



# Climathon

POWERED BY:  Climate KIC

# Brand Guidelines

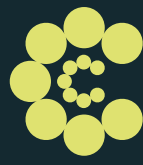




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## Introduction

Imagery

Logo

Colours

Typography

Layout

Iconography

Rollout

# Introduction

Who we are

We are a climate and innovation agency and community. Our role is to orchestrate suites of solutions and learning **to make systems change happen at pace and scale.**



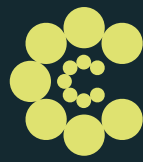


SECTION 01

# Our Imagery







# Imagery

## Short description of the photography

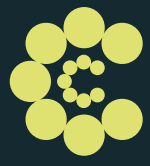
Imagery is vital for Climathon, capturing the systemic change we drive globally, the collaborative relationships we orchestrate, and the resilient, vibrant communities building a sustainable future. It conveys their vision of transformation and unity in tackling climate challenges.

Photography plays a crucial role for Climathon, offering an authentic lens that captures the scale of systemic change at macro, meso, and micro levels, and invites our audiences to experience what is might be like to participate in a Climathon.

This imagery not only illustrates the global impact of our initiatives but also highlights the collaborative relationships we foster and the resilient communities shaping a sustainable, beautiful future.







# Capturing Scale

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Macro



Meso



Micro





IMAGE STYLE 001

# Micro

At the micro scale, Climathon's imagery explores intricate fractal patterns and natural systems, drawing visual parallels between human biology and nature's structures.

By focusing on microscopic detail, the imagery showcases the interconnectedness of all life, that can be paralleled in the interconnectedness of the Climathon.

This visual approach emphasises the beauty and complexity of small-scale processes that contribute to systemic resilience and change.

## IMAGE CURATION SELECTION

- ✓ Look to capture 'energy' + movement
- ✓ Highlight people in activity
- ✓ Look for interesting cropping
- ✓ Capture vibrancy, in subject & colour
- ✓ Scale from close-up to microscopic
- ✓ Capture nature and biology







# Micro Image Examples

Introduction

**Imagery**

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## Mood

The mood is one of intimate awe, using soft tones and dramatic contrasts to reveal the unseen beauty and resilience within nature's smallest details.

## Colour Treatment

The colour treatment is soft and earthy, with muted tones and gentle contrasts that enhance the organic textures and intricate patterns, conveying a natural, harmonious aesthetic.

