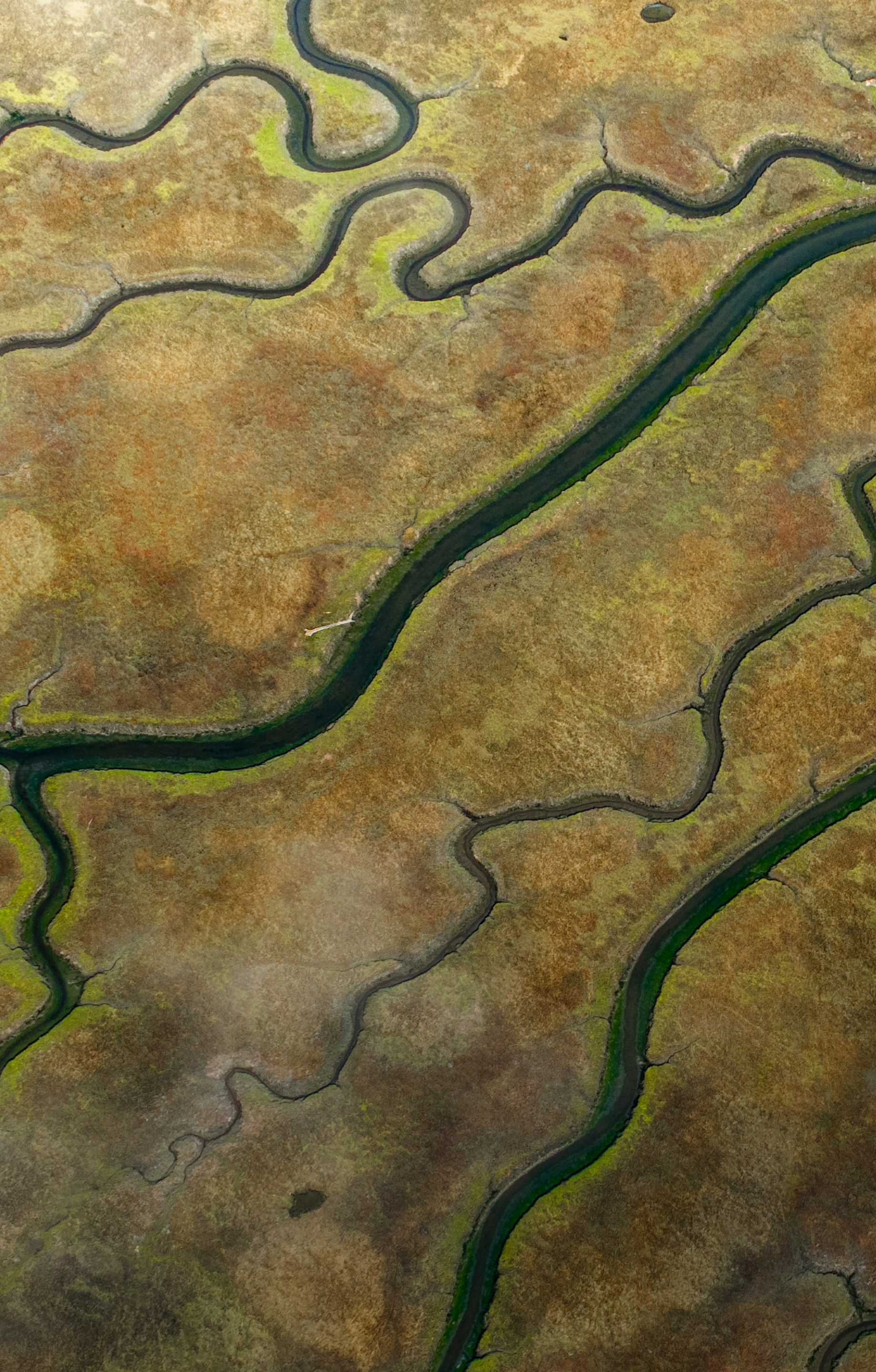




Brand Guidelines



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Introduction

Imagery

Logo

Colours

Typography

Iconography

Introduction

Who we are

We are a climate and innovation agency and community. Our role is to orchestrate solutions and learning **to make systems change happen at pace and scale.**



SECTION 01

Our Imagery





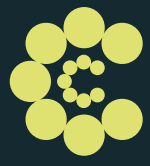
Imagery

Short description of the photography

Imagery is vital for Climate KIC, capturing the systemic change we drive globally, the collaborative relationships we orchestrate, and the resilient, vibrant communities building a sustainable future. It conveys their vision of transformation and unity in tackling climate challenges.

Curated photography plays a crucial role for Climate KIC, offering an authentic lens that captures the scale of systemic change at macro, meso, and micro levels. This imagery not only illustrates the global impact of our initiatives but also highlights the collaborative relationships we foster and the resilient communities shaping a sustainable, beautiful future.





Capturing Scale

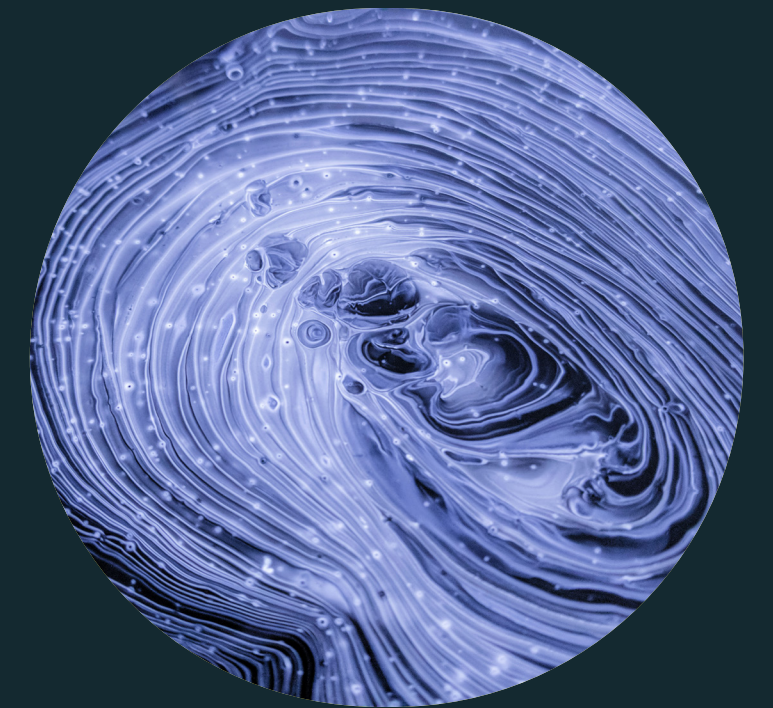
Introduction
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Iconography



Macro



Meso



Micro



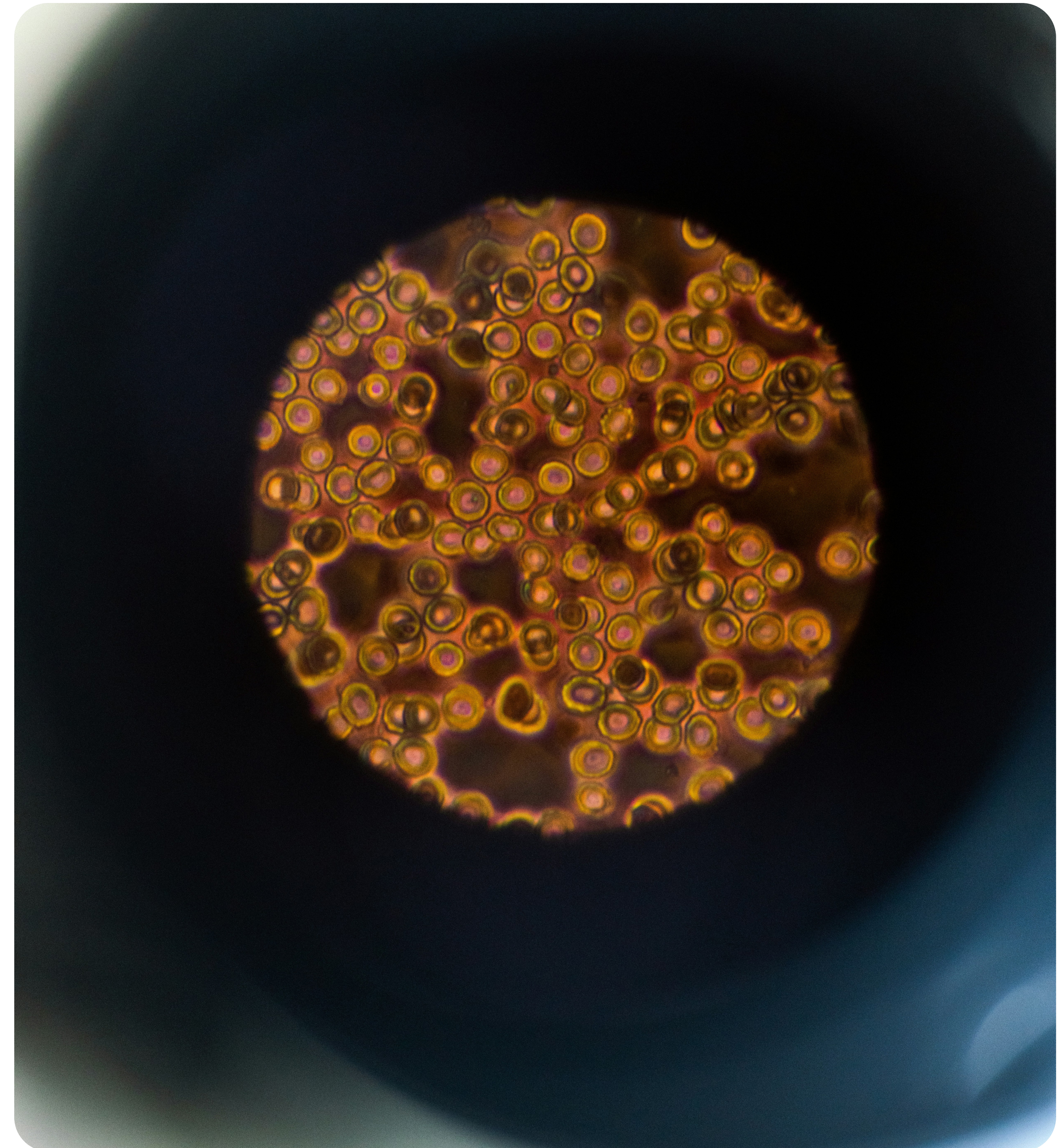
IMAGE STYLE 001

Micro

At the micro scale, Climate KIC's imagery explores intricate fractal patterns and natural systems, drawing visual parallels between human biology and nature's structures. By focusing on microscopic detail, the imagery reveals dynamic energy flows, cellular interactions, and organic forms that echo across living systems, showcasing the interconnectedness of all life. This visual approach emphasises the beauty and complexity of small-scale processes that contribute to systemic resilience and change.

