

May 2020 · Version 2.4

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 internal processes and messages.

—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

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.

Tagline

Knowledge Innovation Community

Legal name

KIC InnoEnergy SE

This will continue to be our legal name, but only for administrative purposes.

Internet domain

InnoEnergy.com

This is our internet address.

Official language

British English

Message for students, alumni, entrepreneurs & innovators

- '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

EIT InnoEnergy is the innovation engine for sustainable energy across Europe.

Corporate logo

The logo is made up of three elements: the symbol, formed by the EIT circles, the logotype with our name, and the tagline. 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 + Tagline

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.

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



Special versions

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.



Minimum size

On paper, the diameter of the circle should never be less than 14mm. On-screen, it should be at least 32 pixels. This refers to both versions of the logo.



Main logo

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



01. Without the tagline. To be used either when the logo needs to be small and the tagline is difficult to read (e.g. on jointly branded items with partners), or when the logo needs to be very large (e.g. signage).

This version is used when the diameter of the circle needs to be less than 16mm or more than 300 mm.



02. 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.

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

#fcd115

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

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

Titillium regular

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

Titillium semibold

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

Titillium bold

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

Alternative typeface

Calibri light

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

Calibri Bold

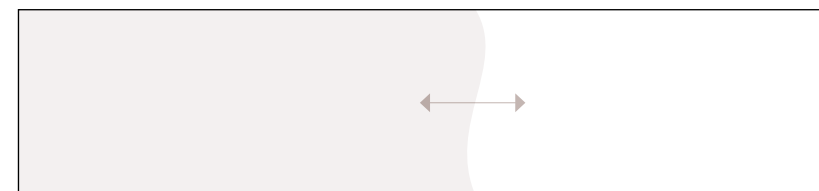
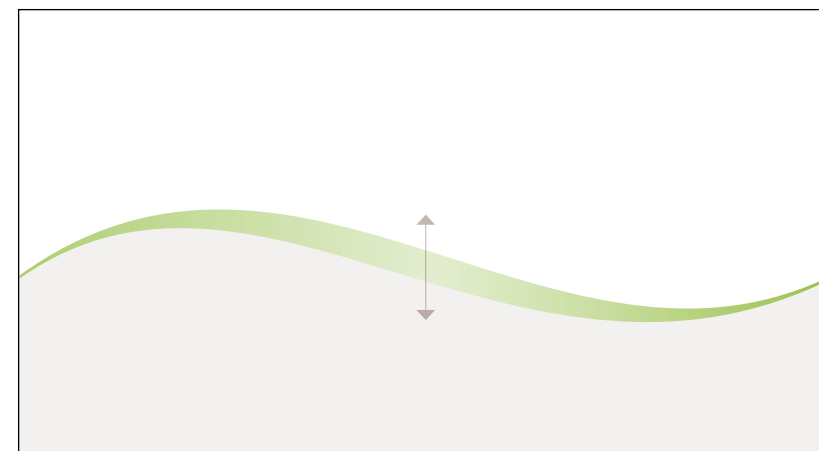
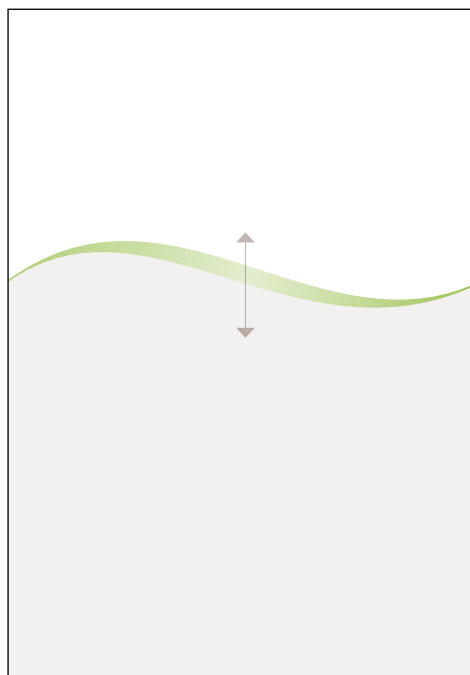
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;'?!;€£\$#&'()*+/-={|}

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

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.

Background Options

The <EU Flag> symbol always incorporates a white background (but without a line) that surrounds it to guarantee its visibility and make the text easier to read. This white background will be visible on dark or photographic backgrounds and transparent on light colours or white.

Application size of the <EU Flag>

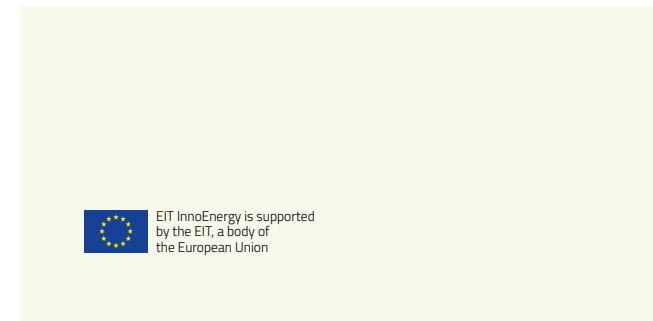
The height of the <EU flag> must be 1/3 of the height of the EIT InnoEnergy brand, and this height should never be smaller than 4.5 mm.