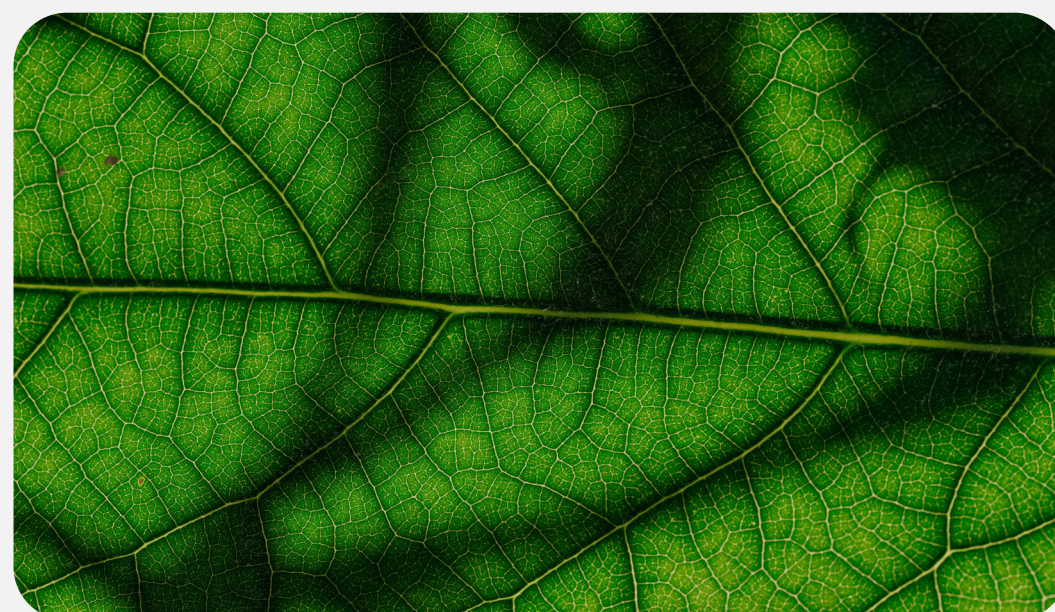
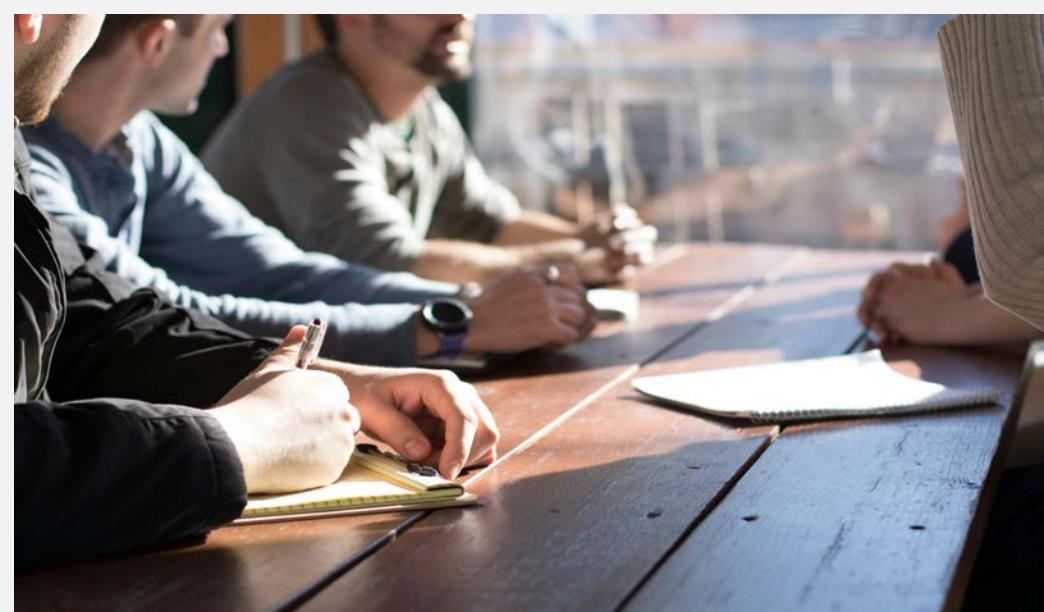
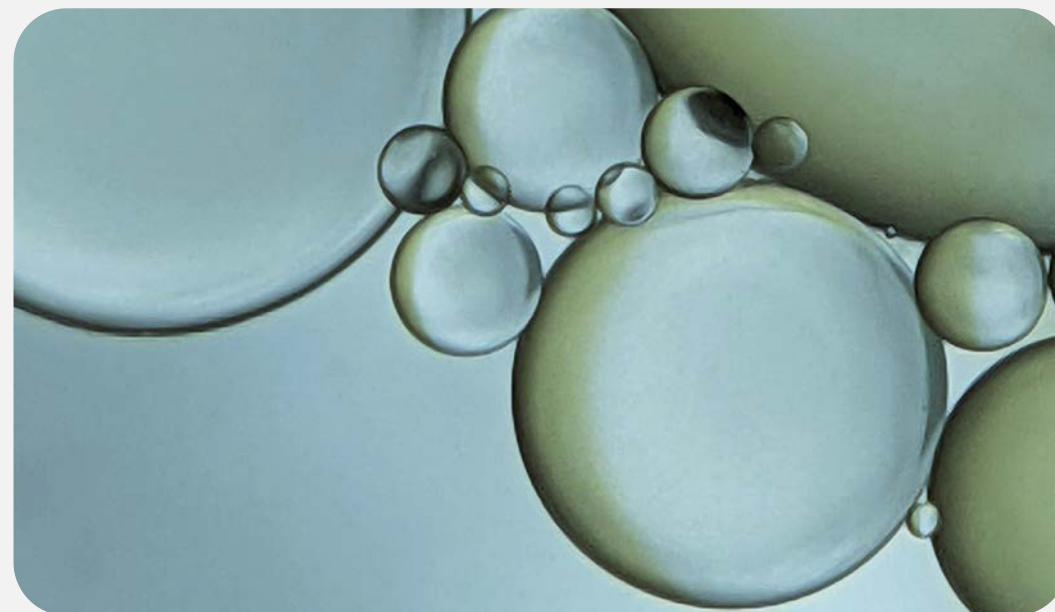






IMAGE STYLE 002

# Meso

At the meso scale, imagery focuses on people living, working, and thriving within their environments, humanising the spaces where change unfolds.

