



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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LOGO

LOGO – COLOUR VERSION

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.



LOGO – ELEMENTS

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.



LOGO – BLACK AND WHITE VERSIONS

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.



sesar



sesar
JOINT UNDERTAKING



LOGO – WITH 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 with tagline should be reproduced no smaller than 25 mm wide.



Minimum size
with strapline

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.



LOGO – USAGE / CO-BRANDING / PROJECTS

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.

CORUS



EXPLORATORY
RESEARCH

DEEP BLUE

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

ERICA



INDUSTRIAL
RESEARCH

LIGHT BLUE

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

ADCENSIO



DIGITAL SKY
DEMONSTRATORS

GREEN GRASS

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

FAST TRACK



FAST TRACK

DARK GREEN

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

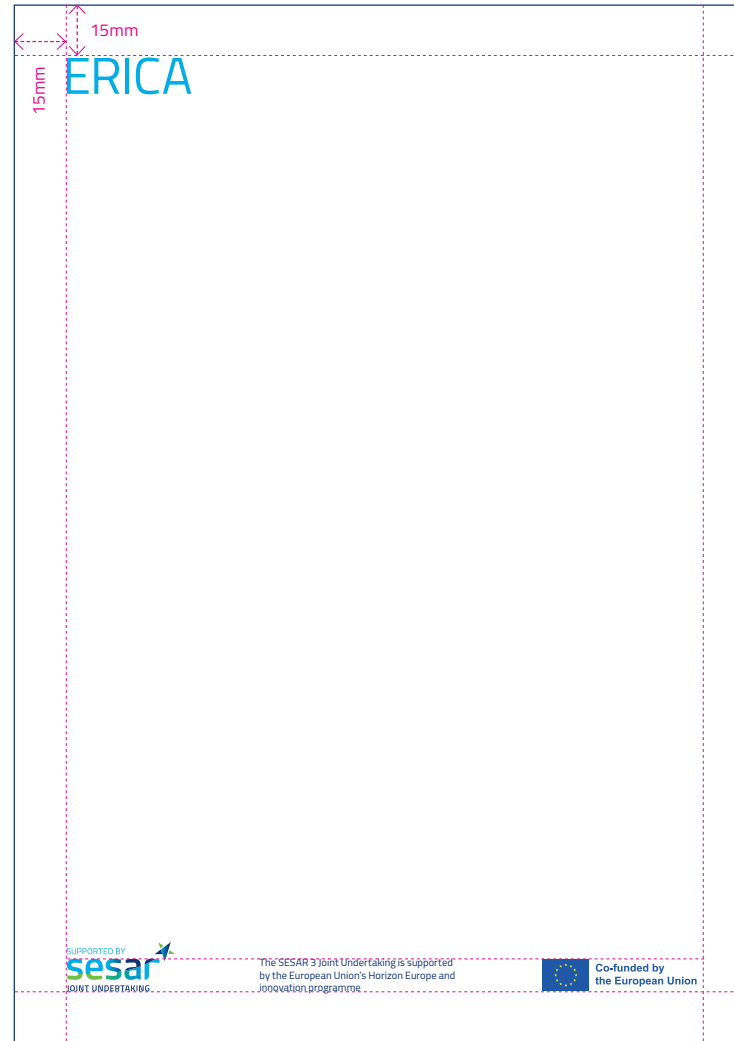
www.sesarju.eu/logo

LOGO – USAGE / CO-BRANDING / PROJECTS / EXAMPLE

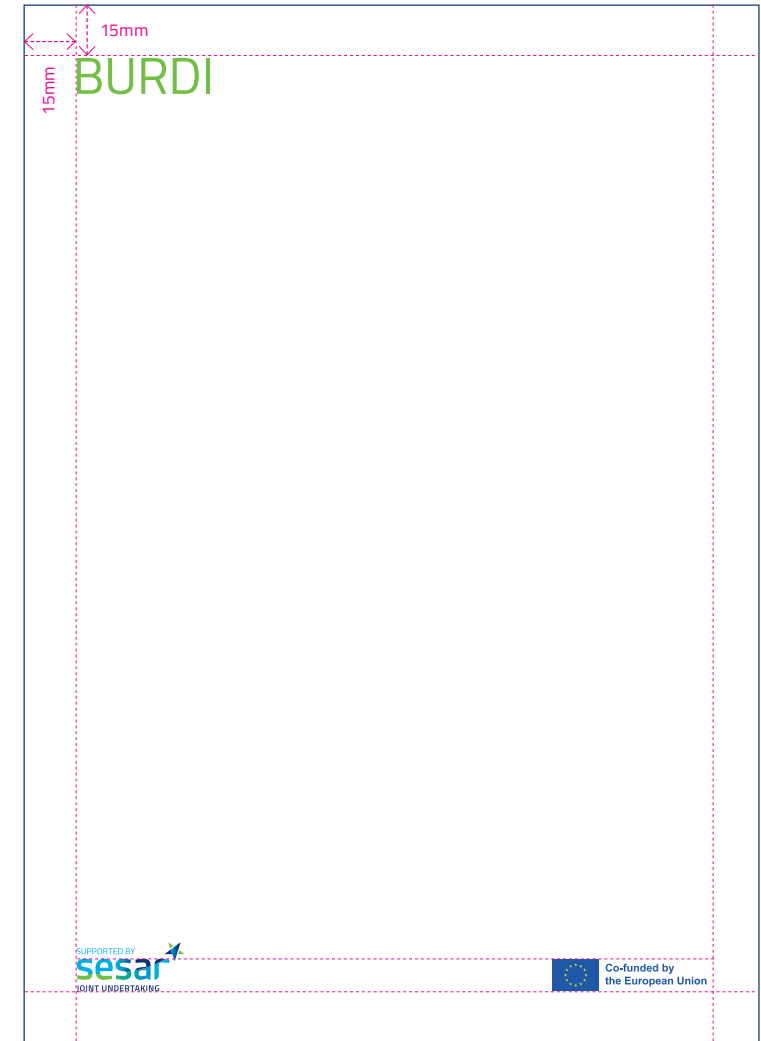
Project (beneficiary) communication activities (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), must acknowledge EU support and display the European flag (emblem) 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”

Horizon Europe funded project



CEF funded project



www.sesarju.eu/logo

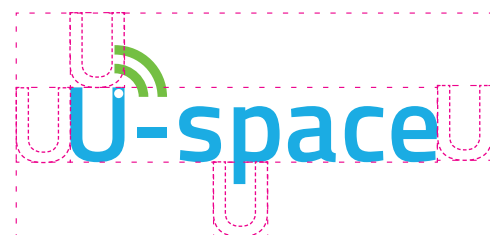
LOGO – BRANDED SESAR 3 JU INITIATIVES

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.



