

BRAND BOOK



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1

EIT Urban Mobility brand

EIT Urban Mobility branding serves to unite all partners working to increase Europe's capacity for innovation and entrepreneurship on urban mobility. It expresses our vision, mission and values and helps us to work towards our common goal of solving the mobility challenges facing our cities, together, and making our cities more liveable.

1.1 Vision and mission

Mobility in cities needs to be fundamentally changed to fight the climate emergency. EIT Urban Mobility is the largest European innovation community for urban mobility. We connect local, national and European ecosystems to seed innovations and accelerate the transition to decarbonised and sustainable urban mobility.

Europe is in the midst of a climate emergency. Following the European Commission's 2030 Climate Target Plan, 55% of greenhouse gas emissions have to be cut by 2030 and net zero emissions achieved by 2050.

EIT Urban Mobility is committed to helping the EU accomplish its ambitious CO2 reduction goals.

As the leading European network for innovating mobility in cities, our mission is to accelerate change towards a sustainable model of urban mobility and liveable urban spaces.

EIT Urban Mobility is an initiative of the European Institute of Technology (EIT), a body of the European Union. As such, we align with EU-level, national, and local government transport and mobility plans and strategies and are committed to making a positive impact on citizens' quality of life and the environment.

We work towards accomplishing our mission through four main focus areas:

Match and connect: We bring together players from industry, research, academia, and the public sector at local, national and European levels, to develop and deploy innovative solutions.

Talent to business: We attract, foster and retain talent for Europe's green mobility transition by promoting entrepreneurship and innovation, skilling, upskilling and reskilling students, researchers, and professionals.

Innovations to market: We support partners to develop, deploy and commercialise mobility products and services in real-life city environments. Our activities accelerate the innovations' time to market and scale their impact in European cities.

Startups to scale: We provide financial support to startups and provide them with services to grow quickly.

Accelerating change towards
a sustainable model of urban
mobility and liveable urban spaces

1.2 Brand tone

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

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

Brand tone examples:

In a paragraph: EIT Urban Mobility is a thriving and growing innovation ecosystem that creates new opportunities for entrepreneurial education, innovation projects and business creation. EIT Urban Mobility connects actors in the public, business, research and education sectors and provides them with access to markets, talent, finance, and knowledge to innovate faster and accelerating change towards a sustainable model of urban mobility and liveable urban spaces.

In a sentence: EIT Urban Mobility connects and empowers innovators and organisations to create, educate and innovate to accelerate change towards a sustainable model of urban mobility and liveable urban spaces.

2

EIT Urban Mobility logo

The **EIT Urban Mobility logo** represents our identity and values, and must be distinguishable in every brand asset.

2.1 Logo 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 EIT Community's core values.





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

As an EU initiative, EIT Urban Mobility must clearly display the EU flag and text in all communications and information material.

2.2 Use of logo

Use with the EU emblem:

The European Union flag is always the same width as the EIT Community brandmark. All materials of projects and activities supported by EIT Urban Mobility, must use the EIT Urban Mobility logo, the EU flag and the following supporting text:

Co-funded by the European Union

There is also a version of the combined logo with the combined sentence “Funded by the European Union”. That version should only be used for actions and activities that are solely funded by the EIT and the European Union, e.g. EIT’s Higher Education Initiative (HEI) and joint EIT Community activities (cross-KIC activities). In case of need of this logo, please get in touch with your contact point at EIT Urban Mobility.

In general, the combined logo with the accompanying sentence “Co-funded by the European Union” is the one to be used. The supporting text should be set in Calibri Light. The supporting text can be aligned to either the left or right hand side of the EU flag. The minimum height of flag to be used is 4.5mm.

