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European Union

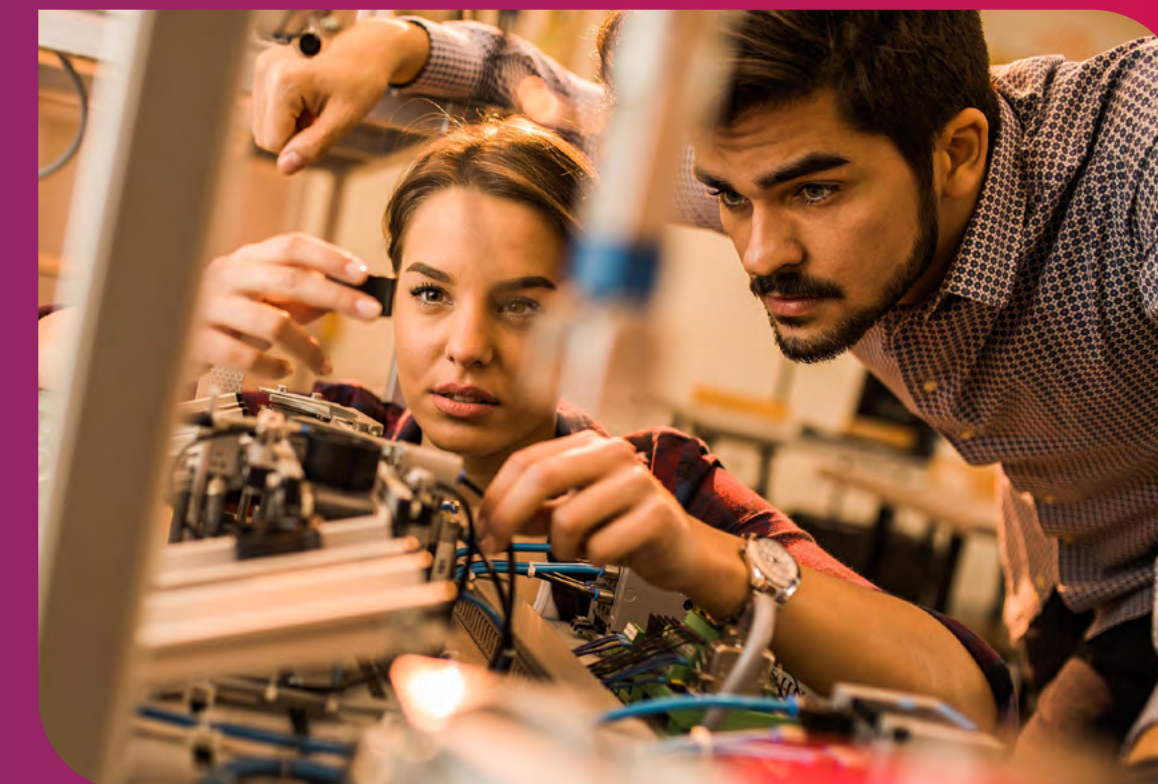


Making
innovation
happen!



EIT Manufacturing Brand Book

Nov 2021



Introduction

The EIT Community brand serves to unite all who are working to increase Europe's capacity for innovation and entrepreneurship across all sectors. It expresses our vision, mission and values, and helps us to work towards our common goal of creating growth and jobs for a better future. The brand elements and tools define who we are and what we do, and bring coherence to external audiences' perceptions of the EIT Community.

As the EIT Manufacturing is part of the EIT Community and it is important that all its members and partners follow the Brand guidelines and ensure a consistent approach in all communication activities, tools and channels.

The following pages present the EIT Manufacturing's overarching brand guidelines, which will help to ensure that the Community is able to communicate effectively with one voice by providing an overview of the messaging and visuals that should be used.

In line with the new **Horizon Europe** provisions for 2021-2027, the EU emblem must be displayed at least as prominently and visibly as EIT Manufacturing logo.

This document sets out also the principles that will guide the new EIT Manufacturing logo application together with the EU emblem across all activities, tools and channels.

Each time the EIT Manufacturing logo is used, it must be prominently accompanied by the EU emblem and sentence acknowledging EU support.

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1

Visual Identity

This section presents the current EIT Manufacturing logo, the rules regulating the width and the height of EIT Manufacturing's combined logos (landscape and portrait versions), as well as the logos of EIT Manufacturing Subsidiaries, and their basic specifications.

Combined Logo

This section presents the current EIT Manufacturing logo and the rules regulating the width and the height of EIT Manufacturing's combined logos (landscape and portrait versions).

As an EU body, EIT Manufacturing must clearly display the EU flag and accompanying text in all Communication and Dissemination activities, materials and channels.

Orientation

Landscape



Portrait



Combined Logo

The EU emblem must always be presented with the same width as the EIT Manufacturing brandmark.

These two versions of the combined logo (landscape and portrait) are the only versions allowed.

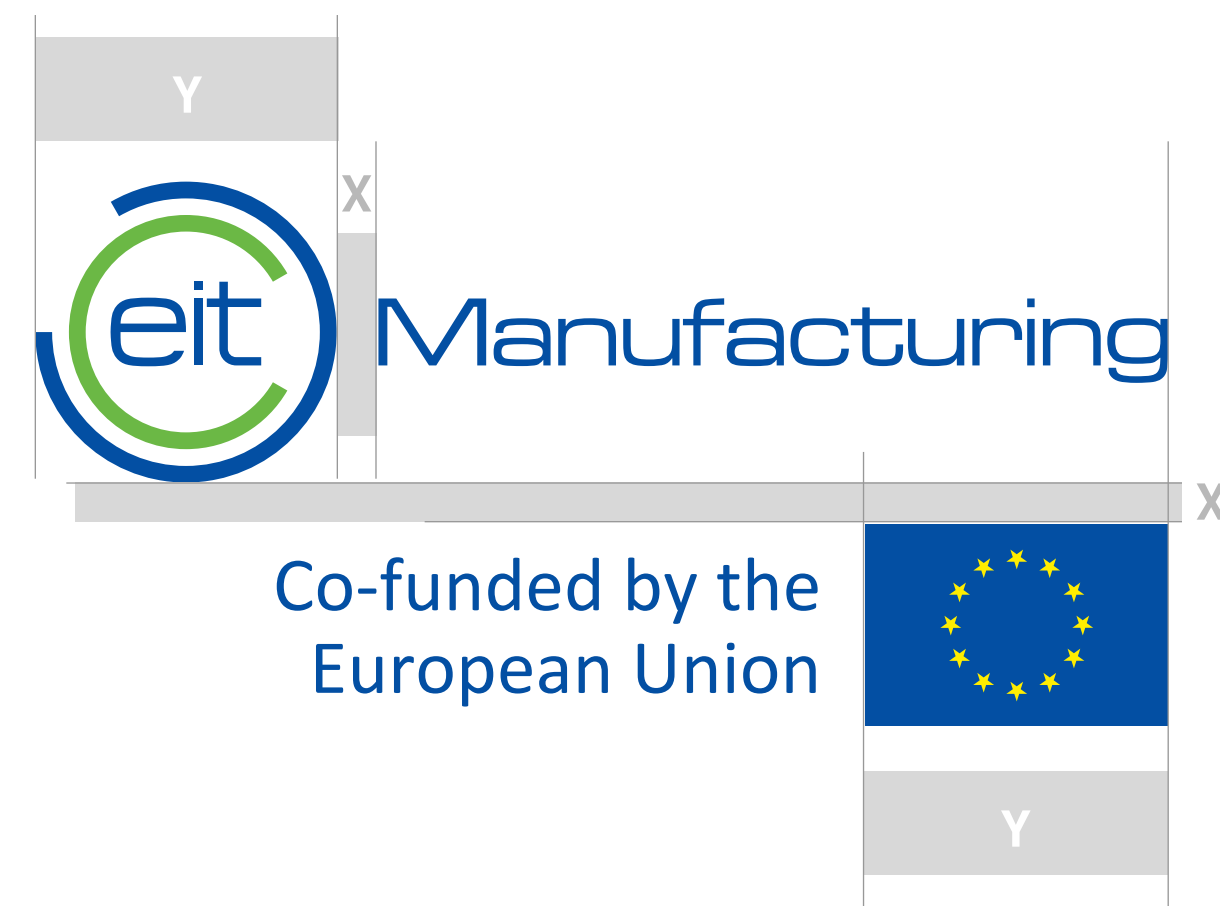
Logos may be used separately on the same page or slide, but their proportions must always be kept consistent.

Proportions

Landscape



Portrait



Combined Logo

The EIT Manufacturing Combined Logo can be represented in five different colour versions as shown on this page.

The Combined Logo must be used as represented and cannot be altered in any way.

There is not a Portrait Orientation version for the combined logo, therefore it is not permitted to use any other combination except for the one(s) presented here.

Please note that the use of the reverse EU emblem is reserved only for monochrome reproduction (black and white printing) according to the latest European Commission guidelines found here:
<https://tinyurl.com/6h394pbs>

[Files ready to use available here.](#)

Colour Versions

Full Colour

The full colour logo is the preferred version in all materials and communication.

As a key component, the full colour logo is one of the most visible parts of our identity.

Single Colour

The single colour version (blue or grey) of the logo should only be used when the full color version of the logo cannot be applied.

The single colour logo can be used for merchandise or temporary signage, where printing restrictions may apply.

Reversed Logo

This logo is used when the logo is displayed on any of the colours from within the Core or Primary Colour Palette.

Special Logo

This version retains the full colour EIT Community landmark, offset by a white keyline.

This logo is used when the colouring of the landmark needs to be retained.



Combined Logo

Minimum Size

A minimum size has been carefully established to ensure that the logo is reproduced correctly, even at small sizes. When displayed at minimum size, the logo still has clear legibility and provides a strong level of identification.

The logo must never be smaller than the minimum size specified.

Clear Space

Clear space has been established to ensure visibility and impact of the logo.

Maintaining a clear zone between the logo and other graphic elements such as type, images and other logos 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.

Specifications

PRINT



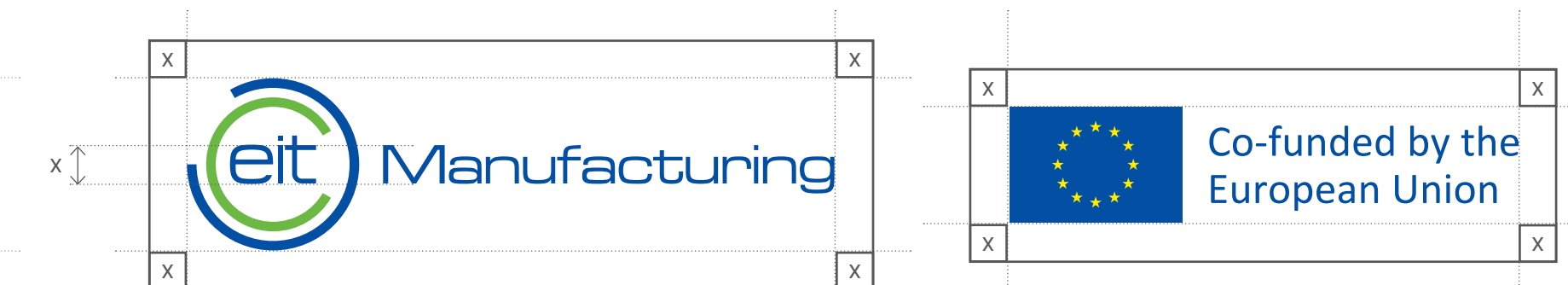
WEB



COMBINED



SEPARATED [SAME PAGE/SLIDE]



Subsidiaries

CLCs

This is a standard logo for EIT Manufacturing CLCs (Co-location Centres).

Here, the logos are represented using the editing rules for each location, as well with the comparative width and height of the combined logo elements (landscape and portrait).

Only two-colour versions are permitted.

When using these logos, the same rules apply as for the EIT Manufacturing logos, as set out in the brand book.



Location aligned left
Font: Microgramma
Colour: EITM Green

FULL COLOUR



Co-funded by the European Union



Co-funded by the European Union



[Files ready to use available here.](#)

REVERSED



Co-funded by the European Union



Co-funded by the European Union



Subsidiaries

HUBs

This is the EIT Manufacturing HUBs standard logo.

Here, the logos are represented using the editing rules for each location, as well with the comparative width and height of the combined logo elements (landscape and portrait).

Only two-colour versions are permitted.

When using these logos, the same rules apply as for the EIT Manufacturing logos, as set out in these brand book.



Location aligned left
Font: Microgramma
Colour: EITM Green

FULL COLOUR



Co-funded by the European Union



Co-funded by the European Union



[Files ready to use available here.](#)

REVERSED



Co-funded by the European Union



Co-funded by the European Union



Incorrect Use of the Logo

Logo DOs and DON'Ts

DO use the logo according to the guidelines we've already set out within this brand book.

DO use the digital master artwork when reproducing the logo. These files can be downloaded from the links provided throughout this brand book.

DO use the full-colour version whenever possible.

A selection of scenarios that shouldn't be used can be viewed to the right. This list is by no means exhaustive.

Don't...

... change the aspect ratio of the logo.



... change the logo typeface.



... change the subsidiary typeface.



... add elements or infringe the clear space.



... use the full colour logo where it is hard to read.



... use the word mark on its own.



... use colours not specified within this brand book.



... use the logo too small.



... use other combined logo proportions/relations.



Use of Logos

Co-Funded :
"Co-funded" should be used for actions and activities where there are funding sources other than the EIT and the European Union, e.g. EIT Knowledge and Innovation Communities and actions with a funding rate below 100%.

Funded:
"Funded" should be used for actions and activities that are solely funded by the EIT and the European Union, e.g. newly designated EIT Knowledge and Innovation Communities, EIT's Higher Education Initiative and joint EIT Community activities.

When to use

Co-Funded



Co-funded by the European Union

Funded



Funded by the European Union

2

Colour Palette

Our colours are a distinct and crucial part of our identity as they make our brand instantly recognisable. When applied consistently, our colours provide a strong visual link across various materials and communication.

The use of colours not specified within this brand book is not recommended.

