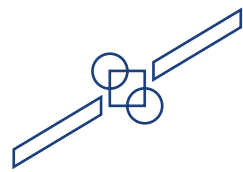


visual identity guidelines

logo + stationery layout specifications

july 2001





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contact

if you have any queries
about the use of these
guidelines, please contact:

Marie Christine Blanchard
Marketing Communications

Eutelsat
70 rue Balard
F-75502 PARIS Cedex 15
France

mcblanchard@eutelsat.fr

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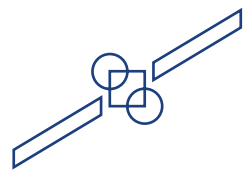
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the livery logo



the new logo



eutlogo CMYKPOS.eps / eutlogo PANTONEPOS.eps

this version of the logo is for use on items such as signage where the supportive strapline is not needed to communicate Eutelsat's capabilities



eutlogo CMYKNEG.eps / eutlogo PANTONENEG.eps



eutlogo MONOPOS.eps



eut logo 1colCMYK.eps / eut logo 1colPANTONE.eps



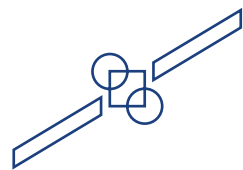
eutlogo MONONEG.eps



eut logo WHITE.eps



the new strapline > communications via satellite



this version of the logo is used on all printed items



eutlogo+cvb CMYKPOS.eps / eutlogo+cvb PANTONEPOS.eps

it strengthens awareness of Eutelsat capabilities

eps files of the logo with the strapline are named 'eutlogo+cvb...'



eutlogo+cvb CMYKNEG.eps / eutlogo+cvb PANTONENEG.eps



eutlogo+cvb MONOPOS.eps



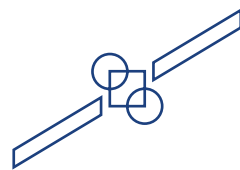
eutlogo+cvb 1colCMYK.eps / eutlogo+cvb 1colPANTONE.eps



eutlogo+cvb MONONEG.eps



eutlogo+cvb WHITE.eps



do not place the logo
over a colour similar to
the logo colour



use of the logo

do not stretch the logo



these guidelines are designed to give the new logo maximum visual impact

please do not use the logo in any of the ways shown on this page

do not change the arrangement
of the logo elements

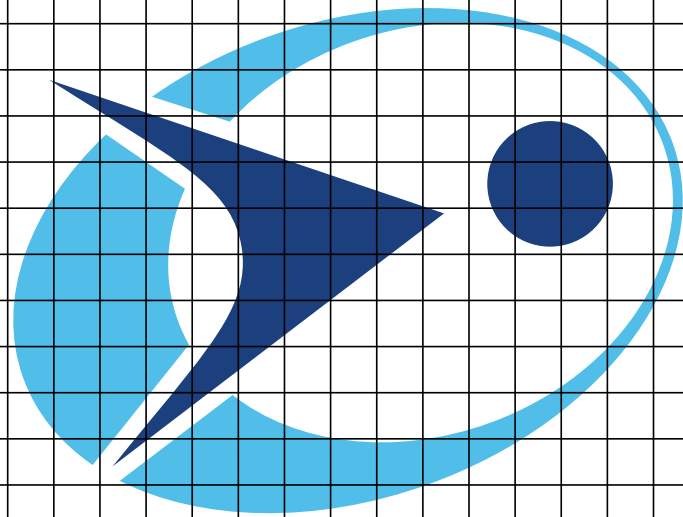


do not change the colour of the
logo elements



do not support the logo
with any other words

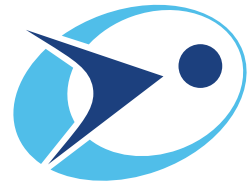




eutelsat

communications via satellite

logo + grid

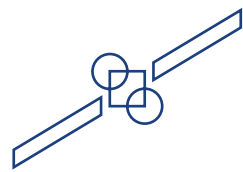


eutelsat
communications via satellite



Pantone 281

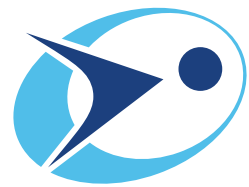
Pantone 306



Pantone

colour specifications

CMYK



eutelsat
communications via satellite



100C 72M 0Y 32K

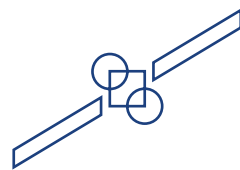
76C 0M 6Y 0K

DIN Neuzeit Grotesk Light

abcdefghijklmnopqrstuvwxy
z
1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
!@£\$%&*()''";:.,

