

Templates

General information on templates and their usage

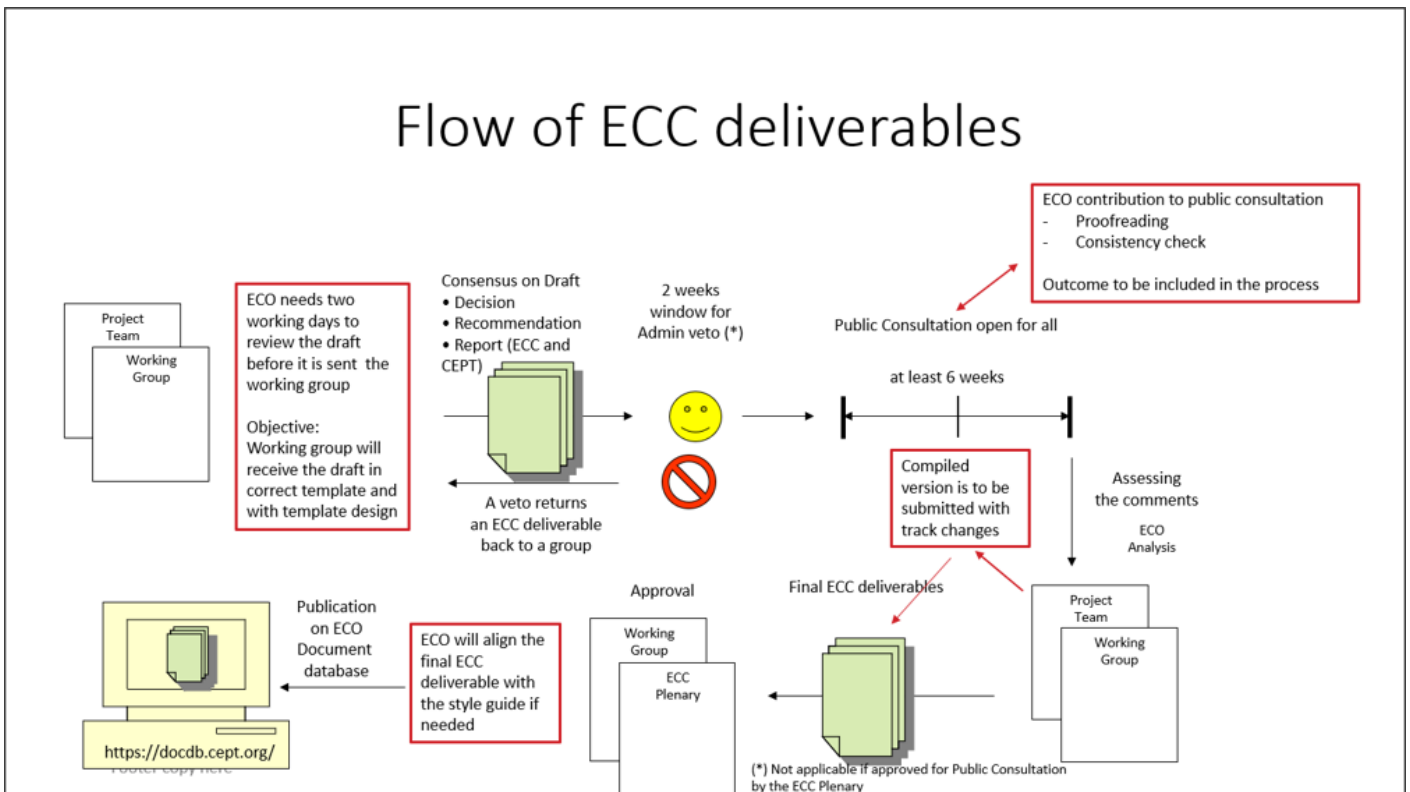
- [Template overview](#)
- [Flow of ECC deliverables](#)
- [Instructions for the ECC report template](#)
- [CEPT Style and Brand Guide](#)

Template overview

ECO maintains the following templates:

1. x
2. y
3. z

Flow of ECC deliverables



Instructions for the ECC report template

Introduction and general guidance

This annex contains instructions on the use of the ECC Report template. Please read carefully before commencing work on a new draft ECC Report. This annex should be deleted before finalisation of the document. It is suggested to save a separate copy of these instructions for reference.

- Consider the [ECC Style Guide](#) and [Use of ECC brand identity](#);
- Passive voice is used in the ECC deliverables (see ECC Style Guide 2.2);
- Frequency ranges are normally written as “1500-1700 MHz”. In some specific cases “from 1500 to 1700 MHz” can be used;
- The language is British English (see ECC Style Guide 2.4) – note in particular “-ise” instead of “-ize” – e.g. “harmonise”, “desensitise”;
- Write numbers ‘one’ to ‘nine’ and ‘first’ to ‘ninth’ in full. 10 and above should appear as figures. Use preferably the following convention for numbers. Example of a number: “100000.00” (see ECC Style Guide 2.8). No separators used for large numbers, decimal points should use a dot “.”, 2 decimal places preferred (where applicable);
- Units should be separated with a space, e.g. “5 m”, “60 dB” or “45 MHz”. Emission limits specified per bandwidth are written as “10 dBm/kHz” or “10 dBm/(4 kHz)”
- Date format: “23 November 2011” (see ECC Style Guide 2.7);

Instructions on abbreviations

- Abbreviations (uncapitalised) should be spelt out the first time they are used in the document, e.g.: “fixed service (FS)”, with the exception of commonly understood terms. Note special format for “e.i.r.p.”, “pfd”
- Radiocommunications services are uncapitalised (“fixed service”, “mobile service”), also “base station” and “earth station”

Instructions on the template

- For assistance on an introduction and an overview of the template, please contact the ECO expert;
- For issues with the locked template, please contact editorial@eco.cept.org. You may contact ECO when the problem occurs or you may request a future booking. ECO usually replies within one working day;
- ECO is to review the final deliverable before it is submitted to the Working Group:
- The correct template must be used;
- The list of abbreviations must be finalised and consistent with abbreviations used;
- The list of references must be finalised and consistent, see example in A3.2.6;
- ECO needs to have at least two working days for finalising the editorial work before it is submitted to the Working Group.