Core Colours

Specifications for reproduction of our core colours are shown. The colours are specified for offset printing on white paper (CMYK) and for use on screen and web (RGB & Hexadecimal).

When reproducing the EIT Manufacturing colours on different material (eg: signage), always make sure the colour visually matches these approved colors.

EIT Blue

CMYK 100.80.0.0
RGB 3.78.162
HEX #034EA2
PANTONE™ Reflex Blue



EITM Red Magenta

CMYK 16.97.52.2
RGB 205.21.79
HEX #CD154F



White

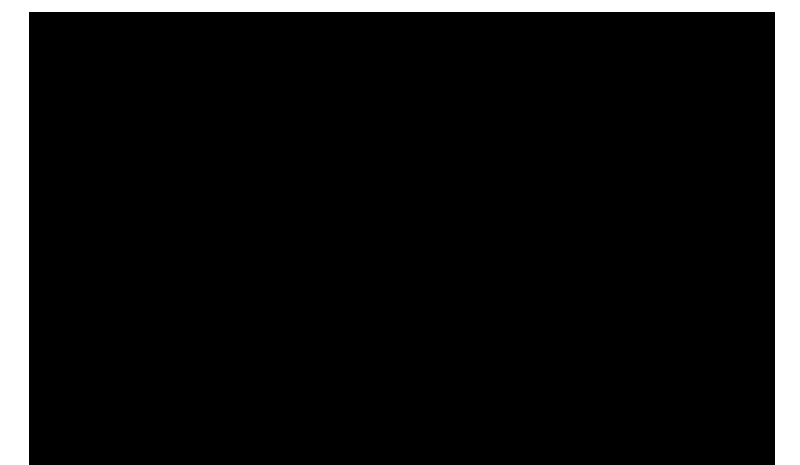
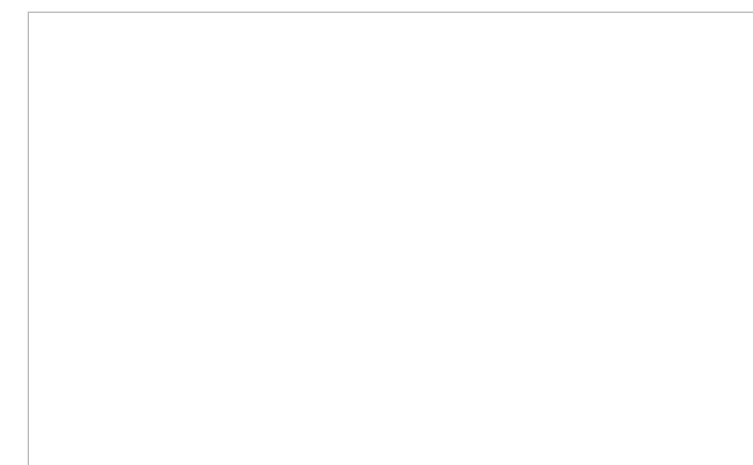
CMYK 0.0.0.0
RGB 255.255.255
HEX #FFFFFF

EIT Green

CMYK 63.3.100.0
RGB 107.183.69
HEX #6BB745

Black

CMYK 0.0.0.100
RGB 0.0.0
HEX #000000



Visual Identity

Colour Palette

Typography

Imagery

Stationary & Other

Logo in Practicce

Supporting Colours

In addition to the core colours, a supporting palette of harmonious colors has been defined to sit alongside the core colours.

Limit the number of supporting colors used in a single piece so they do not overpower the reader.

In some applications, colour gradients can be used that start with the main blue colour (Pantone Reflex Blue) and change into the second main colour (EITM Red Magenta).

Dark Blue

CMYK 100.80.12.63
RGB 3.18.65
HEX #031241



Light Blue

CMYK 55.5.0.0
RGB 115.196.238
HEX #73C4EE



Yellow

CMYK 0.19.89.0
RGB 253.205.21
HEX #FDCD15



Medium Grey

CMYK 0.0.0.50
RGB 152.152.152
HEX #989898



Gradient

 CMYK 100.80.0.0
RGB 3.78.162
HEX #034EA2
PANTONE™ Reflex Blue

 CMYK 16.97.52.2
RGB 205.21.79
HEX #CD154F



3

Typography

Typography is also a distinct and crucial part of our identity. When applied consistently, our typeface provides not only a strong visual link across various materials and communication, but also assures legibility and clarity.

It is also a strong “tool” to manage content hierarchies, calibrating copy for sharpness or boldness, according to the tone adopted for each moment.

Use of typefaces not specified within this brand book is not permitted.

Primary Typeface

Titillium is the primary typeface.

It is a fresh, modern typeface that reflects our personality. The full type family can be downloaded free of charge for use within printed materials, letterheads etc from the following link:

<http://www.fontsquirrel.com/fonts/Titillium>

Titillium should also be used for websites.

AaBbCcDd1234

Titillium Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aliquonem nosandi gnimus ame simi, cusaeperia vel il is volut ut ad quam aliquam eost, ulparibea deligni hitaque doluptatenem demolorpore voluptint faccab inimoluptum, cor apiet que nullis eum a praes que voluptisquis des ex et et as prescidus adi imendiae et et ommollectota quibus.

Titillium Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aliquonem nosandi gnimus ame simi, cusaeperia vel il is volut ut ad quam aliquam eost, ulparibea deligni hitaque doluptatenem demolorpore voluptint faccab inimoluptum, cor apiet que nullis eum a praes que voluptisquis des ex et et as prescidus adi imendiae et et ommollectota quibus.

Titillium Semi Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aliquonem nosandi gnimus ame simi, cusaeperia vel il is volut ut ad quam aliquam eost, ulparibea deligni hitaque doluptatenem demolorpore voluptint faccab inimoluptum, cor apiet que nullis eum a praes que voluptisquis des ex et et as prescidus adi imendiae et et ommollectota quibus.

Titillium Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aliquonem nosandi gnimus ame simi, cusaeperia vel il is volut ut ad quam aliquam eost, ulparibea deligni hitaque doluptatenem demolorpore voluptint faccab inimoluptum, cor apiet que nullis eum a praes que voluptisquis des ex et et as prescidus adi imendiae et et ommollectota quibus.

Alternative Typeface

Calibri is the alternative typeface for any document created using MS Office programmes, e.g. Word, PowerPoint, Excel as well as for any email or electronic signature.

Calibri should only be used where the document being worked on will eventually be sent to an end user who is unlikely to have Titillium installed on their computer.

When using this font in Microsoft Word/Emails, body text should be set no larger than 11pt.

AaBbCc123

Calibri Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aliquuntem nosandi gnimus ame simi, cusaeperia vel il is volut ut ad quam aliquam eost, ulparibea deligni hitaque doluptatenem demolorpore voluptint faccab inimoluptum, cor apiet que nullis eum a praes que voluptisquis des ex et et as prescidus adi imendiae et et ommollectota quibus.

Calibri Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aliquuntem nosandi gnimus ame simi, cusaeperia vel il is volut ut ad quam aliquam eost, ulparibea deligni hitaque doluptatenem demolorpore voluptint faccab inimoluptum, cor apiet que nullis eum a praes que voluptisquis des ex et et as prescidus adi imendiae et et ommollectota quibus.

Calibri Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aliquuntem nosandi gnimus ame simi, cusaeperia vel il is volut ut ad quam aliquam eost, ulparibea deligni hitaque doluptatenem demolorpore voluptint faccab inimoluptum, cor apiet que nullis eum a praes que voluptisquis des ex et et as prescidus adi imendiae et et ommollectota quibus.

Subsidiaries Typeface

Microgramma is the subsidiaries typeface.

[It is the same typeface used for the text of the EIT Manufacturing logo.]

'Manufacturing' is written in 'title mode', with a capital M. The name of the subsidiaries must be only written in capital letters and its size is 50% smaller than the M in Manufacturing.

ABC123

MICROGRAMMA

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

ALIUUNTEM NOSANDI GNIMUS AME
SIMI, CUSAEPERIA VEL IL IS VOLUT UT
AD QUAM ALIQUAM EOST, ULPARIBEA
DELIGNI HITAUQUE DOLUPTATENEM
DEMOLORPORE.



Location aligned left
Font: Microgramma
Colour: EITM Green

4

Imagery

The use of photography can add impact and dynamism to your publications.

Choosing the right photography can help convey atmosphere, personality and emotion to your publications and will help you tell your story.

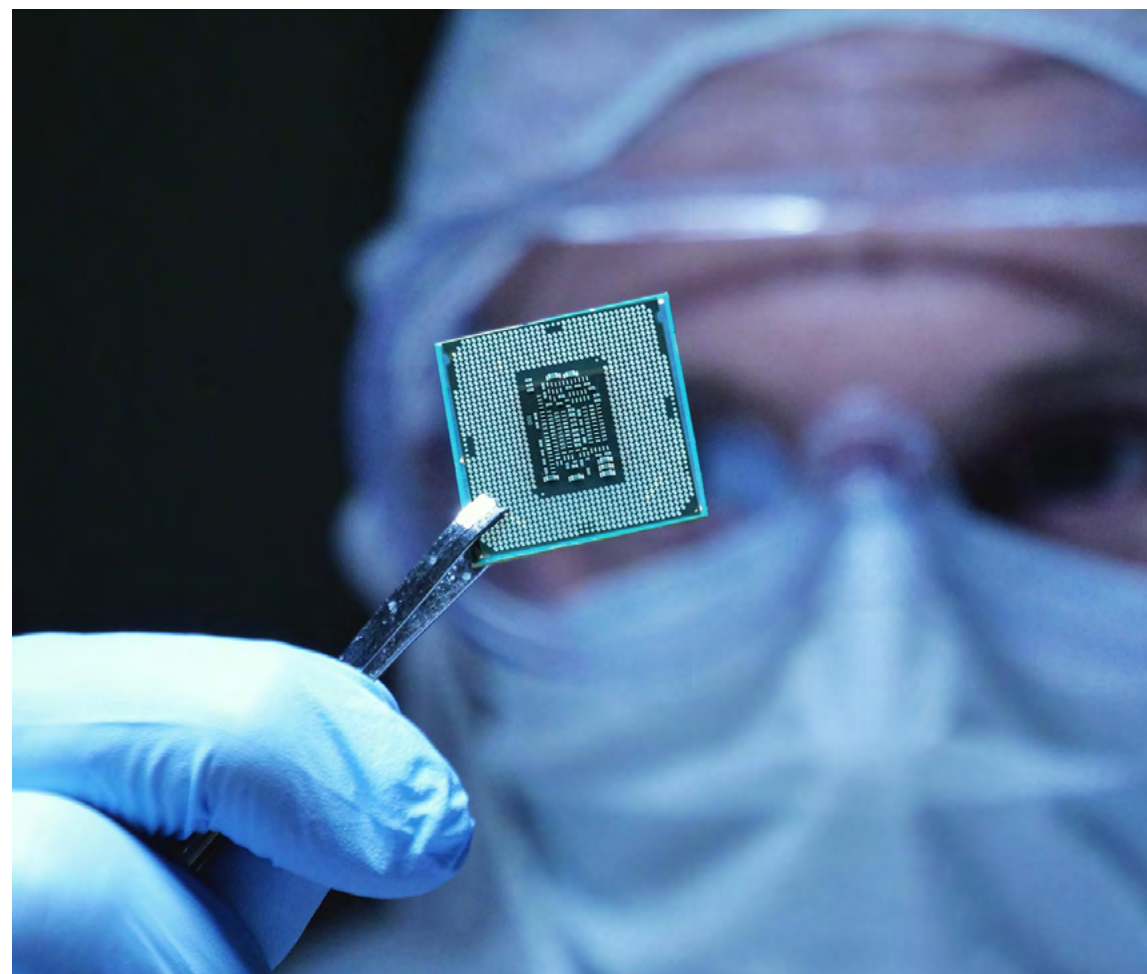
Look for images that are 'natural', try to avoid 'staged' images that show cliches and stereotypes.

Use imagery that adds value and is relevant to the content. Make sure that your images reflect diversity and gender balance.

Key Images

'Key Images' are a core part of our brand – they deliver our brand personality and associations through close crops, shallow depth-of-field and a shift in focus. These techniques intrigue, fascinate and hook the audience.

'Key Images' should be used at the beginning of an audience journey, provoking the user to discover more and instantly connect with our brand values and associations.