IMAGE CURATION SELECTION

- ✓ Look to capture 'energy' + movement
- ✓ Highlight repeating fractal patterns
- ✓ Look for interesting cropping
- ✓ Capture vibrancy, in subject & colour
- ✓ Scale from close-up to microscopic
- ✓ Capture nature and biology





Micro Image Examples

Introduction
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Mood

The mood is one of intimate awe, using soft tones and dramatic contrasts to reveal the unseen beauty and resilience within nature's smallest details.

Colour Treatment

The colour treatment is soft and earthy, with muted tones and gentle contrasts that enhance the organic textures and intricate patterns, conveying a natural, harmonious aesthetic.

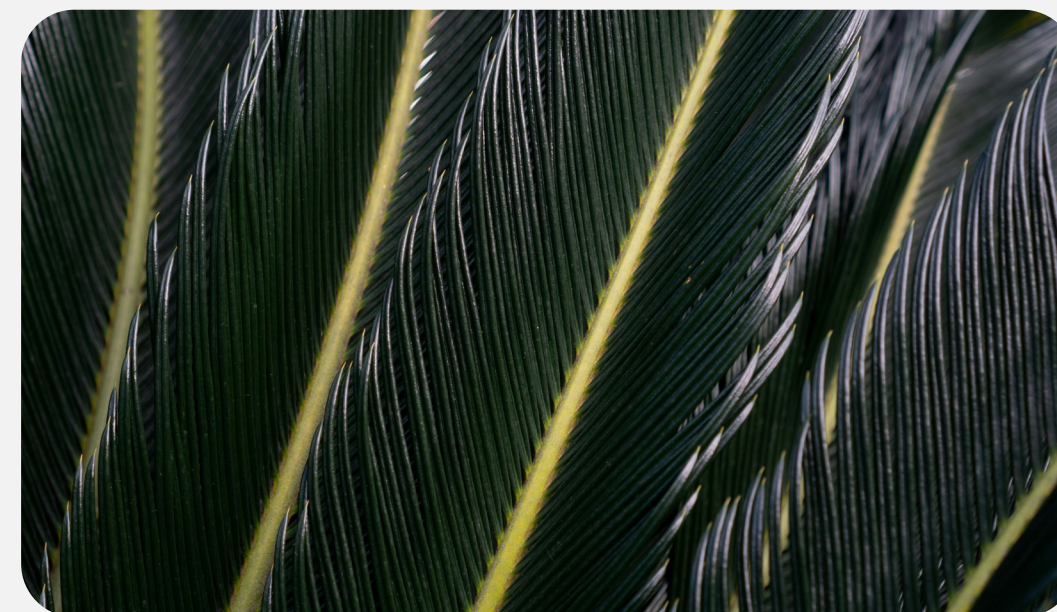
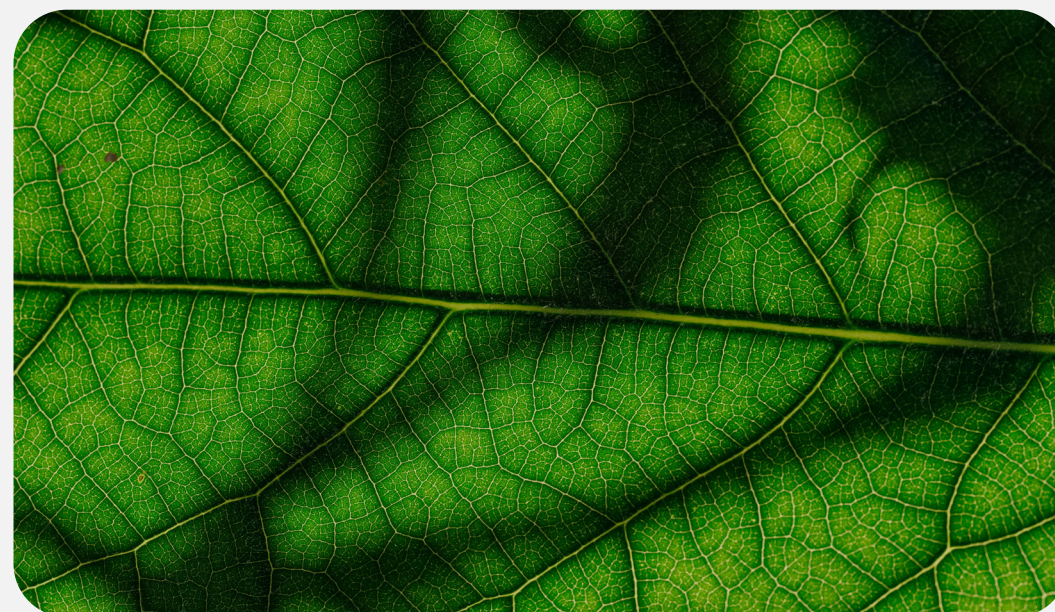
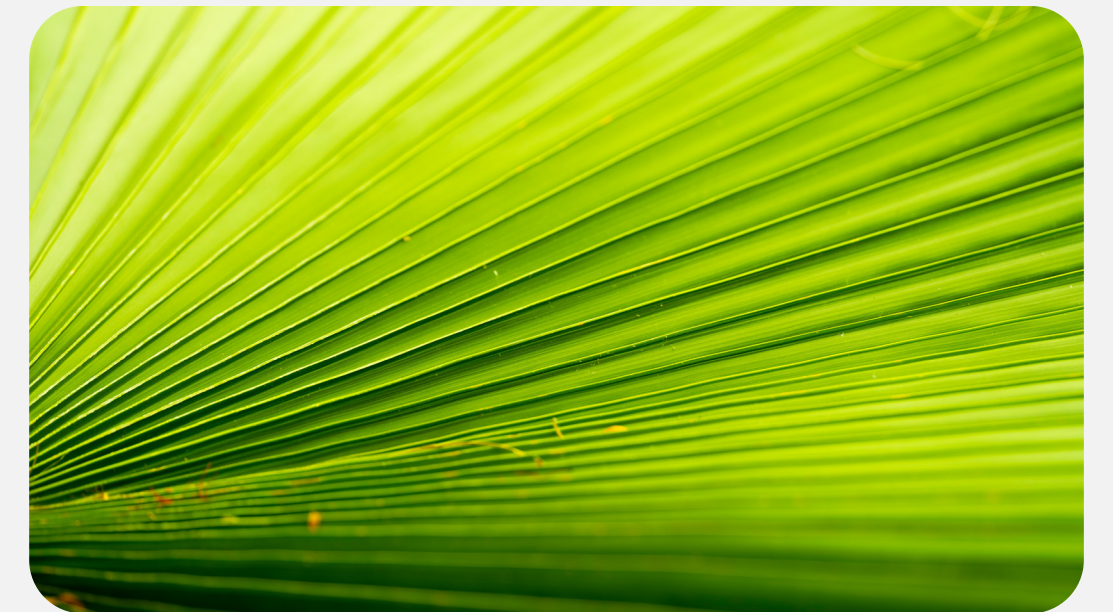
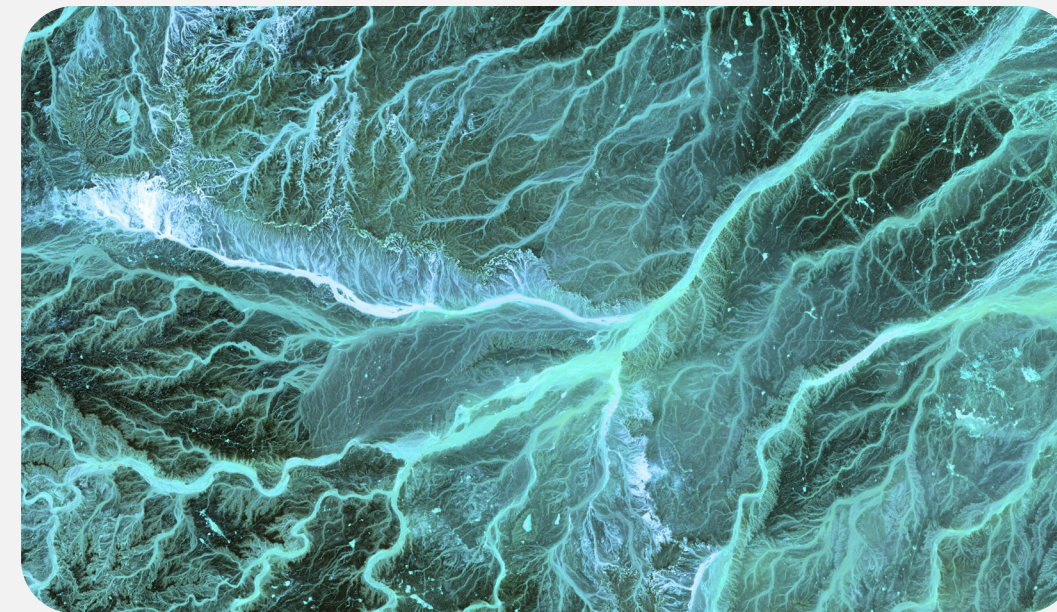
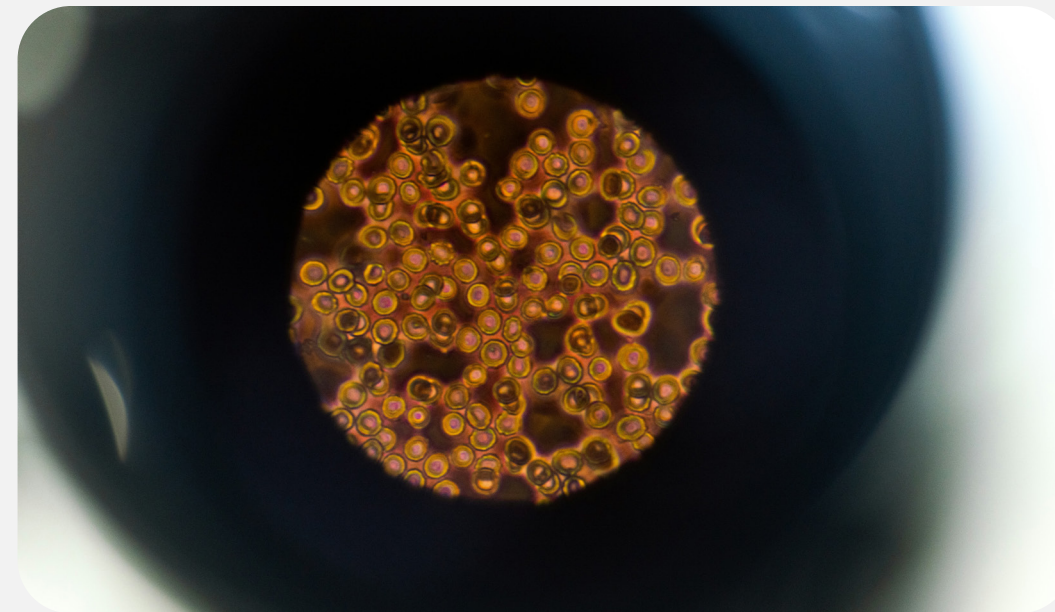
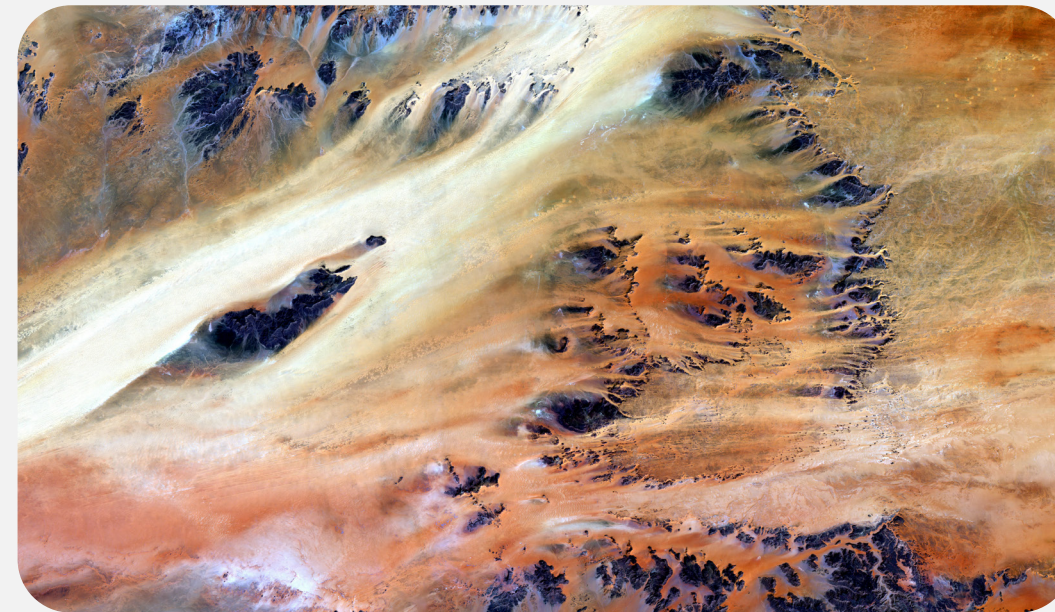
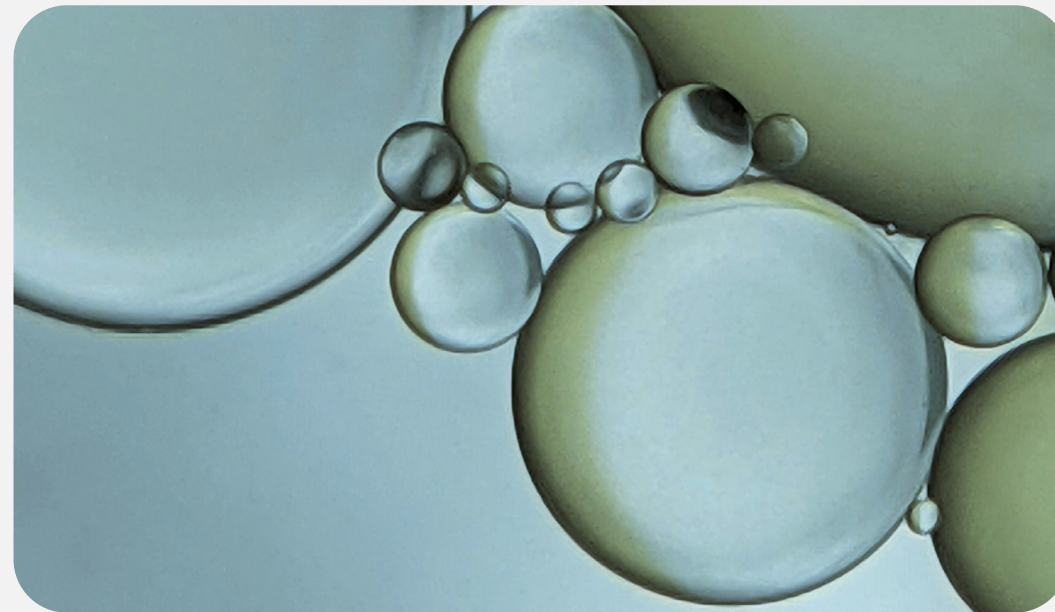