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



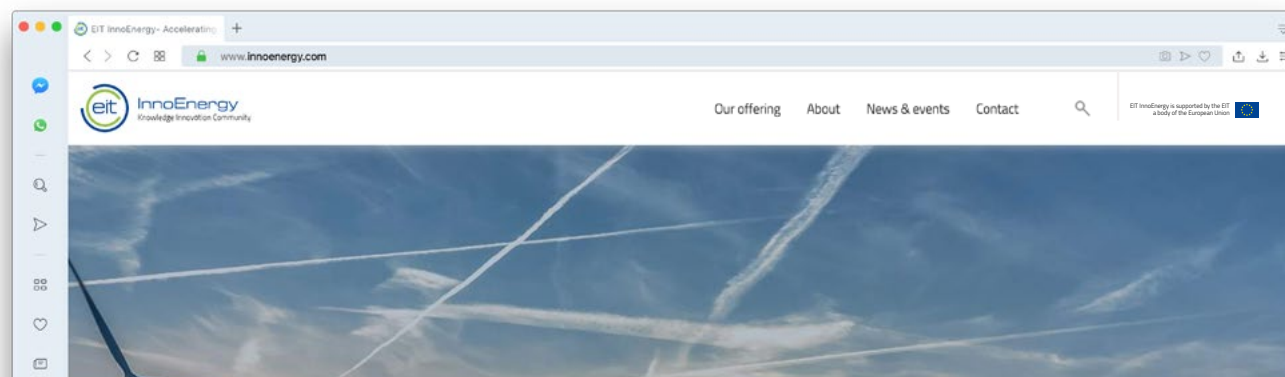
Transparent background. These are examples of application over light coloured and white backgrounds.



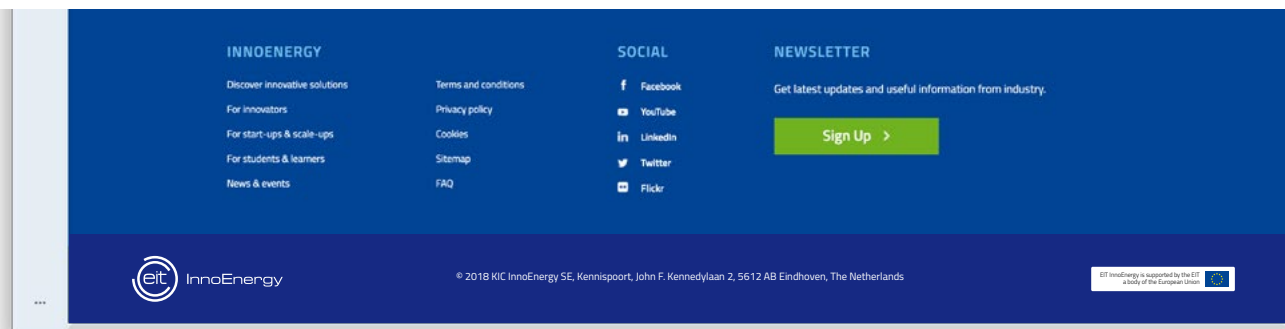
EU support, guidelines for web

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




Sample of usage schema in the website footer.

Samples of usage schema for printed media.

Reducing the costs and risks of offshore wind development

Subhead that clarifies or complete the holder





The challenge

The financial risks of offshore wind development

Analysing potential performance and energy yield is an essential factor in the development of offshore wind generation. Reliable and accurate wind measurement helps reduce financial risks and enhances the bankability of a project for investors, utilities, and turbine manufacturers.

Traditional methods for wind assessments rely on the installation of fixed-based meteorological masts, which requires significant upfront financing. The EOLIS FLS200 overcomes both the high costs and the limited application of the fixed-mast method, to demonstrate the viability of a much wider and more diverse range of planned projects.

The solution

Reducing the cost of offshore wind measurements

The EOLIS FLS200 is a highly robust floating buoy that uses LIDAR (light detection and ranging) technology to gather high-quality wind and ocean data from any offshore location.

It enables wind farm planners to perform wind measurements at heights of more than 200 metres above sea level, and to calculate wave and current movements up to depths of 300 metres. As a floating buoy, the EOLIS FLS200 allows for fast installation and rapid re-location to other areas within a wind farm site or to completely new sites when required.

By using the EOLIS FLS200 floating LIDAR system, project developers can reduce the costs of essential wind measurement by a factor of ten compared to conventional mast installations.