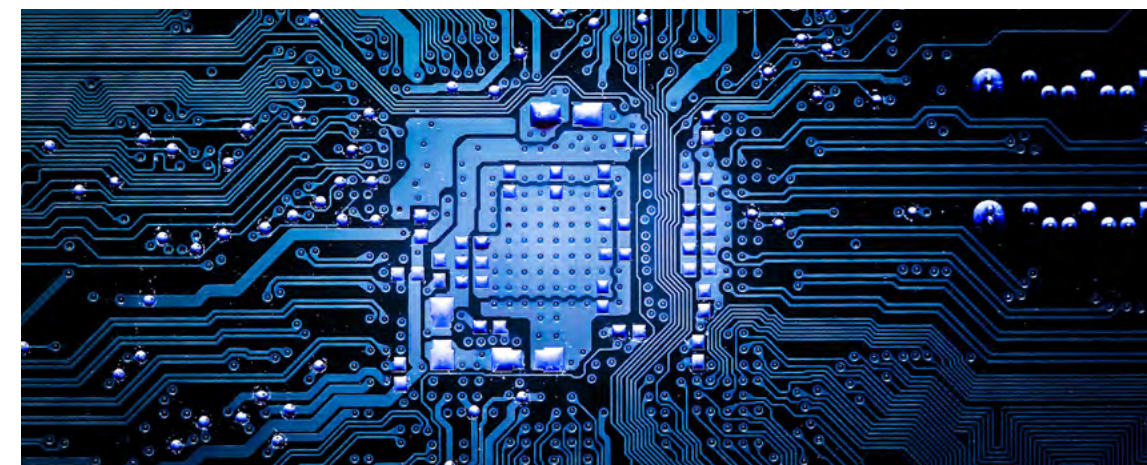
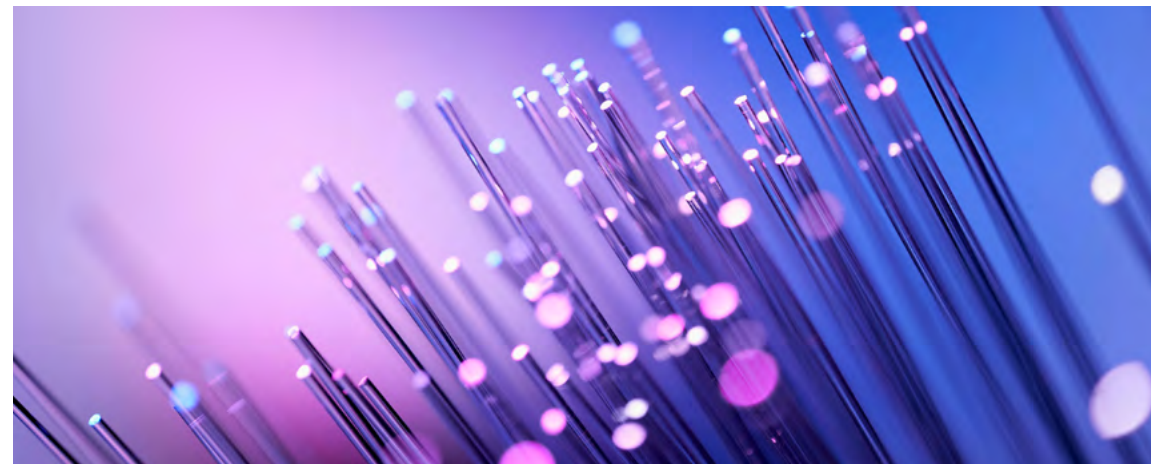
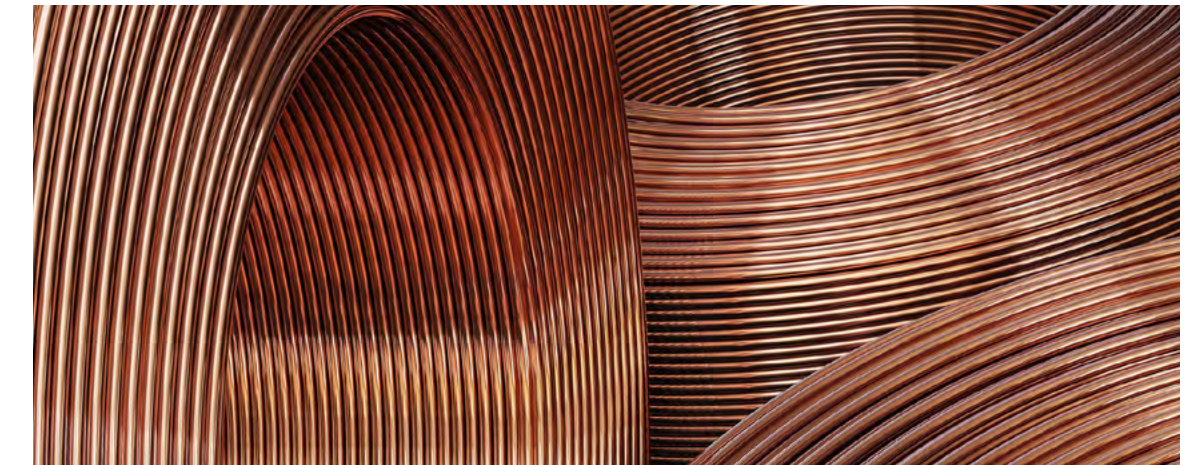
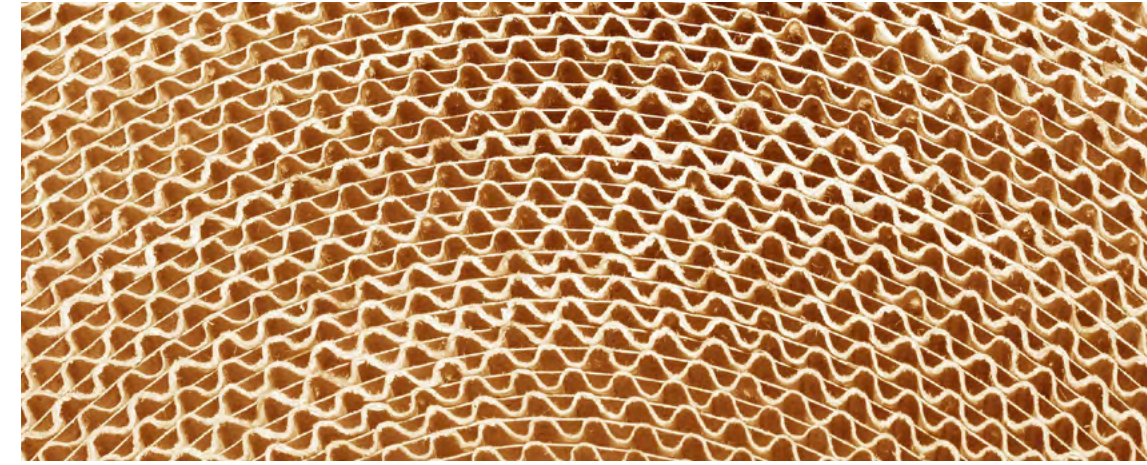
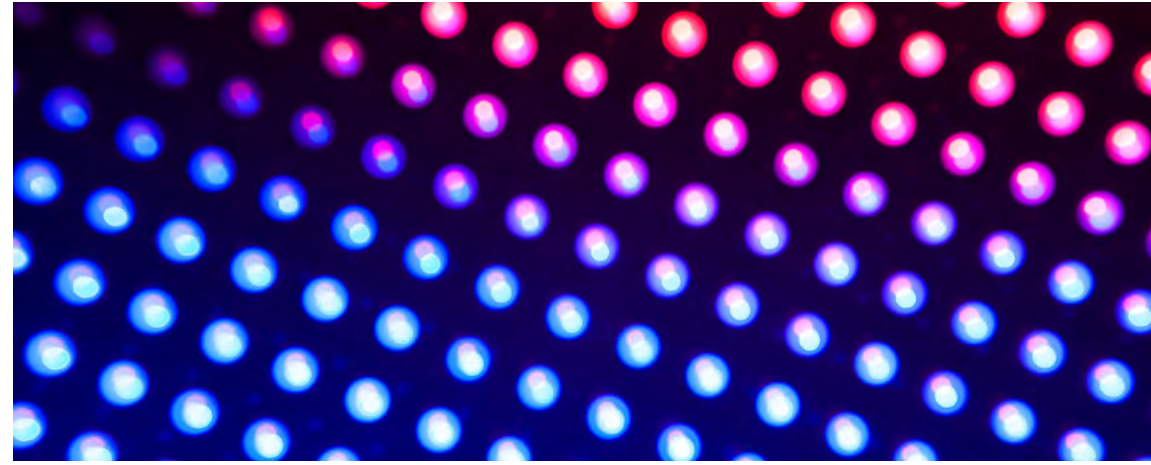
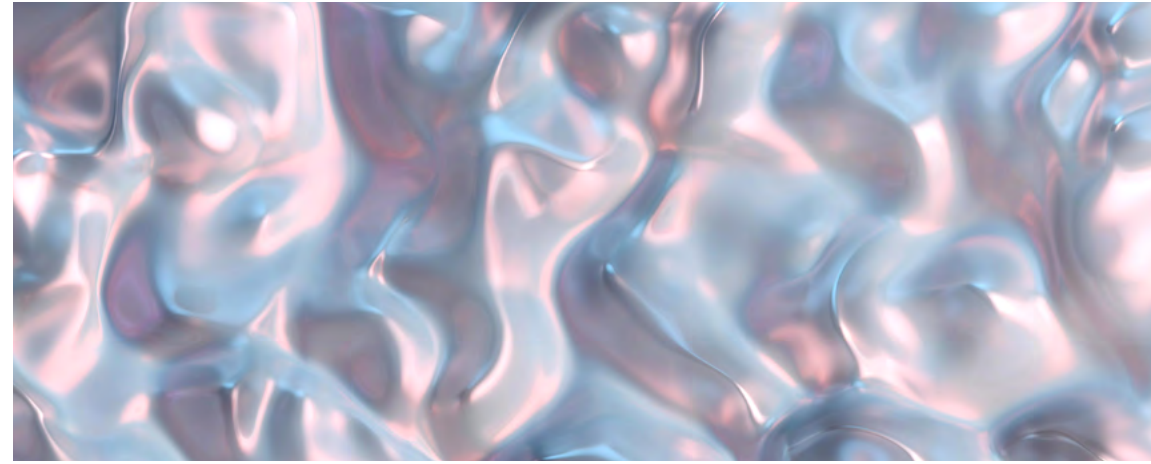
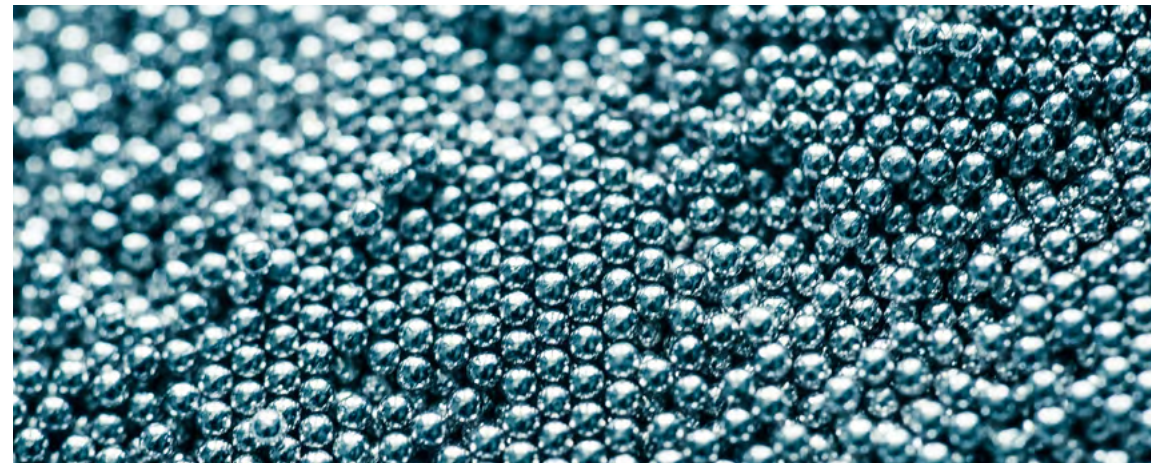


Abstract Images

'Abstract Images' continue the audience journey.

They help tell a story and provide visual context, allowing the audience to pause for consideration.

'Abstract Images' should follow hero images and feature images of medium focus. Wherever possible, capture a moment in time that will capture audience attention.



Visual Identity

Colour Palette

Typography

Imagery

Stationary & Other

Logo in Practice

Mood Images

'Mood Images' are the concluding piece in the journey. They provide a moment of reflection through the use of wide-angled imagery.

They should be used in the penultimate part of a guide, resulting in a wider viewpoint and concluding the content.



5

Stationary & Other

At this section are presented some of the applications and resources of our brand.

These are “ready-to-use” resources (artwork files and templates), not only to be used, but also to inspire other brand adaptations to new situations, since it is not possible to design and anticipate all the materials needed in the future.

The aim of all of our communications materials is to engage and inform using a strong, clear and defined brand style.

Any content, messages and words should be presented in a clean, contemporary and clear manner. We promote the use of white space to frame important content, let your document ‘breathe’.

The controlled use of typography and colour can add dynamics and scale to your content.

All of these factors underpin our brand and will maintain a strong and consistent presence across all media.

Basic Stationary

LETTERHEAD

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Address
CCCC XXXX | Country

T: +XX XXXX XXXX
E: forename.surname@eit.europa.eu
W: eitmanufacturing.eu

Forename Surname
Address Line One
Address Line Two
Town
Postcode
Country

12 November 2020

Ipsum dolor sit amet, consectetur

suscipit, aliquet tortor ac, tempor massa. Nunc molestie sem in fermentum blandit. Suspendisse feugiat viverra fermentum. Duis

ultrices dignissim. Nulla nisl justo, consectetur eget imperdiet vitae, accumsan vitae dolor. Quisque sagittis ullamcorper mauris, nec vestibulum tellus sagittis congue. Donec pellentesque neque sem, id dapibus lectus ultrices tincidunt. Fusce purus nisl, eleifend vitae feugiat a, facilisis quis purus.

Nulla scelerisque nunc accumsan libero sollicitudin ultricies. Curabitur accumsan consequat mollis.

Morbi porttitor est at lorem dictum, volutpat dictum neque consequat. Nullam vel pharetra mauris. In cursus pharetra dolor, nec congue nibh pretium vel. Integer ac venenatis neque. Maecenas in enim feugiat, ultricies nunc eu, dignissim justo. Duis in mauris a lacus condimentum lobortis. Phasellus varius blandit elit eget fermentum. Sed a vestibulum ligula, non ornare ligula. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec eleifend mauris enim, a faucibus tortor fringilla eu. Curabitur vestibulum congue fermentum. In non sagittis libero.

Morbi et arcu ut felis imperdiet scelerisque. Aliquam erat volutpat. Aliquam tellus dui, volutpat in elementum a, euismod quis quam. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Etiam sagittis at dolor et eleifend. Maecenas viverra orci vitae ante facilisis convallis ut ac purus. Donec dignissim mattis consectetur. Curabitur lacinia dolor nibh, sit amet congue lectus semper at.

Kindest regards

Name
Position

BUSINESS CARD

 XXX
Director of CLC XXX

Paris-Saclay, Nano-INNOV,
2 Boulevard Thomas Gobert,
91120 Palaiseau, France

T: +36 1 xxxxxxx
M: [XX] XXXXXX
E: xxx@eitmanufacturing.eu

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 Co-funded by the European Union 

Making innovation happen

eitmanufacturing.eu EITManufactur EIT-Manufacturing

EMAIL SIGNATURE

New Message

To Cc Bc



Subject

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

John Philips ...
Head of ... Function Name

Centre d'Intégration Nanoinnov
8 Avenue de la Vauve, Palaiseau
Paris
France

T: +00 000 000 000
M: +00 000 000 000
E: john.ppppp@eit.europa.eu
W: www.eit.europa.eu

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Send

Files ready to use available here.

