ABOUT SESAR JOINT UNDERTAKING

SESAR is the technological pillar of the EU’s Single European Sky policy and a key enabler of the European Commission’s Sustainable and Smart Mobility Strategy. SESAR defines, develops and deploys technologies to transform air traffic management in Europe.

The SESAR 3 Joint Undertaking (SESAR 3 JU) is an institutionalised European partnership between private and public sector partners set up to accelerate through research and innovation the delivery of the Digital European Sky. To do so, it is harnessing developing and accelerating the take-up of the most cutting-edge technological solutions to manage conventional aircraft, drones, air taxis and vehicles flying at higher altitudes.

With the Digital European Sky comes the promise of making Europe’s airspace the most efficient and environmentally-friendly sky to fly in the world.

ABOUT THIS CHARTER

The visual identity reflects the aspirations of the SESAR 3 JU partnership, in terms of digitalisation and sustainability. This charter explains how the key elements of the SESAR 3 JU visual identity such as logo, typography, colours etc, should be used for both external and internal communications. The aim of this charter is threefold:

1) Build brand recognition and thereby brand value;
2) Improve the efficiency of both internal and external communications;
3) Produce a professional and consistent visual identity across all media.
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FULL COLOUR LOGO

The SESAR logo should be used when presenting all phases of the SESAR life cycle (i.e. definition, development and deployment).

The SESAR logo with the strapline “Joint Undertaking” should be used for all communications relating to the activities of the SESAR 3 Joint Undertaking and its Digital European Sky research and innovation programme.

The position, size and colour of the logo, as well as the rules for clear space are predetermined and should not be changed.

Do not attempt to redraw the logo and always use the latest approved digital files.

www.sesarju.eu/logo
The logo is comprised of wordmark, strapline and symbol.

The position of the symbol relative to the wordmark must remain the same.

The distance of the strapline relative to the wordmark must also remain the same.
MONOCHROMATIC LOGO

The monochromatic logo should be used in combination with a solid colour background or a photo background with a dark overlay.

The black version can also be coloured as DEEP BLUE, for instance on a brochure cover or wherever this is graphically suitable.

Do not attempt to redraw the logo and always use the latest approved digital files.

www.sesar.eu/logo
CLEAR SPACE

Clear space refers to a distance of X, as a unit of measurement. The space surrounding each side of the logo is equal to a perfect square of X height and width. A minimum clear space has been established to ensure the prominence and clarity of the logo. It is essential that this space remains free of all graphics and typography.

MINIMUM SIZE

To ensure legibility, the logo with tagline should be reproduced no smaller than 25 mm wide.
**LOGO – NO STRAPLINE / CLEAR SPACE AND MINIMUM SIZE**

**CLEAR SPACE**

Clear space refers to a distance of X, as a unit of measurement. The space surrounding each side of the logo is equal to a perfect square of X height and width. A minimum clear space has been established to ensure the prominence and clarity of the logo. It is essential that this space remains free of all graphics and typography.

**MINIMUM SIZE**

To ensure legibility, the logo without tagline should be reproduced no smaller than 15 mm wide.
LOGO – INCORRECT USAGE

- Do not distort, stretch or skew
- Do not rotate the logo
- Always use the star
- Do not resize or move elements
- Respect the clearspace and distance
- Do not change the gradient
- Do not change the colours
LOGO – USAGE / CO-BRANDING / MEMBERS

Members (Founding or Associated) of the SESAR 3 JU are required to use this logo in communications material they develop to present their participation in the partnership (e.g. dedicated webpages, trade stands, banners, posters, etc).

Project partners (non-members) are required to use this logo in communications material they develop to present their participation in the partnership (e.g dedicated webpages, trade stands, banners, posters, etc).

Projects are required to use this logo in all communications material promoting their project activities, in addition to the EU emblem. See the following pages for more details on project branding.

This logo should be applied to any prototypes, technical kit, screens, planes involved in SESAR 3 JU projects in addition to the EU emblem. It can also be used when promoting the implementation of specific solutions.

www.sesarju.eu/logo
SESAR 3 JU projects should make use of the following logo branding for their project. The colour scheme proposed denotes the strand of research to which the project belongs within the SESAR 3 JU innovation pipeline.

Project branding should be accompanied by the SESAR 3 JU logo, the EU emblem and disclaimers as per the grant agreement.

www.sesarju.eu/logo
Project (beneficiary) communication activities (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), must acknowledge EU support and display the European flag (emblem) in addition to the SESAR 3 JU logo.