www.sesarju.eu/logo

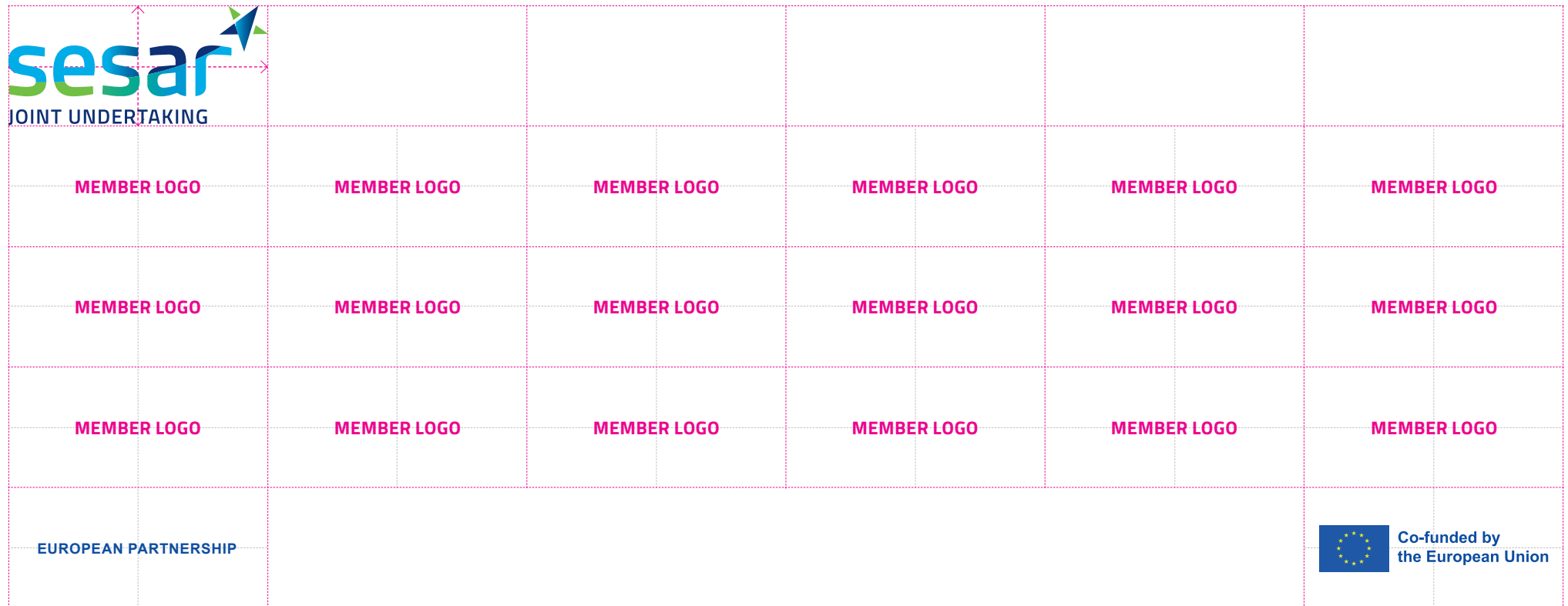
LOGO – BRANDED SESAR 3 JU INITIATIVES / EXAMPLES



www.sesarju.eu/logo

LOGO – USAGE / CO-BRANDING / MEMBERS

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.

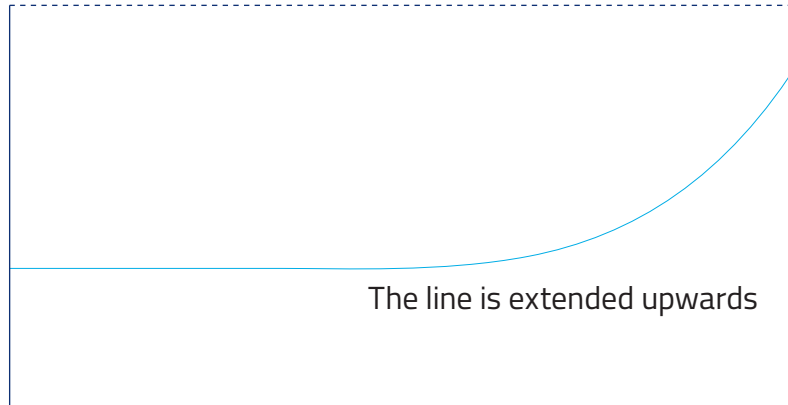
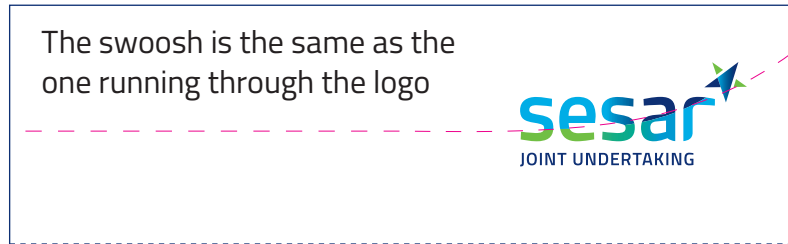


GRAPHICAL ELEMENTS

The image features a blue gradient background that transitions from a lighter blue on the left to a darker blue on the right. A thin white curved line is positioned near the bottom, starting from the left edge and curving upwards towards the right. The text 'GRAPHICAL ELEMENTS' is centered in the upper half of the image in a bold, white, sans-serif font.

GRAPHICAL ELEMENTS – SWOOSH

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.



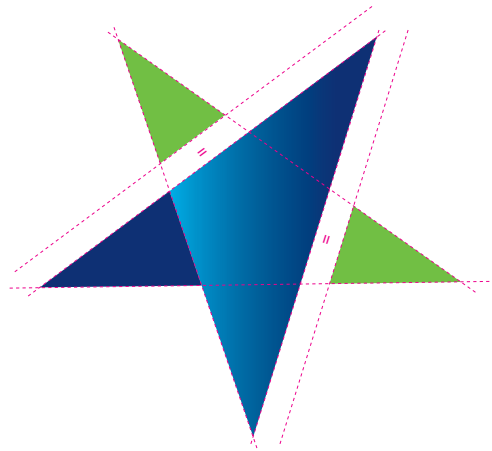
Report cover
Size: A4 (297mm x 210mm)



