ESO Visual Identity
Introduction

Being the foremost intergovernmental European Science and Technology organisation in the field of ground-based astrophysics, ESO must have an appropriate recognisable and homogeneous public visibility. The Visual Identity is an integral part of ESO’s overall public communication strategy.

In 2005, ESO’s Visual Identity has been subject to close scrutiny and revision, and the following style sheet aims to provide detailed information about the graphical standards that must be adhered to in all public communication on behalf of ESO.

5.6.14 Fire Security Signage
  5.6.14.1 Brandmeldezentrale, BMZ
  5.6.14.2 FSD, Feuerwehrschlüsseldepot
  5.6.14.3 Fire Extinguisher
  5.6.14.4 Fire Alarm Call Point
  5.6.14.5 Lift Signage
  5.6.14.6 Sample of Emergency and Rescue Plan
  5.6.14.7 Sample of Seating Plan
  5.6.14.8 Marking of Floor Levels
  5.6.14.9 Instructions in Case of Fire and Accident (ESO Safety)
  5.6.14.10 Safety Instructions Meeting Rooms (ESO Safety)
  5.6.14.11 Automatic fire door, keep clear

5.7 External Signs
  5.7.1 Main Entrance Signage
  5.7.2 Parking Places
  5.7.3 Site Overview
  5.7.4 Evacuation Assembly Point

6.0 ESO Supernova
  6.1 Typefaces
  6.2 Colours
  6.3 Logo
    6.3.1 Logo Colours
    6.3.2 Usage of Logo
    6.3.3 Logo Sizes
    6.3.4 Lettering
  6.4 Combination of Logos
  6.5 Applications
    6.5.1 Stationary
      6.5.1.1 Letter Form
      6.5.1.2 Envelopes
      6.5.1.3 Compliment Card
      6.5.1.4 Business Cards
    6.5.2 Posters
    6.5.3 Lamp Post Flags
    6.5.4 Speaker’s Desk
    6.5.5 Flag
    6.5.6 Merchandise
      6.5.6.1 Pen
      6.5.6.2 Lanyards
      6.5.6.3 T-shirts
The ESO Visual Identity defines two standard typefaces: Helvetica Neue LT Com and Arial.

The typeface to be used by professional graphic designers is Helvetica Neue LT Com in the weights 45 Light, 46 Light Italic, 55 Roman, 56 Roman Italic, 65 Medium and 75 Bold.* Generally speaking Helvetica Neue LT Com is thought to look better on printed materials.

The generic font weight for body text in multiple pages publications is Helvetica Neue LT Com 45 Light. To highlight text please use italics (Helvetica Neue LT Com 46 Light Italic) or a bolder font (Helvetica Neue LT Com 55 Roman or Helvetica Neue LT Com 65 Medium). Do not underline text, don’t letterspace and do not use outlined fonts or add shadows.

The usual typesetting is done left-justified. Body text and subtitles are set in sentence case (lower cases, upper case only at the beginning of the sentence). Headlines or main titles are set in title case (every important word is capitalised). Please do not use text in upper cases only.

For poster designs these rules do not apply. As there is less text on a poster typesetting can be done with much more freedom.

* The font can be bought at
45 Light: http://www.linotype.com/de/12757/
neuehelvetica45light-schrift.html
46 Light Italic: http://www.linotype.com/de/12758/
neuehelvetica46lightitalic-schrift.html
55 Roman: http://www.linotype.com/de/12753/
neuehelvetica55roman-schrift.html
56 Italic: http://www.linotype.com/de/12754/
neuehelvetica56italic-schrift.html
65 Medium: http://www.linotype.com/de/12759/
neuehelvetica65medium-schrift.html
75 Bold: http://www.linotype.com/12755/
neuehelvetica75bold-font.html
The line spacing is related to the size of the font. See table below:

<table>
<thead>
<tr>
<th>Font size</th>
<th>Line spacing (b)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 pt</td>
<td>3.00 mm</td>
</tr>
<tr>
<td>8 pt</td>
<td>3.50 mm</td>
</tr>
<tr>
<td>9 pt</td>
<td>3.75 mm</td>
</tr>
<tr>
<td>10 pt</td>
<td>4.25 mm</td>
</tr>
<tr>
<td>11 pt</td>
<td>4.75 mm</td>
</tr>
<tr>
<td>12 pt</td>
<td>5.25 mm</td>
</tr>
<tr>
<td>13 pt</td>
<td>5.75 mm</td>
</tr>
<tr>
<td>14 pt</td>
<td>6.00 mm</td>
</tr>
<tr>
<td>15 pt</td>
<td>6.50 mm</td>
</tr>
<tr>
<td>16 pt</td>
<td>7.00 mm</td>
</tr>
<tr>
<td>18 pt</td>
<td>7.50 mm</td>
</tr>
<tr>
<td>20 pt</td>
<td>8.50 mm</td>
</tr>
</tbody>
</table>

Helvetica Neue LT Com 65 Medium

The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
.,;?!"*/%
Arial is the second house style font defined in the Visual Identity which can be used by everybody besides professional graphic designers to produce all kinds of documents like letters on the ESO letterhead, Council and Finance Committee documents, PowerPoint presentations, ERP documents and many more.

Since Arial is one of the most widely distributed and used typefaces in the world, its usage ensures compatibility when exchanging documents.

As generic style for **body text** Arial Regular should be used. To highlight text Arial Italic or Arial Bold is recommended.

On [http://www.eso.org/intra/org/pad/vi/](http://www.eso.org/intra/org/pad/vi/) we provide templates for PowerPoint presentations, name badges, the ESO letterhead and several other applications which use Arial as standard font.

**Arial Regular**

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
.,;?!"*'/%
1.0 Basics
1.1 Typefaces
1.1.2 Special Typefaces

DejaVu Sans Mono is a monospaced font which should be used to display codes. The font can be downloaded for free from http://dejavu-fonts.org/wiki/.

The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
.,,:;?"*''/%

DejaVu Sans Mono

Bickham Script Pro is a script font which is used only as head line text for special printed matter like invitation cards and greeting cards.

