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The Concept

1) The acronym uses a unique font exclusive to EUSPA, inspired by modern fonts related to technology and space. EUSPA is innovation.

2) The EU flag is part of the logo, underlining the European nature of the institution. The colours of the logo correspond to the colours of the EU flag. EUSPA is European.

3) The colours of the new design have been adapted to harmonize with the logos of the other European institutions.

4) The acronym is preceded by circular shapes of different sizes that reference our planet, sunrise, orbits, movement, perspective, etc. EUSPA is dynamic.

5) The logo is configured as a solid horizontal bloc that denotes strength and lightness. EUSPA is reliable.
LOGO composition and colours

European Union Agency for the Space Programme

The dotted line refers to the protection area where no text can be displayed.

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>B</th>
<th>PMS</th>
<th>R</th>
<th>G</th>
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<th>hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>80</td>
<td>0</td>
<td>0</td>
<td>Reflex Blue</td>
<td>0</td>
<td>58</td>
<td>148</td>
<td>#004494</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>Yellow</td>
<td>255</td>
<td>237</td>
<td>0</td>
<td>#FFF100</td>
</tr>
</tbody>
</table>
If you want to add text on the right-hand side of the logo it should follow this rule:

**THE HORIZONTAL VERSION**

Text should be displayed in this area and left aligned. It should remain within the open section of the circle and be at a distance of $2X_A$ from the flag.

**THE VERTICAL VERSION**

Text should be displayed in this area and left aligned. It should remain within the open section of the circle and be at a distance of $2X_A$ from the flag.
The logo should be displayed preferably on a monochrome background.

**BASIC VERSION**
Full colour positive

Nunito Sans Regular

**BASIC VERSION**
Full colour negative

Note that the stroke is inside the rectangle!
This monochrome version can be displayed either in
• Black
• Reflex Blue
• Cool Grey
  on a light background

BASIC VERSION
Monochrome positive

BASIC VERSION
Monochrome negative
THE VERTICAL VERSION
A more square version is available to be displayed on spaces that favor square or vertical representations of images. This version has been created to meet specific architectures, web, etc.

Nunito Sans Regular
CO-EDITION
When publishing a co-edition, other logos may need to be displayed next to the EUSPA logo. If this is the case, the EUSPA logo keeps its original position to remain compliant with the graphical style guide. The logos to be added will be aligned and vertically centred with the EUSPA logo.

When the logos are not placed one next to the other, the distance between them should be a multiple of 2XA.

When the logos are displayed vertically, they align in the center. The distance between them should be at least as long as the height of EUSPA’s circle.
Don’ts

Don’t change the colours.

Don’t change the flag’s position.
Don't write text in the protection area.

Don't change the flag size.
The #EUSpace hashtag and EU flag appears together with EUSPA logo on digital content as well as printed production, and is in principle part of the EUSPA visual identity.

Versions of #EUSpace and EU flag together with EUSPA logo:
Below are the different colour versions.

Full colour versions

Monochrome versions
Below are couple of examples of how EUSPA logo, #EUSpace hashtag and EU flag are shown together on different digital and printed deliverables and audiovisual content.

Video:

Social Media visual:

Example: image for social media

Brochure:
The EUSPA visual identity uses variations of the main colours of the European Union. On the next page we present some variations of the blue to choose from, depending on the purpose of the design.
An additional set of colours that will harmonise with the blue, but that can also work well on their own.

Examples of gradients and shadings to give some dynamism to the design combined with the blues.
The EUSPA visual identity uses variations of the main colours of the European Union. On the next page we present some variations of the yellow to choose from, depending on the purpose of the design.
An additional set of colours that will harmonise with the yellow, but that can also work well on their own.

Examples of gradients and shadings to give some dynamism to the design combined with the yellows.
EUSPA uses a combination of two Google fonts that reference slightly the font of the logo:

**EXO**  Semi-bold 600 and extra-bold 800

**Nunito Sans**  Regular family

For publications and web: European Union Agency for the Space Programme
Num reperferiae et qui con rat est vel et lignis atur?

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For office documents

For documents created using Office programmes, e.g. Word, PowerPoint, Excel the font to be used is Calibri.
Num reperferiae et qui con rat est vel et lignis atur?

Ditaquam, volut ulpa que voluptus ipsa parupta sundica borepratem aut eum fugitius de del invenis volupta testior porporest is estiororia ius, inusdam undem conest, quam qui volorit omnis doluptatibus rest ut harchil loreprecae consequi nus, tem inimaxima ius, aci sequiaeperia sit ut mo culpa voluptat autet aris am, inciendendis dit oditisciis. Da sitaeprovid que is volut et ut ut volestrum es intiis sae vendit harchil igemini, isque pelis derroferi reperati temporporere quam vere, temquaecto vel ipsum que conet aut ut aceptat emquodi tatquibus aut doluptate il ero exceari volorer naturis magnis dolorrum quam, verum similias ero ius ellatis et atis qui alibus.

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To make EUSPA stand out more, it is suggested to use a key graphic element to accompany the logo and give a new dimension to the main identity.

The yellow circle contained in the logo, used in its entirety or split in half, is the graphical key element, providing tools to designers to be creative and original in their compositions.
Use of the key graphic element on publications.
Use of the key graphic element on publications.
EGNSS downstream in Horizon Europe and Space Regulation

1. Grants and Fundamental Elements to complete market uptake and position Galileo as a leader

Downstream MRRs should continue their focus on the development of diverse market EGNSS applications, in the areas of transport, mass market applications, and services, to ensure the European GNSS downstream market share is 27%, while the usual European market share for satellites is 13%. The downstream sector is, in particular, a sector where new jobs are created as European innovation supports the creation of new EGNSS business models, and market uptake increases.