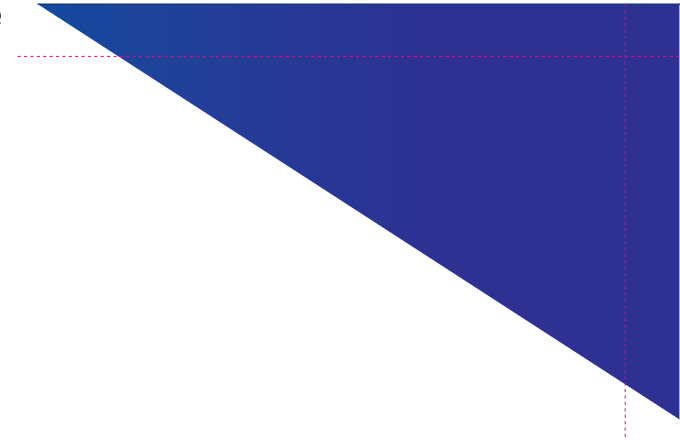
Letterhead
Size: A4 (297mm x 210mm)

GRAPHICAL ELEMENTS – STAR

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.



PPT inside page



Business card
Size: 55mm x 85mm



COLOURS

The image features a blue gradient background that transitions from a lighter blue on the left to a darker blue on the right. A thin white curved line is positioned near the bottom, starting from the left edge and curving upwards towards the right. The word "COLOURS" is centered in the upper half of the image in a bold, white, sans-serif font.

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 image features a solid blue gradient background that transitions from a lighter shade on the left to a darker shade on the right. A thin, white, curved line starts from the left edge near the bottom and curves upwards towards the right edge. The word "TYPOGRAPHY" is centered in the upper half of the image in a bold, white, sans-serif font.

Main Title Titillium light

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.

Subtitles

Titillium Bold

On eriat hicia dolectus, cus veli ci pietur aruntur? Ovitem esequod iatur? Ore es as magnistestis abore dipsam et aute dolorecte nossimi ntintus voluptatio. Et dolorum labo. Ari nat. Ni rerepud andunt a cusantium ipid mos nis maiorae ctesed qui de verchil lorrovit pore dolorro videseq uiduntem vendae volupta sperro.

Body text Titillium Regular

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.

Main Title Calibri light

Subtitles

Calibri Bold

On eriat hicia dolectus, cus veli ci pietur aruntur? Ovitem esequod iatur? Ore es as magnistestis abore dipsam et aute dolorecte nossimi ntintus voluptatio. Et dolorum labo. Ari nat. Ni rerepud andunt a cusantium ipid mos nis maioraes ctesed qui de verchil lorrovit pore dolorro videseq uiduntem vendae volupta sperro.

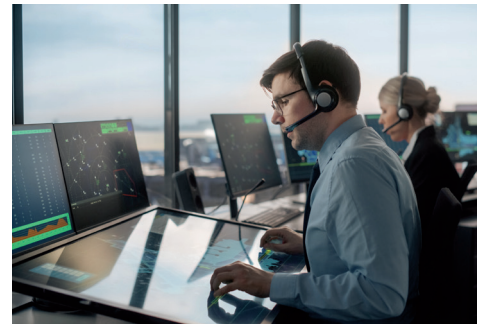
Body text Calibri Regular

IMAGERY

The image features a solid blue gradient background that transitions from a lighter shade on the left to a darker shade on the right. A thin, white, curved line starts horizontally from the left edge and curves upwards towards the right edge, positioned in the lower third of the frame. The word "IMAGERY" is centered in the upper half of the image in a bold, white, sans-serif font.

IMAGERY – MOOD BOARD

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

The image features a solid blue gradient background that transitions from a lighter shade on the left to a darker shade on the right. A thin, white, curved line starts from the left edge near the bottom and arcs upwards towards the right edge. The word "ICONOGRAPHY" is centered in the upper half of the image in a bold, white, sans-serif font.