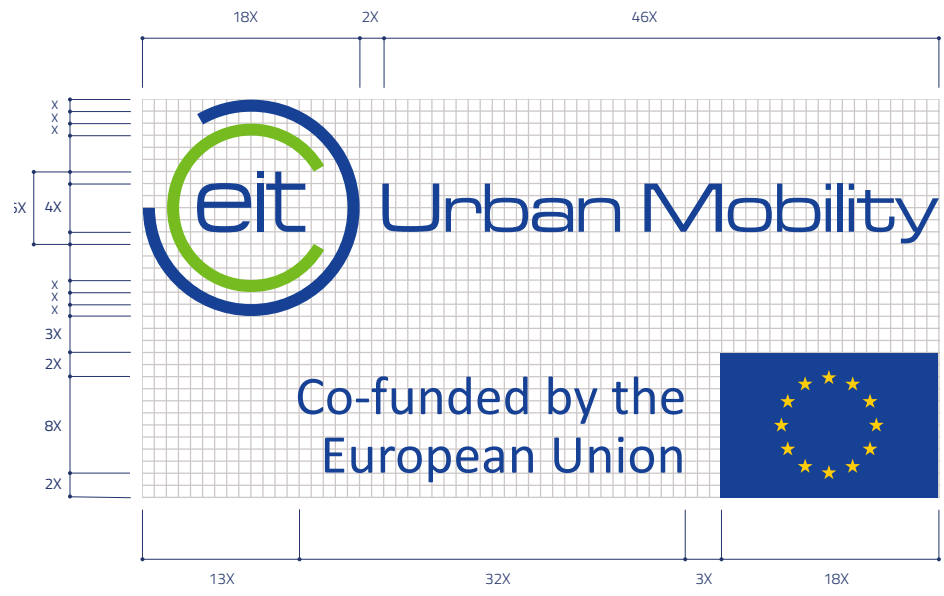
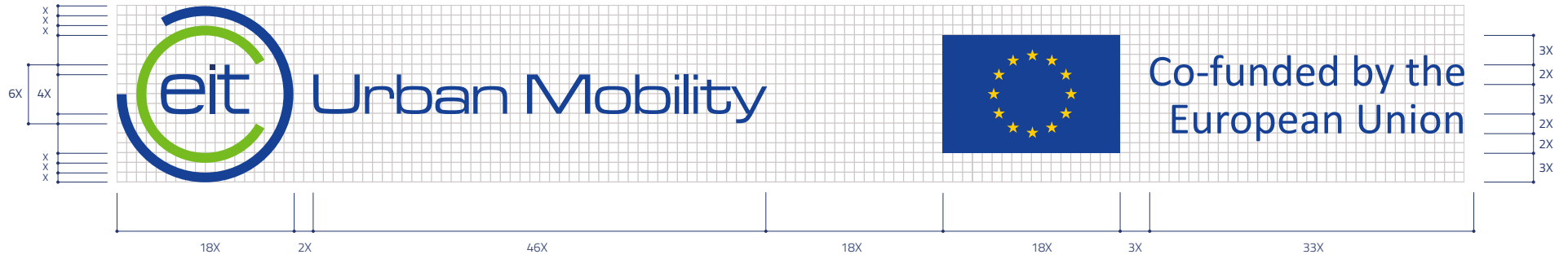


Co-funded by the
European Union



Funded by the
European Union





Minimum Size for print



Minimum Size for digital



Logo proportions and lock up

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

The logo uses the EIT Urban Mobility brandmark with a workmark set in the font '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.

AaBbCc 1 23456

Microgramma D Medium

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 smaller than the size identified on page 16. 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 Urban Mobility colour logo

The full colour logo is the preferred version for all materials and communications.

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



EIT Urban Mobility white 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



2.3 Do's and don'ts

Do's

- Do use the logo according to the guidelines outlined within this brand book.
- Do always use the EIT Urban Mobility logo & the EU emblem together.
- Do use the full colour version whenever possible.
- Do use the digital master artwork when reproducing the logo. If you need these files, please contact the Director of Communications and EU Affairs.

Don'ts

- A number of scenarios to avoid are shown on the following page. Please note that this list is not exhaustive.



Don't change the aspect ratio of the logo



Don't change the logo lockup



Don't change the order and logo typeface



Don't add element of infringe the clear space



Don't use the full colour logo where it is hard to read



Don't use the wordmark on its own



Don't use the logo too small



Don't use colours not specified in the brand book

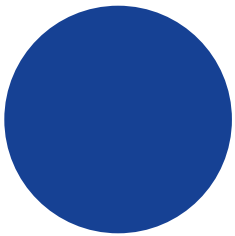
3

Colour palette

The EIT Urban Mobility colours are a distinct and crucial part of our identity as they make the EIT Urban Mobility brand instantly recognisable. When applied consistently, the colours provide a strong visual link across various materials and communications.

3.1 Primary colour

Provided here are the colour codes appropriate for different uses. For offset printing on white paper CMYK should be used. For content viewed online or onscreen, RGB and Hexadecimal have been provided.



Primary blue

Pantone: : **Reflex Blue**

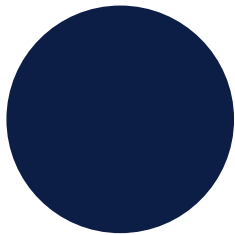
RBG : 44 67 144

CMYK: 100 80 0 0

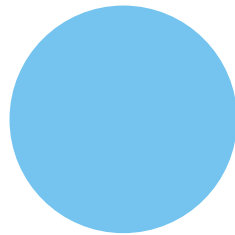
HEX: #034EA2

3.2 Secondary colours

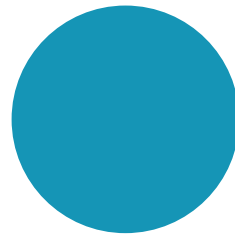
In addition to the core colours, a supportive palette of harmonious colours has been developed to sit alongside the core colours.