Key features



- The EOLIS FLS200 is a fully-equipped, autonomous system for measuring wind, wave and current that features:
- State-of-the-art data capture for consistently high levels of data quality, accuracy and reliability
- An ability to measure at different heights above sea-level for use in a variety of circumstances
- An advanced data-processing tool based on a combined model specifically designed for wind, wave and current measurement
- Full energy autonomy to continue delivering measurements from remote locations without refuelling
- A modular design that is easy to mount, disassemble and transport to new locations
- A sturdy structure that is optimised for the rigours of offshore operations

The value

Increasing certainty for offshore wind developers

The EOLIS FLS200 enables wind farm developers, investors and turbine manufacturers to generate an accurate assessment of potential energy yield, based on precise, actionable and comprehensive data at the pre-development phase. By providing a solid evidence base for proposed developments at a much earlier stage in the business cycle, it enables developers and owners to minimise their financial risks and operational costs – and to increase total offshore wind generation capacity.

The EOLIS FLS200 has successfully completed a six-month validation campaign in collaboration with RWE Innergy, supported by the Carbon Trust, the Offshore Wind Accelerator (OWA), and the Dutch R&D programme FLOW. The EOLIS FLS200 has also been subject to third-party validation from the Energy Research Centre of the Netherlands (ECN).

CLEAN ENERGY FROM OUR OCEANS

CorPower Ocean brings reliable and competitive wave energy technology to the world, unlocking one of the largest untapped sources of renewable energy - harnessing the natural power of the oceans to help us tackle climate change and achieve a sustainable low-carbon future.

Enabling 100% renewables

Adding wave energy to the energy mix is an attractive way to balance the future electricity systems, making it a key component to enable the transition to 100% renewables. A consistent, highly predictable and complementary power production profile offers an efficient solution to fill out the gaps where solar and wind do not produce enough when there is still a demand for power. Natural grid balancing, by wave energy is a cost-effective solution to reduce the amount of battery storage needed to balance our electricity systems is a deeply decarbonised future.

Our Wave Energy Converters (WECs) offer survivability in the toughest storm conditions combined with efficient harvesting of electricity in normal wave conditions. The technology has shown breakthrough results through a structured five-stage product verification program since 2012, bringing a step-change improvement to the structural efficiency and competitiveness of wave energy. Advanced control technology offers large amounts of energy to be harvested using small low-cost devices, significantly reducing the equipment (CAPEX) cost per MW. The compact lightweight WECs are also easy to install and maintain using low-cost vessels, bringing down operational (OPEX) costs.

CorPower offers wave energy technology and wave farm design services that enable our customers to produce clean electricity from our oceans.

Technology

Our new type of high efficiency wave technology provides step-by-step improvements on storm survivability and power production - find out more how this is made possible.

[Learn more](#)

Projects


CorPower is working together with several project developers, utilities and energy companies to support their evaluation and development of commercial wave energy projects. Please contact us to discuss how we can support your project development plans.

[Learn more](#)

Work at CorPower

CorPower Ocean is looking for ambitious people with a passion for clean energy, offering key roles in a growing team. If you have the right profile and want to be part of a revolution in renewable energy, please send us your CV and cover letter.

[Learn more](#)



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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.

Letterhead A4 (50% of actual size)

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

Compliment card 210 x 100 mm
 (50% of actual size)

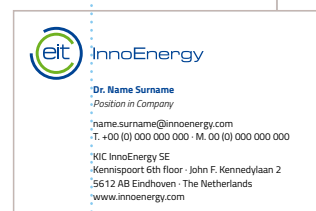
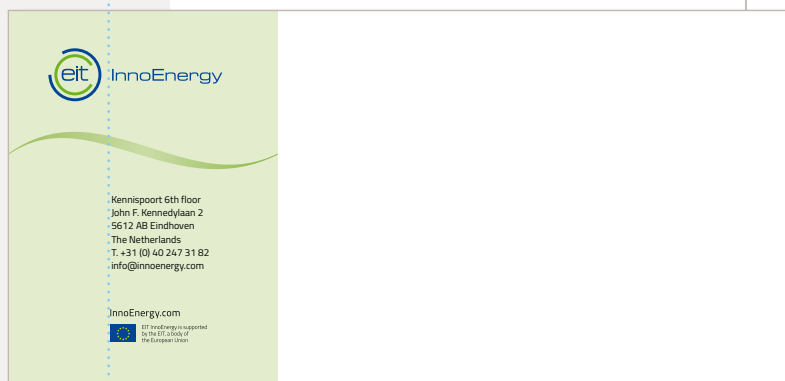
Legal and commercial use