Instructions for specific sections

Executive summary and conclusions

The Executive Summary should provide a short and concise explanation on the purpose of the respective ECC Report and should clearly indicate the covered subjects to which it applies. In addition, it should clearly explain the application of the document.

A conclusion may review the main points of the ECC Report. A conclusion might elaborate on the results of the ECC Report and suggest extensions. Typically the main conclusions are also included in the executive summary.

Table of contents

- All annex headings level 1-3 appear in table of contents by default in order to assist with editing. For reports with long annexes this may be amended during final approval if necessary - please inform the ECO;
- This is automatically styled and compiled from the headings, subheadings and page numbers from the document that follows. To update the Table of Contents move cursor within the table and press F9.

List of abbreviations

- During drafting phase and public consultation, the table format will appear with a frame for ease of editing;
- Before publication, ECO will reformat the table without visible frames;
- The rapporteur is to add all abbreviations, references and explanations before the draft is submitted to the working group for public consultation approval;

- During public consultation, ECO will only check consistency in the list of abbreviations;
- Organisations' names are to be written in English where applicable.
- If translated English titles of national organisations are used include the country name in brackets, e.g.:
- BNetzA = Federal Network Agency (Germany);
- ANFR = National Frequency Agency (France)

Introduction

The introduction should succinctly provide the background and context to the work and outline the main aims of the report.

Definitions

- if the Definitions (optional section) is not used, it has to be deleted.

List of references

- The List of references is always the last annex of the ECC Report;
- The rapporteur is to add all list of references before the draft is submitted to the working group for public consultation approval;
- During public consultation, ECO will only check consistency in the list of references;
- Titles are to be copied in as they appear in the source, so spelling and numbering may be different from the standard ECC style;
- If hyperlinks are provided the full link must be shown;
- The rapporteur is to decide and add version number and date if relevant.

Information about references to ECC deliverables:

- If a draft version of an ECC deliverable is used, the reference has to show that a draft version is used. A footnote shall be added and the text "expected to be approved MM YYYY". ECO keeps track of this and will update in <https://docdb.cept.org/> accordingly;
- Only approved ECC deliverables should be referenced. ECC input documents are only used as a reference in exceptional cases;
- ECO is to keep a copy of the file together with the approved ECC deliverable in case of external requests.
- For cases of multiple references to the same document within the main body, only include cross-references the first time on each page or sub-section. In tables, cross references are allowed on each line (see above example). Examples of references

For an ECC Report:

[1] [ECC Report 217](#): "The Use of Land, Maritime and Aeronautical Earth Stations on Mobile Platforms Operating with NGSO FSS Satellite Systems in the Frequency Range 17.3-20.2 GHz, 27.5-29.1 GHz and 29.5-30.0 GHz", approved February 2015, latest amendment January 2020

For an ECC Recommendation:

[2] [ECC Recommendation \(15\)01](#): “Cross-border coordination for Mobile/Fixed Communications Networks (MFCN) in the frequency bands: 694-790 MHz, 1427-1518 MHz and 3400-3800 MHz”, approved February 2015, latest amendment February 2020

For an ECC Decision:

[3] [ECC Decision \(19\)04](#): “The harmonised use of spectrum, free circulation and use of earth stations on-board aircraft operating with GSO FSS networks and NGSO FSS systems in the frequency bands 12.75-13.25 GHz (Earth-to-space) and 10.7-12.75 GHz (space-to-Earth)”, approved March 2020

For a CEPT Report:

[4] [CEPT Report 074](#): “Report from CEPT to the European Commission in response to the Mandate on spectrum for the future railway mobile communications system, Report A: Spectrum needs and feasibility (tasks 1 to 4)”, approved 3 July 2020

For an EC document (Decision or Directive):

[5] Commission Implementing Decision (EU) 2019/784 of 14 May 2019 on Harmonisation of the 24,25-27,5 GHz frequency band for terrestrial systems capable of providing wireless broadband electronic communications services in the Union

[6] Directive 2014/53/EU of the European Parliament and of the Council of 16 April 2014 on the harmonisation of the laws of the Member States relating to the making available on the market of radio equipment and repealing Directive 1999/5/EC

For an ETSI standard/specification/report (EN/TS/TR):

[7] ETSI EN 303 980 ([Version number], date): “Harmonised EN for fixed and in-motion Earth Stations communicating with non-geostationary satellite systems (NEST) in the 11 GHz to 14 GHz frequency bands covering essential requirements of article 3.2 of the Radio Equipment Directive 2014/53/EU”

Editor's Note 1: Rapporteur is to add version number and date if a specific version is used

For an ITU Report/Recommendation:

[8] Recommendation ITU-R F.1494: "Interference criteria to protect the fixed service from time varying aggregate interference from other services sharing the 10.7-12.75 GHz band on a co-primary basis"

[9] Report ITU-R SM.2421-0 (06/2018): "Unwanted emissions of digital radio systems"

Editor's Note 2: Rapporteur is to add version number and date if a specific version is used

For a journal paper:

[10] Flood, I.D and Allen S.M: "The Fixed Links Frequency Assignment Problem with Equipment Selection", Wireless Pers Commun, vol. 71, pp. 181-194, 2012

For 3GPP specifications/reports:

[11] 3GPP TS 37.104 V[X.Y.Z]: "E-UTRA, UTRA and GSM/EDGE; Multi-Standard Radio (MSR) Base Station (BS) radio transmission and reception, (Release 10)"

[12] 3GPP TR 36.942 V[X.Y.Z], Evolved Universal Terrestrial Radio Access (E-UTRA); Radio Frequency (RF) system scenarios, (Release 8)

Editor's Note 3: Rapporteur is to add version number and date if a specific version is used

Style for referring to other publications inside the Report

- a) ECC Report 200, annex 2.5 [1]
- b) ETSI EN 302 208, figure 1 [2]
- c) TS 36.101, table 6.6.2.1.1-1 [7]
- d) CEPT Report 39, annex 3 [40]
- e) Recommendation ITU-R M.2101, section 3.4.1 [23]
- f) Recommendation ITU-R M.2101, page 79 [23]

Headings, lists and formatting

Headings

ECC Heading 1-4 will appear in the Table of contents;

All headings have margins at 0 cm, justified

Example:

Example:

Example:

Example:

Example:

Category five

this heading will not appear in table of contents

Annex headings

Annex ECC Heading 1-4 is used for the sections in the annexes

All headings have margins at 0 cm, justified

Example:

Example:

Example:

Example:

- All headings have the margin at 0 cm, justified;
- Annex ECC Heading 1-4 is used for the sections in the annexes;
- If you need another subheading, please use ECC Heading no numbering;
- Example:
- Category five
- this heading will not appear in table of contents

New styles

§ Five new additional styles are available in this latest template:

- ECC HL bold and blue;
- ECC HL bold and italics;
- ECC HL italics and petrol;
- ECC HL red;
- ECC Numbered List level 2.

Removing styles

If you need to remove an existing style in body text then highlight the text you wish to update and choose "ECC Paragraph". The style will then be in the ECC Paragraph format, you have to pay attention to update special characters (e.g. subscripts and superscripts). See example below.

§ If you need to remove an existing style in body text then highlight the text you wish to update and choose "ECC Paragraph". The style will then be in the ECC Paragraph format, you have to pay attention to update special characters (e.g. subscripts and superscripts).

Example of bulleted lists

§ Bullet point level 1 (style: ECC Bullets Lv1);

§ Bullet point level 1 (style: ECC Bullets Lv1);

§ Bullet point level 2 (style: ECC Bullets Lv2);

§ Bullet point level 2 (style: ECC Bullets Lv2);

§ Bullet point level 1 (style: ECC Bullets Lv1);

§ Bullet point level 1 (style: ECC Bullets Lv1);

§ Bullet point level 2 (style: ECC Bullets Lv2);

§ Bullet point level 3 (style: ECC Bullets Lv3);

§ Bullet point level 1 (style: ECC Bullets Lv1).

Example of numbered lists

1 Numbered list level 1 (style: ECC Numbered list);

2 Numbered list level 1 (style: ECC Numbered list); if you have text below number the following layout is to be used:

a Number 2a (style: ECC Number List level 2)

Example of lettered lists

a) Lettered list (style: ECC Lettered List)

b) Lettered list (style: ECC Lettered List); if you have text below number the following layout is to be used:

i) Letter list level 2 (style: ECC Lettered List Level 2);

ii) Letter list level 2 (style: ECC Lettered List Level 2).

List of styles used in the ECC Deliverables Template shown in alphabetical order

§ Cover page 'approved DD MM YY'

This style is used on the cover page only to specify the date of approval of deliverable.

§ Cover page 'last update DD MM YY'

This style is used on the cover page only to specify the last update of deliverable.

§ Cover page 'Report No'

This style is used on the cover page only to specify ECC Deliverable number.

§ Cover page 'Report title/description'

This style is used on the cover page only to specify title of the ECC deliverable.

§ Cover page 'Table of Content'

This style is auxiliary and kept in the list of styles in order to maintain Table of content in the deliverables.

§ **ECC Annex heading 1 - 4**

This style is used for different levels of Annexes heading.

§ **ECC Bullets Lv1 - Lv3**

This style is used for three levels of ECC bulleted list.

§ **ECC Caption**

This style is used for Figure and Table head.

§ **ECC Editor's Note**

This style is used to show editor's note and will be always shown with yellow highlight.

§ **ECC Figure/graph centred**

This style is used to position a Figure in the centre.

§ **ECC Footnote**

This style is used only for the footnotes in the documents in exactly the same way as in an 'unlocked template' document.

§ **ECC Footnote number**

This style could be used in case if it is necessary to align numbering of 'ECC Footnote'.

§ **ECC Heading 1 - 4**

This style is used for different levels of Sections heading.

§ **ECC Heading no numbering**

This style is used for Heading 1 but without numbering.

§ **ECC HL blue and so on**

Those styles are used to highlight some text in the document and should be removed from approved deliverables.

