EIT Community
Web Design Guidelines

Introduction

We are a driving force in innovation, with strong stakeholder connections.
We provide unique opportunities for individuals fromacross the knowledge
triangle to realise innovations that will help find solutions to global challenges,
boost the economy and ensure Europe's growth.

These Web Design Guidelines should be used in conjunction
with the EIT Community Brand Book

Table of Contents

Overview

The purpose of the Web Design Guidelines is to explain the use of the EIT Community's online brand style and to reinforce consistent application of the visual elements in all digital communications. Guidelines on the use of the logo are included.

For any questions relating to these guidelines, please contact the EIT Communications team at the EIT Headquarters in Budapest: eit-communications@eit.europa.eu

1 Logo Assets

1.1

Logo Usage

___

The logo is an important and valued graphic element and must be used consistently and appropriately. Even minor variations will undermine and compromise the image of the EIT Community branding.

The proportion and arrangement of the symbol and word-mark have been specifically determined. The logo should never be recreated or altered, which could cause inconsistencies that dilute brand strength.

Please note: The logo should only be reproduced from the artwork provided.

Regular Size   320px

Medium Size   275px

Minimum size for Print

14mm

Minimum size for Web

32px

1.2

Isolation Area for Logo

The EIT logo should have 10px minimum clear space around it. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns.

The minimum clear space for the logo is defined as the width of the first "E" in the word-mark. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

10px

1.3

Incorrect Logo Usage

It is important that the appearance of the logo remains consistent. The integrity of the logo must be respected at all times. Don't stretch, condense or otherwise alter or manipulate it. Any modification of the logo confuses its meaning and diminishes its impact.

To illustrate this point some of the more likely mistakes are shown.

Always use clear resolution logos.The logo should never appear blurry or fuzzy.

Do not stretch the logo to change the proportion

Do not use background colours

Do not change the colour

Do not change the position of the mark
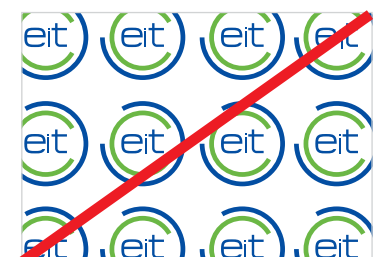
Do not use the logo over imagery

Do not add extraneous effects to the logo

Do not rotate the logo

Do not use the icon tinted or knocked back in a background

Do not use the EIT logo to create any type of pattern or mosaic

1.4

Use with the European Union Logo

The European Union Flag is alwaysshown 1/3 height of the EIT Community brandmark. The supporting text changes depending on whether the EU logo is being used alongside the Institute, a KIC or a KIC activity, as shown.

The supporting text can be aligned to either the left or right hand side of the European Flag.

The minimum height of flag to be used is 4.5mm.

The EIT is a body of the European Union

KICName is supported by the EIT, a body of the European Union

1.5

EIT Community

————

For the needs of the EIT, there is a visual language that puts forward a consistent way of presenting the EIT Communities (KICs).

The basic structure of this language is based on the capital letter "E" which is assocated with the EIT. All of the EIT Community (KICs) marks are designed as monograms taken from the innovation community title.

1. EIT
2. Climate-KIC
3. EIT Health
4. EIT ICT Labs
5. EIT Raw Materials
6. KIC InnoEnergy
7. EIT Alumni

EIT

Climate-KIC

EIT Health

EIT ICT Labs

EIT Raw Materials

KIC InnoEnergy

EIT Alumni

2 Basic Visual Assets

2.1

Colour Palettes

To give variety and flexibility, we have a palette of ten colours to be used for backgrounds, typography and panels to add a fresh, dynamic consistency to EIT Community's digital content.

The cool and neutral colours in the primary palette keep the focus on the content without distracting the eye.

The Secondary Palette can be used for specific content in order to differentiate it from the rest of the site, such as "About the EIT Community", "What's in it for you?" and "EIT Communities".

Please note: Do not use a colour picker from this document. Instead, use the provided HEX and RGB values.

