

The logo for the German Space Agency (GSA) is displayed on a dark grey rectangular background. It features the letters "GSA" in a white, serif typeface. To the right of the text are four curved, orange lines of increasing length, stacked vertically, which represent a stylized signal or orbital path.

Identity components

01. About us

Who we are, the customer we serve and the values we stand for as a brand.

02. Logo

How to use our logo and some guidelines to ensure brand consistency is maintained across all communications collateral.

03. Colour

Our colour palette has been carefully chosen in order to portray our brand personality.

04. Typography

The fonts we have chosen to represent our brand and what we say.

05. Design devices

The supporting identity elements which can be used to inject personality into our brand communications.

06. Imagery

Some guidelines to keep photography, iconography and illustration consistent throughout our brand identity.

01. About us

GSA (the Global mobile Suppliers Association) is a not-for-profit industry organisation representing companies across the worldwide mobile ecosystem.

We actively promote the 3GPP technology road-map:

3G — 4G — 5G

Additionally we are a single source of information for industry reports and market intelligence. Our Members drive the GSA agenda and define the communications and development strategy for the Association.



02. Logo

Primary logo

The full colour version of our logo (pictured to the left) is the primary identity mark of our brand system. It is required that this version be used in branded applications wherever possible.



The logo mark shows GSA sending a signal, representing the mobile industry and the transfer of ideas and knowledge.

The logotype is Garamond, a timeless sixteenth century font that conveys the longevity of GSA's services.

02. Logo

Logo variations

Supporting versions of our logo are shown on this page. These can be used in the instances specified in order to maintain legibility of the logo and to ensure brand consistency across all communication.



Coloured background usage



Photographic background usage



Light background logo usage



With tagline

02. Logo

Logo usage

Grey indicates Clear Space. The grey area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the width of the G. The width is equal to the height.)



Minimum sizes

To ensure our logo is always clear and legible these minimum sizes should always be followed. Always consider the minimum sizes across both digital and print applications.



02. Logo

Logo restrictions

Do not change, alter, modify any part of the logo. These rules apply to all formats of the Logo. Some examples of logo missuse are shown here.

Do not resize or change the position of the logomark. Do not use any other font. Do not use squish or squash the logo. Any resizing must be in proportion. Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines. The logo should always be placed over a plain background, as opposed to a photograph or busy background.



02. Logo

Brand architecture

GSA is a parent brand that offers multiple services to its members and associates. The 4G/5G FWA Forum and GAMBoD database each have their own identifying logos and colour coding systems.

When designing with these services in mind, the official logos and colour coding should be used.

4G/5G FWA Forum uses GSA Mauve.

GAMBoD uses GSA Blue.



03. Colour

Main brand colours

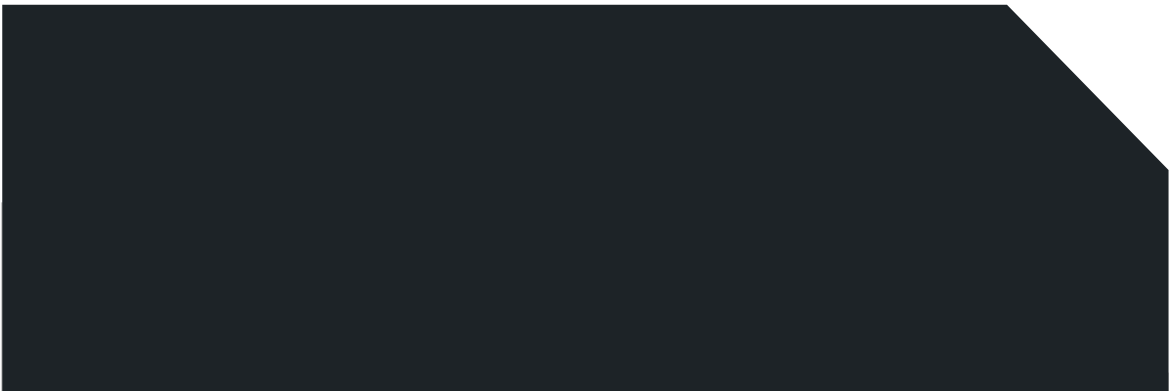
The following palette of colours has been selected for use in all our communications. Our colour palette is sophisticated and forward thinking. Tints of GSA Blue can also be used.

GSA Dark Blue



CMYK	C100 M72 Y26 K11
SCREEN	R2 G71 B122
WEB HTML	#02477A

GSA Black

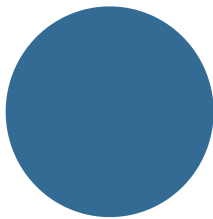


CMYK	C82 M67 Y57 K74
SCREEN	R29 G35 B39
WEB HTML	#1D2327

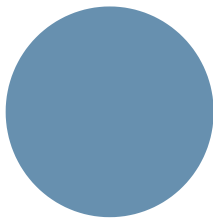
Other relevant colours

These colours are not part of a main colour palette, but are important background features for the overall look of a designed page. Light Grey is used as a background colour to segment sections of a design.