Bickham Script Pro Semibold

The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
.,,:;?"*''/%
The ESO housecolour:
Pantone 3005
in four-color printing:
C = 100 %, M = 37 %, Y = 0 %, K = 0 %
in RGB:
R = 0, G = 119, B = 190
#0077be or web safe: #0066cc
RAL colour code: RAL 5015
Self adhesive film:
Product: Oracal 751
Colour code: Euro blue 517

White
C = 0 %, M = 0 %, Y = 0 %, K = 0 %
in RGB:
R = 255, G = 255, B = 255
#ffffff

Black
C = 0 %, M = 0 %, Y = 0 %, K = 100 %
in RGB:
R = 0, G = 0, B = 0
#000000
It is allowed to use three different versions of the ESO logo:

The standard version is the one in the ESO corporate colour Pantone 3005 or its four-colour equivalent C = 100 %, M = 37 %, Y = 0 %, K = 0 %. For the usage on the web or in PPT presentation an RGB version can be used (R = 0, G = 119, B = 190).

For printed matter in black and white please use the solid black version (K = 100 %) or the black outline version.

The white outline version can be used on dark backgrounds.

It is also allowed to place the logo on a photograph but you have to ensure that it contrasts sufficiently with the background.

The logos can be found for download at http://www.eso.org/intra/org/pad/vi/.

Please note when using the ESO logo:

The logo should never be used on a background with the same colour. The contrast between the logo and the background should always be superior to 50 %.

The logo proportions should not be changed. The elements that compose the logo should not be removed and the colours should not be altered.
These examples show how the logo should not be used.

- **Do not** get rid of the box or white outline.
- **Do not** put the logo on a similar colour background.
- **Do not** put a logo with similar colours on a similar background.
- **Do not** change the colour of the background inside the logo.
- **Do not** squeeze or stretch the logo.
You are free to use the ESO logo in many different sizes. However, the width should not be less than 12 mm.

Please leave horizontally a free space between the logo and any verbal or visual add-on of at least a third of the width of the logo. The vertical free space between logo and added text should follow at least the recommended line spacing (b, see page 4) of the font size.
If the logo is combined with the name European Southern Observatory placed below (to be used for PR products like brochure covers and exhibition panels) the vertical free space between logo and added text should follow at least the recommended line spacing (b, see page 4 and 7) of the font size.

For the text preferably Helvetica Neue LT Com 45 Light should be used. For non-monochromatic backgrounds like astronomical images Helvetica Neue LT Com 55 Roman for better readability is recommended.

If the logo is used in a combination with the URLs www.eso.org and www.eso.cl (e.g. for PR products like mugs, stickers and the like) the same rules as described above should be applied for the positioning of the text.
The ESO logo can be used in a combination of the English title with the Spanish (Chilean) title. In this combination the logo should not have a width less than 15 mm.

Version A: English and Spanish.
Version B: Spanish and English.

1/3 a

Observatorio Europeo Austral
www.eso.cl

European Southern Observatory
www.eso.org

minimum width: 15 mm
Version A: Combination ESO logo and project name

- VLT
- VLTI
- APEX
- HARPS
- E-ELT
- CODEX
Version B: Combination ESO logo, project name and name of the organisation

ESO, VLT, European Southern Observatory

ESO, VLTI, European Southern Observatory

ESO, APEX, European Southern Observatory

ESO, HARPS, European Southern Observatory

ESO, E-ELT, European Southern Observatory

ESO, CODEX, European Southern Observatory
1.4.1.1 The ESO Standard Flag

Flag size: 250 cm × 150 cm, reduced to 5% of the original size

Colours: Pantone 3005 on white background

1.4.1.2 The ESO Anniversary Flag

Flag size: 250 cm × 150 cm, reduced to 5% of the original size

Colours: Pantone 3005 and Pantone 131 on white background
Logo size: 25 cm × 32.5 cm

Laserprint incl. glossy lamination, foil-clad on Dibond, thickness 3.5 mm, flush mount into milled wooden front of desk.

Scale 1:10
The flag row appears on the ESO web and on printed matter to represent the currently fourteen member states, the states with observer status and Chile as host state.

The flags can be downloaded in different file formats and for different backgrounds from http://www.eso.org/intra/org/pad/vi/: without frames for coloured or photographic backgrounds, with black frames for white backgrounds and with white frames for black backgrounds.

Please note that the flag row is subject to changes as soon as a new member state joins ESO. So please check http://www.eso.org/intra/org/pad/vi/ from time to time and see if the flag row you have downloaded is still up to date.
ESO is using DIN formats for its stationary (letters, envelopes, cards), for brochures, reports, flyers and for conference posters.

DIN A formats for letters, cards, brochures and posters:

- DIN A0  841 mm × 1189 mm
- DIN A1  594 mm ×  841 mm
- DIN A2  420 mm ×  594 mm
- DIN A3  297 mm ×  420 mm
- DIN A4  210 mm ×  297 mm
- DIN A5  148 mm ×  210 mm
- DIN A6  105 mm ×  148 mm

Special format  105 mm × 210 mm

DIN C formats for envelopes:

- DIN C4  229 mm × 324 mm
- DIN C5  162 mm × 229 mm
- DIN C6  114 mm × 162 mm
- DIN lang  220 mm × 110 mm
  (for special format  210 mm × 105 mm)

An exception is the 85 mm × 54 mm format for business cards.
Photography can be used in four colours, duotone or black-and-white in landscape or portrait format. Please do not use shadows, frames, rounded or cutted edges.
Tables should be kept in a simple and clear design with reduced highlighting of text. To structure tables horizontal lines in black should be used with a stroke width of 0.3 pt.

The same design principles should apply to column, bar, line and pie graphs. For distinction in colour please use shades of the ESO housecolour Pantone 3005 (one- or two-colour printing) or \( C = 100 \%, M = 37 \%, Y = 0 \%, K = 0 \% \) (four-colour printing). Please do not use shadows or 3D effects which would make graphs hard to read.

