

# COMMUNICATION GUIDELINES



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# Welcome to the EIT Urban Mobility communication guidelines



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- 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.

# Key branding and communication documents



## 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.

# Brand & communication requirements



What are the rules & requirements  
to follow?

# **1 BRAND REQUIREMENTS IN EXTERNAL COMMUNICATION ACTIVITIES**

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

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## **3 WEBSITES, WEBPAGES AND APPS**

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## **4 PRESENTATIONS, PRINT AND DIGITAL MATERIAL**

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## **5 VIDEOS**

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## **6 SOCIAL MEDIA**

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## **7 PRESS MATERIALS AND MEDIA ACTIVITY**

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## **8 DISSEMINATE YOUR ACTIVITY ON OUR CHANNELS**

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# 1

**Follow the EIT brand &  
communication requirements in any  
of your external communication  
activities!**

## 1.1 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.**

Example: your activity begins on 1 January 2025. Then you have until the end of March 2025 to implement co-branding.

For all other communications materials such as flyers, forms and videos, co-branding needs to be implemented before dissemination.

**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.



**!** *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.**

# 2

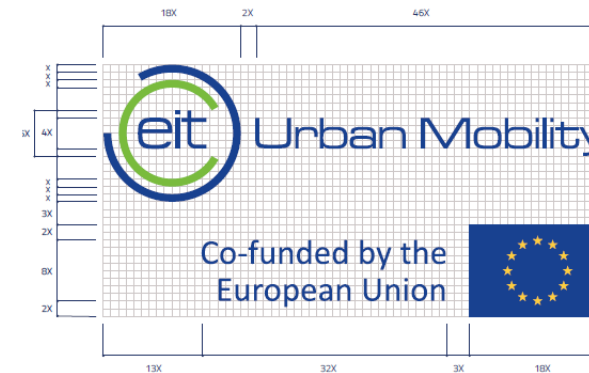
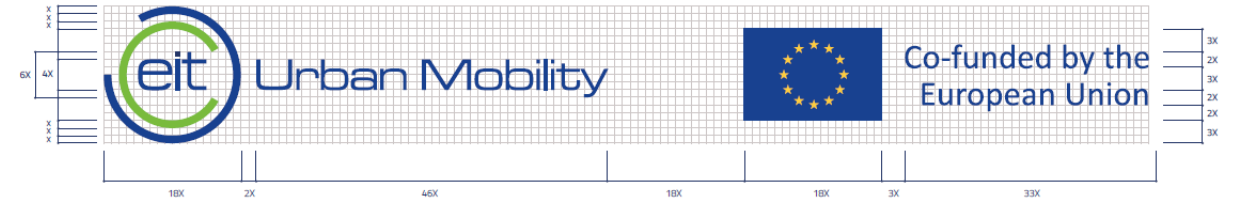


**Brand requirements:  
Use of logo and co-  
branding with EU flag**

## 2.1 Brand requirements – Use of logo and co-branding with EU flag (1/2)

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.



## 2.2 Brand requirements – Use of logo and co-branding with EU flag (2/2)



### 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%



ⓘ *You must use the version with the accompanying sentence ‘Co-funded by the European Union’*



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# 3

## Websites, webpages and APPs



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# 3.1 Websites, webpages and apps (1/2)



