InnoEnergy
Knowledge Innovation Community

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Brand guidelines

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

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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.

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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.

EIT InnoEnergy

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
#fdcd15
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

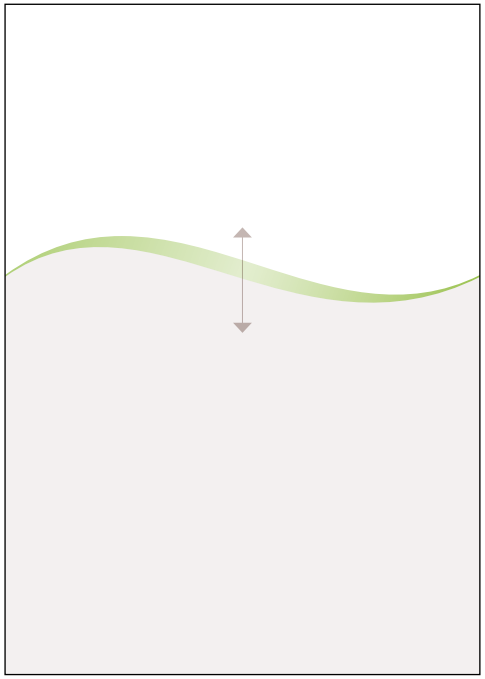
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;¿?!¡€£$#&'()*+/={|}

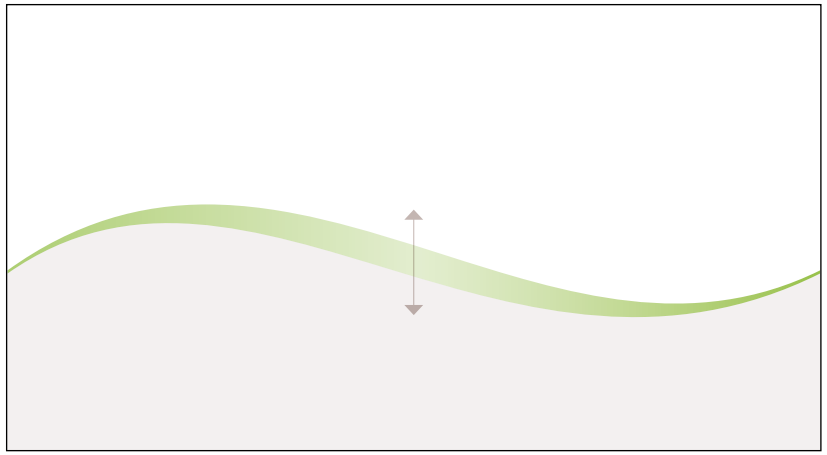
Energy curve

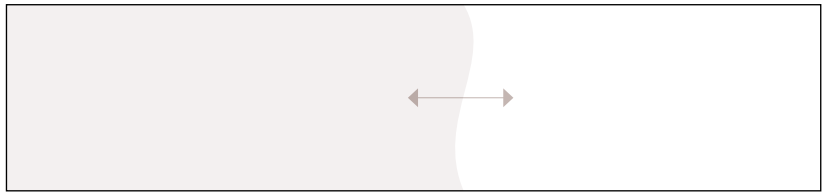
The energy curve brings dynamism to our visual identity, and is one of the main graphic elements defining our brand. It can be used alone, or to frame a photograph or background colour to differentiate content.

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.

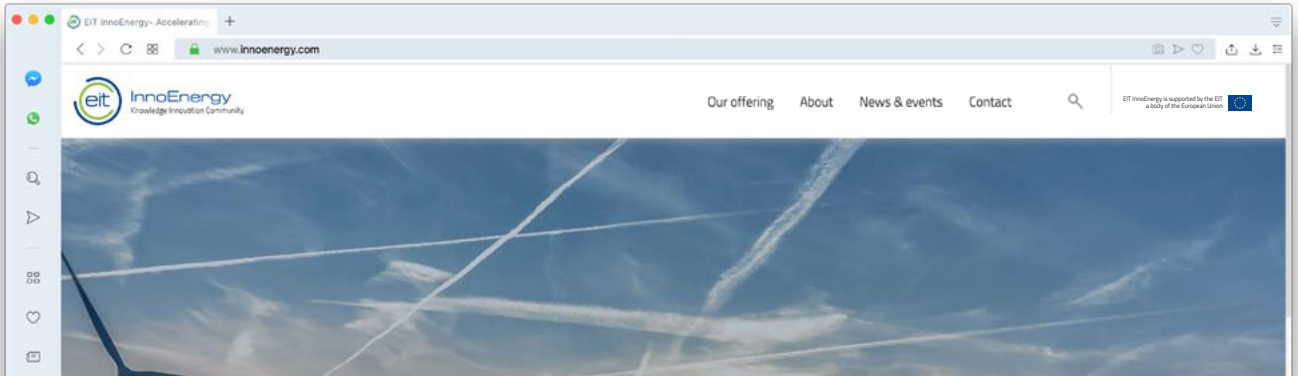
White background. These are examples of application over photographic or coloured backgrounds.