Upon requests, ECC has added the following new styles in order to ease work while drafting the Report

- § ECC HL bold and blue,
- § ECC HL bold and italics
- § ECC HL italics and petrol
- § ECC HL red

When you want to remove an existing style, highlight the text choose the style ECC Heading or ECC Paragraph

§ **ECC HL bold, subscript, superscript, underlined**

Those styles are used to highlight some text in the documents and can be either kept or removed from approved deliverables.

§ **ECC Hyperlink**

This style is used to highlight a hyperlink.

§ **ECC Lettered list**

This style is used to create a lettered list.

§ **ECC Numbered list**

This style is used to create a numbered list.

§ **ECC Numbered list, level 2**

This style is used for text under ECC Numbered list.

§ **ECC page Footer and ECC page Header**

This is to be used for footers and headers.

§ **ECC paragraph**

This style is used as a body text.

§ **ECC Reference**

This style is used for the list of references.

§ **ECC Table Header red font**

This style is used for 'ECC table header' – red coloured letters.

§ **ECC Table Header white font**

This style is used for 'ECC table header' – white coloured letters.

§ **ECC Table note**

This style is used for 'ECC Table note'.

§ **ECC Table text**

This style is used for the Table text.

Figures

General instructions for figures

- Figure captions are positioned below the figure.
- In the figure caption, only the first letter of the title is capitalised; all other words shall not be capitalised unless they are terms that would normally be capitalised);
- Figure captions are without a full stop at the end;
- Figure captions are advised to be concise as possible, recommended one line. If text is longer than one line, please add the explanation as text before or after the figure;
- The figure and figure title is to be centred by using the style "ECC Figure/graph centered";
- Figures shall use automatic numbering - Arabic numerals, beginning with 1.. ascending numbering throughout the ECC deliverable, i.e. "Figure 1:";
- Figures are to be inserted "in line with text"

- If two figures need to be next to each other then right click on the figure, select Wrap Text and Square option.

How to insert a figure caption

Example of a figure

Figure 1: Cab-radio horizontal antenna pattern at 880 MHz

Tables

General instruction for tables

- Table captions are positioned above the table;
- In the table caption, only the first letter of the title is capitalised; all other words shall not be capitalised unless they are terms that would normally be capitalised);
- Table captions are without a full stop at the end;
- Table captions are advised to be concise as possible, recommended one line. If text is longer than one line, please add the explanation as text before or after the table;
- The table and table caption are to be centred by using the style “ECC Figure/graph centred”;
- Tables shall use automatic numbering - Arabic numerals, beginning with 1.. ascending numbering throughout the ECC deliverable, i.e. "Table 1:";
- Notes shall be descriptive and concise, if more text is needed put it below/above the table;
- Figures are not allowed in table notes, they are to be placed below/above the table;
- If your table needs a different layout such as two red header rows, please contact editorial@eco.cept.org, ECO will fix this and reply within one working day;
- If the table is longer than a page length, the table number and title as well as column headings shall be repeated on each page. The template is designed to apply this automatically;
- Avoid copying and pasting tables as pictures. If this is necessary, add a reference from where the table was copied.

How to insert a table caption

How to insert a table

If this does not work according to your expectations, please contact editorial@eco.cept.org with instructions, ECO will aim to reply within one working day;

Information on different kind of tables

Table 1: Standard table format

Table style: ECC Table - red header Centred margin (Note 1)	Table style: ECC Table - red header Centred margin
Example of a subheading	
Text left margin Margin 0 cm Style: ECC Table text	Text left margin Margin 0 cm Style: ECC Table text
Text left margin Margin 0 cm Style: ECC Table text	Text left margin Margin 0 cm (Note 2) Style: ECC Table text
<p>Note without a number refers to the entire table</p> <p>Note 1: test to be tested, test to be tested, test to be tested test to be tested test to be tested test to be tested test to be tested test to be tested</p> <p>Note 2: test</p> <p>Note 3: notes with numbers are to be hanging 1 cm like in note 1 in order to ease readability</p>	

Example of a standard table:

Table 2: Requirements on RMR cab-radio receiver characteristics

Parameter	Value
Level of the wanted signal	Sensitivity +3 dB
Maximum 5 MHz LTE interfering signal in 880-915 MHz (Note 1)	-33 dBm (Note 2)
<p>The antenna connector of the radio module is the reference point.</p> <p>Note 1: This requirement covers both blocking and third-order intermodulation</p> <p>Note 2: -36.2 dBm for a desensitization of 1.7 dB is equivalent to -33 dBm for a desensitization of 3 dB</p>	

Example of an alternative table layout with 2 heading rows:

Table 3: MFCN BS selectivity increase

RMR carrier	MFCN BS selectivity increase	
	compared to CEPT Report 39 [4]	compared to TS 137 104 [9]
10 MHz LTE/NR in 1900-1910 MHz	24.3 dB	40.6 dB

Example of an alternative table layout with merged cells:

Table 4: LTE/NR FRMCS high-power cab-radio characteristics

Parameter	FRMCS BS 900 MHz range	FRMCS BS 1900 MHz range		Reference
Channel bandwidth	LTE: 1.4 or 5 MHz NR: 5 MHz	10 MHz	ETSI TS 136 101 [10] ETSI TS 138 101-1 [11]	
	NR: 5.6 MHz		Note	
Occupied bandwidth	LTE: 1.08 or 4.5 MHz NR: 4.5 MHz	LTE: 9 MHz NR: 9.36 MHz	ETSI TS 136 101 [10] ETSI TS 138 101-1 [11]	
	NR: 5.04 MHz		Note	
Maximum output power	31 dBm <u>with</u> UL power control		Railway industry's request	
Maximum e.i.r.p.	33 dBm <u>with</u> UL power control			
ACLR	37 dB		ETSI TS 136 101 [10] Power Class 1 (note 1)	
<p>Note: The 5.6 MHz channel bandwidth is considering a transmission bandwidth of 28 RB between 919.6725 and 924.7125 MHz, reflecting a possible 5.6 MHz NR channel. This is understood to be compatible with NR lower layers, subject to additional standardisation work, as necessary, to confirm and further specify this.</p> <p>Note 1: For a Power Class 3 UE, ACLR is 30 dB.</p>				

Equations

General information about equations

- Equation numbers are placed in brackets with right margin
- Equations should use the in-built equation tool to provide a consistent format.
- References to equation symbols in text should use italics
- All equations are to have automatic numbering before approval for public consultation

Instructions for Equations with automatic numbering

Method 1 (copy existing template):

1. Copy and paste the entire frame below and edit as necessary;
2. Right click the equation number, "(1)"- and select "update field"

	(1)
--	-----

Method 2 (save template to gallery):

Copy the entire frame above

Select Insert->Equation->Save Selection to Equation Gallery. Choose a suitable name, e.g. "ECC Equation"

The numbered equation template will now be available for all new documents on your computer under Equation -> General (below the Built-In list)

Example of an equation

The total permitted interference:

		(2)
--	--	-----

Where:

- I_{IB} is the total permitted interference at the antenna connector in dBm;
- D is the acceptable degradation in receiver sensitivity, or desensitisation, in dB;
- N is the receiver thermal noise power in dBm.

CEPT Style and Brand Guide

Introduction

Welcome to the CEPT family style guide. This comprehensive document replaces all previous guidelines and unifies our visual and written communication across CEPT, its three business committees (ECC, Com-ITU, and CERP), and its permanent office the European Communications Office (ECO).

Following this guide ensures a cohesive and professional brand identity that reflects our commitment to excellence in telecommunication, radio spectrum, and postal regulations.

How to use the guide

This guide is designed to help you maintain consistency in all visual and written communications for the CEPT family. Each section provides clear guidelines and examples to ensure the correct application of our brand elements.

Revision History

Date	Version	Remarks
01.10.2026	1	Initial release

Brand description

Who we are

The European Conference of Postal and Telecommunications Administrations (CEPT) is an organisation where policymakers and regulators from 46 countries across Europe collaborate to harmonise telecommunication, radio spectrum, and postal regulations to improve efficiency and coordination for the benefit of European society.

CEPT is a voluntary association of European countries that seeks to deliver greater efficiency through effective coordination, creating a dynamic market in European posts and telecommunications.

CEPT conducts its work through three autonomous business committees (ECC, Com-ITU, and CERP). The chairs of these committees form the organisation's Presidency, supported by the central office, the ECO, in Copenhagen, Denmark.

The ECO provides expert advice and administrative support to CEPT, facilitating the effective and transparent development and delivery of its policies and decisions.

Our values

- **Professionalism:** Upholding the highest standards of behaviour and ethics, committed to excellence, precision, and integrity.
- **Leadership:** Leading the transformation of Europe's postal and electronic communications landscape through strategic initiatives and collaboration.
- **Collaborative Workforce:** Believing in the power of collaboration, where the sum is greater than the parts.
- **Cohesion:** Uniting diverse voices and harnessing their collective power as facilitators.
- **Facilitation:** Providing a platform for dialogue, consensus-building, and decision-making to ensure smooth collaboration and effective outcomes.
- **Subtlety and modesty:** Understanding that impactful leadership often comes from empowering others and working behind the scenes to support and coordinate.
- **Expert community:** Valuing our greatest asset - our collective of experts whose knowledge guides our actions and strategies.

Written communication

Tone of voice and consistency

Consistency across communications: Consistency is essential in reinforcing the CEPT family brand and maintaining a uniform tone across all communication. It ensures that every piece of writing aligns with our core values and adheres to the guidelines established in this document. Consistency in language, tone, and style strengthens our brand identity and supports transparent and professional communication

- **Professionalism:** Our tone is always professional and respectful. We use precise and accurate language to convey our commitment to excellence and integrity, ensuring our communications are credible and trustworthy.
- **Facilitation:** We speak confidently and clearly, demonstrating our role as facilitators in the telecommunications sector. Our language is decisive and forward-looking, inspiring trust and confidence in our audience.
- **Collaboration:** Our tone is inclusive and supportive, reflecting our belief in the power of teamwork and partnership. We use language that fosters a sense of community and collective effort, emphasising "we" rather than "I."
- **Cohesion:** We use a unifying tone that brings diverse voices and perspectives together. Our language emphasises harmony and the strength of working together towards common goals.

- **Facilitation:** Our tone enables and supports discussions and decision-making processes. We use language that helps facilitate understanding and consensus among our stakeholders.
- **Subtlety and modesty:** We communicate with humility and respect, avoiding boastfulness. Our language is modest and focused on collective achievements rather than individual successes.
- **Expertise:** Our tone is knowledgeable and informative, reflecting our deep expertise in telecommunications. We use technical language appropriately, ensuring it is accessible to our audience without overwhelming them with jargon.

