COMMUNICATION GUIDELINES



eit Urban Mobility

Co-funded by the European Union

WELCOME TO THE EIT URBAN MOBILITY COMMUNICATION GUIDELINES

Co-funded by the European Union

- All activities done within EIT Urban Mobility need to follow specific mandatory communication and dissemination rules.
- We want to make it easy for you to communicate your project's accomplishments while respecting our brand and legal requirements.
- This guide is complementary to the EIT Urban Mobility Brand Book. Here you will find the branding & communications requirements you should follow in setting up the communication of your project and communication guidelines to help you in these activities.

eit Urban Mobility

Co-funded by the European Union

1 BRAND REQUIREMENTS IN EXTERNAL COMMUNICATION ACTIVITIES

2 BRAND REQUIREMENTS - USE OF LOGO AND CO-BRANDING WITH EU FLAG

3 WEBSITES, WEBPAGES AND APPS

4 PRESENTATIONS, PRINT AND DIGITAL MATERIAL

5 VIDEOS

6 SOCIAL MEDIA

7 PRESS MATERIALS AND MEDIA ACTIVITY

8 DISSEMINATE YOUR ACTIVITY ON OUR CHANNELS

9 MAKE THE MOST OF YOUR KEY COMMUNICATION OPPORTUNITIES

1. FOLLOW THE EIT BRAND & COMMUNICATION REQUIREMENTS IN ANY OF YOUR EXTERNAL COMMUNICATION ACTIVITIES!

Funded activities are required to add co-branding to their websites/webpages no later than 3 months after the beginning of funding.

Due to the three-year duration of the EIT Urban Mobility Business Plan, co-branding requirements must be fulfilled:

- Until August 2026 for the Business Plan 2023-2025 (i.e., the duration of the Business Plan 2023-2025 plus the subsequent period during which reporting and assessment by the EIT and EIT UM takes place).
- Until August 2029 for the Business Plan 2026-2028 (i.e., the duration of the Business Plan 2026-2028 plus the subsequent period during which reporting and assessment by the EIT and EIT UM takes place).

This obligation applies regardless of the end date of the project.

All activities funded by EIT Urban Mobility must comply with the communication, dissemination and visibility requirements included in Article 17 of the Grant Agreement 2026-28 EIT Urban Mobility.

If a beneficiary breaches any of its obligations under this article, the grant may be reduced.

External communications relate to any promotional, marketing or informative content relating to the funded/ supported activity.

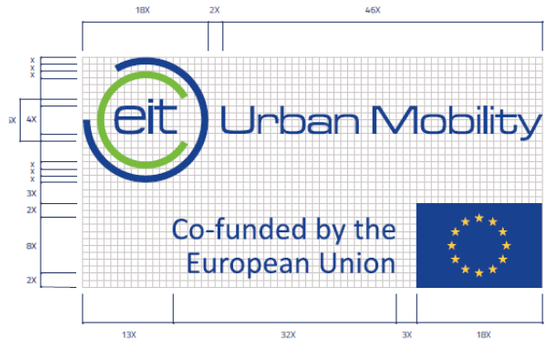
This includes, but is not limited to, websites, apps, presentation materials, questionnaires, brochures, application forms, videos and articles.

2. BRAND REQUIREMENTS – USE OF LOGO AND CO-BRANDING WITH EU FLAG

EIT Urban Mobility/EU co-branding must be applied in all external communications of activities carried out with EIT Urban Mobility funding/support or organised in collaboration between EIT Urban Mobility and its partners.

- Use the appropriate EIT Urban Mobility combined logos in all communication materials and channels.
- In line with the Horizon Europe provisions for 2021-2027, the EU emblem must be displayed **at least as prominently and visibly as other logos**.
- Each time the EIT Urban Mobility logo is used, it must be prominently accompanied by the EU emblem and sentence acknowledging the EU support.
- The EU emblem must always be presented **the same width as the EIT Urban Mobility brandmark** as shown on the right.





