



Climate-KIC

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European Union



# Brand Guidelines

EIT Climate-KIC  
2021



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European Union



# Introduction

As a recipient of the EIT grant, you are required to use the EIT Climate-KIC logo and EU flag on all communications materials relevant to your EIT Climate-KIC start-up, innovation project or programme. The aim of this guide is to help you understand how to use and apply the EIT Climate-KIC brand to any materials you might produce.

## 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.



An aerial photograph of a tropical coastline. The top half of the image shows a dense, lush green forest. Below the forest is a narrow strip of white sandy beach, dotted with dark, jagged rocks. The bottom half of the image shows the ocean, with water transitioning from a light turquoise near the shore to a deeper blue further out. Small waves are visible breaking near the rocks.

# 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 combined, full colour logo is the preferred logo version. The logo must be used as provided and cannot be altered in any way. EIT Climate-KIC and its beneficiaries must prominently display the EIT Climate-KIC logo with the EU flag and accompanying text in all communications and information materials. This includes a placement on (project) websites, social media channels and cover pages of reports, PowerPoints, newsletters and promotional material related to the funded activity, project or start-up. You can download this logo and a white version at [www.climate-kic.org/media-and-brand](http://www.climate-kic.org/media-and-brand). A landscape version of the combined logo can be provided upon special request. Using the EIT Climate-KIC logo without the EU flag is not permitted.



## 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



Minimum size for print (landscape version)

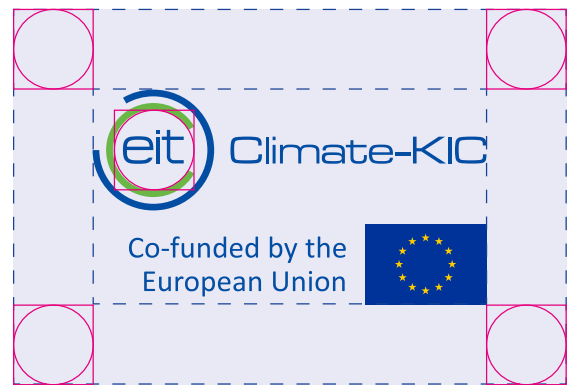


Minimum size for web (landscape version)



## 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 brandmark rings as identified here.



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

Always use the white logo on a dark background



## The funding statement in the logo

EIT Climate-KIC and other recipients of EU funding have a general obligation to communicate and raise EU visibility. An important element of this obligation is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support.

This means that the EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites.

Programmes of EIT Climate-KIC and EIT Climate-KIC itself use the terminology "Co-funded by" in their standard funding statement. Therefore, "Co-funded by" is the terminology in EIT Climate-KIC's standard logo.

Projects without any co-funding (e.g. Cross-KIC projects or projects of EIT's Higher Education Initiative) use "Funded by" in their logo.

Please contact [branding@climate-kic.org](mailto:branding@climate-kic.org) if you are required to use the "Funded by" version of the EIT Climate-KIC logo.



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## 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 visualisation you see at the right.

**furbish™**

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## 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.