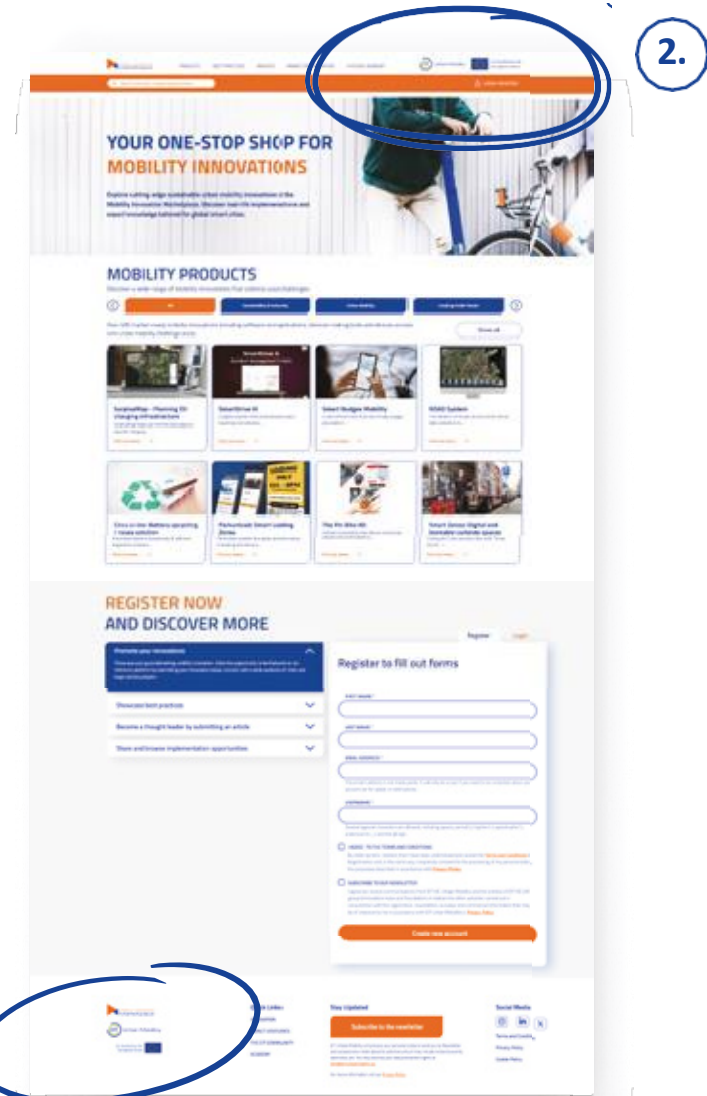
All websites/webpages/apps related to or communicating about a supported activity by EIT Urban Mobility require EIT Urban Mobility/EU co-branding

1. The font used for websites of a funded activity is always **Titillium**.
2. 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.
3. 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.

AaBbCcDdEe  
1234567890

Titillium Light    Titillium Regular    Titillium Semibold    Titillium Bold    Titillium Black

1.



## 3.2 Websites, webpages and apps (2/2)



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 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](http://eiturbanmobility.eu)



ⓘ *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**. Please be sure to prevent images with embedded logos from being rendered in a way that makes the logos indecipherable, especially on mobile versions of the website.*

# 4



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**Presentations, print  
and digital material**

## 4.1 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

## Videos



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## 5.1 Videos



### Intro and outro video of EIT Urban Mobility:

The EIT Urban Mobility **intro and outro logo animations must be used.**

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



⚠️ *On all videos, EIT Urban Mobility/EU co-branding should be clearly present in the first and last frames*

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



# 6

## Social media



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## 6.1 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