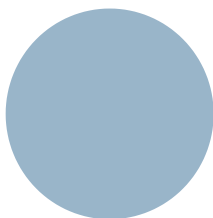
80%



60%



40%



Light Grey



CMYK	C7 M5 Y6 K0
SCREEN	R239 G239 B239
WEB HTML	#EFEFEF

03. Colour

Secondary palette

The following palette of colours has been selected for use in all our communications. Our colour palette is confident and energetic.

Lighter tints of these colours are also allowed, but the logo may only be used with a 100% tint.

GSA Blue



C69 M50 Y0 K0
R96 G122 B193
#607AC1

GSA Purple



C66 M78 Y0 K0
R130 G72 B175
#8248AF

GSA Mauve

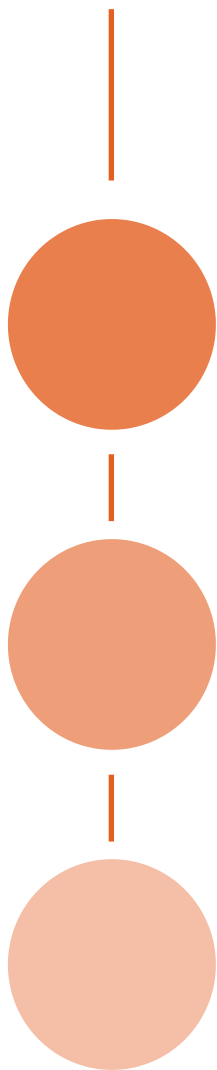
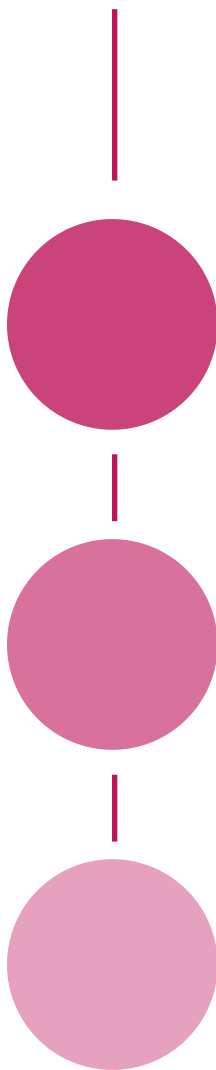
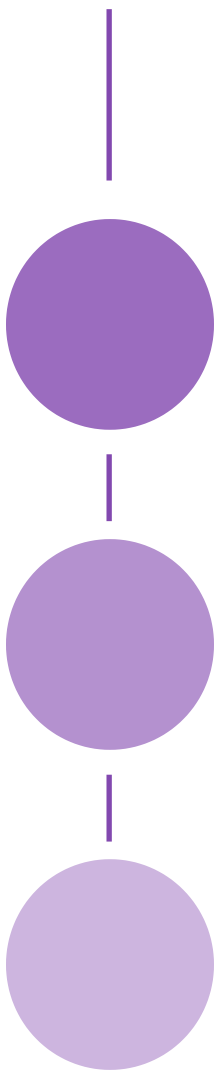
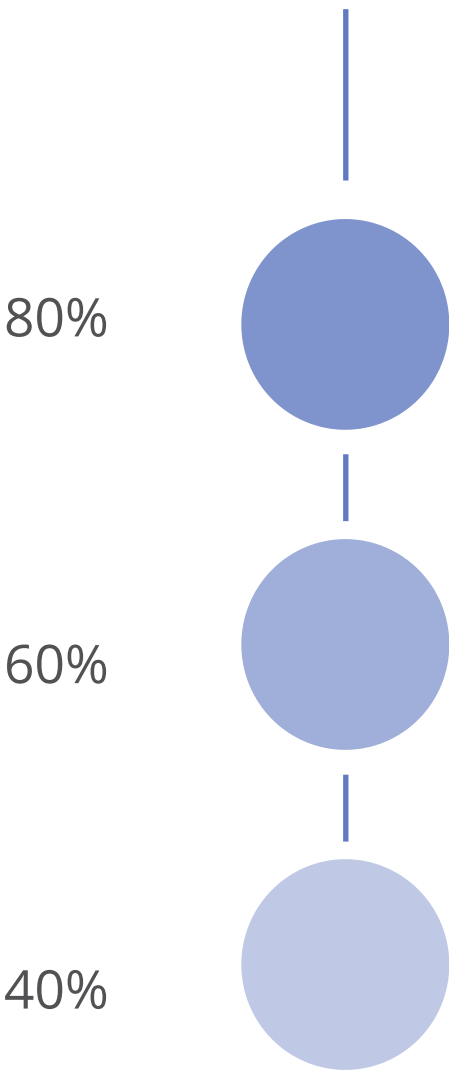


