



European Institute of Innovation,
Entrepreneurship, and Technology

Logo guidance

Affiliate Partner - Use Horizontal logo where possible



Vertical logo can be used as an alternative



Recruitment Centre - Use Horizontal logo where possible



Vertical logo can be used as an alternative



Online Centre - Use Horizontal logo where possible



Vertical logo can be used as an alternative



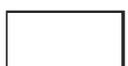
Warning: Unauthorized reuse or modification of these sources is strictly prohibited.



eIIET Blue (#00008B)



Black (#333333)



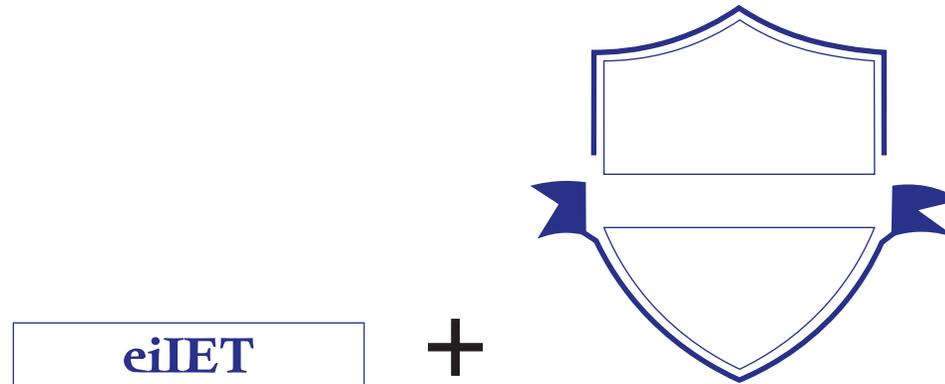
White (#FFFFFF)

Logo Formation

Crafted in 2023, the eiIET logo is a creative solution to visually represent the essence of our institute. The logo integrates key elements such as pen tips, graduation hats, and open books, symbolizing our commitment to education. Placing the name "eiIET" at the core of the design, with the first two letters "ei" in lowercase representing the European Institute and the last three letters "IET" capitalised, emphasizes our major focus on Innovation, Entrepreneurship, and Technology.

The inclusion of buildings in the design pays homage to the architectural inspiration drawn from Berlin's structures. Our logo serves as a visual narrative, encapsulating the dual principles that define us – a passion for knowledge and exploration, as well as the joy and excitement inherent in the learning process.

The customized logo, meticulously composed, is encapsulated within a distinctive shape, mirroring our human-centric approach and emphasizing our dedication to placing the learner at the forefront of our endeavors.



European Institute of Innovation,
Entrepreneurship, and Technology

Logo

The eiIET Logo

The eiIET logo comprises seven essential elements: the institute's name, book, pen tip, graduation hat, building, distinct shape, and the full institute name. The book, pen tip, and graduation hat symbolize education, while the buildings are a compilation inspired by structures in Berlin.

The name eiIET is an abbreviation of our institute's full name, European Institute of Innovation, Entrepreneurship, and Technology. The primary version of our logo, as displayed here, is the preferred representation for general use.

It is recommended to feature all seven elements together, and they should not be used separately in most instances. An exception to this rule is allowed for specific digital applications such as favicons and avatars, as well as approved merchandise material. The separation of elements in these cases should be authorized by the brand team.

eiIET Primary Logo



European Institute of Innovation,
Entrepreneurship, and Technology

eiIET Logotype

Logo Clearspace

When you place your logo in a design, please make sure you give it room to breathe; we call this "clearspace."

Always leave a clearspace area equal to 0.5 Centimeter.

Logo artwork comes with the clearspace dimensions included in the art board size.

eiIET primary logo with clearspace



Logo clearspace = 0.5 Centimeter

Logo Positioning

Our logo is the visual anchor of our identity, and its placement is crucial for effective communication. Here's a brief guide to ensure consistent and impactful logo positioning across various contexts:

Primary Position (Top Left): This is our preferred and prime location. Placing the logo in the top left corner ensures it leads, making a powerful initial impact on your audience. It's the go-to position for most communication pieces.

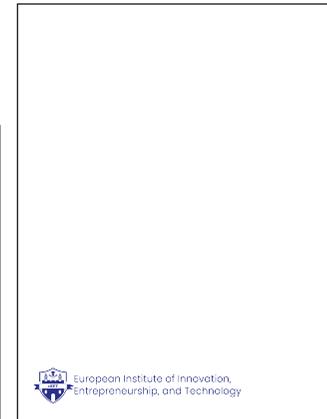
Secondary Position (Bottom Left): Opt for the bottom left-hand corner when needed. Use this as a sign-off, especially in campaigns where the message is paramount or on internal posters within the environment. For internal items like newsletters, stick to the primary position to guarantee visibility.