Primary Palette
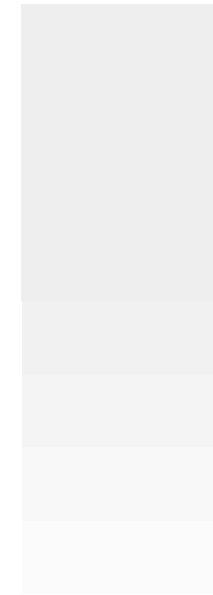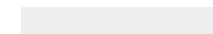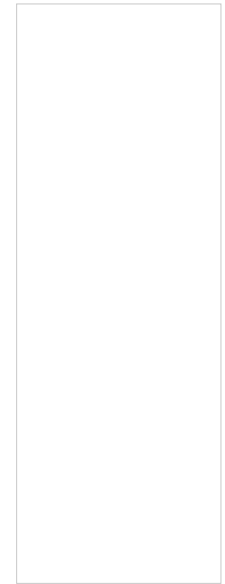
EIT Blue	**EIT** Green	**EIT** Dark Grey	**EIT** Light Grey	**EIT** White
RGB **R0 G68 B148**	RGB **R107 G183 B69**	RGB **R88 G89 B91**	RGB **R238 G238 B238**	RGB **R255 G255 B255**
HEX **004393**	HEX **#6BB745**	HEX **57585A**	HEX **#EEEEEE**	HEX **#333333**

Secondary Web Colours
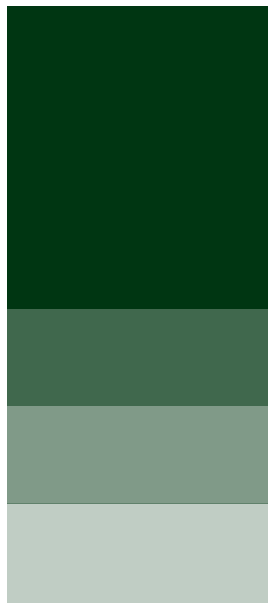
RGB
R0 G54 B18

HEX
#003612

RGB
R0 G101 B178

HEX
#0065B2

RGB
R3 G18 B65

HEX
#031241

RGB
R21 G45 B121

HEX
#152D79
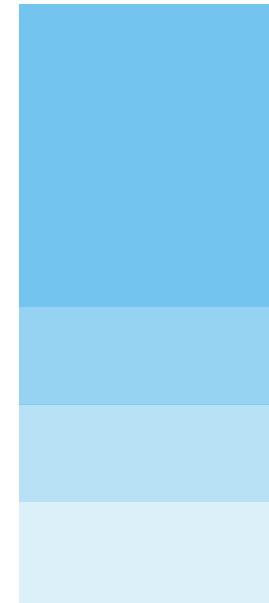
RGB
R115 G196 B238

HEX
#73C4EE

Typeface

The default typeface for EIT **Community** websites and other communication materials is Titillium.

The Titillium type family is used in the four weights shown here for all EIT **Community** communications. In specific, Titillium is available in four styles: Light, Regular, Semibold, Bold.

The typefaces can be downloaded **for free** at:
http://www.fontsquirrel.com/fonts/Titillium

Titillium Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()_+

Light	Regular	Semibold	Bold
Ee	Ee	**Ee**	**Ee**

Please note: Replacing fonts with alternatives should not be done under any circumstances.

2.3

Typeface in Use

The hierarchy presented on the right will ensure that any new deliverable has a consistent typographic structure that is representative of the EIT Community .

When using fonts, it's important to create visual contrast (based on font weight, size, style and colour).

These are only suggestions. Each document will vary depending on specifications, amount and type of information being communicated, and the style of document. Consistency, continuity and readability are always important.

The main text used on EIT Community websites uses the following font style:
Titillium Light
Size: 15px
Line-height: 21px
Tracking: default

1. # h1. Headline Semibold 31px
   ## h2. Heading 2 Light 31px
   ### h3. Heading 3 Light – 24px
   #### h4. Heading 4 Semibold - 20px
   ##### h5. Heading 5 Semibold - 17px
   ###### H6. HEADING 6 SEMIBOLD - 15px

2. Copy 15px Titillium Regular 21px line-height Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

   h2, h4, h5 and h6 are coloured with the EIT Green
   h3 and h5 are coloured with 80% of the EIT Green

2.4

Incorrect Usage of Typography

Our typography style complements other visual elements within our guidelines and key messages.

