Brand guideline.

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01.1

Brand.

EIT Food offers much more than start-ups incubator of accelerator programmes. It is the world's largest agri-food tech Powerhouse. Beyond being a network or a community, EIT Food truly connects thousands of researchers, entrepreneurs, founders of start-ups and scale-ups, to nearly 200 agri-food leading corporate partners, research institutes and investors.

As we keep recruiting highly-skilled, impact-driven researchers and entrepreneurs every year, we keep growing our pool of know-how, expertise and resources, accruing greater technological, commercial and financial firepower. Everyone within our community mutually benefits from the progress made by all the others. So that we keep extending our impact. Always more rapidly, widely and efficiently.

At EIT Food, we call our entrepreneurship department that hosts our incubator and accelerator programmes, the Powerhouse.

- **Seedbed** takes the most cutting-edge innovations out of labs and empowers researchers to explore their market-fit and business potential.
- **FAN** helps accelerate, test and validate many of these science and technology driven innovations to help tackle some of the biggest food challenges
- **Rising Food Stars** scouts the most promising agri-food tech ventures that are willing and ready to scale up. The 3 years programme provides all the support they need to upscale their commercial capabilities. It empowers them to unlock their full potentials to take center stage in the food revolution.

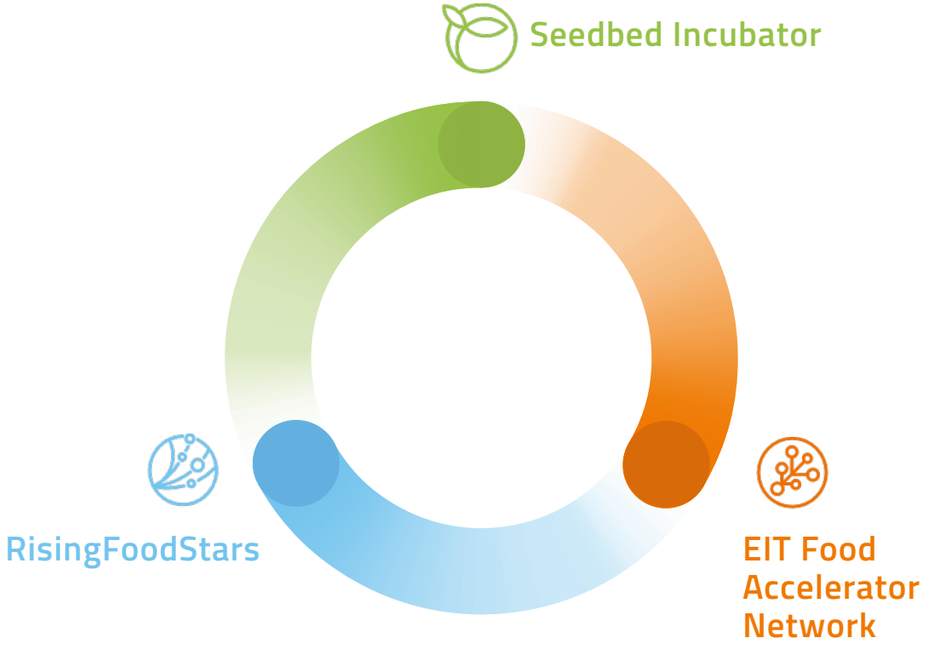
The 3 programmes can be represented by the 3 colours circular icon that symbolises the continuum of our entrepreneurship mission to give the most cutting edge agri-food tech innovations the best chances to becomes the successful businesses shaping tomorrow industry landscape, making the future-fit food system a reality.