Language usage

The language used in all CEPT family communications must be clear, precise, and appropriate for our audience. This ensures that our messages are easily understood and professionally presented.

- **Plain English:** Use plain English in all written materials. Keep sentences and paragraphs short, use everyday language, and avoid jargon unless necessary. When technical terms are required, define them clearly to ensure accessibility.
- **Active voice:** Employ the active voice to make communications more direct and engaging. For instance, "The CEPT team completed the project" is preferred over "The project was completed by the CEPT team".
- **British English:** Adhere to British English spelling and grammar conventions. Examples include using "organise" instead of "organize" and "centre" instead of "center."
- **Formality and tone:** Tailor the level of formality based on the document type. Use a formal tone for official reports and technical papers, while a more informal tone is suitable for newsletters, social media, and internal communications.

Document structure

Headings and subheadings: Use clear and descriptive headings to organise content into sections. Subheadings should be used to divide sections further and should be formatted consistently.

Numbering: Number sections and subsections logically to guide the reader through the document. Sequential numbering, such as 1.1, 1.2, etc., helps maintain a clear structure for longer documents.

Paragraphs: Write in short, focused paragraphs, each covering a single topic. This enhances readability and keeps the document well-organised.

Tables and figures: Include tables and figures to summarise data or visually represent information. Label them clearly and include a brief explanation to clarify their relevance to the content.

Footnotes and references: Use footnotes or endnotes to add supplementary information without disrupting the flow of the main text. References should be cited appropriately, following the relevant style guide.

Appendices: Place supplementary details in appendices rather than in the main text. Reference these appendices in the main sections to guide the reader to additional information.

Longer documents

For documents exceeding 10-15 pages or those that are complex and detailed, include the following elements:

Table of contents: start with a table of contents to facilitate easy navigation.

Executive summary: provide a summary at the beginning to give an overview of the document's key points.

Numbered pages and sections: Ensure the pages are numbered, and the document is broken down into clearly numbered sections.

Document formatting

Line spacing

Select a line spacing between 1.15 and 1.5 that best suit your document's purpose and personal preference to ensure optimal readability and professional appearance. This flexibility allows you to adjust the text density to enhance clarity and ease of reading. However, for templates, always set line spacing to 1.15.

Paragraph spacing

Add spacing between paragraphs to separate them, improving the overall readability of the document.

Text alignment

Primary alignment: The default for most text should be left-aligned, as this is the most readable format for long text passages. It's especially suitable for digital documents, presentations, and most printed materials.

Avoid centered text: Centered text is more complex and should be reserved for specific elements like headings, subheadings, or pull quotes. It should not be used for paragraphs or large blocks of text.

Bullet points

Avoid single bullet points; if you only have one point, integrate it into the main text.

Minimise punctuation within a bulleted list; a period is typically only necessary if the bullet point is a complete sentence.

Begin each bullet point with a lowercase letter unless the point is a complete sentence.

Numbered lists are best for sequential steps, while bulleted lists work well for non-sequential items of equal importance.

Images

Ensure the use of relevant images from the library that support the text and enhance the content's visual appeal. The images should be directly related to the content and help break up the text in a way that improves readability. Please find a selection of images in the 'image chooser' in the Microsoft office package.

Punctuation and grammar

Full stops and commas

Use a single space after full stops and commas

Do not use full stops in abbreviations.

Inverted commas

Use "double inverted commas" for direct quotes.

Use 'single inverted commas' for emphasis or a quote within a quote.

For quoted speech, open the inverted commas at the beginning of each paragraph and close them only at the end of the final paragraph if the speech continues across multiple paragraphs.

Hyphens and dashes

A dash (–) indicates a pause or break in a sentence, adding emphasis or setting off additional information. Insert a space on either side of the dash for readability. Be careful not to overuse dashes, as they can interrupt the flow of the text.

A hyphen (-) is half the length of a dash and is used to connect words or parts of words, such as in compound expressions (e.g., "well-known author"). Hyphens should also be used to avoid ambiguity in certain words (e.g., "re-sign" vs. "resign").

Avoid using hyphens in the following cases:

Words starting with 'e', such as "email" instead of "e-mail."

Adverbs ending in '-ly,' for example, "highly regarded" instead of "highly-regarded."

Common compound words are now standardised without hyphens, such as "online" instead of "on-line."

Prefixes, unless a hyphen is needed to avoid confusion, for example, "coordinate" instead of "co-ordinate."

Additional formatting details

Abbreviations and acronyms

Always write abbreviations out in full upon first use, followed by the abbreviation in brackets. An exception is made for abbreviations that are so familiar they are more commonly used in their shortened form rather than fully spelt out (e.g., MHz, GHz, Wi-Fi).

Acronyms are formed from the initial letters of a series of words and are typically pronounced as a word (e.g., "NATO"). Initialisms, on the other hand, refer to abbreviations formed from the initial letters of a series of words but are not pronounced as a word (e.g., "ECC" or "ITU").

In general, acronyms do not require the definite article "the" (e.g., NATO), whereas initialisms usually do (e.g., "the ECC", "the ITU"). Always use uppercase letters for acronyms and initialisms unless the organisation prefers lowercase.

See a complete list of abbreviations [here](#).

Date and time formatting

Date: 23 November 2024.

Time: Use the 24-hour clock format: 08:00 and 14:00.

Figures and numbers

Write numbers 'one' to 'nine' and 'first' to 'ninth' in full. Use figures for ten and above.

