



HOW TO USE THE EIT BRANDING GUIDELINES

1. PURPOSE AND OVERVIEW

These guidelines aim to ensure consistent and effective external communications of the EIT Community Initiatives. By following these guidelines, Community Initiatives will maintain brand integrity, enhance recognition, and promote a cohesive visual identity across all promotional materials, while being compliant with the funding acknowledgement rules of the EIT and the European Commission.

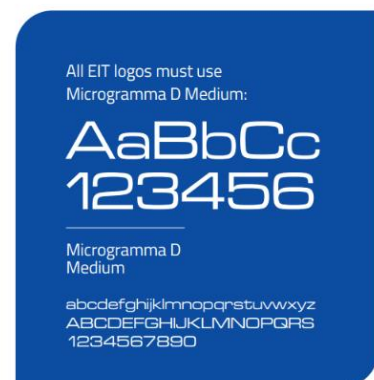
These guidelines are made to ensure the acknowledgement of the funding received by the Initiatives from the EIT, which is **compulsory** for each EIT Community Initiative.

2. BRANDING OBLIGATIONS: LOGOS

2.1. EIT Community logo

In terms of branding, each initiative has to ensure compliance with the [Branding Guidelines of the EIT Community Initiatives](#), **using the initiative's logo and core colour palette as included in the document**. The current document is not exhaustive and the above referenced document should be consulted for all questions.

- Guidelines regarding the logos are based on the [EIT Community brand book](#):



The quote "Funded by the European Union must use the **Calibri** typography

AaBbCc

- Please make sure that the EIT Community logo is always easy to spot and read, no matter where it is applied as detailed in the branding guidelines:



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.

- In case you are organising an EIT Community event or initiative that is not technically part of a Cross-KIC grant, please make sure you inform the work package lead.
- The creation and use of branding, including logos not listed in the Guidelines of EIT Community is not supported and should be avoided.
- Please make sure your logos use the right typography:



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

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- Please note that logos are linked to programmes/initiatives – Work Package Clusters should not create or use logos or any other elements of visual identity.



2.2. Joint Activities

In addition to EIT Community Initiatives, the EIT Brandbook allowed for ‘joint activity’ logos to be created. The following programmes are designated as joint-activities and have been granted an exemption from using the EIT Community logo.



Joint activities must also comply with all branding rules (colours, icons, messaging) as stated in the EIT Brandbook and EIT Community Initiatives Guidelines.

2.3. EIT Regional Innovation Scheme and EIT Community Hubs

The EIT Regional Innovation Scheme is a core element of the EIT model. To highlight the importance of these initiatives, several programmes of the Cluster have been issued an EIT Community – initiative logo. These logos should be used consistently to highlight the programmes, and the Cluster logo should be avoided.

- Example of EIT Jumpstarter logo as part of the EIT Regional Innovation Scheme:



EIT Community Hubs and former KIC RIS Hubs

- Logos for **EIT Community Hubs**: the text underneath the logo should include: “EIT Community + country name”. Please note that the word “hub” is not mentioned in the logo, however it is part of the name of the hub if described with words. See example below for **EIT Community Hub**

Estonia

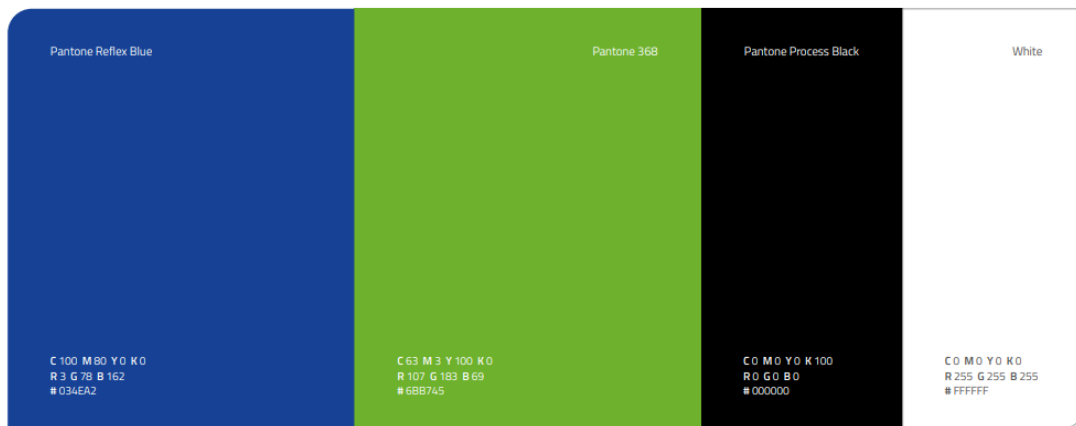




- A dedicated handbook has been created for the EIT Community hubs.
- The **former KIC RIS hubs** should be referred to as: EIT KIC + Country + Representative e.g. EIT Health Croatia Representative. They should use the logos of the respective KICs. Exemptions are the EIT's first three wave KICs that follow the branding rules set out in the Memorandum of Cooperation with the EIT.