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 KIC InnoEnergy SE - Registered Office Kennispoort 6th floor - John F. Kennedylaan 2 - 5612 AB Eindhoven - The Netherlands
 Phone +31 (0) 40 247 31 82 - email info@innoenergy.com
 VAT-ID 8500.04.287.B.01 - Bank ABN Amro Bank - Account n° 46.58.19.958 - IBAN NL44ABNA0465819958 - SWIFT ABNANL2A
 EIT InnoEnergy is the trading brand of KIC InnoEnergy SE

InnoEnergy.com
 EIT InnoEnergy is supported by the EIT, a body of the European Union



Business card
 85 x 55 mm
 (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

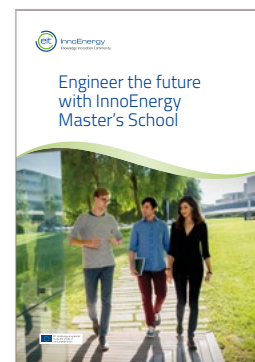
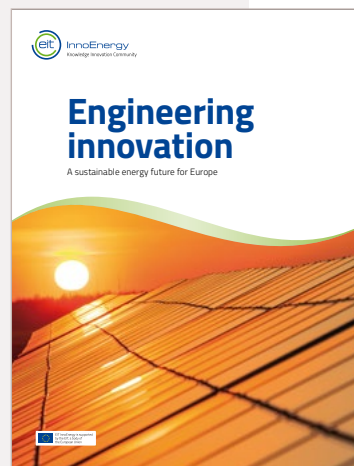
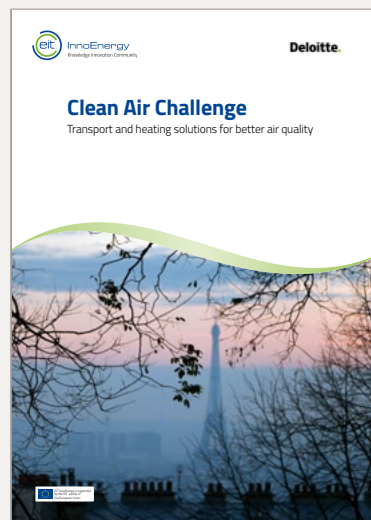
Weight cover: 250 gr/m²

Weight interior: 115/135 gr/m²

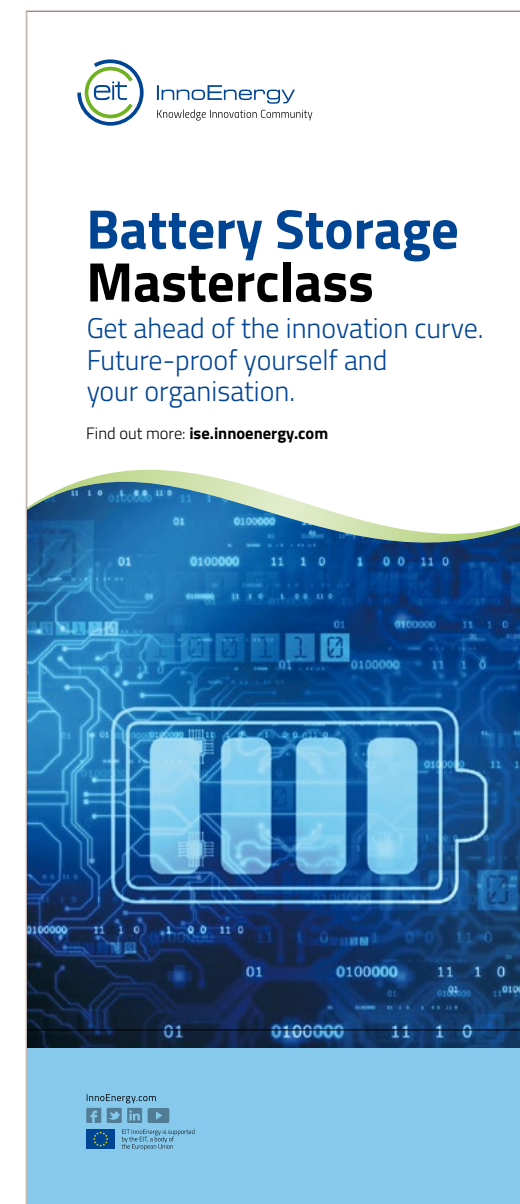
Brochure cover and back cover layout



Examples of brochure cover, and flyer



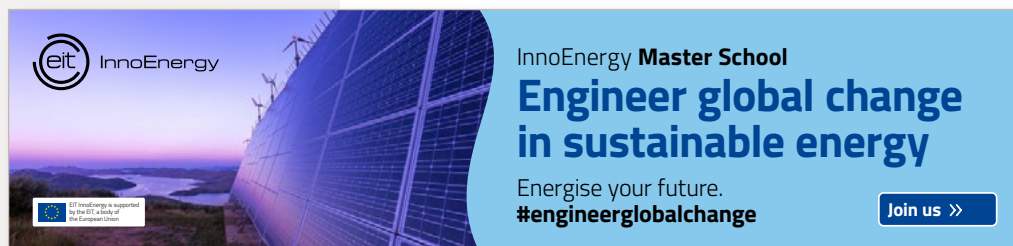
Roll-up 85 x 200 cm



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.