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

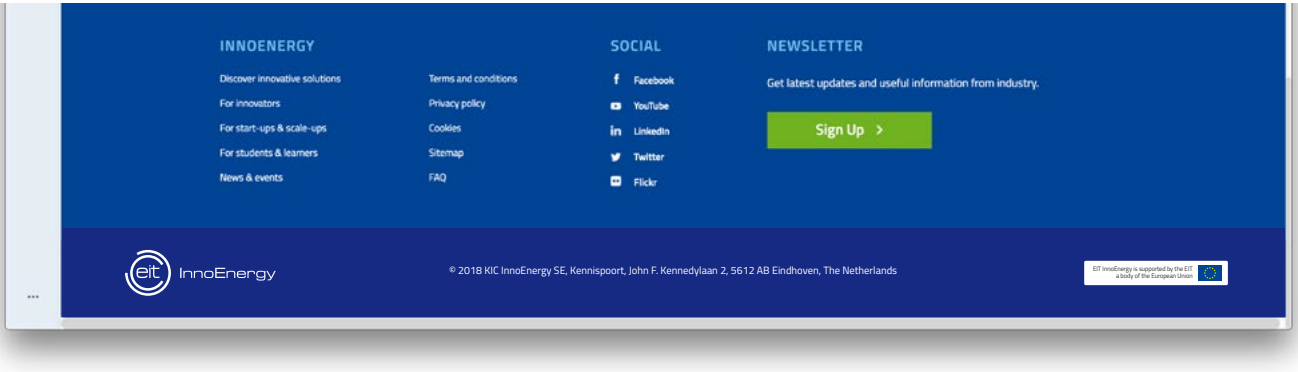
EU support, guidelines for web

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

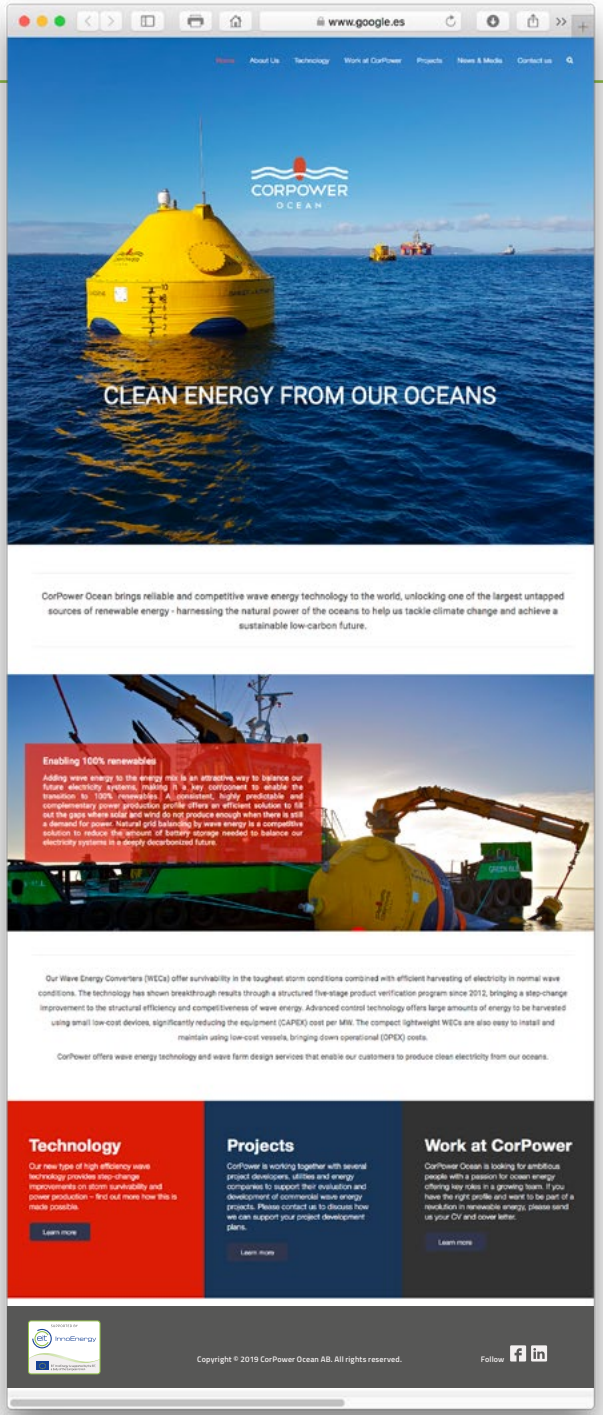
Applies to all third parties communications
Start-ups, innovation projects and academic organisations and associations that have benefited from EIT InnoEnergy support are asked to acknowledge this support by using this third-party support sign in a prominent position.