The preferred format for numbers (use "." for decimals): 1.00, 10.00, 100.00, 1000.00, 100000.00, 1000000.00.

Telephone numbers

Include the country code (preceded by '+') followed by the subscriber number. Use the format the number holder prefers, e.g., +45 33 89 63 00.

Percentages

When writing percentages, use the word 'per cent'. The symbol '%' can be used in tables and formal deliverables.

Logo

This guide provides several CEPT family logo variants that suit different contexts and requirements. Each variant is crafted to ensure brand consistency across all communications while offering flexibility for specific applications.

Primary CEPT Logo: This is the main logo, representing CEPT exclusively. It should primarily be used in formal communications directly from CEPT.

Text-Only Logos: These simplified logos consist solely of text and are suitable for limited space or a minimalist design. The business units can use these logos in smaller digital formats, such as website footers or email signatures, as needed.

Branded CEPT Logos: Each of the four business units under CEPT has a unique logo combining the primary CEPT emblem and the unit's name. These branded logos allow each organisation to maintain its distinct identity while visibly aligning with CEPT's brand. Business units may use these logos in their communications, ensuring a clear link to CEPT.

Logo variants:

Full colour: This is the primary and preferred version of the logo for all general use, especially on the web and digital communications.

Black and white: Perfect for use in documents, presentations, or simple designs where colour isn't necessary.

Negative white: A white version on a transparent background, ideal for dark backgrounds to ensure visibility.

File Formats:

SVG: Scalable Vector Graphics (SVG) files are ideal for digital and web use where high resolution and scalability are needed. Use SVG files when logos are displayed at varying sizes, such as on websites or large screens, to ensure the logo remains sharp and clear.

PNG: Portable Network Graphics (PNG) files are best for fixed-size digital uses, such as social media posts or email signatures. PNG files support transparent backgrounds and are ideal for applications with a smaller file size.

Each logo variant is available in multiple formats and resolutions to ensure optimal clarity across digital and social media platforms. Using the correct version and file type for each context helps maintain CEPT's professional and cohesive brand image across all communications.

Practical guidelines for logos

Placement: Place the logo in a prominent location, typically at the top left on documents.

Clear space: Always maintain a clear area around the logo to prevent clutter. As a rule of thumb, leave a space equivalent to the height of the logo's letters on all sides.

Minimum size: To keep the logo clear and legible, avoid scaling it down too much. For digital use, the logo should be no smaller than 40px in height to ensure clarity on screens.

Background colours:

- o Use the full-colour logo on white or light backgrounds.
- o For dark backgrounds, use the white (negative) logo.
- o Avoid placing the logo on backgrounds with low contrast or busy patterns that may hinder visibility.

Do's and Don'ts:

- o Do keep the logo proportional; avoid stretching or squashing it.
- o Do not change the logo's colours, apply shadows, rotate, or add any effects.
- o Do not add other elements too close to the logo, as this may affect its visibility and impact.

Find all logos here. [\[link\]](#)

CEPT	 <p>European Conference of Postal and Telecommunications Administrations</p>
ECC	 <p>ECC Electronic Communications</p>
Com-ITU	 <p>COM-ITU ITU Policy</p>
CERP	 <p>CERP Postal Regulations</p>
ECO	 <p>ECO European Communications Office</p>

Colours

Colours of entities

Beyond our logos and distinct names, each entity within the CEPT family uses colours to establish its brand identity. These colours represent each entity's specific character and focus while maintaining a cohesive appearance.

Given that several of our entities previously used shades of blue, we have continued this tradition by selecting a range of blue tones for our new palette. This choice respects our historical colour schemes and aligns with standard practices in our industry, where blue is often associated with professionalism, reliability, and trust.

Using these specific colours ensures that each part of the CEPT family is easily identifiable and retains its unique brand identity while contributing to a unified visual presence.

These are the five blue colours:



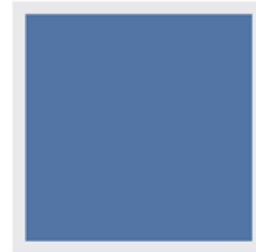
CEPT blue

CMYK: 71, 71, 0, 65
RGB: 26, 26, 90
HEX: #1a1a5a



ECC blue

CMYK: 58, 45, 0, 50
RGB: 54, 71, 28
HEX: #364780



COM-ITU blue

CMYK: 50, 29, 0, 35
RGB: 82, 117, 165
HEX: #5275a5



CERP blue

CMYK: 46, 20, 0, 20
RGB: 109, 162, 203
HEX: #6da2cb



ECO blue

CMYK: 43, 14, 0, 6
RGB: 137, 207, 240
HEX: #89cff0

Example:



Basic colours

In addition to the five blue colours, we have five basic colours for use across entities: black, white and three shades of grey.

Grey colours are known for harmonising with a wide range of other colours, especially blue, which is often associated with professionalism and reliability. The grey tones create a neutral base that allows the blue shades to stand out and take centre stage, ensuring the visual identity remains clear and cohesive.

By consistently using these three primary colours across the web and office suite, we can maintain a professional and cohesive visual identity. The colours are versatile and can be adapted to various needs and media.

These are the basic colours.



