

Formerly EIT HEI Initiative

EIT ELEVATE

VISUAL STYLE GUIDE



European Institute of
Innovation & Technology

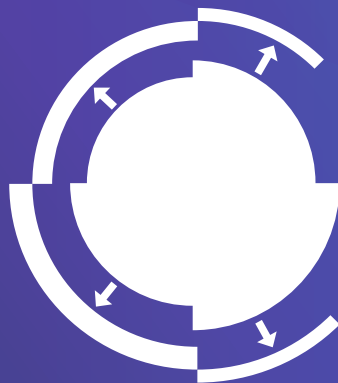
Funded by the
European Union



THE BRANDMARK — RATIONALE



+



Brandmark takes inspiration from the overarching EIT logo and the existing HEI holding shape



Rings are used to replicate the HEI holding shape (visible in the central negative space above).



Bottom circle positions are adjusted for balance.

THE BRANDMARK

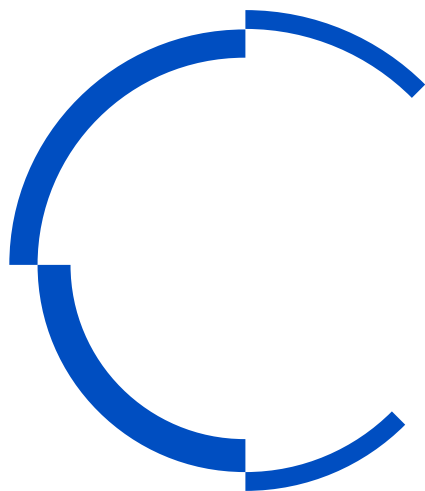


FULL COLOUR — POSITIVE

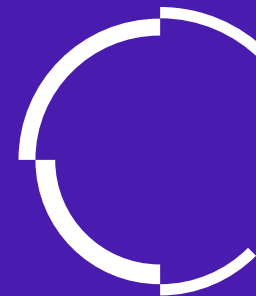
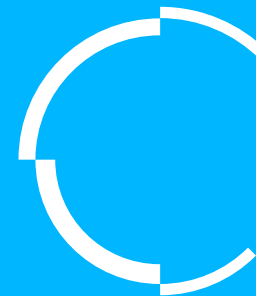