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

SUPPORTED BY
eit InnoEnergy
EIT InnoEnergy is supported by the EIT, a body of the European Union

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

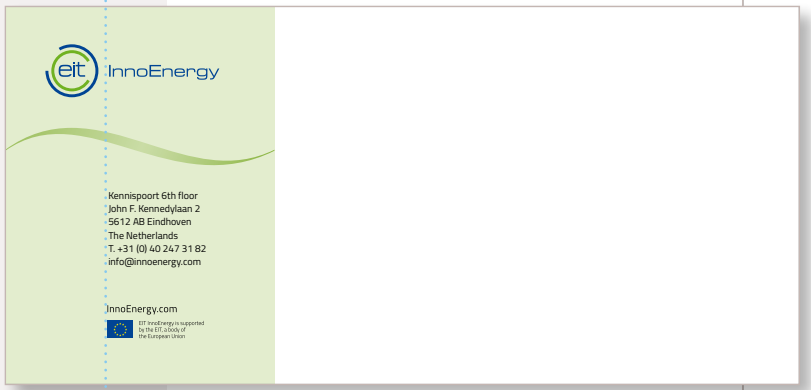
Legal and commercial use
Company name, registered office address and all bank details at the bottom.
Also include a line saying '*EIT InnoEnergy is the trading brand of KIC InnoEnergy SE*', the website, and the <EU Flag>. Contact details at the top right.

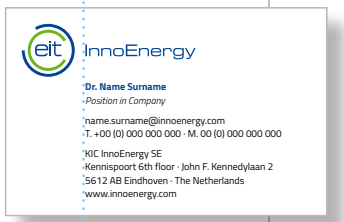
Company KIC InnoEnergy SE · Registered Office Kennispoort 6th floor · John F. Kennedylaan 2 · 5612 AB Eindhoven · The Netherlands
Phone +31 (0) 40 247 31 82 · email info@innoenergy.com
VAT-ID 8500.04.287.B.01 · Bank ABN Amro Bank · Account nº 46.58.19.958 · IBAN NL44ABNA0465819958 · SWIFT ABNANL2A
EIT InnoEnergy is the trading brand of KIC InnoEnergy SE

InnoEnergy.com

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

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





Business card
85 x 55 mm
(50% of actual size)

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.

