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MAKING INNOVATION HAPPEN

EIT Community Guidelines

The EIT Community is a collaborative network comprising the European Institute of Innovation and Technology's (EIT) long-term partnerships, known as Knowledge and Innovation Communities (KICs). These KICs are dedicated to driving systemic change in Europe and beyond, focusing on key areas such as climate change, energy, health, food, manufacturing, raw materials, digitalisation, urban mobility, culture and creativity. By harnessing the collective expertise of the KICs, the EIT Community initiatives power innovation, entrepreneurship and creativity. We believe that together we can foster a competitive, inclusive, and sustainable economy for generations to come.

These guidelines cover all EIT Community initiatives, the activities organised jointly by EIT Knowledge and Innovation Communities (KICs).

It closely follows [EIT's brand book](#)

EIT Community Guidelines

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The EIT Community logo - Horizontal version



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The EIT Community logo - Vertical version



Community
Initiative's name



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Community



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The EIT Community logo - Typography



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All EIT logos must use
Microgramma D Medium:

AaBbCc
123456

Microgramma D
Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The quote "Funded by the European
Union must use the

Calibri typography

AaBbCc

Horizontal version - Color spec



Full Colour horizontal logo

The full colour Community logo is the preferred version on all materials and communications. The logo must be used as provided and can not be altered in any way.



Reversed Horizontal logo

This version 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 can not be altered in any way.



Single Colour horizontal 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 can not be altered in any way.

Vertical version - Color spec



Community



Community



Full Colour vertical logo

The full colour Community logo is the preferred version on all materials and communications. The logo must be used as provided and can not be altered in any way.

Reversed vertical logo

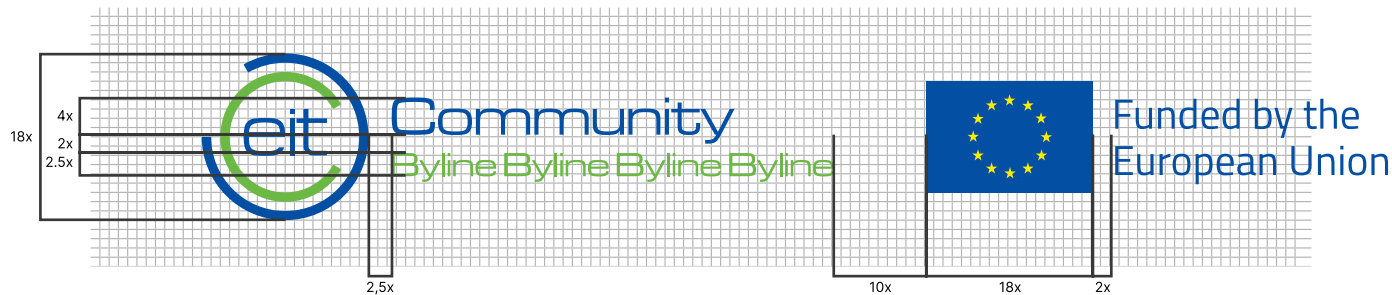
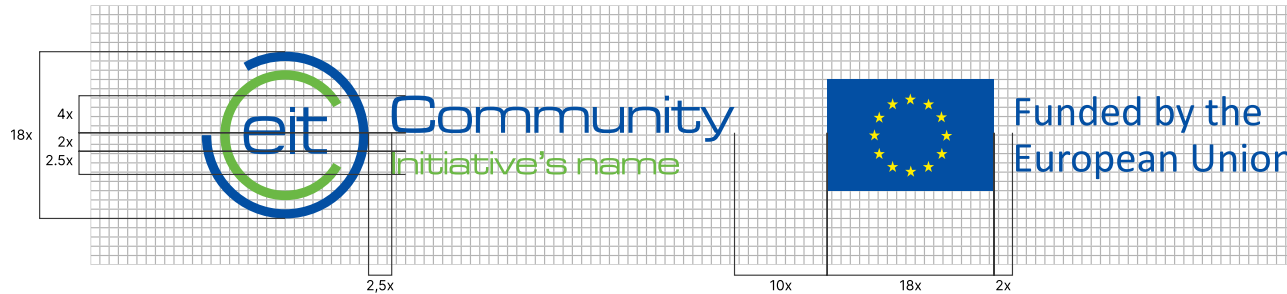
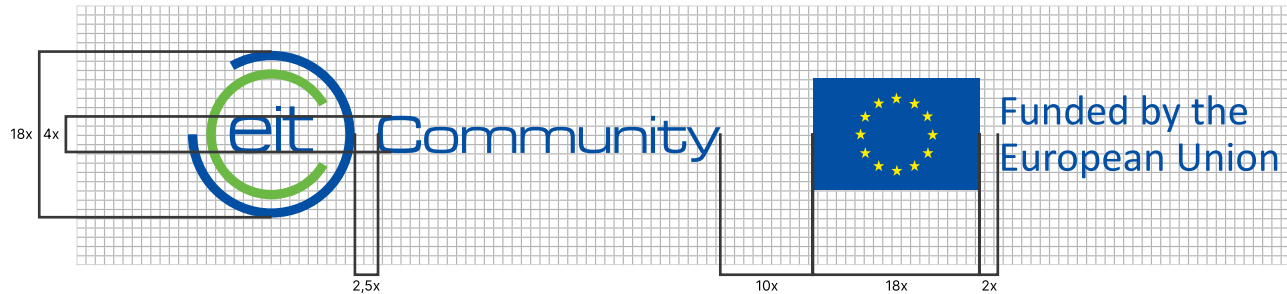
This version is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes.

