CEOS

COMMITTEE ON EARTH OBSERVATION SATELLITES
BRANDING GUIDELINES

VERSION: FEBRUARY 2021

These Branding Guidelines aim to strengthen the visibility of CEOS through the use of consistent branding for documents & communications about the international role & contributions of the organization. Common & consistent usage of the CEOS logo and other branding elements will lead to greater alignment and visibility, both in the CEOS community and with external audiences worldwide. It will reinforce the significance & global relevance of the remote sensing contributions by the CEOS community to coordinated, comprehensive and sustained civil space-based Earth observations in support of open science & decision support for societal benefit.

From its inception, CEOS was established to integrate remote sensing data and information, largely created by its CEOS Agencies, & to facilitate the development of remote sensing data products and services using this integrated information.While it is understood that ownership of the composite parts resides with the contributing agencies or institutions, the CEOS organization can, with the consent of its members, use its logo and other branding elements for CEOS activities, products, & services that stem from and are advanced with this data & information.

These Branding Guidelines are also designed to visually and thematically reinforce the CEOS mission: "CEOS ensures international coordination of civil space-based Earth observation programs and promotes exchange of data to optimize societal benefit and inform decision making for securing a prosperous & sustainable future for humankind."

1. THE CEOS LOGO, CEOS TAGLINE, AND CEOS MISSION STATEMENT

1.1 Use of the CEOS Logo

Use of the CEOS logo (shown below) is intended for events (conferences, meetings, symposia), publications, reports, websites, & other on-line material produced as a result of CEOS activities, and/or activities co-sponsored by CEOS. One of the three logos shown below may be used, **depending on function, format, space available and audience familiarity with CEOS.**

vers. 1 - logo

vers. 2 - vertical lockup: logo + wordmark

vers. 3 - horizontal lockup: logo + wordmark

The CEOS Logo without acronym definition approved for broad use in banners and event information such as websites or pamphlets which include a list of other organizations and their logos. This is particularly useful when the audience is familiar with CEOS, and there-fore does not need the organizational name. It is concise, strong and holds up very well in comparison to many other organizational logos. For use where audience familiarity with CEOS is limited or lacking altogether, the logo with accompanying organizational name should be used.

The CEOS logos, referenced above, can be found at the following web links:
Version 1 (no text), Version 2 (text below), Version 3 (text on right).

The CEOS logo has been branded with the specific color palate and fonts provided here:

COLOR - LIME GREEN : RGB = (166, 206, 55) or HEX = a6ce37
FONT : Tahoma, Bold

1.2 USE OF THE CEOS TAGLINE

A tagline can also reinforce participation in CEOS. We strongly encourage use of the tagline as another means to show connections to CEOS. The following CEOS tagline is the **only** approved version as of the time of this publication:

Viewing Earth Serving Society

This tagline can be used on web pages, relevant reports, and publications to communicate concisely that the primary aim of CEOS as an international forum is to coordinate the use of satellite Earth observations in service to society.

1.3 USE OF THE CEOS MISSION STATEMENT

The CEOS Mission can be published to any/all CEOS communication materials/ publications. The following CEOS Mission is the only approved version as of the time of this publication:

CEOS ensures international coordination of civil space-based Earth observation programs and promotes exchange of data to optimize societal benefit and inform decision making for securing a prosperous and sustainable future for humankind.

1.4 USE OF THE CEOS WEBSITE LINK TO ELEVATE BRAND IDENTITY

The CEOS website (www.ceos.org) is designed with a CEOS motif and standard background text that clearly communicate the CEOS Mission Statement and provide valuable background on the organization and its activities. The website, which is maintained and updated by the CEOS Systems Engineering Office (SEO), displays all CEOS member organizations in the two membership categories explained in the CEOS Terms of Reference: CEOS Members and CEOS Associates.

We strongly recommend that presentations for audiences outside of the CEOS organization (e.g., stakeholder forums, ministries, public, etc.) include the link to the CEOS website (www.ceos.org). The website link is a key element of the brand identity of CEOS. It serves to elevate worldwide recognition of the role and contributions of CEOS, and more importantly, the website link is the doorway to greater use of data, tools, and other resources that are backed by the expertise of the CEOS Agencies that make them possible. The recommendation is to include the link to the CEOS website in presentations as a best practice standard to inform, consistently and dynamically, the remote sensing community, decision makers, policy makers, data users and producers worldwide of the specialized and cross-cutting activities, data products and tools that CEOS delivers.

2. LEVERAGING THE CEOS BRAND BY CEOS WORKING GROUPS, VIRTUAL CONSTELLATIONS, AD HOC TEAMS, AND OTHER CEOS ACTIVITIES

2.1 Further Guidance for CEOS Working Groups, Virtual Constellations, Ad Hoc Teams, & other CEOS Activities

CEOS Working Groups, Virtual Constellations, Ad Hoc Teams, and/or other CEOS Activities are asked to follow these CEOS branding guidelines for use of the CEOS logo, mission statement, and tagline as specified above. If a CEOS group or activity desires to create a logo that incorporates elements of the CEOS brand (e.g. logo, acronym), following applies: 1) the idea should be discussed with the CEOS SIT Chair; and 2) the proposed logo shall be reviewed and endorsed by the CEOS Secretariat prior to use. No external group or activity shall incorporate elements of the CEOS brand (e.g. logo, acronym) without approval from the CEOS organization.

2.2 Branding Templates for CEOS Working Groups, Virtual Constellations, Ad Hoc Teams, and other CEOS Activities

For publications, brochures, reports, and similar other materials, the CEOS logo should appear on the front cover of the publication, preferably on the top left. This recommendation applies to materials such as PowerPoint presentations, posters, and banners.

On web pages, the CEOS logo should appear in the top left of the home page banner, with other CEOS-affiliated logos appearing on the top right. The CEOS logo in the banner should be a hyperlink to the CEOS website homepage (www.ceos.org), and other CEOS-affiliated logos should be hyperlinked to their respective websites or pages of the CEOS website. Hyperlinks to the relevant CEOS webpage are also recommended when mentioning or referencing information about any CEOS group, activity, event, or meeting.

3. SUMMARY

This document provided branding guidelines to strengthen the visibility of CEOS through the use of consistent branding for documents and communications about the international role and contributions of the organization. It specifically addressed:

1. Use of the CEOS Logo, Tagline, Mission Statement, and Website Link; and
2. Leveraging the CEOS Brand in, and by, CEOS Working Groups, Virtual Constellations, Ad Hoc Teams, and other CEOS Activities.

These branding guidelines (as well as and other resources on the CEOS logo, templates, and up-to-date standard texts for use in presentations) are stored for easy access in the CEOS Document Management System Communications directory using the following link: https://www.ceos.org/documents/. A login credential can be obtained by contacting the CEOS Systems Engineering Office via the online form on the "Contact Us" page of the CEOS website.

CEOS Agencies and partnering organizations are asked to follow these guidelines, and to contact the CEOS Systems Engineering Office if there are questions. Presenters and speakers are encouraged to use all of the branding resources available at this link: https://www.ceos.org/documents/. CEOS Agencies, technical groups, and individuals contributing to activities in the CEOS Work Plan are uniquely positioned to promote and magnify the implementation of these branding guidelines.