DIN Mittelschrift

abcdefghijklmnopqrstuvwxy
z
1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
!@£\$%&*()''";:.,



type specifications

DIN is the family of fonts chosen for typographic consistency on all corporate publications

eutelsat

DIN Neuzeit Grotesk Light was chosen for the logotype
Job descriptions on the business card layout also appear in this font

communications via satellite

DIN Mittelschrift was chosen for 'communications via satellite'
All other information on the corporate stationery appears in this font

stationery layout specifications

letterhead . press release . compliment slip . envelope . business card

letterhead

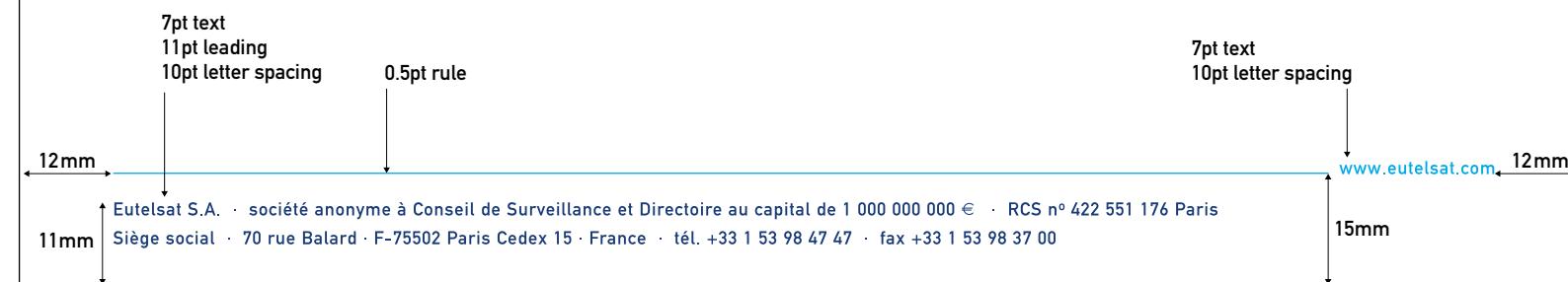
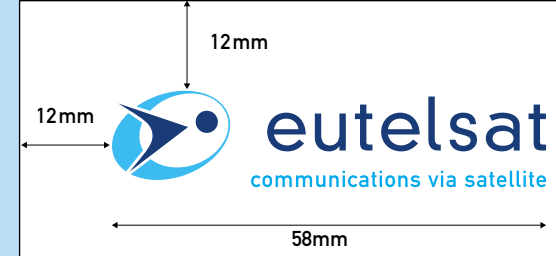
A4 297mm x 210mm

the logo is positioned on the top left in all stationery items

the only exception to this is the business card, where the logo is positioned on the right to give prominence to name and job title

the generic A4 letterhead is shown opposite

www.eutelsat.com is set apart from all other information on all stationery items

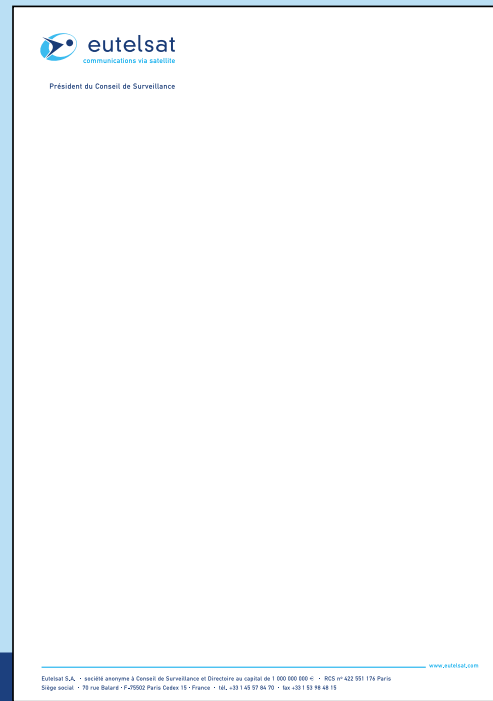
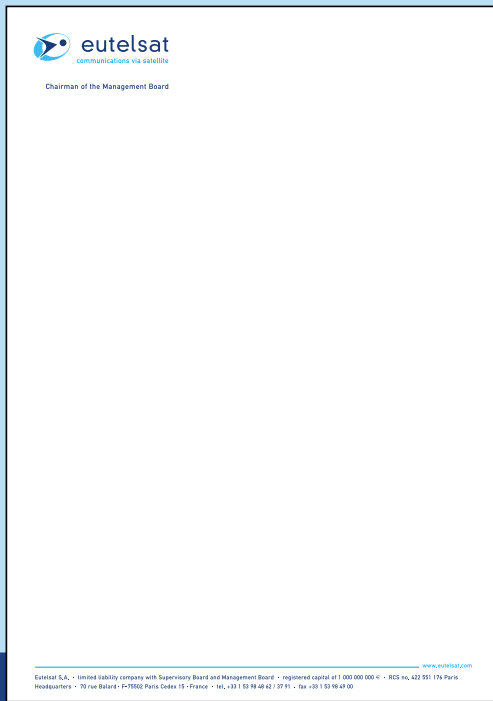
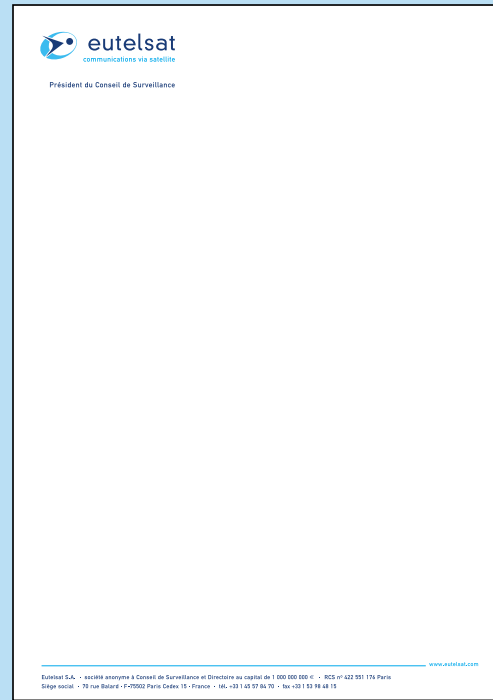