IMAGE STYLE 002

Meso

At the meso scale, imagery focuses on people living, working, and thriving within their environments, humanising the spaces where change unfolds. These images highlight the connection between individuals and their places of work, in the cities they live, and impact, capturing authentic moments of collaboration, innovation, and daily life. By placing people at the heart of these locations, the imagery conveys the tangible, human-centred outcomes of systemic change.

IMAGE CURATION SELECTION

- ✓ Avoid 'to camera' portraits
- ✓ Capture subjects in action
- ✓ Show individuals and communities
- ✓ Use subject to frame wider landscape
- ✓ Look to capture authenticity
- ✓ Show interaction (people/environment)





Meso Image Examples

Introduction
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Mood

The mood is warm and authentic, capturing candid moments of connection and purpose. It is uplifting yet grounded, celebrating the humanity and vibrancy of communities creating change.

Colour Treatment

The colour treatment is fresh and crisp, with cool blues, greens, and whites that evoke innovation and clarity. Creating a dynamic, modern feel, highlighting the energy of forward-thinking solutions.





IMAGE STYLE 003

Macro

At the macro scale, imagery captures aerial views that showcase the global impact at scale, highlighting diverse environments across urban and natural landscapes. As the perspective pulls back, similarities between these worlds emerge, revealing the interconnectedness of human and natural systems. Subtle patterns and fractal structures from the micro scale are echoed across vast landscapes, emphasising the underlying unity in the world's complex systems.

IMAGE CURATION SELECTION

- ✓ Look to capture aerial shots
- ✓ Capture a variety of landscapes
- ✓ Try to avoid cliches
- ✓ A mix of urban & natural settings
- ✓ Avoid landmarks, signage etc.
- ✓ Capture a variety of seasons





Macro Image Examples

Introduction

Imagery

Logo

Colour

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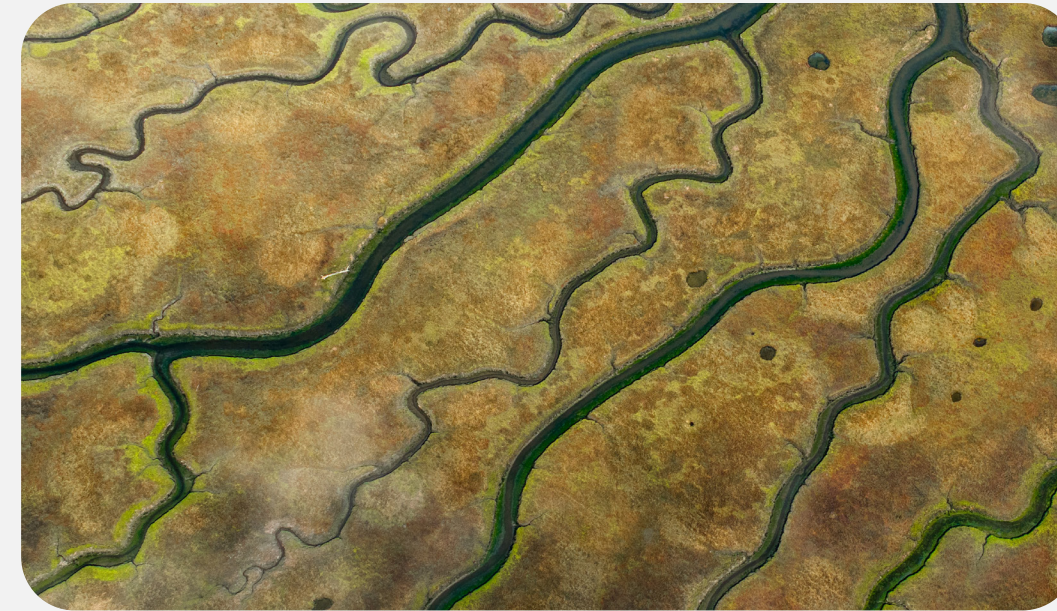
Iconography

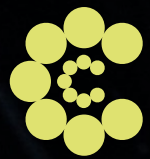
Mood

The mood is expansive and powerful, highlighting scale, energy, and the interconnectedness of urban and natural systems. It evokes awe and contemplation, celebrating the harmony of global change.

Colour Treatment

The colour treatment features vibrant, natural tones—greens, blues, and warm hues—capturing the diverse energy and beauty of global landscapes.





SECTION 02

Our Logo



Introduction
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Iconography



Our default logo is in the colour daffodil and
in a horizontal format.