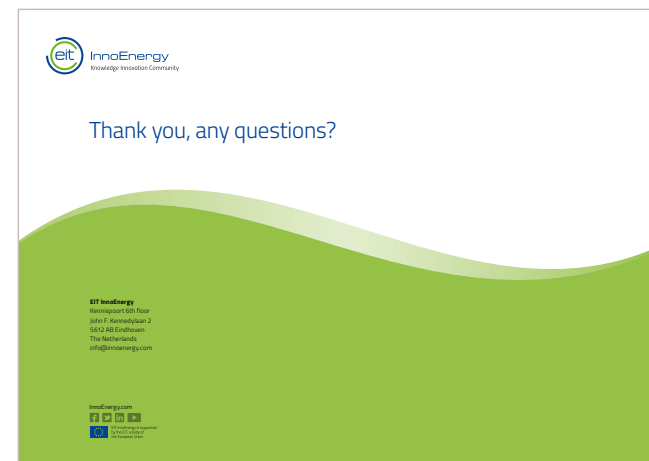
Rectangular and elongated banners



Newsletter



PowerPoint presentation, cover, interior pages and back 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.

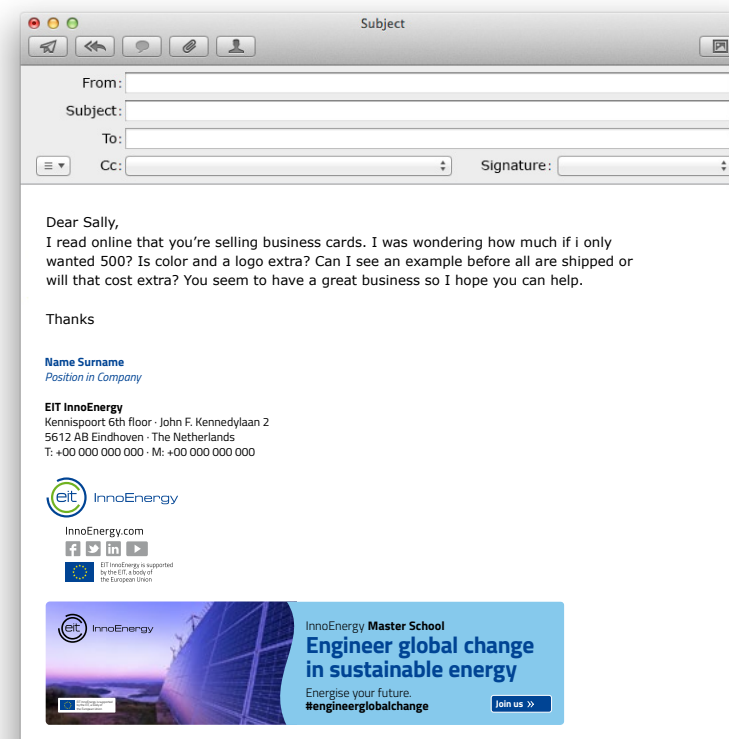
All social media videos must include subtitles.

Video Intro and Outro



In case of no intro, 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.

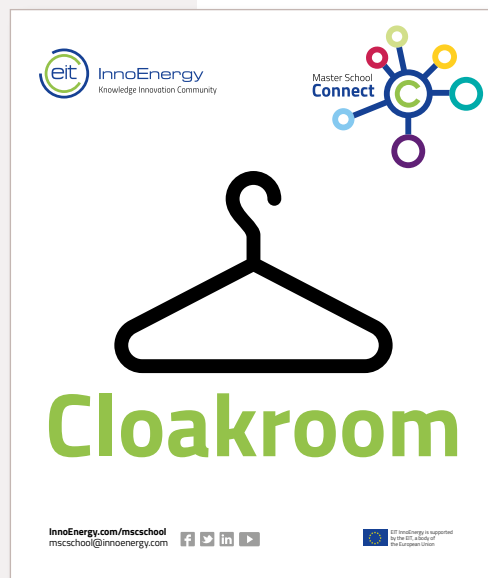
Lower third. The texts on screen should be no more than two lines long, using corporate typography.

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 sub-identities

The core EIT InnoEnergy brand strategy is to ensure that the main brand is used at all times, unless previously agreed for specific initiatives.

—Raj Ghelani, *Marketing and Communications Director*



Sub-identity Guidelines

Power Alliance

Logotype

The logo is made up of three elements: the symbol, formed by four squares, the logotype with the name, and the tagline, to identify the PowerAlliance as a EIT InnoEnergy sub-identity.

The 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.

