



# Brand Guidelines

EIT Climate-KIC





# Introduction

As a recipient of the EIT grant, you are required to use the EIT Climate-KIC logo and branding on all communications materials relevant to your EIT Climate-KIC start-up, innovation project or programme.

The EIT Climate-KIC brand comprises several elements. The aim of this guide is to help you understand how to use and apply it to your EIT Climate-KIC start-up, innovation project or programme materials.

## Who is this for?

Working together with EIT Climate-KIC means you're part of an international community. Sharing our brand is one of the ways we build our standing as a community. If you are an EIT Climate-KIC partner or you are receiving financial support covered by an EIT grant, you will need to know these brand guidelines.

## Why?

The EIT Climate-KIC brand and European flag represent the investment of the EIT and the European Union in innovation. By using this brand consistently, the EIT Climate-KIC community offers greater visibility and recognition of climate innovation.

# Brand Identity

**All visible elements of a brand, such as colour, form and shape, encapsulate and convey the symbolic meanings that cannot be imparted through words alone.**

**The following pages contain more explanation and visualisation on how to use the EIT Climate-KIC brand.**

## The EIT Climate-KIC Logo

The full colour logo is the preferred version on all materials and communications. A key component the full colour logo is one of the most visible parts of our identity.

The logo must be used as provided and cannot be altered in any way.



## Use with the EU flag

As an EU body and EU initiative, the EIT, Climate-KIC, and beneficiaries of grants from Climate-KIC must clearly display the EU flag and accompanying text in all communications and information material.

The European Union Flag is always shown 1/3 height of the EIT Community landmark. The minimum height of the flag to be used is 4.5mm.



## Minimum size

A minimum size has been carefully established to ensure the logo is reproduced correctly at small sizes. At minimum size, the logo still has clear legibility and provides strong identification. The logo must never be used smaller than the size specified on the right.

Minimum size for print

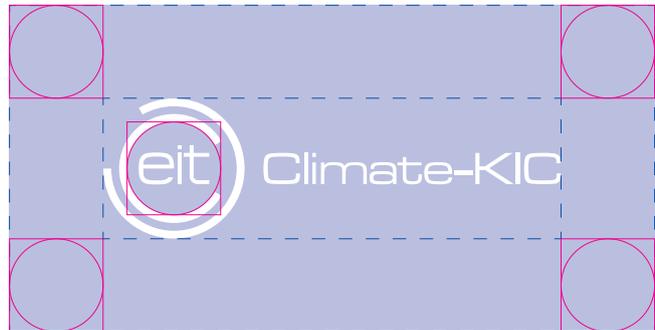


Minimum size for web



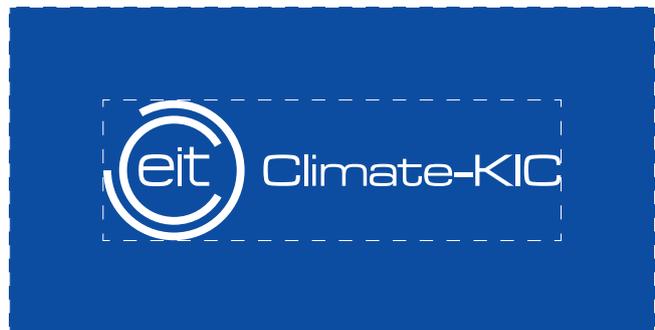
## Background and space

The space around the logo has been established to ensure visibility and impact. Maintaining the clear space zone between the logo and other graphic elements ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements. When using the logo, allow it to “breathe” and have maximum impact. Where possible, allow even more space around the logo than required by the minimum indicated. The clear space is proportional and is based on the width of the landmark rings as identified here.



The minimum clear space that should be used around the logo.

Always use the white logo on a dark background



# We are a team

To strengthen your branding, use the EIT Climate-KIC brand together with your logo.

We encourage you to use the EIT Climate-KIC logo together with your logo. Make pairs and do it according to the visualization you see at the right.

# furbish™

Supported by:



Climate-KIC is supported by the EIT, a body of the European Union 



# CHRYSALIX

TECHNOLOGIES

Supported by:



Climate-KIC is supported by the EIT, a body of the European Union 



# Main colour palette

Our colours are a distinct and crucial part of our identity as they make our brand instantly recognisable. Applied consistently, our colours provide a strong visual link across various materials and communications. It is important that only the colours illustrated are used.

