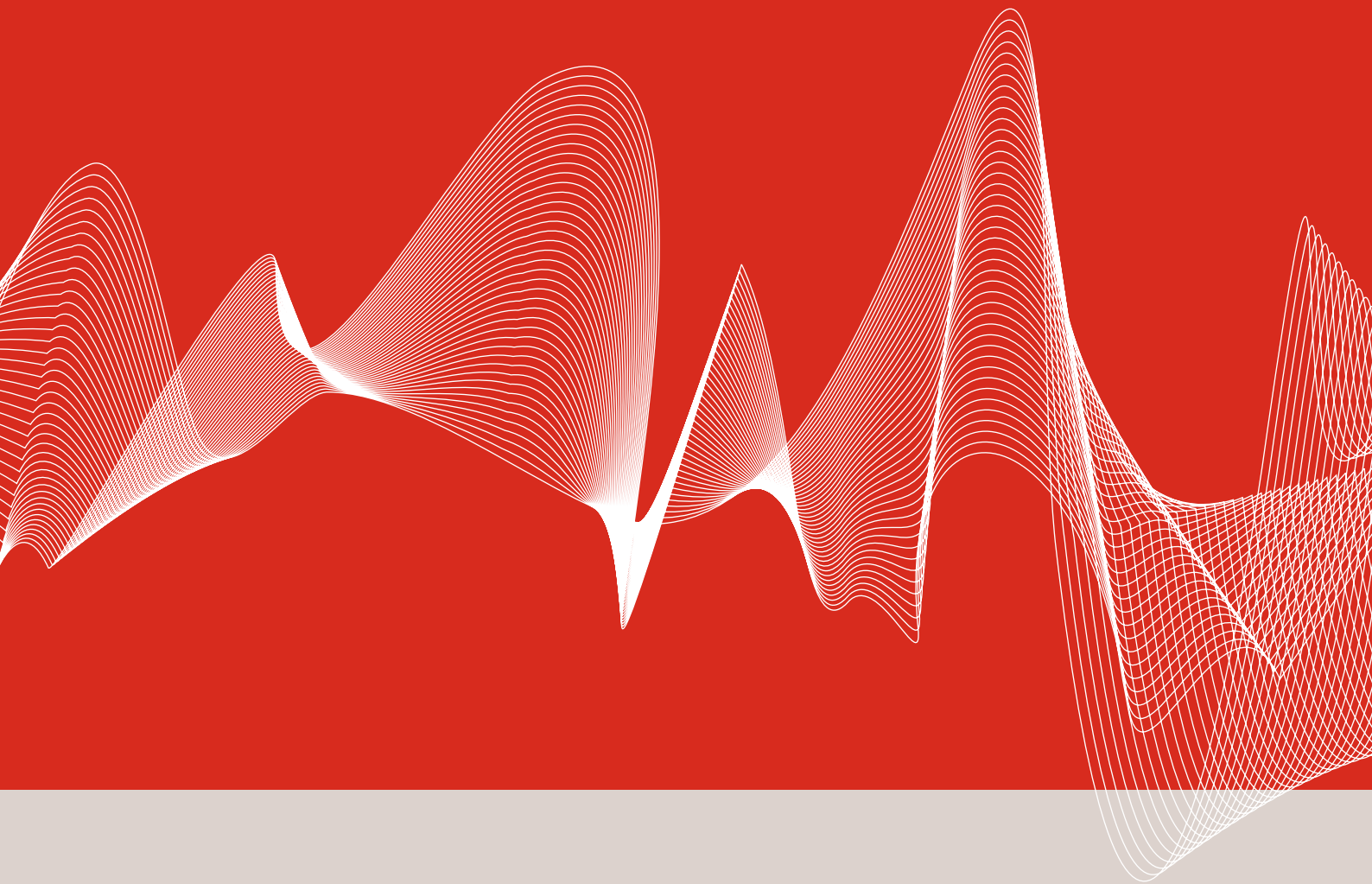


ECC CORPORATE IDENTITY • December 2011

# YOUR GUIDE

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## OUR IDENTITY

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These guidelines have been developed to create a stronger, more cohesive, look and feel for the Electronic Communications Committee, known as the ECC.