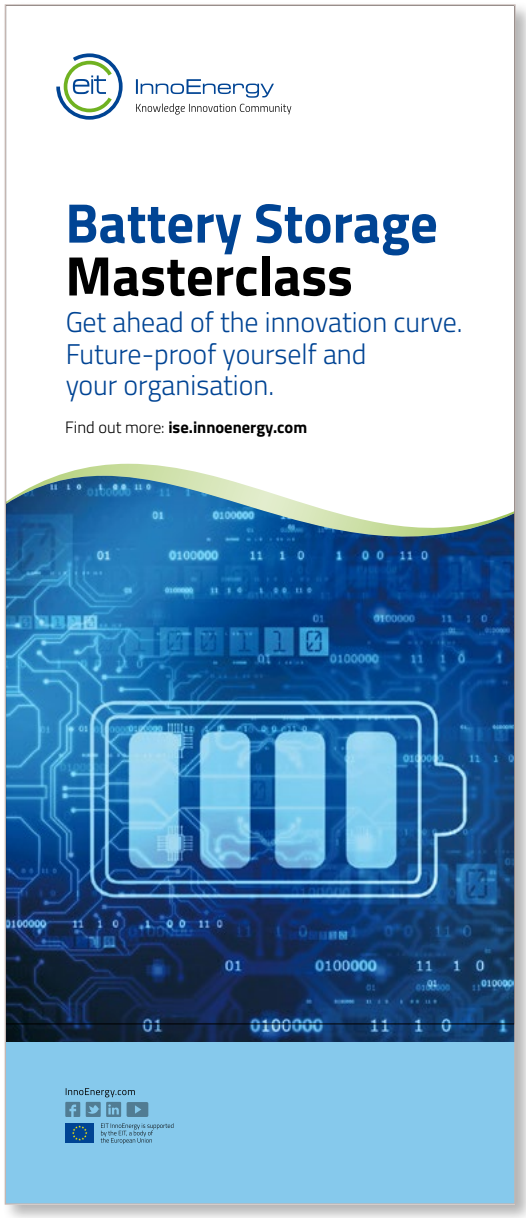
We also apply the energy curve to enhance the visual identity of our communication materials.
The energy curve can be moved up or down depending on the compositional needs of each document. Please bear in mind that the energy curve is only used on front covers and not inside, as this would diminish its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

Examples of brochure cover, and flyer

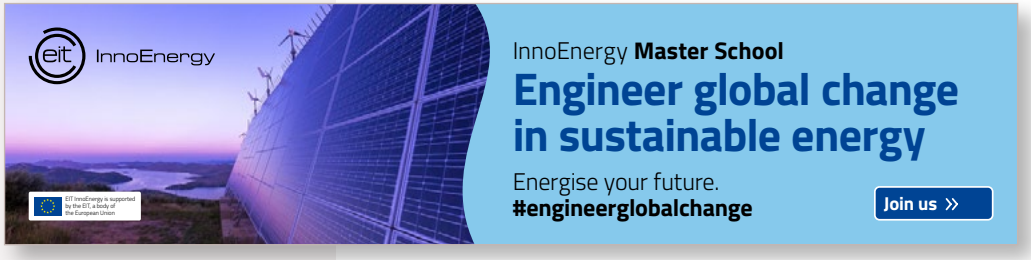
Roll-up 85 x 200 cm



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

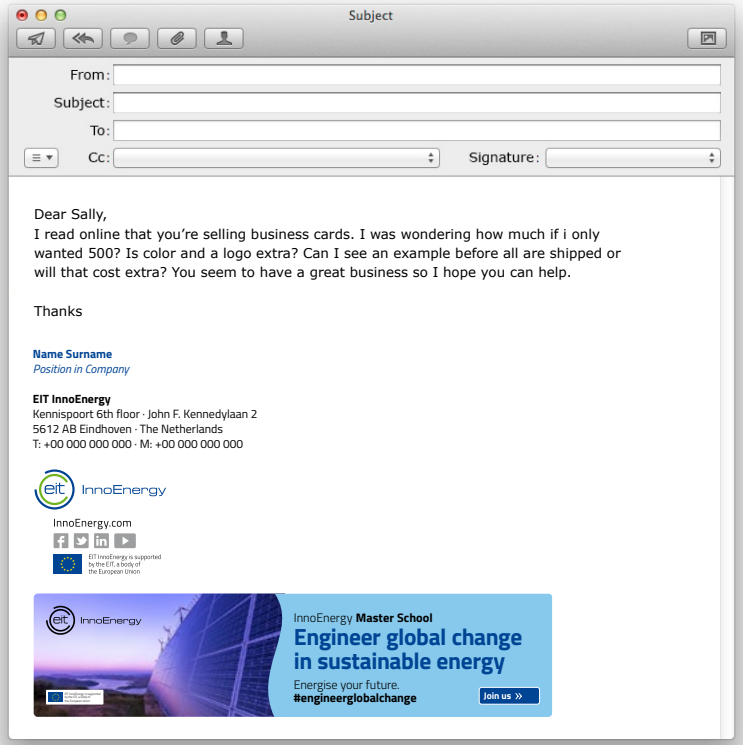
Videos are a part of our communication strategy as they can also reinforce brand identity. They must use the elements of our identity: the logo, <EU Flag>, energy curve, colours, typography, etc.

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*

PowerAlliance
by EIT InnoEnergy

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
#fdcd15
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

PowerAlliance
by EIT InnoEnergy

Energy curve and Headlines

Headlines should be in Titillium Bold and dark green colour.