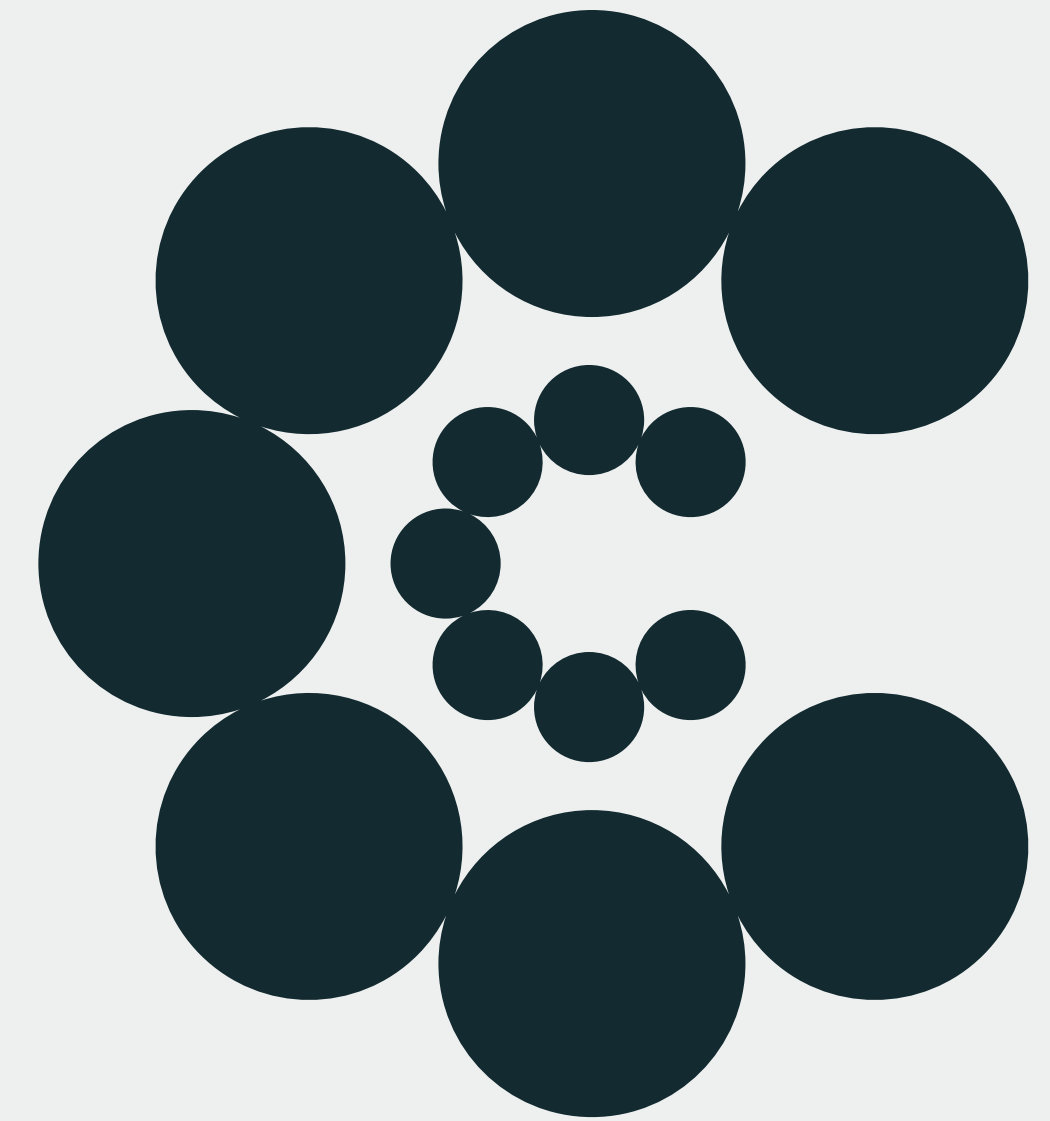
HORIZONTAL LOGO



STACKED LOGO



PROFILE



Designed for immediate recognition, with the letter 'C' subtly integrated into the mark. Its circular, fractal-inspired patterns reflect nature's inherent systems and echo the brand's focus on systemic change.

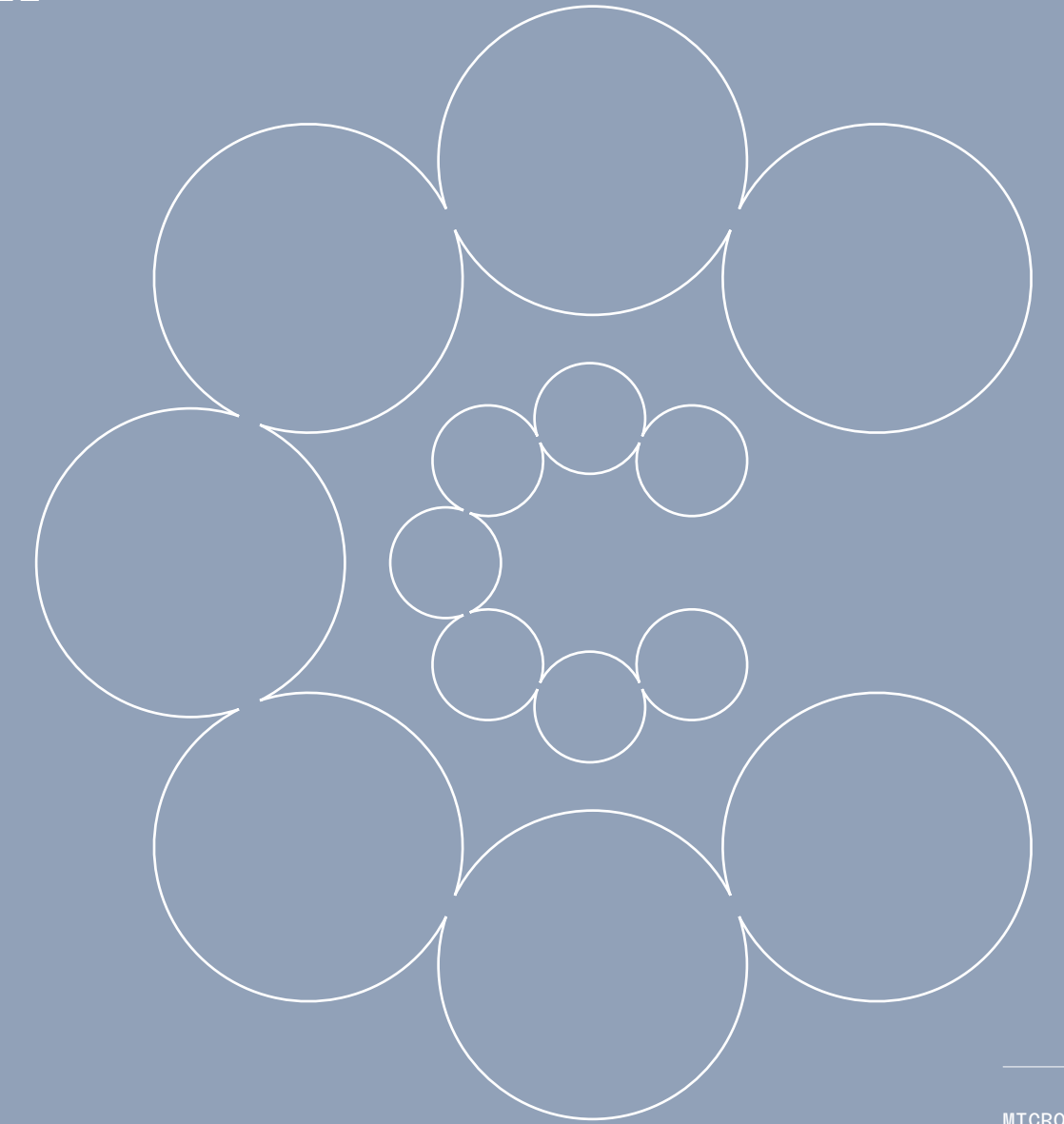
These patterns symbolise interconnectedness and growth, visually representing the transformative impact Climate KIC is driving. The simplicity and clarity of the logo, combined with its reference to fractals, reinforce its iconic status and ability to convey the scale and complexity of global change.



HORIZONTAL LOGO CONSTRUCTION



PROFILE



STACKED LOGO CONSTRUCTION





LOGO USAGE

Logo Spacing

Proper logo spacing is crucial for maintaining the clarity and impact of the brand across both print and digital materials. Adequate white space around the logo ensures it remains distinct and legible, preventing it from being crowded by other elements.

This spacing helps to preserve the logo's integrity, ensuring that it is always recognisable and impactful, whether on a large billboard or a small digital screen. By maintaining consistent spacing, the logo remains a strong, cohesive visual symbol of the brand, regardless of the medium or size.



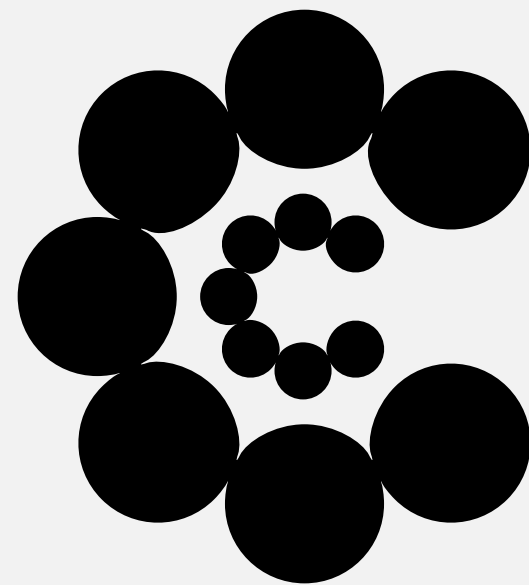


LOGO USAGE

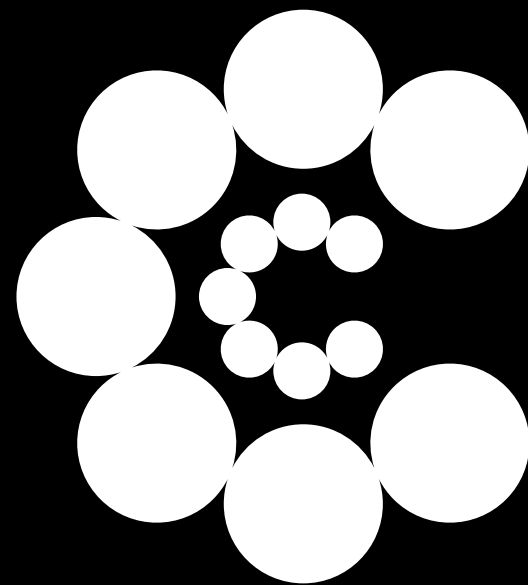
Logo Colour

We recommend using two primary logo colours: Daffodil for positive applications on dark backgrounds and imagery, and Ink for negative applications on light backgrounds. Users should choose the version that ensures optimal contrast. For monochrome applications please use on 100% black or white colourways as specified below.