Use these colours on materials to support your EIT Climate-KIC event, innovation project and/or EIT Climate-KIC programme.

The colours are specified for print (CMYK) and use on screen and web (RGB and Hexadecimal).

## EIT Climate-KIC

The EIT Climate-KIC logo is made up of the two colors of the main color palette: Pantone Reflex Blue and Pantone 368. These are the only colors that should be used with full color printing. When the logo is placed on a coloured background, the logo should be applied in all-white.



<b>Pantone Reflex Blue</b>  CMYK 100.80.0.0 RGB 3.78.162 HEX #034EA2	25%
	50%
	75%
<b>Pantone 368</b>  CMYK 63.3.100.0 RGB 107.183.69 HEX #6BB745	25%
	50%
	75%
<b>Pantone Process Black</b>  CMYK 0.0.0.100 RGB 0.0.0 HEX #000000	10%
	90%
<b>White</b>  CMYK 0.0.0.0 RGB 255.255.255 HEX #FFFFFF	



# Typography

Our primary typeface is Titillium and the secondary is Calibri. Use these fonts on materials to support your EIT Climate-KIC event, innovation or programme.

The full type family can be downloaded free of charge for use within printed materials, letterheads etc. from the following link: [www.fontsquirrel.com/fonts/Titillium](http://www.fontsquirrel.com/fonts/Titillium)

## Primary Typeface

Titillium Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

Titillium Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

Titillium Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890**

## Secondary Typeface

Calibri Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

Calibri Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

Calibri Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890**

# Branding

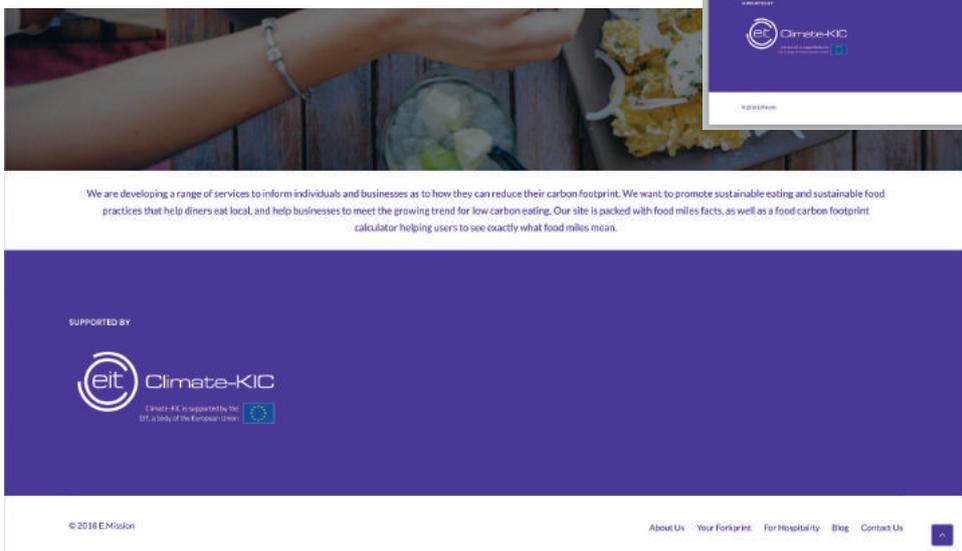
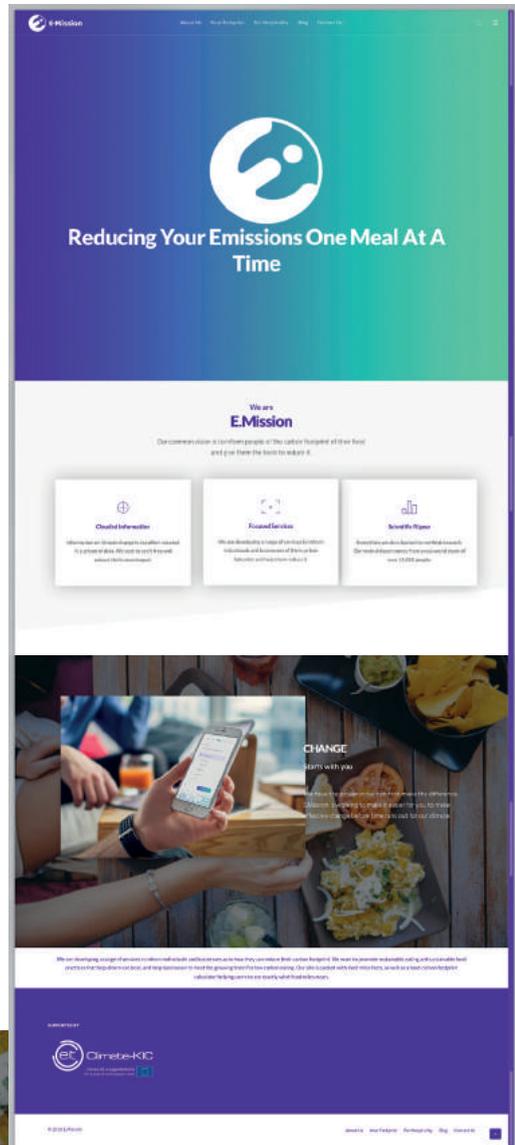
**Now you know the basics of the EIT Climate-KIC brand and it's time to apply. The following pages contain the application of the EIT Climate-KIC brand on different channels.**