FULL COLOUR — REVERSED

THE BRANDMARK



SINGLE COLOUR — POSITIVE



THE WORDMARK

EIT
ELEVATE

Formerly EIT HEI Initiative

THE LOCKUP — FULL COLOUR



LANDSCAPE



PORTRAIT

THE LOCKUP — FULL COLOUR: REVERSED



LANDSCAPE



PORTRAIT

COLOUR PALETTE

ROYAL

CMYK: 92.74.0.0
RGB: 41.79.189
HEX: #294FBD

PURPLE

CMYK: 81.91.0.0
RGB: 74.28.175
HEX: #491CAF

MIDNIGHT

CMYK: 93.96.36.58
RGB: 20.0.59
HEX: #2D0077

VIOLET

CMYK: 94.100.13.13
RGB: 46.0.120
HEX: #2D0078

ORANGE

CMYK: 0.87.100.0
RGB: 222.71.18
HEX: #DE4712

TANGERINE

CMYK: 0.70.100.0
RGB: 237.111.0
HEX: #ED6F00

SKY

CMYK: 81.5.0.0
RGB: 41.181.255
HEX: #33B5FF

JADE

CMYK: 75.12.17.0
RGB: 14.170.199
HEX: #0EAAC7

STEEL

CMYK: 0.0.0.28
RGB: 192.192.192
HEX: #C0C0C0

MINT

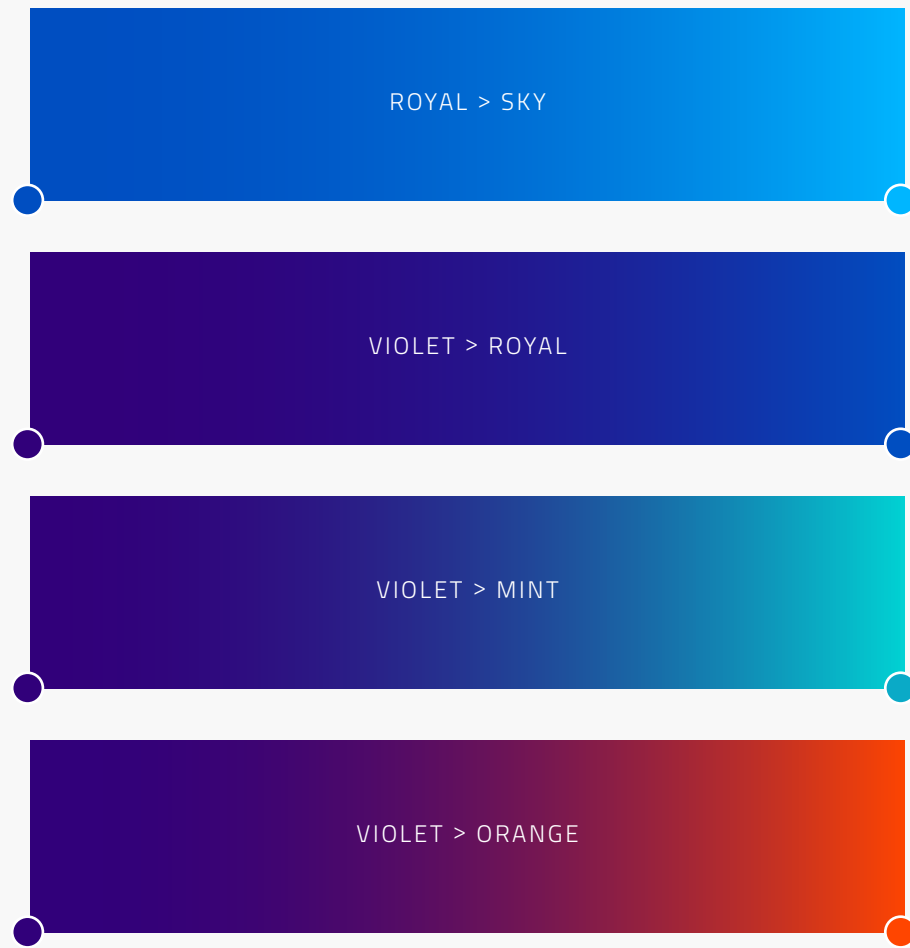
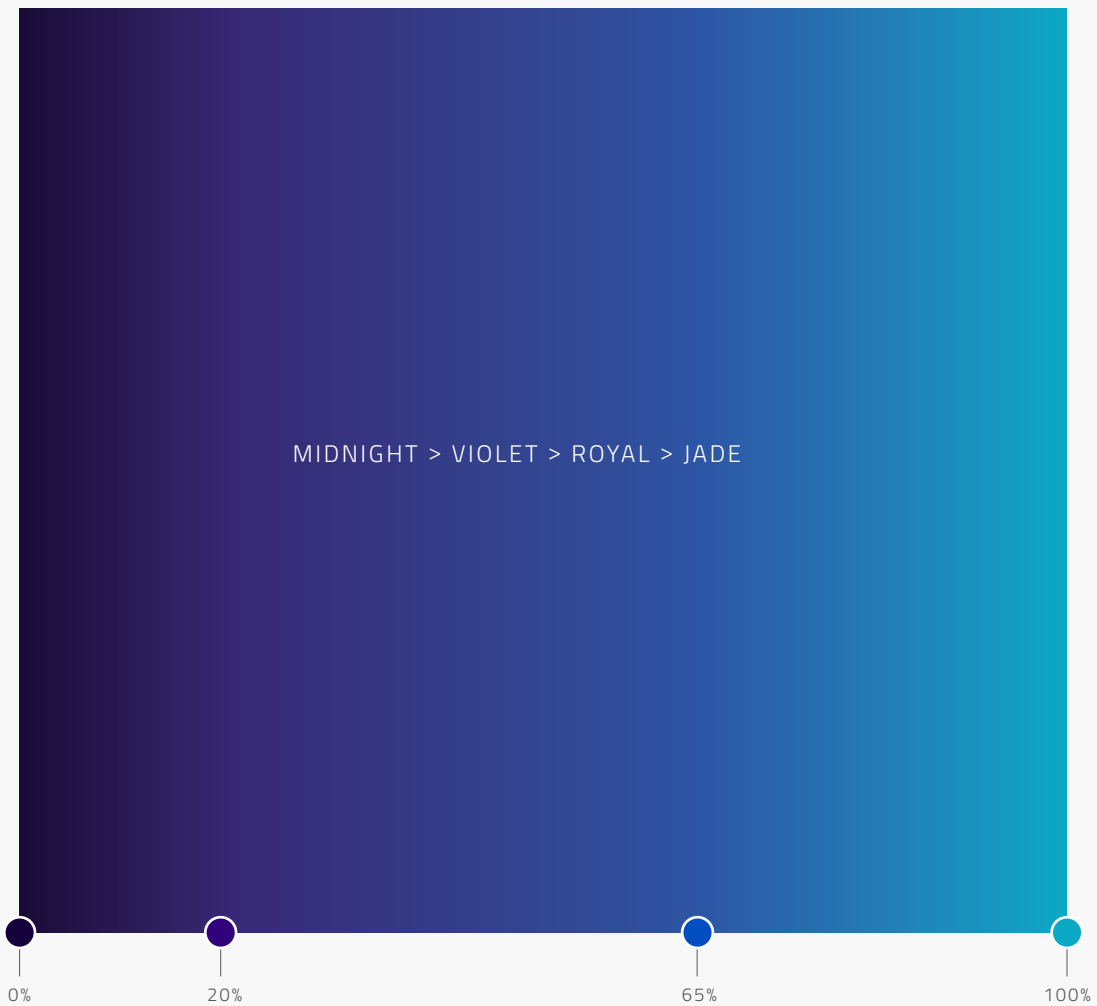
CMYK: 65.0.25.0
RGB: 0.2120.212
HEX: #00D4D4