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



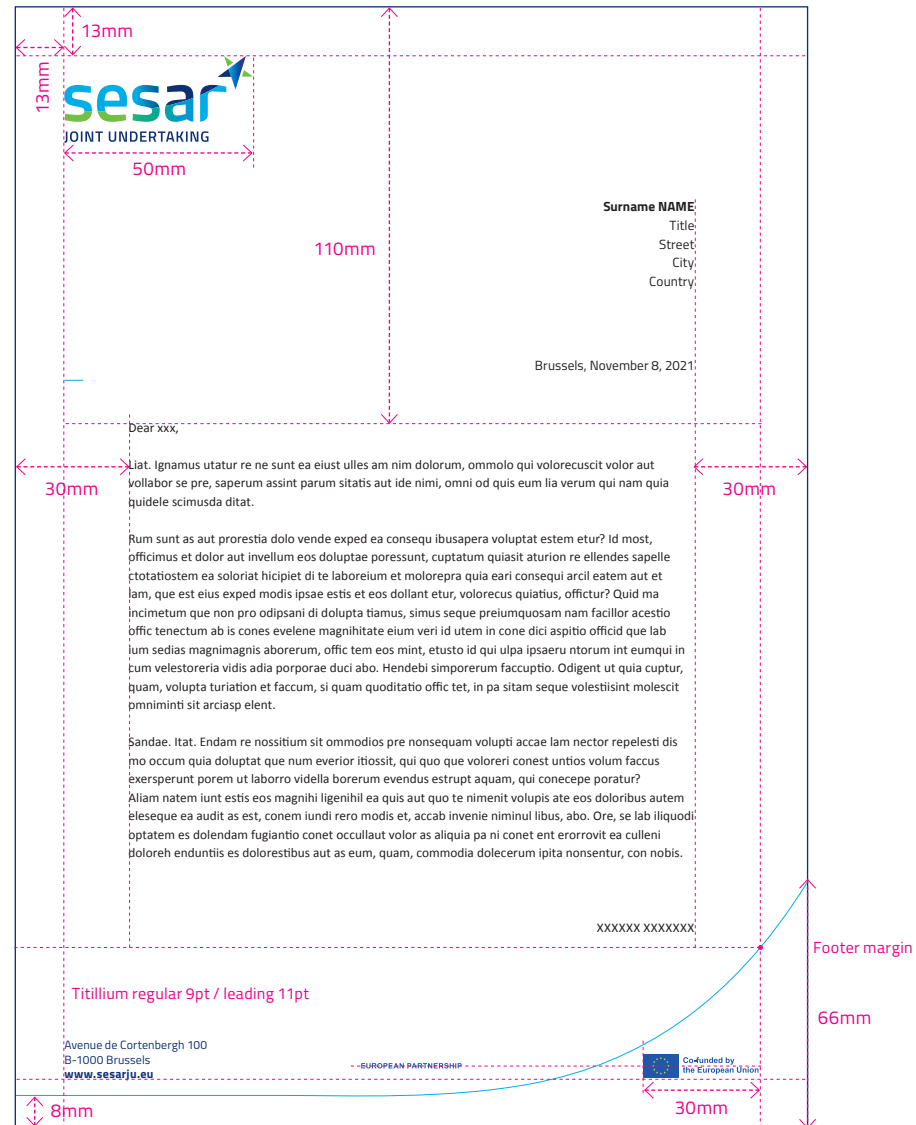
Civil/military interoperability and coordination

APPLICATIONS

The image features a blue gradient background that transitions from a lighter blue on the left to a darker blue on the right. A thin white curved line is positioned near the bottom of the frame, starting from the left edge and curving upwards towards the right. The word "APPLICATIONS" is centered in the upper half of the image in a bold, white, sans-serif font.

APPLICATIONS – LETTERHEAD

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.



Size: A4 (297mm x 210mm)