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

Single Colour vertical 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 can not be altered in any way.

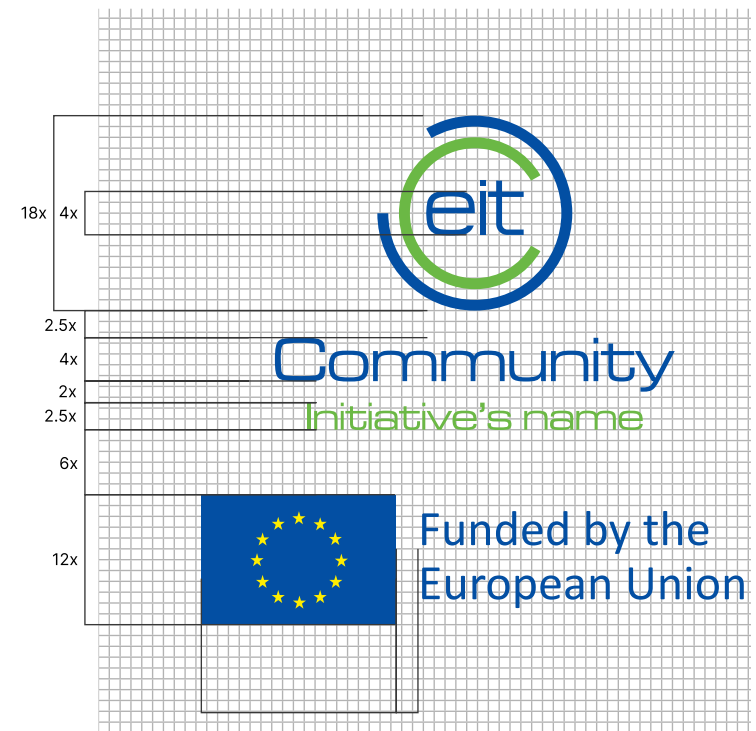
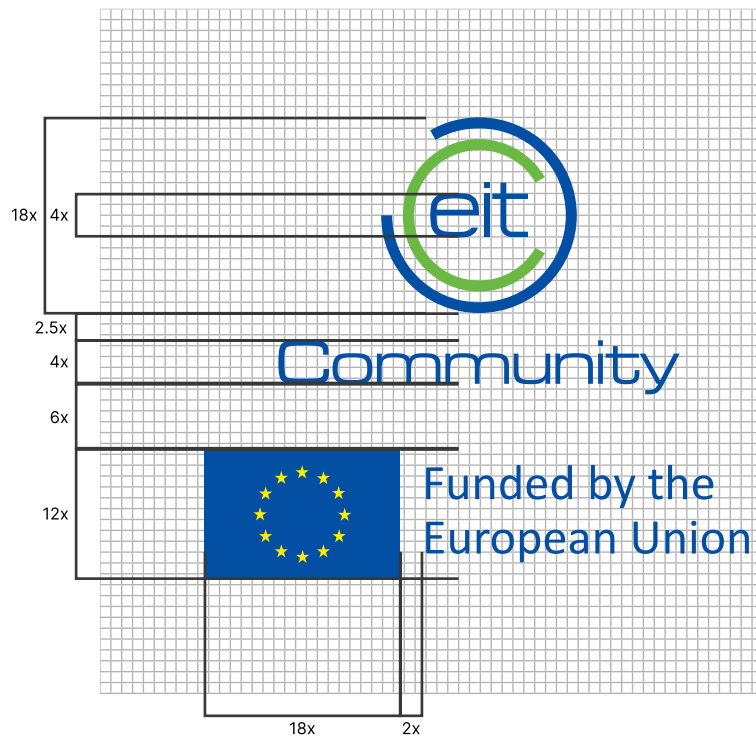
EIT logo - H. proportions