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

# 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

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Titillium Regular

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Titillium Bold

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

## Secondary typeface

Calibri Light

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Calibri Regular

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Calibri Bold

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**





# Co-Branding

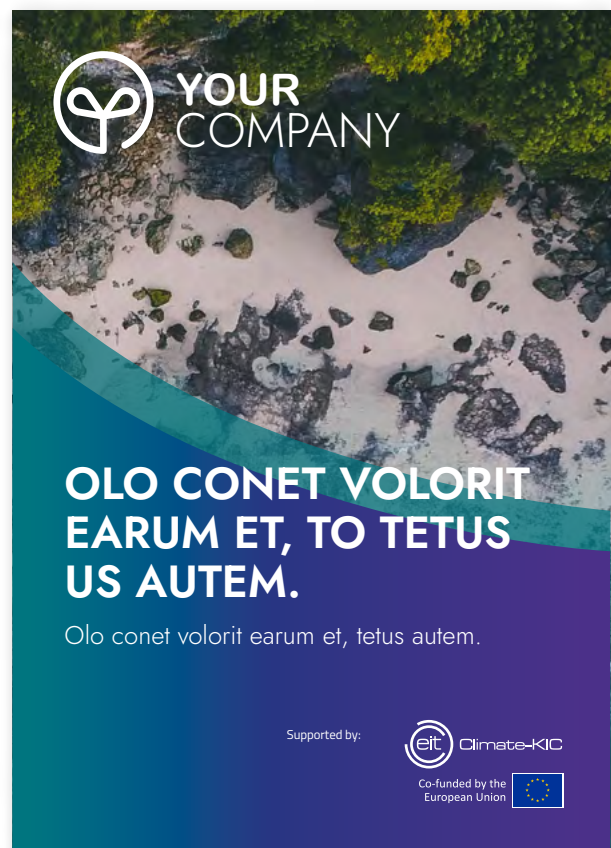
Now you know the basics of the EIT Climate-KIC brand. If your project or start-up gets supported by EIT Climate-KIC you need to co-brand all your materials following pages contain the application of the EIT Climate-KIC brand on different channels. Please note that if you are delivering a core EIT Climate-KIC Programme – like *The Journey* – you need to follow more specific rules as described in the chapter after next.



## Reports

Use the combined EIT Climate-KIC logo and the text 'Supported by' on the cover of your reports.

When publishing a report that is developed with EIT Climate-KIC's financial support, it is required to display the combined logo of EIT Climate-KIC on the cover. On this page you can see an example of a report and how to display the logo. Please consider the minimum size requirement mentioned on page 4.



## Presentations

When giving or sharing presentations about your project using software like PowerPoint, please ensure that the combined logo is prominently displayed on the cover. Please consider the minimum size requirement mentioned on page 4.



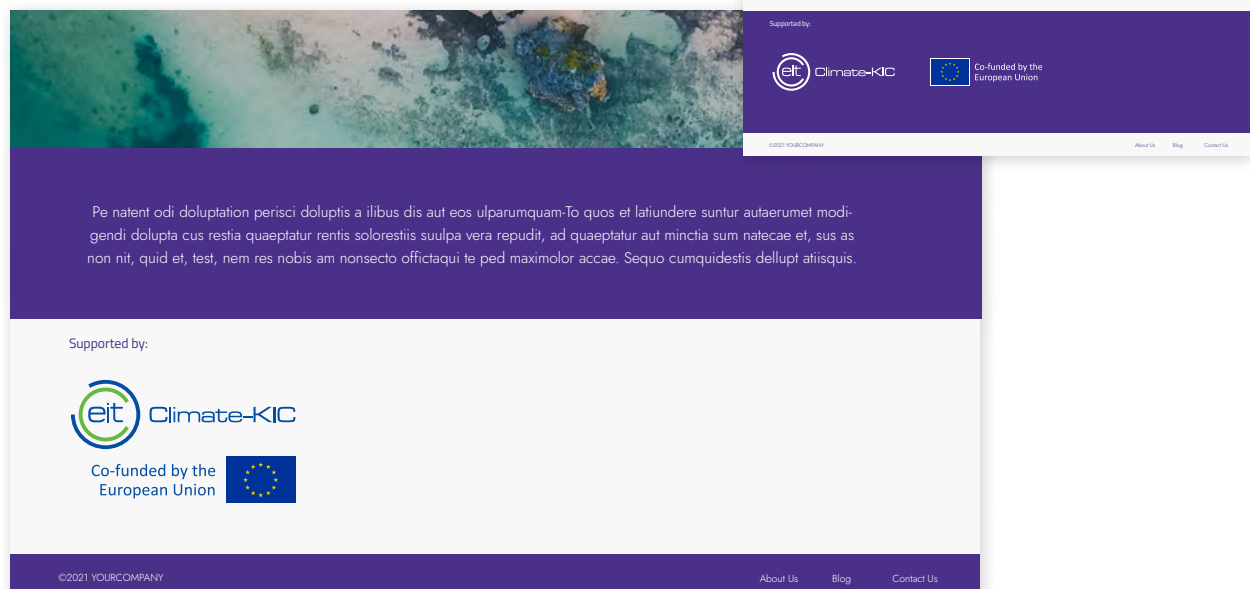


# Websites

The EIT Climate-KIC logo needs to be placed on the relevant landing page for your start-up, innovation project or programme.

