



November 2021 · Version 2.7

Brand guidelines

Welcome

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This document complements and supersedes all previous versions of EIT InnoEnergy Brand Book.

Its purpose is to provide clarification on the guidelines on the **EIT and the EU co-branding** and its use in different channels and communication tools, including EIT InnoEnergy supported partners.

The guidance provided applies to all EIT InnoEnergy activities and communications (including third parties) and will aim to recognise and promote the visibility of the EIT and EU support.

On the following pages you will find precise guidelines that must be applied to both printed and digital media, as well as indications of good practices for messaging.

—Raj Ghelani, *Marketing and Communications Director*

The EIT InnoEnergy mission, vision and values

Our Mission

To build a sustainable long-lasting operational framework amongst the three actors of the knowledge triangle in the energy sector: industry, research and higher education, and ensure that this integration of the three is more efficient and has a higher impact on innovation (talent, technology, companies) than the three standing alone.

Our Vision

To become the leading engine for innovation and entrepreneurship in sustainable energy.

Our Values

Pan-European. We cover and capitalise the fascinating diversity of Europe.

Integrative. We ceaselessly co-operate, integrate, synthesise, melt, merge.

Entrepreneurial. It's in EIT InnoEnergy's DNA to be entrepreneurs for sustainability.

Impact-oriented. Everything we do is directed to create the maximum impact.

Excellence-driven. We thrive to be the best, work with and create the best ones.

Visionary. We dare to be visionary, to think beyond boundaries, to scrutinise rules.

Passionate. We are bursting to develop cutting-edge-solutions & optimum results.

Sustainable. We are here to stay. We care and work for the energy-future of Europe.

Terminology and Messages

These are the keywords we use when referring to our brand. They help ensure correct identification and recognition both in written and spoken communications.

It is very important to be consistent when referring to the brand to crystallise EIT InnoEnergy's mission in the minds of both new and familiar audiences. Consistency when referring to the brand also helps minimise confusion and differentiates EIT InnoEnergy from its competitors.

Brand name	<p>EIT InnoEnergy This is our brand name. Upper case 'I' and 'E' are always used as above. Do not use IE to refer to EIT InnoEnergy. The use of the 'KIC' acronym has been discontinued in all campaign related nomenclature. Use EIT InnoEnergy name at all times.</p>
Legal name	<p>KIC InnoEnergy SE This will continue to be our legal name, but only for administrative purposes.</p>
Internet domain	<p>www.innoenergy.com This is our internet address.</p>
Official language	<p>British English</p>
Message for students, alumni, entrepreneurs & innovators	<ul style="list-style-type: none"> ▪ 'EIT InnoEnergy has powered us to turn our best ideas into products, services and skilled jobs for Europe.' ▪ 'Thanks to EIT InnoEnergy, we've gained access to Europe's largest innovation community, including top partners in business, research and higher education.' ▪ 'Being part of the EIT InnoEnergy community means pan-European networking and beyond, access to knowledge, funding and new markets'.
Strapline	<p>Accelerating sustainable energy innovation</p>

Support from the EIT and the European Union

EIT InnoEnergy logo and <EU Flag>

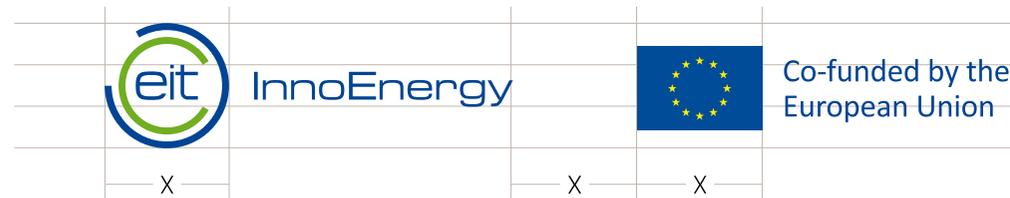
Each time an EIT InnoEnergy logo is used, it must be prominently accompanied by the <EU Flag> acknowledging EIT and EU support.

White background. These are examples of application of the logo over photographic or coloured backgrounds.



Application size of the <EU Flag>

The width of the <EU flag> must be equal to the the width of the EIT InnoEnergy brand exterior circle.