If you need to create a new initiative logo here are some rules to follow :

- The width of the EU flag is the same as the EIT brandmark
- The name of the initiative + the "Community" is centered to the EIT brandmark
- The height of the initiative name is the same as the space between the "community" and the Brandmark
- The space between the logo and EU Flag is linked to the length of the Byline if its longer than the "Community"

EIT logo - V. proportions



EIT logo - Sizes

A minimum size has been established to ensure that the EIT Community & EU logo are reproduced correctly at small sizes, clearly legible and provide strong identification.

Print minimum size



Web minimum size



Web minimum size



Print minimum size



The EIT Community logo must always be accompanied by the EU flag and sentence acknowledging EU support.

The EU logo must be displayed at least as prominently and visibly as the EIT Community logo and other logos.

Both logos must be visible at first glance e.g. on the front cover of publications, in the header of a website, at the top of a newsletter.

EIT logo - Clear space



Clear Space

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

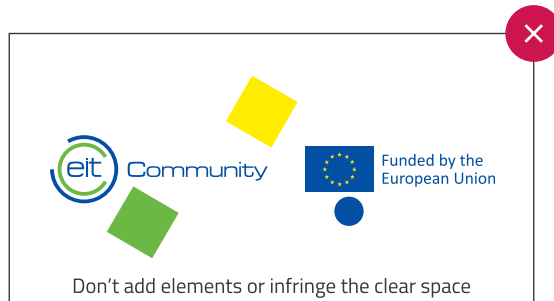
Maintaining the clear space zone between the logo and other graphic elements such as type, images and other logos ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

When using the logo, allow it to “breathe” and have maximum impact. Where possible, allow even more space around the logo than required by the minimum indicated.

The clear space is proportional and is based on the width of the brand mark rings.

The construction of clear space is identified here.

EIT community logo - do's & don'ts



Logo Dos and Don'ts

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

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

DO use the full colour version whenever possible.

A selection of scenarios that shouldn't be used can be viewed to the left.

This list is by no means exhaustive.

Use of Logos - KIC's



Use EIT Community logos instead of the KICs logo when three or more KICs communicate together.



Use of Logos - Initiatives



Use EIT Community logos instead of the initiatives logos when two or more initiatives communicate together.

Partner logo & EIT Community logo



When communicating about an initiative that already has a logo, such as the New European Bauhaus or Girls Go Circular, always use both the specific initiative's logo and the EIT Community logo.



All initiatives Logos

These are the EIT Community logos currently in use. The list is not exhaustive and is subject to change: some logos may be retired, and new ones may be created, as initiatives continuously adapt to the EU's strategic agenda.