www.sesarju.eu/logo

APPLICATIONS – BUSINESS CARD

Size: 85mm x 55mm

Recto

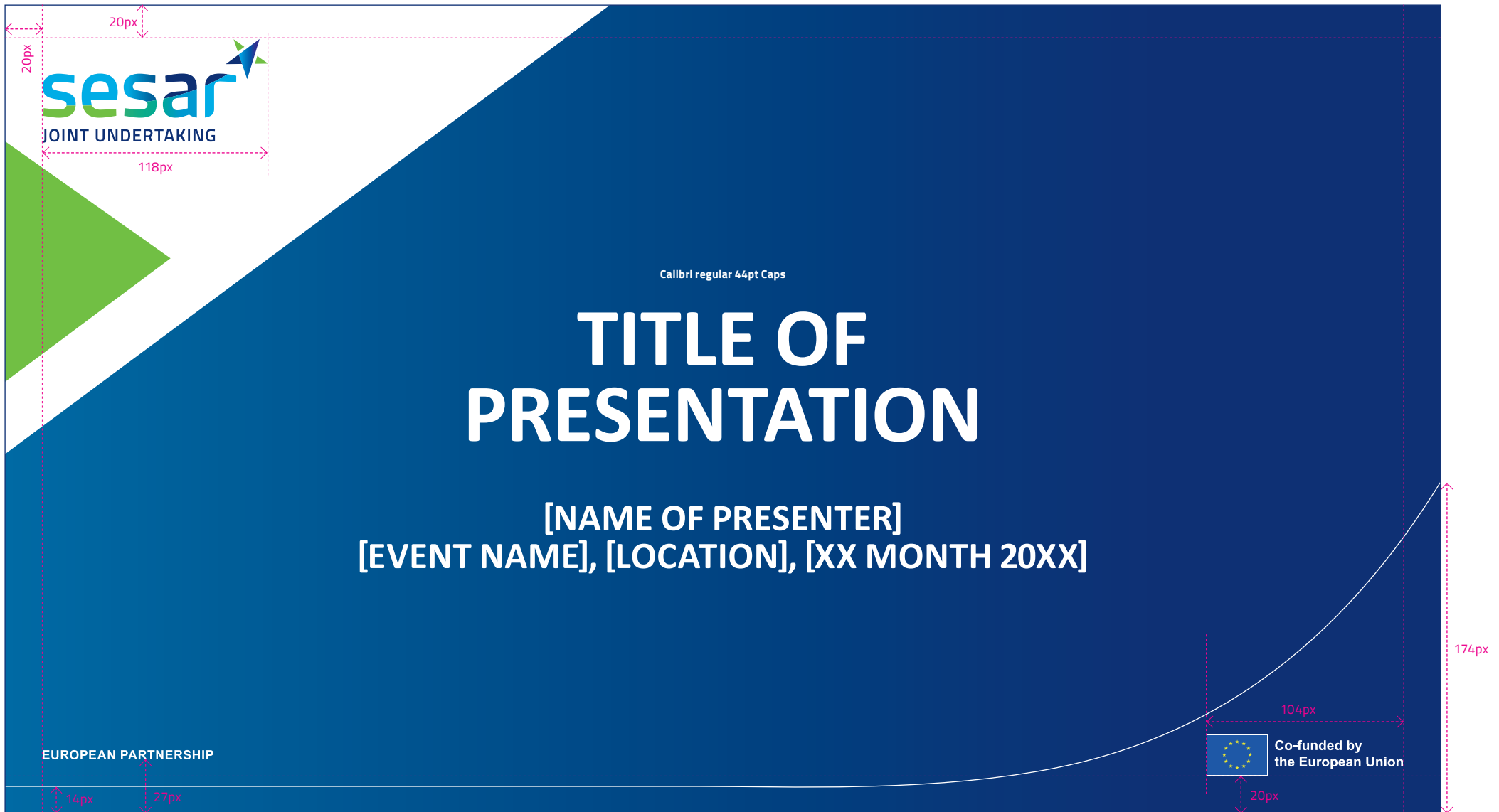


Verso



www.sesarju.eu/logo

APPLICATIONS – PRESENTATION / TITLE SLIDE



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

www.sesarju.eu/logo

APPLICATIONS – PRESENTATION / DIVIDER SLIDE



www.sesarju.eu/logo

TITLE OF SLIDE

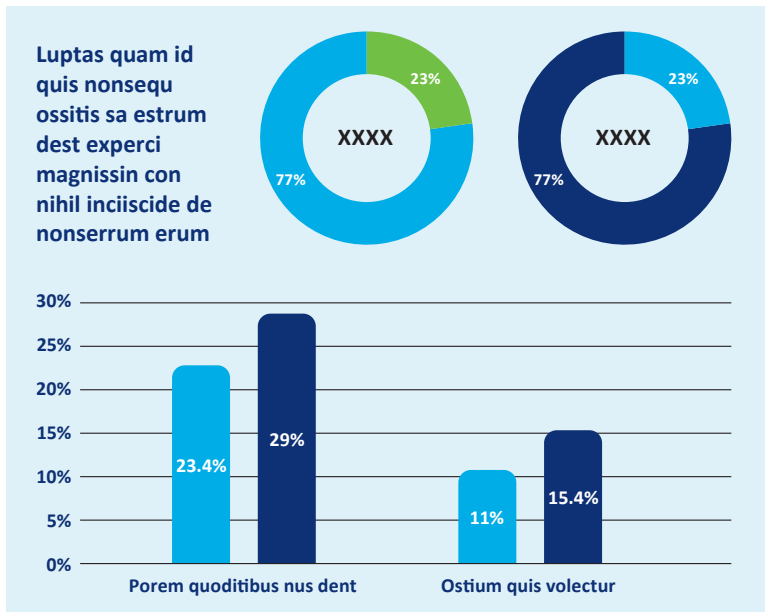


- Luptas quam id quis nonsequ ossitis sa consequere illoris estrum dest experci magnissin con nihil inciiscide de nonserrum erum
- Uptat fugiassit autem qui dolore, ut fugit qui volo quunt ex
- Qui doloreptat fugiassit autem, ut fugit qui volo quunt ex
- Excerae cuptae. Ut et pore aborita ectiurese comnis quam, aut eatur, num volendebis si nonsequossum estrum et ulla nos dolupta tiaspid
- Magnati quam sam volorum re aliquo volum sit, qui tempor re, sunt id