### Tables

<table>
<thead>
<tr>
<th>Observatory</th>
<th>Range of years of publications</th>
<th>Years since first publication</th>
<th>100%</th>
<th>99%</th>
<th>98%</th>
<th>97%</th>
<th>96%</th>
<th>95%</th>
<th>94%</th>
<th>93%</th>
<th>92%</th>
<th>91%</th>
<th>90%</th>
</tr>
</thead>
<tbody>
<tr>
<td>VLT</td>
<td>1999–2006</td>
<td>8</td>
<td>79</td>
<td>9.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keck</td>
<td>1996–2005</td>
<td>11</td>
<td>113</td>
<td>10.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gemini</td>
<td>2000–2006</td>
<td>7</td>
<td>33</td>
<td>4.7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subaru</td>
<td>2000–2006</td>
<td>7</td>
<td>41</td>
<td>5.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Pie Charts

Example 1: 16.7%
Example 2: 11.3%
Example 3: 27.6%
Example 4: 44.4%

Pie chart using shades of the ESO housecolour Pantone 3005 or \( C = 100 \%, M = 37 \%, Y = 0 \%, K = 0 \% \) in steps of 25% opacity.
In order to create an ESO letter you have two possibilities:

- Use the preprinted ESO letter form (shown on the right, reduced to 58% of the original size, available from FLT) together with the template eso-letter-template-arial.dotx (using Arial for the bodytext). The template is available at [http://www.eso.org/intra/ord/vi/](http://www.eso.org/intra/ord/vi/) and for PC users under the New menue in Office 365 Word.

- Use the complete template including graphics: eso-letter-complete-arial.dotx (using Arial for the bodytext) from [http://www.eso.org/intra/ord/vi/](http://www.eso.org/intra/ord/vi/) or accessible via the New menue in Office 365 Word for PC users to be printed on plain paper or to be sent as PDF-file.
Here the empty Chilean version of the ESO letter form (reduced to 58% of the original size) is shown.

A complete template, eso-chile-letter-complete-arial.dotx (using Arial for the bodytext), including graphics is available on http://www.eso.org/intra/org/pad/vi/or via the New menu in Office 365 Word for PC users. It is to be printed on plain paper or to be sent as PDF-file.
ESO envelopes are designed by the ESO education and Public Outreach Department and ordered by Facility Logistics and Transport.

They are available at ESO Headquarters during the opening hours of the Office Supplies.

On the right you can see examples of DIN lang envelopes both for Europe and for Chile with and without a window (reduced to 55 % of the original size).

Please note that the ESO logo and the text is always placed at the upper left corner with the same distances to the edge independent from the size of the envelope.
Currently the procedure at ESO to obtain business cards is as follows:

Please download the one of the order forms shown below (reduced to 34% of the original size) from http://www.eso.org/intra/hr/forms.html (at the bottom of the page under Miscellaneous). You can fill in the form using Acrobat. Please print it, sign it, let it signed by your Division Head and give it to your Human Resources (HR) Officer. HR will approve your functional assignment and pass the form to the education and Public Outreach Department who will order your cards.

Please indicate if you need your cards for a special event on a special date.
Like the ESO envelopes the compliment cards are designed by the ESO education and Public Outreach Department and ordered by Facility Logistics and Transport.

They are available at ESO Headquarters during the opening hours of the Office Supplies.

The examples for Europe and for Chile shown here are reduced to 82% of the original size.
Example for an e-mail signature

--
Lars Lindberg Christensen, Head education & Public Outreach Department
ESO – European Southern Observatory
Karl-Schwarzschild-Straße 2, 85748 Garching bei München, Germany
Phone +49 89 32 00 67 61, Mobile +49 173 38 72 621
Fax +49 89 32 00 67 03, http://www.eso.org

Guidelines

for the format:
- Plain text, no colour, no bold, no tabs, no blanks.
- Every signature should start with “hyphen, hyphen, blank, return” (-- ).
  This character combination is recognised by many e-mail clients as the start of a signature so that the client can structure an e-mail discussion when a mail is sent back and forth.
- Every signature should end with an empty line which increases the readability especially in replies to an e-mail (clear distinction between original and reply).
- Maximum 72 characters per line, otherwise text based clients split the line.
- Usenet and newsgroups require only 4 lines for signatures. Thunderbird can be used as newsgroup reader, so a short signature is desirable. This rule is not too strict, but a signature should not be longer than the content of the e-mail.

for the content:
- Must have: title, name, functional assignment, organisation/company, department.
- Post address not absolutely necessary for e-mails but desirable (recipient can save complete contact details).
- No room numbers, unnecessary for external contacts.
- Phone number and URL should be included, fax and mobile phone number is optional.
- E-mail address not necessary, e-mail client takes this information out of the e-mail header and it is also shown when e-mail is printed out.
To produce a four-pages flyer (format 105 mm × 210 mm) a design grid is available which makes it easy to do a layout with text and images.

For body text Helvetica Neue LT Com 45 Light, 8 pt, with a line spacing of 3.5 mm is recommended. For headlines Helvetica Neue LT Com 45 Light or 55 Roman, 12 pt is a suggestion.
Here you can see an example of a layout using the grid shown on the previous page (reduced to 88% of the original size).
An example of a layout for an invitation card which can be used as a template for similar tasks (outside pages of open card, reduced to 88% of the original size).
Inside pages of the sample invitation card shown on the previous page (reduced to 88% of the original size).

The Director General of ESO
is pleased to invite

Mr Thierry Farnir
to an Information Day
presenting the scientific and industrial opportunities
offered by ESO’s programmes

Monday, 27 September 2010
10:30–16:30
(coffee and registration from 10:00)

Venue:
ESO Headquarters
Karl-Schwarzschild-Straße 2
85748 Garching bei München
Germany

RSVP to:
Valérie Saint-Hilaire by
e-mail: vshila@eso.org
or fax: +49 89 3200 64 36
by Friday, 17 September 2010
Here a design grid for an A4 brochure is shown (reduced to 44% of the original size).

For bodytext Helvetica Neue LT Com 45 Light, 9 pt, with a line spacing of 3.75 mm is recommended, using a three-column design. But of course also two columns or a single column or four columns are possible.