Combined logo versions

In the majority of cases EIT InnoEnergy should use the *Co-funded* option. In some instances, like cross-KIC activities, you will likely need to use the *Funded* version.

Landscape



Portrait



Logo options

On occasion, using the main version of the logo can present complications. Any of the three options presented here can be used instead. Choose the one that best suits the specific circumstances.



Main logo. This is the main version of the corporate logo, but there are some situations when other versions would improve brand identification.

EIT InnoEnergy



Wordmark only. When the height of the space available is less than one fifth of its width (e.g. on a ball-point pen or a narrow sign), use the wordmark on its own.



Minimum size

On paper, the diameter of the circle should never be less than 15 mm (and the height of the EU flag 10 mm). On-screen, it should be at least 40 pixels. This refers to all versions of the logo.

Corporate logo

The logo is made up of three elements: the symbol, formed by the EIT circles, the logotype with our name. The EIT InnoEnergy logo comes in two orientations – horizontal and vertical – to ensure maximum functionality.

Main version

The horizontal version of the logo is the default option and is used in the majority of communication materials.

Alternative version

When the available space is square, or taller than it is wide, or where the graphics are centred on the page, the vertical version of the logo is used.

Clear space

The minimum amount of space surrounding the logo is equal to the height of the capital 'I' and capital 'E' in the wordmark. This is true for both horizontal and vertical versions of the logo (as shown). For maximum impact, we recommend allowing even more space around the logo, if possible.

Main version



Alternative version



Corporate Logo = Symbol + Wordmark

Clear space



Colour options

Whenever possible, the logo should be used in full colour. The one-colour version (logotype in black) should be used on light or white backgrounds, while the reverse version (white logotype) should be used on darker backgrounds.

Colour version

For use on screen (RGB) and for full-colour printing (CMYK).

Monochrome version

For printing when using only one colour, or on light or white backgrounds to improve legibility.

If possible, preferably use the EIT InnoEnergy blue color

Reverse version

The (white) reverse logo is for dark backgrounds and darker areas in photographs.

White, monochrome or vertical versions of the logo are available for limited use. Please contact your local Marketing and Communications Manager for guidance on use of this artwork.

Colour versions



Monochrome versions



Colour palette

These are the colours we use to identify our brand.

Brand colours

These are the brand colours, to be adhered to at all times.

Colours for audience groups

These colours work on two levels. On the one hand, they clarify the different types of information, like categories and sections; on the other, they represent the scope of what we offer.

Complementary colours

Our secondary palette of lighter and darker tones provides a wide range of supporting colours. Choose one of these to create highlights and accents, as long as the branding is not diminished. All uses of colour must comply with legibility standards.

Colour name

CMYK
RGB
HEX
Pantone

Complementary colours are available for limited use. Please contact your local Marketing and Communications Manager for guidance on use of this artwork.

Brand colours

EIT InnoEnergy green

50.0.85.0
150.194.71
#96c247
P. 2292

EIT InnoEnergy blue

100.80.0.0
0.68.148
#004494
P. Reflex blue

Colours for audience groups

Students & Learners

Light blue
55.5.0.0
115.196.238
#73c4ee
P. 2905

Start-ups & scale-ups

Teal
81.0.39.0
0.175.170
#00afaa
P. 326

Innovators

Light green
24.0.57.0
210.223.131
#d2df83
P. 2289

Innovative Solutions

Orange
0.65.95.0
237.111.0
#ed6f00
P. 716

Complementary colours

Light orange

0.19.89.0
253.205.21
#fcdcd15
P. 109

Yellow

0.0.100.0
255.237.0
#ffed00
P. Yellow

Warm grey

28.28.28.0
195.182.175
#c3b6af
P. Warm grey 3

Red

16.97.52.2
205.21.79
#cd154f
P. 7636

Violet

74.100.2.12
99.15.122
#630f7a
P. 2597

Purple

63.99.9.45
83.0.81
#530051
P. 2623

Dark blue

100.85.5.22
21.45.121
#152d79
P. 288

Dark green

100.0.91.42
0.102.47
#00662f
P. 349

Typography

Primary typeface

Our corporate typeface is Titillium. It should be used on all professionally produced materials and on our websites.

Alternative typeface

Calibri is the alternative font for documents created with MS Office, as it is included in all Microsoft programmes.