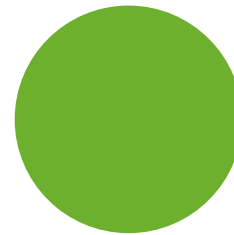
RBG : 3 18 56
CMYK: 100 80 12 63
HEX: #031241



RBG : 115 196 238
CMYK: 55 5 0 0
HEX: #73C4EE



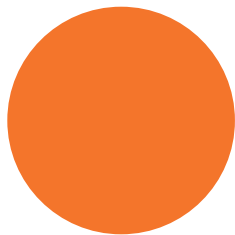
RBG : 28 152 181
CMYK: 78 24 22 0
HEX: #1C98B5



RBG : 107 183 69
CMYK: 63 3 100 0
HEX: #6BB745

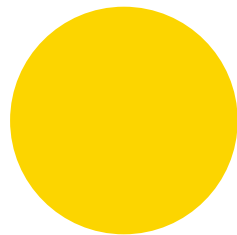
3.3 Focus areas colours

These colours represent each one of the focus areas.



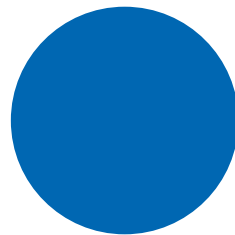
Match and connect

RBG : 231 112 59
CMYK: 4 66 81 0
HEX: #E7703B



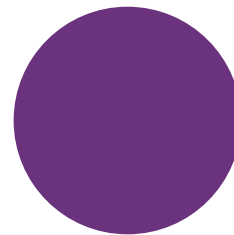
Innovations to market

RBG : 255 214 0
CMYK: 1 14 93 0
HEX: #FFD600



Talent to business

RBG : 0 101 178
CMYK: 100 52 0 0
HEX: #0065B2

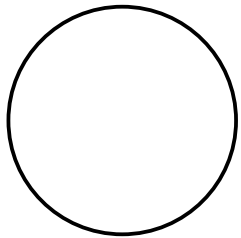


Startups to scale

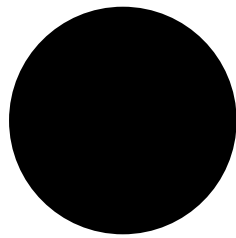
RBG : 106 50 125
CMYK: 71 93 13 3
HEX: #6A327D

3.4 Black and white

Solid black should only be used for 2 colour printing. For all other uses it should be replaced with 80% black.

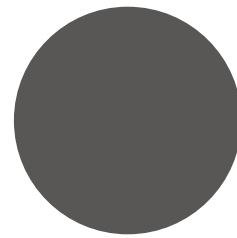


Pantone: **White**
RBG : 255 255 255
CMYK: 63 3 183 69
HEX: #FFFFFF



100%

Pantone: **Pantone Process Black**
RBG : 0 0 0
CMYK: 0 0 0 100
HEX: #000000



80%

4

Typography

EIT Urban Mobility's typography is integral to the way we communicate our values and brand identity. The typography is fresh and modern, reflecting a forward-thinking and innovative organisation.

4.1 Primary typeface

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.

To embed the typeface in a webpage, insert the following 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.

AaBbCcDdEe
1234567890

Titillium Light	Titillium Regular	Titillium Semibold	Titillium Bold	Titillium Black
ABCDEFGHIJKLMNOPQR	ABCDEFGHIJKLMNOPQR	ABCDEFGHIJKLMNOPQR	ABCDEFGHIJKLMNOPQR	ABCDEFGHIJKLMNOPQR
abcdefghijklmnpqr	abcdefghijklmnpqr	abcdefghijklmnpqr	abcdefghijklmnpqr	abcdefghijklmnpqr
1234567890	1234567890	1234567890	1234567890	1234567890
ABCDEFGHIJKLMNOPQR	ABCDEFGHIJKLMNOPQR	ABCDEFGHIJKLMNOPQR	ABCDEFGHIJKLMNOPQR	ABCDEFGHIJKLMNOPQR
abcdefghijklmnpqr	abcdefghijklmnpqr	abcdefghijklmnpqr	abcdefghijklmnpqr	abcdefghijklmnpqr
1234567890	1234567890	1234567890	1234567890	1234567890

4.2 Supporting typeface

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

Calibri Light 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.

Aa Bb Cc Dd
1 2 3 4 5 6 7 8

Calibri
Light

**Calibri
Bold**

ABCDEFGHIJKLMNOPQR
ABCDEFGHIJKLMNOPQR

abcdefghijklmnopqr
abcdefghijklmnopqr

5

Imagery

The right photography can convey atmosphere, personality and emotion to help you tell your story. Images that are natural and not overly staged or cliché help to communicate that our brand is genuine and honest. Our imagery should also reflect diversity and gender equality.

5.1 People images

Carefully chosen images add impact and dynamism to your publications.

Images containing people 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.