An InDesign file, `proceedings_template.indd`, with the grid and predefined styles for text can be downloaded from [http://www.eso.org/intra/org/pad/vi/](http://www.eso.org/intra/org/pad/vi/).
This is an example of the usage of the A4 brochure grid (reduced to 44% of the original size).
The design grid for a single A4 page is shown here (reduced to 58% of the original size).

For bodytext Helvetica Neue LT Com 45 Light, 9 pt, with a line spacing of 3.75 mm is recommended, using a three-column design. But of course also two columns or a single column or four columns are possible.
This is an example of a 10 cm × 14 cm ESO general advertisement in black and white. Of course many other formats are possible as well as four colour printing.

Here, for the bodytext Helvetica Neue LT Com 45 Light, 8 pt, with a line spacing of 3.5 mm was used.

ESO is the foremost intergovernmental astronomy organisation in Europe and the world’s most productive astronomical observatory. It operates three sites in Chile, on behalf of its fourteen member states. It builds ALMA together with international partners and designs the European Extremely Large Telescope.
Here the design grid of the advertisement on the previous page is shown (reduced to 90% of the original size).
Since Helvetica Neue LT Com is the ESO house style font there is not doubt that it will also be used for the signage system. The font has proven to work well on signs in many different signage system projects from many agencies specialised in environmental graphic design. For example, Helvetica is used for the signage in the New York City Subway System.

Based on prototype signs it was decided to choose the font weight Helvetica Neue LT Com 45 Light.

The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
.,;?!"*'/%

Helvetica Neue LT Com 45 Light
To indicate directions arrows of the font TheSans Light and TheSans Light Italic will be used.

For non-security related signs pictograms designed by Otl Aicher are suggested. A license fee of 1800 EUR for the usage has to be paid to ERCO GmbH who holds the copyrights.

For security related signs ISO 7010 pictograms will be used. The International Organization for Standardization holds the copyrights. For the usage a license agreement is necessary.
5.0 Signage System
5.3 Position Text and Arrow

Arrow: The Sans Light Expert
Text: Helvetica Neue LT Com 45 Light
The ESO housecolour: Pantone 3005
- in four-color printing:
  \( C = 100 \%, M = 37 \%, Y = 0 \%, K = 0 \% \)
- in RGB:
  \( R = 0, G = 119, B = 190 \)
  \#0077be or web safe: \#0066cc
- RAL colour code: RAL 5015
- Self adhesive film:
  Product: Oracal 751
  Colour code: Euro blue 517

White
- in four-color printing:
  \( C = 0 \%, M = 0 \%, Y = 0 \%, K = 0 \% \)
- in RGB:
  \( R = 255, G = 255, B = 255 \)
  \#ffffff

Charcoal-gray
- RAL 7021
The standard format for door plates is 148 × 154 mm (model from Colberg & Foster GmbH, inlay paper format 147 × 148 mm). A3 landscape format is used for emergency and rescue plans and for security notes.

Direction signs and building overviews are mounted directly on the wall using a transfer technique.

Full scale drawing door plate
5.0 Signage System
5.6 Internal Signs
5.6.1 Building ABC, Level 1
5.6.1.1 Position 1

Scale 1:20

Building Overview
Position: Building ABC, Level 1, Pos. 1

Text and map: transfer technique
Cap height: 18 mm, map labels: 12 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.1 Building ABC, Level 1
5.6.1.2 Position 2

Scale 1:20

Direction Sign
Position: Building ABC, Level 1, Pos. 2

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
Scale 1:20

Direction Sign
Position: Building ABC, Level 1, Pos. 3

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.2 Building ABC, Level 2
Scale 1:20

Building Overview and Direction Sign
Position: Building ABC, Level 2, Pos. 4

Text, pictograms, map: transfer technique
Cap height: 18 mm, map labels: 12 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
Scale 1:20

Direction Sign
Position: Building ABC, Level 2, Pos. 5

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.2 Building ABC, Level 2
5.6.2.3 Position 6

Scale 1:20

Direction Sign
Position: Building ABC, Level 2, Pos. 6

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
Scale 1:20

Direction Sign
Position: Building ABC, Level 2, Pos. 7

Text and arrows: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.2 Building ABC, Level 2
5.6.2.5 Position 8

Scale 1:20

Direction Sign
Position: Building ABC, Level 2, Pos. 8

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.3 Building ABC, Level 3
5.0  Signage System
5.6  Internal Signs
5.6.3  Building ABC, Level 3
5.6.3.1  Position 9

Direction Sign
Position: Building ABC, Level 3, Pos. 9

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.3 Building ABC, Level 3
5.6.3.2 Position 10

Scale 1:20

Direction Sign
Position: Building ABC, Level 3, Pos. 10

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0  Signage System
5.6  Internal Signs
5.6.3  Building ABC, Level 3
5.6.3.3  Position 11

Scale 1:20
Direction Sign
Position: Building ABC, Level 3, Pos. 11

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
Scale 1:20

Direction Sign
Position: Building ABC, Level 3, Pos. 12

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.3 Building ABC, Level 3
5.6.3.5 Position 13

Scale 1:20
Direction Sign
Position: Building ABC, Level 3, Pos. 13

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.3 Building ABC, Level 3
5.6.3.6 Position 14

Scale 1:20

Direction Sign
Position: Building ABC, Level 3, Pos. 14

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
Scale 1:20

Direction Sign
Position: Building ABC, Level 3, Pos. 15

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.4 Bridge
5.6.4.1 Position 16

Scale 1:20
Direction Sign
Position: Bridge, Pos. 16

Text and arrows: transfer technique
Cap height: 18 mm
Colour: White

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.4 Bridge
5.6.4.2 Position 17

Scale 1:20

Direction Sign
Position: Bridge, Pos. 17

Text and arrows: transfer technique

Cap height: 18 mm

Colour: White

Final dimensions and position subject to samples on site.
Scale 1:20

Direction Sign
Position: Bridge, Pos. 18

Text and arrows: transfer technique

Cap height: 18 mm

Colour: White

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.5 Building D, Level 1
5.6.5.1 Position 19

Scale 1:20

Building Overview and Direction Sign
Position: Building D, Level 1, Pos. 19

Text and pictogram: transfer technique
Cap height: 18 mm
Height of pictogram: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
Scale 1:20