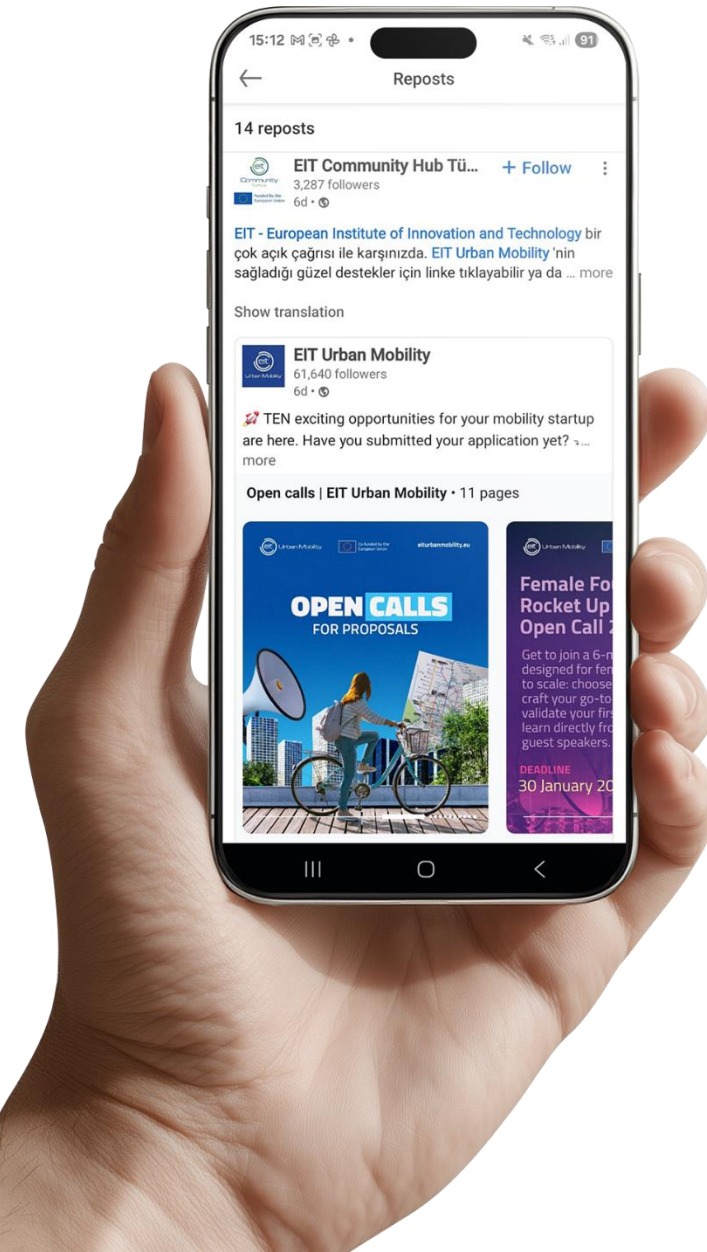
 @EIT Urban Mobility

 @EITUrbanmob

 @EIT Urban Mobility

 @EITurbanmob

 @eiturbanmobility.eu



# 7



## Press materials and media activity guidelines

## 7.1 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).

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.

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

# 8



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**Disseminate your activity  
on EIT Urban Mobility  
channels**

## 8.1 Disseminate your activity on EIT Urban Mobility channels



ⓘ 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.



ⓘ Inform EIT Urban Mobility if you are organising a **public event** and want to invite a broad audience, so it can be included in the Events calendar on the EIT Urban Mobility website..



ⓘ 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.



ⓘ Connect to **Mobility Innovators** our brand-new community platform to share your latest updates on projects, events and activities with EIT Urban Mobility community.

# Communication guidelines



How to plan the communication of  
your project?

# Golden tips for communicating about your projects



## TIP 1: Start communicating about your project on time

*For that, it is advised to make a communication plan, identify target audiences, channels, etc. See next three slides for more details.*



## TIP 2: Use EIT Urban Mobility channels to communicate and disseminate about your activities

*In case you are organising an event or putting forward any initiative supported by EIT Urban Mobility, please contact EIT Urban Mobility to provide the necessary information for dissemination on the EIT Urban Mobility channels .*



## TIP 3: Follow the EIT Urban Mobility brand & communication requirements

*In any of your external activities. Send your main communication materials and channels (website, brochures, apps, logos, leaflets, promotional material, etc.) to EIT Urban Mobility prior to publication for validation (see contact information on last slide).*

# Start building the communication of your project!

## Define a strategy

- Define clear (measurable) communication objectives
- Identify (& potentially prioritise) target audiences
- Formulate key messages
- Develop a communication activity plan including measures, timelines, responsibilities (set up clear roles on communication activities)
- Plan resources, management & monitoring structures



ⓘ Start planning your communication since the very beginning of your project.

### **Identifying the appropriate communication milestones is key!**

Your communication needs & contents will evolve as your project is progressing.

# Start building the communication of your project! (2/2)



## Implement & manage

- Bring your message(s) across using adequate communication tools/ media channels. Facebook will help to reach a large audience, while LinkedIn will be more appropriate for professional audiences, etc.
- **Tell a story, don't just list facts**  
Context matters! Be clear and understandable to a wide audience (avoid acronyms or jargon). When preparing messages/ communication activities, consider the principle of **the 6 Ws: What, Why, When, Where, and Who and How.**
- Use your network and existing resources within your consortium.
- Inform EIT Urban Mobility about activities with expected large media impact.
- Use a communication plan as central management tool.

## Monitor & report

- Regularly monitor, evaluate and update your communication strategy and activity plan.
- Document & demonstrate communication activities you have implemented (including events).

# Communication plan - content



## Your communication plan may include the following elements:

- What are your communication objectives
- What outcomes/impact do you expect the project will have
- What communication milestones you foresee during the duration of the project
- Primary targets audiences to whom you are communicating
- Communication channels and materials you will create and use. If you use social media, what hashtags and handles (usernames) will you use
- Explain if and what events you plan to organise or if and where you will present the project at other events and the impact of such events (or other formats, such as webinars)
- How communication about your project and its societal impact reaches EU citizens/end-users/target group

# Resources and contacts

# Branding guidance and communications resources



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The following resources are available:

- EIT Urban Mobility Brand Book
- EIT Urban Mobility Communication guidelines
- Logos
- Branded document templates
- Icons
- Marketing material



## Your contact regarding branding, communication and dissemination



If you have any questions or need clarification, please contact the EIT Urban Mobility representative liaising on your project. Alternatively, you may reach out to the Service Desk.

[ServiceDesk@eiturbanmobility.eu](mailto:ServiceDesk@eiturbanmobility.eu)

**Please remember that all materials need to be validated by EIT Urban Mobility prior to publication!**



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