C18 M99 Y37 K8
R190 G21 B90
#BE155A

GSA Orange



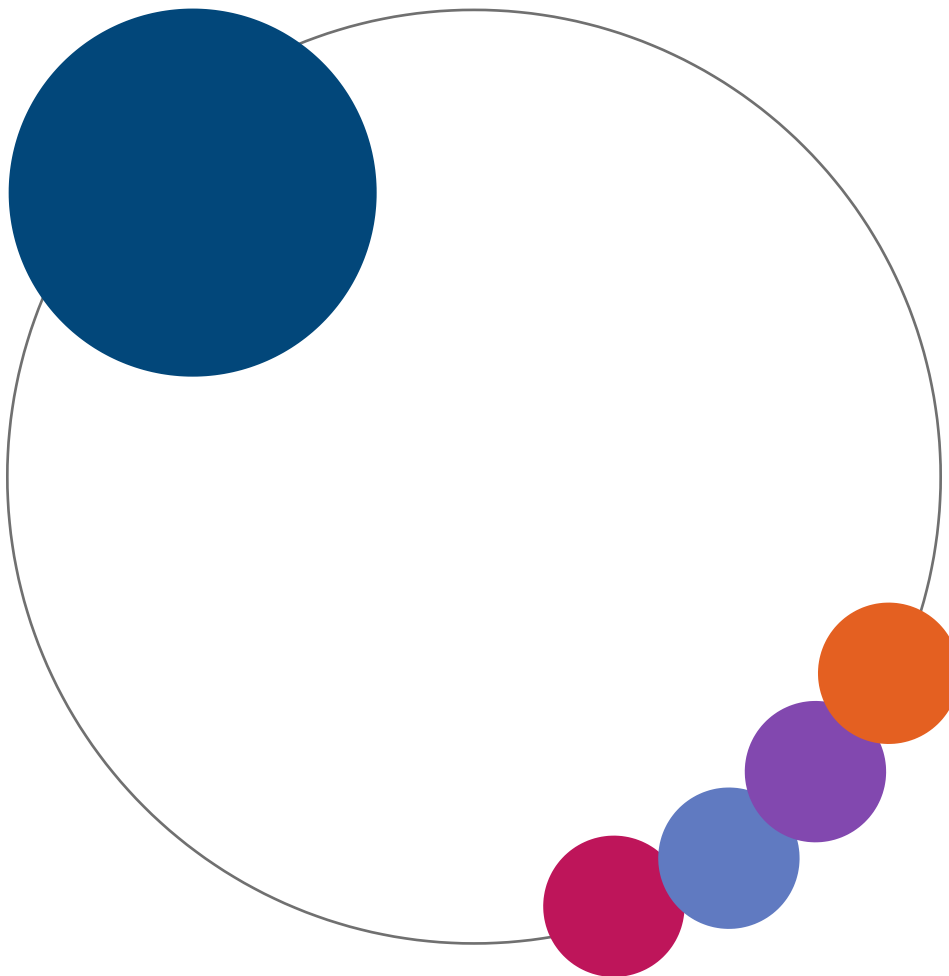
C4 M73 Y94 K0
R228 G96 B33
#E46021



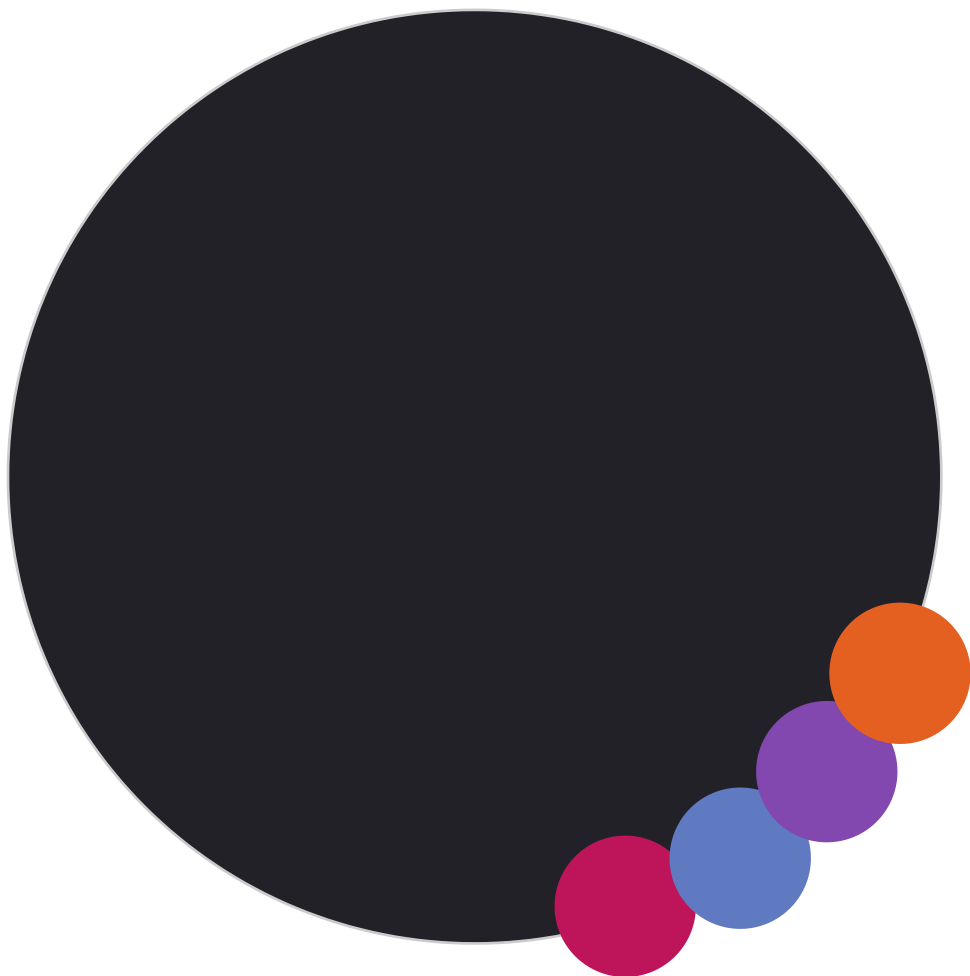
03. Colour

Colour usage

To ensure brand consistency, it is recommended to use our brand colours in the proportions detailed on this page.



White as background, GSA Dark Blue as primary brand colour, any combo of the