The correct application is important in order for our communications to achieve a consistent look. Please avoid the following incorrect uses of typography.

Do not set headlines in all caps

Do not use multi-coloured text

Do not use the wrong font

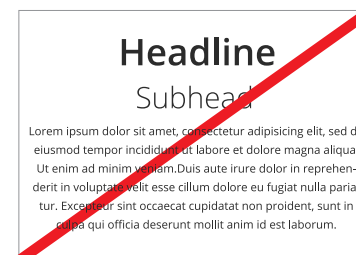Do not use wide or tight tracking

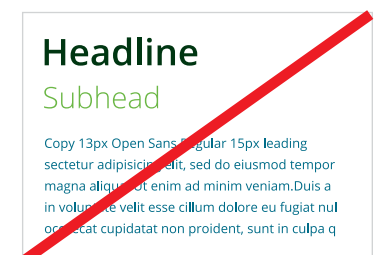Do not mix type weights within headlines

Do not use coloured text above a photo

Do not use colour combinations that aren't easy to read

Do not justify text

Do not use too many colours and weights at once

2.5

Photography

___

Photography plays a vital part in supporting the brand, but it must be the right type of photography. It helps to make the site visually dynamic, communicate a uniform visual identity for EIT Community and emphasise the content.

Both in-house and purchased stock imagery must comply with the following:
1. Proper ownership of artwork copyright .
2. Photos used must be of high quality, vibrant and rich.
3. Choose photos that reflect the brand personality of innovation, sustainable growth, education and research.
4. Aim for clean and simple composition with a clear point of focus.
5. When photographing people in work environments, use real people in real places.
6. While full-colour photography is preferred, black and white photography may also be used.
7. Look for images that are 'natural', try to avoid 'staged' images that show cliches and stereotypes. Use imagery that adds value and is relevent to the content.

2.6

Photography in Use

——

Images on the site are generally in jpg format with a resolution of 72 dpi. They appear in various dimensions depending on their purpose. The following range of photography types is recommended:

o Real people in real situations

o Professional photos associated to the content

o Business – work collaboration scenarios

o Expansive landscapes

o EIT Community events

Header Images

Large (1900px × 880px) high quality images are used into the header and on the Homepage as background (1900px × 1433px)

Content Images

The standard image for the site is landscape:
880px × 390px
Portrait-style images are also used, for example for publications: min width: 280px

Images can also be accompanied by a caption.

Header Image

Content Image - Landscape style

Content Image - Portrait style

2.7

Incorrect Usage of Photography

Please avoid the following when selecting photography and using imagery for EIT Community communications.

Do not use photography that is too dark

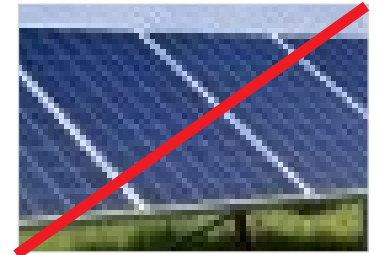Do not use photography that is too light

Do not use saturated colors in the photo
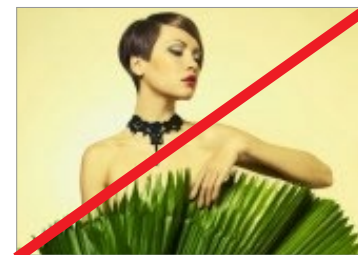

Do not use busy compositions

Do not use photography that evoke humour

Do not use photos that have been stretched larger than its original size.

Do not use photos that have been stretched disproportionally

Do not use photos that were obviously posed or shot in a studio with models

Do not use collage of many photos

3 Additional Visual Assets

3.1

Buttons - Layout and Styling

Primary Buttons

These buttons should be used for primary actions only (ie. submitting a form).

Button Styling:
Border: 3px solid #4163CF
Padding: 16px 4px
color: #4163CF
text-transform:uppercase

Action Buttons

1. The action buttons should not be placed at the end of the article. Share and Print buttons should be positioned next to the article title or on the side of the main content but still above the fold.

