
European Institute of
Innovation & Technology
MAKING
INNOVATION
HAPPEN
EIT Community
Brand Book
A body of the European Union

Contact us

For any questions relating to these guidelines, please contact the EIT Communications team at the EIT Headquarters in Budapest.

Infopark
1/E Neuman Janos utca
1117 Budapest | Hungary

E: eit-communications@eit.europa.eu
T: +36 1 481 9300
W: eit.europa.eu

@EITeu
@EITnews
@EITeu
EIT - European Institute of Innovation and Technology
EIT European Institute of Innovation and Technology

EIT Community Brand Book

Contents

1 EIT COMMUNITY BRAND 06

Brand Architecture 08
Vision & Mission 09
Values 12
Brand Tone 14
Brand Voice 14
Key Messaging 16

2 EIT COMMUNITY LOGOS 18

Rationale and Hierarchy 20
Use of Logos 22
EIT Institute Logo 24
EIT KIC Logos 29
Naming Convention 29
Dos & Don'ts 36

3 COLOUR PALETTE 38

Core Colour Palette 40
Supporting Palette 42

4 TYPOGRAPHY 44

Primary Typeface 46
Supporting Typeface 47

5 IMAGERY 48

People Images 50
Product Images 52
Landscape Images 53

6 GRAPHIC ELEMENTS 54

EIT Community Circles 56
Circular Frames 58
Rectangular Frames 62
Icons 64

7 CORPORATE TEMPLATES 68

Office Suite 70
Email Signature 74
Business Cards 75
Online Meeting Backgrounds 76
Publications 78

8 DIGITAL MEDIA 82

Website 84
Social Media 86
Videos 88
Newsletters 90
Web Banners 91

9 EVENT MATERIALS 92

Pull-Up Banners 94
Stands 96
Stage Design 98
Promotional Items 99

10 EIT COMMUNITY OFFICES 100

11 SPECIFIC APPLICATIONS 104

Partnership 106
Permission of use 108

1 EIT Community Brand

The EIT Community is a thriving community that brings together the EIT, its Knowledge and Innovation Communities and the EIT Alumni.

The EIT Community brand unites all who innovate with the EIT Community: innovators, entrepreneurs, students, business, education, research, civil society, authorities and, last but not least, citizens. Our brand expresses our vision, mission and values, and helps us to work towards our common goal of creating the future we want: green, digital and healthy societies with a thriving entrepreneurial culture.

As the EIT Community brings a wide ranger members together, it is important to be consistent in the branding and communications approach to be heard and recognised. The brand elements and tools define who we are and what we do and help bring coherence to external audiences' perceptions of the EIT Community.

The following pages present the EIT Community's brand essence, helping us communicate effectively with one voice by providing an overview of the key messages and visuals to be used.



1.1 Brand Architecture

Our brand portfolio helps to demonstrate how the EIT Community works together. It shows how each member is positioned as part of our family of brands.

The EIT is convinced that its role as an innovation ecosystem needs to be stressed. As a key initiative of Horizon Europe's 'Innovative Europe' pillar, we leverage strategic goals and results within the greater EU and Horizon Europe family.

The EIT Community brand also represents building strong connections with citizens and our stakeholders from innovation, business, education and research.



EIT Community vision

Our vision presents the common goal and aspirations that unite the entire EIT Community.

A global innovation ecosystem delivering cutting-edge solutions to pressing challenges, creating jobs and improving people's lives.

EIT Community mission

Our mission provides the strategic direction that guides the EIT Community forward with purpose.

The EIT Community contributes to EU sustainable growth by boosting its ability to innovate.
To achieve this, the EIT Community enables an innovation ecosystem where organisations from business, higher education and research cooperate. Together they drive innovation and promote entrepreneurship that tackles major challenges facing our society.

1.2 Vision & Mission



CONNECTING

The EIT Community is a driving force in innovation with strong connections to partners, innovators, stakeholders and regions to tackle pressing global challenges together. Jointly we accelerate Europe's transition to a greener, healthier and more digital future.

1.3 Values

Trustworthy

We deliver excellence with accountability and integrity towards stakeholders and citizens.

Transparent

We embrace transparency and openness in our organisations and activities.

Collaborative

We are committed to engaging with our stakeholders and audiences. We believe in exchanging and co-creating for greater impact.

Inclusive

We are passionate about our inclusive, diverse and tolerant community.

Sustainable

We inspire entrepreneurs, students, innovators and citizens to take action and innovate with us.

The EIT Community values reflect our joint vision, and should be used as a guide for all members of the EIT Community in their activities, communication and decisions.



1.4 Brand Tone

Brand Voice

The EIT Community brand is..

- Diverse, inclusive and gender neutral
- Innovative and sustainable

We avoid..

- Bureaucratic language
- Acronyms

We communicate about activities and innovations, showcased by real innovators, entrepreneurs and students. We demonstrate how the EIT Community contributes to a better future for the EU and its citizens today.

Collectively we can change Europe's mindset towards a more innovative and entrepreneurial culture.



Key Messaging

Messaging is an essential part of our brand and helps the EIT Community connect with its audiences. The messages we convey should be consistent and align with the EIT Community vision, mission and values.

EIT Community

In a sentence

A thriving ecosystem that connects and empowers innovators and organisations to create, educate and innovate for a greener, healthier and more digital Europe.

In a paragraph

The EIT Community is a thriving and growing innovation ecosystem that creates new opportunities for entrepreneurial education, innovation projects and business creation. By connecting and empowering innovators and organisations in Europe's largest innovation ecosystem, the EIT Community generates new ideas, skills, products, services and cooperation for a greener, healthier and more digital Europe and beyond.

EIT - European Institute of Innovation and Technology

In a sentence

The European Institute of Innovation & Technology strengthens Europe's ability to innovate by powering solutions to pressing global challenges and by nurturing entrepreneurial skills in Europe's largest innovation ecosystem.

In a paragraph

The European Institute of Innovation & Technology strengthens Europe's ability to innovate by powering solutions to pressing global challenges and by nurturing entrepreneurial skills in Europe's largest innovation ecosystem. The Institute enables a pipeline of cutting-edge solutions, talent and the supporting environment for innovation by creating opportunities for students, innovators and entrepreneurs across Europe.

EIT Knowledge and Innovation Communities

In a sentence

Pan-European partnerships dedicated to tackling global challenges by offering entrepreneurial education courses, innovation projects and business creation services across Europe.