These images also convey the nature of relationships formed through Climathons and the connection between individuals and their places of work, in the cities they live, and impact, capturing authentic moments of collaboration, innovation, and daily life.

For the meso level imagery, we should rely heavily on images of people either in past Climathons or in the cities they are being held.

## IMAGE CURATION SELECTION

- ✓ Avoid 'to camera' portraits
- ✓ Capture subjects in action, especially during past Climathons
- ✓ Show individuals and the communities the Climathons are serving
- ✓ Show interaction (people/environment)







# Meso Image Examples

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## Mood

The mood is warm and authentic, capturing candid moments of connection and purpose. It is uplifting yet grounded, celebrating the humanity and vibrancy of communities creating change.

## Colour Treatment

The colour treatment is fresh and crisp, with cool blues, greens, and whites that evoke innovation and clarity. Creating a dynamic, modern feel, highlighting the energy of forward-thinking solutions.







IMAGE STYLE 003

# Macro

At the macro scale, imagery captures aerial views that showcase the global impact at scale, highlighting diverse environments across urban and natural landscapes. As the perspective pulls back, similarities between these worlds emerge, revealing the interconnectedness of human and natural systems. Subtle patterns and fractal structures from the micro scale are echoed across vast landscapes, emphasising the underlying unity in the world's complex systems.

## IMAGE CURATION SELECTION

- ✓ Look to capture aerial shots
- ✓ Capture a variety of landscapes and cityscapes
- ✓ A mix of urban & natural settings
- ✓ Favor Climathon cities
- ✓ Capture a variety of seasons







# Macro Image Examples

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## Mood

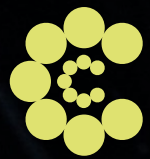
The mood is expansive and powerful, highlighting scale, energy, and the interconnectedness of urban and natural systems. It evokes awe and contemplation, celebrating the harmony of global change.

## Colour Treatment

The colour treatment features vibrant, natural tones—greens, blues, and warm hues—capturing the diverse energy and beauty of global landscapes.







SECTION 02

# Our Logo





Introduction  
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# Climathon

POWERED BY:  ClimateKIC

The primary logo is a dynamic, iconic mark with circular patterns that reflect the brand's origins. It subtly nods to fractal patterns in nature, symbolising interconnectedness and continuous progress.