Online Meeting Backgrounds



Roll Ups

The use of branded banners build brand awareness, provide information and express the distinctive personality of our activity. Banners can be created in varying sizes and are mobile for easy placement around your corporate location or venue.

It is important to maintain consistency across all communications so the same guidelines apply with regards to graphic elements, imagery and typography.

Five layouts for roll-up banners have been designed. They can be used as in a stand-alone mode or in a combined set.

[Files ready to use available here.](#)

INSTITUTIONAL



PILLARS



INNOVATION



BUSINESS CREATION



EDUCATION 1



EDUCATION 2

PPT Templates

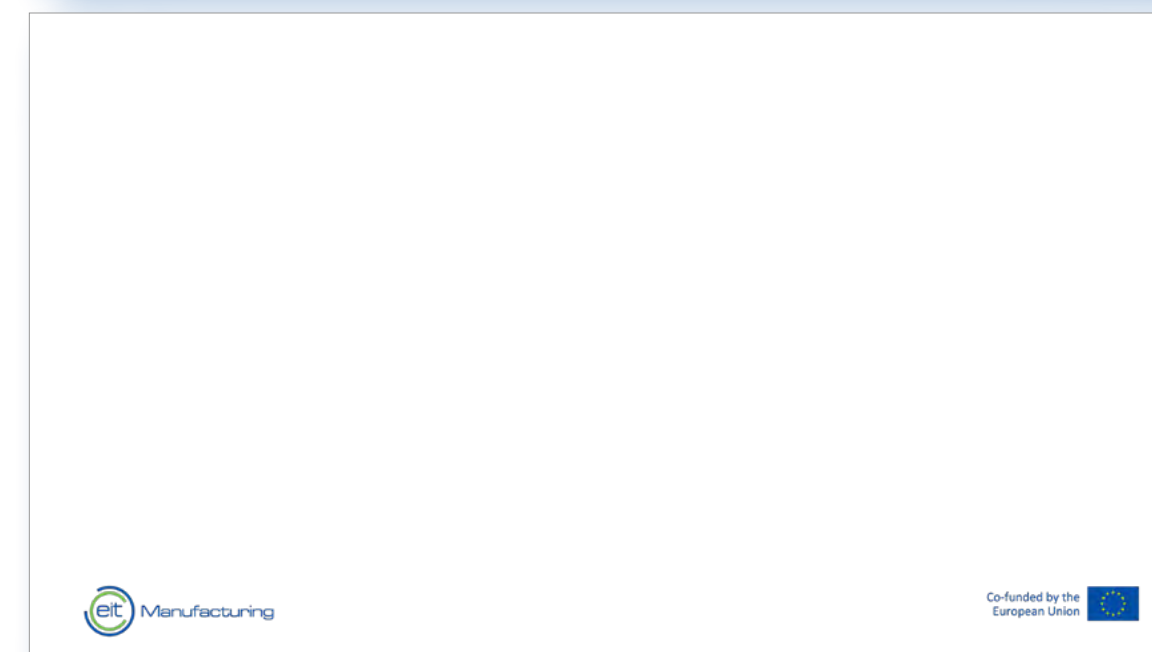
Two examples of PPT design:
The **'Corporate Presentation'** that is Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

and the **'Basic'** that is Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

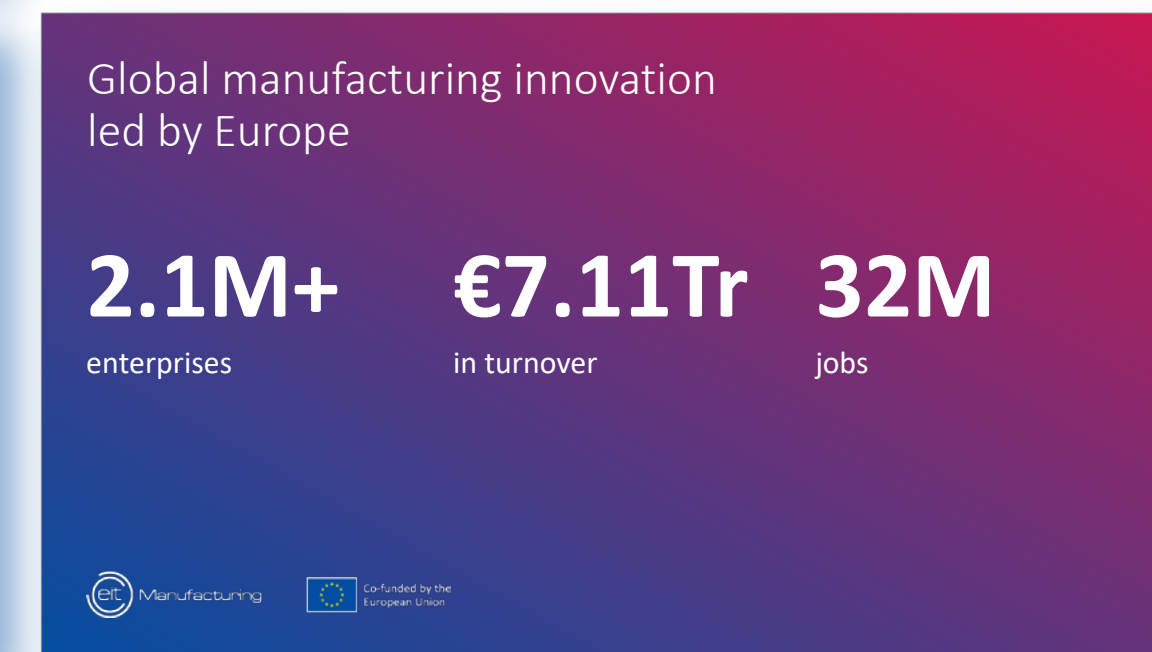
Important: All slides have to include the EITM logo and the EU Co-branding (EU Emblem and sentence).

[Files ready to use available here.](#)

BASIC



CORPORATE



A4 Folder



COVER

UNFOLDED



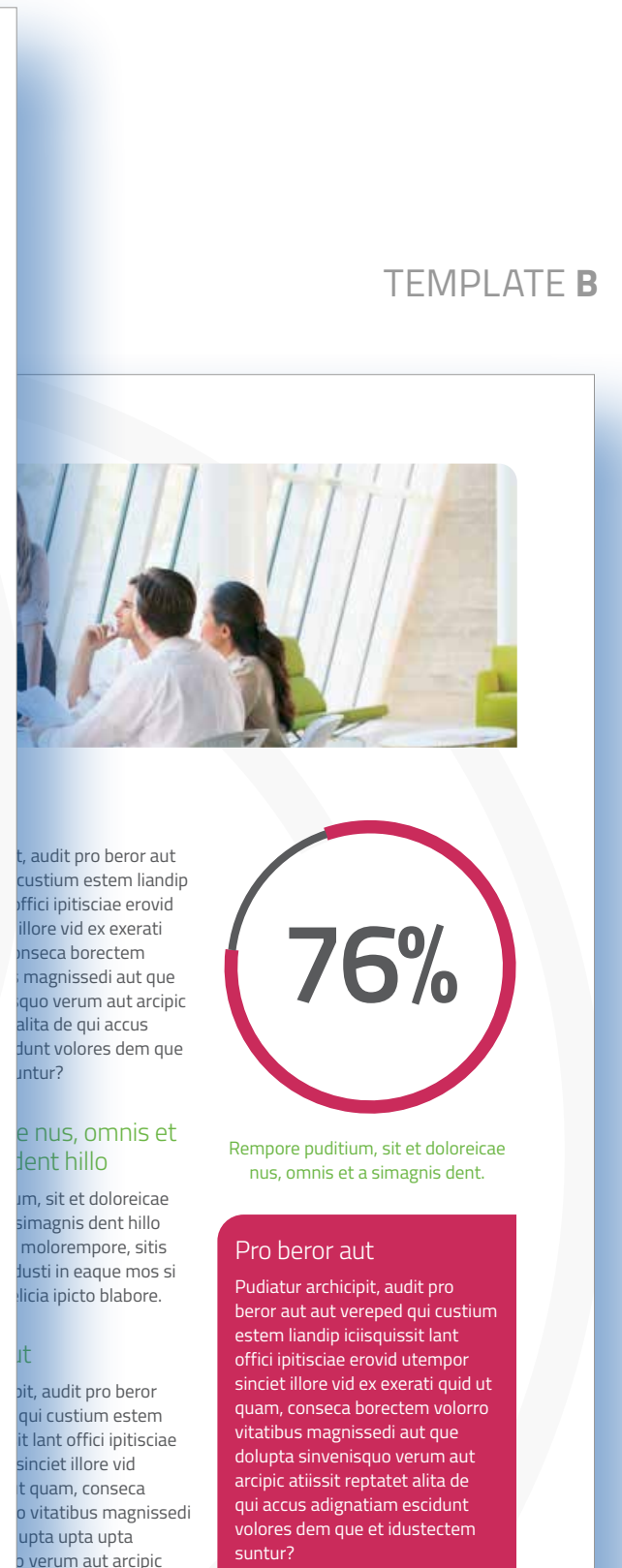
STATIONARY & OTHER

Files ready to use available here.