"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%

3. **WEBSITES, WEBPAGES AND APPS**

All websites/webpages/apps related to or communicating about a supported activity by EIT Urban Mobility require EIT Urban Mobility/EU-branding.

- EIT Urban Mobility/EU co-branding should be **placed in context and in a visible location**, for example in the header of your website or when opening an app.
    - If you have a project website, in addition to placing the combined logo being in the header of the homepage, it should also be placed in the footer of each page of the project website. **When it is not possible to alter the header of a website, another method for including the EIT Urban Mobility/EU logo at the top of a web page is to include it in a banner image.**
    - Some exception can be considered for our Agile projects where a startup or SME is implementing the project. In these cases, we allow our logo to appear on a dedicated webpage on their website that provides an overview of the project, rather than on the homepage.

The following sentence should be added on your project website/webpage:

- **This project is supported by EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union.**

  If space allows: *This project is supported by EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union and Europe's largest network for transport innovation in cities. EIT Urban Mobility acts to accelerate change towards a sustainable model of urban mobility and liveable urban spaces. Learn more: eiturbanmobility.eu*

4. PRESENTATIONS, PRINT AND DIGITAL MATERIAL

EIT Urban Mobility PowerPoint and Word templates:

To facilitate the correct use of the co-branding principles for presentations and for documents, a PowerPoint and several Word templates have been made available for your use.

EIT Urban Mobility/EU co-branding (= the combined logo) should be present on every slide.

Printed and digital documents:

Co-branding should be clearly featured **on the front page** of all printed and digital documents, meaning the combined logo of EIT Urban Mobility and the EU flag with accompanying sentence should be placed on the front page.

ⓘ Examples for digital and printed material include brochures, call documents, flyers, banners, registration forms.

5.1 **VIDEOS**

Intro and outro video of EIT Urban Mobility:

The EIT Urban Mobility **intro and outro logo animations must be used for the final video. A shorter social media version with no intro can also be done.**

A package of branded elements is available including:

- EIT Urban Mobility Logo reveal (white/ colour/white BG/Blue BG and alpha)
- All our logo combinations (PNG and Vector)
- An Adobe After Effects project template
- A reference video



ⓘ Please keep the branding elements (EIT Urban Mobility logo and EU flag) together on the same frame

5.2 STRATEGIC INNOVATION CALL PROJECT VIDEOS

- All Strategic Innovation Calls projects have to create a video - part of the final dissemination report deliverable.

- Videos are an effective and powerful way to share information and bring visibility to the project, solution, results and impact.

- We recommend videos:
  - Are around 2:00 – 3:30 minutes in length,
  - **Include interviews** with relevant parties (commercial and city pilot partners),
  - Features footage of the solution,
  - **Tells a story that explains the mobility challenge, solution developed** and tested during the project, **the results and impacts.**

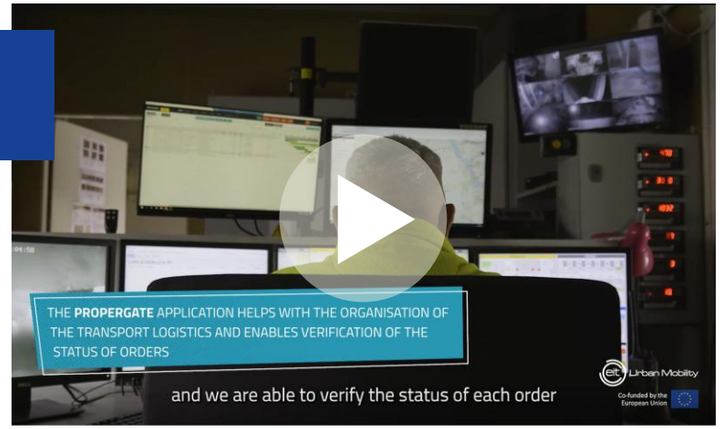
Resources - available on the NetSuite partner site