35mm

Président du Conseil de Surveillance

9pt text
10pt letter spacing
range right

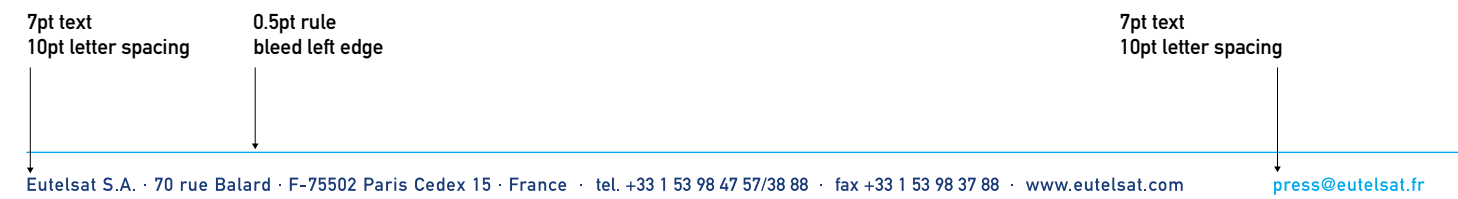
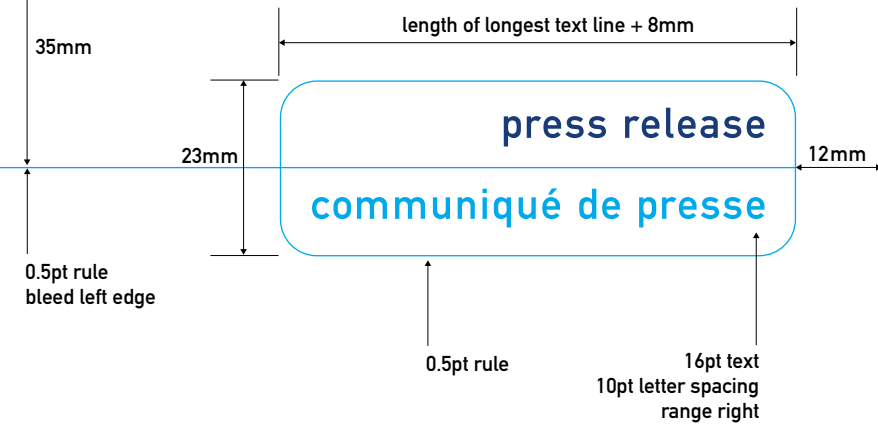
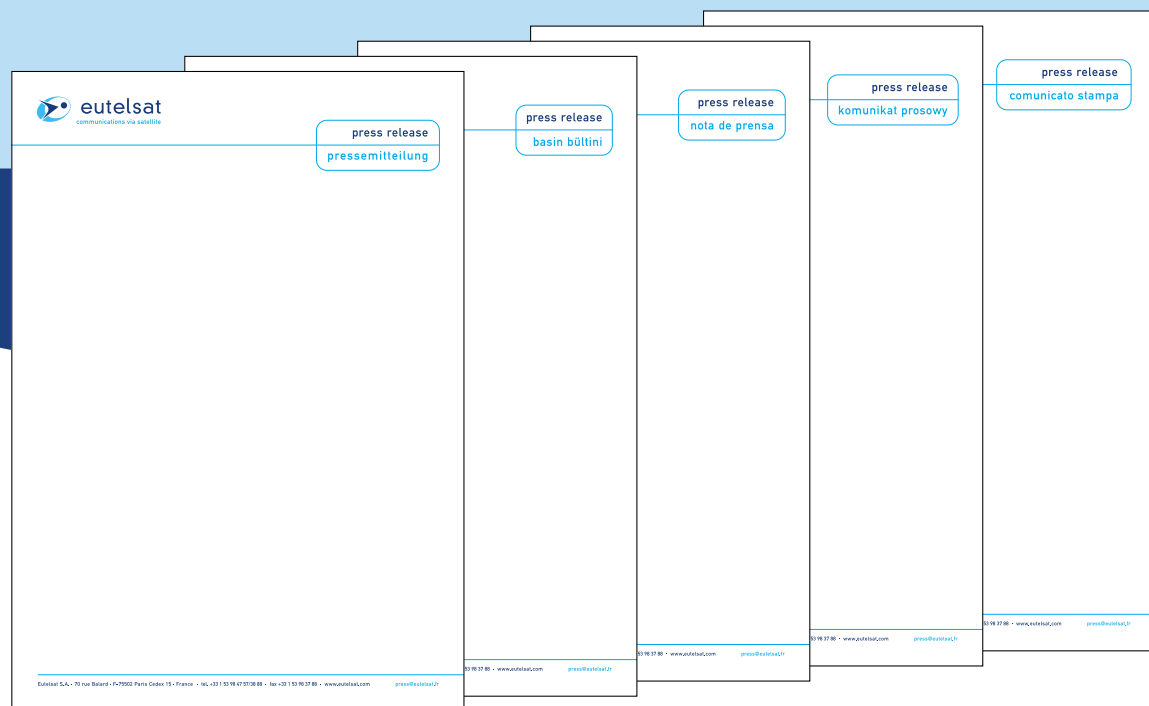