2. For social networks use the official logo, colours and appearance.
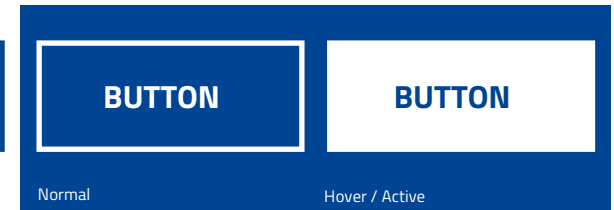
Please note: Avoid creating a title that is too long.

Primary Button

BUTTON	BUTTON
Normal	Hover / Active

BUTTON	BUTTON
Normal	Hover / Active

Action Buttons

Share	Share
Normal	Hover

Print	Print
Hover	
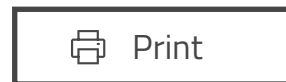
Share	Print
Active	

3.2

Links

———

Links should be used according to the following usability guidelines:

1. Keeping your links blue:
   Standard link colour: #4163CF
   Standard link – hover state: #333

2. Underlining is essential on hover, if you use link colours such as white on blue background.

3. External links should be marked with a little icon at the end of them because these links take users to a different website. Also, external links should open in new tabs.

Please note: You should generally avoid any shade of blue color for text unless it's a link. In addition, keeping link styling consistent throughout the site is extremely important.

Example:

1. Launched in 2012, the EIT Awards highlight successful entrepreneurial start-ups that come out of the EIT's Knowledge and Innovation Communities (KICs), and showcase the talent that emerges from the EIT-labelled and KIC educational

2.
Who we are	How does the EIT work	What we do
→ EIT Community	→ EIT at a Glance	→ 2014 Call for KICs
→ EIT Governing Board	→ Innovation Communities	→ Education
→ EIT Headquarters	→ EIT In Europe - Map	→ Entrepreneurship
→ EIT Director	→ Key Documents	→ Outreach

3. fill in your profile form ⊡ and include your CV as well as proof of having successfully graduated from the educational programme.

3.3

Icons and Glyphs

—

Icons have been used on the website for ease of navigation and visual support. Clean, flat, modern icons are designed.

On the right, you can find a list of potential icons. Additional icons that match these style guidelines may also be used. Icons can be presented in any of the primary, secondary palettes or accent colours.

If layering icons on top of coloured backgrounds, use the colour combinations seen in the colour palettes within this guide (ie: white icons when background is EIT Community's blue).

Content Types Icons

Innovation Highlight	News	Event	Publication	Conference Material
Photo Gallery	Video	Procurement	Career	Blog

Action Icons

Print	Share	Search	External Url	Menu
Top	Bottom	Left	Right	To top
Location	Time	Collapse	Expand	