secondary palette as supporting accent colours to bring attention to key messages



GSA Black as background, any combo of the secondary palette as supporting accent colours to bring attention to key messages

03. Colour

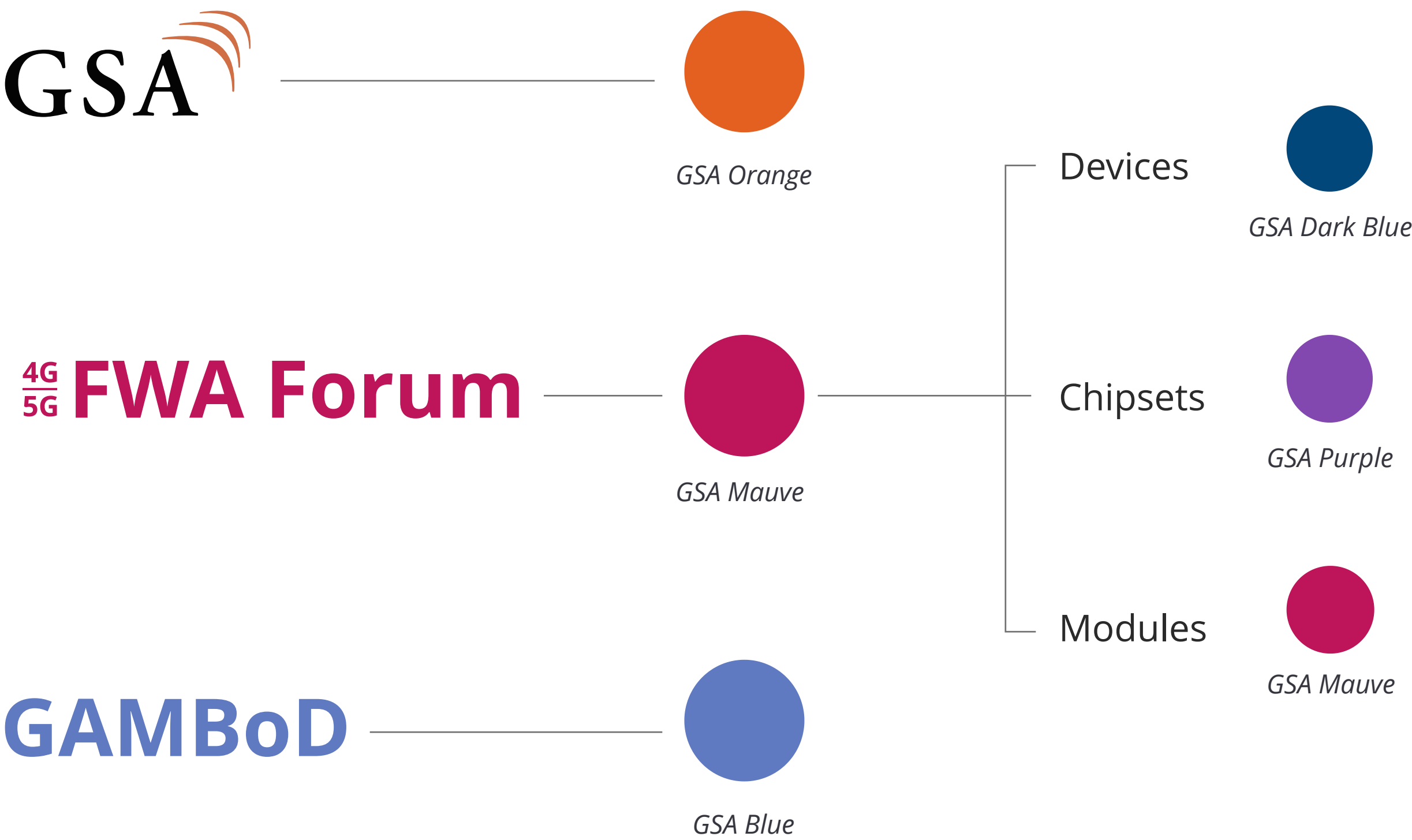
Colour coding

To create strong brand messaging, this colour coding system should be followed when designing for GSA and its services.

