

COMMUNICATION GUIDELINES FOR EIT COMMUNITY NEW EUROPEAN BAUHAUS PARTNERS

EIT Community
Guidelines



Funded by the
European Union

Communication Guidelines

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What is the New European Bauhaus?

The New European Bauhaus (NEB) is a creative and interdisciplinary initiative that connects the European Green Deal to our living spaces and experiences.

The NEB calls on all of us to imagine and build together places, practices, and experiences that are:

- **Enriching**, inspired by art and culture, responding to needs beyond functionality.
- **Sustainable**, in harmony with nature, the environment, and our planet.
- **Inclusive**, encouraging a dialogue across cultures, disciplines, genders and ages.

The NEB is a European Movement launched by the Joint Research Centre. The EIT Community is supporting the NEB with 7 programmes.



What is the EIT Community?

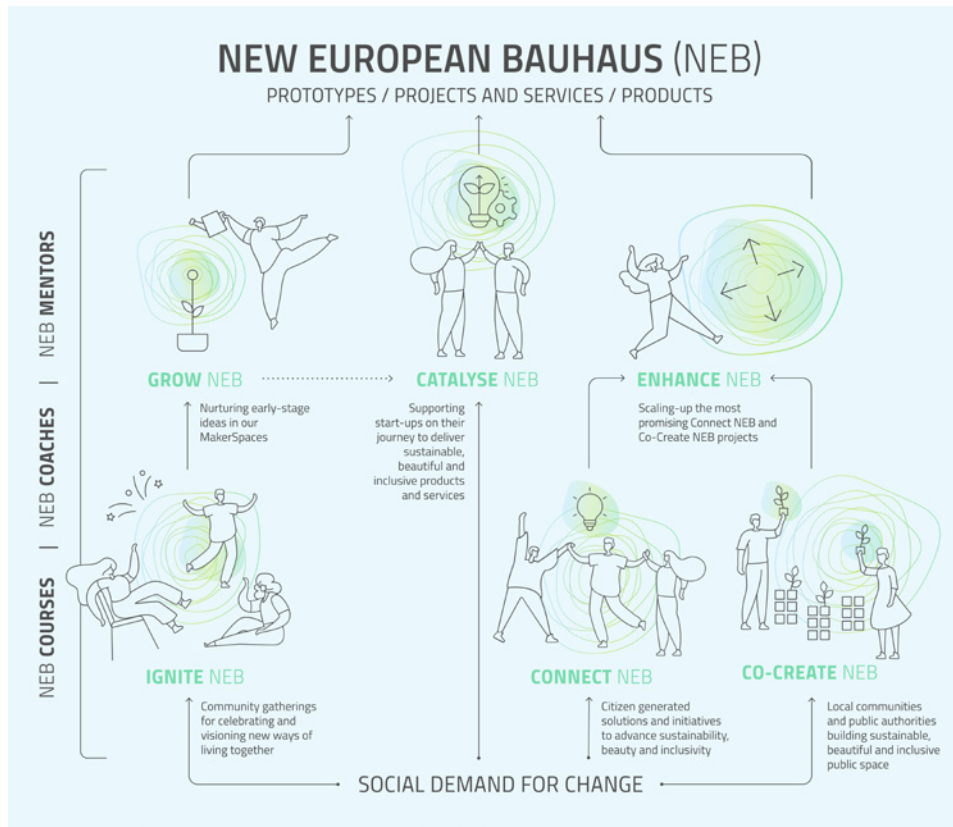


The EIT Community is a collaborative network comprising the European Institute of Innovation and Technology's (EIT) long-term partnerships, known as Knowledge and Innovation Communities (KICs).

There are 9 KICs, each focusing on key areas such as climate change (EIT Climate-KIC), food (EIT Food), manufacturing (EIT Manufacturing) and urban mobility (EIT Urban Mobility).

By leveraging the collective expertise of these KICs, the EIT Community initiatives brings together academia, research, and business to power innovation, entrepreneurship and creativity in all fields.