4 Layout

4.1

Grid Format

___

The EIT Community grid system

All EIT Community templates are built using the same,
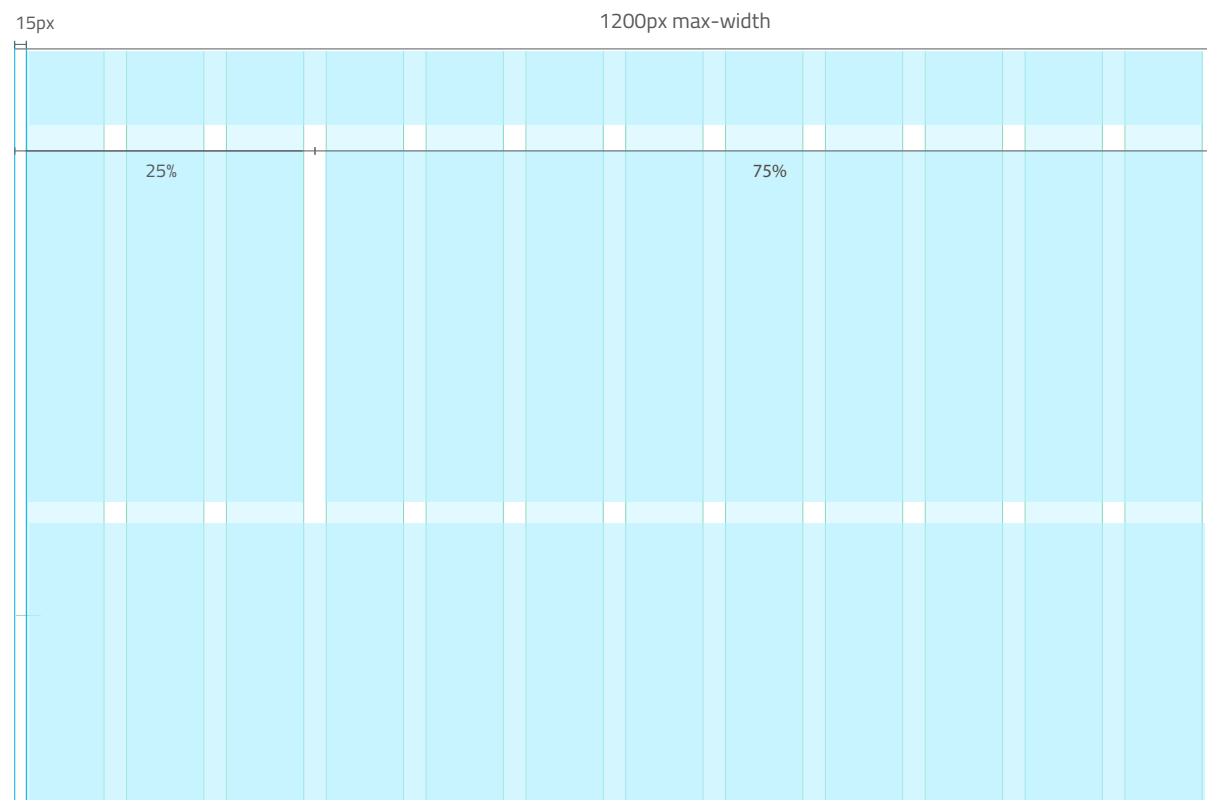12-column grid.

The EIT Community grid guidelines are:

Max-width: 1200px
Columns: 12
Width: 100%
Sidebar width: 25%
Main Content width: 75%

15px

1200px max-width

25%

75%

4.2

Responsive Grid