PRIMARY LOGO

**Climathon**

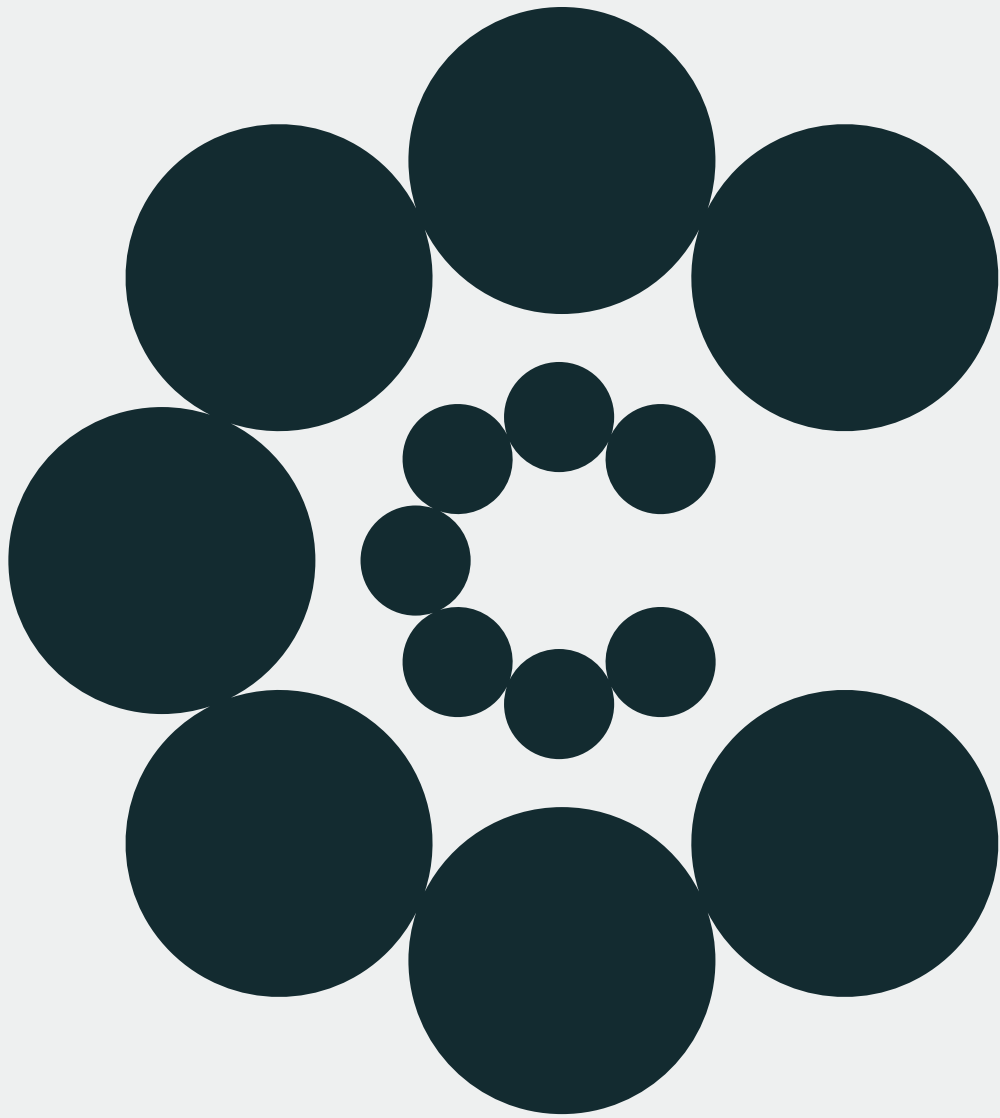
POWERED BY:  **ClimateKIC**

SECONDARY LOGO

**Climathon**

POWERED BY:  **ClimateKIC**

STAMP



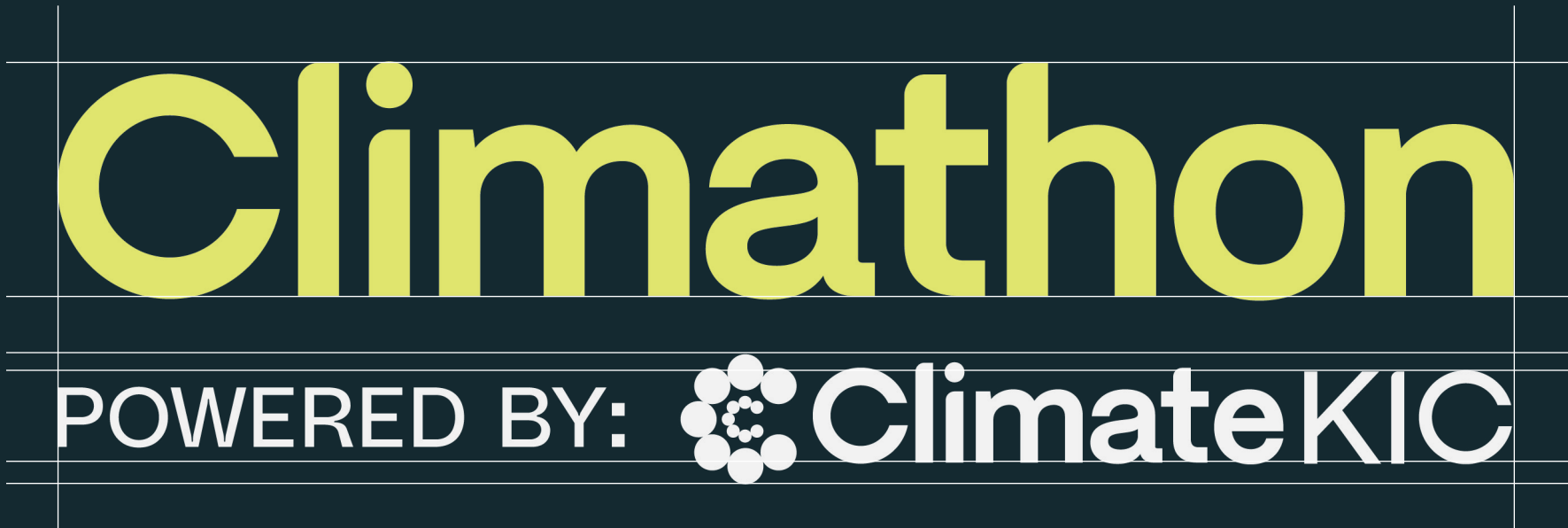
Designed for immediate recognition, with the letter 'C' subtly integrated into the mark. Its circular, fractal-inspired patterns reflect nature's inherent systems and echo the brand's focus on systemic change.