Main version

Alternative version

Product identification

Colour palette

These are the colours we use to identify our sub-identity.

Sub-identity colours

These are the preferred colours. Whenever possible, the dark green must be used in titles.

Secondary palette

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

One-colour version

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.

Reverse version

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

Sub-identity colours

EIT InnoEnergy blue

100.80.0.0

0.68.148

#004494

P. Reflex blue

Dark green

100.0.91.42

0.102.47

#00662f

P. 349

Secondary palette

Light orange

0.19.89.0

253.205.21

#fcdcd15

P. 109

Light blue

55.5.0.0

115.196.238

#73c4ee

P. 2905

Light green

24.0.57.0

210.223.131

#d2df83

P. 2289

One-colour version



Energy curve and Headlines



Headlines should be in Titillium Bold and dark green colour.

Reverse version over dark background



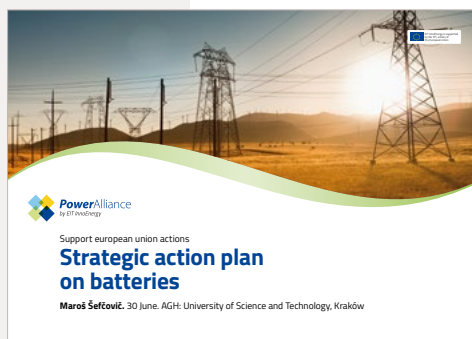
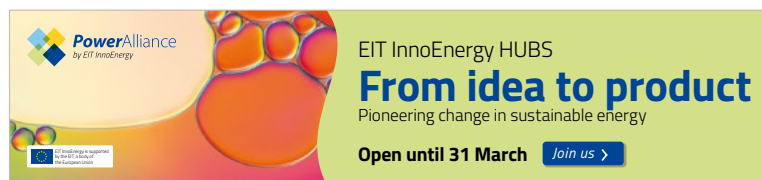
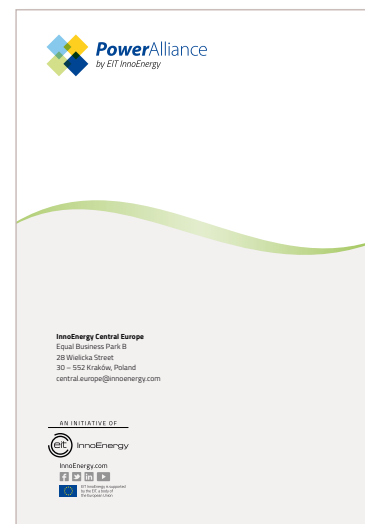
Support from the EIT

To acknowledge the support EIT InnoEnergy and consequently all its sub-identities receive from the EIT, we are obliged to carry the <EU Flag> and an accompanying text at the bottom of various items. Support from the EIT also needs to be included in all social media visuals and digital advertising for sub-brands.

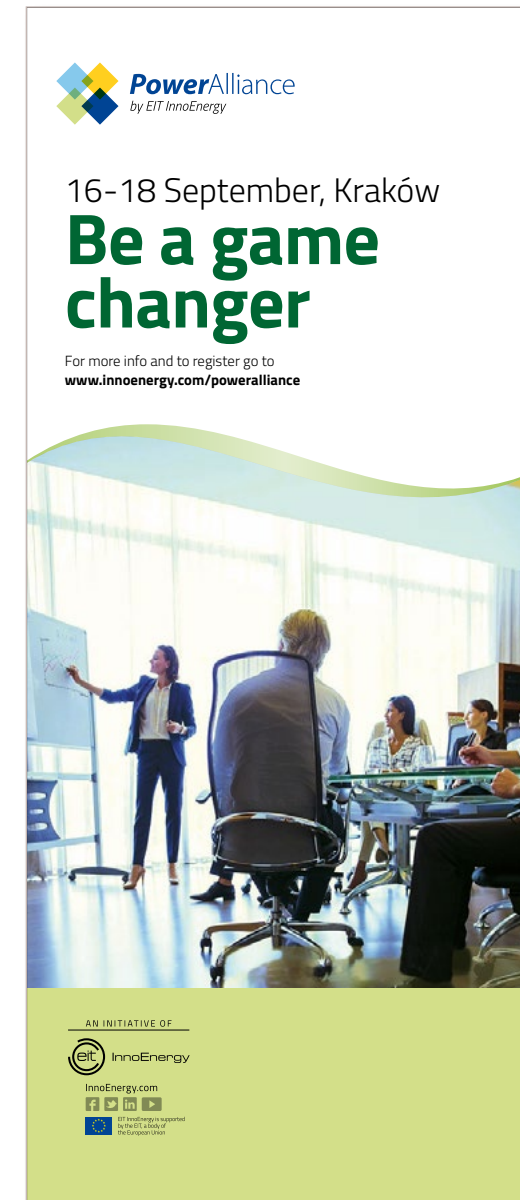
Main brand identification

In order to clearly identify EIT InnoEnergy as a driving force behind the initiatives carried out by its sub-brands, we will always use the *corporate identification signature* (An initiative of) on communication materials.