In the longer term, the European GNSS downstream market needs to grow and succeed internationally. The downstream R&I activities should continue their focus on the development of downstream market uptake and the proper use of space services, and stimulating the establishment of new EGNSS/space downstream applications and services, receivers and market uptake around Galileo (including European and Fundamental Elements).

New needs after 2020

After 2020, when the Galileo system is fully operational and the new version of EGNOS starts to deploy, the European Commission and the GSA contributed to creating and maintaining the downstream market share for Galileo. This was further explored and will be required to be translated into the unique differentiators of the Galileo system.

This was also the conclusion of the European Commission’s report on the implementation of the Galileo and EGNOS programmes and on the performance of the GSA. The stakeholders consultation identified a need, for the next phase of the Galileo programme, to develop new needs after 2020.

2. Awareness RAISING/Capacity Building and International Cooperation to increase the downstream competitiveness in international markets

The EGNSS downstream business landscape situation and needs (EGNSDL) is an essential element in facilitating the benefit and competitiveness of Galileo and Galileo-enabled and Galileo-related downstream applications. The Galileo downstream market will develop in response to user needs, and the European GNSS downstream market is expected to play a significant role in the European GNSS downstream market.

The awareness raising and capacity building activities may support the development of Galileo and Galileo-enabled applications, and the downstream market. The awareness raising activities may support the development of Galileo awareness raising and capacity building activities, and the downstream market. The awareness raising activities may support the development of Galileo awareness raising and capacity building activities, and the downstream market. The awareness raising activities may support the development of Galileo awareness raising and capacity building activities, and the downstream market. The awareness raising activities may support the development of Galileo awareness raising and capacity building activities, and the downstream market.

3. Downstream applications involving several components of the Space Programme

Publications and events and awareness-raising activities in traditional areas (e.g. aviation, transport, mass market applications) are providing a huge impact and benefits in areas such as energy, health, research, education, security, public safety and transport. On top of the development of applications focused on a single space programme, there is an opportunity to create a unique downstream market and stimulate market uptake in the space sector.

The awareness raising and capacity building activities should be addressed to international market segments and the proper use of Galileo, positioning it for a market-oriented operational use. This focus on the development and operation of the infrastructure for the development of downstream applications is essential. The awareness raising and capacity building activities should be focused on international market segments, for the proper use of Galileo, positioning it for a market-oriented operational use.
EUSPA EO and GNSS Market Report and Market Segment Icons.

The 17 market segments are the following:

- Agriculture
- Aviation and Drones
- Biodiversity, Ecosystems and Natural Capital
- Climate Services
- Consumer Solutions, Tourism and Health
- Emergency Management and Humanitarian Aid
- Energy and Raw Materials
- Environmental Monitoring
- Fisheries and Aquaculture
- Forestry
- Infrastructure
- Insurance and Finance
- Maritime
- Materials
- Infrastructure
- Tourism
- Urban Development and Cultural Heritage
- Waterways

For those readers that are new to the report, the EUSPA EO and GNSS Market Report is a continuously evolving publication that builds on a similar structure and format used in previous issues. With the merger of both EO and GNSS into a single report, no less than 17 market segments are featured.

The European Union Agency for the Space Programme (EUSPA) and the European Commission (EC) welcome all readers to this first how to read this report.

The market segments encompass a global industry overview and main trends, as well as a general description of what Copernicus and EGNSS European Systems and Projects provides information on the current usage of Galileo, EGNOS and Copernicus services and how they form the core of the report. All segments, regardless of length, follow the same structure:

- General overview of the EO and GNSS market
- Key market players
- Market drivers
- Market opportunities
- Market challenges
- Market growth
- Future market evolution

Finally, it presents how EO and GNSS play a role across general policy and market trends.

Added-value services account for 72% of the total GNSS revenues in 2031. Over the next decade, these service revenues are expected to witness a skyrocketing growth of 11% per year. This growth is with a CAGR of 9.2%.

Revenues in Agriculture are primarily generated from commercial augmentation services and automatic steering equipment, while the primary sources of revenues in Infrastructure are from In-Vehicle Systems (IVS), emergency assistance, ADAS as well as fleet management applications (including insurance telematics), whereas Consumer Solutions revenues mainly come from the data revenues of smartphones (IVS), emergency assistance, ADAS as well as fleet management applications (including insurance telematics).

Road and Consumer solutions dominate all other market segments in terms of cumulative revenues with a combined total of 90% for the forecasting period 2021-2031.

Focusing on the remaining revenues, more than 70% of these will be generated by Agriculture (37%), Road and Automotive (29%), Forestry, Insurance and Finance (26%), and Infrastructure (20%).

In the Road sector, most revenues are generated by devices used for navigation (In-Vehicle Systems (IVS)), whereas Consumer Solutions revenues mainly come from the data revenues of smartphones (IVS), emergency assistance, ADAS as well as fleet management applications (including insurance telematics).
7  SOCIAL MEDIA

A  Twitter

The EU Agency for the Space Programme EUSPA, providing safe & performant EUSpace Services, linking Copernicus, GNSS & GOVSATCOM to EU citizens
Prague & EU Space euspa.europa.eu Joined August 2014

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