In a paragraph

EIT Knowledge and Innovation Communities are set up by the EIT and bring together business, education and research in a pan-European partnership. Each community is dedicated to delivering solutions to a pressing global challenge and, together with their partners, EIT KICs offer entrepreneurial education courses, innovation projects and business creation services.

2 EIT Community Logos

2.1 Rationale and Hierarchy



The inner shape of the EIT logo forms a ‘C’, to represent community and connection, while the outer shape symbolises the supportive yet open nature of the EIT Community. The concept as a whole emphasises the Community’s core values.

European Union Emblem + EIT Community Brandmark



! When an EIT Community logo is presented, it must be accompanied by the EU emblem.

The EIT Community logo shows a strong link to its mother brand, the European Union, using the same blue as the EU flag.

The core elements of the logo - the circle and the word ‘EIT’ - are common to all members of the EIT Community.

All EIT logos must use Microgramma D Medium:

AaBbCc
123456

Microgramma D
Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRS
1234567890

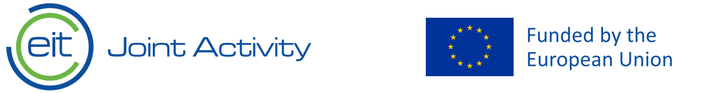
2.2 Use of Logos

As an EU body and EU initiatives, the EIT and each KIC must clearly display the EU flag and text in all communications and information material.

Landscape







i More information on the use of the EU emblem can be found here: ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf

Use with the European Union emblem

The European Union flag is always the same width as the EIT Community brandmark.

The supporting text should be set in the font Calibri Light and changes depending on whether the EU logo is being used alongside the Institute, a KIC or a KIC activity, as shown.

The supporting text can be aligned to either the left or right hand side of the European flag.

The minimum height of flag to be used is 4.5mm



Portrait







When to use

Funded:

"Funded" should be used for actions and activities that are solely funded by the EIT and the European Union, e.g. newly designated EIT Knowledge and Innovation Communities, EIT's Higher Education Initiative and joint EIT Community activities.

Co-Funded :

"Co-funded" should be used for actions and activities where there are funding sources other than the EIT and the European Union, e.g. EIT Knowledge and Innovation Communities and actions with a funding rate below 100%.

i The font used for the text accompanying the EU emblem is Calibri Light.

2.3 EIT Institute Logo





A body of the European Union

EIT Full Colour Logo

The full colour logo is the preferred version on all materials and communications. It is one of the most visible parts of our identity.
The logo must be used as provided and cannot be altered in any way.





A body of the European Union





A body of the European Union

EIT Single Colour Logo

The single colour version of the logo should only be used when the full colour version of the logo cannot be applied.
The single colour logo can be used for merchandise or temporary signage, where printing restrictions may apply.
The logo must only be used as provided and cannot be altered in any way.

EIT Reversed Logo

This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes.

The logo must be used as provided and cannot be altered in any way.





A body of the European Union

EIT Special Logo

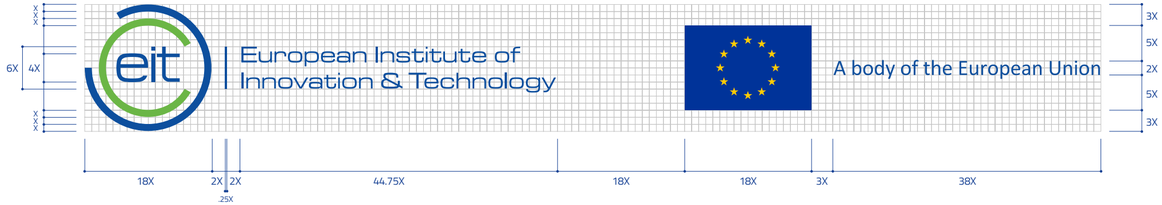
Another reversed logo, this version retains the full colour EIT Community brandmark, offset by a white keyline.

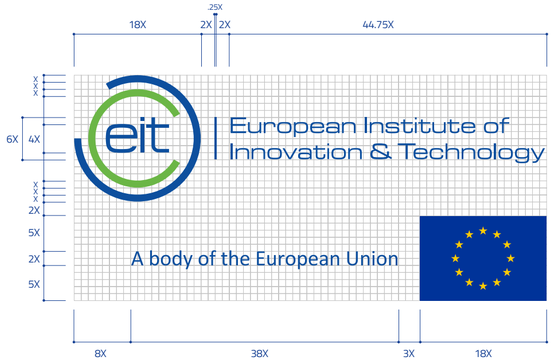
This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes where the colouring of the brandmark needs to be retained. The keyline dimension is 1/10 the total height of the brandmark. The logo must be used as provided and cannot be altered in any way.





A body of the European Union





Minimum Size for Print



Minimum Size for Web



EIT Logo Proportions and Lock up

The grid opposite shows the relationship between the EIT brandmark and the supporting wordmark in landscape orientation.

The Institute logo uses the EIT Community brandmark with a wordmark set in Microgramma D Medium. This typeface only appears in the EIT logos and is not to be used for any other purpose.

The relationship between brandmark and wordmark must not be altered in any way.

AaBbCc123456
Microgramma D Medium

EIT Logo Minimum Size

A minimum size has been established to ensure the logo is reproduced correctly at small sizes, is clearly legible and provides strong identification.

The logo must never be used smaller than the size identified opposite. For printed applications (e.g. offset printing), the height should not be less than 14mm. For websites, the height should not be smaller than 36 pixels.

When using techniques with low quality (e.g. screen-printing), use the logo at a larger size.

Clear Space

The clear space has been established to ensure visibility and impact of the logo.

Maintaining clear space between the logo and other graphic elements ensures it is always unobstructed and distinct, with maximum visibility and impact.

Where possible, allow more space than the minimum indicated, giving the logo room to "breathe".

The clear space is proportional and is based on the width of the brandmark rings, as indicated here.





EIT Community Brandmark Usage with Knowledge and Innovation Community Logos

The logos use the same circles to represent community and connection, followed by their focus area. The same guidelines on typeface, colour, size and space apply as for the EIT logo.

Naming Conventions

- EIT Climate-KIC
- EIT Digital
- EIT InnoEnergy
- EIT Health
- EIT RawMaterials
- EIT Food
- EIT Manufacturing
- EIT Urban Mobility
- EIT Culture & Creativity
- EIT Water

2.4 EIT KIC Logos





Landscape and portrait general structure for KIC logos.