GSA is associated with GSA Orange.

4G/5G FWA Forum is associated with GSA Mauve.

GAMBoD is associated with GSA Blue.



04. Typography

Our typeface

On all our professionally produced materials, web or digital, Open Sans should be used exclusively. This typeface is open source and is widely accepted on most major digital platforms.

In instances where system fonts are essential (for example, email communications) or when a fallback system font is required, Calibre should be used.

Open Sans

AaBbCcDd

abcdefghijklmnopqrstuvwxyz123456789!@£\$%^&*()



For use across all text.

Open Sans is open source through Google Fonts.

04. Typography

Hierarchy




Keep typography use consistent to the style guide to the right. Headline proportions should be based on the size of the body text, increasing at the scale of 1.5 for each headline.

Recommended body styles

Digital: 16px
Print: 10 - 12px

Body text should always be LEFT aligned, especially for layouts consisting of long form text. Never hyphenate paragraphs.

Titles should be in title case, and body text should be in sentence case. Never format body text in uppercase as this reduces readability.

Style name	Specs	Usage	Colours
Headline 1	Open Sans Bold	Single headline per page Website h1	
Headline 2	Open Sans Semi Bold	Secondary sub-headings Website h2	
HEADLINE 3	Open Sans Bold, Title Case Character Spacing 200	Supporting headings Website h3	 
Body	Open Sans Regular	Body text	

05. Design Devices

Grid system

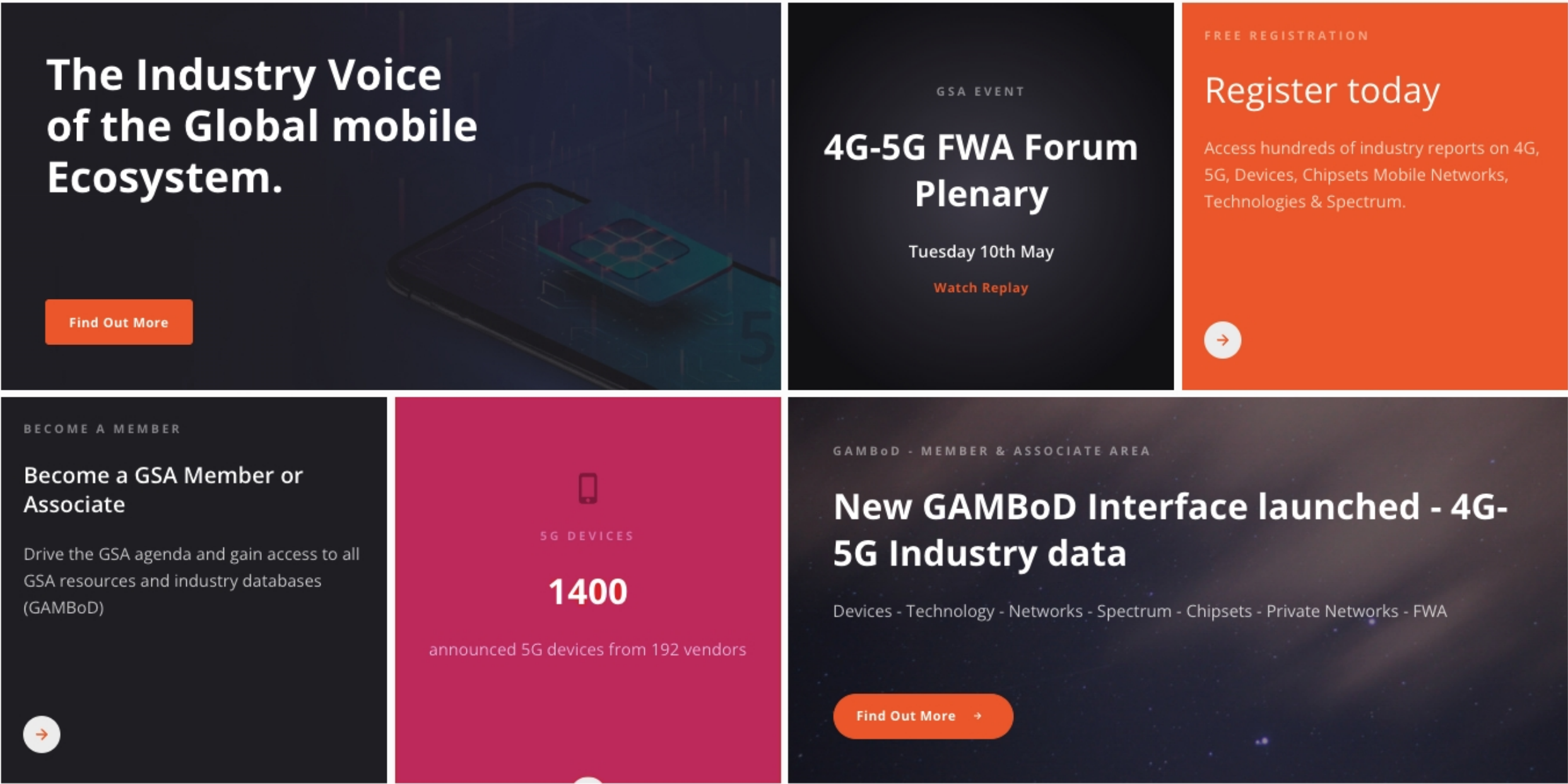
This device is used throughout the website, but can also be used for designed elements such as infographics. Each box conveys a message with text/image, or a call to action.