Using this typeface will help to unify documents issued from different computers.

Titillium typeface

Designer: Accademia di Belle Arti Urbino.
Didactic project Course Type design of the Master of Visual Design.
Design date: 2013. Publisher: Free-font

Calibri

Designer: Lucas de Groot
Design date: 2004
Publisher: Microsoft Typography
In Microsoft Office 2007, it replaced Times New Roman as the default typeface in Word and replaced Arial as the default in PowerPoint, Excel, Outlook, and WordPad.

Primary typeface

Titillium light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;:?!;€£\$#&'()*+/{|}

Titillium regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;:?!;€£\$#&'()*+/{|}

Titillium semibold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;:?!;€£\$#&'()*+/{|}

Titillium bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;:?!;€£\$#&'()*+/{|}

Alternative typeface

Calibri light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;:?!;€£\$#&'()*+/{|}

Calibri Bold

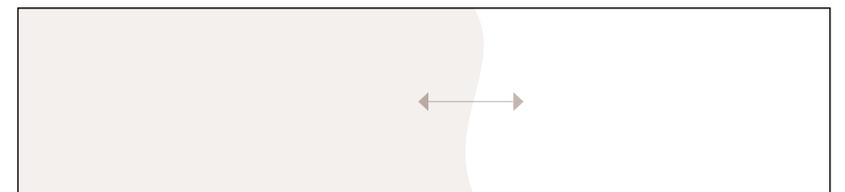
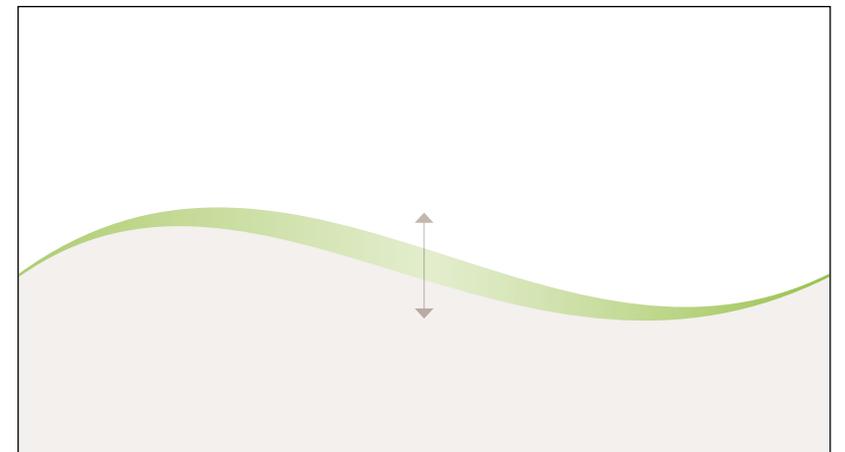
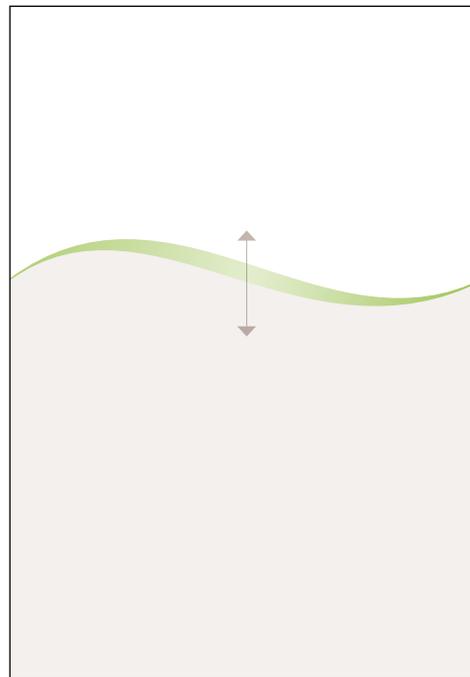
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;:?!;€£\$#&'()*+/{|}

Energy curve

The energy curve brings dynamism to our visual identity, and is one of the main graphic elements defining our brand. It can be used alone, or to frame a photograph or background colour to differentiate content.

It has to be scaled to fit the width of the document, without distortion.

In extra-wide formats, it is used vertically to frame an image or background colour.