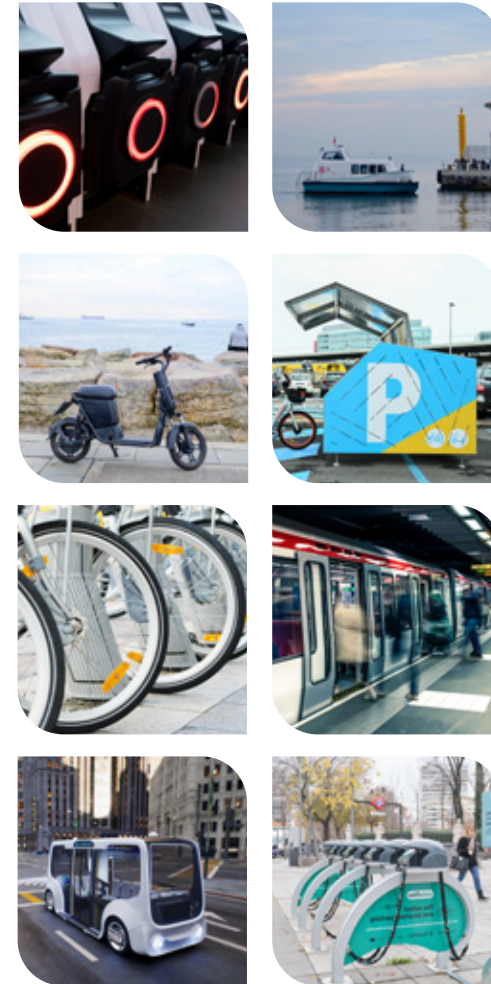
Images for print media must be 300dpi and saved as CMYK to ensure good reproduction.



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.

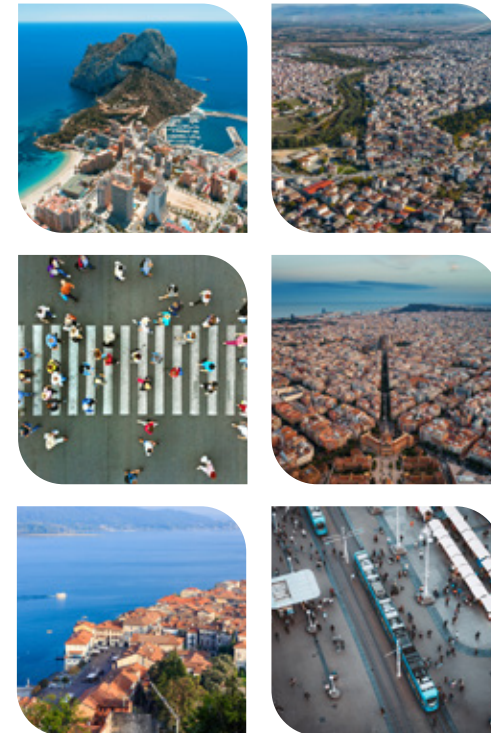
Choose strong, clear images that show recognisable situations, and that reflect diversity and our brand.



5.3 Landscapes and aerial

Landscape images provide a moment of reflection through wide-angled content.

The purpose of EIT Urban Mobility is to empower innovators to shape a brighter future in urban mobility for Europe – aim to reflect this in your landscape images.





6

Graphic design

Our graphic elements serve to illustrate the concept of urban mobility. This collection of elements can be utilised to reinforce information hierarchy to guide our audiences, create connections and add emphasis.

6.1 Text layout & pictures

The text must be legible and the paragraphs must respect the hierarchy throughout the design. The example shows a combination of Titillium Black, Titillium Bold and Semibold for the subtitle and Titillium Regular for the text body.

The use of images is core to our brand identity. As such, we have developed image box frames, to work with other graphic elements.

WAVES GUIDES PEOPLE WITH DISABILITIES THROUGH CITIES

Transforming daily commuting public spaces and mental health costs.

Meeting friends, everyday life. But for blind and for any kind of journey can be detailed planning required to avoid fatigue and frustration. Over time, affecting their physical and mental ability to work.

People with disabilities have until now required extra time and resources to get to work. Making scalability difficult, especially in underground stations. Waves has the answer.

People to see the world, but not to get to different waypoint markers. They hear through headphones. A trail of breadcrumbs leading you to your destination.

Where other technologies fall short, waveOut excels by pinpointing the user's location with centimetre-level accuracy. It captures images of the surroundings, creating detailed 3D maps through computer vision, and pairs this data with the user's chest-mounted camera phone, leaving their hands free. This guarantees precise, real-time guidance at all times. Even in crowded environments, Visual-Inertial Odometry processes camera images to accurately track movement, ensuring uninterrupted service.

Dreamwaves' impact has already garnered significant recognition, winning first prize in the European Investment Bank Institute's Social Innovation Tournament in 2022. With support from the EIT Urban Mobility's SME Market Expansion Call, the team was able to scale up and pilot their solution with Vienna's public transport authority from June to December 2023. Now, as part of EIT Urban Mobility's investment portfolio and participants of RAPTOR 2024, Dreamwaves is set to launch another pilot, this time in Helsinki, Finland.

Thanks to EIT Urban Mobility's support, we had a very successful pilot with Vienna's public transport company.

After the pilot ended we had a market-ready product, and it is the foundation of our commercial offer today."