What is the EIT Community NEB?



The EIT Community NEB is led by **EIT Climate-KIC** with the participation of **EIT Food**, **EIT Manufacturing** and **EIT Urban Mobility**.

The EIT Community NEB aims to bridge the gap between science and technology on the one hand, and arts and culture on the other, promoting business through start-ups, ideation and education, as well as citizen education and engagement.

With that purpose, EIT Community NEB has developed 7 programmes to engage with European innovators, work together with universities and stakeholders in the identification of problems and solutions, and ensure civil society engagement in the NEB movement.

Branding requirements

All beneficiaries are required to **include EIT Community NEB logos and a disclaimer** in all external communication, such as websites, leaflets, posters, infographics, event visuals etc.

The NEB and EIT Community NEB logos

The NEB and EIT Community NEB logos should always be used together, with the NEB logo appearing first and the EIT Community logo appearing second.

Two version are available, horizontal or vertical:

Horizontal



Vertical



Logos on a coloured background

Horizontal

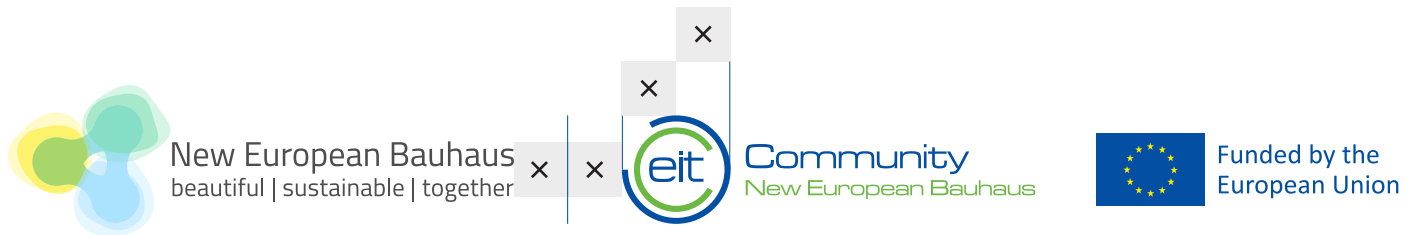


Vertical



Logo proportions

Horizontal



Vertical



Logo sizes

A minimum size has been established to ensure that all the logos are reproduced correctly at small sizes, clearly legible and provide strong identification.

Print minimum size



Web minimum size



Web minimum size



Print minimum size



The EIT Community NEB logo must always be accompanied by the EU flag and sentence acknowledging EU support.

The EU logo must be displayed at least as prominently and visibly as the EIT Community NEB logo and other logos.

Both logos must be visible at first glance e.g. on the front cover of publications, in the header of a website, at the top of a newsletter.

Logos and clear space

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

Maintaining the clear space 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.

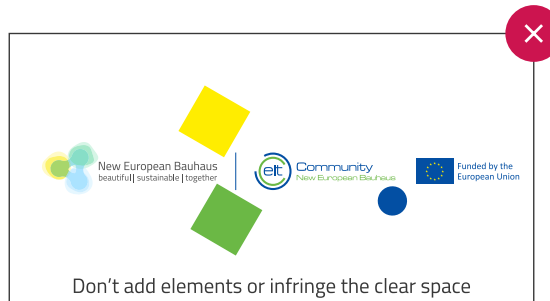
When using the logo, allow it to “breathe” and have maximum impact. Where possible, allow even more space around the logo than required by the minimum indicated.

The clear space is proportional and is based on the width of the brand mark rings or the EU flag for the vertical version..

The construction of clear space is identified here.



Logos: Dos & Don'ts



DO use the logo according to the guidelines we've already set within 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 left.

This list is by no means exhaustive.

Including the disclaimer

In addition to the NEB and EIT Community NEB logos, the following disclaimer should be used in all external communication:

This project is supported by EIT Community NEB, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union.

This sentence can be adapted to your local language, if necessary.