EIT KICs

eit Climate-KIC — Co-funded by the European Union

eit Food — Co-funded by the European Union

eit Digital — Co-funded by the European Union

eit Manufacturing — Co-funded by the European Union

eit InnoEnergy — Co-funded by the European Union

eit Urban Mobility — Co-funded by the European Union

eit Health — Co-funded by the European Union

eit Culture & Creativity — Funded by the European Union

eit RawMaterials Connecting matters — Co-funded by the European Union

eit Water — Funded by the European Union

Clear Space

The clear space has been established to ensure visibility and impact of the logo.

Maintaining clear space between the logo and other graphic elements ensures it is always unobstructed and distinct, with maximum visibility and impact.

Where possible, allow more space than the minimum indicated, giving the logo room to "breathe".

The clear space is proportional and is based on the width of the brandmark rings, as indicated here.







EIT KIC Full Colour Logo

The full colour logo is the preferred version on all materials and communications. It is one of the most visible parts of our identity.

The logo must be used as provided and cannot be altered in any way.



EIT KIC Single Colour Logo

The single colour version of the logo should only be used when the full color version of the logo cannot be applied.

The single colour logo can be used for merchandise or temporary signage, where printing restrictions may apply.
The logo must only be used as provided and cannot be altered in any way.

EIT KIC Reversed Logo

This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes.

The logo must be used as provided and cannot be altered in any way.

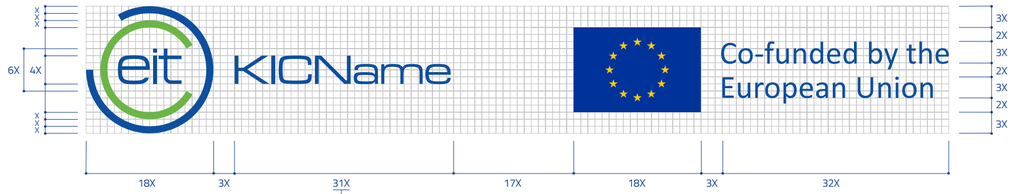


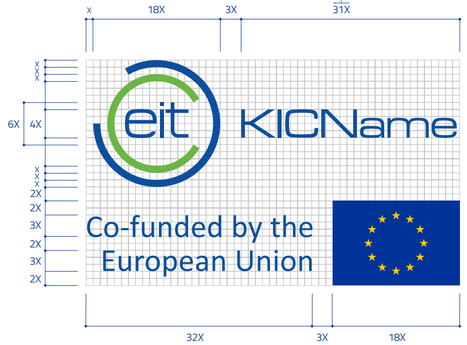
EIT KIC Special Logo

Another reversed logo, this version retains the full colour EIT Community brandmark, offset by a white keyline.

This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes where the colouring of the brandmark needs to be retained. The keyline dimension is 1/10 the total height of the brandmark. The logo must be used as provided and cannot be altered in any way.







Minimum Size for Print



Minimum Size for Web



EIT Logo Proportions and Lock up

The grid opposite shows the relationship between the EIT brandmark and the supporting wordmark in landscape orientation.

The KIC logos use the EIT Community brandmark with a wordmark set in Microgramma D Medium. This typeface only appears in the EIT logos and is not to be used for any other purpose.

The relationship between brandmark and wordmark must not be altered in any way.

AaBbCc123456
Microgramma D Medium

EIT Logo Minimum Size

A minimum size has been established to ensure the logo is reproduced correctly at small sizes, is clearly legible and provides strong identification.

The logo must never be used smaller than the size identified opposite. For printed applications (e.g. offset printing), the height should not be less than 14mm. For websites, the height should not be smaller than 36 pixels.

When using techniques with low quality (e.g. screen-printing), use the logo at a larger size.

2.5 Dos & Don'ts

LOGO DOS

DO always use the EIT logo & the EU emblem together.

DO use the logo according to the guidelines we've already set within this brand book.

DO use the full colour version whenever possible.

DO use the digital master artwork when reproducing the logo. These files can be downloaded from the links provided throughout this brand book.

A number of scenarios to avoid are shown on the right.
This list is not exhaustive.

LOGO DON'TS

DON'T change the aspect ratio of the logo



DON'T add elements that infringe the clear space



DON'T use the logo without the EU emblem



DON'T change the logo lockup



DON'T use colours not specified in the brand book



DON'T use the logo too small



DON'T change the logo typeface



DON'T use the wordmark on its own

European Institute of Innovation & Technology

DON'T use the full colour logo where it's hard to read



3 Colour Palette

3.1 Core Colour Palette

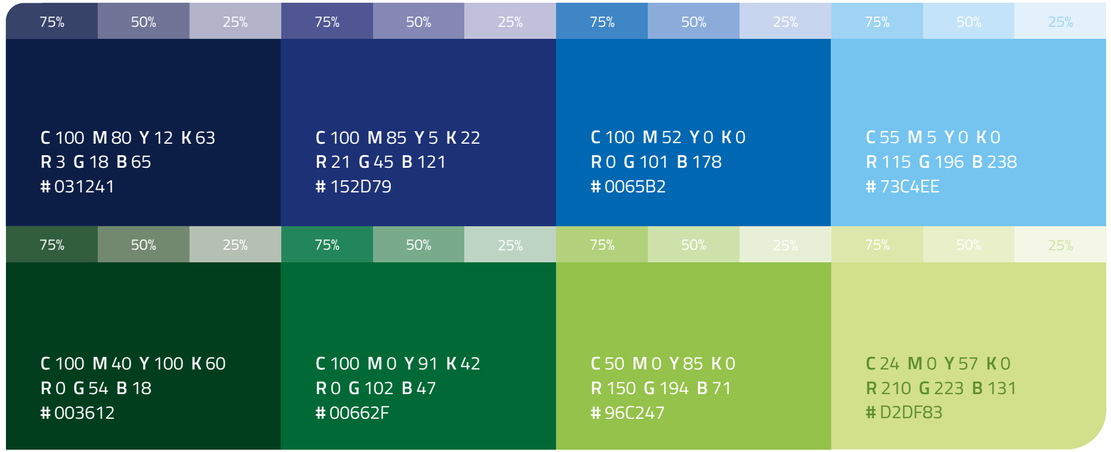
Our colours are a crucial part of our identity: they make our brand instantly recognisable. Applied consistently, they provide a strong visual link across materials and communications. Use of colours not specified in this brand book is forbidden.

Specifications for reproduction of our core colours are shown here. This applies to offset printing on white paper (CMYK) and on screen and web (RGB & Hexadecimal). When reproducing the EIT colours on other material (e.g. signage), ensure it visually matches these approved colours.