The ECC develops common policies and regulations in electronic communications and related applications for Europe, and is a focal point for information on spectrum use. This entails showing organisation and leadership.

Being graphically and stylistically consistent in our communications is an important element of this.

Therefore, please take a little time to browse through these guidelines for specific advice on how to apply the ECC's visual identity to presentations and deliverables to support this new approach.

## OUR LOGOTYPE



25mm

The ECC lettering and the title line work as one logo and must only be used as this guide indicates.

The logo must only be used at 100% colour saturation - tints are not recommended.

Always produce the logo from master artwork – never attempt to redraw or amend it.

Always give the logo space to breathe by following the exclusion zone.

It must only be used in a horizontal format.

It is recommended that the logo should not be used at less than 25mm in width.

## THE LOGOTYPE + colour

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The ECC Logotype should appear in this colour format where possible



If the use of colour is restricted then the logotype should appear black **on** white



If the only option is a dark background a white out logo should be used.



## THE LOGOTYPE Exclusion Zone

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This is the clear area around the logo into which nothing else should encroach. It helps to ensure clarity and improve the impact of the logo.



The clear area around the entire logo is twice the width of the vertical CEPT in the ECC logo.

## THE LOGOTYPE

### Mis-use

The logo has been developed to give the ECC a strong visual identity. Misusing it will only weaken the look of the organisation.



*Never separate the elements*



Electronic Communications Committee

*Never work outside the approved colour palette*



Electronic Communications Committee

*Never alter the position of type*  
*Never alter the scale of the elements*



Electronic Communications Committee

*Never use tints or reverse the colourways*

If a white out logo is used on a full colour background it should be on a clear area and *must* be legible in its entirety.



PLEASE NOTE: Correct logos in a variety of digital formats are available from the ECO website.

# COLOUR PALETTE

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The colour palette has been developed to reflect the values the ECC holds as experts within a modern European communications industry.

## Core colours For general corporate use

Use tints in 10% graduations for a wider range.

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## Secondary colours For more specific use in charts and graphs, highlight panels, subject groupings etc.

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## COLOUR PALETTE

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The colours are not tied to any particular sector and can be used flexibly across all communications.

They are made up out of four colour process. If a pantone number is needed, the closest approximations are shown below. Endeavour to use the process colours in preference to the pantone ones.

### ECC GREY

CMYK 0 / 0 / 0 / 70  
PMS Cool Grey 11  
RGB 109 / 111 / 113  
WEB # 6E6259

### ECC RED

0 / 94 / 100 / 10  
PMS 1795  
RGB 216 / 47 / 32  
WEB # D22630

### CITRUS

10 / 0 / 100 / 11  
PMS 397  
RGB 211 / 208 / 40  
WEB # BFB800

### NAVY

100 / 82 / 0 / 30  
PMS 2757  
RGB 38 / 58 / 107  
WEB # 001E60

### AQUA

52 / 0 / 25 / 0  
PMS 7472  
RGB 116 / 203 / 200  
WEB # 5CB8B2

### COCOA

0 / 27 / 36 / 72  
PMS 411  
RGB 104 / 79 / 64  
WEB # 5E514D



# TYPOGRAPHY

## for design and print

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The core typeface for printed material is Gill Sans, which gives a variety of weights for all levels of use.

For example:

Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

---

Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

---

Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

---

Regular italic

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

---

PLEASE NOTE: it is preferred that body text is always black

# TYPOGRAPHY

## for Desktop Publishing

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The core typeface for internally produced material is Arial, which gives a variety of weights for all levels of use.

For example:

Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

---

Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

---

Italic

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

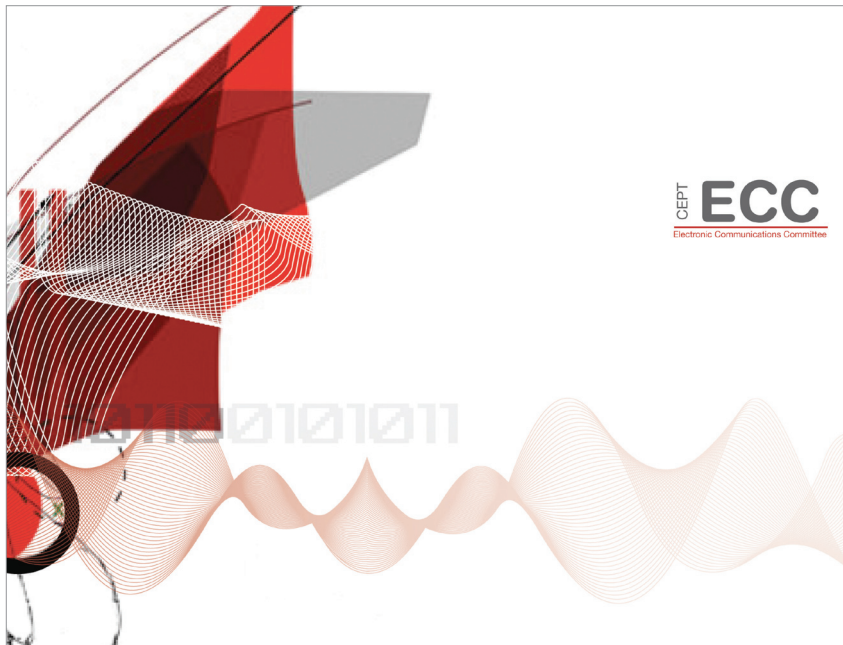
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# APPLICATIONS

## Presentations

Templates for Powerpoint have been developed to ensure cohesive visual presentations throughout the ECC. Please use them whenever possible.

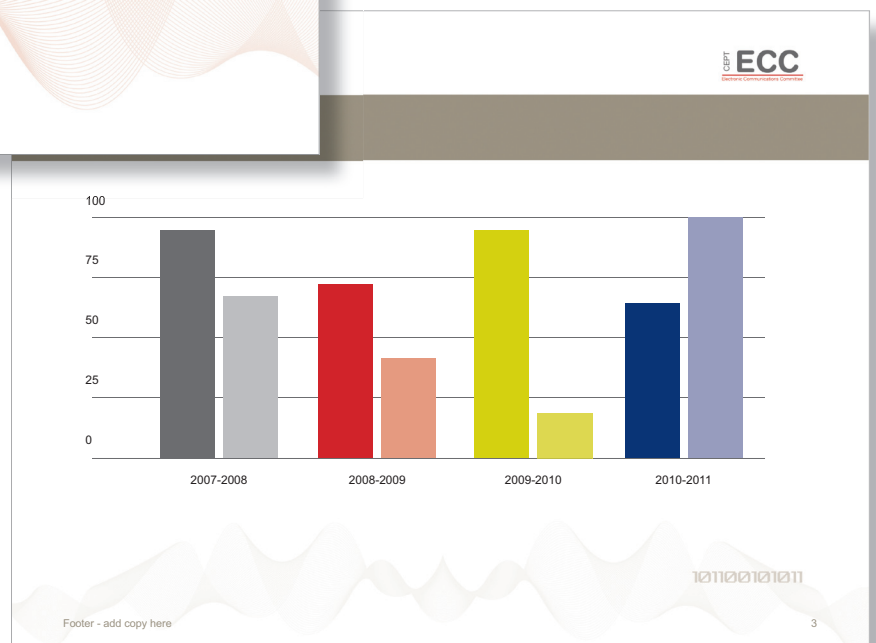
The templates are available from the ECO website.



The recommended standard text size is 22 pt.

For bullet points use 20pt

The smallest recommended size is 18pt.