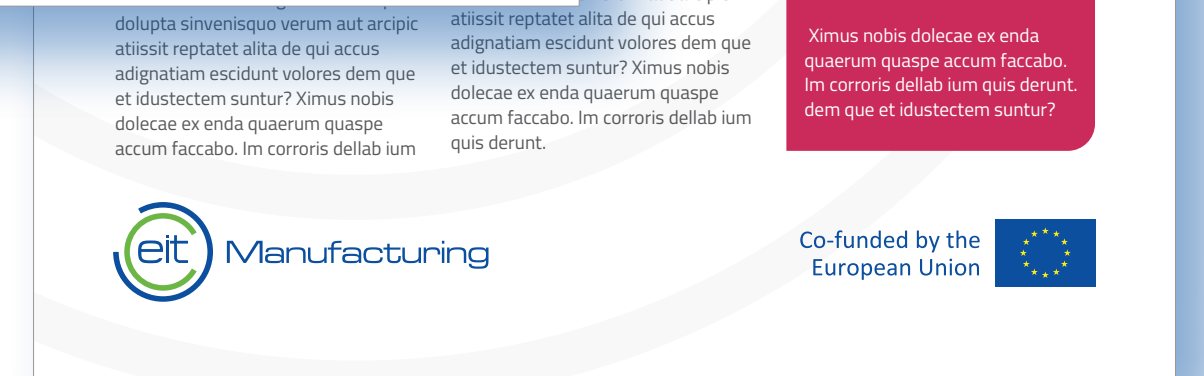
Factsheet Template



TEMPLATE A



TEMPLATE B

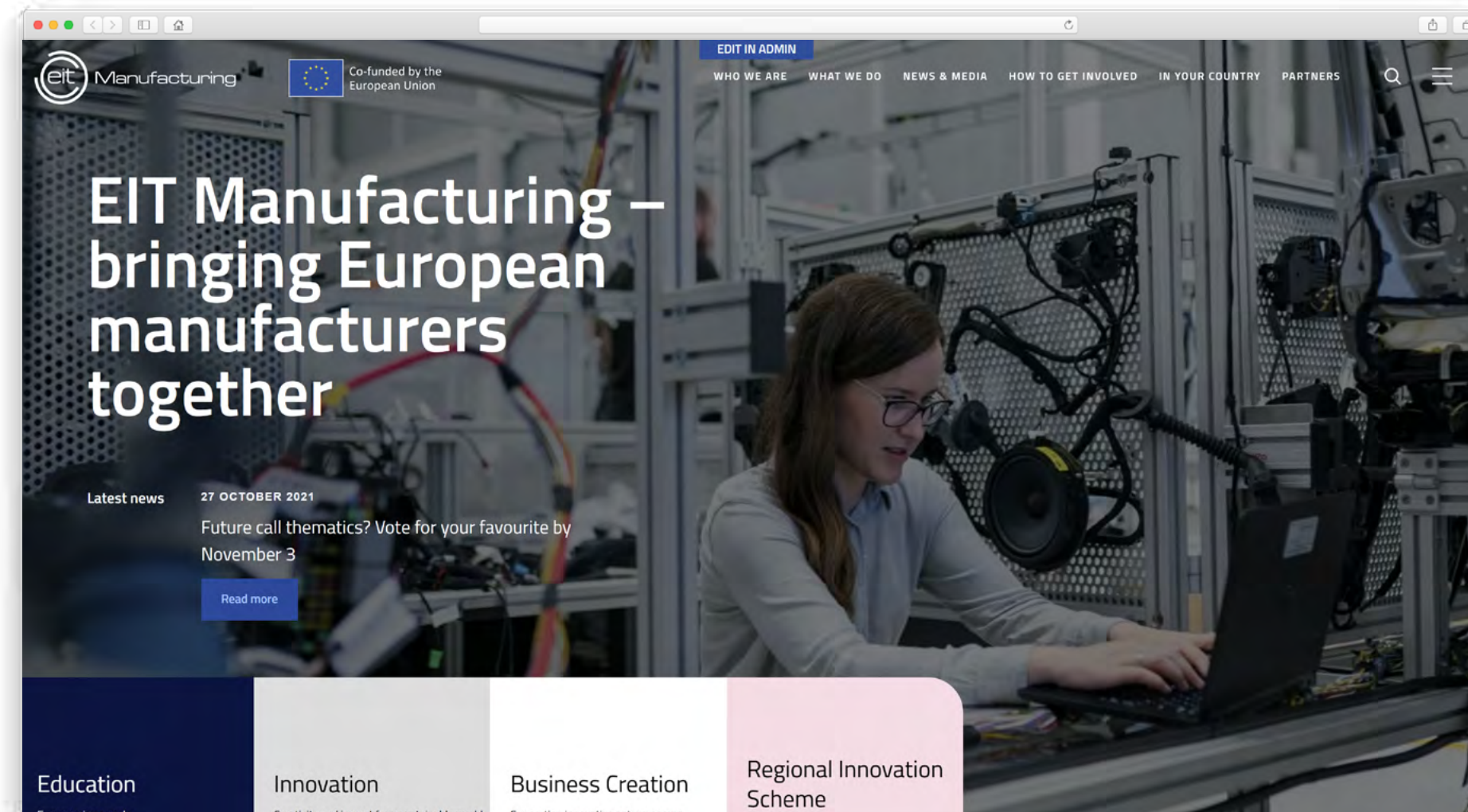


29

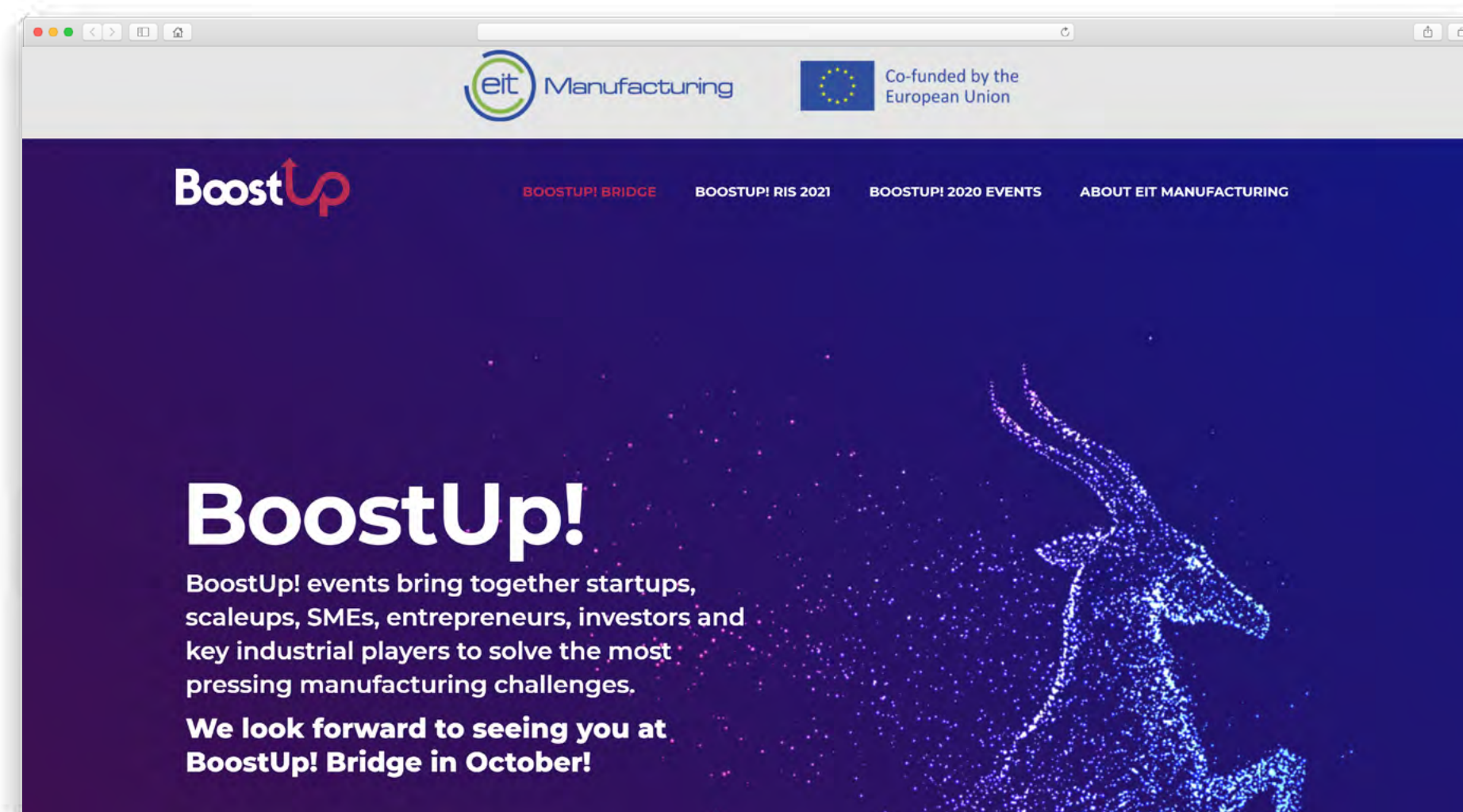
Website

All digital media relating to the EIT Manufacturing must adhere to the Brand info on Header (always visible upon scrolling) and also footer. Emblem must always feature. This applies to websites, social media, banner ads and videos.

INSTITUTIONAL



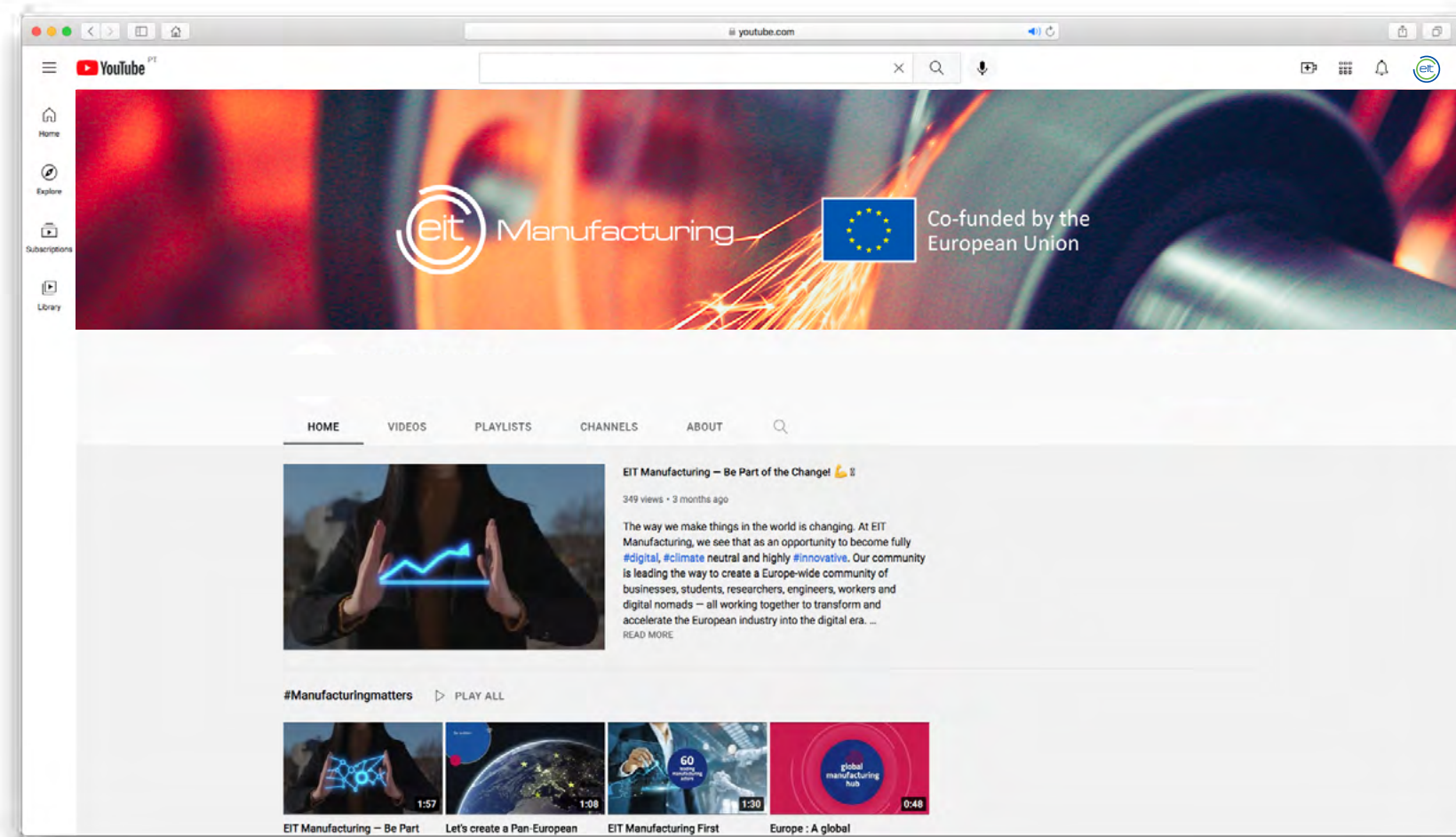
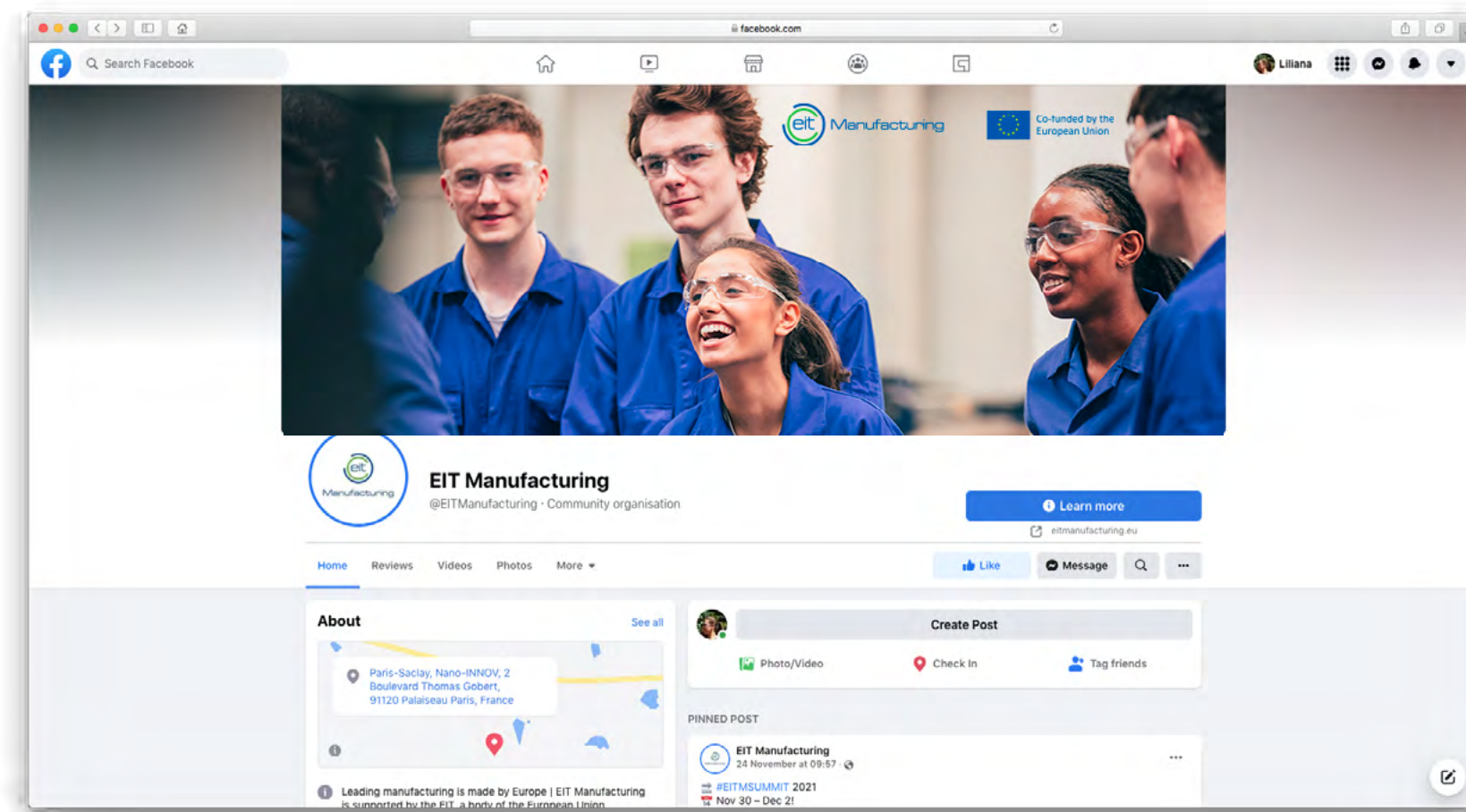
COMMUNITY