Direction Sign
Position: Building D, Level 1, Pos. 20

Text and pictogram: transfer technique
Cap height: 18 mm
Height of pictogram: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.5 Building D, Level 1
5.6.5.3 Position 21

Scale 1:20

Direction Sign
Position: Building D, Level 1, Pos. 21

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0  Signage System
5.6  Internal Signs
5.6.5  Building D, Level 1
5.6.5.4  Position 22

Scale 1:20

Direction Sign
Position: Building D, Level 1, Pos. 22

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.6 Building D, Level 2
5.0 Signage System
5.6 Internal Signs
5.6.6 Building D, Level 2
5.6.6.1 Position 23

Scale 1:20

Building Overview and Direction Sign
Position: Building D, Level 2, Pos. 23

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021, Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.7 Building E, Level 2
5.6.7.1 Position 24

Scale 1:20

Direction Sign
Position: Building E, Level 2, Pos. 24

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.7 Building E, Level 2
5.6.7.2 Position 25

Scale 1:20

Direction Sign
Position: Building E, Level 2, Pos. 25

Text and pictogram: transfer technique
Cap height: 18 mm
Height of pictogram: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.7 Building E, Level 2
5.6.7.3 Position 26

Scale 1:20

Direction Sign
Position: Building E, Level 2, Pos. 26

Text and arrow: transfer technique
Cap height: 18 mm

Colours: Grey: RAL 7021

Final dimensions and position subject to samples on site.
Scale 1:20

Direction Sign
Position: Building E, Level 2, Pos. 27

Text and arrows: transfer technique
Cap height: 18 mm

Colours: Grey: RAL 7021

Final dimensions and position subject to samples on site.
Scale 1:20

Direction Sign
Position: Building E, Level 2, Pos. 28

Text and arrows: transfer technique
Cap height: 18 mm

Colours: Grey: RAL 7021

Final dimensions and position subject to samples on site.
Scale 1:20
Direction Sign
Position: Building E, Level 2, Pos. 28a

Pictogram and arrow: transfer technique
Height of pictogram: 80 mm

Colours:
Pictogram: Blue, Pantone 3005
Arrow: Grey: RAL 7021

Final dimensions and position subject to samples on site.
Scale 1:20

Direction Sign
Position: Building E, Level 1, Pos. 29

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.8 Building E, Level 1
5.6.8.2 Position 30

Scale 1:20

Direction Sign
Position: Building E, Level 1, Pos. 30

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.8 Building E, Level 1
5.6.8.3 Position 31

Scale 1:20
Direction Sign
Position: Building E, Level 1, Pos. 31

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
Scale 1:20

Direction Sign
Position: Building E, Level 1, Pos. 32

Pictograms and arrow: transfer technique
Height of pictograms: 80 mm

Colour: White

Final dimensions and position subject to samples on site.
Scale 1:20

Direction Sign
Position: Building E, Level 1, Pos. 33

Text and pictogram: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.8 Building E, Level 1
5.6.8.6 Position 34

Scale 1:20
Direction Sign
Position: Building E, Level 1, Pos. 34

Pictogram and arrow: transfer technique
Height of pictogram: 80 mm

Colours:
Pictograms: Blue, Pantone 3005
Arrow: Grey: RAL 7021

Final dimensions and position subject to samples on site.
5.0 Signage System
5.6 Internal Signs
5.6.9 Door Plates, Building ABC + D
5.6.9.1 Mounting Office Doors with Glass Element

Scale 1:20

Top of sign 1500 mm above floor level, 10 mm from shadow gap.

Always mount door plate at the side of the door handle.
5.0 Signage System
5.6 Internal Signs
5.6.9 Door Plates, Building ABC + D
5.6.9.1 Mounting Office Doors with Glass Element

Scale 1:20

Top of sign 1500 mm above floor level, 10 mm from shadow gap.

Always mount door plate at the side of the door handle.
5.0 Signage System
5.6 Internal Signs
5.6.9 Door Plates, Building ABC + D
5.6.9.2 Mounting Doors without Glass Element

Scale 1:20

Top of sign 1500 mm above floor level, 10 mm from shadow gap.

Always mount door plate at the side of the door handle.
Full scale drawing

Door plate: Colberg & Foster GmbH

Format total: 148 × 154 mm

Inlay paper: 147 × 148 mm
Full scale drawing

Door plate: Colberg & Foster GmbH

Format total: 148 × 154 mm

Inlay paper: 147 × 148 mm
5.0 Signage System
5.6 Internal Signs
5.6.9 Door Plates, Building ABC + D
5.6.9.5 Restroom Men

Full scale drawing
Door plate: Colberg & Foster GmbH
Format total: 148 × 154 mm
Inlay paper: 147 × 148 mm
Full scale drawing

Door plate: Colberg & Foster GmbH

Format total: 148 × 154 mm

Inlay paper: 147 × 148 mm
5.0 Signage System
5.6 Internal Signs
5.6.9 Door Plates, Building ABC + D
5.6.9.7 Handicapped Restroom

Full scale drawing
Door plate: Colberg & Foster GmbH
Format total: 148 × 154 mm
Inlay paper: 147 × 148 mm
To indicate several functions of a room, door plates can be added.