05. Design Devices

In context

The grid system is seen in context on the GSA website. Two squares equal the same length as one rectangle, to ensure a clean grid.



05. Design Devices

Triangle background

This device is used to elevate a page background, such as in a report or similar PDF project. The size of the triangle should span the entire edge of a page and always bleeds off the side of the page.



05. Design Devices

In context

This device shown in context, in a GSA Member Report front cover.

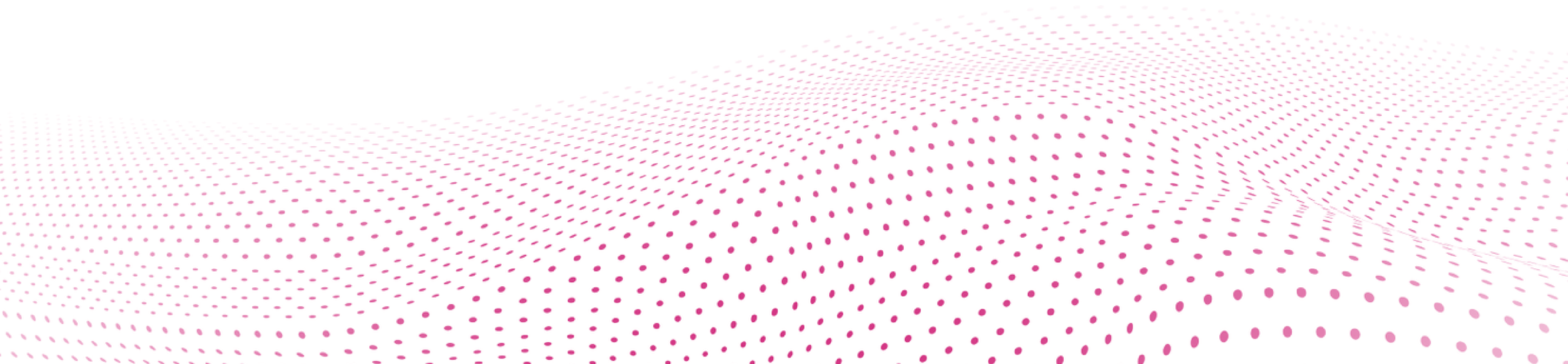


05. Design Devices

Wave of dots

This device works as a page background to elevate a white space and create depth. It is mostly associated with the 4G/5G FWA Forum and can be used when creating designs associated with this sub brand.

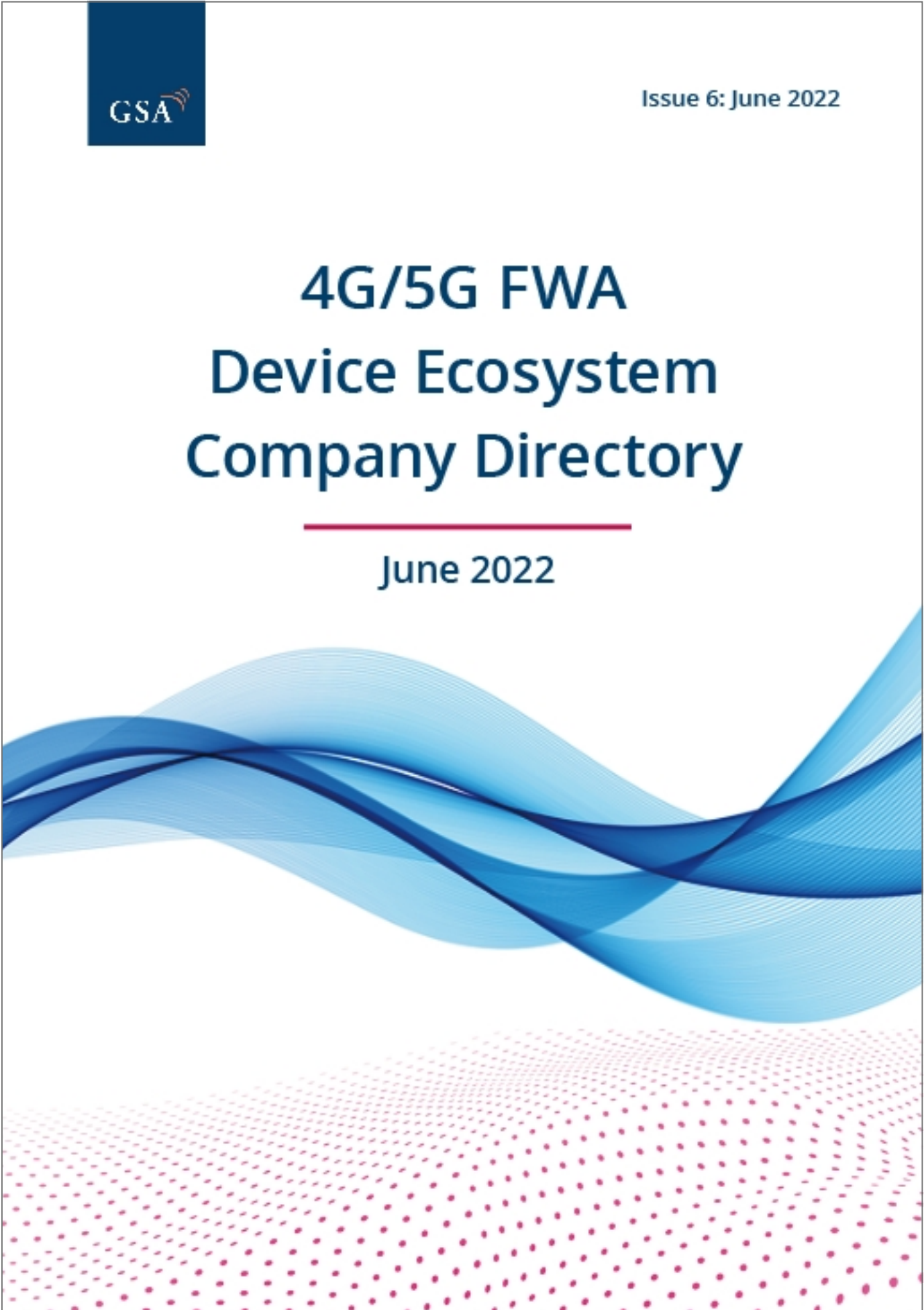
There are two versions of this design to use, one in GSA Mauve and one in a neutral light grey.