Application samples in brochure (cover and back-cover), online banner and PowerPoint (cover and back-cover).



Roll-up 85 x 200 cm





Sub-identity Guidelines

CommUnity

Logotype

The logo is made up of three elements: the symbol, formed by a capital U surrounded by eight dots, the logotype with the name, and the tagline, to identify CommUnity as an InnoEnergy sub-identity.

The 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.

Colour options

Whenever possible, the logo should be used in full colour.

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

One-colour version. For printing when using only one colour, or on very-light backgrounds to improve legibility.

Black and white version. When our brand works on medium-light background we should use this version.

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

Main version in full colour



Alternative version



Black and white version over light background



Reverse version over dark background



Colour palette

These are the colours we use to identify our sub-identity.

Sub-identity colours

These are the preferred colours. Whenever possible, the dark green must be used in titles.

Secondary palette

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

Energy curve colours

White energy curve. A white energy curve is used to separate a 50% cyan colour background and a photo

Cyan energy curve. A cyan energy curve is used to separate a white background from a coloured background or photo.

Sub-identity colours

EIT InnoEnergy blue 100.80.0.0 0.68.148 #004494 P. Reflex blue	Cyan 100.0.0.0 0.158.224 #009ee0 P. Cyan
--	--

One-colour version



Reverse version over dark background



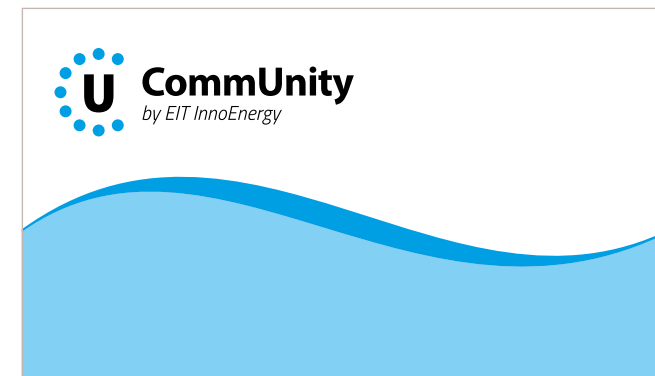
Secondary palette

Cyan 50% 50.0.0.0 132.208.240 #84d0f0 P. Cyan 50%	Red 16.97.52.2 205.21.79 #cd154f P. 7636	Orange 0.65.95.0 237.111.0 #ed6f00 P. 716	Dark blue 100.85.5.22 21.45.121 #152d79 P. 288
Dark green 100.0.91.42 0.102.47 #00662f P. 349	IE green 50.0.85.0 150.194.71 #96c247 P. 2292	Warm grey 28.28.28.0 195.182.175 #c3b6af P. Warm grey 3	Purple 63.99.9.45 83.0.81 #530051 P. 2623

Energy curve and Headlines



Headlines should be in Titillium Bold and IE Blue colour.



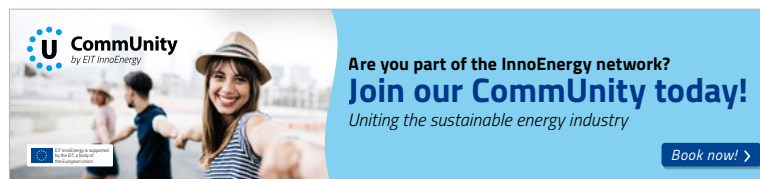
Support from the EIT

To acknowledge the support EIT InnoEnergy and consequently all its sub-identities receive from the EIT, we are obliged to carry the <EU Flag> and an accompanying text at the bottom of various items. Support from the EIT also needs to be included in all social media visuals and digital advertising for sub-brands.

