



eSIM icon

Usage Guidelines

Version 1, December 2017



Introducing the eSIM Logo

The eSIM logo is intended to help entities promote their eSIM-enabled products by clearly labelling devices that incorporate eSIM, in a common way. It demonstrates that a device supports and incorporates eSIM, allowing the user to be able to download a service provider subscription over the air. Please read this these eSIM usage guidelines in conjunction with the Terms of Use document.”

About the GSMA

The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 300 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai, Mobile World Congress Americas and the Mobile 360 Series of conferences. Find out more at gsma.com

The eSIM technology icon

This design guideline document is for network operators and manufacturers of devices, modules and chipsets. It governs the use of the eSIM icon in marketing, communicating and promoting eSIM technology.

The icon's components, and the relationship between them, are fixed and should not be altered or substituted. No additional words or graphics should be added to the icon.

The icon has been designed for use in printed and digital media, and complements third party brand identities. Please use the digital master artwork of the icon at all times. Never reproduce it from any other printed or digital source.

The eSIM technology mark is a trademark owned by the GSM Association.



Icon versions

There are two versions of the eSIM icon; black and white. Please use the version that is most legible in any given environment – as indicated below.

When necessary, the icon can be recoloured in any single colour that matches the network or vendor’s brand. The icon’s default colour, or when it appears in isolation, is black or white.

Black version



White version



Always maintain the legibility of the icon



Examples of network or vendor brand colour



Corresponding icon colour



Clear space and minimum size

To ensure the icon is clearly communicated, maintain a clear space around it as indicated below. The minimum clear space around the icon must not contain any supplementary type or graphic devices.

The minimum amount of clear space around the icon is equal to 50% of the height of the icon type.

The minimum size of the icon is 15mm wide. The smallest the icon can appear online is 120 pixels wide.



Minimum size for print



16mm wide

Minimum size for online



120 pixels wide x 73 pixels high

Please refrain from the following

The components of the eSIM icon must never be adapted or amended in any way.

As indicated on Page 3, you may only recolour the complete icon in a single colour, to match a third party brand colour – for instance, the colour used by a network operator.

Always use the icon as it is supplied, using the correct digital master artwork and appropriate file format. Do not recreate or redraw the icon.



Don't recolour separate elements



Don't rotate the icon



Don't distort the icon



Don't add effects



Don't develop new versions of the icon



Don't alter the SIM shape rendering

Frequently asked questions

What does the eSIM logo demonstrate?

That a device supports and incorporates eSIM, allowing the user to download a Service Provider subscription over the air.

Who may use the eSIM logo?

Any entity using the eSIM specification, as detailed in the GSMA Remote SIM Provisioning Technical Documentation may use the eSIM logo, subject to acceptance of the Terms of Use, and the Logo Guidelines.

In which instances might the eSIM logo be used?

Typical usage will include, device packaging, in-box literature, device casings, online and offline marketing collateral, events and product advertising.

What does the eSIM logo not demonstrate?

Use of the eSIM logo does not involve or imply any certification by the GSMA, or GSMA members, that the products or services of manufacturers or service providers actually comply with the Remote SIM Provisioning Specifications. It is only intended to provide a common label for the industry and users. The eSIM logo shall not be used for products and services that do not comply with the eSIM specifications.

Is the logo trademarked?

A trademark application for the logo has been applied for in Europe. No trademark investigation or registration for the eSIM Logo has been carried out by GSMA outside the European Union, including IPR searches. No guarantee, beyond those provided in the Terms of Use, can be given as to the existence of other IPRs. Any entity wishing use the eSIM logo outside of the European Union must apply to the GSMA to register it as a trademark in the country(ies) concerned and fund the cost of the GSMA doing so. Cost quotations will be provided by the GSMA in such instances.

Who owns the eSIM logo?

The eSIM logo is owned by the GSMA, the global trade association for the mobile industry whose registered office is at The Walbrook Building, 25 Walbrook, London, EC4N 8AF, UK.

Is there a cost associated with using the logo?

A royalty free license is granted to users who complete the user registration process as outlined below to allow the use of the eSIM logo in relation with their products and services complying with the GSMA Remote Provisioning SIM specifications. See also, "Is the logo trademarked" section above.

Application for permission to use the eSIM logo

Entities that are able to declare conformity to the Remote SIM Provisioning specifications are given permission to use the eSIM logo to mark their equipment and documentation. This arrangement is entirely voluntary and is one of self-declaration by the entity.

Help and assistance

For further information regarding the eSIM logo, please contact eSIMTeam@gsma.com