The grid format used by the EIT Community is adaptive, using a Responsive Web Design technique. The main principle of Responsive Web Design (RWD) is to detect and anticipate a variety of device and browser-specific settings and deliver content optimised for the best viewing experience.

The viewports which are currently used for the responsive layout transitions are:
1280px, 1024px, 768px, 600px, 480px
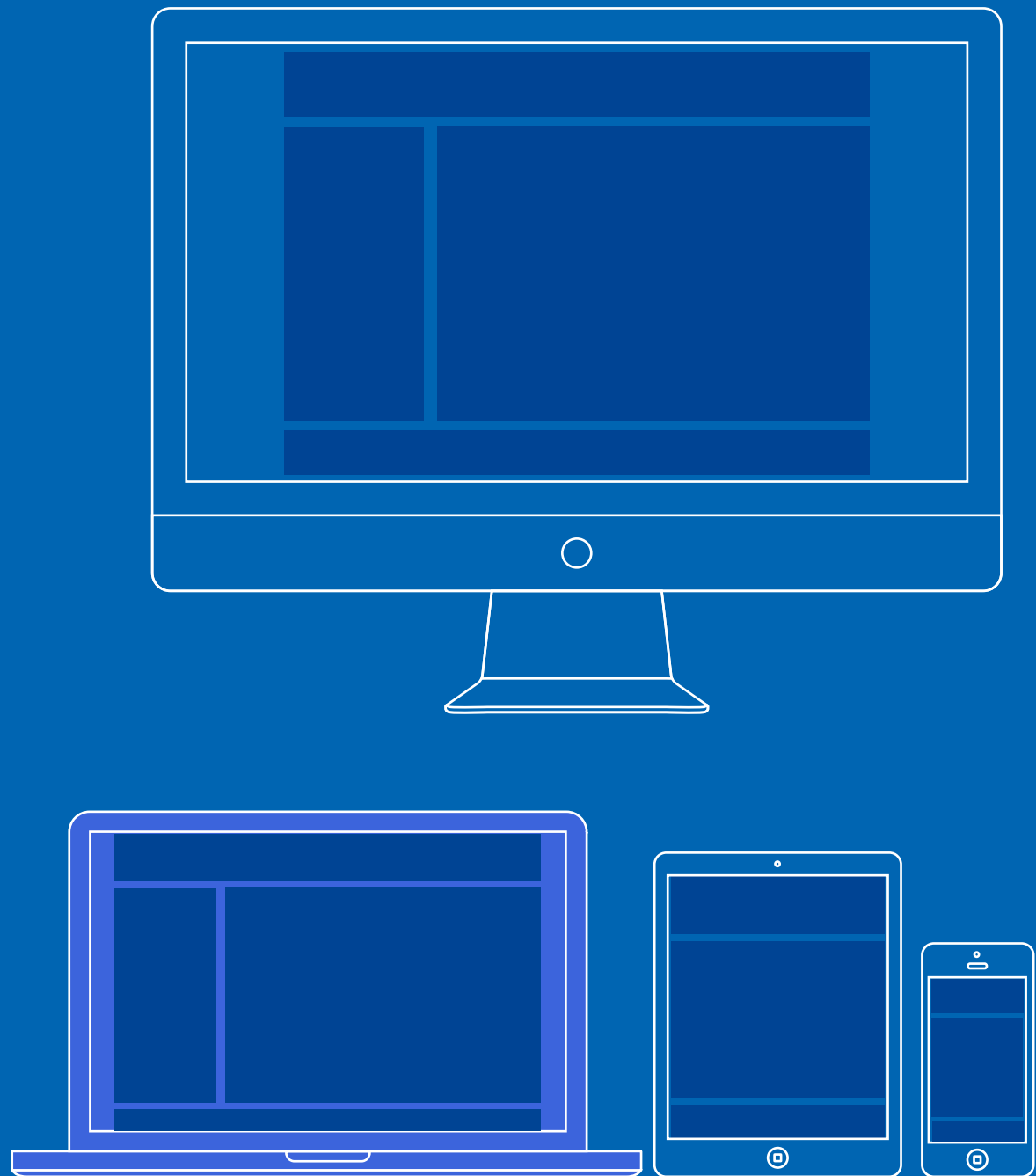
4.3