Pantone Reflex Blue	Pantone 368	Pantone Process Black	White
C 100 M 80 Y 0 K 0 R 3 G 78 B 162 # 034EA2	C 63 M 3 Y 100 K 0 R 107 G 183 B 69 # 6BB745	C 0 M 0 Y 0 K 100 R 0 G 0 B 0 # 000000	C 0 M 0 Y 0 K 0 R 255 G 255 B 255 # FFFFFF

3.1 Supporting Palette

In addition to the core colours, there is a supporting palette of harmonious colours. Limit the number of these colours in a single piece to avoid overpowering the reader.





4 Typography

4.1 Primary Typeface

AaBbCcDdEe
1234567890

Titillium Light | Titillium Regular | **Titillium Semibold** | **Titillium Bold** | **Titillium Black**

ABCDEFGHIJKLMNOPQR abcdefghijklmnopqr 1234567890
ABCDEFGHIJKLMNOPQR abcdefghijklmnopqr 1234567890
ABCDEFGHIJKLMNOPQR abcdefghijklmnopqr 1234567890
ABCDEFGHIJKLMNOPQR abcdefghijklmnopqr 1234567890
ABCDEFGHIJKLMNOPQR abcdefghijklmnopqr 1234567890

Titillium is the primary typeface. It is fresh and modern, reflecting our brand.

The full type family can be **downloaded free here** for use in printed materials, letterheads etc.

Titillium should also be used for websites. To embed it in a web page, insert this code as the first element in the <head> of the HTML document.
<link href='http://fonts.googleapis.com/css?family=Titillium+Web:300,400,600,700'rel='stylesheet' type='text/css'>

The following code must be added to the site's CSS style sheets: font-family: 'Titillium Web', Calibri, sans-serif;

4.2 Supporting Typeface

Calibri Light is the alternative typeface for documents created using MS Office, e.g. Word, PowerPoint, Excel, as well as for any email or electronic signature.

It should only be used where the document being worked on will eventually be sent to an end user unlikely to have Titillium installed on their device. When using this font in Microsoft Word or emails, body text should be no larger than 11pt.

AaBbCcDd
12345678

Calibri Light | **Calibri Light Bold**

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz 1234567890

5 | Imagery

5.1 People Images

Carefully chosen images add impact and dynamics to your publications. The right photography can convey atmosphere, personality and emotion and help you tell your story. Look for images that are natural, and avoid overly staged and cliché images. Use imagery that adds value and make sure it reflects diversity and gender equality.

Images for print media must be 300dpi and saved as CMYK to ensure good reproduction.

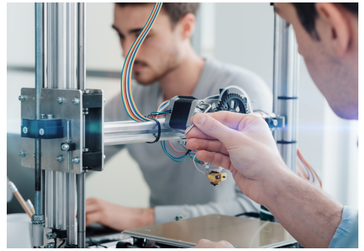
People images are a core part of our brand – they deliver our brand personality through close crops, shallow depth of field and a shift in focus. These techniques intrigue, fascinate and hook the audience into content. People images should be used at the beginning of an audience journey, inspiring the reader to discover more and connect with us.








5.2 Product Images

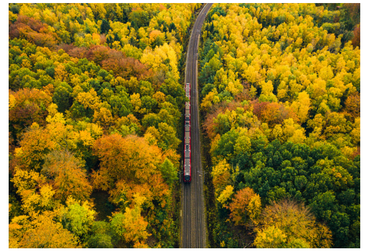


Product images show innovation in action. They should inspire and illustrate. With a close-up focus on people using technology in real-world contexts, they demonstrate the power of innovators to make a tangible difference to society. Choose strong, clear images that show recognisable situations, and that reflect diversity and our brand.

5.3 Landscape Images

Landscape images provide a moment of reflection through wide-angled content. The purpose of the EIT Community is to empower innovators to shape a brighter future for Europe – aim to reflect this in your landscape images.






6 Graphic Elements

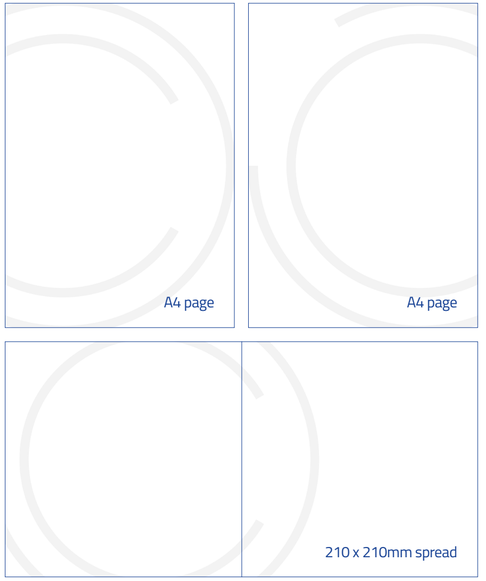
6.1 EIT Community Circles

The circles are a crucial part of the EIT Community identity and can be used in various ways to add EIT branding to communication and promotional materials. You can use it to focus on a subject or person within an image, place it behind text for an additional graphic element, or use it to frame statements or quotes. See the examples on the facing page.



For use with images, the placement and opacity of this graphic element will depend on the image. For background to text or quotes, apply a 20% value of the base colour, though this may need to be adjusted depending on the colour.





6.2 Circular Frames

The EIT Community circle can frame images in two ways.

First, it can be used with people images for publication covers, posters or event materials. The outer border has a reduced opacity to show the image behind it and can be used in any colour within the palettes provided. The opacity and colour should work with the selected image.

1/20 Height of circle equals X



Examples of use:
(A4 cover)



A4 cover and A4 spread

The second image frame is used for images within a publication. It has a border that sits outside the main image.
Always apply a 20% value of the base colour selected for the outer border, to align the image frame with other graphic elements. The placement of both types of image frame is optional but should always allow enough space to work with the publication title and logos.

1/25 Height of circle equals X



Both the circle and outer border should have 80% opacity, though this may vary depending on the image.



6.3 Rectangular Frames



Abor as dis esenima gnihiliquos quas alit andae eicias arit aliquiam sit ut optaecea dit, corem aliqui do-lorepelest quae offictem ipsaesedis aut renisin ieniaspedis aut lia sit adis dollupt atusaped mo officia tiu-mentem fuga. Ro testiist aut faccae comnis modit vellaut latem quatur molorendus molupta de estibus si dolorum eos as volori quas conse-quae vendiscienis ipic tem estotat quiaspere comniatium ipiti.