# Online branding

Our logo should be placed on the relevant landing page for your start-up, innovation project or programme.

As a partner of EIT Climate-KIC, you are obliged to name us on your website. This can be done in various ways; in text or visually. It is important that it is clear that your organization is 'supported by' EIT Climate-KIC. On this page an example is made of what it could look like on your website. However, feel free to fill in this in a different way, how it fits in with your house style and organization. If you are in doubt, you can always contact one of our communication managers. Together we show that we are a strong community with innovative strength and green intentions.

Use the EIT Climate-KIC logo and the EU flag on your website and the association with us.



# Social Media

Always mention us on social media in relation to your EIT Climate-KIC supported start-up, innovation project or programme.

Social media is any form of communication that is built on group participation, commenting and interaction.

### What we encourage you to do

Follow and promote the official social media channels of EIT Climate-KIC by naming them in your bio, info, posts and comments. Always represent your company or initiative in social media communications. Refer to EIT Climate-KIC in text and tag the official EIT Climate-KIC social media channels. A EIT Climate-KIC channel signature can be visible as part of signage if it appears in a photo. Please share communications related to EIT Climate-KIC and EIT Climate-KIC's events.

Mention EIT Climate-KIC in your posts, and use links to our website, for example.



## Photo and video

Use our logo in photo and video, giving it space to breathe. Don't forget the EU flag!

The images we use have a clear appearance and have a powerful outlook. Images speak to the imagination and are important as first glance. That is why we consciously work with visual material in order to strengthen communication.

Images should always be aligned to the look and feel of this brand guide. Preferred are images of cities, nature and/or with people in it that represent innovation and co-creation. We love the blue/grey overtone so it aligns with text and background.



## Clothing

**At promotional or other events use our logo on your T-shirts or materials.**

When you organise events, we encourage you to use EIT Climate-KIC's logo on the clothing you're developing. Please inform your local comms manager when you're planning to do so.

Dependent on your partner agreement, EIT Climate-KIC will provide you with branded, sustainable clothing.

Use the EIT Climate-KIC logo and the EU flag on your promotional materials for events, like t-shirts.



# Reports

Use the logo and flag, and when needed, the text 'supported by' on your reports.

When publishing a report that is developed with EIT Climate-KIC's support, it is important to mention that in the right way. On this page you can see an example of a report and how to mention us. You can use the aforementioned combination of the EIT Climate-KIC logo and the EU flag.



# Promotional materials

There are many ways to provide your company with nice items.

We encourage you to use our branding in all your promotional materials. Adding the EIT Climate-KIC logo and EU flag gives your material a credibility marque. Some examples are shown with regard to materials and the use of logos. Please do not hesitate to contact our communications team when you have any requests or questions.