Core Colour Palette

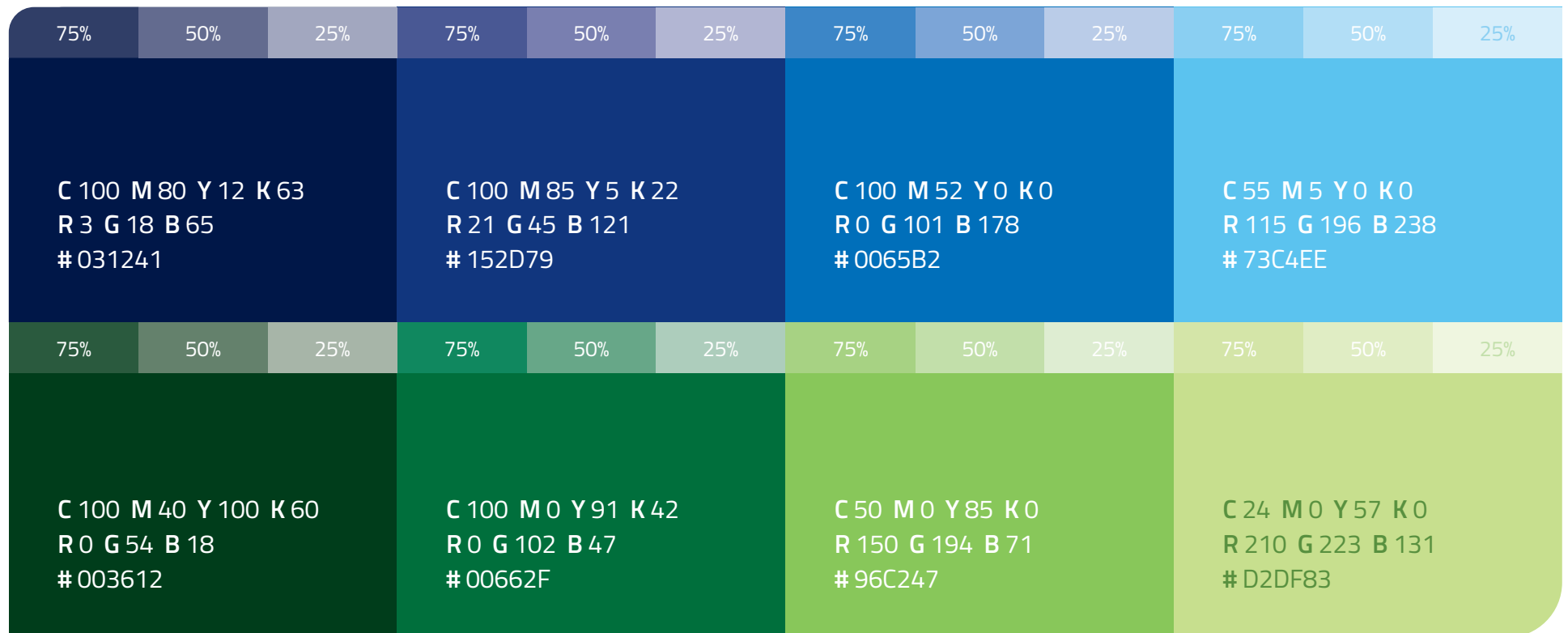
<p>Pantone Reflex Blue</p> <p>C 100 M 80 Y 0 K 0 R 3 G 78 B 162 #034EA2</p>	<p>Pantone 368</p> <p>C 63 M 3 Y 100 K 0 R 107 G 183 B 69 #6BB745</p>
<p>Pantone Process Black</p> <p>C 0 M 0 Y 0 K 100 R 0 G 0 B 0 #000000</p>	<p>White</p> <p>C 0 M 0 Y 0 K 0 R 255 G 255 B 255 #FFFFFF</p>

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.

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.



Supporting Palette

75% C 63 M 99 Y 9 K 45 R 83 G 0 B 81 # 530051	50%	25%	75% C 74 M 100 Y 2 K 12 R 99 G 15 B 122 # 630F7A	50%	25%	75% C 85 M 100 Y 0 K 12 R 79 G 19 B 123 # 4F137B	50%	25%	75% C 0 M 85 Y 0 K 0 R 231 G 67 B 148 # E74394	50%	25%
75% C 16 M 97 Y 52 K 2 R 205 G 21 B 79 # CD154F	50%	25%	75% C 0 M 65 Y 95 K 0 R 237 G 111 B 0 # ED6F00	50%	25%	75% C 0 M 19 Y 89 K 0 R 253 G 205 B 21 # FDCD15	50%	25%	75% C 0 M 0 Y 100 K 0 R 255 G 237 B 0 # FFED00	50%	25%
75% C 98 M 0 Y 59 K 0 R 0 G 158 B 131 # 009E83	50%	25%	75% C 81 M 0 Y 39 K 0 R 0 G 175 B 170 # 00AFAA	50%	25%	75% C 0 M 0 Y 0 K 80 R 87 G 87 B 87 # 575757	50%	25%	75% C 0 M 0 Y 0 K 60 R 135 G 135 B 135 # 878787	50%	25%

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;

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 Calibri 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 Light
Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

PPT Template

Title
Title
Title title
Title title title



Lorem ipsum
dolor amet ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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13


H1 - Title title
title title title title
title title title



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« H1 - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. »

 **Firstname Lastname**
work, company

14


eit.com@eu.eu @EITHub EIT EIT EIT EIT EIT



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.