Scale: 1 : 2

Door plate: Colberg & Foster GmbH
Format total: 148 × 154 mm
Inlay paper: 147 × 148 mm
Push Pull

Full scale drawing

Cap height text: 30 mm

Adhesive foil, sandblast film
5.0 Signage System
5.6 Internal Signs
5.6.10 Push/Pull
5.6.10.2 Mounting

5.0 Signage System
5.6 Internal Signs
5.6.11 Glass Safety Marks
5.6.11.1 Standard

Push/Pull:
Top of first letter 1450 mm above floor level, 40 mm from door case
Cap height text: 30 mm
Adhesive foil, sandblast film

Glass Safety Marks:
Text: Cap height text: 50 mm
Adhesive foil, sandblast film

Scale 1:20
5.0 Signage System
5.6 Internal Signs
5.6.11 Glass Safety Marks
5.6.11.2 Special for Meeting Room Façades

Scale 1:20

Push/Pull:
Top of first letter 1450 mm above floor level, 40 mm from door case
Cap height text: 30 mm
Adhesive foil, sandblast film

Room number:
Cap height: 15 mm
Meeting room number and name:
Cap height: 6 mm
Adhesive foil, colour: tbd

Glass Safety Marks:
Various diameters
Adhesive foil, sandblast film
Note: template door, real dimensions not yet available
Full scale drawing

Format: 150 x 150 mm
5.0 Signage System
5.6 Internal Signs
5.6.13 No Foods and Drinks

Full scale drawing
Format: 150 × 150 mm
Brandmeldezentrale

BMZ

Scale: 1 : 2
Format: 297 x 105 mm
5.0 Signage System
5.6 Internal Signs
5.6.14 Fire Security Signage
5.6.14.2 FSD (Feuerwehrschlüsseldepot)

Scale: 1 : 2
Format: 297 × 105 mm
5.0 Signage System
5.6 Internal Signs
5.6.14 Fire Security Signage
5.6.14.3 Fire Extinguisher

Full scale drawing
ISO 7010 sign
Format: 150 × 150 mm
5.0 Signage System
5.6 Internal Signs
5.6.14 Fire Security Signage
5.6.14.4 Fire Alarm Call Point

Full scale drawing
ISO 7010 sign
Format: 150 × 150 mm
Don’t use elevator in the event of fire

Full scale drawing
Font: Helvetica Neue LT Com, 65 Medium
Format: 148 × 52 mm
5.0 Signage System
5.6 Internal Signs
5.6.14 Fire Security Signage
5.6.14.6 Sample of Emergency and Rescue Plan

Evacuation and rescue plan

Legend
- Present position
- Rescue route
- Emergency exit
- Indication of direction
- Fire extinguisher
- First aid
- Meeting point

In case of fire – Keep calm
1. Report the fire
- Telephone: 112 (global emergency number)
- Local fire station: 288-2891
- What happened?
- What happened?
- Where is the fire?
- Where is the fire?

Press button at the nearest call point

2. Leave the building via the nearest escape route and then:
- Call with persons in danger
- Close doors and windows
- Use escape route
- In case of smoke:
- Don’t use the elevator!
- Follow instructions
- Assemble at the meeting point

In case of accident – Keep calm
1. Report the accident
- Telephone: 112 (global emergency number)
- Local fire station: 288-2891
- What happened?
- What happened?
- Who is involved?
- Who is involved?

Press button at the nearest call point

2. First aid
- Secure the place of accident
- Call emergency service
- Follow instructions

3. Further measures
- Call 288-2891
- Follow instructions
- S. E. O. (Emergency Service)

Overall view

Scale: 44%
Frame: Colberg & Foster GmbH
Visible header and footer with 5 mm height, aluminium anodized E6EV1

Format total: 420 × 327 mm
Inlay paper: 420 × 297 mm
Fonts: Helvetica Neue LT Com 45 Light and Helvetica Neue LT Com 65 Medium
Pictograms: ISO 7010 pictograms (International Organization for Standardization)

This sample is just to show the font and pictograms to be used, it does not claim accuracy.
5.0 Signage System
5.6 Internal Signs
5.6.14 Fire Security Signage
5.6.14.7 Sample of Seating Plan

Seating Plan

Scale: 44%
Frame: Colberg & Foster GmbH
Visible header and footer with 5 mm height, aluminium anodized E6EV1

Format total: 420 × 327 mm
Inlay paper: 420 × 297 mm
Fonts: Helvetica Neue LT Com 45 Light and Helvetica Neue LT Com 65 Medium
Pictograms: ISO 7010 pictograms (International Organization for Standardization)

This sample is just to show the font and pictograms to be used, it does not claim accuracy.
5.0 Signage System
5.6 Internal Signs
5.6.14 Fire Security Signage
5.6.14.8 Marking of Floor Levels

Scale 1:50

8 staircases:
5 with 3 levels, 3 with 4 levels

Cap height text and number: 80 mm
Colours: Grey: RAL 7021,
Blue: Pantone 3005

Text and pictograms: transfer technique

Final dimensions and position subject to samples on site.

Mounted on wall opposite of the door, i.e. courtyard side in building ABC.

Mounted on wall right of door in building D.
Scale 1:50

Cap height text: 475 mm
Cap height number/letter: 2500 mm

8 staircases:
5 with 3 levels, 3 with 4 levels
5.0 Signage System
5.6 Internal Signs
5.6.14 Fire Security Signage
5.6.14.9 Instructions in Case of Fire and Accident (ESO Safety)

### Fire Action

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Stay calm</td>
</tr>
<tr>
<td>2</td>
<td>Contain the fire: close the door</td>
</tr>
<tr>
<td>3</td>
<td>Report the fire</td>
</tr>
<tr>
<td></td>
<td>a) Press the nearest manual call point, or</td>
</tr>
<tr>
<td></td>
<td>b) Dial 112 by internal call, or 099-289112 by external/mobile call and answer:</td>
</tr>
<tr>
<td></td>
<td>- Who is calling</td>
</tr>
<tr>
<td></td>
<td>- What happened (fire/explosion)</td>
</tr>
<tr>
<td></td>
<td>- Where (Section A, B, C, D, E)</td>
</tr>
<tr>
<td></td>
<td>- How many injured</td>
</tr>
<tr>
<td></td>
<td>- Which injuries</td>
</tr>
<tr>
<td></td>
<td>Further information</td>
</tr>
<tr>
<td>4</td>
<td>Attempt to extinguish small fires</td>
</tr>
<tr>
<td></td>
<td>- Use hose reels and extinguishers if you are trained and confident to do so</td>
</tr>
<tr>
<td></td>
<td>- Do not act alone</td>
</tr>
<tr>
<td></td>
<td>- Do not take risks</td>
</tr>
<tr>
<td></td>
<td>- Never enter or open areas covered by automatic fire-fighting equipment</td>
</tr>
<tr>
<td></td>
<td>- Secure your exit</td>
</tr>
<tr>
<td></td>
<td>- Never re-enter the building</td>
</tr>
</tbody>
</table>