- Guideline document
- Package of branded elements introduced on previous slide

Dreamwaves + Wiener Linien



ProperGate + Bosta-Beton

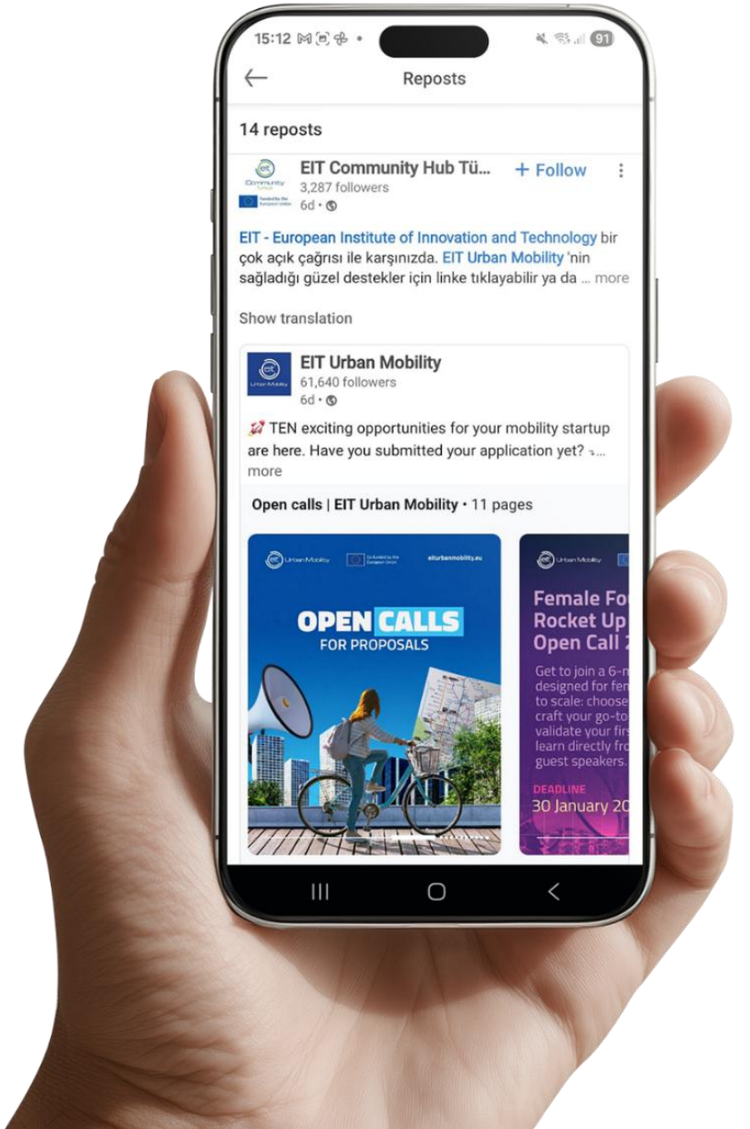


6. **SOCIAL MEDIA**

EIT Urban Mobility must be mentioned in posts relating to involvement in an EIT Urban Mobility activity, or key milestones that have been reached with support received via a funded activity.

As a minimum, EIT Urban Mobility should be tagged in the post and images used in these posts should also include the dedicated combined logo. An example is provided on the right.

- @EIT Urban Mobility
- @EIT Urban Mobility
- @EITUrbanmob
- @EIT Urban Mobility
- @EITurbanmob
- @eiturbanmobility.eu



7. PRESS MATERIALS AND MEDIA ACTIVITY GUIDELINES

Any media-related activity linked to projects supported by EIT Urban Mobility should highlight EIT Urban Mobility by adding the following line within the first or second paragraph of the body content of all press releases, media statements, or other presentations to media:

"[insert name of activity] is supported by EIT Urban Mobility, an initiative of the European Institute of Innovation & Technology (EIT), a body of the European Union".

Prior notice of **five working days** of any upcoming announcement, press release or activity with media impact.

Final text and accompanying communications materials for all channels **to be shared 48 hours prior to publication** for validation by EIT Urban Mobility (contact at the end of the document).

We also encourage the inclusion of a quote by EIT Urban Mobility's spokesperson in your press releases.

