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ESO Design and Brand Guidelines

“An almost unique level of international cooperation is achieved at ESO, and everything is done by those who can do it best, irrespective of their country or institution. This spirit of excellence is an example for all Europe.”

Mrs. Maria van der Hoeven,
Former Minister of Education, Culture and Science, the Netherlands

The ESO Typefaces

Primary font: Helvetice Neue Lt Com

Helvetica Neue LT Com 45 Light
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
...?!"*%&'

Helvetica Neue LT Com 46 Light Italic
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
...?!"*%&'

Helvetica Neue LT Com 55 Roman
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
...?!"*%&'

Helvetica Neue LT Com 56 Italic
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
...?!"*%&'

Helvetica Neue LT Com 65 Medium
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
...?!"*%&'

Helvetica Neue LT Com 66 Medium Italic
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
...?!"*%&'

Helvetica Neue LT Com 75 Light
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
...?!"*%&'

Helvetica Neue LT Com Replacement font: Arial

Arial Regulir
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
...?!"*%&'

Arial Italic
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
...?!"*%&'

Arial Bold
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
...?!"*%&'

New font 1: Georgia

Georgia
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
...?!"*%&'

Georgia Bold
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
...?!"*%&'

Bitter light italic:
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
...?!"*%&'

Georgia Italic:
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
...?!"*%&'

Main Colours

PANTONE 3005 U	PANTONE XX	BLACK	White
Color Code Yellow CMYK : C0 M100 Y100 K100 Pantone : 291C HSB : 54° 100% 50% RGB : R255 G255 B255 Web : #ffff00	Color Code Black CMYK : C0 M0 Y0 K100 Pantone : 421C HSB : 0° 0% 0% RGB : R0 G0 B0 Web : #000000	Color Code Grey CMYK : C0 M0 Y0 K30 Pantone : 422C HSB : 0° 0% 30% RGB : R128 G128 B128 Web : #808080	Color Code Grey CMYK : C0 M0 Y0 K30 Pantone : 422C HSB : 0° 0% 30% RGB : R128 G128 B128 Web : #808080