For projects funded under Horizon Europe, the following funding statement may be used: “The SESAR 3 Joint Undertaking is supported by the European Union’s Horizon Europe and innovation programme”
The SESAR JU logo can be complemented with logos denoting specific initiatives or programmes of the partnership.

**Digital European Sky** is the research and innovation programme of the SESAR 3 JU.

**U-space** refers to the drone research and innovation activities of the SESAR 3 JU.

**SESAR Digital Academy** is the knowledge and learning platform of the SESAR 3 JU.
LOGO – BRANDED SESAR 3 JU INITIATIVES / EXAMPLES

- **U-space**
  - Delivering drone solutions for smart and sustainable air mobility
  - U-space research and innovation portfolio

- **Digitalised Europe’s aviation infrastructure**
  - Virtualisation of ATM
  - Remote tower operations:
    - 16 September
    - 10:30 - 12:00
  - Virtual centres:
    - 20 September
    - 10:30 - 12:00

[www.sesarju.eu/logo](http://www.sesarju.eu/logo)
The member logos are positioned using a grid which is defined by the size of the SESAR 3 JU logo. The logos are placed in the centre of each rectangle. The European logo must always be placed right and EUROPEAN PARTNERSHIP is placed to the left.
GRAPHICAL ELEMENTS
The SWOOSH appears on most communication materials, notably letterheads, reports and events materials. This is a single line which is a reflection of the swoosh used in the logo. It can be used as a colour: LIGHT or DEEP BLUE – or in the case of dark background, in white. Note that the position of the swoosh can vary according to the application.
The STAR is part of the logo but can, on occasions, be used on its own if space is an issue or to act as a recall of the SESAR 3 JU brand. Examples of where this is used are the business card and PPT presentation – inside pages.
COLOURS – PALETTE

These colours and gradients are to be used for all internal and external forms of communication. Please keep to the values provided.

SESAR COLOURS

**DEEP BLUE**
C 100% / M 85% / Y 5% / K 30%
R 0 / G 48 / B 111
#00306F

**LIGHT BLUE**
C 100% / M 0% / Y 5% / K 0%
R 0 / G 157 / B 217
#009DD9

**GRASS GREEN**
C 60% / M 0% / Y 100% / K 0%
R 122 / G 181 / B 29
#7AB51D

**DARK GREEN**
C 80% / M 10% / Y 100% / K 0%
R 25 / G 156 / B 105
#199C69

GRADIENTS

FROM LIGHT BLUE TO DEEP BLUE

FROM GRASS GREEN TO LIGHT BLUE
TYPOGRAPHY
The **Titillium** typeface must be used for all forms of professionally created communications material such as reports, websites, social media banners and event items. This font is open source and can be downloaded.

### Main Title
**Titillium light**

### Subtitles
**Titillium Bold**


**Body text** Titillium Regular

[www.sesarju.eu/logo](http://www.sesarju.eu/logo)
**CALIBRI** is the Office system font. This font is to be used for all Microsoft Office-based communication such as letters, Internal reports, PPT presentations, Excel sheets and Outlook.

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**Main Title**  
Calibri light

**Subtitles**  
Calibri Bold


**Body text** Calibri Regular
The imagery used for SESAR 3 JU should be qualitative, modern and carefully chosen to reflect the values mentioned at the beginning of this charter. Always make sure that the titles and logos are easily readable.
ICONOGRAPHY
ICONOGRAPHY – STYLE AND SELECTION

SESAR 3 JU communications material makes use of iconography to provide a unified visual language and to make the navigation of content more accessible. The SESAR 3 JU has developed icons for its flagship projects (see opposite) and the key performance areas covered by the Digital European Sky programme.

- Connected and automated ATM
- Air-ground integration and autonomy
- Capacity-on-demand and dynamic airspace
- U-space and urban air mobility
- Virtualisation and cyber-secure data sharing
- Multimodality and passenger experience
- Aviation green deal
- Artificial Intelligence for aviation
- Civil/military interoperability and coordination

www.sesarju.eu/logo
APPLICATIONS
The logo and footer with all elements i.e. swoosh, EU flag and EUROPEAN PARTNERSHIP text, must not change. The text layout is flexible within limits. We show the recommended dimensions, font size and left justification. Text should never be placed lower than the FOOTER margin shown here.

www.sesarju.eu/logo
APPLICATIONS – BUSINESS CARD

Size: 85mm x 55mm

Recto

Verso

www.sesarju.eu/logo
APPLICATIONS – PRESENTATION / TITLE SLIDE

Size 16/9 – Either of the four main SESAR colours or gradients can used for the title page of your presentation.