Git volor magni consequo bearum eaquat as aborepe ritius molupta de con earchil landias mincit eos dolo offic te millaciistis mossintium rep-tatis ea eat a numendelis dolupta escimaio occum voluptio que odit re, ipidernam, conseque rectem corepel estiatustis nis sequi quod quod quiam fugitatur aut.

We have developed image and text box frames to work with other graphic ele-ments within the brand book.

The image frame only applies to narrative images in publications and has been designed to work with the structure of our page layout. The text box frame can be used in publications and other applications where graphic layout and space allow. It should have a 6mm radius applied to opposing corners as shown. Apply a 20% value of the base colour selected, though this may need to be adjusted depending on the colour.

Use part of the EIT circles to create quote marks

Typography rules still apply when in boxes



The corner size needs to be 6mm in all publications

Icons and logos can be added inside the text boxes

6.4 Icons

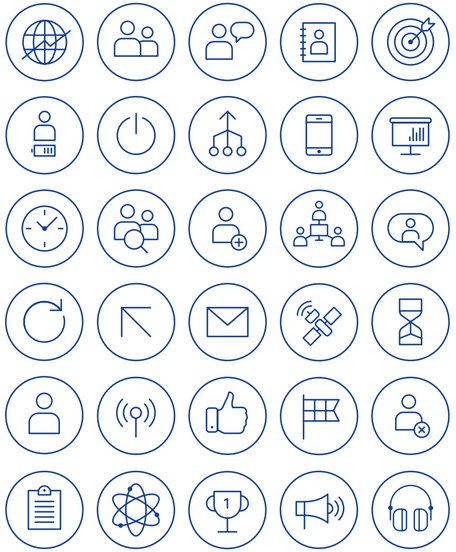
Main Icons

These icons have been developed to work alongside the other graphic elements within the brand book. They are adaptable and can be used across all media and across all EIT Community communications, from printed publications to digital platforms. The graphics and icons can be produced using the existing colour palettes to differentiate between areas of expertise and activities. Since the design is a vector, it can be scaled without any loss of image quality. All the icons on the right are available in the three versions shown.

Single



Circled



EIT Colour Palette



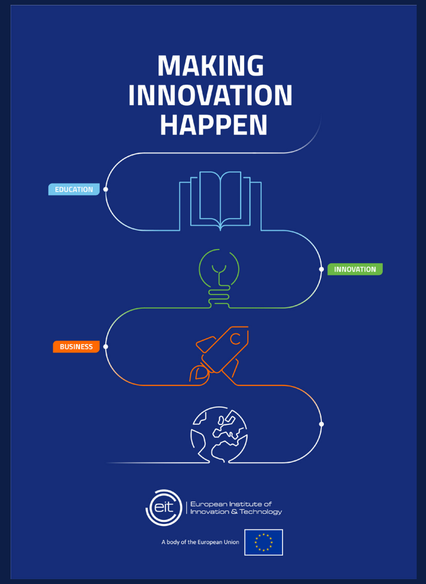
Gradient Icons

The four main gradient icons represent the EIT's most important activities: entrepreneurial education, business creation and innovation projects across Europe and beyond. The secondary icons represent challenges tackled by the EIT community, such as manufacturing, climate, energy, food, digital, health, creativity and urban mobility.

Main Icons



Example of Use



Secondary Icons



7 Corporate Templates

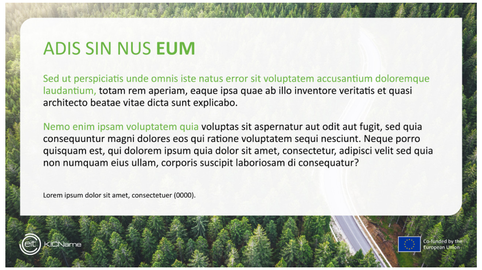
7.1 Office Suite

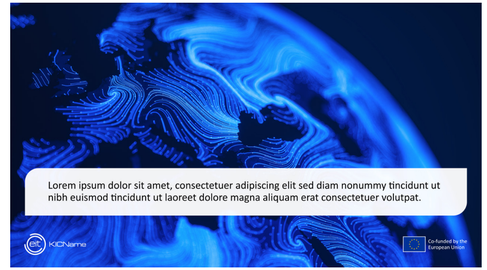
Templates for documents, presentations, email signatures, letters, business cards, online meeting backgrounds, posters and publications should use the EIT Community visual identity to ensure consistency and alignment with Horizon Europe visibility guidelines.

The EIT Community logo and EU emblem should always feature on every slide.

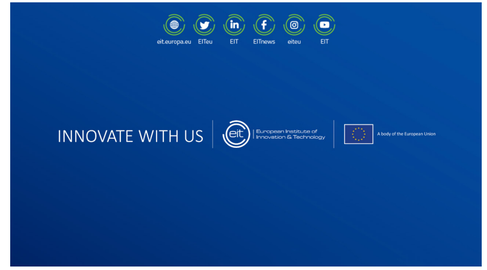
PowerPoint











Word



European Institute of Innovation & Technology

A body of the European Union

PRESS RELEASE

INNOVATING FOR A GREEN, HEALTHY, AND DIGITAL EUROPE: ANNOUNCING THE WINNERS OF THE 2020 EIT AWARDS

Ipsum dolor sit amet, consectetur - **Nulla scelerisque nunc accumsan libero sollicitudin ultricies. Curabitur accumsan consequat mollis. Morbi porttitor est at lorem dictum, volutpat dictum neque consequat. Nullam vel pharetra mauris. In cursus pharetra dolor, nec congue nibh pretium vel. Integer ac venenatis neque. Maecenas in enim feugiat, ultricies nunc eu, dignissim justo. Duis in mauris a lacus condimentum lobortis. Phasellus varius blandit elit eget fermentum. Sed a vestibulum ligula, non ornare ligula.**

Ipsum dolor sit amet, consectetur, suscipit, aliquet tortor ac, tempor massa. Nunc molestie sem in fermentum blandit. Suspendisse feugiat viverra fermentum. Duis ultricies dignissim. Nulla nisl justo, consectetur eget imperdiet vitae, accumsan vitae dolor. Quisque sagittis ullamcorper mauris, nec vestibulum tellus sagittis congue. Donec pellentesque neque sem, id dapibus lectus ultrices tincidunt. Fusce purus nisl, eleifend vitae feugiat a, facilisis quis purus.