This page shows adaptations of the generic A4 letterhead layout for more specific purposes

press release

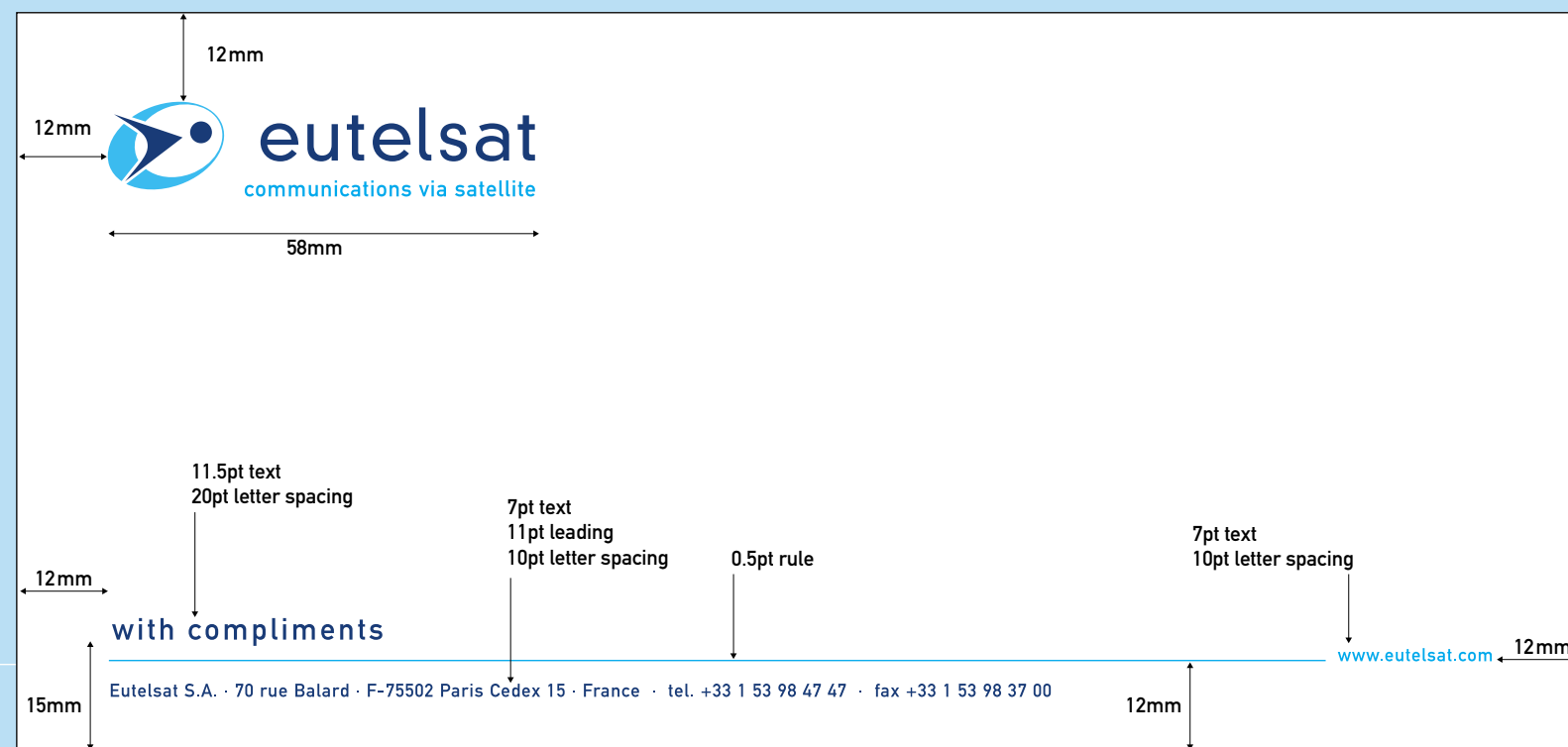
A4 297mm x 210mm

the press release paper is an adaptation of the generic letterhead layout with a title box designed to adapt for English plus a second language