As an example, projects are encouraged to engage with media at key milestones, e.g., by inviting press to pilot demonstrations, and/or by sharing pilot outcomes and results once available.

8. DISEMINATE YOUR ACTIVITY ON EIT URBAN MOBILITY CHANNELS

Co-funded by the European Union

Complete the 'Project communication factsheet' so we can upload your project on the EIT Urban Mobility website (requirement). Send us any updates or any material (public deliverables, documents, reports, videos, logos, images, etc.) to be added to your project publication on our website.

Projects are encouraged to share relevant events, pilot activities, and project results through EIT Urban Mobility channels. Our national representatives may also be able to support dissemination at regional and national level or participate in project events where possible.

When you post on social media about an event, major milestone or news related to an activity supported by EIT Urban Mobility, tag (@) EIT Urban Mobility, so we can give it more exposure for bigger reach.

If you share a new insights, learning or upcoming key activities, EIT Urban Mobility will be happy to share in its newsletters (+20k followers), its websites & social media.

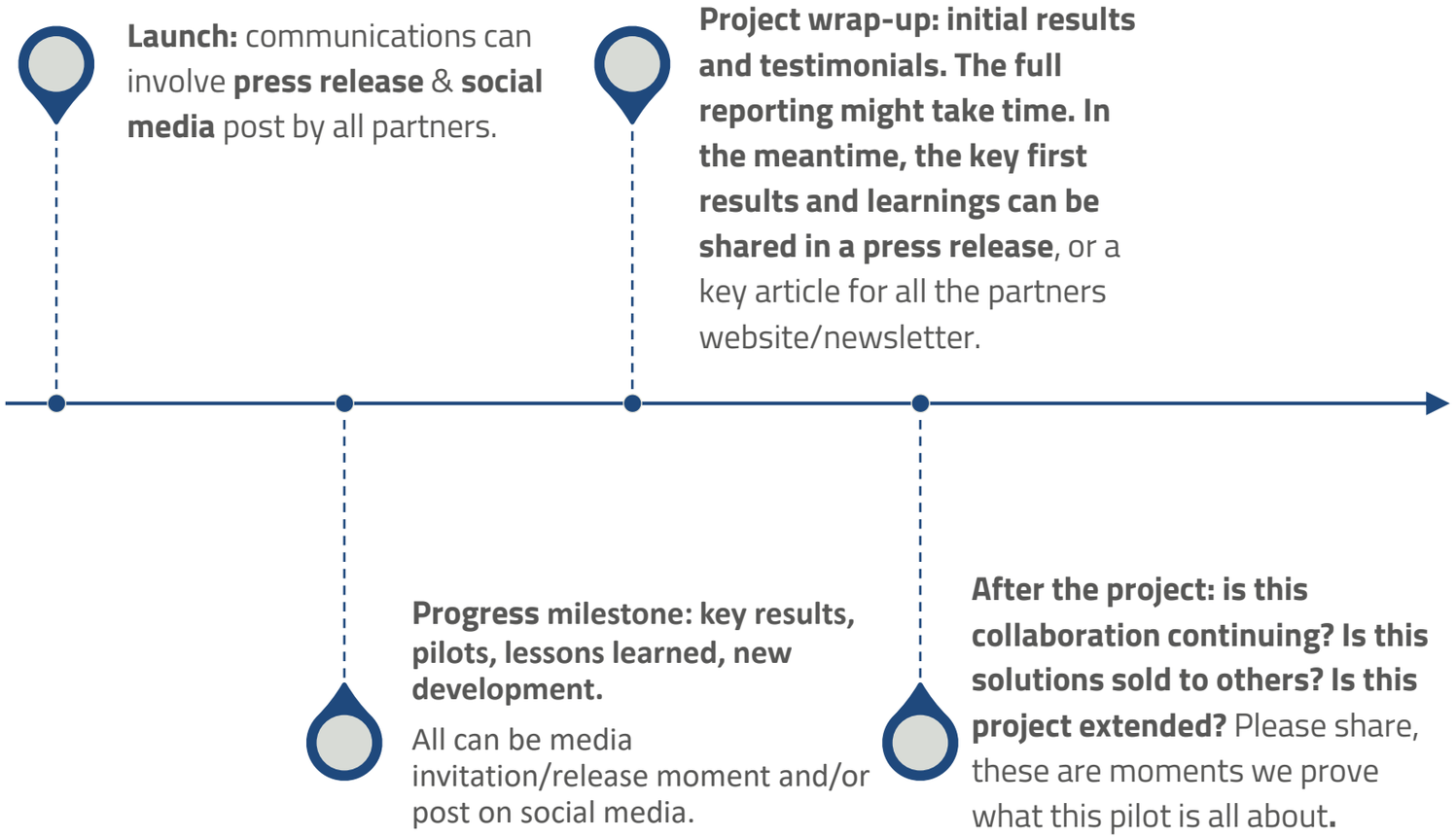
Connect to Mobility Innovators our digital community platform to share your latest updates on projects, events and activities with EIT Urban Mobility community (+2,500 members).