Nulla scelerisque nunc accumsan libero sollicitudin ultricies. Curabitur accumsan consequat mollis. Morbi porttitor est at lorem dictum, volutpat dictum neque consequat. Nullam vel pharetra mauris. In cursus pharetra dolor, nec congue nibh pretium vel. Integer ac venenatis neque. Maecenas in enim feugiat, ultricies nunc eu, dignissim justo. Duis in mauris a lacus condimentum lobortis. Phasellus varius blandit elit eget fermentum. Sed a vestibulum ligula, non ornare ligula.

Morbi et arcu ut felis imperdiet scelerisque. Aliquam erat volutpat. Aliquam tellus dui, volutpat in elementum a, euismod quis quam. Class aptent taciti sociosqu ad litora torquent.

Press Release



European Institute of Innovation & Technology

A body of the European Union

AGENDA

EVENT NAME

Date | Location

TIME	ACTIVITIES
00:00 – 00:00	**ACTIVITY 01** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua
00:00 – 00:00	**ACTIVITY 01** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua
00:00 – 00:00	**ACTIVITY 01** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua
00:00 – 00:00	**ACTIVITY 01** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

Agenda



KICName

Co-funded by the European Union

LETTER

Forename surname
Address line one
Address line two
Town, Postcode, Country

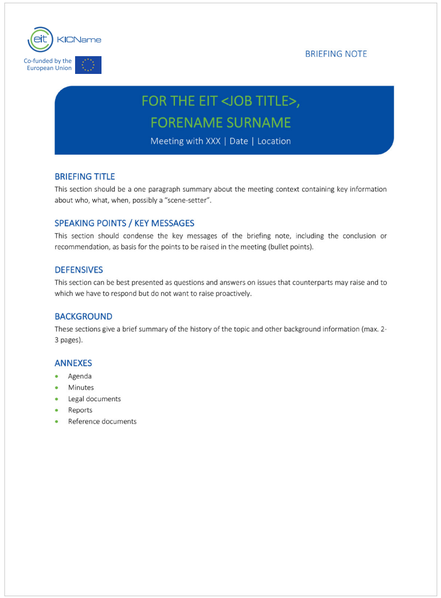
12 November 2014

Ipsum dolor sit amet, consectetur,
suscipit, aliquet tortor ac, tempor massa. Nunc molestie sem in fermentum blandit. Suspendisse feugiat viverra fermentum. Duis ultricies dignissim. Nulla nisl justo, consectetur eget imperdiet vitae, accumsan vitae dolor. Quisque sagittis ullamcorper mauris, nec vestibulum tellus sagittis congue. Donec pellentesque neque sem, id dapibus lectus ultrices tincidunt. Fusce purus nisl, eleifend vitae feugiat a, facilisis quis purus.
Nulla scelerisque nunc accumsan libero sollicitudin ultricies. Curabitur accumsan consequat mollis. Morbi porttitor est at lorem dictum, volutpat dictum neque consequat. Nullam vel pharetra mauris. In cursus pharetra dolor, nec congue nibh pretium vel. Integer ac venenatis neque. Maecenas in enim feugiat, ultricies nunc eu, dignissim justo. Duis in mauris a lacus condimentum lobortis. Phasellus varius blandit elit eget fermentum. Sed a vestibulum ligula, non ornare ligula.
Morbi et arcu ut felis imperdiet scelerisque. Aliquam erat volutpat. Aliquam tellus dui, volutpat in elementum a, euismod quis quam. Class aptent taciti sociosqu ad litora torquent.

Kindest regards

Name
Position

Letterhead



KICName

Co-funded by the European Union

BRIEFING NOTE

FOR THE EIT <JOB TITLE>, FORENAME SURNAME

Meeting with XXX | Date | Location

BRIEFING TITLE

This section should be a one paragraph summary about the meeting context containing key information about who, what, when, possibly a "scene-setter".

SPEAKING POINTS / KEY MESSAGES

This section should condense the key messages of the briefing note, including the conclusion or recommendation, as basis for the points to be raised in the meeting (bullet points).

DEFENSIVES

This section can be best presented as questions and answers on issues that counterparts may raise and to which we have to respond but do not want to raise proactively.

BACKGROUND

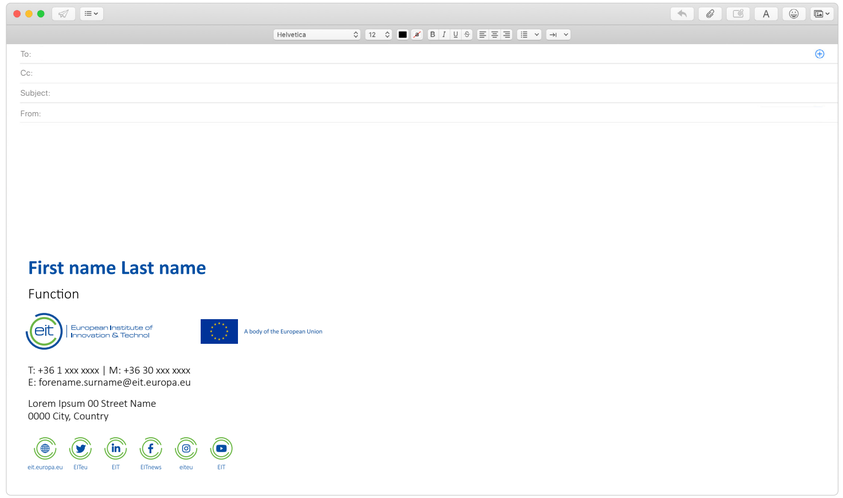
These sections give a brief summary of the history of the topic and other background information (max. 2-3 pages).

ANNEXES

- Agenda
- Minutes
- Legal documents
- Reports
- Reference documents

Briefing Note

7.2 Email Signature



7.3 Business Cards



Face A



Face B

7.3 Online Meeting Backgrounds



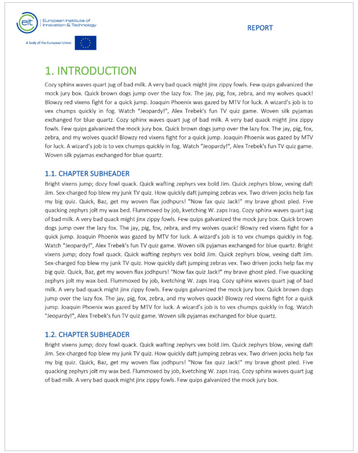


7.4 Publications

All external publications should integrate the branding elements described in this handbook. The EIT Community logo and EU emblem must always feature, as described in the Logo chapter.