compliment slip

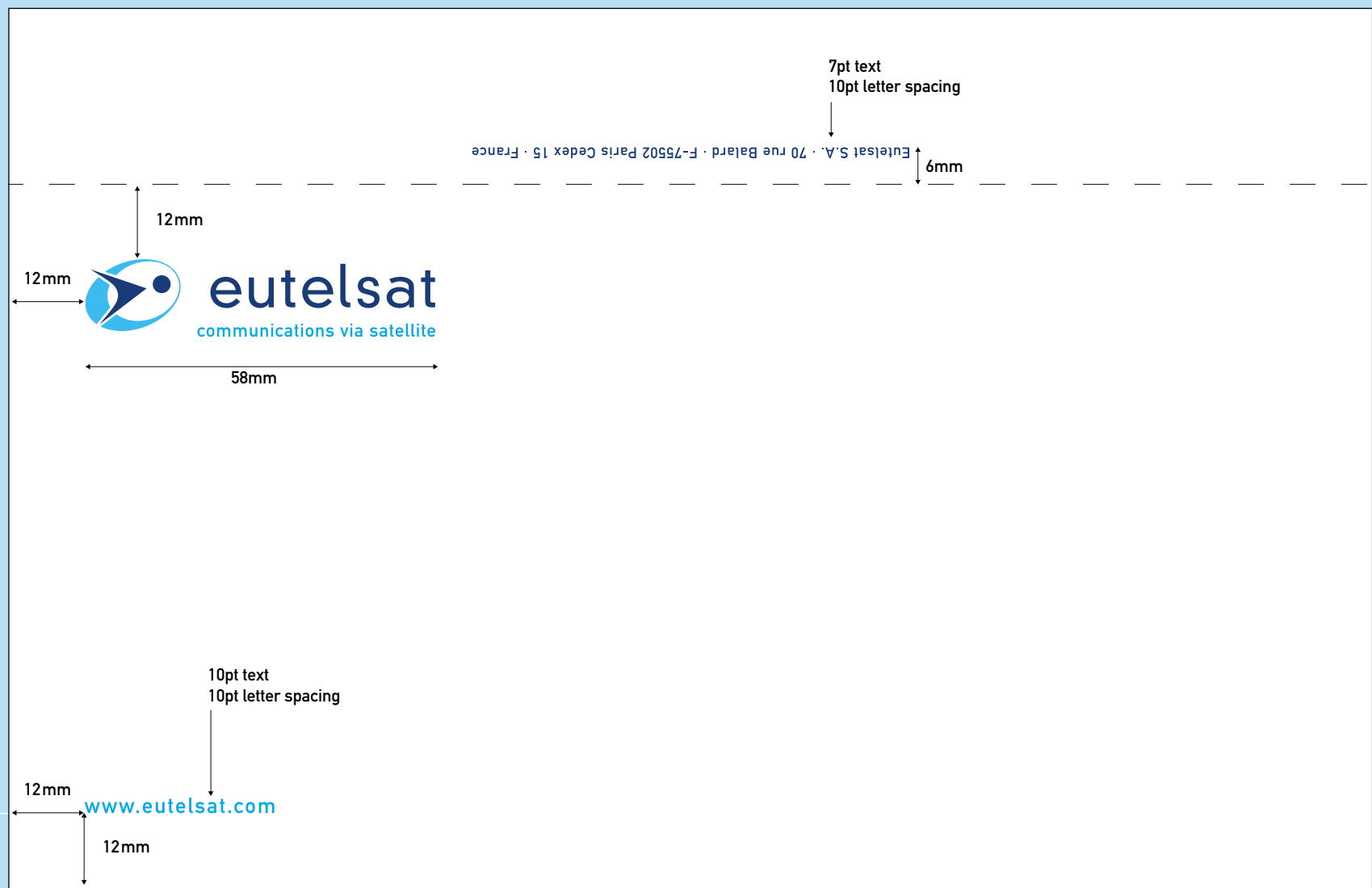
99mm x 210mm



French language version

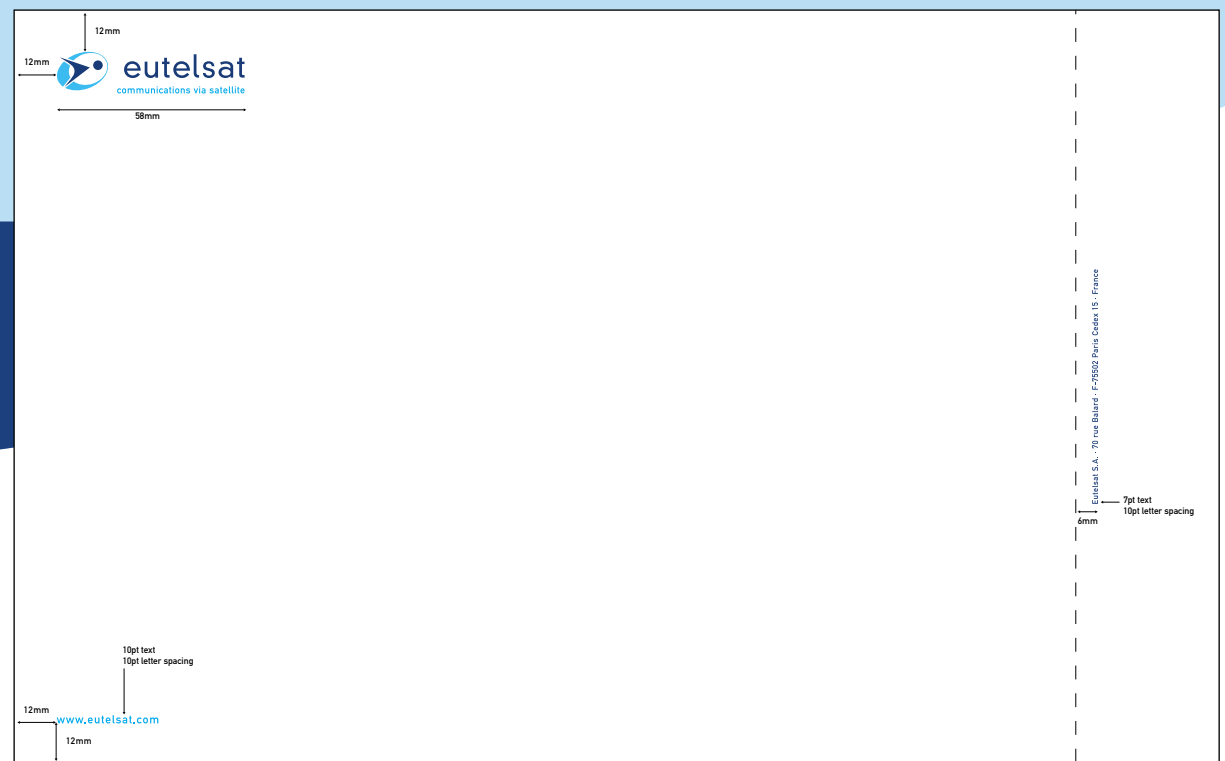


envelopes



229 x 115mm

323 x 229mm



graphic elements appear at the same size on all envelopes