— Hugo Furtado, CEO, Dreamwaves



8

CORE TOPICS

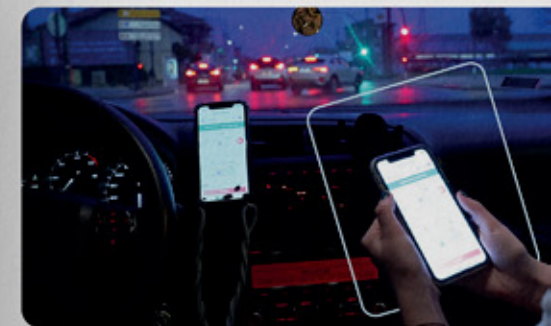
Our programmes support our vision of creating more liveable urban spaces. By fostering innovation and transformation, we can improve people's quality of life, decarbonise mobility and make Europe's economy more competitive.

To achieve these goals, we focus on twelve different sectors in which we believe our community has the greatest potential to innovate and create impact:

- | | | | |
|---------------------------------------|---|--|---|
| <p>1 PUBLIC TRANSPORT</p> | <p>2 HEALTH AND MOBILITY</p> | <p>3 ELECTRIFICATION OF TRANSPORT AND ALTERNATIVE FUELS</p> | <p>4 MOBILITY DATA MANAGEMENT</p> |
| <p>5 PUBLIC SPACE DESIGN</p> | <p>6 URBAN VEHICLE ACCESS REGULATIONS (UVAR)</p> | <p>7 MOBILITY PLANNING</p> | <p>8 URBAN LOGISTICS</p> |
| <p>9 NEW MOBILITY SERVICES</p> | <p>10 COOPERATIVE, CONNECTED AND AUTOMATED MOBILITY (CCAM)</p> | <p>11 ROAD SAFETY</p> | <p>12 PARKING AND CURB SIDE MANAGEMENT</p> |

IMPACT STORY

KAROS MOBILITY TRANSFORMS COMMUTING WITH AI-DRIVEN C



This easy-to-use app matches drivers and passengers based on geolocation data and user preferences, saving significant carbon emissions.

You've likely heard of carpooling, but have you heard of carpooling for daily work commutes? The journey to and from the workplace is one that quickly adds up in terms of economic cost and environmental footprint, but luckily French startup Karos Mobility has a solution.

With a user base of over one million people across France, Denmark and Germany, Karos Mobility's intelligent carpooling app is already well on its way to making a difference. Both drivers and passengers can easily find a match by inputting their direction of travel and personal preferences, such as how far passengers are willing to walk. While drivers are reimbursed per passenger and can access the app for free, passengers benefit from convenient rides at the times they need.

Since its founding in 2014, the startup has enabled 8,000 carpooling journeys and saved 13,000 tonnes of carbon emissions. Looking to expand this impact further across the continent, Karos Mobility recently took part in EIT Urban Mobility's SME Market Expansion

Call 2023 (formerly known as t... their solution in the Spanish cit... able to positively impact the tra... who travel daily from the city c...

As a result of the six-month pil... municipality, Karos Mobility's e... 5,000 carpooling journeys and... emissions. These savings, mea... manufacturing of 249 mobile p... startup to not only successfully... also light the way for cultural c...

We are very satisfied [... SME Market Expansion

I would certainly re... participate because... helped us a lot to de...

— Julien Chemin, Project M...

6.2 Graphics

We have developed branded graphic elements that can be used as part of the designs

MOBILITY FOR MORE LIVEABLE URBAN SPACES

The largest European innovation
community for urban mobility



Our impact in numbers

Match and connect
25,000+

visitors to Tomorrow.
Mobility World Congress
2023, our flagship event

400+

solutions showcased
on our Mobility
Innovation Marketplace

Talent to business

32,000+

learners enrolled in
Urban Mobility Explained
(UMX) courses

4.7M+

views on UMX
YouTube channel

Innovations to market

175+

innovation projects
supported

200+

new solutions introduced
to the market

Startups to scale

€250M+

of investment raised by
startups in our portfolio

Contact us

EIT Urban Mobility
Headquarters

Payfit,
Calle de Pamplona 104
Barcelona, Spain 08018
info@eiturbanmobility.eu

For more information

eiturbanmobility.eu



EIT-Urban-Mobility



EIT Urban Mobility



@EITUrbanMob



EIT Urban Mobility



@EITUrbanMob



Urban Mobility

EIT Urban Mobility is an initiative of the European Institute of
Innovation and Technology (EIT), a body of the European Union.



Co-funded by the
European Union

6.3 Focus areas - icons & palette use

EIT Urban Mobility's focus areas are represented by the following icons and colours.

Focus areas and sub-brands:

The icons have been created to reflect each focus area's value proposition. These colours and icons need to be applied to each sub-brand, according to its corresponding focus area, for all EIT Urban Mobility external communications.

If the message or sub-brand is transversal to several focus areas, the primary colour will be used, as shown in previous examples.

New sub-brand logos and use of colours will be determined by the focus area in which they correspond to.