Unique Formats: In cases of narrow formats like digital web banners or trade show signage, maintain visibility by placing the logo at the top center or left-hand side. Always adhere to clear space requirements, even within restricted sizes, to preserve the logo's impact.

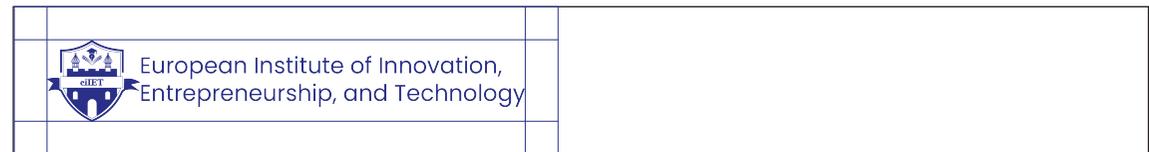
Primary logo position



Secondary logo position



Unique formats



Logo Size

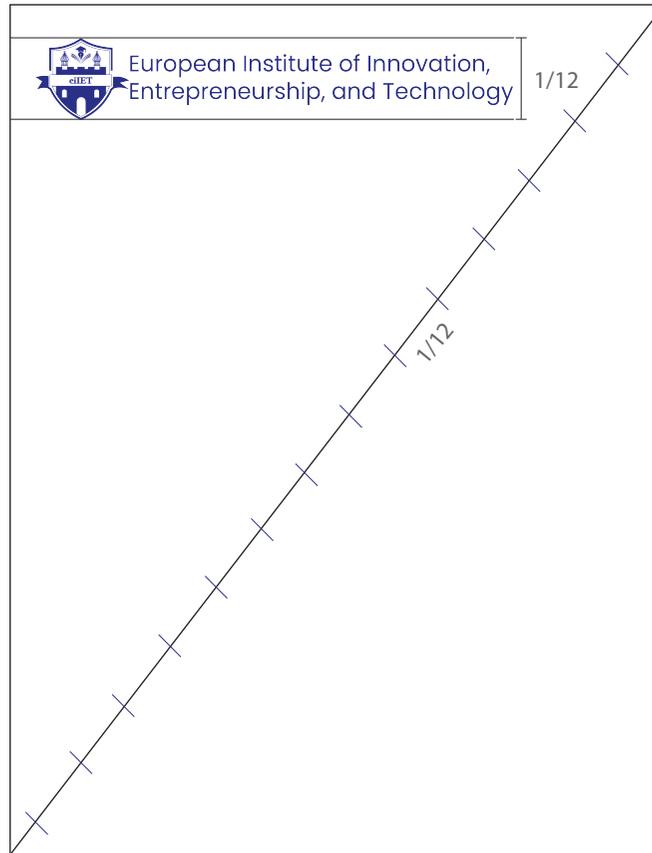
You can calculate our ideal logo sizes from the diagonal width of your format. The logo height is equal to 1/12 of the diagonal. Here are some useful standard sizes for reference.

Format size	Logo height
A1	86 mm
A2	60 mm
A3	43 mm
A4	30 mm
A5	21 mm
Format size (US)	Logo height
Tabloid	2 inch/42 mm
Junior legal	0.78 inch/20 mm
Legal	1.35 inch/34.5 mm
Letter	1.18 inch/30 mm

Unique formats

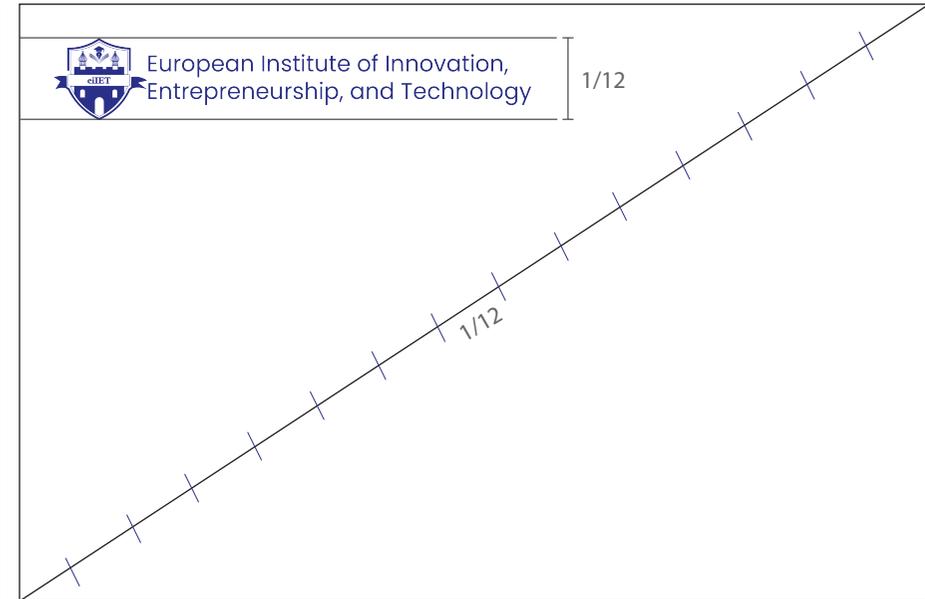
For unique formats that are narrow (e.g. digital Web banners or trade show signage) you should use your judgment to determine the logo size to achieve optimal brand presence. Try to keep to our clear-space rules as much as possible.