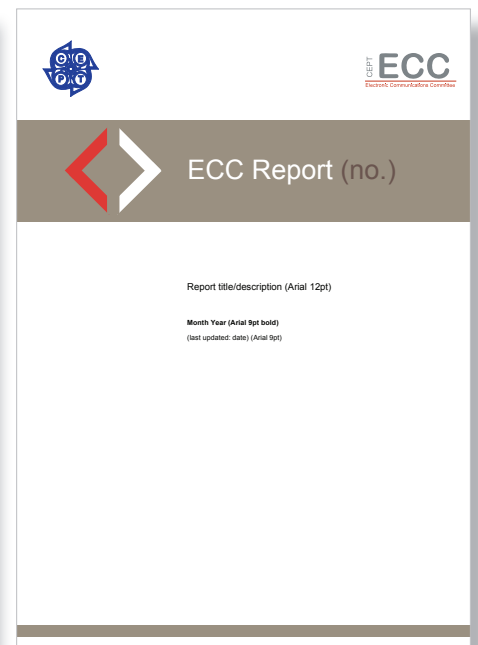
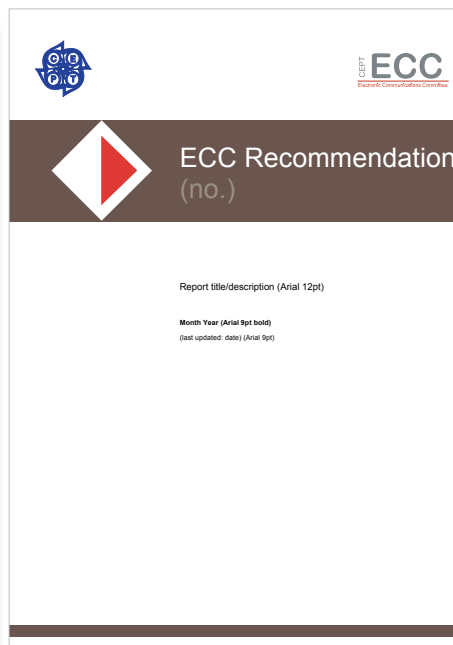
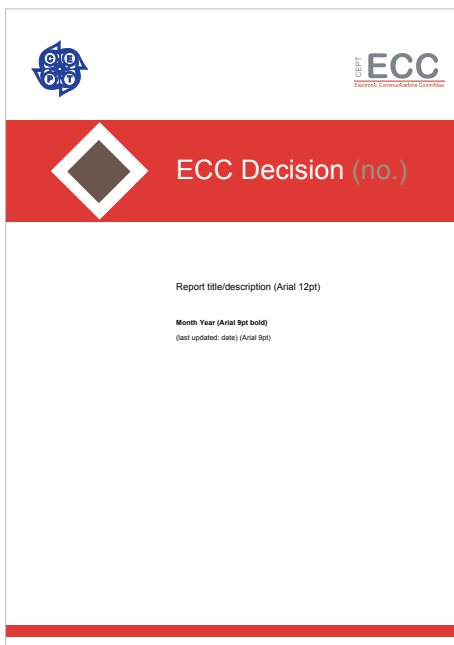


When creating charts please use colours as close as possible to those in the ECC colour palette. There are 6 colours to choose from (see page 8) and further possibilities created by using tints.

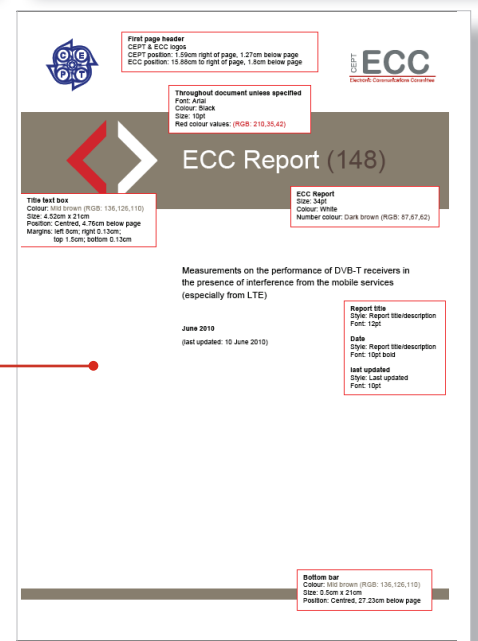
# APPLICATIONS

## Word Documents

Templates for Word documents have been developed to ensure consistent and high presentation standards throughout the ECC. Please use them whenever possible.