Page Structure

---

1. Header area
   Consists of primary navigation.

2. Content Area
   Consists of sidebar and main content.

3. Footer Area
   Consists of footer navigation and contact area.

4.4

Navigation

1. Primary Navigation

The primary navigation allows visitors to choose between the main content sections in the site.

On scroll it will change its size and remain fixed on the top for wide viewports. The inner elements will also adjust their size with a transition.

2. Mega Menu

Mega menu is a big overlay panel with custom formatting and grouping of the menu options. The user places the mouse on any of the 1st level menu options and the mega menu appears presenting all the available options below (2nd and 3rd level).

3. Breadcrumb

Breadcrumb is a type of secondary navigation scheme that reveals the user's location in the website.

4. Secondary Navigation & Related Content

The secondary navigation displays the pages within each section.

5. Footer Navigation

The footer navigation makes popular links available on every page. It also provides certain links such as terms & conditions, sitemap, privacy policy, contact us.
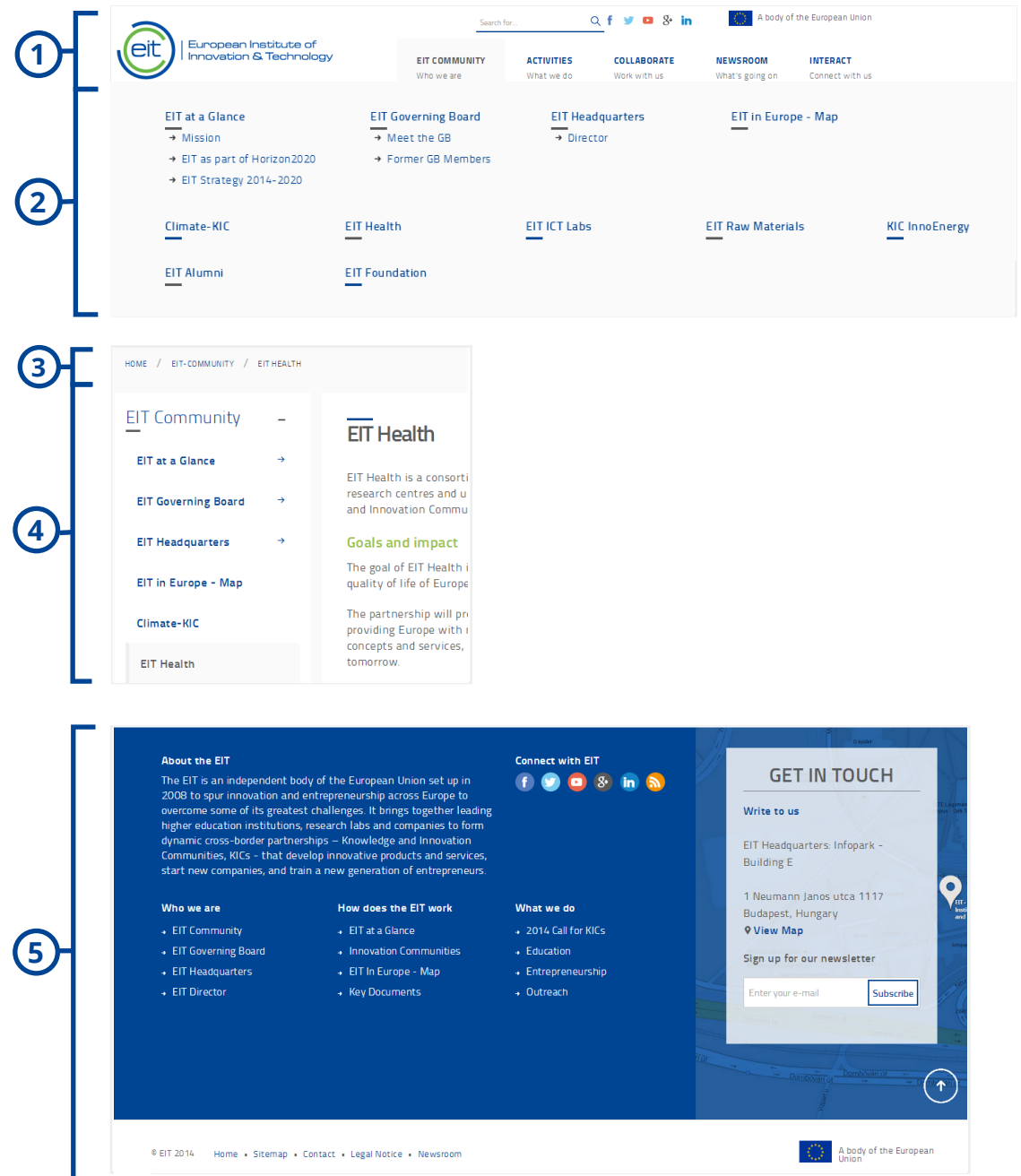
## 4.5

Responsive Navigation

The navigation is also responsive and changes depending on the screen size and viewport used.

Tablet Navigation - Mobile Navigation

On smaller screens, the primary navigation becomes Responsive Multi-Level Navigation. A "menu" button which displays our menu vertically, displaying sub-menus when parent element is clicked/touched.

The menu is dispalyed by clicking the menu button.