Report Examples





Brochure Examples

Cover



Back cover



Leaflet Examples





Factsheet Examples





Poster Examples

A0



A1



A3



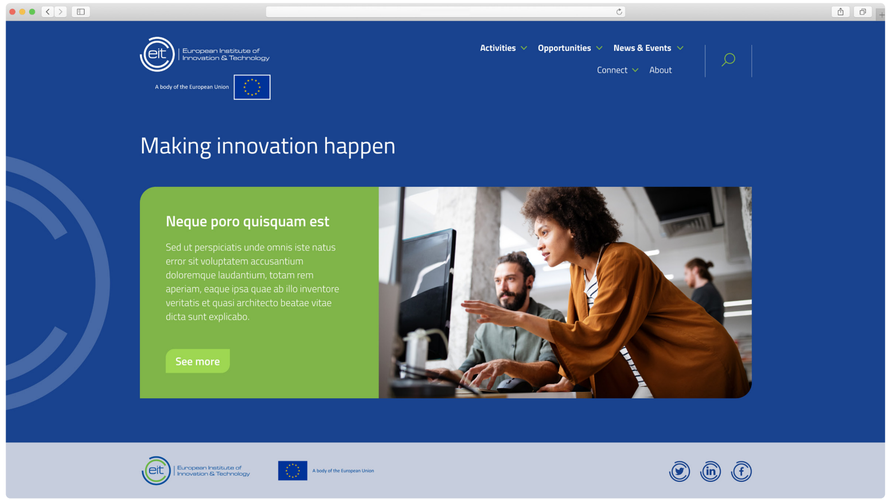
8 Digital Media

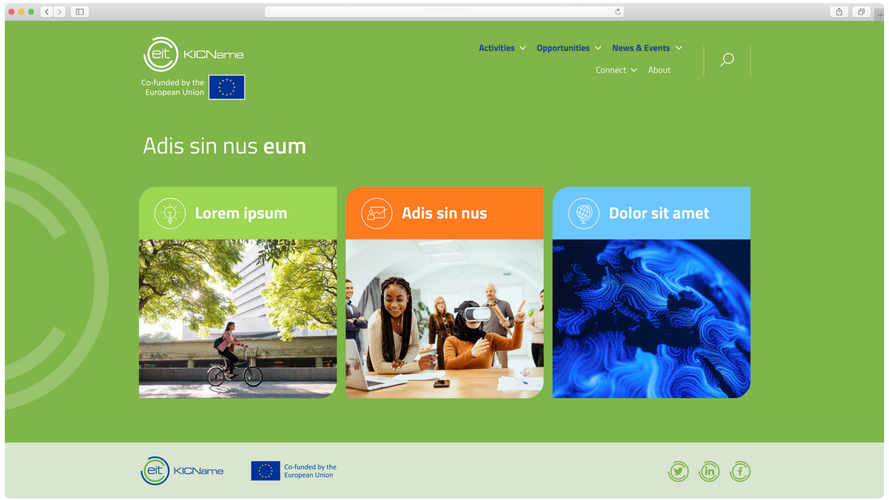
8.1 Website

All digital media relating to the EIT Community should adhere to the branding guidelines contained in this book. The EIT Community logo and EU emblem must always feature. This applies to websites, social media, banner ads and videos.

The EIT Community logo and EU emblem must feature in the landing frame and footer of all websites.

Website Examples

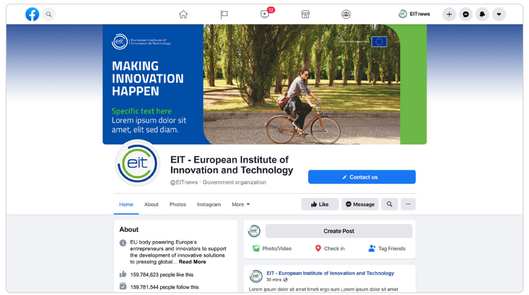


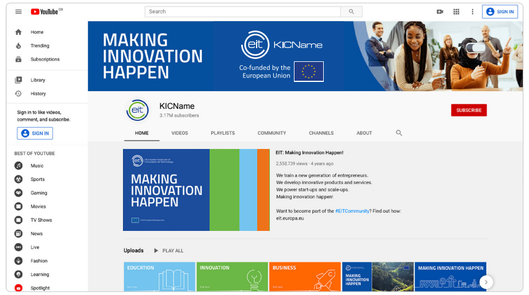


8.2 Social Media

Our social media channels play an important role in connecting with our audiences and establishing the consistent look and feel of the EIT Community. On social media, the EIT Community logo and the EU emblem must be clearly visible to visitors, with a clear, bold cover image representing our brand. In bios, EIT and EU support should be clearly visible.

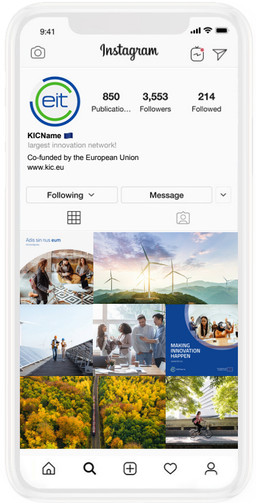
Profile Examples

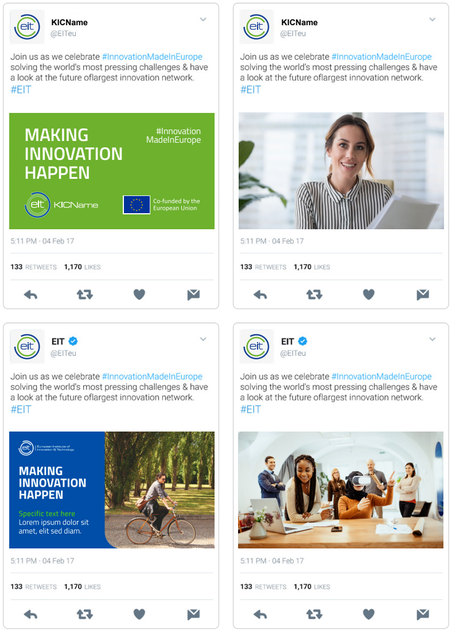




Post Examples







8.3 Videos

Videos should be clearly marked with both EIT Community branding and the EU emblem. Both logos should appear in the opening and closing slides, or as a watermark throughout the duration of the video.