@EITUrbanmob

EIT Urban Mobility

9. MAKE THE MOST OF YOUR KEY COMMUNICATION OPPORTUNITIES

Pilots, demonstrations, site visits, and the publication of project (preliminary) results are often the best opportunities to communicate the value and impact of a project. We encourage projects to make the most of these moments and consider the following actions (see this slide and the following), and, of course, by sharing their news through EIT Urban Mobility's communication channels!



COMMUNICATION MILESTONES

Events

- If possible, consider **opening relevant events, pilot demonstrations, site visits, or showcase your activities to stakeholders beyond the project consortium**. This may include local and regional authorities, public transport operators, industry representatives, investors, potential customers, media, and end users.
- **Participation from public authorities** can help attract attention from stakeholders and media, while demonstrating local commitment to the solutions being tested.
- **End users** can also play a valuable role by sharing their experiences and feedback on the solutions being piloted – including giving a testimonial in the video!

Social media

- Consider developing **a coordinated social media campaign** with content that can be shared by all project partners before, during, and after key activities.
- Share **your project milestones, demonstrations, events, and results** through your own channels. Tag relevant organisations, stakeholders, and participants to maximise reach, and @EITUrbanMobility of course!

A particular success for the project is when cities, public authorities, and commercial partners actively share project news and achievements through their own communication channels. **This endorsement increases credibility**, extends reach to new audiences, and demonstrates real world engagement with the solutions being developed!

Media engagement

Where possible, **collaborate with the press offices of your cities, public authorities, and commercial partners** to maximise media outreach. Possible actions include:

- **Press announcements** inviting journalists to attend project events, demonstrations, pilot activities, or site visits, and offering interview opportunities with project representatives, city officials, and end users.
- **Press releases** highlighting project achievements, pilot outcomes, and key results after major milestones or events.

We also recommend **including quotes** from project partners, local authorities, end users, or EIT Urban Mobility representatives!

RESOURCES AND CONTACTS

eit Urban Mobility

Co-funded by the European Union

KEY BRANDING AND COMMUNICATION RESOURCES



EIT Urban Mobility Brand Book

Practical guide for the EIT Urban Mobility community on the use of the logos, visual identity, typography, etc. to ensure that all communication activities are aligned and brand coherent with the EIT brand.



EIT Urban Mobility Communication guidelines for partners

Practical guide providing more detailed information on how to plan the communicate activities of your project and ensure that activities supported by EIT Urban Mobility comply with the EIT requirements.

Resources - available on the NetSuite partner site

- Logos
- Branded document templates
- Icons
- Marketing material

YOUR CONTACT REGARDING BRANDING, COMMUNICATION AND DISSEMINATION

If you are having questions on anything in this guide or you are unsure if your communication best represents the EIT Urban Mobility/EU brand, please contact the If you have any questions or need clarification, please contact the EIT Urban Mobility representative liaising on your project.

eit Urban Mobility

Co-funded by the European Union