Vertical formats



Logo height = 1/12 of the diagonal

Horizontal formats



Logo height = 1/12 of the diagonal

Unique formats



Logo height = optimum allowed, taking into consideration clearspace

Logo

Minimum size

We want people to see our logo clearly across all our communications. To make sure it's visible to everyone, we have a minimum size for print and digital formats.

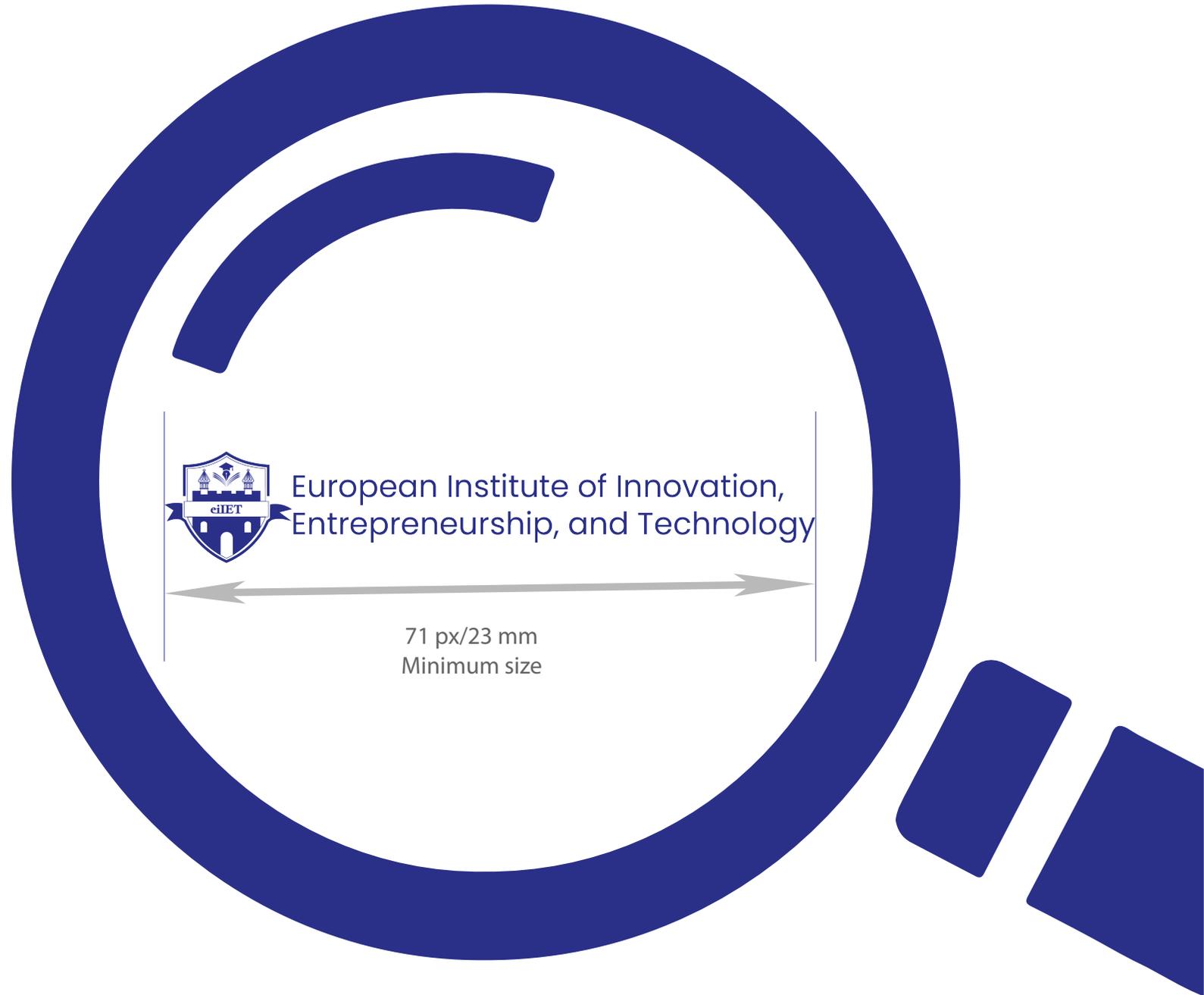
There will be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes whatever possible.