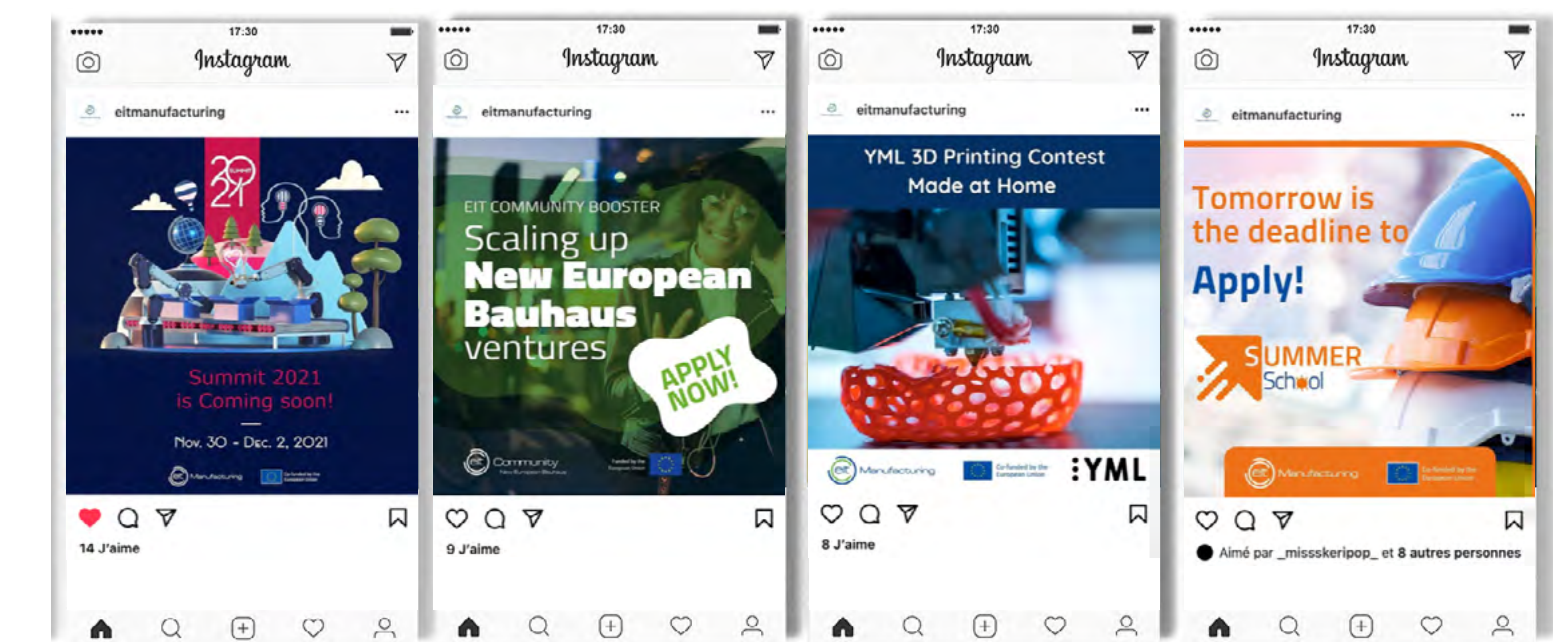
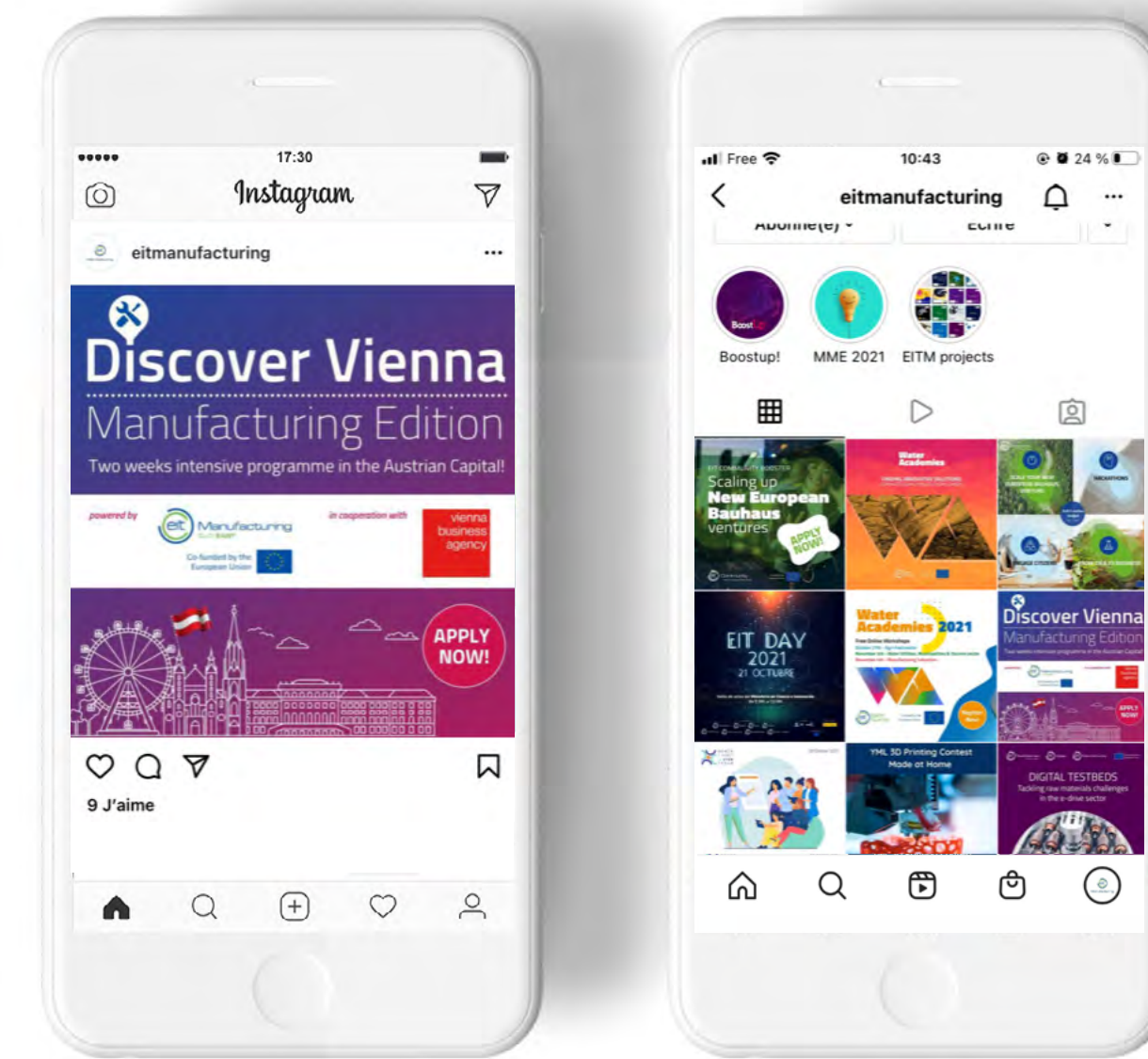
Social Media

Our social media channels play an important role in connecting with our audiences and establishing the consistent look and feel of the EIT Manufacturing. On social media, the EIT Manufacturing logo and the EU emblem must be clearly visible to visitors, with a clear, bold cover image representing our brand. In bios, EIT and EU support should be clearly visible.

PROFILE EXAMPLES



POST EXAMPLES



Videos

All videos must include the brand elements (EIT Manufacturing logo and EU emblem + sentence) in the opening (Intro) and closing (Outro). Another possibility is to have the combined logo as a watermark through the duration of the full video.

[Files ready to use available here.](#)

INTRO 1



OUTRO 1



INTRO 2

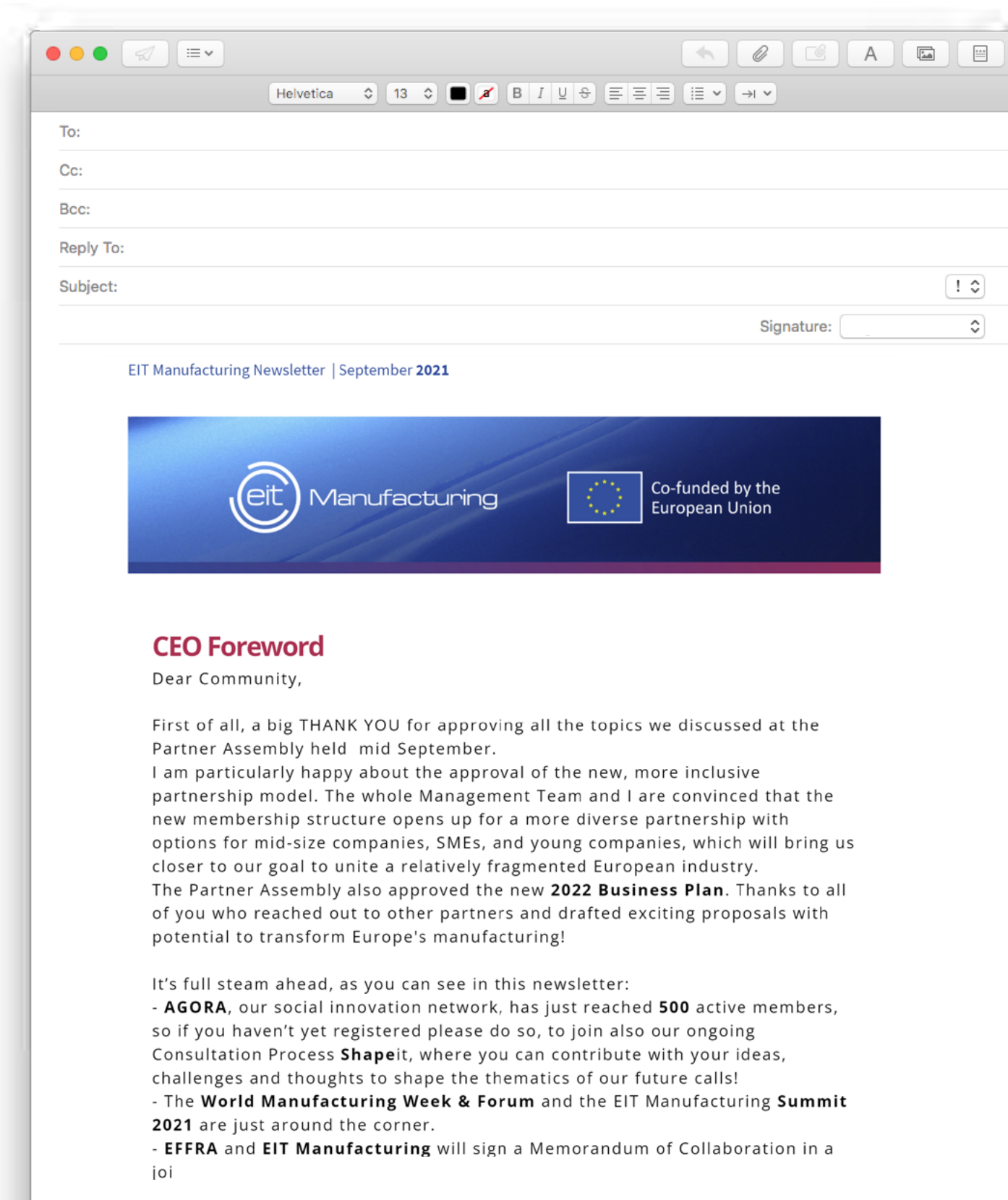


OUTRO 2

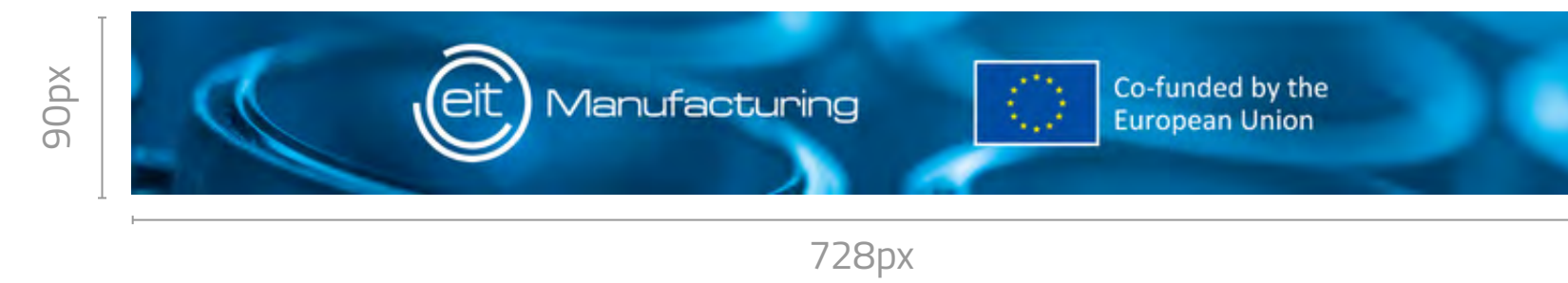


Newsletters

When producing newsletters, follow the basic design principles as laid out in this brand book. The EIT Manufacturing logo and EU emblem should always appear at the top of the newsletter and should follow the size conventions as described in the Logo chapter. Keep imagery to a minimum as it will have an impact on the overall file size.



Web Banners



6

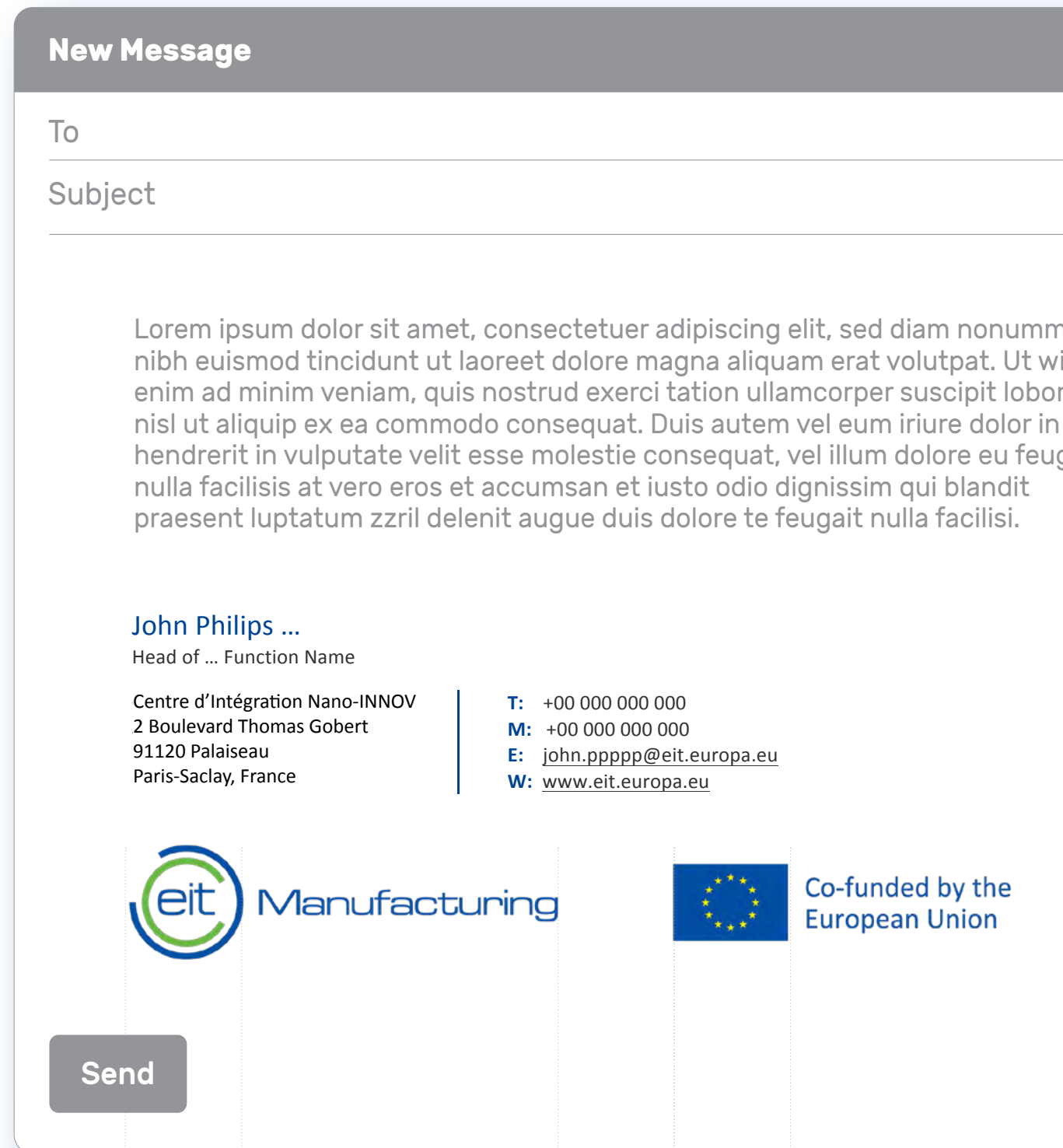
Logo in Practice

This section shows how the EIT Manufacturing logo and the EU Co-Branding (EU Emblem and sentence) should be used together (combined) in the same page or screen, as well as some other recommendations to ensure good legibility and integrity.