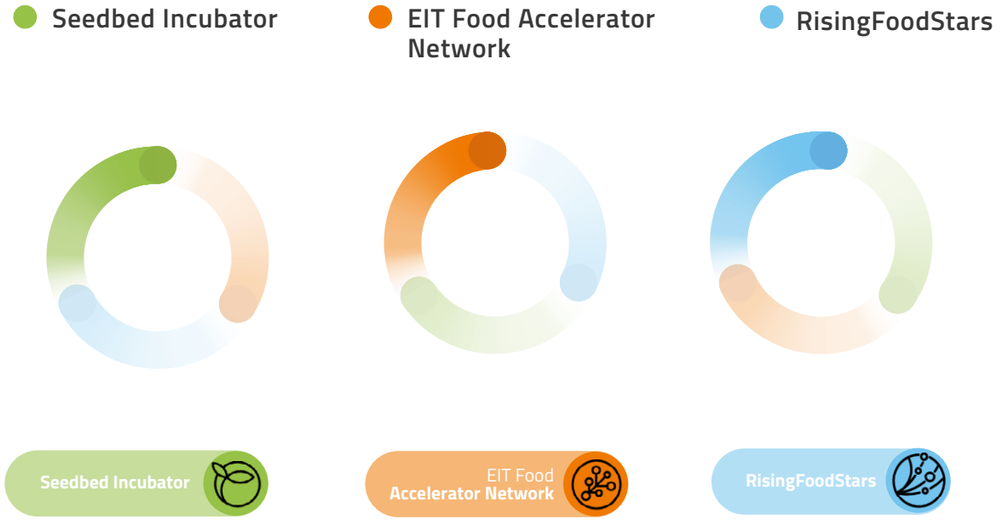
It symbolises the virtuous circle of regeneration that sits the heart of EIT Food three core missions:

1. Healthier lives through food: Providing healthy nutritious food for all.

2. Net-zero: a climate safe, zero waste circular food system that upcycles byproducts and gives back what it takes from nature.

3. A fully transparent, resilient and fair food supply.


Seedbed Incubator
RisingFoodStars
EIT Food
Accelerator
Network


Seedbed Incubator
EIT Food Accelerator Network
RisingFoodStars
Seedbed Incubator
EIT Food
Accelerator Network
RisingFoodStars

Examples of layout
› Programme **RisingFoodStars**

02.1 Logo & versions.

The icon may be logo-typed in 4 different ways depending on the assets

1

2

3

4

Logo sur fond sombre

the powerhouse

World’s largest agrifood tech network

Signature type : **Titilium regular**

Static visuals

The logo can be associated with the Powerhouse tagline.
The logo with the tagline is always positionned on the bottom of the visual.

Animated visuals

The tag line comes as a step 2, as a replacement of the powerhouse in the centre of the icon.

Step 1

Step 2

Drive to website

All EIT Food communications should drive to the URL :
entrepreneurship.eitfood.eu/

The URL can be placed where it's most visible.

The URL is always accompanied by its arrow. Always use the arrow icon below provided in the guideline.

› entrepreneurship.eitfood.eu/

› entrepreneurship.eitfood.eu/

URL type : **Titilium Semi-bold**

Examples of static visuals

02.4 Logo on visuals.

the logo circle bears a slight transparence on the tails of the comets symbolising the programmes. The circle may be doubled to reinforce colours and maximise its visibility.

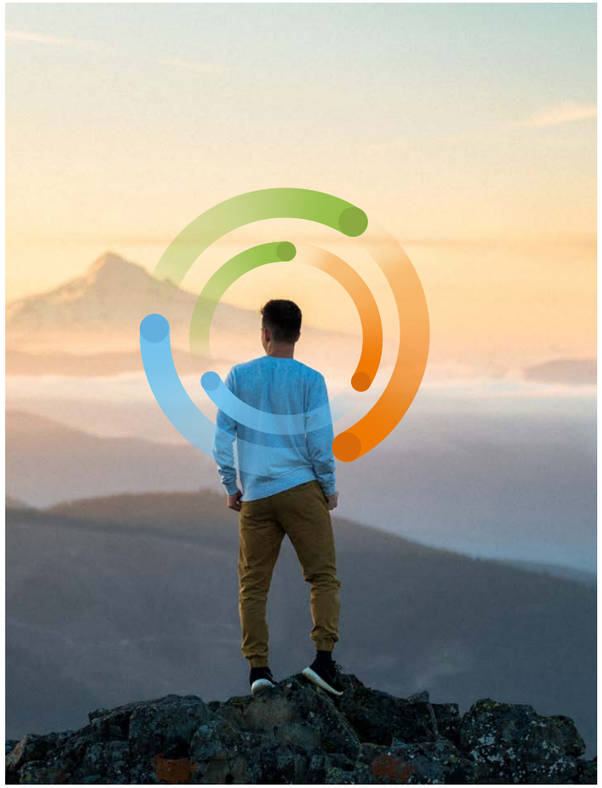
X 1

X 2

X 1

X 2

The circle can be repeated within the icon to highlight a visual element or right before turning into EIT Food logo.