Light grey

CMYK: 1, 1, 0, 8
RGB: 233, 233, 235
HEX: #e9e9eb



Medium grey

CMYK: 0, 0, 0, 30
RGB: 179, 179, 179
HEX: #b3b3b3



Dark grey

CMYK: 0, 0, 0, 51
RGB: 125, 125, 125
HEX: #7d7d7d



White

CMYK: 0, 20, 0, 0
RGB: 255, 255, 255
HEX: #ffffff



Black

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Practical guidelines for basic colours

Light grey / white

Web: Use white as the primary background for web pages to ensure a clean, bright interface that allows blue elements to stand out.

PowerPoint: Apply light grey sparingly in presentations, primarily for headers or small design elements, avoiding full-slide backgrounds to reduce ink usage when printing.

Medium grey

Web: Use medium grey for secondary backgrounds, such as sidebars, footers, and less prominent sections. It can also be used to structure borders around images or boxes.

PowerPoint: Apply medium grey for subtle background elements like headers or small design features, ensuring it contrasts nicely with lighter and darker shades. Avoid using it as a full-slide background.

Dark Grey

Web: Dark grey is ideal for body text, subtitles, and captions, ensuring readability against lighter backgrounds. It's also effective for links or buttons that need to stand out.

Word: Use dark grey titles. It's also suitable for borders and accent elements in documents.

PowerPoint: Employ dark grey for key text elements like titles, bullet points, and essential information, ensuring visibility against lighter slide backgrounds.

Typography

Typography plays a central role in establishing a clear, professional, and cohesive visual identity across the CEPT family. To ensure both consistency and practical usability across platforms, CEPT uses a platform-specific typographic system.

Inter is used for all web and digital interfaces. It is a modern, highly readable typeface optimised for screen use, supporting clear hierarchy and accessibility across devices and screen sizes.

For desktop documents and presentations created in the Microsoft Office suite, Segoe UI is used. Segoe UI is the standard system font on Windows and is therefore available to all users without additional installation. Its visual characteristics are closely aligned with Inter, ensuring a consistent typographic appearance across platforms.

Font sizes are defined per platform to achieve visual consistency and readability rather than exact numerical matching. Due to natural differences in font metrics between typefaces, sizes may vary slightly between web and Office applications while maintaining the same visual hierarchy.

Practical guidelines for web

Font: Inter

Body Text: 16px, Regular, black

H1: 32px, Bold, dark grey

H2: 24px, Bold, dark grey

H3: 20px, Semi-Bold, dark grey

Call-to-actions*: 14px, Semi-Bold, dark grey

Footnotes: 12px, Light (300), medium grey

* A call-to-action (CTA) on a website is a prompt that encourages users to take a specific action. Examples include signing up, learning more, clicking here, downloading, and contacting us. These CTAs should be clear, concise, and stand out visually to guide users effectively.

Practical guidelines for Office Suite

Font: Segoe UI (Windows Default)

Word:

Body Text: 12pt, Regular, black

H1: 20pt, Bold, dark grey

H2: 16pt, semi-bold, dark grey

H3: 14pt, medium (500), dark grey

Hyperlinks: [standard hyperlink blue](#)

Footnotes: 9pt, Light (300), medium grey

PowerPoint:

Title slides:

Title: 44pt, Bold, dark grey

Subtitle: 24pt, Regular, medium grey

Content slides:

Headings: 32pt, Bold, dark grey

Body: 20pt, Regular, dark grey

Footnotes: 14pt, Regular, medium grey

Graphic elements

Icons

Below are some examples of the icons you can choose from. We work with two different formats for icons, each with its own advantages:

SVG: This format is good because it can be resized to any size without losing quality. It's optimal for websites where icons must look sharp at any size.

PNG: This format is used when the icon's size is fixed and high-quality details, such as transparency, are required. It is ideal for presentations or printed materials where the icon's size won't change.

Using both formats ensures that our icons look good no matter where they are used.

All icons can be found [here](#). [\[link\]](#)

Illustrations

Illustrations and graphic elements can be used for presentations and other places that need visual support. They can be found [here](#). [\[link\]](#)

Social media

This style guide section focuses on creating content for our LinkedIn page. Here, you will find guidance on content formats and pillars to ensure our communications are engaging, professional, and aligned with our brand values.

In the following sections, you can find inspiration on different content formats and practical tips to maximise their impact. Additionally, we outline selected content pillars that can inspire themes and topics for writing.

Following these guidelines will help maintain a consistent and impactful LinkedIn presence that supports our organisational goals.

Content formats

Documents: These are created as PDFs, with around 12 slides with 25-50 words each. Add text when posting, but ensure the overall length of the text is under 500 characters.

Videos: The ideal length is 1-2 minutes. Focus on the first 8 seconds to capture attention and include a clear call to action.

Text + Image: Ideal text length is 900-1,200 characters. Use genuine photos and limit images to five.

Articles: Aim for 800-1,200 words with short paragraphs and headlines. Publish on weekdays and optimise for SEO.

Content pillars

Personal stories: Humanise the brand with personal stories and experiences.

Thought leadership: Share in-depth knowledge through white papers and articles.

Industry insights: Use third-party content to inform the audience about industry trends. When incorporating third-party content to provide industry insights, ensure you have the appropriate rights or permissions. Properly attribute the content to its source and verify its accuracy and relevance to maintain the trust and professionalism of our communications.

Product/Service highlights: Update on product specifications and new releases.

Event announcements: Communicate company-organised events and employee participation.

Employer branding: Highlight career opportunities and company culture.

Social responsibility: Showcase the company's commitment to sustainability and equality.

Customer-generated content: Leverage reviews and testimonials.

Behind-the-scenes: Provide a glimpse into daily operations and company culture.