Combined Logos

Each time the EIT Manufacturing logo is used, it must be prominently accompanied by the EU emblem and sentence acknowledging EU support.

The EU emblem must always be presented the same width as the EIT Manufacturing brandmark, even when they appear separately.

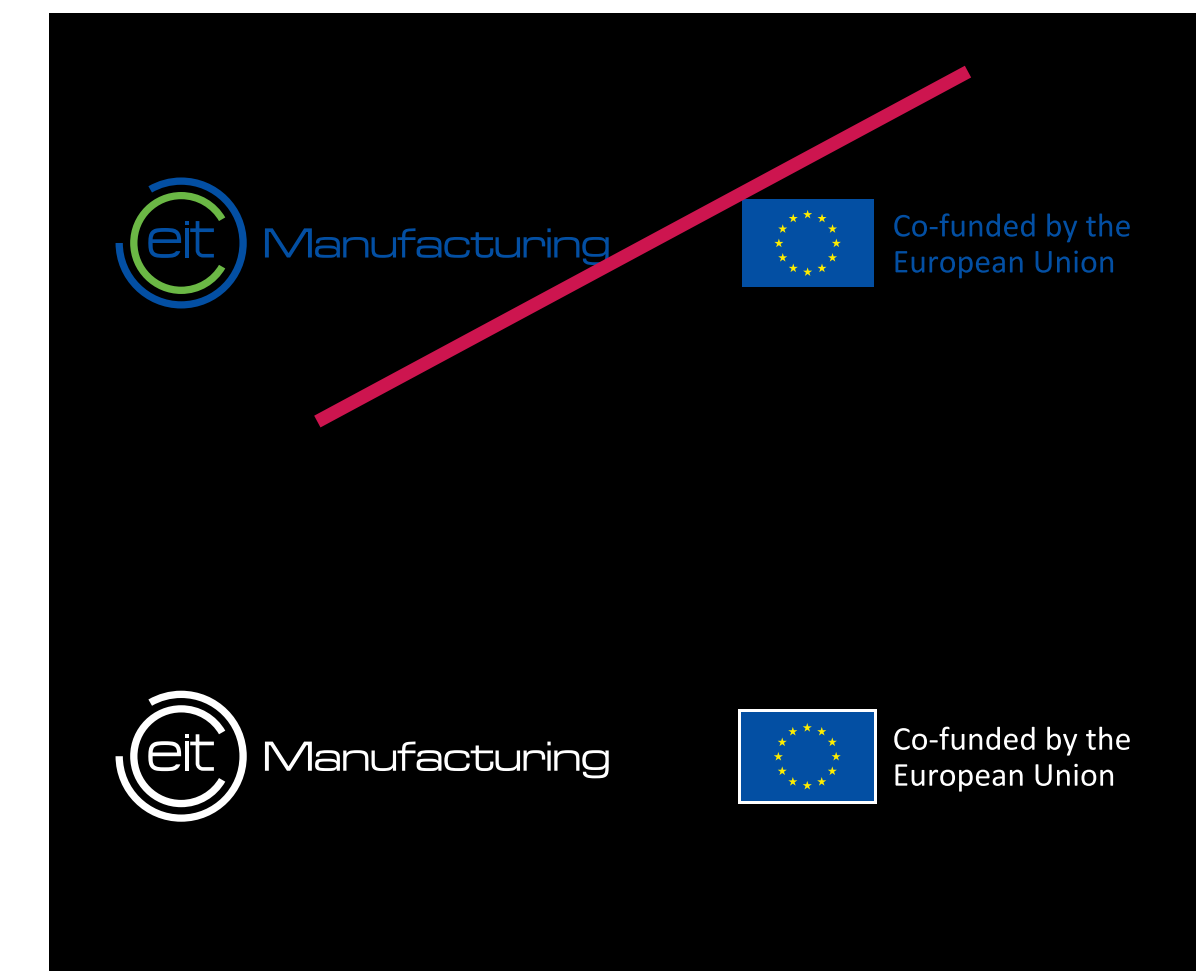
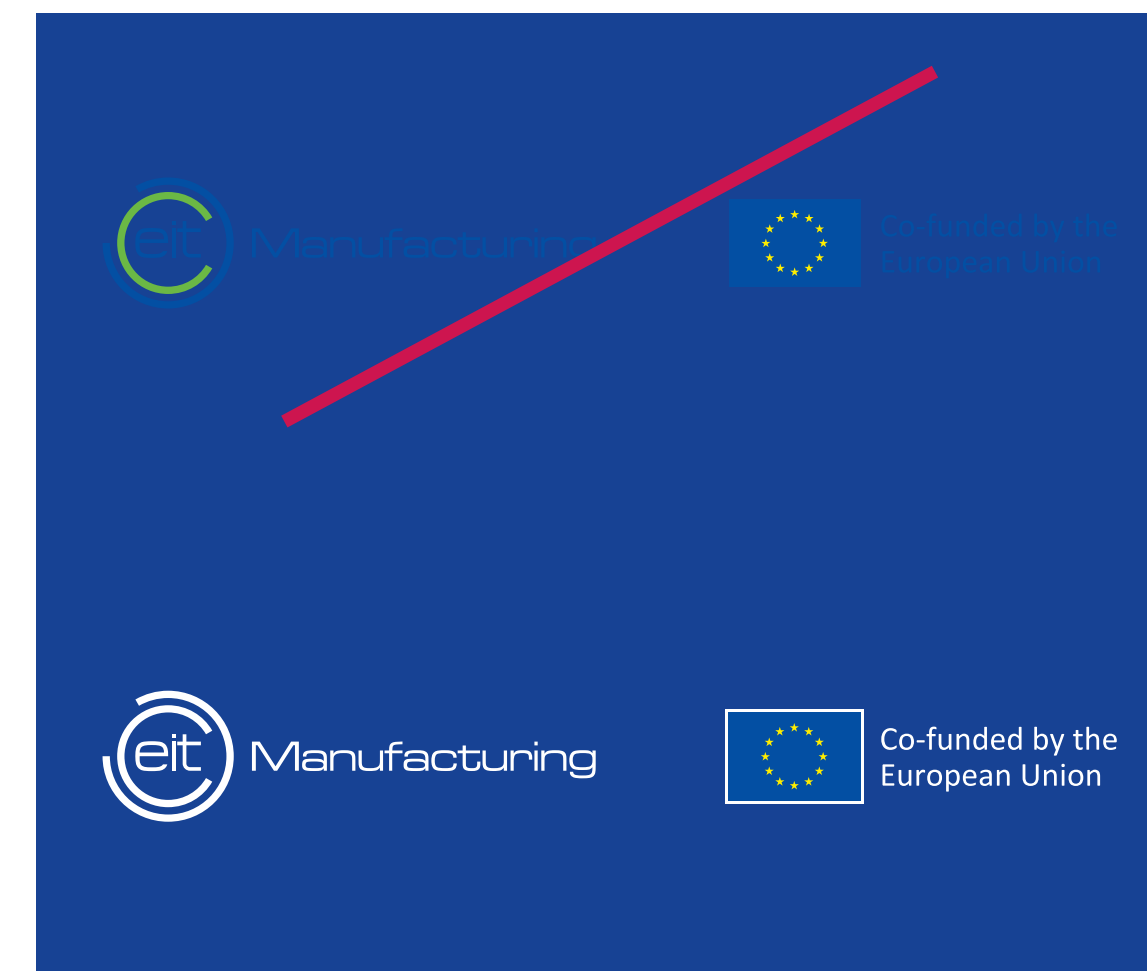
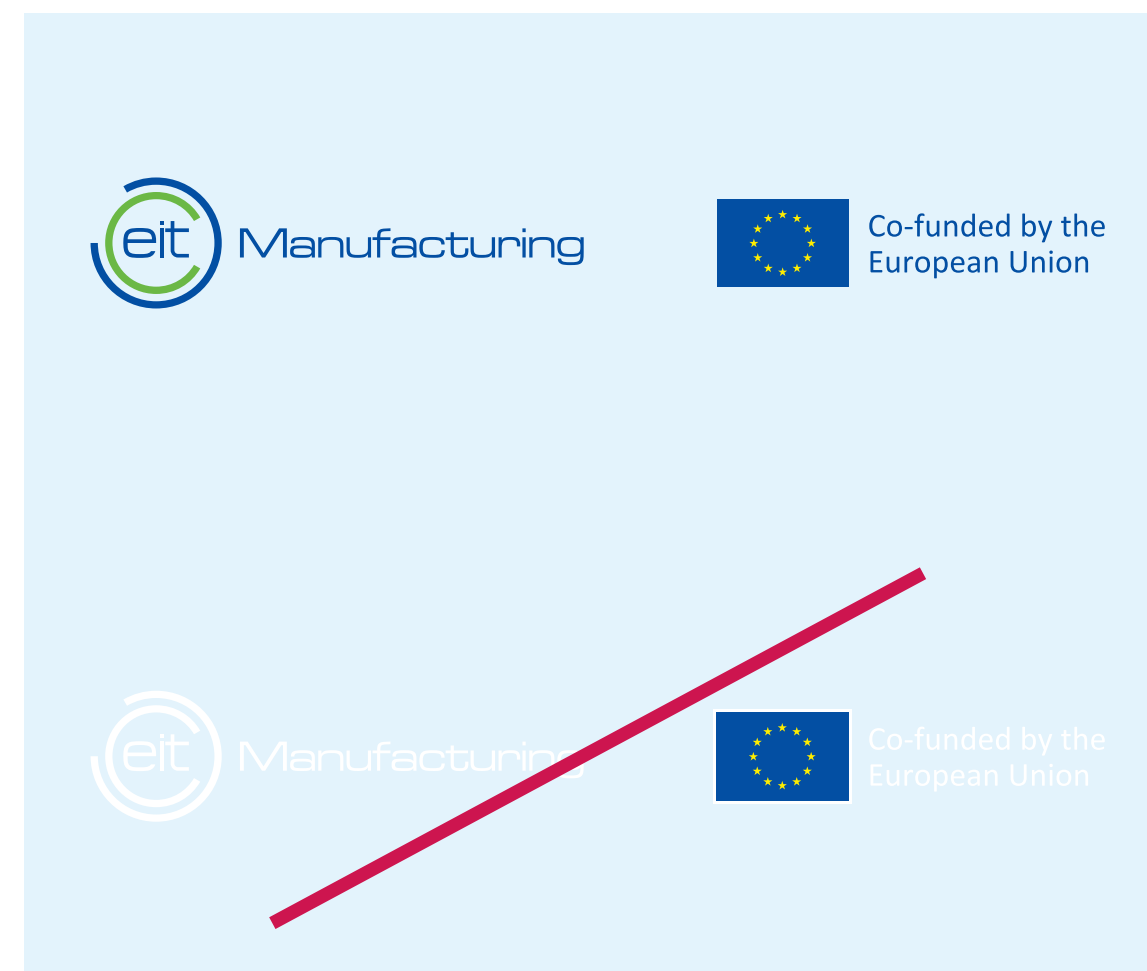
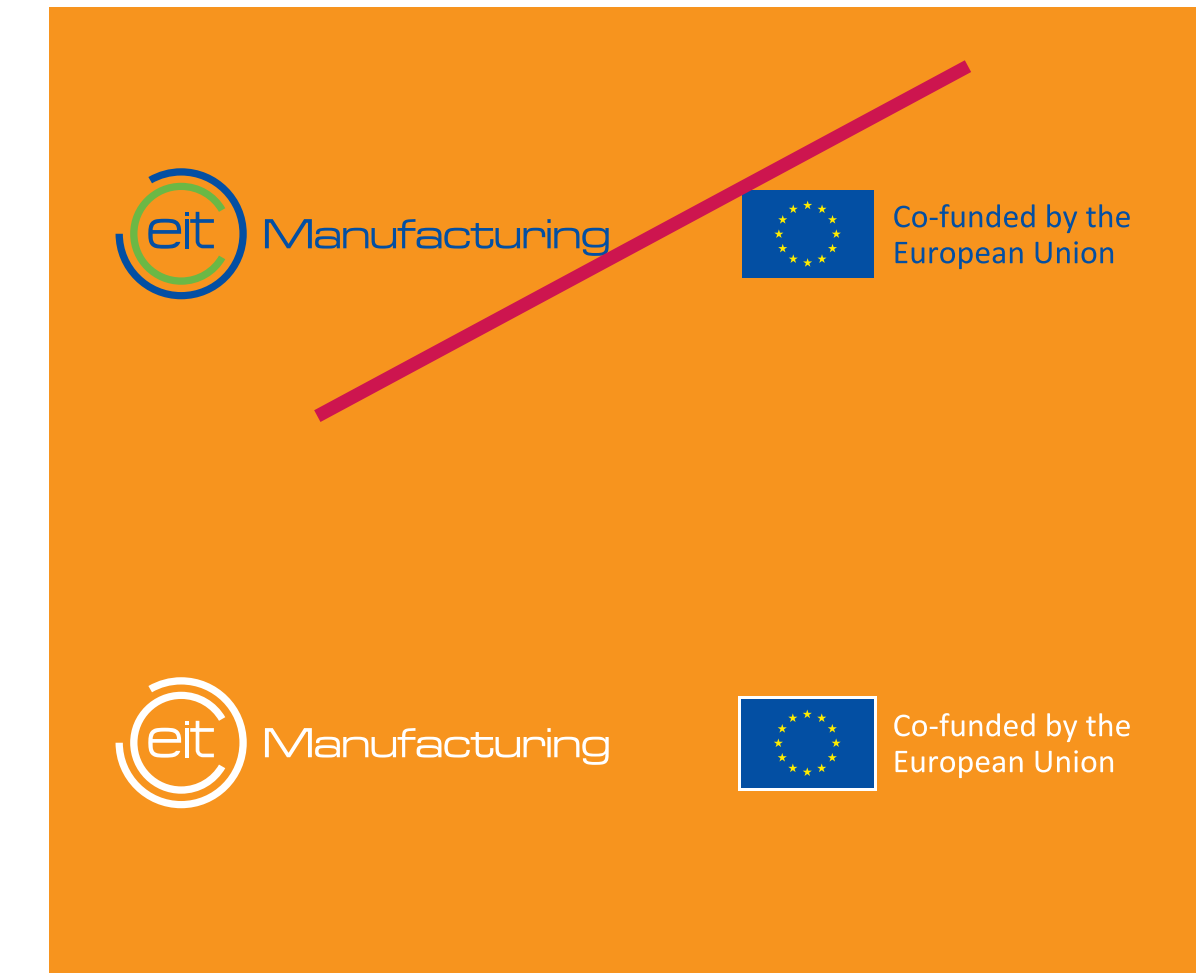
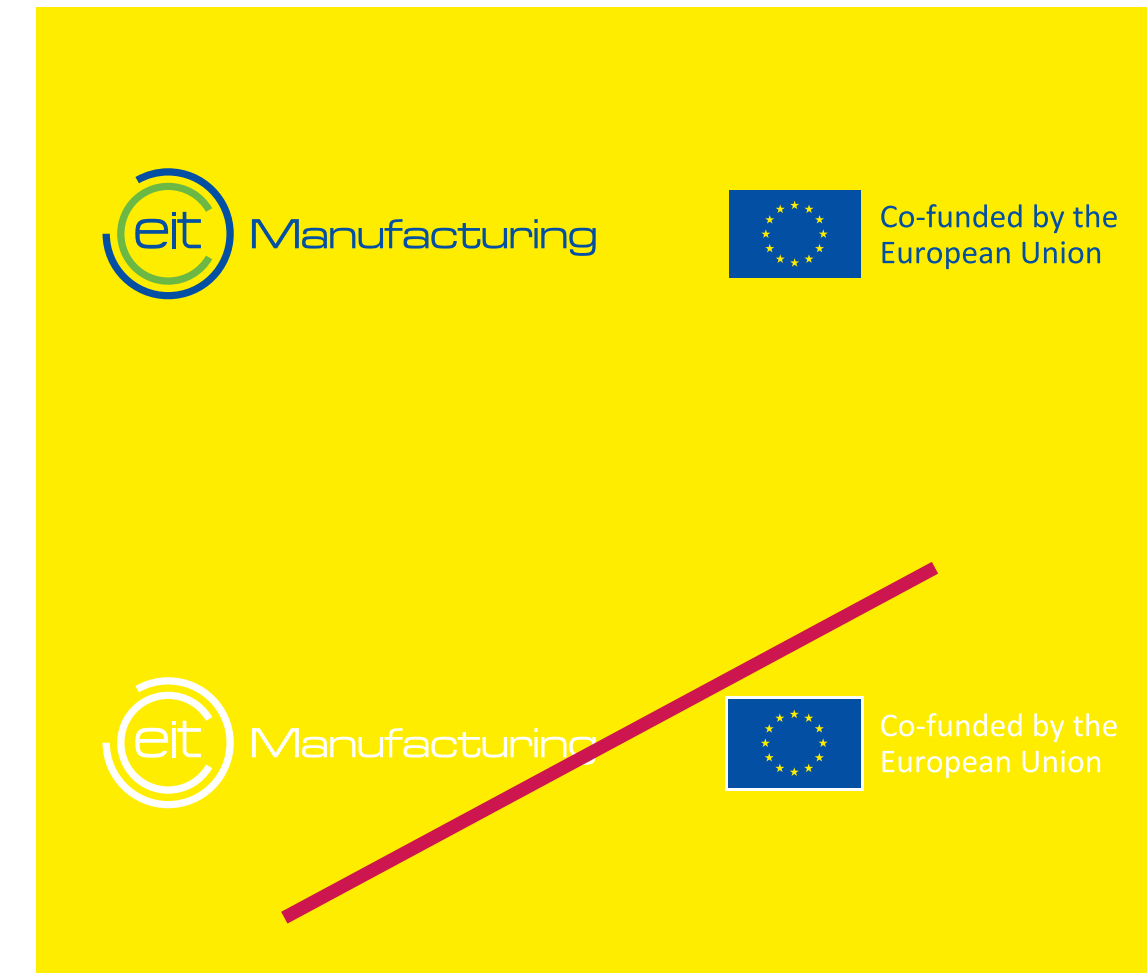
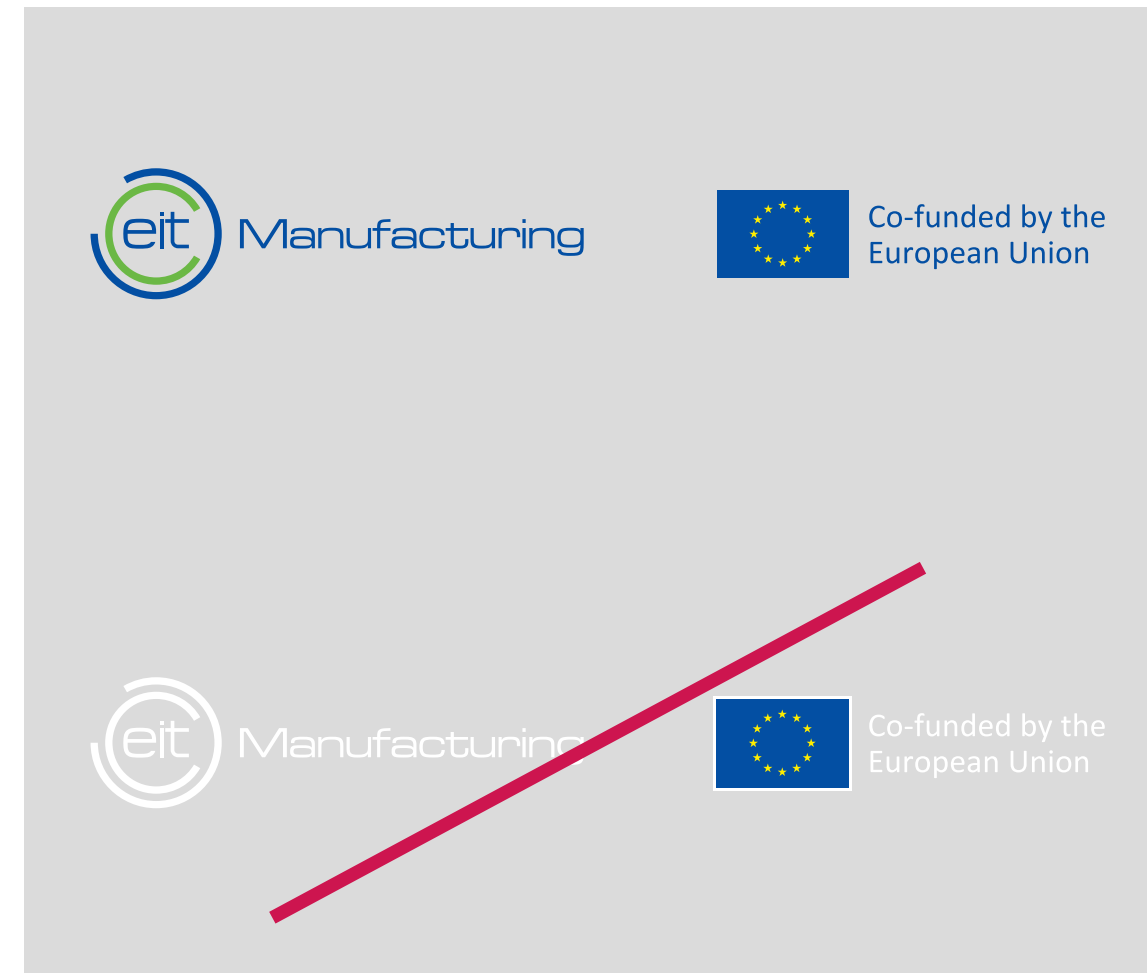