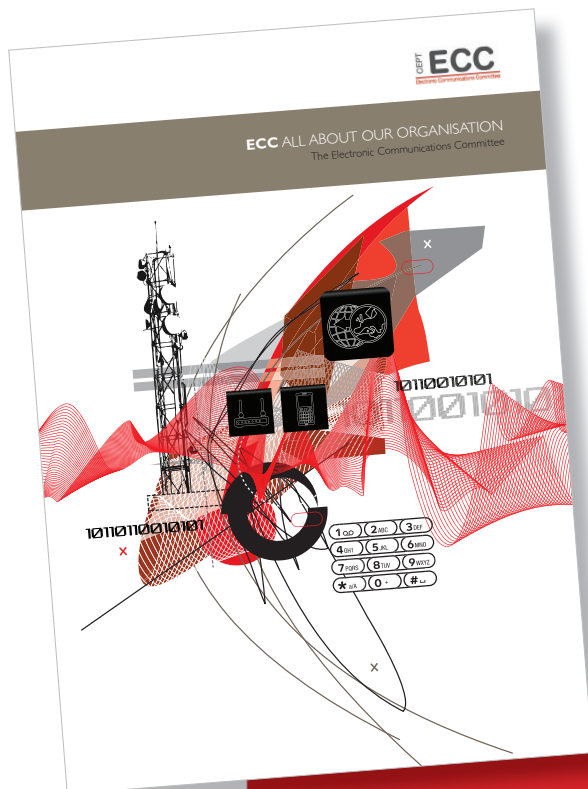


The templates are available from the ECO website together with detailed instructions for a variety of document layouts.



# APPLICATIONS

## Literature



While many of our documents will be presented to stakeholders and the public via the internet, there will still be certain requirements for printed material.

We are aiming to create a look and feel which gives the ECC a sense of industry professionalism and modernity.

### ECC ALL ABOUT OUR ORGANISATION

#### WHO WE ARE

The Electronic Communications Committee (ECC) is one of three business committees of the European Conference of Postal and Telecommunications Administrations (CEPT), an organisation where expert policy makers and regulators from 48 countries across the whole of Europe collaborate to create a stronger and more dynamic market in the electronic communications and postal sectors.

The ECC has extensive expertise in the field of electronic communications. It brings together representatives from CEPT member countries (the Administrations) which provides us with a wealth of experience and technical expertise. Our work is carried out mainly by a set of specialist Working Groups and Project Teams supported by the CEPT's central office, the European Communications Office (ECO).

The ECO Frequency Information System (EFIS; <http://www.efis.dk/>) holds information on spectrum use and licensing conditions in each of the CEPT member states. EFIS enables industry to have a single point for viewing the licensing environment across the European space.

The European Common Allocation online Database (ECA; <http://apps.ero.dk/ECA/>) gives an overall current and projected view of European spectrum use. It includes references to allocations under the ITU Radio Regulations, and references to ECC deliverables and relevant ETSI standards. The ECA Database will merge with the EFIS system in the near future providing an important central resource for information on spectrum use across Europe.

#### WORKING IN PARTNERSHIP

The ECC has a long-established tradition of working collaboratively with a range of partners and sharing best practice and knowledge. We want to broaden these partnerships and engage more effectively with those who have an interest or stake in our work, from academic institutions to small and medium-sized enterprises (SMEs).

Our defining characteristics are expertise and consensus. We understand and respect that our different countries have different local situations, different legacy systems and some diversity in their priorities. But our countries have much more in common. We seek to use the spectrum as efficiently as possible in the interests of our citizens. Especially in a continent with so many countries packed

together and with a long history together, we place a premium on co-operation, knowing that harmonised approaches bring big benefits for all.

#### HOW TO PARTICIPATE

The ECC depends on active external participation to complement our members' own expertise. We believe that working together and sharing our different experiences will lead to better policies and a stronger, more dynamic, marketplace.

**If you would like to find out more about what we do and on the many ways to get involved with our work just follow the link from the front page of our website: [www.cept.org/ecc](http://www.cept.org/ecc). This also provides a portal to our meeting documents, and technical tools such as the radiocommunications compatibility tool 'SEAMCAT'. We also organise workshops for newcomers explaining who is doing what in the ECC and on the best ways to contribute.**

**You can contact the ECO, the permanent office of the ECC, at the following address:**

**ECO**  
Pölsinghus  
Narsensgade 19-3  
1366 Copenhagen  
Denmark  
Telephone: +45 33 89 63 00

**Website:** [www.cept.org/eco](http://www.cept.org/eco)  
**Email:** [eco@eco.cept.org](mailto:eco@eco.cept.org)

## MORE INFORMATION

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If there are any questions with regards to general or more specific usage please do not hesitate to contact the Office.