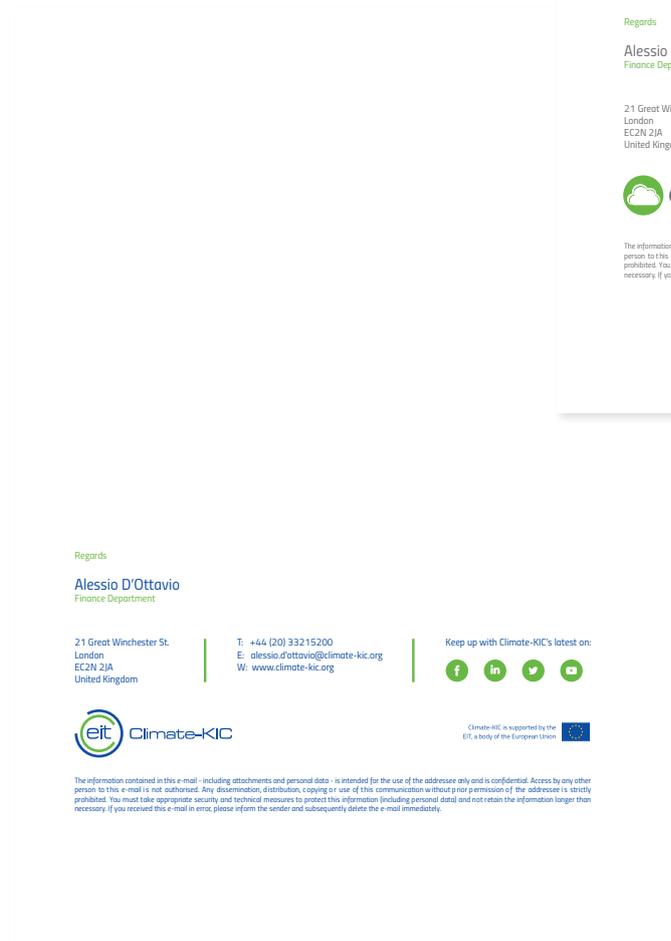
# Email signature

Use the logo in your email signature at all time.

For those working for EIT Climate-KIC, or using a 'community' email address, we recommend you use our email signature.

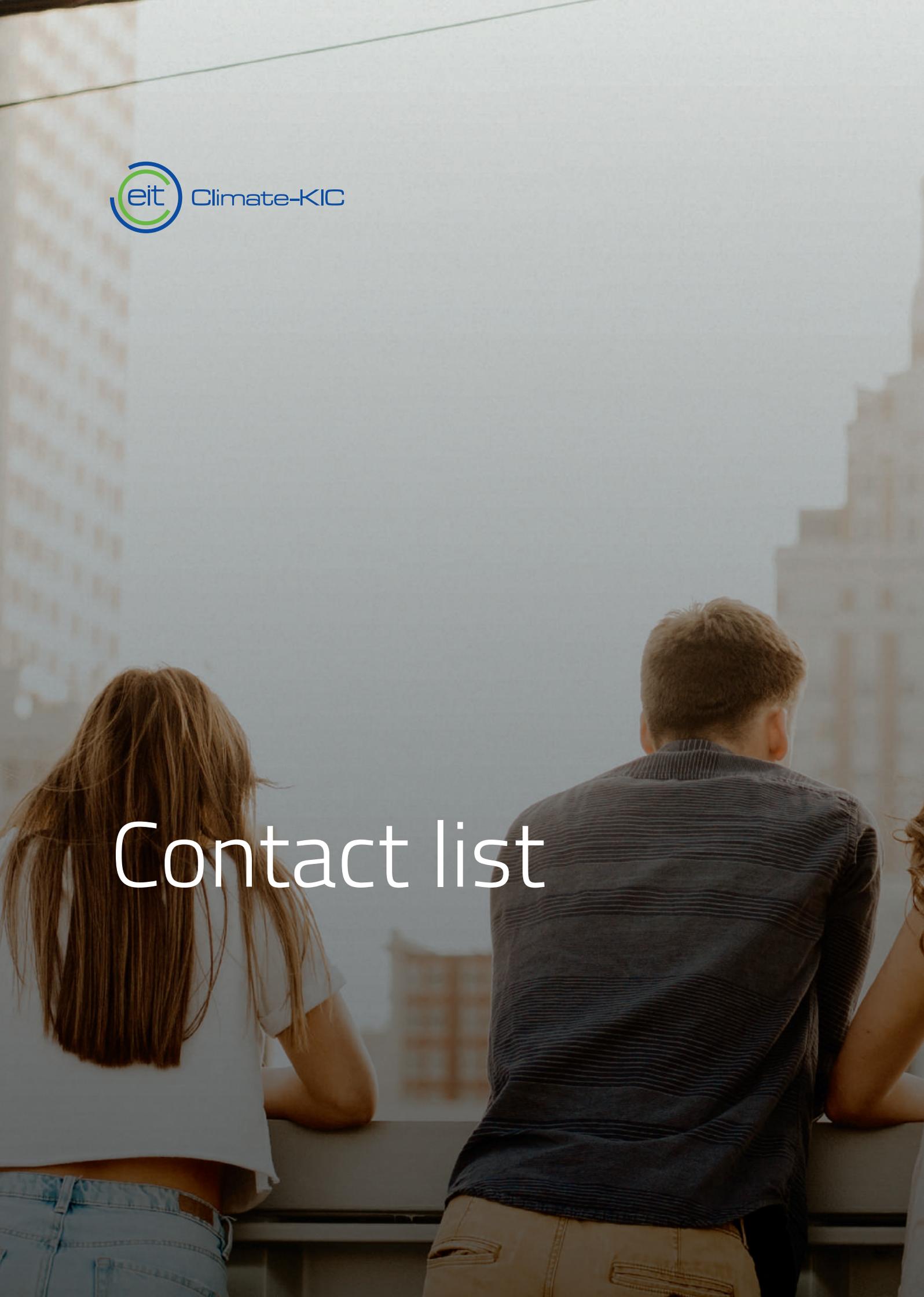
A signature is the combination of the EIT Climate-KIC logo as part of your own footer. Adding the EIT Climate-KIC logo to your signature communicates your relationship to EIT Climate-KIC. Always use the correct signature based on your contractual relationship with EIT Climate-KIC.