Match and connect: Connecting public and private partners to markets, talent, finance and knowledge



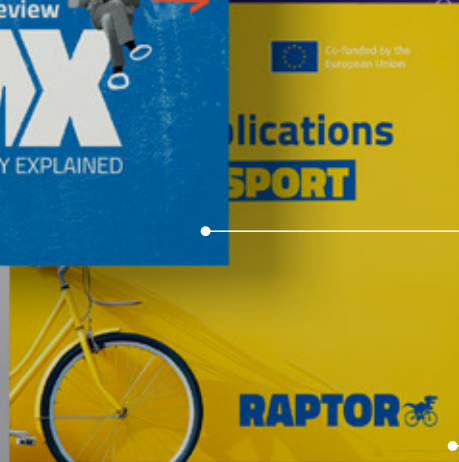
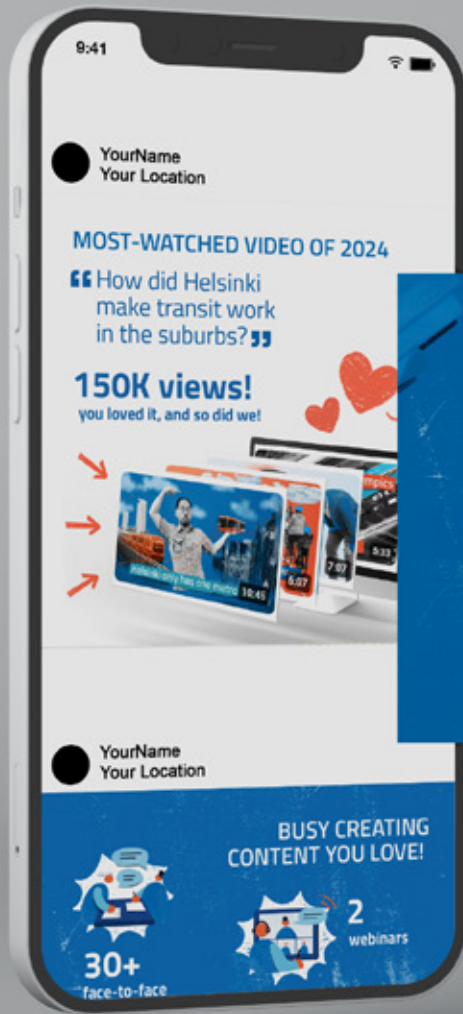
Talent to business: Educating next generation entrepreneurs



Innovation to market: Deploying market-ready solutions in cities



Startups to scale: Boosting growth for long-term impact



Match and connect



Startups to scale



Talent to business

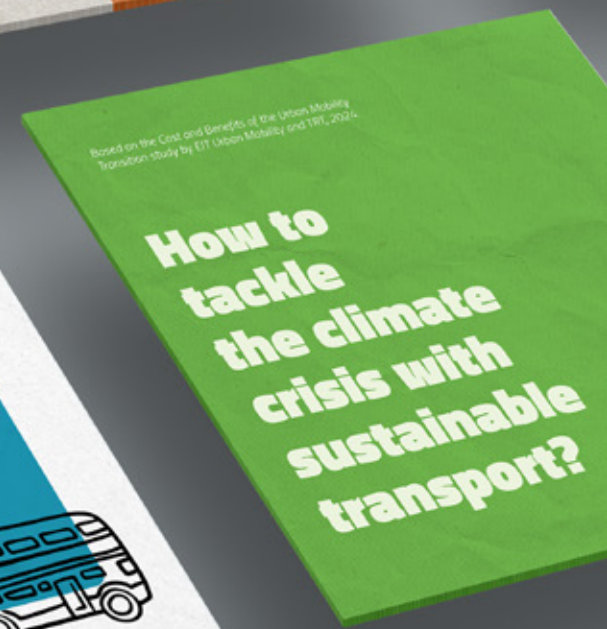
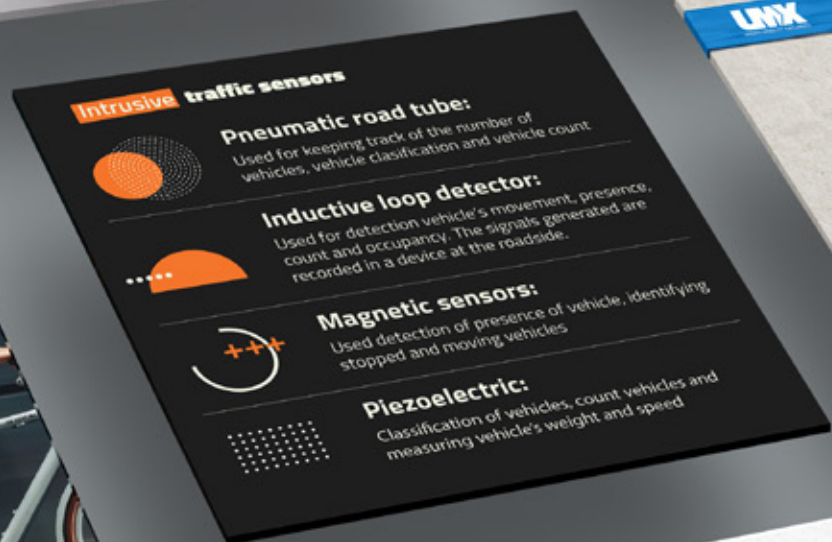


Innovations to market

6.4 Social media posts

Following our brand guidelines; including the specified typefaces, colour palettes, logo and frames on our social media platforms allows us to create designs that are visually appealing, while still maintaining EIT Urban Mobility's look and feel.