Colour Backgrounds

The use of the logo over coloured backgrounds is inevitable, due to the broad number of uses and media.

The selection of backgrounds should ensure adequate contrast to the logo and guarantee the appropriate legibility and visibility.

Preference should be given to the version of the logo that best guarantees contrast with the coloured backgrounds and ensures maximum legibility. The colours used here should only be taken just as a reference.



Background Images

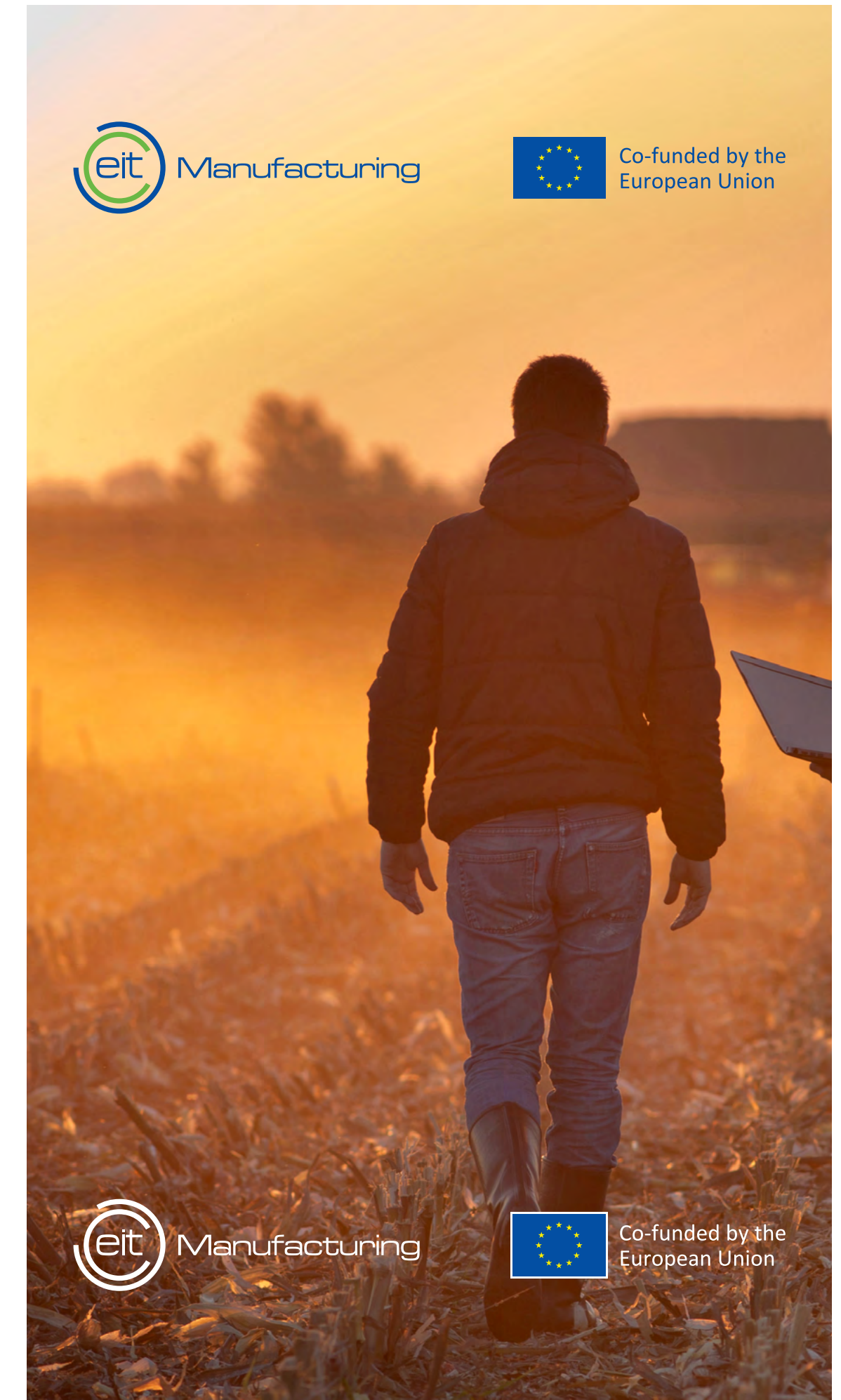
The use of the logo over background images is inevitable, due to the proliferation of media and creativity.

The logo can be used on photographic backgrounds in the main version, if applied in very clear areas of the photo.

However, in areas of great chromatic variation, the application of the polychromatic version should be avoided, to ensure that brand visibility is not compromised. Thus, in polychromatic images the monochrome or reversed versions of the logo should be used, over light or dark colored areas.

Preference should be given to the version of the logo that best guarantees the contrast with the background and ensures maximum legibility.

Images and logo use should be taken only as a reference.



Promotional Items



- Visual Identity
- Colour Palette
- Typography
- Imagery
- Stationery & Other
- Logo in Practice

Community Offices

Branding guidelines also apply to signage and design elements in office buildings.

Ensure visual branding is in line with the principles in this brand book.



Brand Helpline

brandhelpline@eitmanufacturing.eu

Brand Corner

[All files ready to use available here.](#)



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