SESAR JU PRESENTATION - XX/XX/20XX

1

TITLE OF SLIDE



- Luptas quam id quis nonsequ ossitis sa consequere illoris estrum dest experci magnissin con nihil inciiscide de
- Luptas quam id quis nonsequ ossitis sa
- Uptat fugiassit autem qui dolore, ut fugit qui volo quunt ex

SESAR JU PRESENTATION - XX/XX/20XX

2

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)




Example of logo placed top right.

Titillium Bold 37pt / leading 37pt / caps

www.sesarju.eu/logo

APPLICATIONS – REPORT INSIDE PAGES



28mm

40mm

21mm

CHAPTER NAME

4 OVERALL OUTPUT PERFORMANCE AND ECONOMIC IMPACT

4.1 PERFORMANCE

Aviation enabled by ATM is a major contributor to Europe's economy, in terms of both business and leisure travel and cargo operations. With operations now extending to U-space, aviation looks set to bring additional economic and societal benefits. The sector also creates intangible benefits, making possible cultural interchanges between people and communities all across Europe and the world.

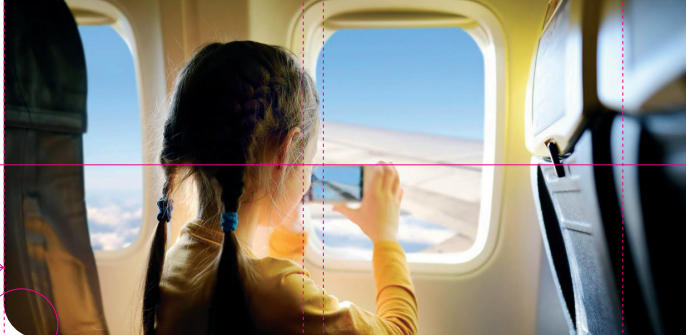
The performance objectives of this Digital European Sky SRIA are aligned with the performance ambitions of the European ATM Master Plan 2020 edition [1]. This SRIA is a prerequisite for these ambitions to be realised as it enables the timely and complete optimisation of the aviation infrastructure. The European ATM Master Plan performance ambitions have been derived by envisioning an optimised ATM system, which will eliminate the inefficiencies of the current system.

This SRIA brings together a unique set of partners from all areas of traditional ATM and the U-space,

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 afterwards, as SESAR Solutions are gradually rolled out and implemented.



20mm

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

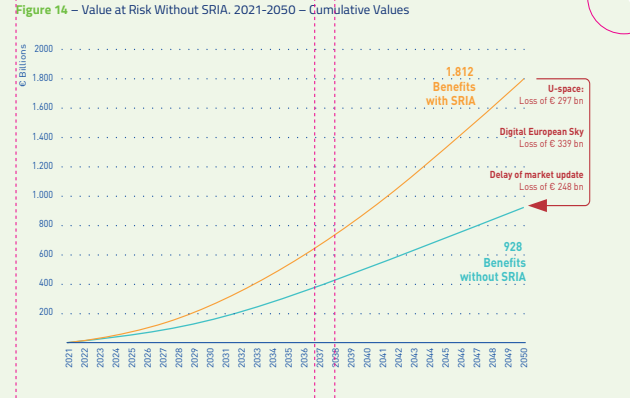
In alignment with the European ATM Master Plan [1] and its companion document [2], three types of impact have been quantified for the SESAR programme. The values are calculated by combining ATM and U-space values to show the total expected value.

- 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 increased economic activity of suppliers of the direct ATM value chain considered above.
- Quantified benefits on passengers and other impacts 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.

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. With operations now extending to U-space, aviation looks set to bring additional economic and societal benefits. The sector also creates intangible benefits, making possible cultural interchanges between people additional, economic and societal and communities all across Europe and the world travel and cargo operations travel and cargo operations.