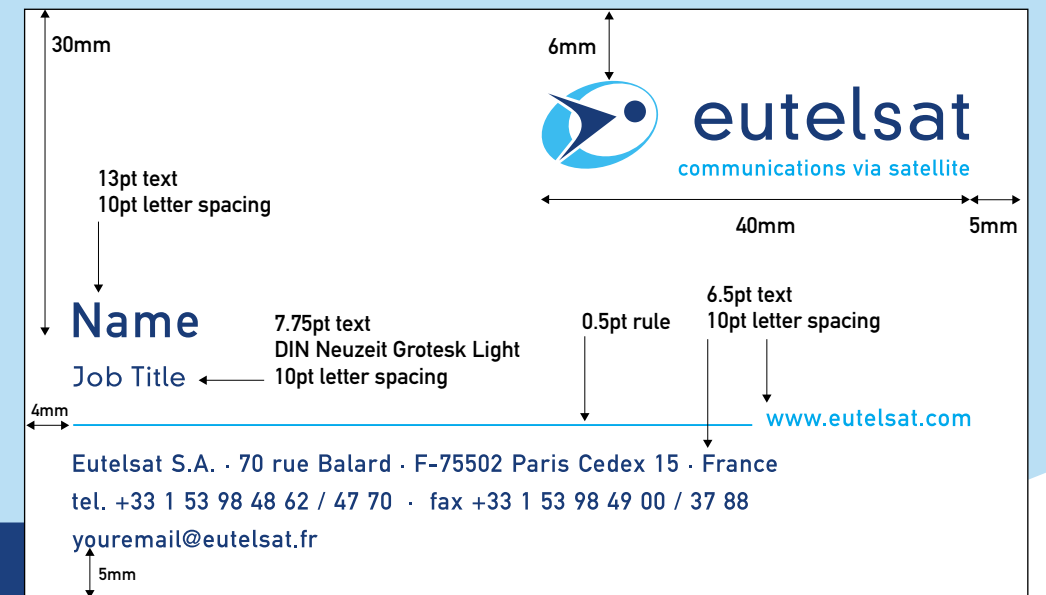
a 12mm margin defines position as shown

the address details appear on the envelope flap at a consistent distance from the fold of 6mm to baseline. text appears at 7pt