### First Aid

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Stay calm</td>
</tr>
<tr>
<td>2</td>
<td>Secure the site</td>
</tr>
<tr>
<td></td>
<td>- Shut down any machinery</td>
</tr>
<tr>
<td></td>
<td>- Warn other people</td>
</tr>
<tr>
<td></td>
<td>- Get assistance from colleagues</td>
</tr>
<tr>
<td>3</td>
<td>Call emergency services</td>
</tr>
<tr>
<td></td>
<td>- Dial 112 by internal call, or 099-289112 by external/mobile call and report:</td>
</tr>
<tr>
<td></td>
<td>- Who is calling</td>
</tr>
<tr>
<td></td>
<td>- What happened (type of injury)</td>
</tr>
<tr>
<td></td>
<td>- Where (Section A, B, C, D, E)</td>
</tr>
<tr>
<td></td>
<td>- How many injured</td>
</tr>
<tr>
<td></td>
<td>- Which injuries (unconscious victim &gt; ask for resuscitation)</td>
</tr>
<tr>
<td></td>
<td>Further information</td>
</tr>
<tr>
<td>4</td>
<td>Alert the ESO first aider nearest to you</td>
</tr>
<tr>
<td>5</td>
<td>Use the provided first aid equipment</td>
</tr>
<tr>
<td>6</td>
<td>Await emergency services at the entrance and guide them towards the accident site</td>
</tr>
<tr>
<td>7</td>
<td>Complete the accident reporting (cf. form)</td>
</tr>
</tbody>
</table>

#### Minor Accident

- Accompany victims to the hospital/doctor, or have them accompanied by colleagues or the safety department. Make sure translation is from German is available.

---

Scale: 44%
Frame: Colberg & Foster GmbH
Visible header and footer with 5 mm height, aluminium anodized E6EV1
Format total: 420 × 327 mm
Inlay paper: 420 × 297 mm
Fonts: Helvetica Neue LT Com 45 Light and Helvetica Neue LT Com 65 Medium
Pictograms: ISO 7010 pictograms (International Organization for Standardization)
Welcome to the ESO conferencing facilities
Please:

- Check out nearby escape routes
- Note that **112**, the emergency number, only works with **internal phones** (= 089-289 112 on your mobile phone)
- Report minor accidents or health issues to first aiders or reception
- Promptly follow evacuation instructions
- Report any safety or security concerns
5.0 Signage System
5.6 Internal Signs
5.6.14 Fire Security Signage
5.6.14.11 Automatic fire door, keep clear

Full scale drawing
Silk screen on adhesive foil
5.0 Signage System
5.7 External Signs
5.7.1 Main Entrance Signage

Scale 1:20
Adhesive foil, sandblast film
Logo size: 200 mm x 260 mm
Cap height text: 40 mm
5.0 Signage System
5.7 External Signs
5.7.1 Main Entrance Signage – Alternative Layout

Scale 1:20
Silkscreen printing in black on brushed aluminium or stainless steel
Logo size: 120 mm x 156 mm
Cap height text: 7.5 mm
5.0 Signage System
5.7 External Signs
5.7.2 Parking Places

0-180-11

Scale 1:20
Position: Level 0, Façade outside
Text stencilled directly on the wall, white on grey background
Cap height: 100 mm
Final dimensions are subject to samples on site.
Visitors

Scale 1:20

Position: Level 0, Façade outside

Text stencilled directly on the wall, white on grey background
Cap height: 100 mm

Final dimensions are subject to samples on site.
Scale: 1 : 2

ISO 7010 sign

Format: 300 × 300 mm
As the ESO Supernova is a sub-brand to ESO the typeface used for the Visual Identity remains Helvetica Neue LT Com.

For the ESO Supernova we introduce new members of this font family: Helvetica Neue LT Com 35 Thin and Helvetica Neue LT Com 25 Ultra Light.*

The usual font style for body text is Helvetica Neue LT Com 45 Light as in the ESO Visual Identity. To highlight text please use italics (Helvetica Neue LT Com 46 Light Italics) or a bolder font (Helvetica Neue LT Com 55 Roman or Helvetica Neue LT Com 65 Medium).

For titles, headlines and large texts we suggest to use 35 Thin or 25 Ultra light.

Do not use outlined font. For legibility, our minimum type size for body text is 9 pt with a line spacing of 3.75 mm.

The tracking should always be set to 10 and the kerning must always be made Optical.

The line spacing is related to the size of the font. See table below:

<table>
<thead>
<tr>
<th>Font size</th>
<th>Line spacing (b)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 pt</td>
<td>3.00 mm</td>
</tr>
<tr>
<td>8 pt</td>
<td>3.50 mm</td>
</tr>
<tr>
<td>9 pt</td>
<td>3.75 mm</td>
</tr>
<tr>
<td>10 pt</td>
<td>4.25 mm</td>
</tr>
<tr>
<td>11 pt</td>
<td>4.75 mm</td>
</tr>
<tr>
<td>12 pt</td>
<td>5.25 mm</td>
</tr>
<tr>
<td>13 pt</td>
<td>5.75 mm</td>
</tr>
<tr>
<td>14 pt</td>
<td>6.00 mm</td>
</tr>
<tr>
<td>15 pt</td>
<td>6.50 mm</td>
</tr>
<tr>
<td>16 pt</td>
<td>7.00 mm</td>
</tr>
<tr>
<td>18 pt</td>
<td>7.50 mm</td>
</tr>
<tr>
<td>20 pt</td>
<td>8.50 mm</td>
</tr>
</tbody>
</table>