Digital:

Minimum width 71 px.

Print:

Minimum width 23 mm.



Logo Colors

Our logo comes in two different colorways to create consistency. The one you use will depend on your background image or color.

For light-image backgrounds

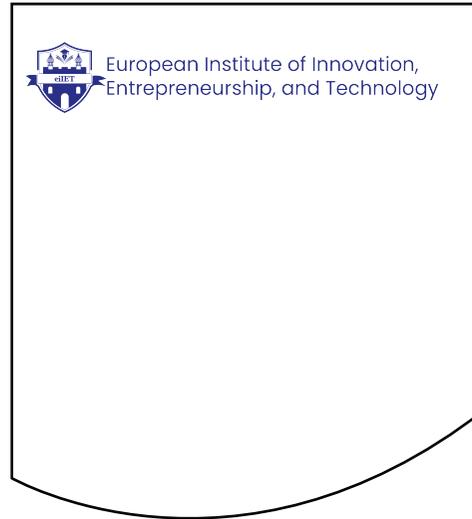
Use the logo with the blue eiET logotype.

For dark-image backgrounds

Use the logo with the white eiET logotype.

If it is not possible to achieve clear legibility of the logo on top of your image, you must use a holding device.

eiETLogo_Primary_BlK.eps



eiETLogo_Primary_W.eps



Logo background color combinations

Color backgrounds:

Place our logo against only the background colors shown here, as these have all passed accessibility testing.



Use only the color background combinations for the logo shown here, as these have achieved an AA pass in accessibility testing.



Logo

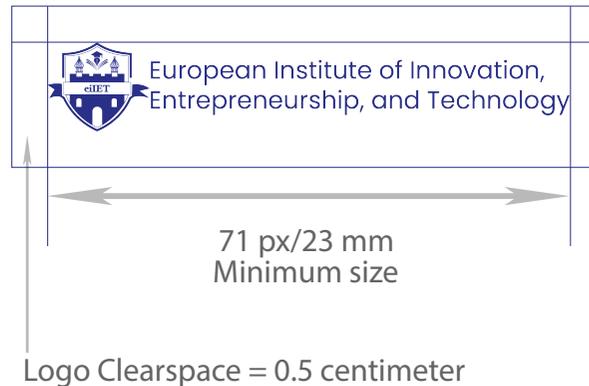
Additional versions

When the primary logos are not appropriate, you can use a different version of the logo.

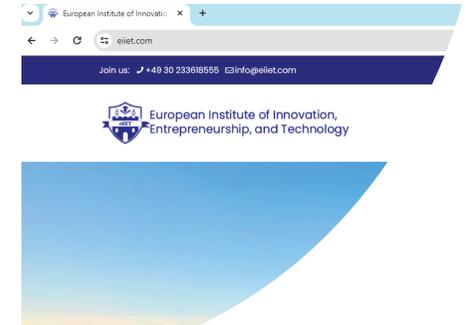
1. Horizontal logo

Use this when you are working with restricted sizes that may compromise the logo legibility e.g., narrow horizontal formats in signage and digital applications. A white version is also available for dark backgrounds.

eiIETLogo_Horizontal_BlK.eps



eiIETLogo_Favicon.png



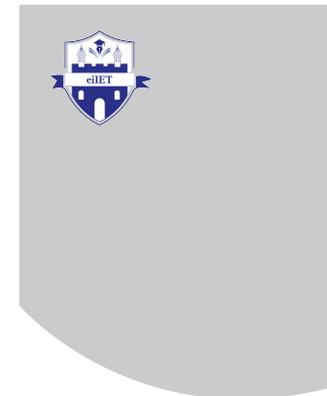
2. Digital logo

The horizontal logo is the preferred choice for digital uses to ensure maximum standout in small areas. Our preferred position of the logo is in the top left-hand side, but when content, context, and usability of your digital touchpoint restricts this (e.g., mobile), use your best judgment to achieve logo standout.