MONOCHROME USAGE



Light Backgrounds
100% Black



Dark Backgrounds
100% White



Primary Positive

Daffodil

#e0e56e



Primary Negative

Ink

#e0e56e



Use on dark imagery

Daffodil

#e0e56e



Use on light imagery

Ink

#e0e56e

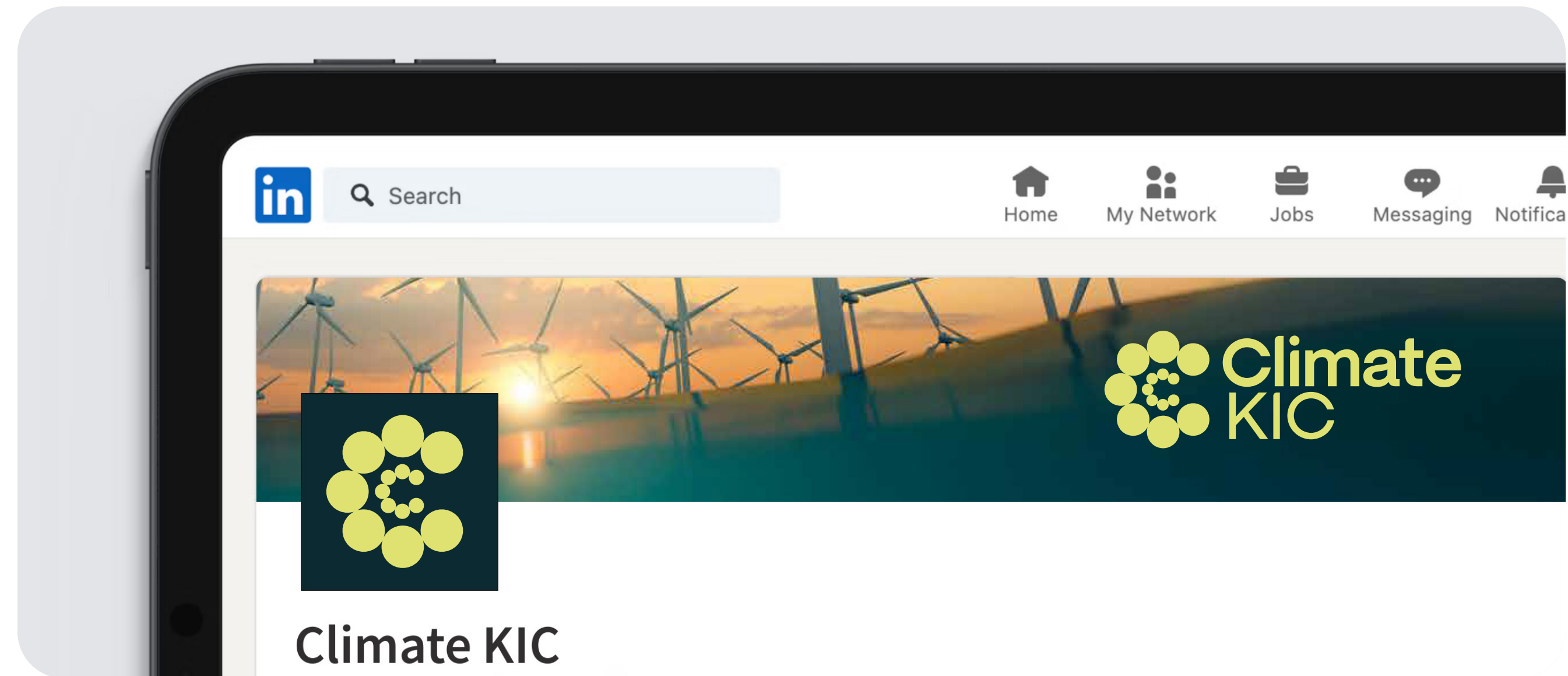


LOGO USAGE

Logo Application

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Iconography

The logo is versatile, working as both a compact stamp and a full wordmark. The stamp provides an iconic, simplified representation, while the wordmark offers greater visibility and context. This flexibility ensures consistent brand recognition across various applications.





▲ **Do not** rotate or skew the logo positioning



▲ **Do not** alter the proportions of the logo



▲ **Do not** use the wordmark without the brand stamp



▲ **Do not** apply a gradient to the logo



▲ **Do not** outline the logo



▲ **Do not** rearrange the logo elements



▲ **Do not** use multiple colours within the lock-up



▲ **Do not** place on busy or heavily detailed image backgrounds



▲ **Do not** use the wordmark without the brand stamp



LOGO USAGE

Co-branding Lock-ups

If your project or start-up receives support from Climate KIC, it is essential to co-brand all your materials. The following pages outline how to apply the Climate KIC brand across various channels.

Below is an overview of the primary lock-ups and EIT-integrated versions.

Primary co-branding lock-up

SUPPORTED BY



EIT co-branding lock-up

Use when details of the EIT association are not otherwise mentioned

SUPPORTED BY



40px min size



LOGO USAGE

Co-branding Presentation

For presentations and PowerPoint documents, ensure the logo is prominently displayed on clear or high-contrast colour backgrounds. The Climate KIC logo should be positioned separately from the company logo to avoid any confusion regarding hierarchy. The Climate KIC lock-up should be approximately 30% of the company logo's width. Additionally, please ensure the combined logo height is not less than 40px.

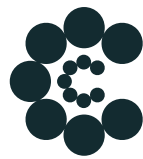


100%



30%

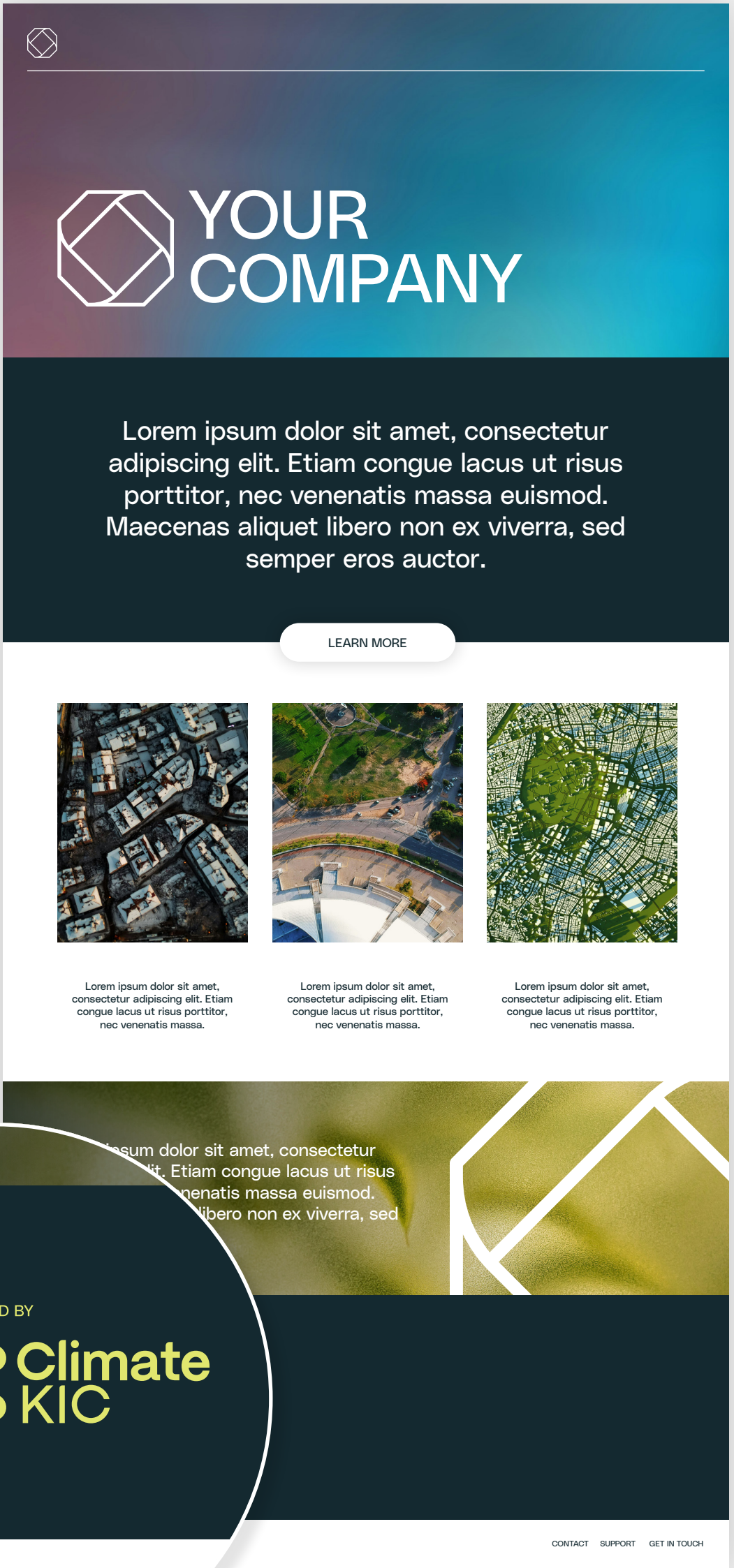




LOGO USAGE

Co-branding Web

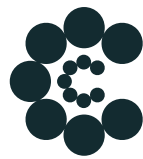
For web branding, the Climate KIC lock-up should be prominently featured in the site footer and used in isolation where possible.





SECTION 03

Our Colours



COLOUR INTRODUCTION

Primary colours

The primary colour palette is inspired by the natural world, drawing on earthy tones and vibrant hues that reflect both the urgency of the global challenges we face and the efficiency of nature’s patterns and systems.

Rich greens and blues evoke the vitality of the earth’s ecosystems, while warm, grounding colours remind us of the need for immediate action. These colours also highlight the harmony and resilience found in nature, inspiring hope and innovation as we work towards sustainable, systemic change.