Reverse version over dark background

PowerAlliance
by EIT InnoEnergy

PowerAlliance
by EIT InnoEnergy

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

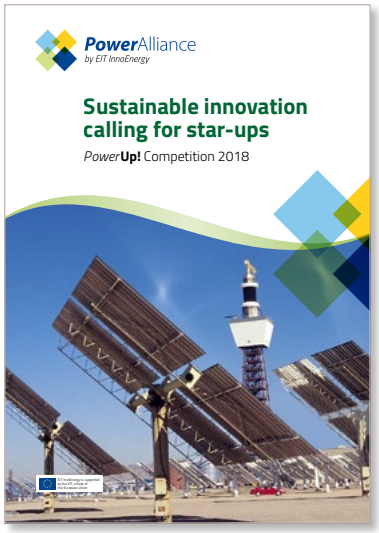
In order to clearly identify EIT InnoEnergy as a driving force behind the initiatives carried out by its sub-brands, we will always use the *corporate identification signature* (An initiative of) on communication materials.

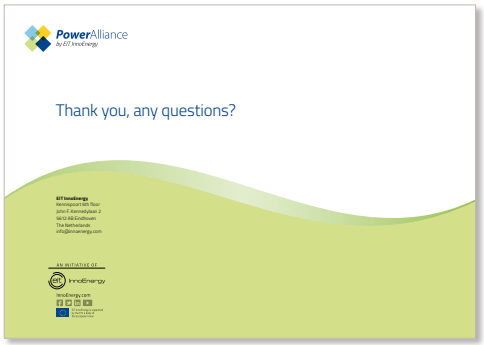
AN INITIATIVE OF

InnoEnergy.com

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

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





Roll-up 85 x 200 cm

CommUnity
by EIT InnoEnergy

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

CommUnity
by EIT InnoEnergy

Alternative version

CommUnity
by EIT InnoEnergy

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

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

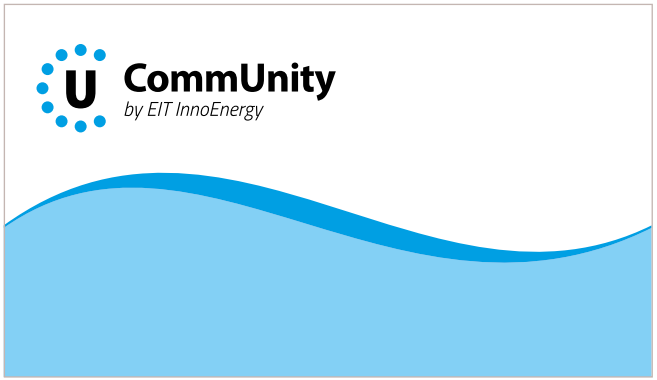
One-colour version

CommUnity
by EIT InnoEnergy

Energy curve and Headlines

Headlines should be in Titillium Bold and IE Blue 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.

AN INITIATIVE OF

InnoEnergy.com

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

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

Roll-up 85 x 200 cm

TBB. The Business Booster *by EIT InnoEnergy*

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 InnoEnergy to the right or below, depending on the available space.

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

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.