Figure 14 – Value at Risk Without SRIA. 2021-2050 – Cumulative Values



3mm

5mm

14,5mm

30mm

20mm

20mm

20mm

Rounded Ø 10mm

APPLICATIONS – SOCIAL MEDIA BANNERS

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

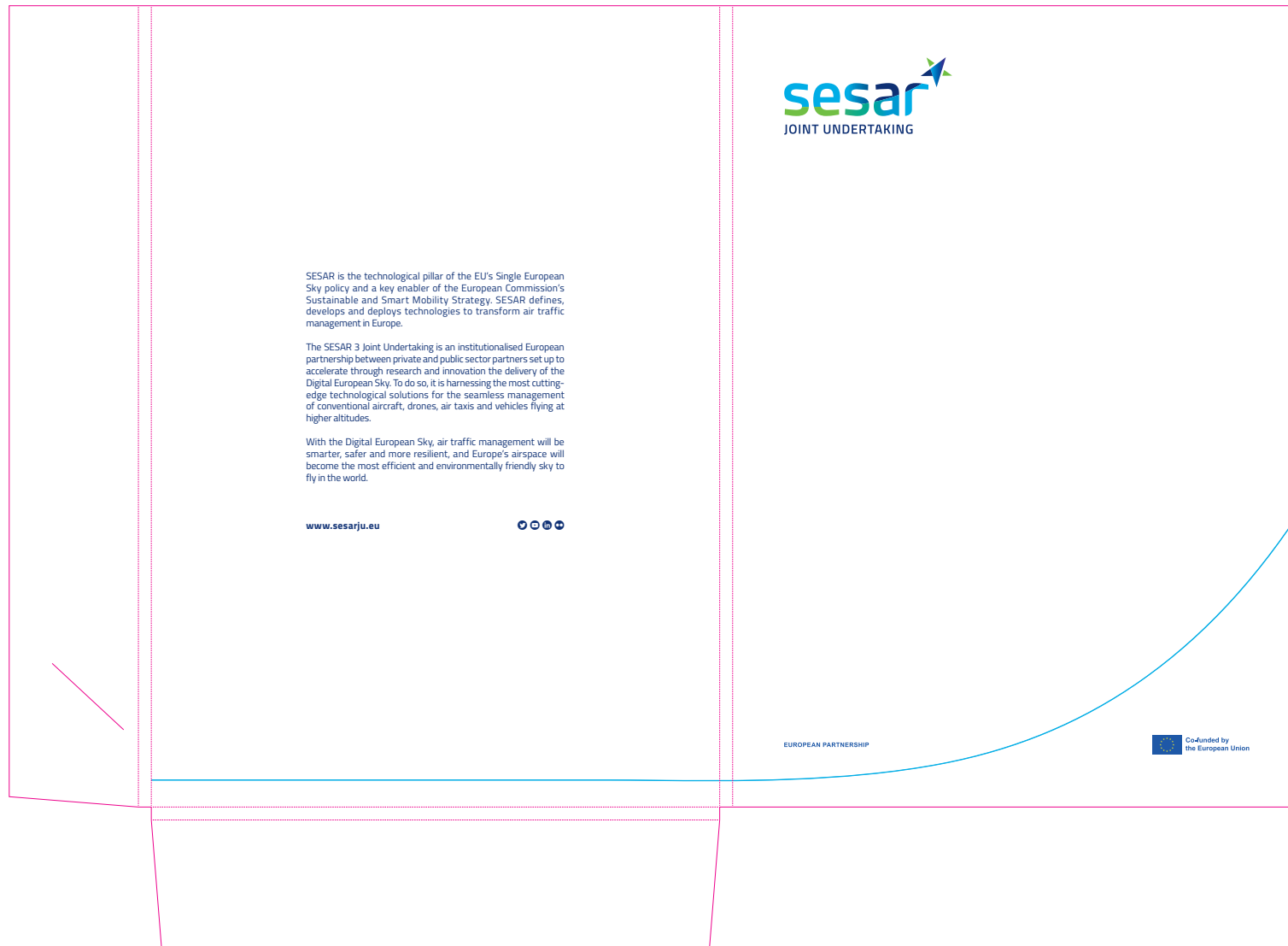
www.sesarju.eu/logo

APPLICATIONS – EVENT ROLL UP BANNER

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 the tile and logos are easily readable.



APPLICATIONS – FOLDER



www.sesarju.eu/logo

APPLICATIONS – NOTE PAD