As a recipient of EIT Climate-KIC funding, you are obliged to name us on your website and to display the combined EIT Climate-KIC logo prominently, even when the funding period has ended. It is important to show clearly that your organisation is or was 'supported by' EIT Climate-KIC. On this page you can find an example of what it could look like on your website. However, feel free to adapt this co-branding requirement to your house style, as long as the minimum size requirement is considered. If you are in doubt, you can contact [branding@climate-kic.org](mailto:branding@climate-kic.org). If a website needs to be created from scratch, we recommend using an \*.eu domain.

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



Follow and promote the official social media channels of EIT Climate-KIC!

## Social media and marketing photos

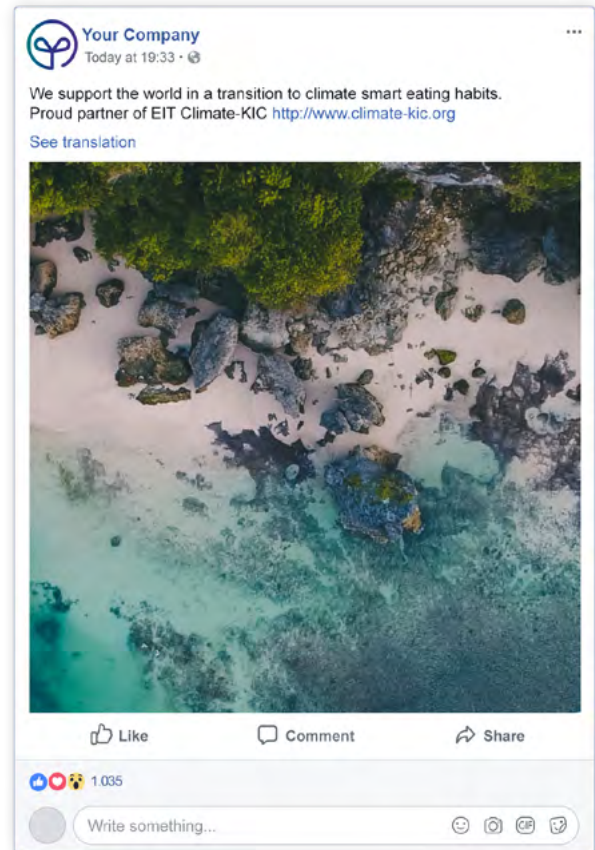
Always mention EIT Climate-KIC on social media in relation to your EIT Climate-KIC supported start-up, innovation project or programme. Visual co-branding might be required.

Social media channels that are specifically created to promote an EIT Climate-KIC funded activity, need to show co-branding in the header image of all channels (see example). These channels need to also display "Supported by @EITeu" in their bio/about section.

Marketing photos for an EIT Climate-KIC-funded activity that use any additional layers with branding, need to show co-branding as well. Images should 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 recommend a blue/grey overtone so it aligns with text and background.

### What we encourage you to do

Refer to EIT Climate-KIC in text and tag the official EIT Climate-KIC social media channels in social posts promoting your funded activity. Use the Hashtag #InnovationMadeInEurope to show your connection to the European innovation landscape.



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



## Videos

Video material that is produced with EIT Climate-KIC funding, needs to show the combined EIT Climate-KIC logo in the intro and outro. Alternatively, the logo can be shown throughout the video.





## Various

Communications is a creative process and there are various opportunities (events, workshops, etc.), formats (flyers, magazines, etc.) and channels (newsletters, questionnaires, registration pages, etc.) that could be a communication element of your EIT Climate-KIC funded activity or programme. Co-branding is required for all these activities. Please consider co-branding solutions that are in line with these branding guidelines. The co-branding should be prominently positioned (on the cover or similar) and not hidden at the end of a report or website. Please reach out to [branding@climate-kic.org](mailto:branding@climate-kic.org) should you have any doubt if your co-branding solution is eligible.