3. COLOUR PALETTE

Initiatives each need to use at least one of the two colours – **#688745 green and/or #034EA2 blue** – of the core colour palette as the most dominant colour of their branding in line with the brandbook:



In addition, they are welcome to use 1-2 of the following supporting colours as additional complimentary colours:

The supporting palette should only be used with a core colour, in other words you should not use only supporting colours.



All colours are to be applied according to exact same colour codes, without modifications (effects, filters etc.)



4. REFERENCING EIT IN COMMUNICATIONS

3.1. Acknowledging EIT's role in communications

In addition to using the EIT Community logos, all communication and dissemination channels, materials and assets created by the Community Initiatives, should explicitly acknowledge EIT's role as main funder and coordinator. Approved acknowledgment phrases are:

- "Name of Initiative" is an initiative of the European Institute of Innovation and Technology (EIT).
- This programme is funded by the European Institute of Innovation and Technology (EIT).
- Launched by the European Institute of Innovation and Technology (EIT).

3.2. Obligation to mention EIT and EIT Community in press releases and press materials

- All press releases need to be sent and approved by EIT. All media related work (including interviews and advertising on a media outlet) is subject to approval and coordination by EIT. The EIT remains spokesperson of EIT Community Initiatives.
- Please refer to the EIT in either of the first two paragraphs of the press release as: "*PROJECT NAME*", an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union.
- For press releases, please use the **boilerplate** created in and introduced in 2023:

"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 in Europe. We believe that together we can foster a competitive, inclusive, and sustainable European economy for generations to come."



5. BRAND TONE

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

Messaging is an essential part of branding and it helps connect with audiences. The messages we convey should be:

4.1. EASY TO UNDERSTAND

- **Try and avoid acronyms.** Please make sure acronyms and abbreviations are always introduced and explained, if they are used in external communications for practical reasons. E.g. EIT Community NEB materials should explain what NEB stands for.

4.2. CONSISTENT

- **Use your mission statement consistently** across all communication channels. Make sure you explain what the initiative does in your communication materials in a tangible and easy-to-understand way. (What is the purpose of the initiative – why is your mission important/relevant – how do you achieve your goal/what do you offer?)
- The EIT implements policy. Please do not imply that your initiative is involved in policymaking or any other activity that is not part of your core mission.
- Please refrain from expressing political opinions and **do not form institutional opinions** of a theme, as commenting on policy or political developments is not within the mandate of the initiatives or the EIT.

4.3. IMPACT-ORIENTED

- **Highlight the link between the Initiative and the EIT's strategy** to present the bigger picture and the context of your work.
- Focus on achievements and impact and not processes.
- Showcase real-life success stories, use impact numbers and let your audience hear from participants, partners and beneficiaries.
- Avoid using generic terms that do not provide a crystal-clear picture of what your initiative is about. General descriptions such as “the initiative offers *services*” should be avoided and specific descriptions would help improve comprehensibility.



5. VIDEOS & ILLUSTRATIONS

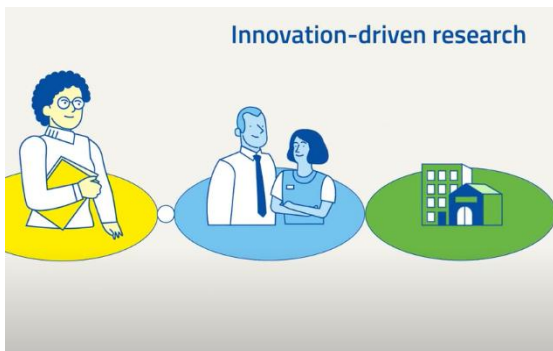
Videos and illustrations follow the same branding guidelines as all EIT Community assets. There is also an illustration and animation style [developed](#) that should be used as basis for future work.

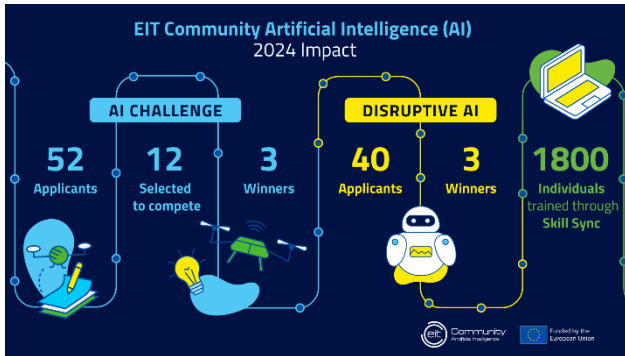
Please remember:

- Not to show aggression, weapons, armed conflict or any references to these themes or to controversial topics.
- Videos should not present catering, alcohol, traveling.
- Do not create new illustration styles that are not in line with branding.