#e19f51

C 11
M 42
Y 74
K 2

75% Tint

50% Tint

25% Tint

Zest

#998d74

C 38
M 35
Y 51
K 18

75% Tint

50% Tint

25% Tint

Oyster

#b6c6c6

C 33
M 15
Y 21
K 1

75% Tint

50% Tint

25% Tint

Moon

#1d4938

C 85
M 44
Y 74
K 50

75% Tint

50% Tint

25% Tint

Forest

#2e416c

C 92
M 76
Y 31
K 19

75% Tint

50% Tint

25% Tint

Dusk

#142930

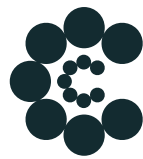
C 91
M 66
Y 55
K 67

75% Tint

50% Tint

25% Tint

Ink



COLOUR INTRODUCTION

Secondary Accents

The secondary colour palette introduces vivid neons that contrast sharply with the earthy tones, creating a sense of urgency and disruption. Bright yellows, electric blues, and neon pinks stand out against the natural backdrop, drawing attention to critical issues and sparking action.

These vibrant accents inject energy into the design, reflecting the need for bold solutions while maintaining a dynamic balance with the grounding, organic primary colours.

#3d6cde

C 80
M 59
Y 0
K 0

75% Tint

50% Tint

25% Tint

Ocean

#c24fa0

C 28
M 79
Y 0
K 0

75% Tint

50% Tint

25% Tint

Orchid

#e0e56e

C 18
M 0
Y 67
K 0

75% Tint

50% Tint

25% Tint

Daffodil

#f2f2f2

C 6
M 4
Y 5
K 0

75% Tint

50% Tint

25% Tint

Cloud



Brand Colour Pairings

To create maximum impact, complementary colour pairings are used that balance vibrancy with clarity. Earthy tones, like deep greens and browns, are paired with bright accents such as neon blues and yellows, ensuring a striking contrast that grabs

attention. These pairings are carefully selected to maintain high legibility and accessibility, with sufficient contrast for easy reading and visual comprehension.

Ink
Zest
Moon
Ocean
Daffodil
Cloud

Forest
Zest
Moon
Ocean
Daffodil
Cloud

Oyster
Moon
Ocean
Daffodil
Ink
Cloud

Dusk
Zest
Moon
Ocean
Daffodil
Cloud

Moon
Forest
Ink
Ocean
Orchid
Cloud



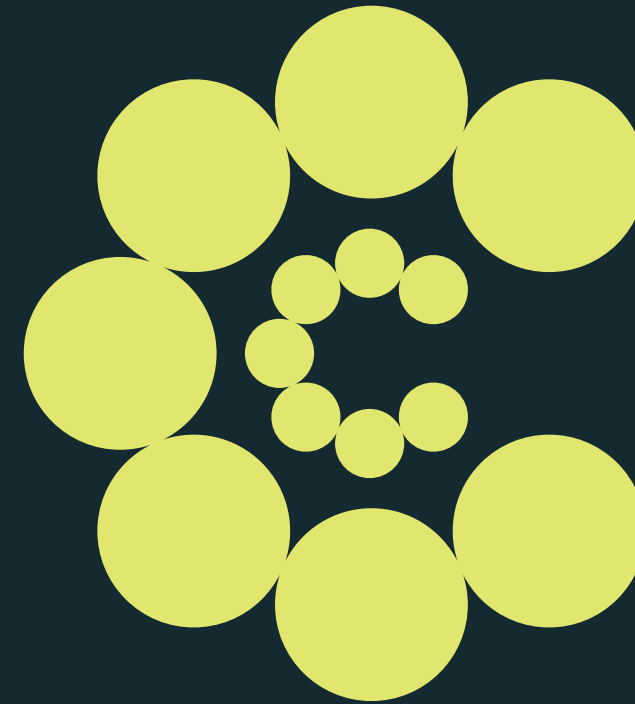
DIGITAL COLOUR PAIRING

Colour Accessibility

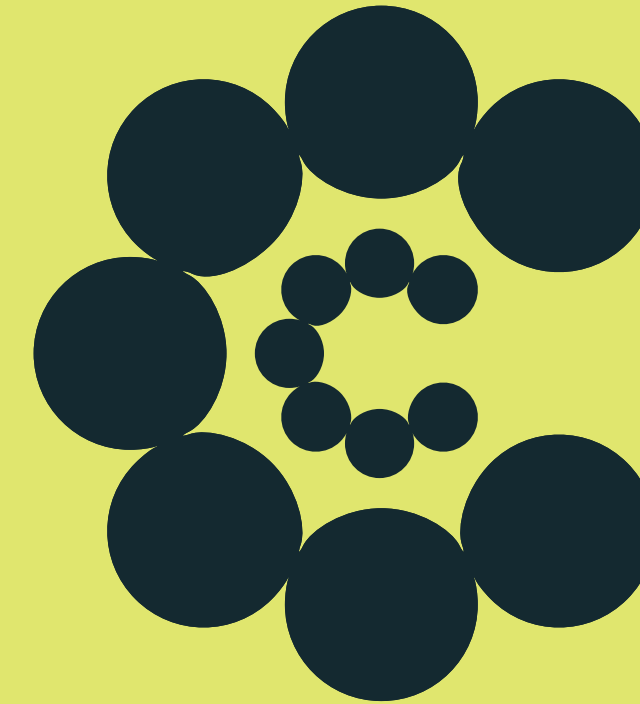
For Climate KIC, ensuring colour accessibility is essential to fostering inclusivity and clear communication with a diverse global audience. Accessible colour pairings allow individuals with visual impairments, including colour blindness, to engage fully with the organisation's content, aligning with Web Content Accessibility Guidelines (WCAG).

By using tested colour combinations, Climate KIC ensures its messaging is clear, readable, and inclusive, reflecting its commitment to equity and collaboration. Accessible designs enhance audience engagement, ensuring critical climate solutions are communicated effectively to all. While suggested pairings are not mandatory, they provide a reliable foundation for creating universally inclusive content that supports Climate KIC's mission to drive global climate innovation.