Icon

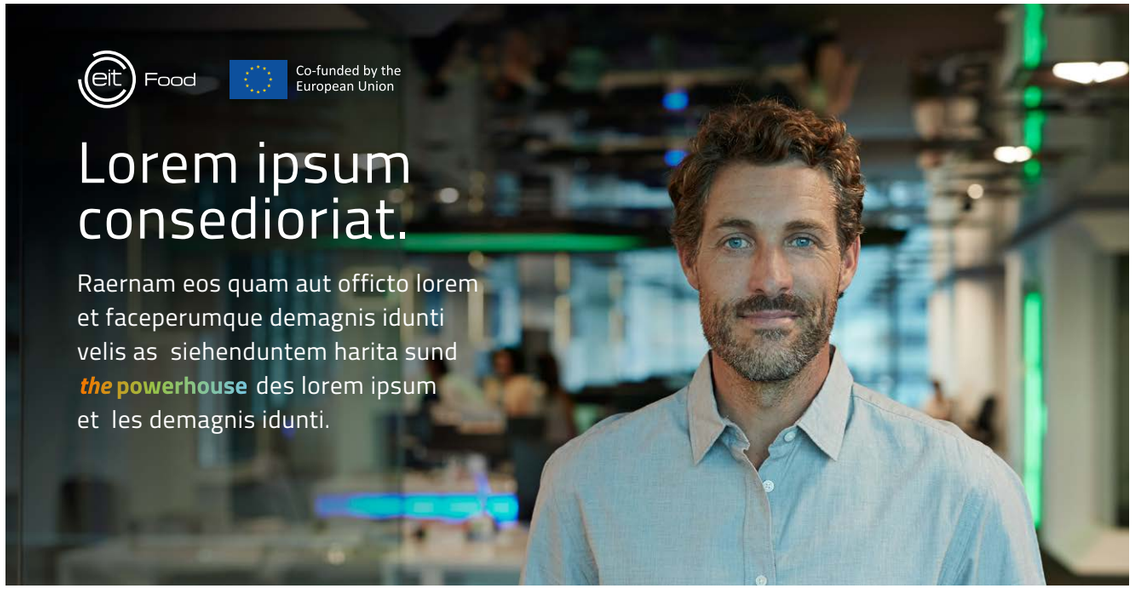
The icon should always be placed at the centre of the visual.

Headline

It should be placed in the centre of the icon.

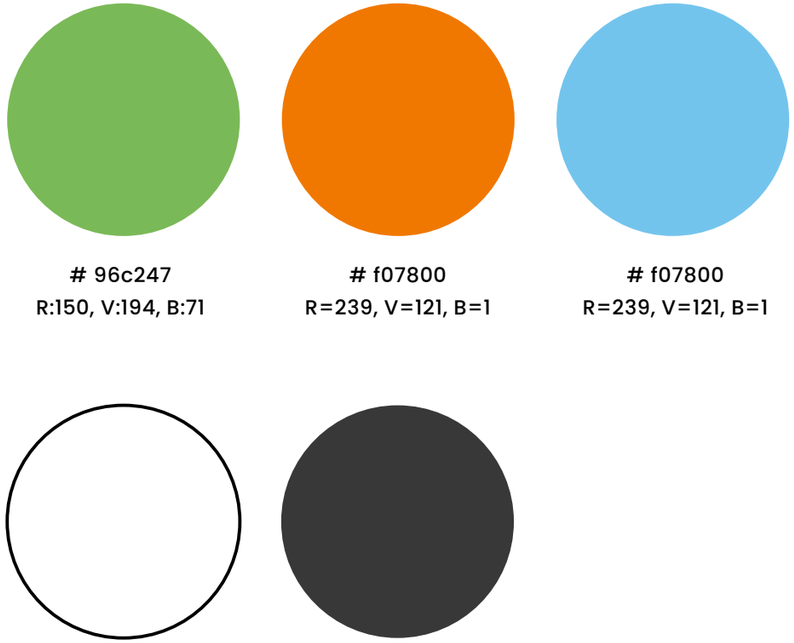
EIT Food communication

If EIT Food branding is already very present, the powerhouse coloured logotype can be substituted to the icon.



03 Colors & typography.

Colors



96c247
R:150, V:194, B:71

# f07800
R=239, V=121, B=1

# f07800
R=239, V=121, B=1

# 383838
R=56, V=56, B=56

Types

EIT Food Titillium font is to be used.
Headlines are in low cas.