05. Design Devices

In context

This device shown in context, on the front page of the Device Ecosystem Company Directory, a product of the 4G/5G FWA Forum.



06. Imagery

Images

Images should be aspirational and/or technology focused. Abstract designs can be used as well as photos that create a sense of awe and inspiration.

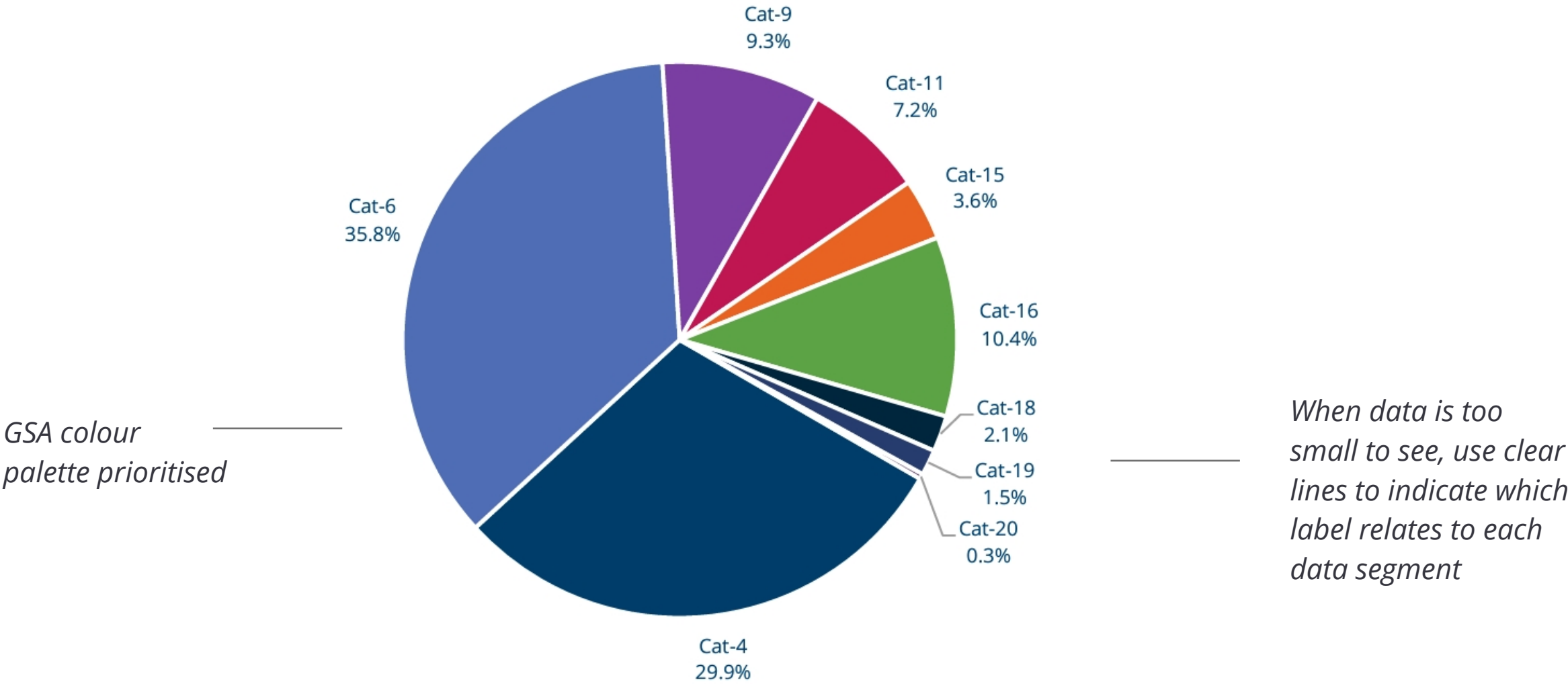


06. Imagery

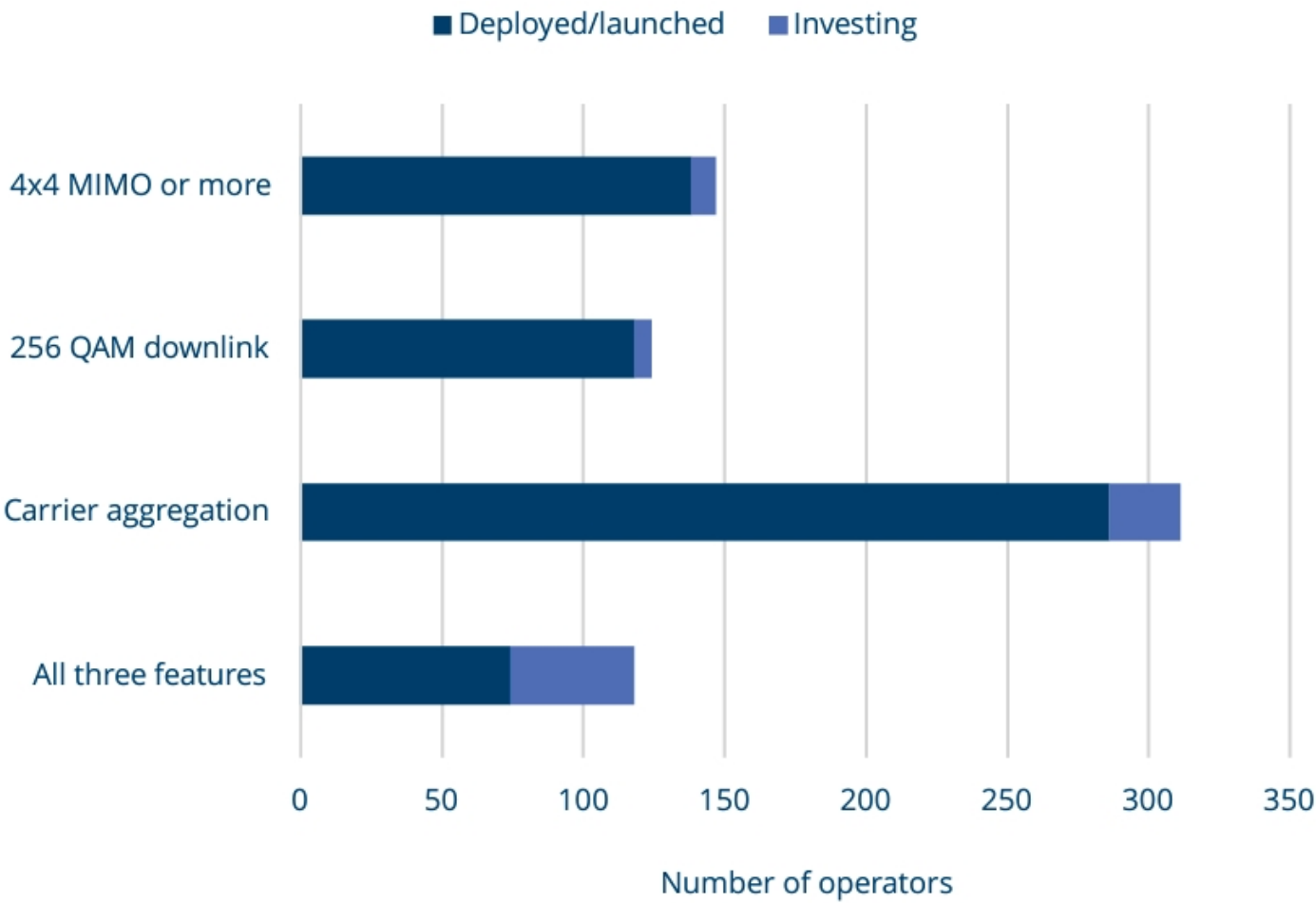
Data visualisation

Data visualisation should prioritise clear, simple design. GSA brand colours should be used where possible. Once the data exceeds the amount of available brand colours, colours of similar vibrancy can be used, ensuring they do not clash with the rest of the palette.

For pie charts especially, labels should be appropriately spaced apart for readability.



Data spaced evenly, with distinct colour coding. Data can be read easily at a glance.



Prepared by **insight.**
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