Do:

- Use existing EIT Community illustration style:





- [Source files](#) of the basics in Illustrator
- The illustrations shown above were custom-made for AI and NEB. Initiatives can reach out to Rebecca or Pia if they want to work with the agency that developed these illustrations tailored to their initiative.
- Use illustrations from previous branding style as “images” in EIT Community-branded materials. Example:



5. SOCIAL MEDIA

- Please have one tag for your initiative that you use in your posts consistently.
- Please add #EITCommunity to your posts.
- Please tag EIT and mention that the project is an initiative of @EIT in your key announcements and campaigns.
- If you have your own account, the EIT needs to be tagged in the bio / about section.



- [EIT Community social media templates in Canva](#) - for joint events



6. EVENTS

- EIT Community logos should be on top of the event booths and stands. EIT Community logo should be visible from all sides of the installation.
- Logo size should be in line with the height of the headline used to showcase the name of the initiative.

7. REVIEW AND APPROVAL PROCESS, COMPLIANCE

- **Each initiative must ensure compliance with the present guidelines by 30 June 2025.** Non-compliance beyond the deadline communicated will be monitored. The review and finalization of assets is the responsibility of each initiative.
- All new asset prepared going forward should be on-brand. Digital assets, tools and channels that already exist need to be updated.
- Where new design solutions are needed (Supernovas, Girls Go Circular), new designs must be presented to EIT by 30 June the latest, with a full roll-out of the implementation until 1 September.

8. CONTACT FOR SUPPORT AND DISSEMINATION REQUESTS

- If you have any questions, please reach out to the EIT Community Communications Manager: Rebecca Ugalde Varela (rebecca.ugalde@eitfood.eu, Tel: +32 499044925)
- In addition, if you'd like to ask for EIT to share your material on social media, please reach out to the EIT Community Communications Manager with a detailed request and a social media toolkit including LinkedIn, X copies and visuals.



9. USEFUL LINKS

- [EIT Brandbook](#)
- [Branding Guidelines for EIT Community Communications](#)
- [Branded templates](#)
- EIT social media handles:

LinkedIn EIT	X EITeu	Facebook EITnews	Instagram eiteu
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ANNEX 1– CURRENT STATUS

EIT Community Initiative	Logo	Color	Assessment
HEI	good	good	Name change underway but everything else stays the same
AI	good	good	
New European Bauhaus	check the colour	good	Make sure EITCommunity is blue on logo.
Supernovas	change	change	Logo needs to be changed, everywhere else they would need to use the full color logo. Colors: alignment to EIT Colours and not starship universe
Global Outreach	change	good	Logo needs to be changed, Hubs need to align with RIS hub nomenclature. Hub should not be part of the logo.
Jumpstarter	change	change	Colors for logo need to be changed, not compliant.



Infrabooster	change	good	Logo should be funded. One core and one supporting -fine.
EIT Community RIS Hubs	change	good	Branding Simplification underway with new handbook, decision to allow Israel, Silicon valley and UK to follow suite, listing country without 'hub' in name in the logo. -
Ukraine Support: Red Kalyna	good	good	
DTTI	exception	exception	Exception as Joint activity - they can keep their logo. For political relevance and visibility of the EIT the following have been designated as a joint activity and fall outside of the EIT Community logo rules.
Girls Go Circular	change	change	New logo, colors to fix.
EIT Alumni	good	good	Logo is part of original brandbook. Joint activity, defined as exception
EIT Campus	exception	exception	Exception - joint activity



ANNEX 2 –W6 COORDINATION & WORKFLOW

COORDINATION & COLLABORATION: WAYS OF WORKING

Communication material	EIT's role	What to provide	Deadline
Press releases	EIT approval needed	XKIC to share final PR as approved by project officer	2 weeks in advance
Launch of new website or social media account	EIT approval needed	XKIC to share request and reasoning with EIT	Before any conceptual planning or implementation starts
Communications assets (videos, infographics etc.)	It is the responsibility of the Community Initiative to ensure branding is correct.	Only on-brand materials can be shared on EIT channels. EIT can advise if requested.	Optional – for branding advice: Before design starts.
Calls/funding opportunities	Obligation to publish on EIT website	Call package to be shared: Call text, link to application page and image for SoMe and website	Before announcement
Social media dissemination request	Expected for key announcements.	Toolkit to be shared: X, LinkedIn copies and image	Before announcement



WORKFLOW