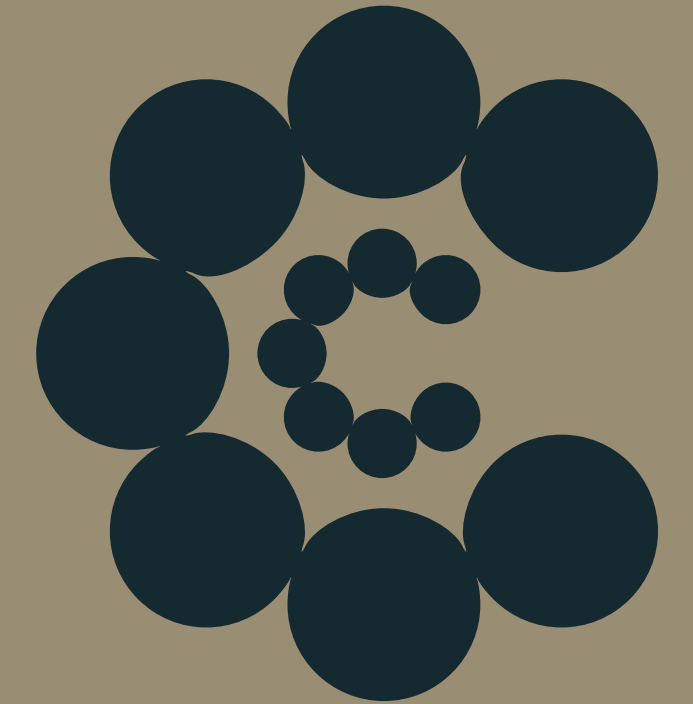
Ink
Daffodil



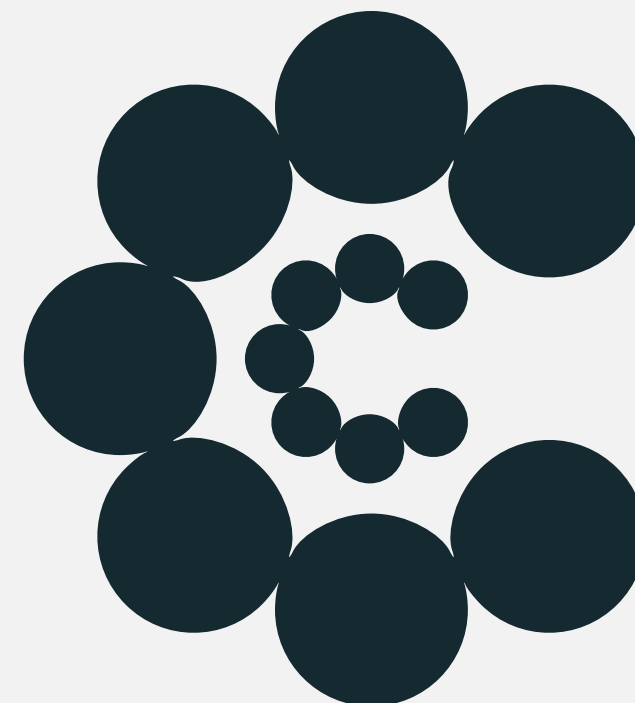
Daffodil
Ink



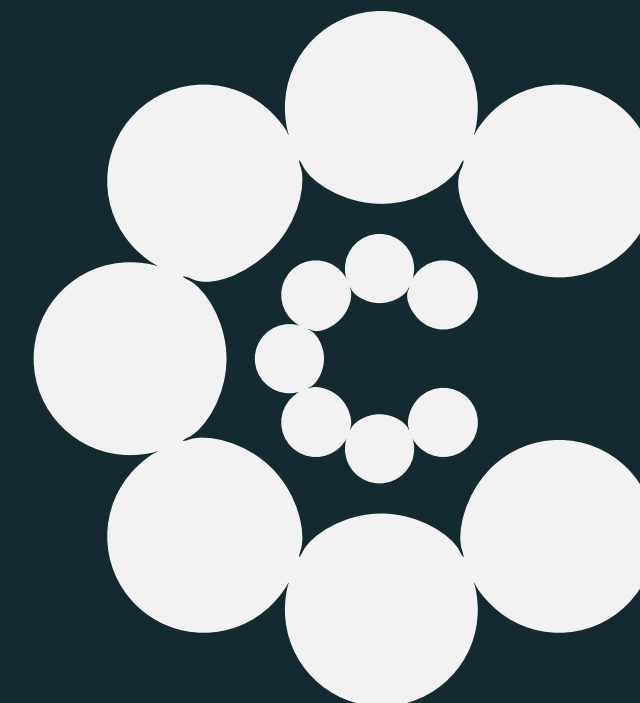
Oyster
Ink



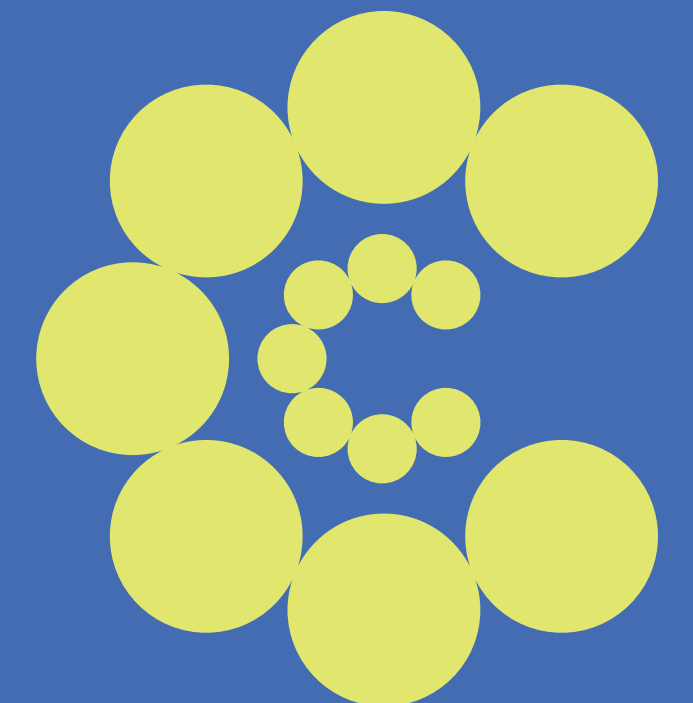
Cloud
Ink

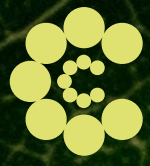


Ink
Cloud



Ocean
Daffodil





SECTION 04

Our Typography



Typography Introduction

The typography features modern sans-serif typefaces that create a clean, dynamic impact across the brand. The sleek, minimalist forms ensure clarity and readability, while subtle ink trap details—small, strategic cuts in the letterforms—echo the circular shapes of the logo and brand identity.

These details add a distinctive, organic touch, reinforcing the brand's connection to nature and systemic patterns. The typefaces are versatile, adaptable for various applications, and enhance the overall visual energy, ensuring the brand feels contemporary and forward-thinking.





Primary Typeface

PolySans
Neutral

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz

Poly Sans Neutral is the brand’s primary typeface, offering a clean, modern design with geometric forms for clarity and versatility. Its balanced proportions ensure legibility across all platforms, reinforcing the brand’s connection to nature and innovation.

Secondary Typeface

PolySans
Bulky

Used for pullout text to create impact, with its bold design drawing attention and emphasising key messages. Its weight adds energy, ensuring important information stands out.

Tertiary Typeface

PolySans Mono
Neutral

Poly Sans Mono is used for tertiary text, labels, and annotations, offering clear, legible monospaced design. Its structured look ensures precision and complements the brand’s overall aesthetic.



Primary Typeface

This is the main heading typeface

This is the body typeface. It should be roughly 20% scale of the main heading. Kerning should be set to optical, and lines should not exceed 15 words in column width.

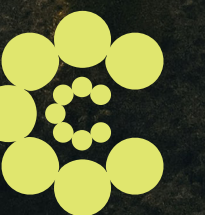
THIS IS TO BE USED
FOR TERTIARY APPLICATIONS

Typography in action

AGRIFOOD IRELAND

Adaptive innovation cluster for rural areas.

EIT Climate KIC is applying its 'Deep Demonstration' model of innovation to the entire agri-food and bio-based value chain, from soil to farm to fork to society.





ALTERNATE SYSTEM FONT

System Font (Alt)

In the Climate KIC brand rollout, there may be occasions where a system font alternative is required to ensure consistency and accessibility across all platforms and applications. We recommend Aptos as a suitable alternative. This universally recognised sans-serif font closely mirrors the character details of Poly Sans, maintaining the brand's visual identity.

For consistency and clarity, we suggest using Aptos Display in its regular weight as the primary font for most text, ensuring readability across a variety of mediums. The bold weight can be reserved to highlight key text details, adding emphasis where needed without compromising the overall aesthetic. Choosing Aptos Display ensures a professional and cohesive presentation of the Climate KIC brand, particularly in environments where custom fonts may not be supported, while remaining accessible and widely compatible.

Primary Typeface (System)

Primary Typeface

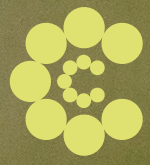
Aptos Display

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz

Secondary Typeface (System)

Text Call-outs

Aptos Display Bold



SECTION 05

Our Iconography



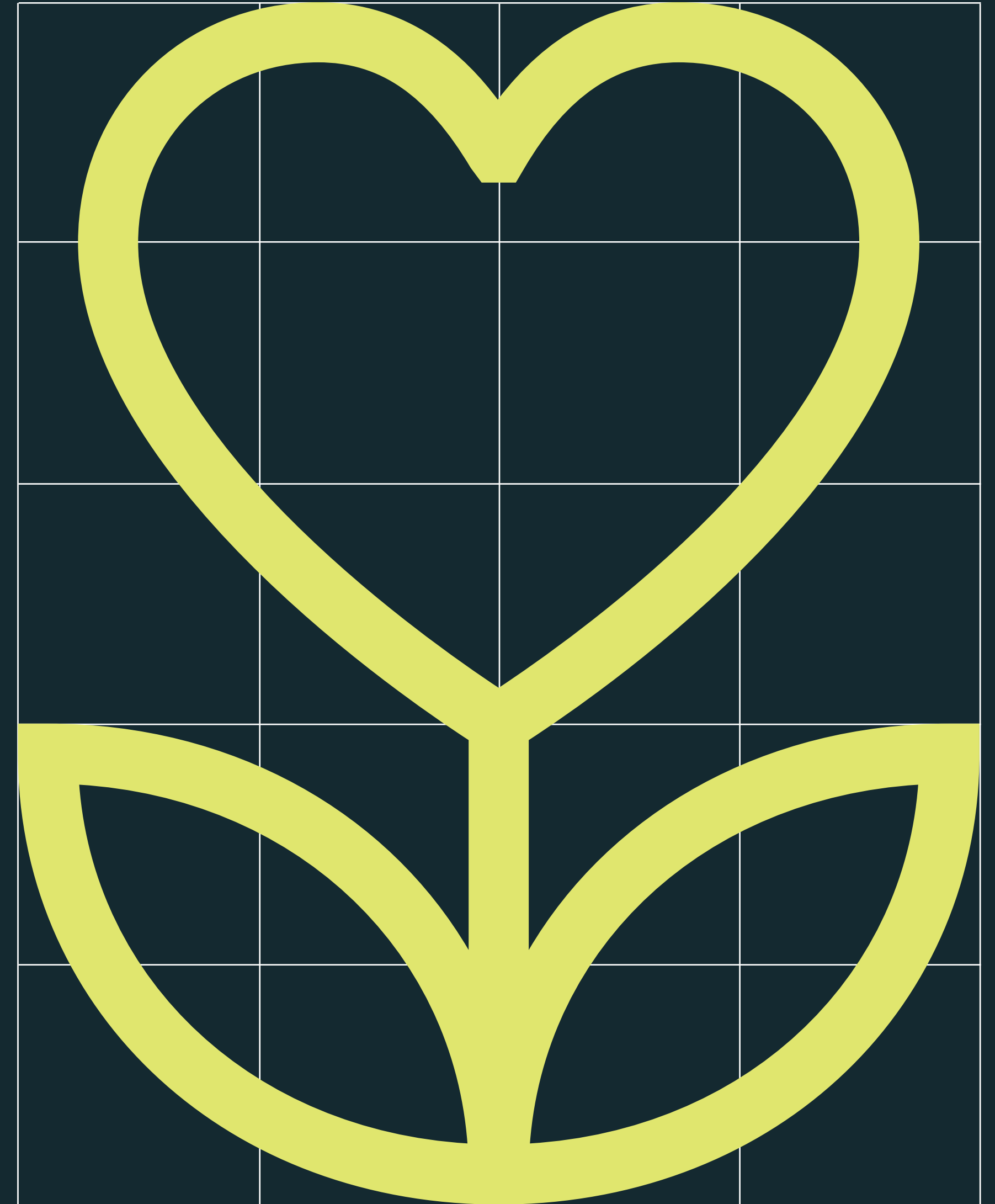
VISUAL ELEMENTS

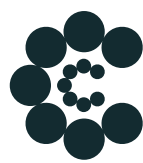
Iconography

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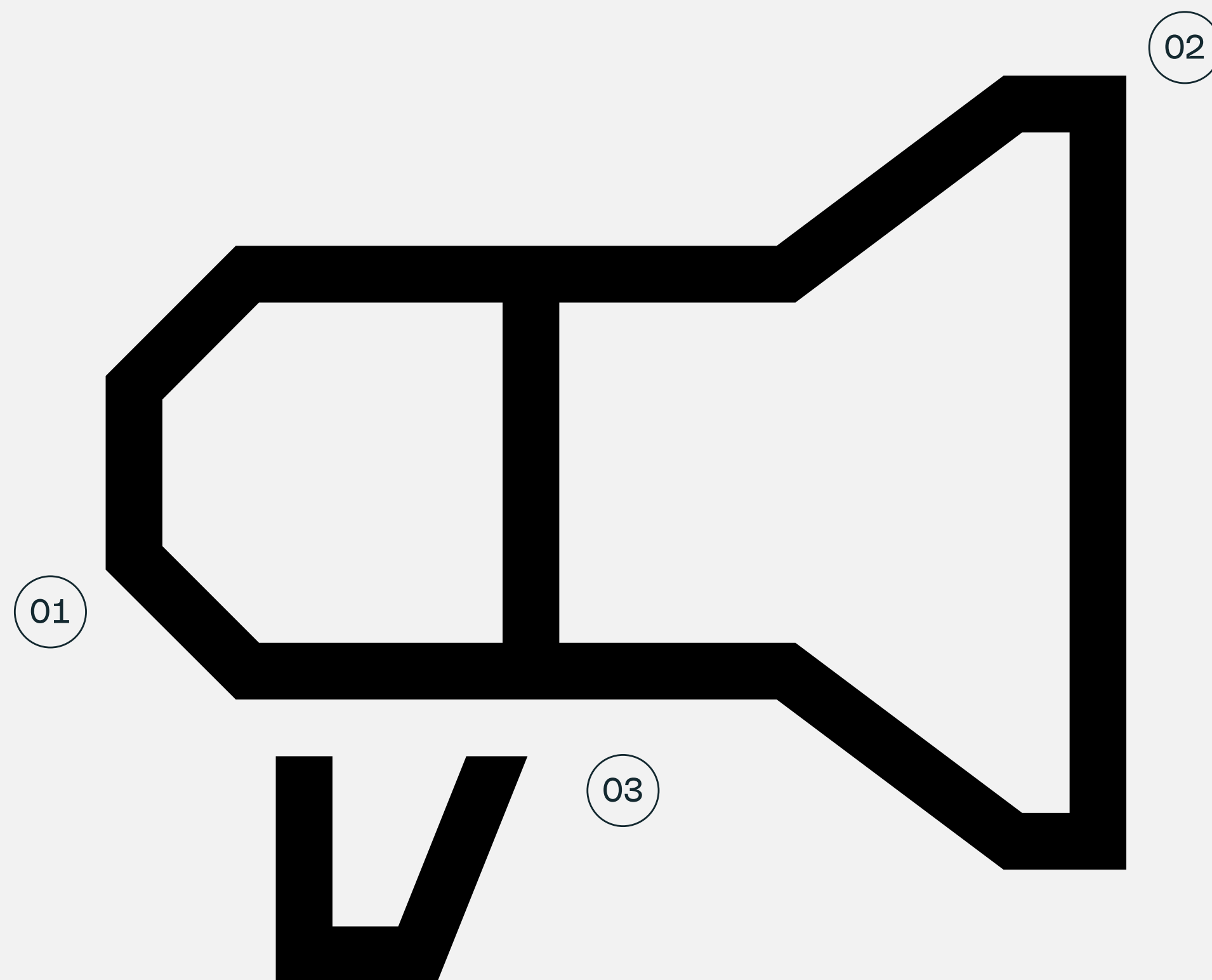
The iconography uses a clean, angular style that contrasts the rounded features of the brand's identity, creating a modern and structured look.

