



European Institute of
Innovation & Technology

MAKING INNOVATION HAPPEN

EIT Community
Brand Book

A body of the European Union



Contact us

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EIT - European Institute of
Innovation and Technology



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EIT Community Brand Book

Contents

1 EIT COMMUNITY BRAND 06

Brand Architecture	08
Vision & Mission	09
Values	12
Brand Tone	14
Brand Voice	14
Key Messaging	16

2 EIT COMMUNITY LOGOS 18

Rationale and Hierarchy	20
Use of Logos	22
EIT Institute Logo	24
EIT KIC Logos	29
Naming Convention	29
Dos & Don'ts	36

3 COLOUR PALETTE 38

Core Colour Palette	40
Supporting Palette	42

4 TYPOGRAPHY 44

Primary Typeface	46
Supporting Typeface	47

5 IMAGERY 48

People Images	50
Product Images	52
Landscape Images	53

6 GRAPHIC ELEMENTS 54

EIT Community Circles	56
Circular Frames	58
Rectangular Frames	62
Icons	64

7 CORPORATE TEMPLATES 68

Office Suite	70
Email Signature	74
Business Cards	75
Online Meeting Backgrounds	76
Publications	78

8 DIGITAL MEDIA 82

Website	84
Social Media	86
Videos	88
Newsletters	90
Web Banners	91

9 EVENT MATERIALS 92

Pull-Up Banners	94
Stands	96
Stage Design	98
Promotional Items	

EIT Community Brand

The EIT Community is a thriving community that brings together the EIT, its Knowledge and Innovation Communities and the EIT Alumni.

The EIT Community brand unites all who innovate with the EIT Community: innovators, entrepreneurs, students, business, education, research, civil society, authorities and, last but not least, citizens. Our brand expresses our vision, mission and values, and helps us to work towards our common goal of creating the future we want: green, digital and healthy societies with a thriving entrepreneurial culture.

As the EIT Community brings a wide range of members together, it is important to be consistent in the branding and communications approach to be heard and recognised. The brand elements and tools define who we are and what we do and help bring coherence to external audiences' perceptions of the EIT Community.

The following pages present the EIT Community's brand essence, helping us communicate effectively with one voice by providing an overview of the key messages and visuals to be used.



As Europe's largest innovation ecosystem, we make a real difference and help shape our future, Europe's future.

2

EIT Community Logos

2.1 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 Community's core values.

European Union Emblem



EIT Community Brandmark



+



! When an EIT Community logo is presented, it must be accompanied by the [EU emblem](#).

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

The core elements of the logo - the circle and the word 'EIT' - are common to all members of the EIT Community.

All EIT logos must use
Microgramma D Medium:

AaBbCc
123456

Microgramma D
Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

2.2 Use of Logos



3

Colour Palette

4

Typography

5