Thematic field icons

Serving as a quick visual reference, these icons represent each of our eight thematic fields. They can be used in their colour version (blue and green) or in black or white.

Thematic field icons



Smart and efficient buildings and cities



Nuclear instrumentation



Energy efficiency



Energy for transport and mobility



Renewable energies



Smart electric grid



Energy storage

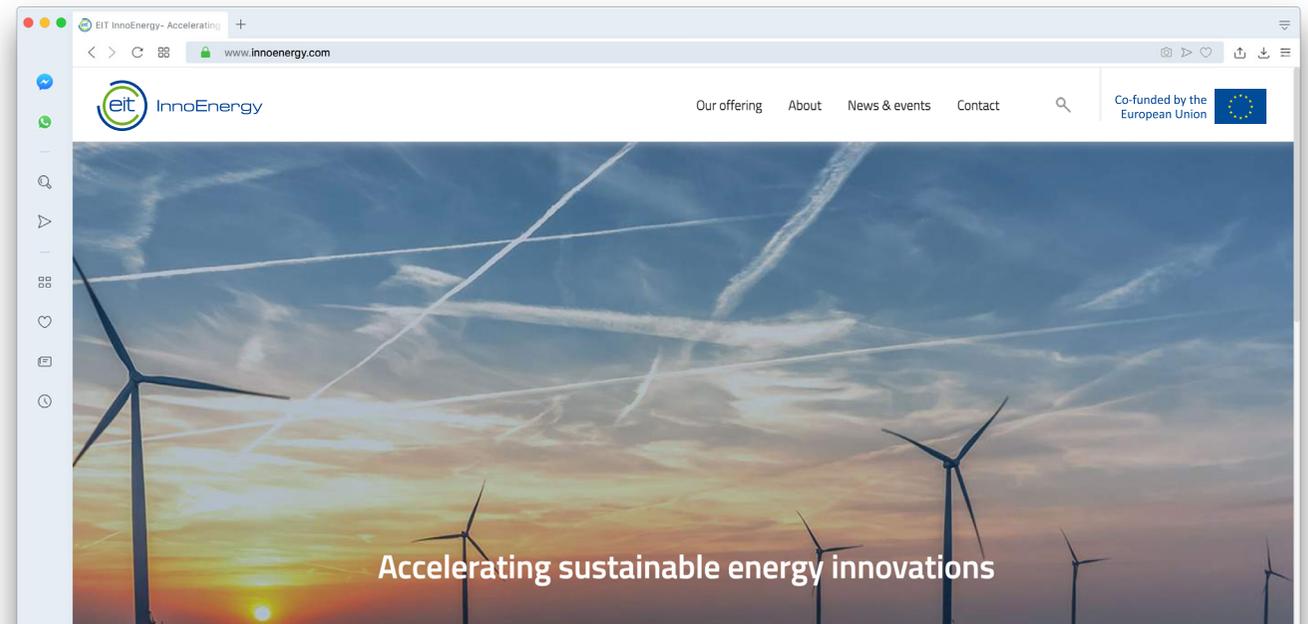


Energy for circular economy

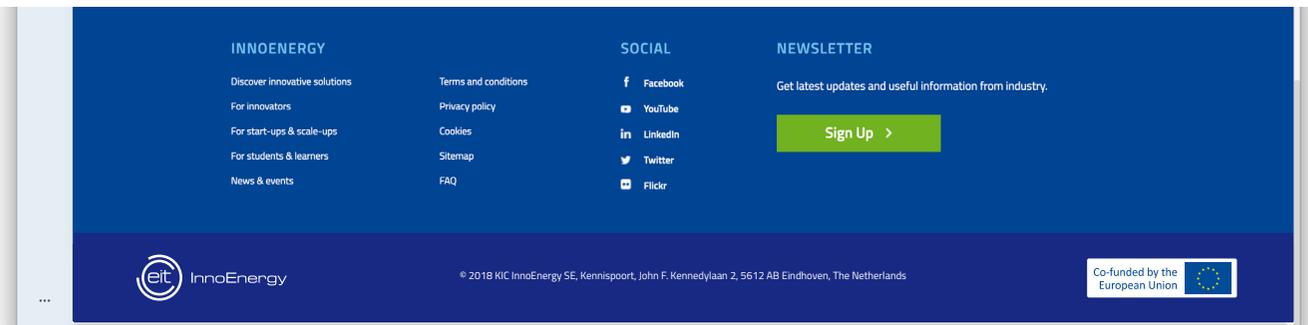
EU support, guidelines for web

The EIT InnoEnergy logo and the <EU Flag> will be present on all the headers and footers of our landing pages and websites.