Body copy

Titillium light

Headline

Titillium regular

Titillium semi bold

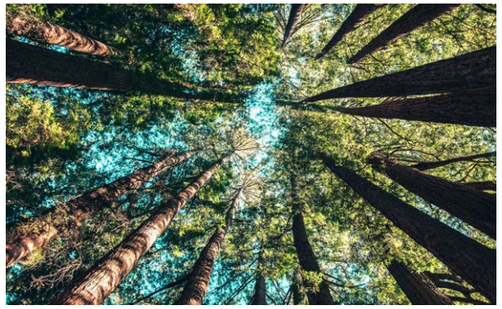
Headlines should be in low cas

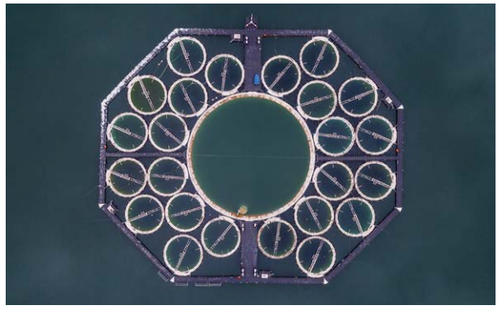
~~TITILLIUM SEMI BOLD~~

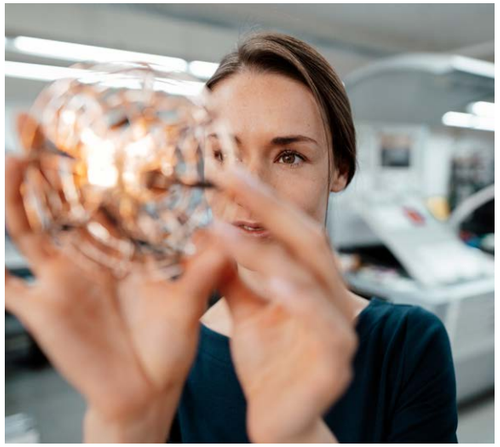
04 Visuals.

Our visual iconography matches the circularity of our powerhouse icon. **Visuals should conjure up regeneration, connection, competencies synergy, the power of the network.**
Zenithal helicopter views - nature, open fieds, forrest, lush, can convey these notions, but they are not the only ones.

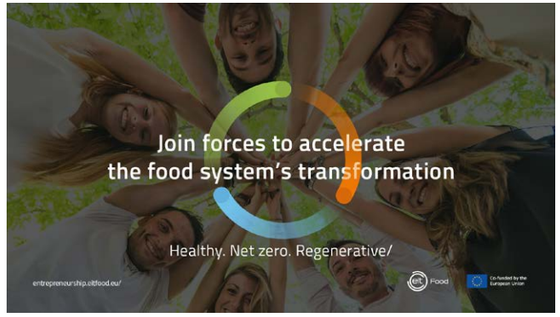
Go preferably for visuals with circular composition, symetric and strong vanishing point centred on the page, a depth of field in the picture. Natural light to convey optimism or exaggeratedly artificial, electrical, powerful and controlled to cue for deep tech.







05 concept board.



05 concept board.

Template video programmes

Exemple / EIT Food Accelerator Network

1

2

3

4

The EIT Food logo transforms step by step into the Powerhouse logo.

5

6

7

8

The shapes accelerate and start spinning to reveal the Powerhouse logo

The blue and green elements fade, leaving the orange Food Accelerator Network element.

9

10

The orange background is leaving on the left, can eventually stop at the third of the screen, to o highlight some text

11

12

Shape of the logo can run and interlace people, to energise the video

13

Text is always situated on the top left of the screen, outlined in the color of the program

14

14

Ideally, the video could finish on a visual in the branding guide line of the Powerhouse