All menu-items have submenus. A little right arrow informs visitors about the menu item that has "children" items.
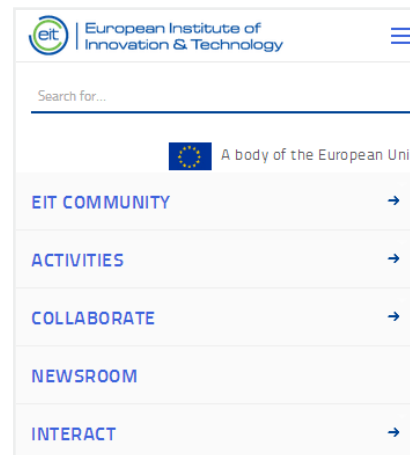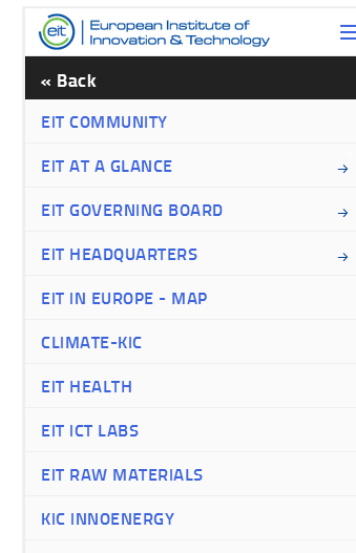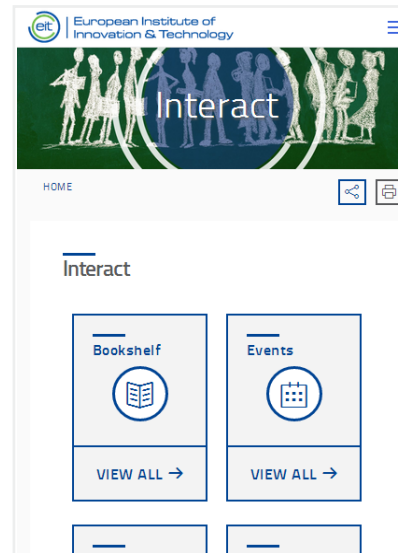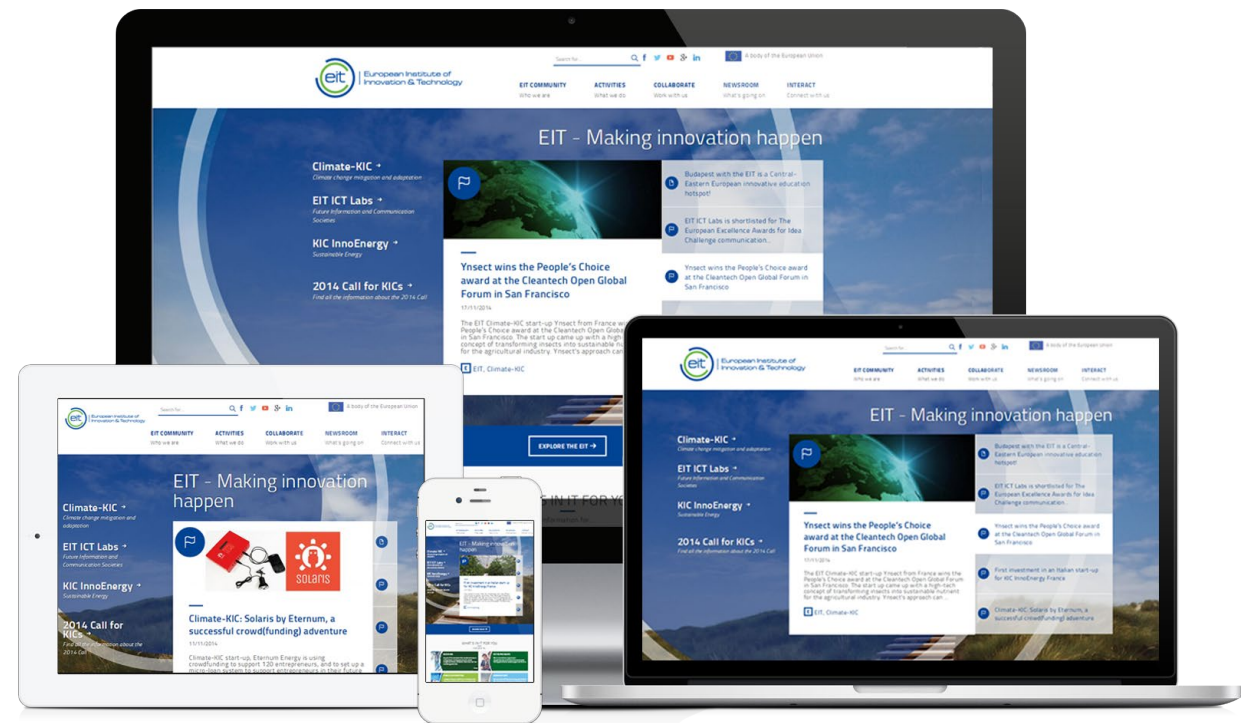
4.6

Examples

Large Display Dimensions: 1920 × 1080 pixels

Medium Display Dimensions: 1280 × 800 pixels

Ipad Landscape Dimensions: 1024 × 768 pixels

Iphone 4 /4s Portrait Dimensions : 320 × 480 pixels

We ask that you follow these guidelines where relevant so we can build and maintain the EIT Community's identity.

EIT Community Web Design Guidelines

eit.europa.eu