Application of the <EU Flag> in the header of all web pages.



Application of the <EU Flag> in the footer of all web pages.



Third-party support sign

Applies to all third parties communications

Start-ups, innovation projects and academic organisations and associations that have benefited from EIT InnoEnergy support are asked to acknowledge this support by using this third-party support sign in a prominent position.

All official documents issued by such organisations will carry a sign indicating this support, which will link to our website when used online.

Third-party support sign



Please select the version that is relevant to you, either you are *Funded* or *Co-funded* by EIT InnoEnergy.

Sample of usage schema in the website footer.

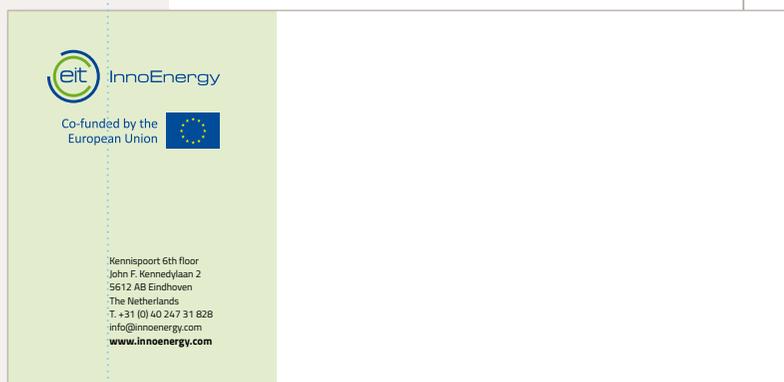
Samples of usage schema for printed media.

Office documents

These examples show the standard layouts for office documents.

The logo must be in the top left hand corner. All typewritten information is left aligned with the "I" of the EIT InnoEnergy logo.

Production specifications
Paper: Antalis Conqueror Wove
Colour: High White
Weight: 90/160/300 gr/m²



Legal and commercial use

Company name, registered office address and all bank details at the bottom.

Also include a line saying 'EIT InnoEnergy is the trading brand of KIC InnoEnergy SE', the website, and the <EU Flag>. Contact details at the top right.

Company name KIC InnoEnergy SE
 Registered Office Kennispoot 6th floor · John F Kennedylaan 2 · 5612 AB Eindhoven · The Netherlands
 T. +31 408 002 288 · VAT-ID 850 004 287 B01 · Bank ABN Amro Bank
 Account number 465 819 958 · IBAN NL44 ABNA 0465 8199 58 · SWIFT ABNANL2A
 EIT InnoEnergy is the trading brand of KIC InnoEnergy SE

Letterhead A4 (50% of actual size)