Constructed on a simple grid system, the icons are designed for universal readability, ensuring they resonate with a global audience. Soft narrative details are subtly integrated, adding warmth and a human touch to the icons, enriching the visual storytelling while maintaining clarity and consistency across different platforms.





Icon Build



01. Angular edges contrast with simple graphic shapes.

02. Outlined icons ensure instant recognition.

03. Shared components enhance consistency.

Example Icon Style

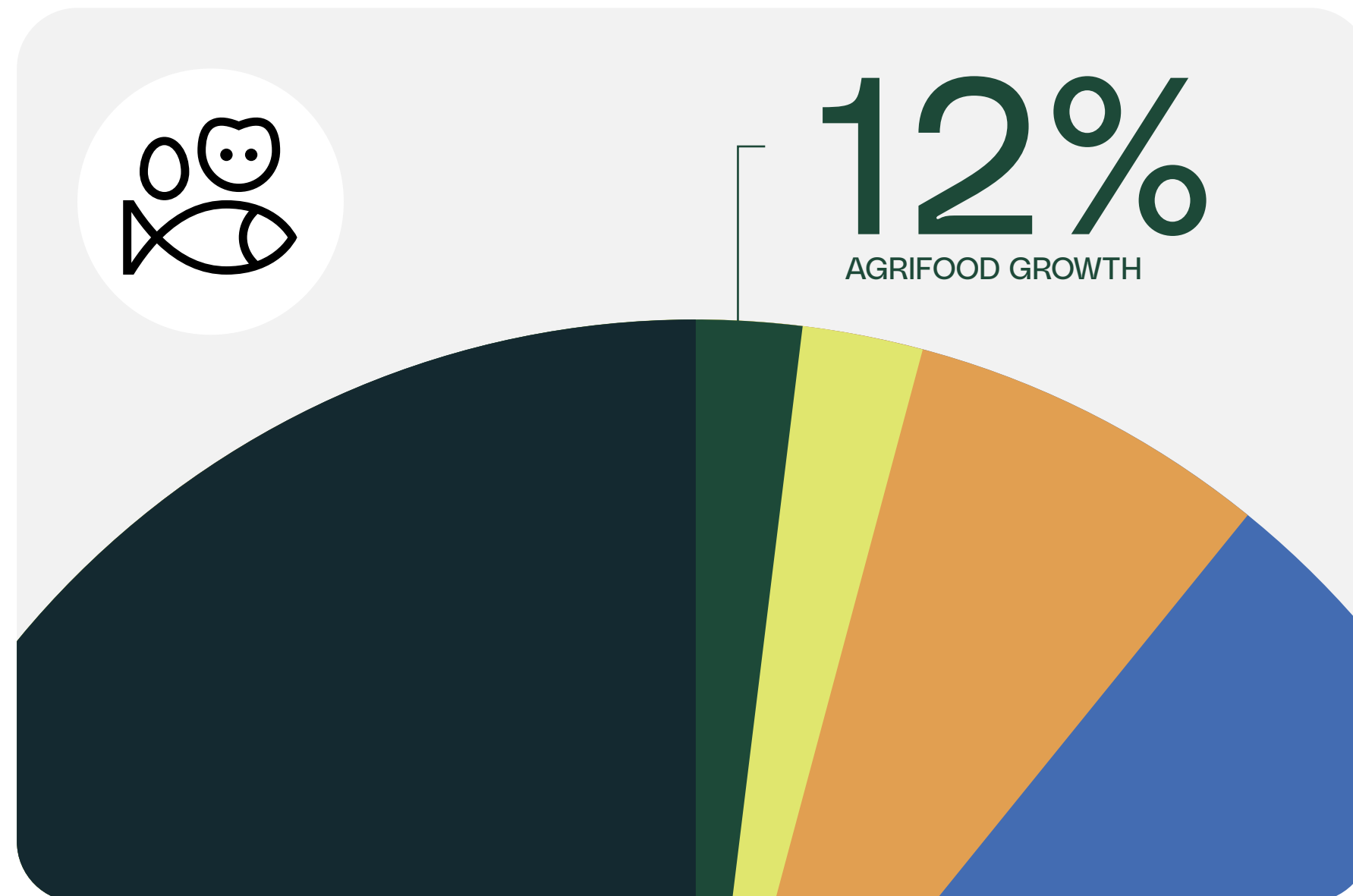
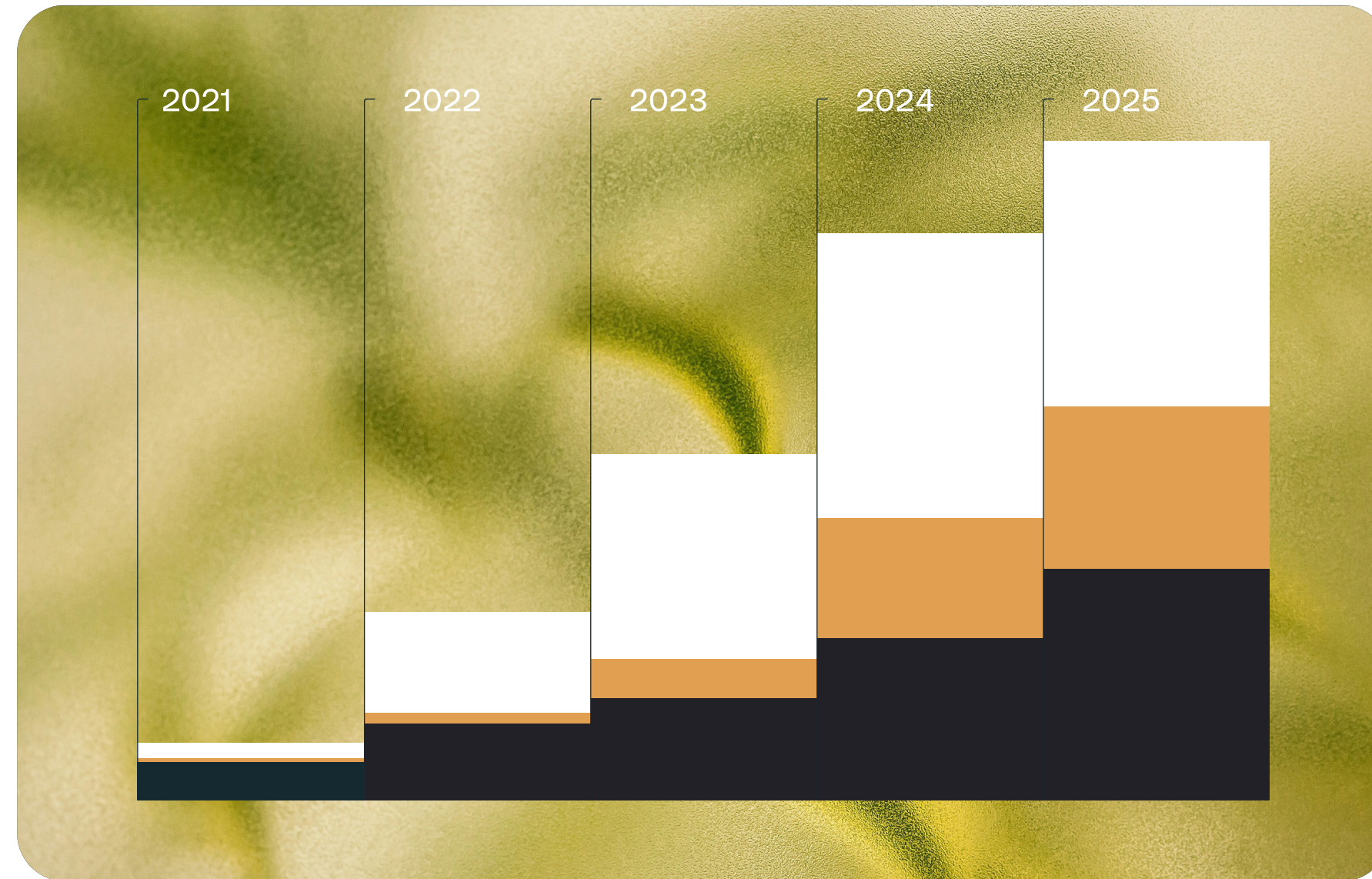


Featuring a variety of symbols that represent the diverse range of projects facilitated by Climate KIC. Each icon is designed to clearly convey key themes, simplifying complex concepts and strengthening the narrative while maintaining a cohesive visual language.



Infographics

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Imagery
Logo
Colour
Typography
Iconography



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ADDRESS

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