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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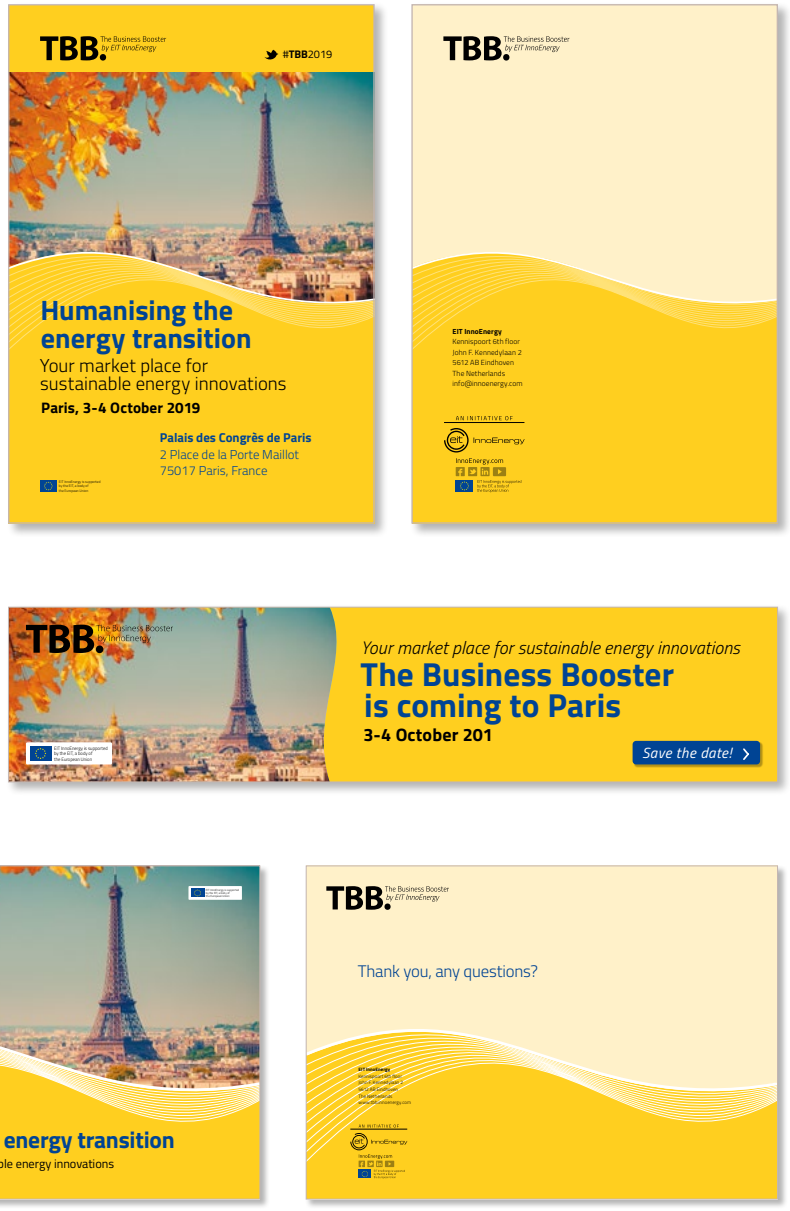
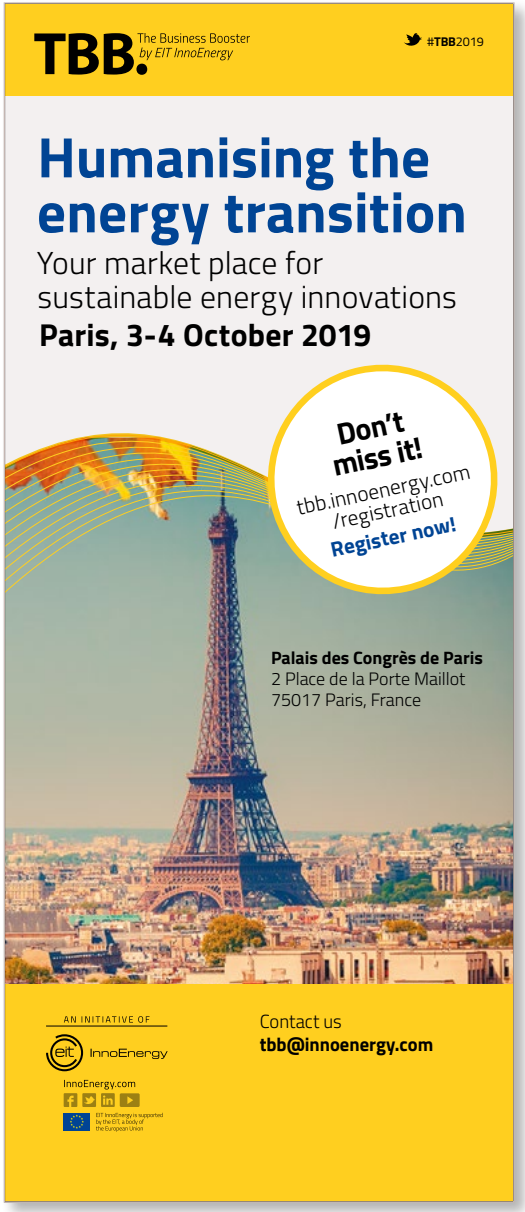


Roll-up 85 x 200 cm



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.

InnoEnergy
Knowledge Innovation Community

EIT InnoEnergy
Kennispoort 6th floor
John F. Kennedylaan 2
5612 AB Eindhoven
The Netherlands

InnoEnergy.com

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