The EIT Urban Mobility logo must be present in all our social media content.



6.5 Icons

Regular 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 Urban Mobility communications, from printed publications to digital platforms.



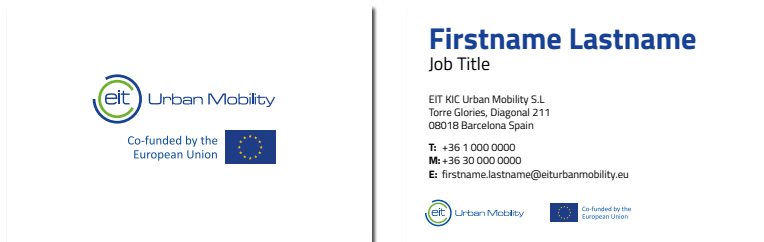
White icons

These icons are intended to be used over darker background in order to improve its visibility.



6.6 Stationery

EIT Urban Mobility business cards should display our full colour logo on the front. The back must display the relevant contact information, as shown in the example below.





Firstname Lastname

Job Title

EIT KIC Urban Mobility S.L
Torre Glories, Diagonal 211
08018 Barcelona Spain

T: +36 1 000 0000

M: +36 30 000 0000

E: firstname.lastname@eiturbanmobility.eu



6.7 Booths

The booth design, as well as the size and distribution of graphic elements, may vary. Despite this, it is important that the booth always visually represents our brand according to guidelines.



7

Writing style guide

It is always important to keep in mind our mission and key messaging when drafting your communications.

7.1 Abbreviations and acronyms

Always spell out the full name before using the acronym, then put the acronym immediately after the full name in parentheses. Then you may use the acronym in the text thereafter. For print publications, consider a separate table or list at the beginning if the document includes several acronyms and abbreviations.

- *Example 1: The North Atlantic Treaty Organisation (NATO) will be involved in the collaboration. A spokesperson for NATO could not be reached to comment.*
- *Example 2: The United Nations Educational, Scientific, and Cultural Organisation (UNESCO) was present. UNESCO has long supported such activities.*

EIT Urban Mobility will no longer use capitalised letters in the middle of project names.

- *Example 1: City Liveability by Redesign (CLEAR)*
- *Example 2: Rapid Applications for Transport (RAPTOR)*

7.2 Brackets

Square brackets are used to include editorial information, such as rephrasing parts of quotes to make sure what the person is saying is clear or inserting new information to clarify meaning or expression.

Example 1: Mr. Smith explained, "They just like taking it [the bus] more, because it is more cost-effective and environmentally friendly."

7.3 British and American English

Common spelling differences:

British English

Use **–our** at the end of words

For example: colour, flavour, savour, humour, behaviour

Use **–se, –sing, –sed** at the end of words

For example: recognise, analysing, catalysed

Use **–re** at the end

For example: metre, centre, fibre

Use two **“l’s”** in the middle of words

For example: travelling, cancelled, modelling

American English

Use **–or** at the end of words

For example: color, flavor, savor, humor, behavior

Use **–ze, –zing, –zed** at the end of words

For example: recognize, analyzing, catalyzed

Use **–er** at the end

For example: meter, center, fiber

Use one **“l”** in the middle of words

For example: traveling, canceled, modeling

7.4 Capitalisations

We capitalise all proper nouns, which includes city names, job titles, company names, programmes, policies, agendas, strategies, action plans, frameworks, etc.

- *Example 1: Europe 2020 Strategy*
- *Example 2: Impact Ventures Investment Portfolio*

EIT Urban Mobility capitalises 'Urban Mobility' in the logo. In all external documents the company name should always be spelled out in full, and capitalised, including in communications with partners. In internal communication amongst staff, such as in emails, EIT UM is acceptable.

When referring to urban mobility, innovation, or a concept in general, there's no need to capitalise the term.

Other common terms:

- Gold Partner
- Silver Partner
- Leading City
- EIT Community
- Marketplace

In publication or webpage headings and subheadings, only the first character of the first word should be capitalised, unless including proper nouns.

- *Example 1: Focusing on solutions that aid cities on their path to net zero*
- *Example 2: EIT Urban Mobility Master School opens applications*

Lastly, job titles and institution names should always be capitalised.

- *Example 1: Gloria Domingo, Chief Executive Officer (CEO) of the Metropolitan Board of Water*
- *Example 2: Universitat Autònoma de Barcelona*

7.5 Compound words and hyphens

This is a tricky area. Language is alive, so when words are created and become mainstream, they can change form. That means some words that originally were hyphenated became one word.