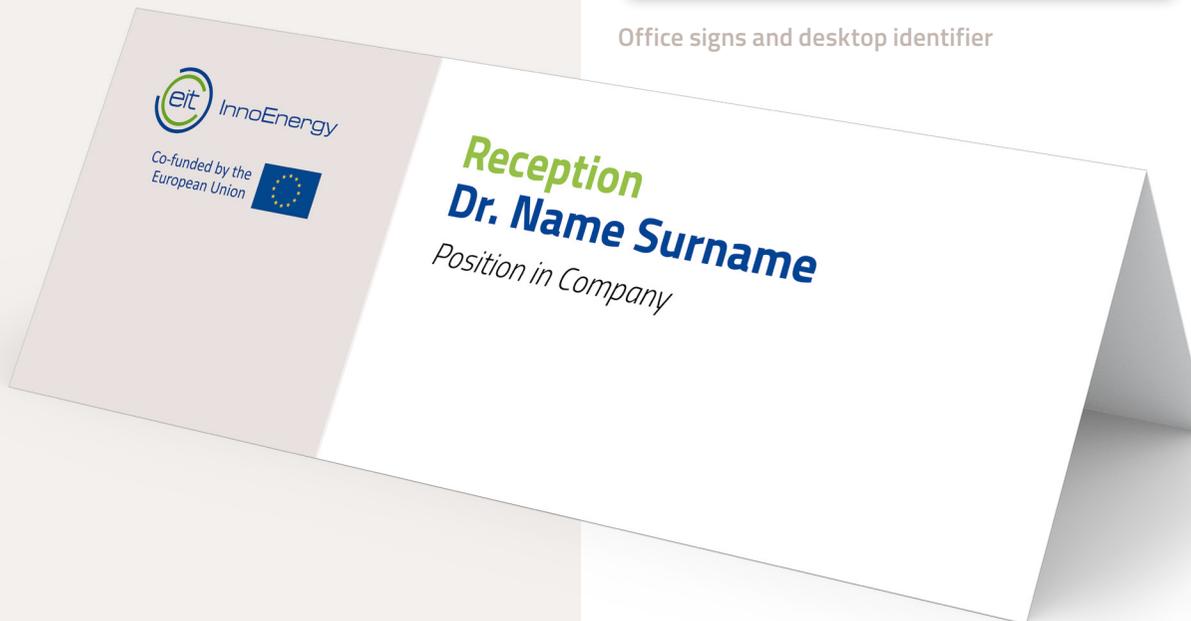
Office signage

Signage is integral to brand identity. It helps to enforce strong statements about what our organisation stands for, how it should be perceived and what it represents. Corporate signs welcome and instruct, direct and protect, but they are also instrumental in presenting that vital, positive first impression.

These are some of the EIT InnoEnergy logo signs, depending on the size and format of the space available. The logo must always be accompanied by the <EU Flag> symbol on all signage applications.



Office signs and desktop identifier



Printed media

These layouts show the position of the brand elements on printed communications media. The logo should always be in the upper left corner and the <EU Flag> symbol should always be on the front and back covers.

We also apply the energy curve to enhance the visual identity of our communication materials. The energy curve can be moved up or down depending on the compositional needs of each document. Please bear in mind that the energy curve is only used on front covers and not inside, as this would diminish its impact.

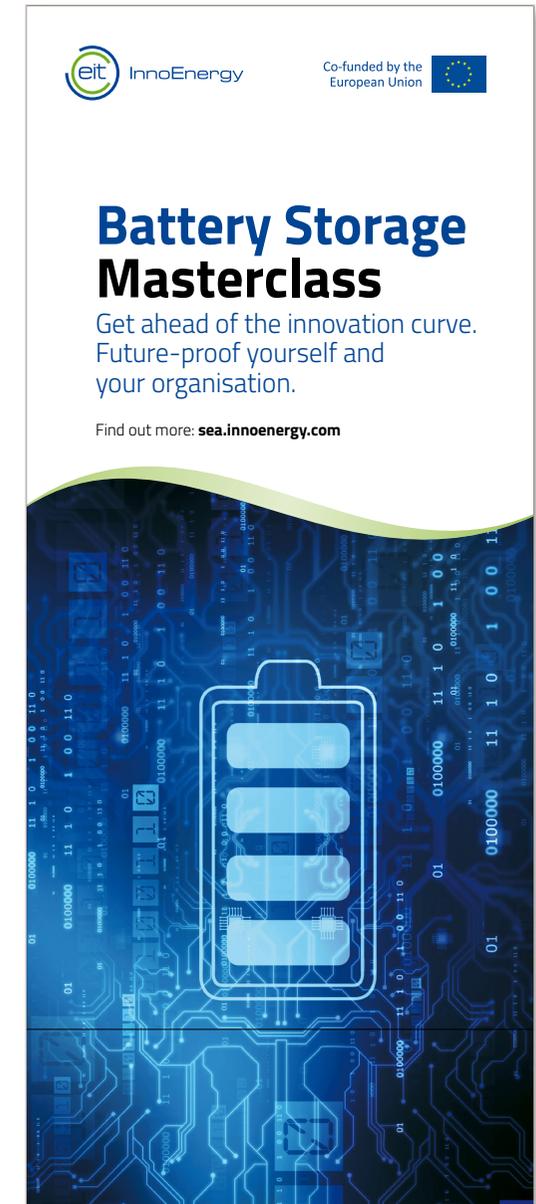
Production specifications

- Paper: Fedrigoni Symbol Tatami
- Colour: White
- Weight cover: 250 gr/m²
- Weight interior: 115/135 gr/m²