www.sesarju.eu/logo
• Luptas quam id quis nonsequ ossitis sa conseque illoris estrum dest experci magnissin con nihil inciiscide de nonserrum erum

• Uptat fugiassit autem qui dolore, ut fugit qui volo quunt ex

• Qui doloreptat fugiassit autem, ut fugit qui volo quunt ex

• Excerae cuptae. Ut et pore aborita ectiurese comnis quam, aut eatur, num volendebis si nonsequossum estrum et ulla nos dolupta tiaspid

• Magnati quam sam volorum re alicue volum sit, qui tempor re, sunt id
• Luptas quam id quis nonsequ ossitis sa conseque illoris estrum dest experci magnissin con nihil inciiside de

• Luptas quam id quis nonsequ ossitis sa

• Uptat fugiassit autem qui dolore, ut fugit qui volo quunt ex
APPLICATIONS – REPORT COVER

The SESAR 3 JU logo, swoosh, EU logo and EUROPEAN PARTNERSHIP text must be positioned as shown. Note that the logo can be placed top left or top right depending on the photo or background being used.

The title can be placed anywhere within the title area found between the two lines defined here.

If the photo is dark, a white version of the logo can be used.

Size: A4 (297mm x 210mm)

www.sesarju.eu/logo
This SRIA brings together a unique set of partners working together to deliver outputs and performance improvements in an integrated manner. The future partnership will deliver the expected performance benefits in the key performance areas through the R&D and Digital Sky demonstrator developments identified in Chapter 3. Where needed, this SRIA enhances the Master Plan performance framework with additional performance indicators. The first part of this chapter looks at the consolidated key performance areas, while the second part derives the economic benefits.

### 4.2 ECONOMIC IMPACT

This chapter provides an assessment of the economic impact of the SRIA. The analysis focuses on the time period reflected in the holistic business view of the European ATM Master Plan. Whereas the present SRIA extends to 2027, the vast majority of benefits of a Digital European Sky materialises after 2027, as SESAR Solutions are gradually rolled out and implemented.

#### 4.2.1 What are the positive impacts for European citizens and the economy?

In alignment with the European ATM Master Plan [1] and its companion document [2], three types of impact have been quantified for the SESAR programme. The values are calculated by combining ATM and U-space values to show the total expected value.

- **Direct impact on the aviation value chain:** This includes the total gross domestic product (GDP) created by SESAR along the direct ATM value chain. Indirect impact on suppliers of the aviation value chain. This accounts for the increase in economic activity of suppliers of the direct ATM value chain considered above.
- **Indirect benefits on passengers and other impact on society:** This is the monetisation of the impact on passengers and society driven by SESAR. These are typically the value of the additional flights enabled and time savings because of minimised delays and shorter flights. Another relevant area here is the environmental benefit of SESAR in terms of climate change with lower air pollution by virtue of the improved efficiency of the system.
- **Loss of € 297 bn:** The proposed partnership is key to the successful implementation of the SESAR vision in the long term. Particularly for the SRIA time horizon, we consider the Digital/Sustainable Sky instrumental for three economic objectives that have been quantified:
  - Ensuring the full market potential of the U-space is achieved within the necessary timeline and in a truly integrated ATM environment.
  - Increasing the market uptake for a critical mass.

#### 4.2.1.1 What benefits can this SRIA bring about?

Aviation enabled by ATM is a major contributor to Europe’s economy. In terms of both business and leisure travel and cargo operations, aviation is a major driver of interregional and international travel and cargo operations.
For reasons of clarity, there is no swoosh on the social media banners. This is because there are already many graphical elements placed into a small area. In general, social media banners should be kept as simple and as impactful as possible. The logo can be placed either left or right. Always use the SESAR 3 JU logo, EU logo and EUROPEAN PARTNERSHIP text as shown.

Without partner logos, the photo can go full bleed

With partner logos

www.sesarju.eu/logo
The dimensions of the shown here are for a standard size pull up: 850mm x 2200mm. The title can be placed anywhere within the area shown. Always make sure that the title and logos are easily readable.
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The SESAR 3 Joint Undertaking is an institutionalised European partnership between private and public sector partners set up to accelerate through research and innovation the delivery of the Digital European Sky. To do so, it harnesses the most cutting-edge technological solutions for the seamless management of conventional aircraft, drones, air taxis and vehicles flying at higher altitudes.

With the Digital European Sky, air traffic management will be smarter, safer and more resilient, and Europe’s airspace will become the most efficient and environmentally friendly sky to fly in the world.

www.sesarju.eu