To keep the language simple, try to avoid using too many hyphenated words in a sentence and find a shorter word to use instead, or decide what you want to say another way, if possible.

Although there is no hard and fast rule, moving forward, the following common urban mobility terms will be standardised as follows:

- startup
- scale-up
- interoperability
- multimodality
- micromobility
- electromobility but e-mobility

7.6 Currencies

For digital publications, use the symbol before the amount, without any spaces.

- *Example 1: €550*
- *Example 2: £550*

7.7 Dates

To write the day of the week and date/month/year

- *Example: Tuesday 3 May 2022*

To write the date/month/year:

- *Example: 3 May 2022*

7.8 Numbers

Use a comma to denote thousands for digital publications, standalone graphics/infographics, and audiovisual material.

- *Example: 15,000*

Print publications use a hard space and no comma to denote thousands. Tables and graphics embedded in print documents also use a hard space to denote thousands.

- *Example: 15 000*

Write million, billion and trillion with abbreviated figures, separated with a decimal, not a comma. After the numerical figure, the value should be written in full.

- *Example 1: €2.75million*
- *Example 2: 7 billion*

7.9 Time

We use the 24-hour system, and always write the hours in full with a hard stop between the hour and minutes. To denote the time zone, always include the time zone abbreviation after the time. If the time is before 12:00 we do not add a 0 preceding the time.

- *Example 1: 8.30 CET*
- *Example 2: 14.30 PST*

In text, 12.00 can also be called midday, and 24.00 is midnight.

7.10 Gender

EIT Urban Mobility should try and use gender-neutral language in order to communicate without bias, and as inclusively as possible. Some 'commonly gendered' terms can easily be gender neutral.

Instead of using these gendered terms:

- chairman
- policeman
- wife/husband/boyfriend/girlfriend
- mother/father
- spokesman

Try more gender-neutral terms::

- chairperson
- police officer
- spouse/partner
- parent
- spokesperson

Additionally, 'they' is a gender-neutral pronoun that works well when you do not know, or are not certain, of a subject's gender.

- *Example 1: The chair expressed their dissent.*
- *Example 2: They will need to make changes to the legislation before the next meeting.*

7.11 Titles and subheadings

Titles should be descriptive and engaging, but short and sweet. As a rule, titles should be no more than roughly 70 characters in total for search engine optimisation and user experience. The first word in the title should be capitalised, with the rest of the words in lowercase, unless proper nouns.

- *Example 1: Microsoft and EIT Urban Mobility partner to boost innovation*
- *Example 2: Graduates of Master programme celebrate with award ceremony*

8

Video

Videos are a powerful and versatile way of engaging our audiences, and offer an alternative storytelling format to share our activities and achievements.

8.1 Camera settings

Use a comma to denote All footage should be captured in 4k resolution and with a LOG colour profile (e.g. S-log, C-log, V-log, REDlog, Log-C, etc...)

- No looks or colour corrections should be baked into the original camera files
- Aspect ratio - 16:9
- Frame rate - 25 fps for interviews and 50fps for b-rolls
- Footage should be properly exposed

8.2 Audio

Use a high-quality microphone, preferably a lavalier or directional microphone for interviews.

Calibrate the input level.


Minimise background noise, audio must sound crystal clear.

Sound design shouldn't be overlooked. Ambience sounds/sound effects can be used to add depth to the audio. Music should fit the video's style/content. If possible, use more than one track to make the video less monotonous.

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8.3 Interviews

Questions should ideally be repeated in the person's answer.

- *Example : Q: ... What is the main goal of the project?""-> A: .. The main goal of the project is ... M*

Interviews should be shot so that the subject has extra empty space to their right or left, not centred. Additionally, interview subject should focus their gaze a few degrees off-centre of the lens, as if they are looking at the interviewer who is seated next to the camera.

8.4 Post-production

The EIT Urban Mobility logo reveal: (white version or colour version) must be included at the beginning and the end of each video. An alpha background version is also available and can be used if the footage allows it to be visible enough.

EIT Urban Mobility watermark: The white version of the EIT Urban Mobility logo must be present across the entire length of the video, as shown in the references provided.

The editing should be dynamic and engaging, alternating between interview shots and b-rolls. Use a large diversity of b-rolls. Avoid keeping a shot on screen for longer than 3-4 seconds.

Sound design shouldn't be overlooked. Ambience sounds/sound effects can be used to add depth to the audio. Music should fit the video's style/content. If possible, use more than one track to make the video less monotonous.

Motion graphics are encouraged if they can help visualise or highlight important information, such as keywords, statistics or illustrations. **If name bars or titles are needed an After Effects template will be provided.**

8.4 Delivery

Two versions of each video will need to be exported: one with subtitles, and one without. Additionally, a str. file containing the subtitles will be required. The video should be exported in Full HD, ready for YouTube.

- *MP4 format with a 16:9 aspect ratio (1920 x 1080)*
- *H264 video codec*
- *AAC-LC audio codec*



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