PRIMARY

SECONDARY

ACCENT

COLOUR TRANSITIONS



ALL SECONDARY COLOUR TRANSITION MIDPOINT LOCATIONS - 70%

TYPOGRAPHY

Titillium Web Thin

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@£\$%^&*()\|_<>+`"~,;:?!.

Titillium Web Light

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1234567890@£\$%^&*()\|_<>+`"~,;:?!.

Titillium Web Semibold

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TYPOGRAPHY

All text is styled using Titillium Web. Titillium Web is a contemporary sans serif that is available in a wide range of weights making it extremely flexible.

Titillium Web is available through Google Fonts/Adobe Creative Cloud and can be viewed/downloaded here:

<https://fonts.google.com/specimen/Titillium+Web>

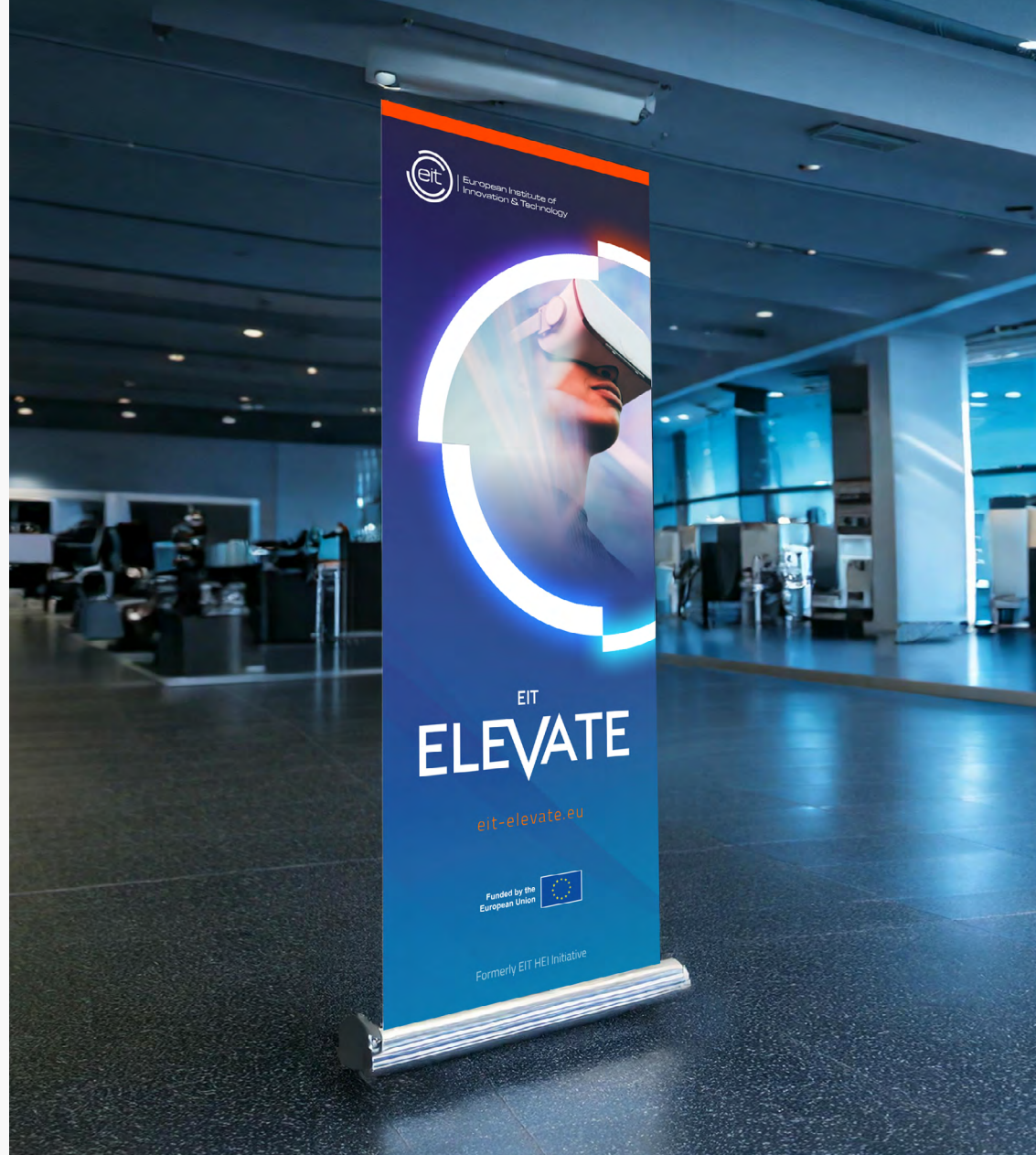
<https://fonts.adobe.com/fonts/titillium-web>