business card



55 x 93mm



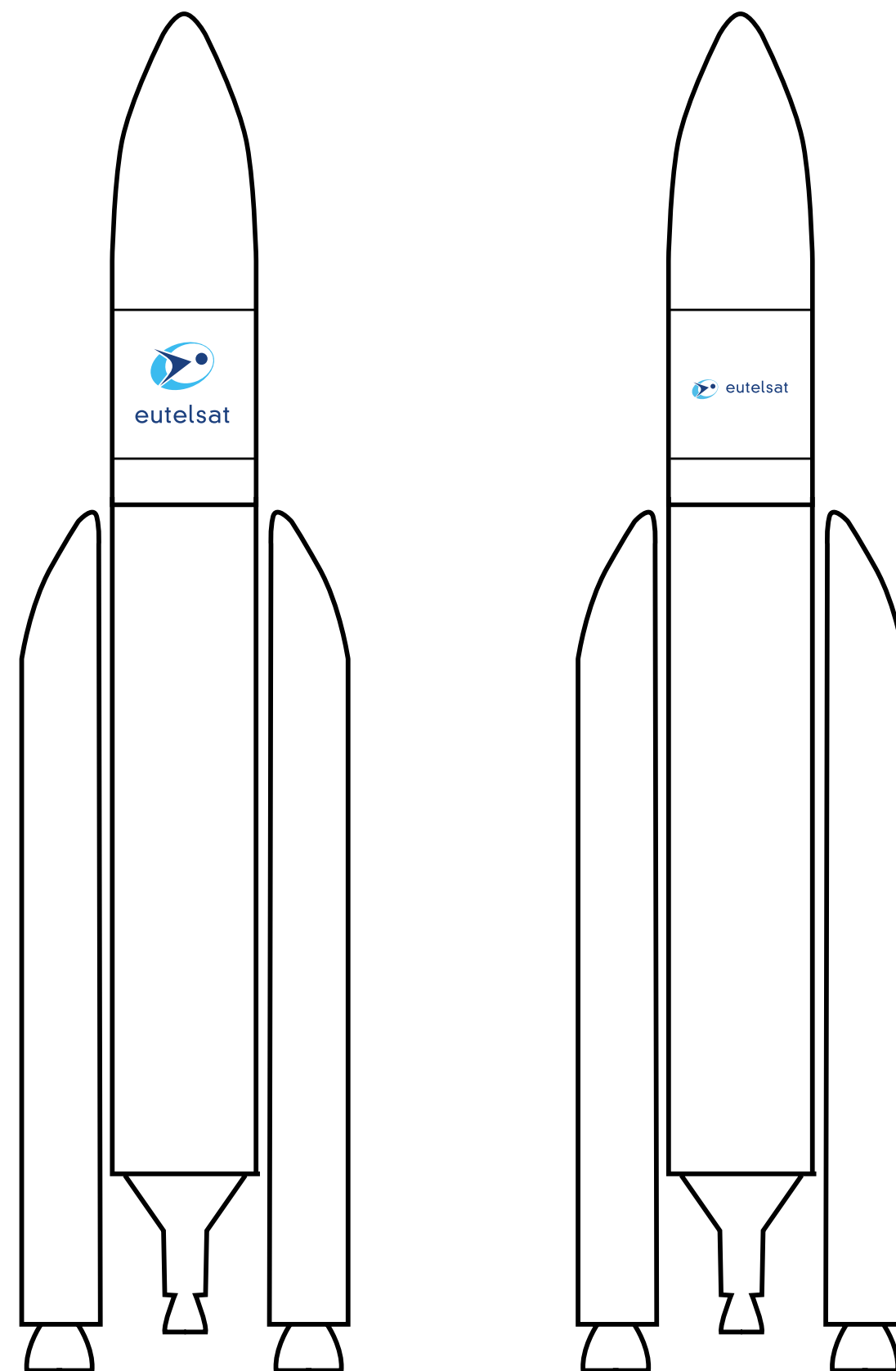
this is the only stationery item where the logo is positioned on the right