How you can  
translate the  
design to your  
organisation



# Delivering EIT Climate-KIC Programmes



## Representing EIT Climate-KIC

EIT Climate-KIC itself and partners delivering programmes led by EIT Climate-KIC need to follow the EIT Community Brand Book or, if available, specific programme branding guidelines (e.g. the Climathon branding guidelines). These offer the full range of font and colour options for designing new materials from scratch. Please contact [branding@climate-kic.org](mailto:branding@climate-kic.org) for any available templates or if you need more information.



## Branding for Deep Demonstrations

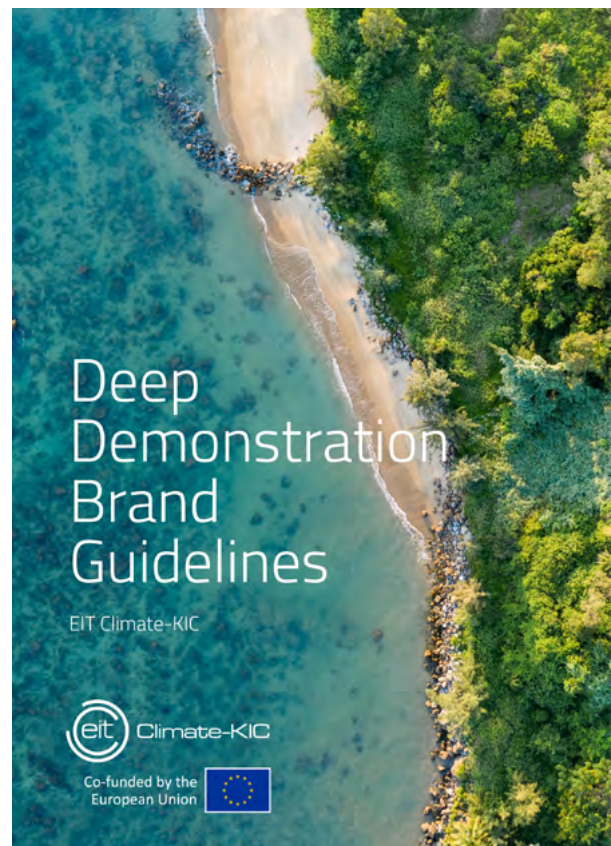
EIT Climate-KIC offers systems innovation as a service to help Europe deliver on its climate change mitigation and adaption targets.

Deep Demonstrations are the large-scale projects through which we offer our systems innovation as a service model to Europe's most ambitious 'challenge owners'—i.e. the mayors, government ministries, industry and community leaders, and funders who have the means and mandate to tackle Europe's biggest climate change challenges.

The Deep Demonstration is an EIT Climate-KIC proprietary concept and brand, with its own project naming convention, logo and more.

The Deep Demonstrations Branding Guidelines contain all you need to know about how the Deep Demonstration brand should be used on project materials, ensuring it remains consistent throughout.

Please contact [branding@climate-kic.org](mailto:branding@climate-kic.org) for the guidelines and logos.





A glass jar filled with various coins, including Euro and British Pound coins, sits on a wooden surface. A small green plant with several leaves is growing out of the top of the jar. The background is a soft, out-of-focus green, suggesting foliage and sunlight filtering through leaves.

# After The Funding Period

We strongly advise you to be as transparent as possible about any receipt of EIT Climate-KIC support after the specific funding period has ended. This applies in particular for any project/start-up website. We recommend that you keep the combined EIT Climate-KIC logo on the website for at least three years after the end of the funding.





# Contact

For questions about the branding guidelines,  
please contact:

[branding@climate-kic.org](mailto:branding@climate-kic.org)

# Download

Download the logo and the newest  
version of the branding guidelines at:

[www.climate-kic.org/media-and-brand](http://www.climate-kic.org/media-and-brand)



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