

LOGO GUIDELINES FOR EIT COMMUNITY NEW EUROPEAN BAUHAUS' PARTNERS AND SUBGRANTEES

EIT Community
Guidelines



Funded by the
European Union

EIT Community New European Bauhaus Guidelines

EIT community NEB logos	03
Proportions	05
Sizes	07
Clear space	08
Do's & dont's	09

Logos on a clear background



Vertical version



When communicating about the EIT Community New European Bauhaus, one must always use both logos

Logos on a colored background

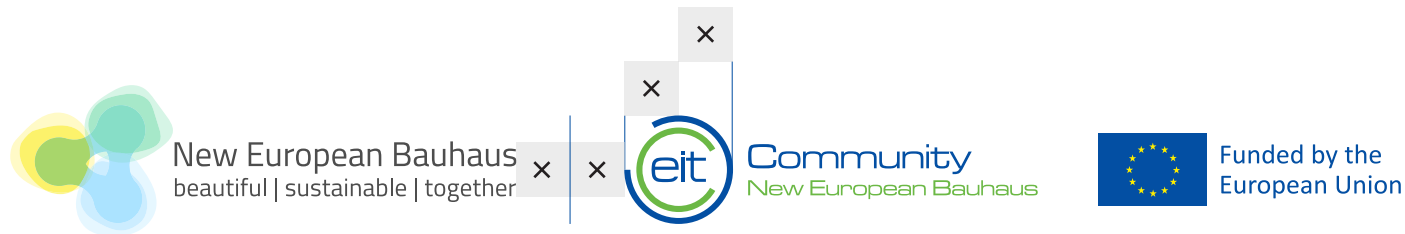


Small version



When communicating about the EIT Community New European Bauhaus, one must always use both logos

Proportions - Horizontal



The line between NEB & community logos must be in the EIT blue #034fa3.

The X size is the half of the EIT symbol.

Proportions - Vertical



The line between NEB & community logos must be in the EIT blue #034fa3.

The X size is the same size as the EU flag

Sizes

A minimum size has been established to ensure that the EIT Community & EU logo 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 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 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.

Clear space

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.

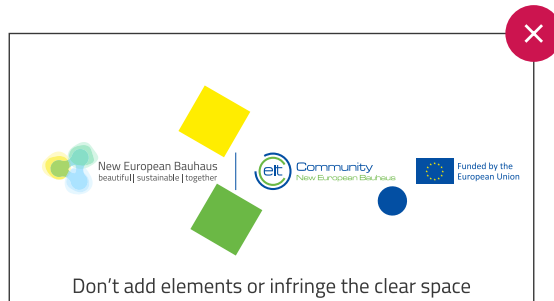
When using the logo, allow it to “breathe” and have maximum impact. Where possible, allow even more space around the logo than required by the minimum indicated.

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.



EIT community logo - do's & don'ts



Logo Dos and Don'ts

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

This list is by no means exhaustive.