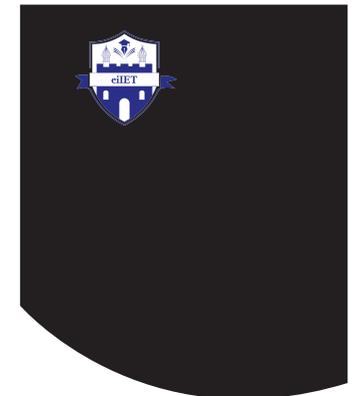
Website logo usage and position



eiIETLogo_Mono_B.eps



eiIETLogo_Mono_W.eps



3. Favicon logo

Use in the browser tab only.

4. Mono versions

Use when a color production isn't an option.

Logo

Third party

There will be times when our logo needs to appear alongside other logos because eiIET is working in partnership with third-party companies. How our logo is applied will depend on who is leading on the collateral (writing the content). Shown here are examples of the different combinations.

1. eiIET-led material

We create the content and collateral in our visual identity style. Our logo is most prominent, so you should use the primary logo.

2. The third-party brand material

The other brand creates the content and is therefore the dominant brand. Use either the primary logo or vertical logo depending on space restrictions determined by the other brand.

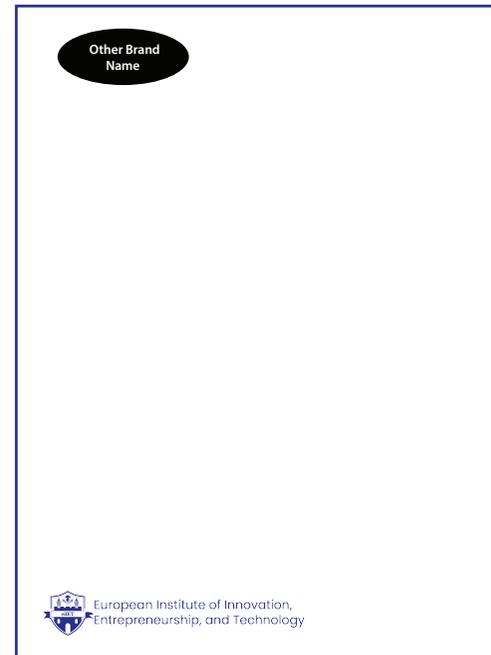
3. Equally led material

Content is produced 50/50, so collateral has neutral branding and equal weighting for both logos. Use either the primary logo or vertical logo, depending on space, and make sure eiIET has the optimal presence possible in that space.

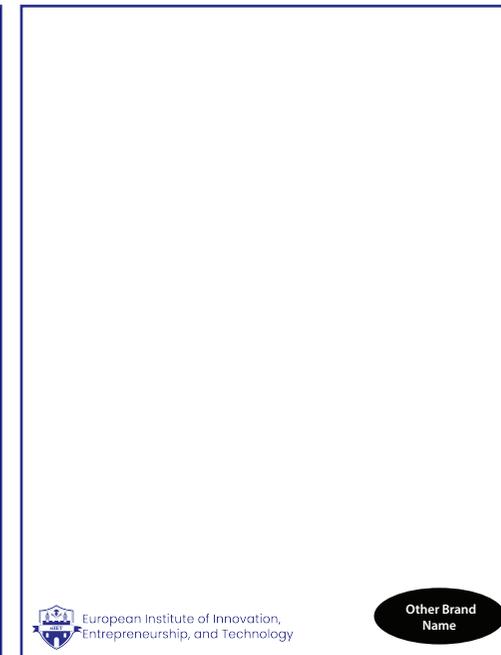
If you have further questions about how to apply the Pearson logo within third-party communications, contact info@eiIET.com. If you need guidance on the appropriate descriptor to use, please check with the eiIET legal team responsible for the partnership agreement.



Example piece of communication



Example piece of communication



Example piece of communication

Adding a descriptor

To make eiIET's relationship with the third-party brand clear, you can add a descriptor. Descriptors must be used only with the horizontal eiIET logo, set in poppins regular, and be positioned outside of the logo clearspace as shown. It should be the same color as the eiIET logotype and never be larger than the type in the word European Institute of Innovation, Entrepreneurship and Technology.

Supported by:



Supported by:



Logo Don't

Our logo is central to our brand, so please take care when you use it. Here you'll find some things to avoid.



Don't use any other colors for the logo.



Don't blend the logo.



Don't recreate the wordmark.



Don't lock in a company unit name.



Don't rearrange the wordmark and/pr icon.



Don't use any secondary colors as a background for the logo.