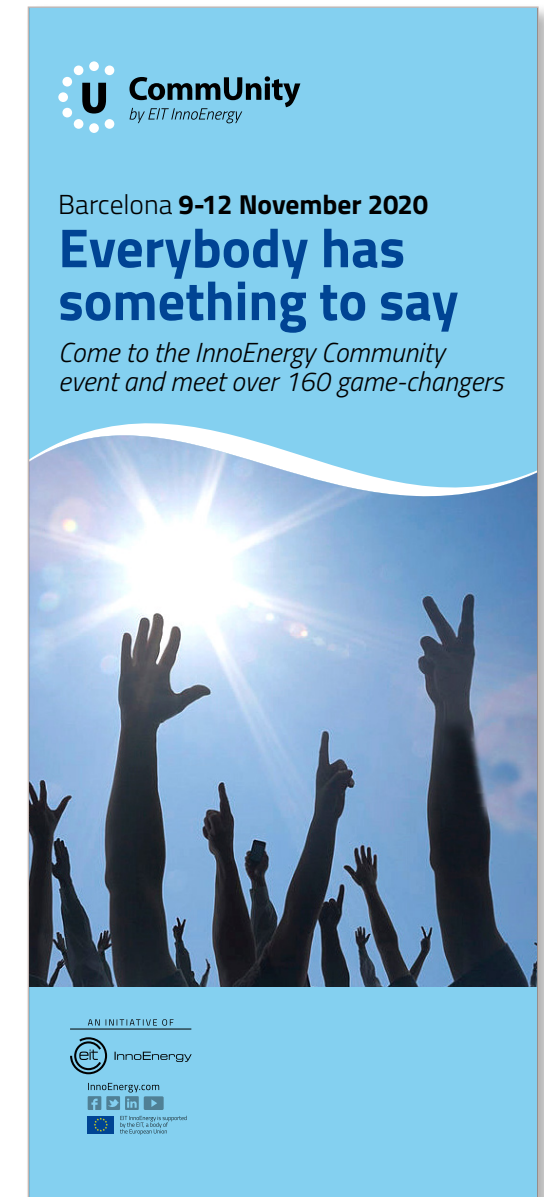
Main brand identification

In order to clearly identify EIT InnoEnergy as a driving force behind the initiatives carried out by its sub-brands, we will always use the *corporate identification signature* (An initiative of) on communication materials.

Application samples in brochure (cover and back-cover), online banner and PowerPoint (cover and back-cover).



Roll-up 85 x 200 cm



Sub-identity Guidelines

The Business Booster

Logotype

This is the clearest way that we can identify our event. The acronym TBB. must be accompanied by 'The Business Booster' and 'by EIT InnoEnergy' to the right or below, depending on the available space.

Logo on colour

These are the colour backgrounds on which the logo can be applied. Mainly the brand colours (light orange and black) to help ensure brand identification.

We will use the black or white version of the logo depending on the intensity of the background colour to ensure its correct reading.

Main version

TBB. The Business Booster
by EIT InnoEnergy

Small sizes version

TBB. The Business Booster
by EIT InnoEnergy

Vertical version

TBB.
The Business Booster
by EIT InnoEnergy

Logo over colour

TBB.
The Business Booster
by EIT InnoEnergy

TBB.
The Business Booster
by EIT InnoEnergy

TBB.
The Business Booster
by EIT InnoEnergy

Colour palette

Primary colour (TBB Orange)

The key colour evokes energy and gives a warm feeling. We use it on links and overlays. It also can be applied on percentages, depending on what you want to emphasize.

Complementary colours

(Warm Grey, Black and EIT InnoEnergy blue)

To be used as a supplement to the main colour on certain occasions that require a second colour.

We apply them in backgrounds and overlays. It also can be applied on percentages, depending on what you want to emphasize.

Colour name

CMYK
RGB
HEX
Pantone

Energy curve

The energy curve brings dynamism and is one of the main graphic elements to identify the 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.

Sub-identity colours

TBB Orange

0.19.89.0
253.205.21
#fdcd15
P. 109

Orange gradient

100% to 20%
of TBB Orange

Complementary colours

Warm Grey

30.30.30.0
191.177.170
#bfb1aa
P. Warm Grey 3

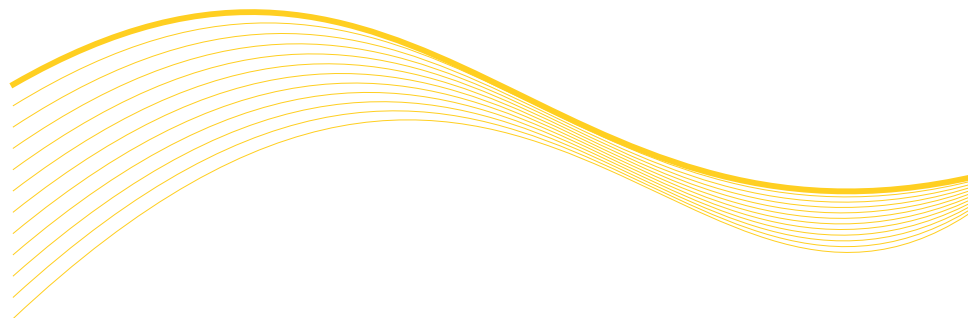
Black

0.0.0.100
0.0.0
#000000
P. Black

InnoEnergy blue

100.80.0.0
0.68.148
#004494
P. Reflex blue

Elaborate curve for vertical pieces



Elaborate curve for horizontal pieces



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Application samples in brochure (cover and back-cover), online banner and PowerPoint (cover and back-cover).

Roll-up 85 x 200 cm



EIT InnoEnergy, Brand Guidelines
May 2020 · Version 2.4

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 7 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.

EIT InnoEnergy

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