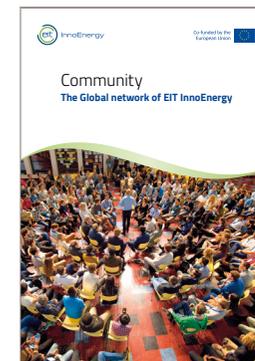
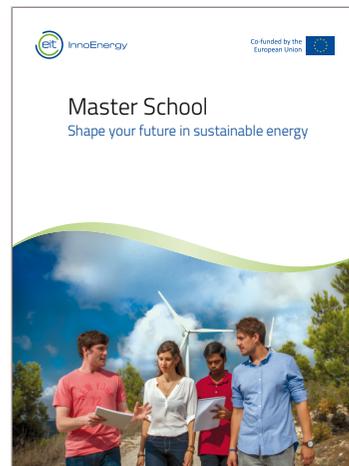
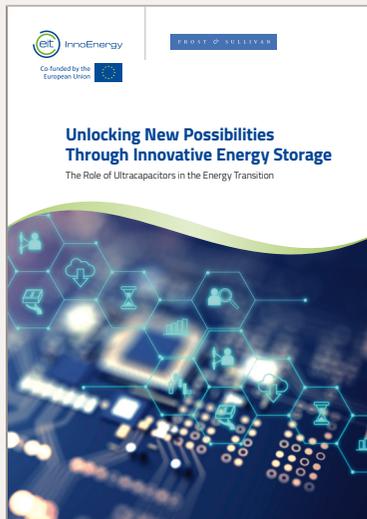
Brochure cover and back cover layout



Roll-up 85 x 200 cm



Examples of brochure cover, and flyer



Digital media

As with the publications, digital media help reinforce our brand identity. They are simple, with an emphasis on our brand elements. The logo and the <EU Flag> symbol should always be present.

Rectangular and elongated banners



Newsletter



PowerPoint presentation cover, interior page and back cover



PowerPoint co-branded cover



Video and mail

Videos are a part of our communication strategy as they can also reinforce brand identity. They must use the elements of our identity: the logo, <EU Flag>, energy curve, colours, typography, etc.

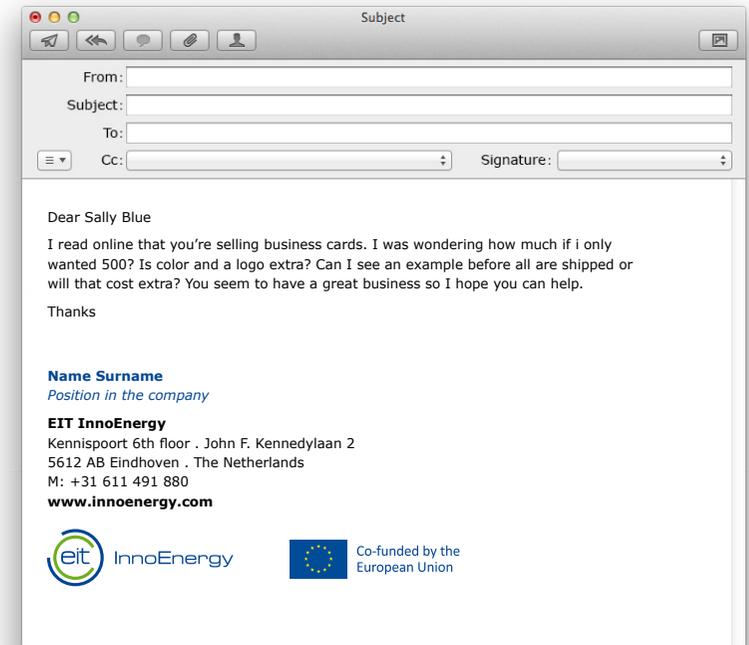
All social media videos must include subtitles.

Video Intro and Outro



In case of no intro/outro, a joint logo and <EU Flag> should appear in the video at all times, in a place where it interferes least with the visual.

This is how the contact details and <EU Flag> in a corporate email signature should appear.



Intro and outro. Use the animated EIT InnoEnergy logo and the <EU Flag> and accompanying text at the beginning and end of any corporate video. They should not last more than three seconds.