the livery logo



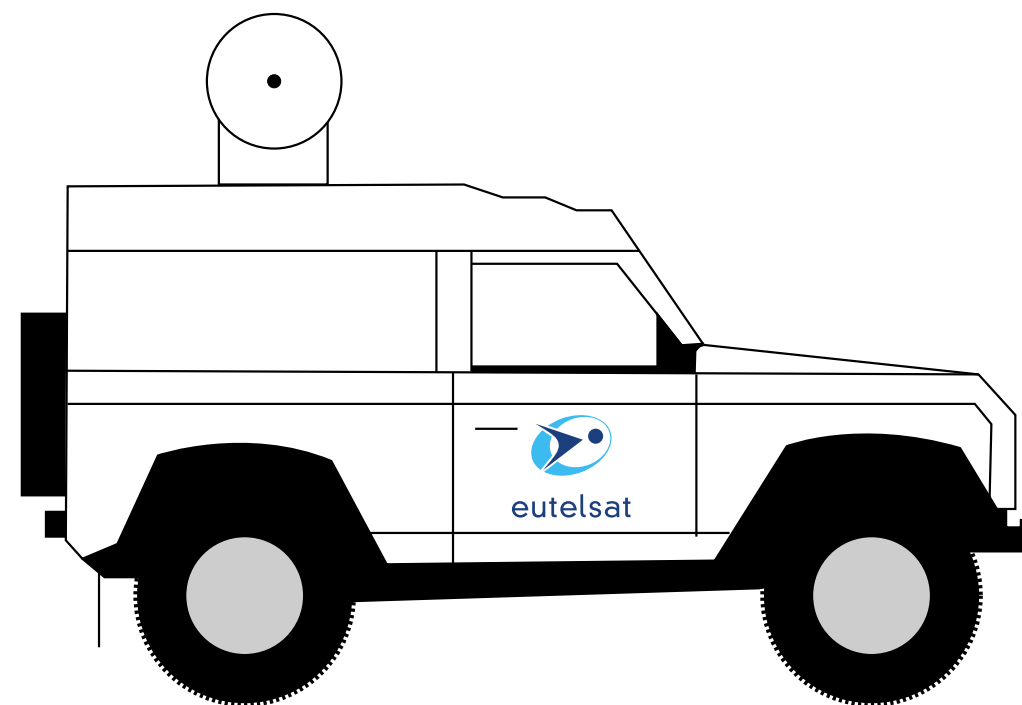
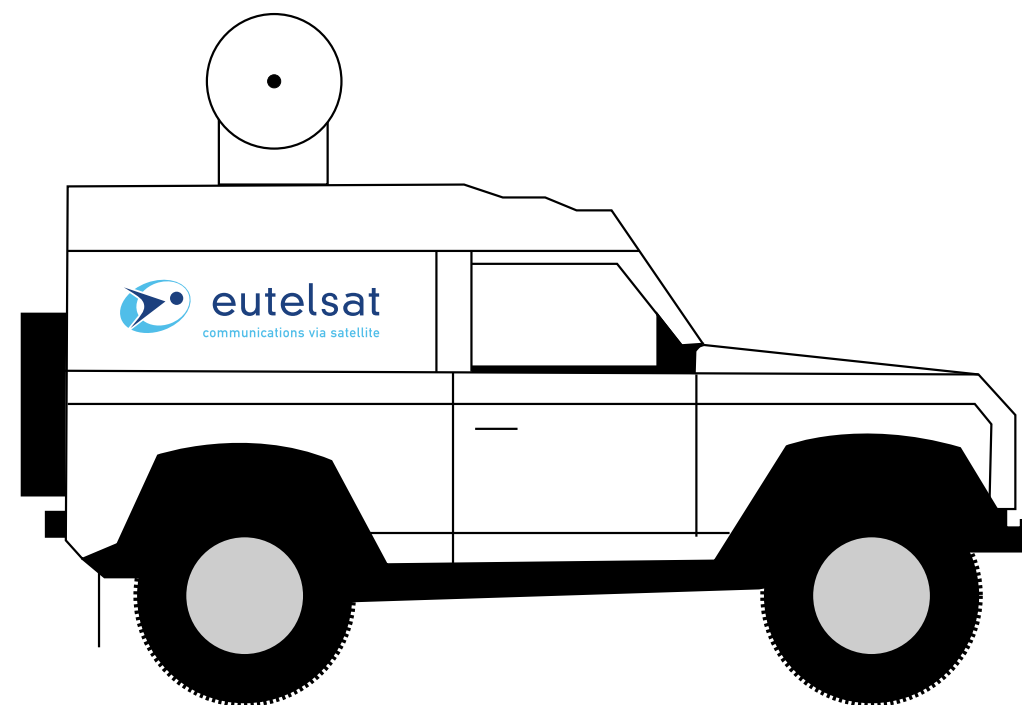
a special version of the logo has been designed for payload display to increase visibility from a distance

this version of the logo should not be used in any other circumstances, unless especially advised by the Marketing and Communications Department. a digital version of this logo is not supplied on this disk



this illustration shows the benefits of the livery logo. at equal logo width, the livery logo has greater impact from a distance

the livery logo



this version of the logo should not be used in any other circumstances,
unless especially advised by the Marketing and Communications Department.
a digital version of this logo is not supplied on this disk

top: the logo with strapline is more effective in rectangular panels
bottom: the livery logo is more effective in square panels