The right order is published on the left. The EIT Climate-KIC logo should be clickable and refer to [www.climate-kic.org](http://www.climate-kic.org).



How you can translate the design to your organisation

Example of the EIT Climate-KIC's email signature

A photograph of three people from behind, standing on a rooftop or balcony. They are looking out over a city skyline under a hazy, overcast sky. The person on the left has long brown hair and is wearing a white crop top and light blue jeans. The person in the middle is a man with short brown hair, wearing a dark blue and grey striped sweater and tan pants. The person on the right is partially visible, wearing a white top. The text 'Contact list' is overlaid in white on the image.

# Contact list

## Central

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### **NETHERLANDS** branding

**Yentl Molenaar**  
yentl.molenaar@climate-kic.org

### **BELGIUM** communications – media & pr

**Patrick McMullan**  
patrick.mcmullan@climate-kic.org

### **UK** editorial & public affairs

**Tom Pashby**  
tom.pashby@climate-kic.org

### **PORTUGAL** digital

**Nicholas Bruneau**  
nicholas.bruneau@climate-kic.org

### **GERMANY** social media

**Christine Lariviere**  
christine.lariviere@climate-kic.org

### **UK** internal communications

**Georgia Hutchinson**  
georgia.hutchinson@climate-kic.org

## Local

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### **FRANCE** communications

**Catherine Ouvrard**  
catherine.ouvrard@climate-kic.org

### **SPAIN** communications

**Marta Esteve**  
marta.esteve@climate-kic.org

### **ITALY** communications

**Marina Kovari**  
marina.kovari@climate-kic.org

### **UK & IRELAND** communications

**Gudrun Freese**  
gudrun.freese@climate-kic.org

### **POLAND** communications

**Joanna Sabat**  
joanna.sabat@climate-kic.org

### **BENELUX** communications

**Marjon Eijpe**  
marjon.eijpe@climate-kic.org

### **DACH** communications

**Peter Koziel**  
peter.koziel@climate-kic.org

### **NORDICS** communications

**Emmi Kallio**  
emmi.kallio@climate-kic.org

## Programmes

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### **LONDON** EU projects

**Laura Nolan**  
laura.nolan@climate-kic.org

### **NORDICS** UT and DMF

**Dan Howis Laurentsen**  
dan.lauritsen@climate-kic.org

### **NETHERLANDS** business development

**Flavio Oliveira**  
flavio.oliveira@climate-kic.org

### **NORDICS** communications, education and learning

**Samantha Le Royal**  
samantha.leroyal@climate-kic.org

### **BELGIUM** thematic comms manager SLU & SPS

**Piotr Pogorzelski**  
piotr.pogorzelski@climate-kic.org



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