16

Shapes of the powerhouse logo appear spinning

17

18

19

20

At the same time, the visual shrink in a circular shape

21

22

23

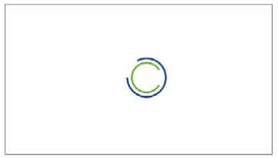
24

The grey backgroubd disapear (quick move on the

25

26

27



28

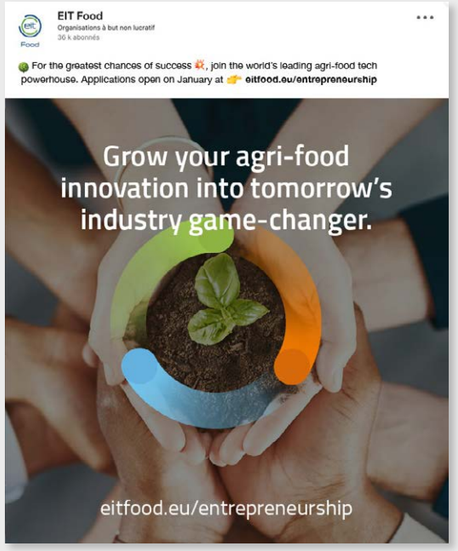
29

06.2

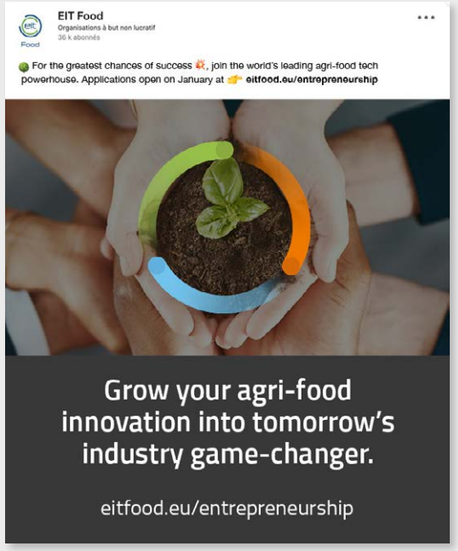
Media.

Linkedin / recruitment campaign

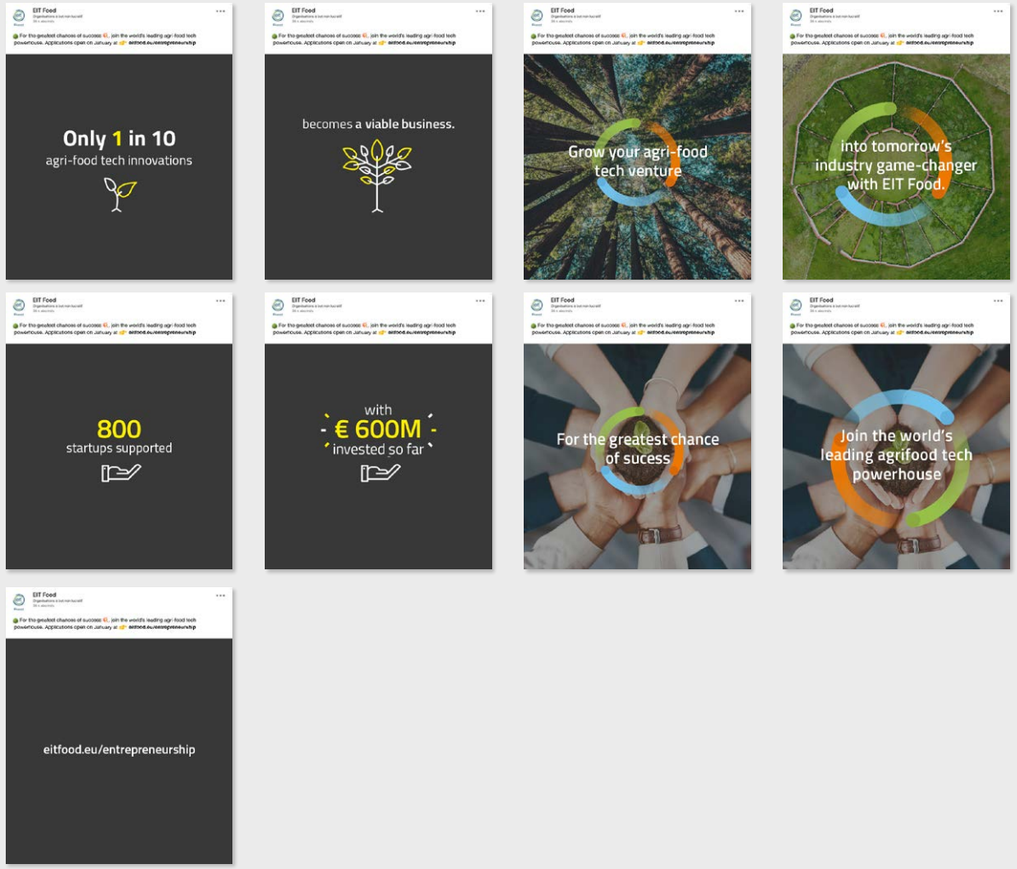
Static visual V1



Static visual V2



Animated post



06.3 Media.

Instagram / Shorts videos

short video 1

short video 2

short video 3

Contact

eit-communications@eit.europa.eu
+36 1 481 9300

the powerhouse

World's largest agrifood tech network