Intro



Outro









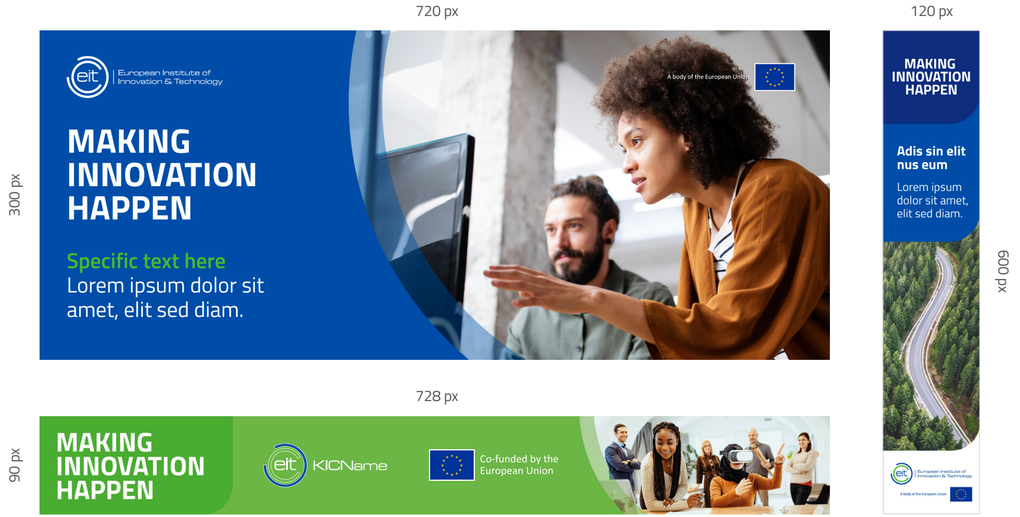
! All videos should be subtitled.

8.4 Newsletters

When producing newsletters, follow the basic design principles as laid out in this brand book. The EIT Community logo and EU emblem should always appear at the top of the newsletter and should follow the size conventions as described in the Logo chapter. Keep imagery to a minimum as it will have an impact on the overall file size.



8.5 Web Banners



9 Event Materials

9.1 Pull-Up Banners

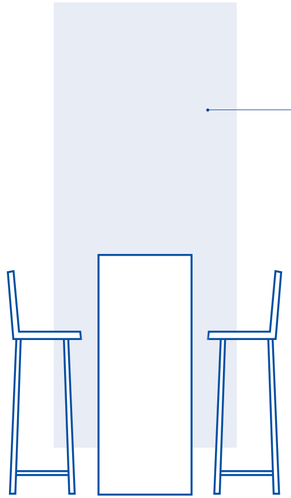
The EIT Community design principles also apply to all event materials, including booths, stands, branded banners, signs and graphics. These products should be impactful, engaging and informative, while adhering to the guidelines regarding the use of graphic elements. The examples in this section showcase the EIT Community brand elements in various contexts.

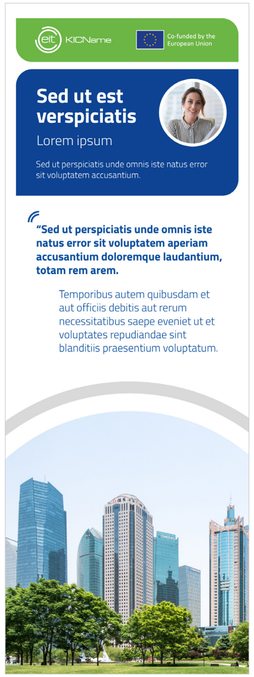
When producing materials, sustainability is essential. Always look for responsible, ethical suppliers, preferably within the EU, and consider how the products can be reused or recycled after your event.





9.2 Stands




KICName
Co-funded by the European Union
Sed ut est verspiciatis
Lorem ipsum
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium.
"Sed ut perspiciatis unde omnis iste natus error sit voluptatem aperiam accusantium doloremque laudantium, totam rem arem.
Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint blanditiis praesentium voluptatum.


KICName
Co-funded by the European Union
MAKING INNOVATION HAPPEN
Adis sin nus eum
www
KICName
Co-funded by the European Union
KICName
Co-funded by the European Union

9.3 Stage Design





9.4 Promotional Items









10 EIT Community Offices

Branding guidelines also apply to signage and design elements in office buildings.
Ensure visual branding is in line with the principles in this brand book.









11 Specific Applications

11.1 Partnership

When organising an event or initiative with a partner, all communications should still respect the EIT Community brand guidelines. Placement of logos should ensure equal sizing and visibility for each partner, but respecting the co-branding principle.

Pull-Up Banner Example



Web Banner Example



11.2 Permission of Use

The European Institute of Innovation and Technology (EIT) cooperates with many external organisations and the need to use the EIT logo or that of its Knowledge and Innovation Communities (EIT KIC logo) by third parties frequently arises.

The logos of the EIT and of its KICs are the intellectual property of the EIT. The EIT will pursue cases of abuse and fraudulent use of these logos.

I. Terms and conditions of use

1.1 The EIT grants the use of the KIC logos to the designated KICs and their partners through signing a framework partnership agreement or by award of a specific grant.

1.2 In addition, the EIT logo and those of the KICs may be used by third parties subject to the below terms and conditions.

These logos may only be used if:

- Permission is requested and granted in writing before the logo is used;
- There is no likelihood of the user of the logo being confused with the EIT and/or its KICS;
- It is not used in connection with objectives or activities which are incompatible with the aims and principles of the EIT and/or of its KICs;
- It is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by the EIT and/or of its KICs.

1.3 The specific logo shall be used in its entirety without distorting, modifying or separating its component elements.

Permission to use the logo of the EIT and/or one of its KICs does not confer on those whom it is granted any right of exclusive use, nor does it allow them to appropiate the logo, either by registration or any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above. This will be unlikely in a commercial context if the logo of EIT is used in conjunction with a company's own logo, name or trade mark.

II. Request for permission to use the EIT or KICs logo

Request for permission should be submitted to the EIT. All EIT units are authorised to give permission to third parties to use the EIT logo subject to the terms and conditions as described above.

Requests for permission can also be submitted to the EIT Communications Team by email:
eit-communications@eit.europa.eu

The EIT grants the use of the EIT KIC logos to the designated KICs and their partner organisations. For the use of a specific KIC logo, please contact the specific KIC.

III. Downloading the EIT logo

Third parties can download, copy and store the EIT logo in various formats and versions from the EIT website:

eit.europa.eu


European Institute of
Innovation & Technology
A body of the European Union
eit.europa.eu