* The font can be bought at

Title: The quick brown fox jumps over the lazy dog

Bodytext: The quick brown fox jumps over the lazy dog. Utat everibus eariant officip saeca cae tore, Veni nimi, suntio. Sum es simus pores moluptium ex et ab int. Ibersipi- enis apicitota vendunt in natinus et endignihilla quis apit quassimi, ut occullo ruptat modic tendio torerit haribus et que venet pora que volupta venditita saeprer cipsam non pa praecatur as con pre doles sa ipsuscit quo ipsusae si volorro reir, que quam quam imil inus, volorehent, que de corroru ptatem as eum rem cum que pa non rem- periae nos est, ulparum que sus modi undaeaeptas debit, que mi, nonsequi torum adit as estis nones et qui as con re parum rem fugia ipsaper ferferiam qui dolecum a delliatet volestibus destia volendus molessincium fuga. Ta debittatet a quae nonseri onectibusam qui nonseque laborer spennam alita volorit, nus sequam sunt vellaut ma nonsequae mi, non porion explabo. Nata voluptium apeliqui nimi, optaqto blab inia nobitata si sam sunt pa volore nis aut la corum, commolo rehendusti omnis as a corro eium fuga. Ut eum inulliqui offic temodig enditiatum velluptatur? Qui sum ium fugia qui nim iscis prerspiente voluptio quam que conest, conem fugiatus exerrumquis dolupti onsequis andunt a sit, voles eum aces ate vel ide niati omnis iunt que non nia doluptassit, quas vent dolore, sunt ommolup taquid evelia petit, ideroritate iunt ut
Here an example of the usage of Helvetica Neue LT Com 35 Thin as a headline can be seen.
The primary colours used in the ESO Supernova Visual Identity (VI) are the same as the ones used in the ESO Visual Identity:

The ESO housecolour: Pantone 3005 will also be the main colour of the ESO Supernova VI.

Pantone 3005 in four-color printing:
C = 100 %, M = 37 %, Y = 0 %, K = 0 %,
in RGB:
R = 0, G = 119, B = 190,
#0077be or web save: #0066cc,
RAL colour code: RAL 5015

Self adhesive film:
Product: Oracal 751
Colour code: Euro blue 517

White
C = 0 %, M = 0 %, Y = 0 %, K = 0 %
in RGB:
R = 255, G = 255, B = 255
#ffffff

Black
C = 0 %, M = 0 %, Y = 0 %, K = 100 %
in RGB:
R = 0, G = 0, B = 0
#000000
The logo for the ESO Supernova is a combination of the symbol showing a rotating star from the ESO logo and the lettering.
It is allowed to use three different versions of the ESO Supernova logo:

The standard version is the one in the ESO corporate colour Pantone 3005 or its four-colour equivalent C = 100%, M = 37%, Y = 0%, K = 0%. For the usage on the web or in PPT presentation an RGB version can be used (R = 0, G = 119, B = 190).

For printed matter in black and white please use the black version (K = 100%).

The white outline version can be used on dark backgrounds.

It is also allowed to place the logo on a photograph but you have to ensure that it contrasts sufficiently with the background.
Please note when using the logo:

The logo should never be used on a background with the same colour. The contrast between the logo and the background should always be superior to 50%.

The logo proportions should not be changed. The elements that compose the logo should not be removed and the colours should not be altered.

These examples show how the logo should **not** be used.

Do not put the logo on a similar colour background.
You are free to use the ESO Supernova logo in many different sizes. However, the width should not be less than 20 mm due to the readability of the lettering.

If a size of less than 20 mm width is needed the symbol only, the rotating stars, can be used and the lettering can be added to the body text.

The symbol, the rotating stars, can also be used as a graphical element in various applications, see the examples on the following pages.
As described before, the logo for the ESO Supernova is a combination of the symbol showing a rotating star from the ESO logo and the lettering.

The lettering is typeset in two different versions of Helvetica Neue LT Com.

The abbreviation ESO is set in Helvetica Neue LT Com 75 Bold, the rest of the lettering is set in Helvetica Neue LT Com 35 Thin.
If the ESO Supernova logo is combined with the ESO logo or any other logo please leave horizontally a free space of at least a third of the width of the logo.

When the ESO Supernova logo is combined with the ESO logo, both logos should have the same height.
On official documents like the letterhead and on the ESO Supernova web page the ESO Supernova logo appears together with the ESO logo and the HITS logo. On the letterhead, the prominent positioning of the ESO Supernova logo makes clear who is the sender.

For the letter form, shown here reduced to 58% of the original size, a template will be provided which give the position of the address field and the body text and font and font size to be used.
On envelopes the ESO Supernova and the ESO logo appears to make clear who is the sender and where to send returns.

Here you can see examples of DIN lang envelopes with and without a window (reduced to 55% of the original size).

Please note that the logos and the text are always placed at the upper left corner with the same distances to the edge independent from the size of the envelope.
Compliment cards and business cards are considered as give aways not as official documents. In these cases the ESO Supernova logo can appear without any further logo.

The compliment card shown here is reduced to 82% of its original size.
The layout for the business cards of ESO Supernova staff is shown here in the original size of 85 mm × 54 mm.

On the back of the cards the symbol of the logo, the rotating star, can be used as a graphical element.

Options for the back
As supernova is an extension of the ESO brand, on print products the two logos must be featured together (as shown in 6.7, Combination of Logos).

The address must always be featured on the left hand side, with the URL in the middle as shown in this example.

We suggest no drop shadows or any other effects, neither to the logo and nor to the text.
Flag size: 1.2 m × 0.35 m

Logo size should always fill 1/3 of the flag and should be split over both flags.

The lamp post flags should only be produced in the two colours shown, either blue with white ESO Supernova logo or black with blue ESO Supernova logo.

The text of the ESO Supernova should equal the same height of the ESO logo. The ESO Supernova logo should always be on the left and the ESO logo on the right.
Logo size: 35 cm × 45.4 cm

Laserprint incl. glossy lamination, foil-clad on Dibond, thickness 3.5 mm, flush mount into milled wooden front of desk.

Scale 1:10
Flag size: 250 cm × 150 cm,

Colours: Pantone 3005 printed on white background

Scale 1:20
On merchandise which has the purpose to promote the ESO Supernova brand the ESO Supernova logo can appear without any further logo.

Please find here the layout of a ball pen.
6.0 ESO Supernova
6.5 Applications
6.5.6 Merchandise
6.5.6.2 Lanyard

The same applies for lanyards: only the ESO Supernova logo can be shown.
T-shirts give a great opportunity to show the ESO Supernova logo as a nice graphical element.