aAbBcC123

POSTERS



PULL UP BANNERS

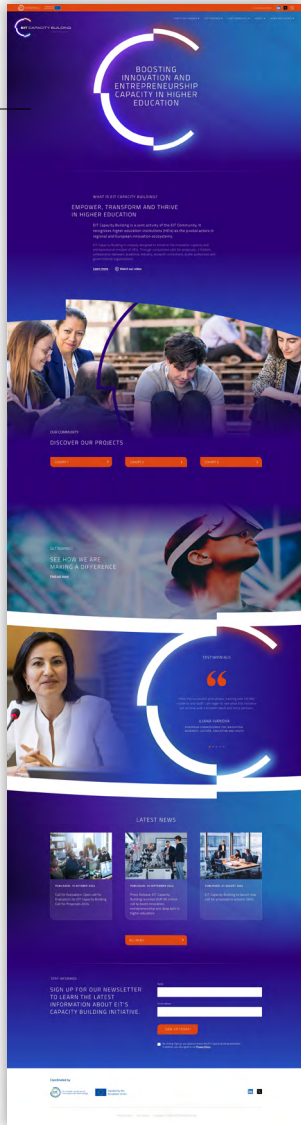


WEBSITE



WEBSITE

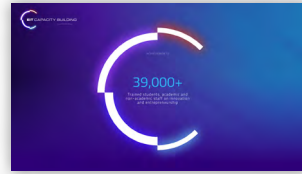
HOMEPAGE VIDEO SCENE 01



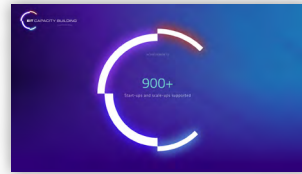
HOMEPAGE [DESKTOP VIEW]



HOMEPAGE VIDEO SCENE 02

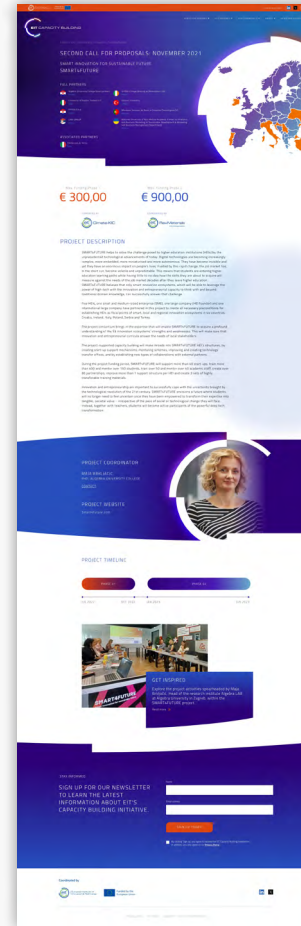


HOMEPAGE VIDEO SCENE 03



HOMEPAGE VIDEO SCENE 04

PROJECT PAGE [DESKTOP VIEW]



HOMEPAGE [MOBILE VIEW]



PROJECT PAGE [MOBILE VIEW]

