sentence is within brackets, put the full stop inside the brackets.

Example (This is an example sentence.) So is
this (as you probably guessed).
[Square brackets] are normally
used in drafting of documents to
show a draft of a possible phrase
or sentence.

These brackets should be deleted from the final version.

BULLET POINTS

Bullet points should be used when you are creating a list of points. Numbering is used when outlining a process or stages within a process.

GRAMMAR AND LANGUAGE

DASHES AND HYPHENS

There are three types of dashes used in the English language: the hyphen, en dash, and em dash. Generally speaking, the en dash is slightly wider than a hyphen but shorter than the em dash, the em dash the widest dash and the hyphen is the shortest.

Hyphens are used:

- Example** to separate names eg Andrew Griffith-Joiner
- to join two words together to create a new meaning eg hitch-hiking
- where prefixes are combined with another word eg neo-gothic

The **en dash** is generally used:

- Example** to indicate a span eg pages 16–24
- as a minus sign: the hyphen is regarded as too short in length eg $26 - 22 = 4$

It is better not to use spaces with an en dash, except when used as a minus sign.

The **em dash** is used to replace a comma or brackets when giving emphasis or making text more readable:

- Example** The film is an epic — an irresistible tale of power, pride and love.

- Example** Our satellites — all five of them — can be tasked.

A sentence should never contain more than one single dash, or more than one pair of dashes.

COLONS AND SEMI COLONS

Use a colon to introduce a clause or word, which explains or amplifies what has gone before.

- Example** Only one company impressed me: European Space Imaging.

You can also use to introduce lists and quotations, however do not follow a colon with a dash.

Semi-colons should be used to mark a pause longer than a comma and shorter than a full stop or to join two or more ideas. Avoid using commas where a semi-colon is needed.

- Example** Some people like cats; others prefer dogs.
There are usually two pet preferences: cats because they are cleaner; or dogs because they are more active.

COMMAS

Follow each comma by a single space, as in this sentence. Use commas as an aid to understanding. Too many in one sentence can be confusing. Use two commas, or none at all, when inserting a clause or explanation in the middle of

a sentence.

- Example** Mary Smith, who comes from Germany, is an author.

Do not put a comma before ‘and’ at the end of a sequence of items unless one of the items includes another ‘and’.

- Example** Logos, fonts, imagery and color are all types of brand identity guidelines.

Commas can be used at the beginning of an introductory sentence to separate it from the main clause, or to introduce geographical references.

- Example** Furthermore, our tailored service is second to none.
The CEO of Munich, Germany, was the first to arrive.

QUOTATIONS

Quotation marks are primarily used to indicate material that is being reproduced verbatim as well as some other important uses.

- Example** “Through diversification, the company can improve” remarked the CEO.

For a nickname:

- Example** Greg “The Shark” Norman

GRAMMAR AND LANGUAGE

To emphasise a word.

Example They rarely spoke of the “incident” that occurred

NUMBERS

The common rule is to spell out in ordinary text every number under 10 and use the figures for numbers 10 and over.

Example 650 staff members
Three divisions
10 managers

However, numbers that open a sentence should be expressed in words:

Example Five hundred and twenty people visited the exhibition.

EUSI SPECIFIC LANGUAGE

Please note that EUSI, SIME and DG are abbreviations that should only be used internally.

In order to create consistency within the brand, below are some common terms in the correct format.

Brand examples

European Space Imaging (EUSI - only used internally)

Space Imaging Middle East (SIME - only used internally)

DigitalGlobe (DG - only used internally)

WorldView Global Alliance (WVGA)

The WorldView satellites

The satellites should be separated with a hyphen, not a space.

WorldView-1 (WV-1)

WorldView-2 (WV-2)

WorldView-3 (WV-3)

WorldView-4 (WV-4)

GeoEye-1 (GE-1)

IKONOS (IK)

Quickbird (QB)

Common terms

real-time weather

very high-resolution (VHR)

ground station

cloud-free

Direct Access Facility (DAF)

European Direct Access Facility (EDAF)

Constellation Direct Access Facility (CDAF)

30 cm 40 cm 50 cm

Copyright:

City or shown entity or event | Country | day
month year | satellite

© [year] European Space Imaging

Example

Leaning Tower of Pisa | Italy | 28
March 2017 | WorldView-4 ©
[2017] European Space Imaging

If supplied by Digital Globe:

Example

Leaning Tower of Pisa | Italy | 28
March 2017 | WorldView-4 ©
[2017] DigitalGlobe supplied by
European Space Imaging

If it is not possible to contain all information related to the image for copyright, the minimum information provided should be:

Example

© [Year] European Space Imaging

©[Year] DigitalGlobe supplied by
European Space Imaging