Lower third. The texts on screen should be no more than two lines long, using corporate typography.

Thumbnail. We use customised images for the thumbnails to increase brand presence. The text should be kept short – two lines – for easy reading.

Events

Layout guidelines. These layouts show the position of the brand elements and the symbol of the <EU Flag> on event communication and signage materials (sign, banner, badge, roll-up...).

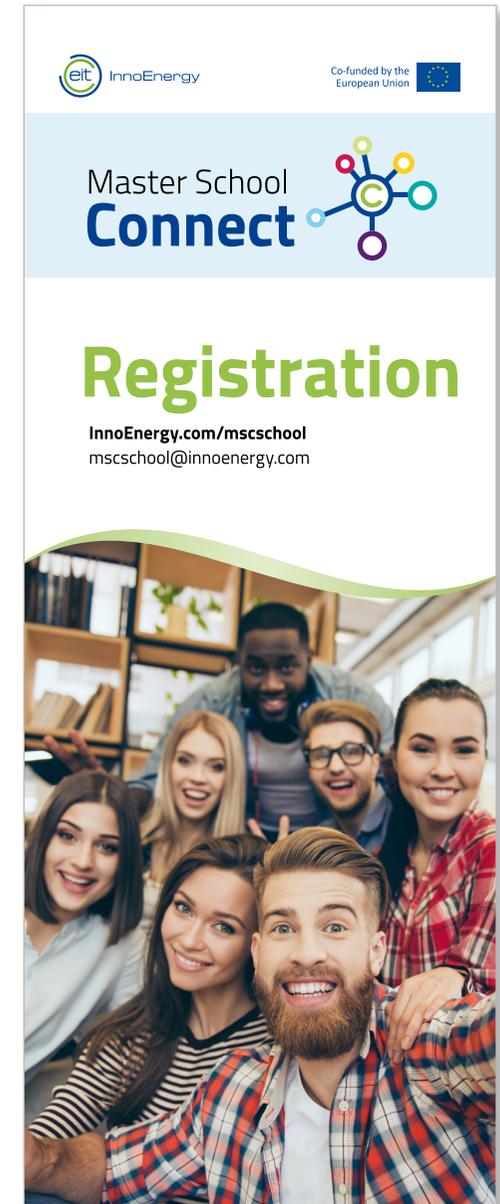
Sign and badge



Welcome banner



Roll-up 85 x 200 cm



Branded merchandise

All promotional materials and merchandise must respect brand consistency.

Depending on the space available and the production system, it may be necessary to use one of the special versions of the logo. Please follow the guidelines on page 7 of this document.



Event Notepad

Corporate ballpoint pen
Small space: wordmark only



Executive bag
Enough space available:
main logo and energy curve



EIT InnoEnergy, Brand Guidelines
January 2021 · Version 2.5

Any questions?

EIT InnoEnergy likes questions. If you would like to know more about our design assets or if you'd like digital examples of the EIT InnoEnergy identity in use, ask away.

Design elements or samples

Please contact your local Marketing and Communications Officer for guidance.

How to obtain Titillium font

The full type family can be downloaded free of charge from:
<http://www.fontsquirrel.com/fonts/Titillium>

How do I install fonts on my Windows PC?

Windows 10 and all subsequent versions

Unzip the fonts folder. Fonts cannot be installed if they are zipped.
Double click the font file and click 'Install.'

Windows Vista

Unzip the fonts folder. Fonts cannot be installed if they are zipped.
From the 'Start' menu select 'Control Panel.'
Then select 'Appearance and Personalization.'
Then click on 'Fonts.'
Click 'File', and then click 'Install New Font.'
If you don't see the File menu, press 'ALT'.
Navigate to the folder that contains the fonts you want to install.
Select the fonts you want to install.
Press the 'Install' button to install the fonts.

Windows XP

Unzip the fonts folder. Fonts cannot be installed if they are zipped.
From the 'Start' menu select 'Control Panel.'
Select the 'Appearance and Themes' category.
Select 'Fonts' from the 'See Also' panel at the left of the screen.
In the Fonts window, select the 'File menu', and choose 'Install New Font.'
Navigate to the folder that contains the fonts you want to install.
Select the fonts you want to install.
Press the 'OK' button to install the fonts.



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