These patterns symbolise interconnectedness and growth, visually representing the transformative impact Climathon is driving. The simplicity and clarity of the logo, combined with its reference to fractals, reinforce its iconic status and ability to convey the scale and complexity of global change.

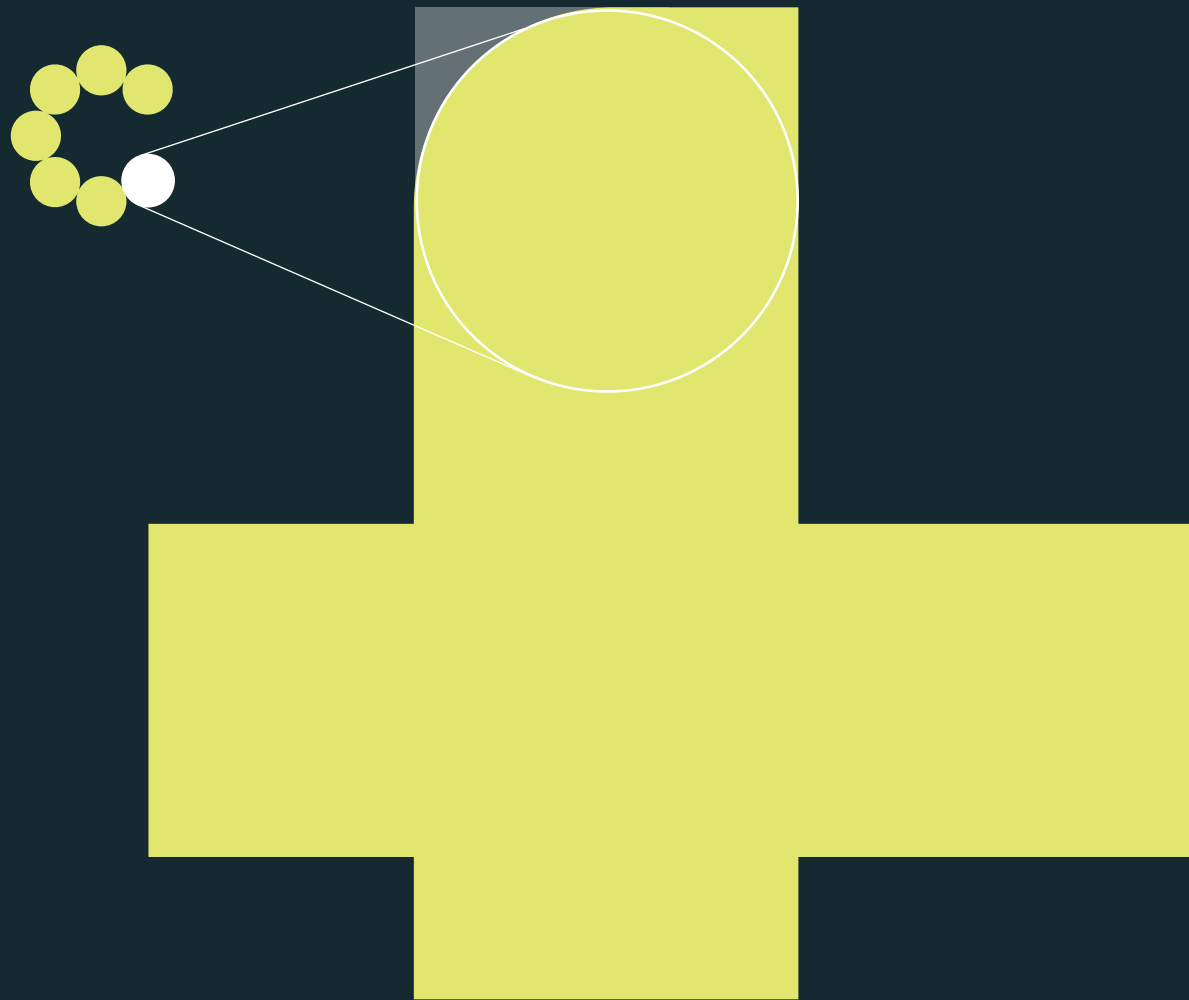
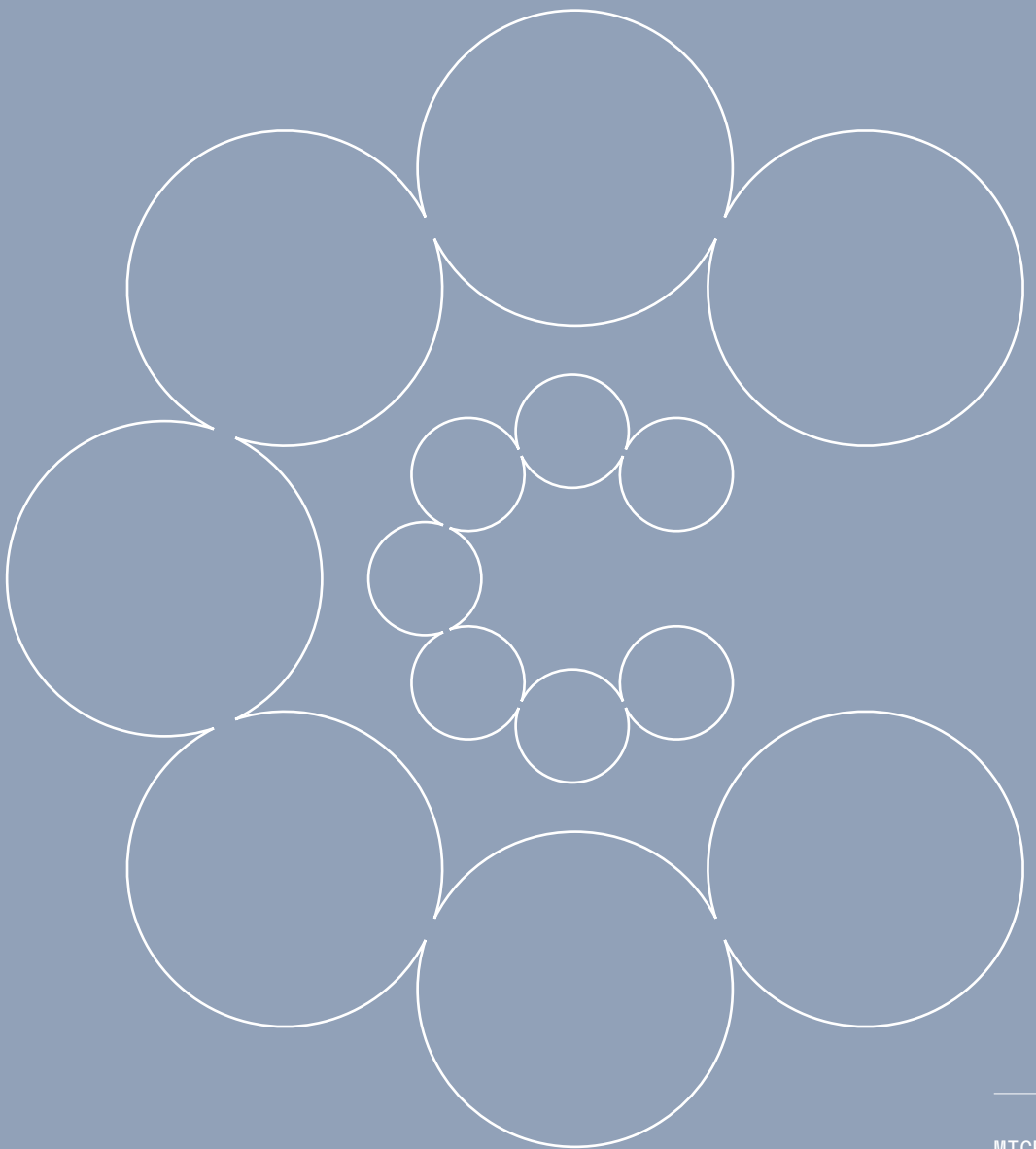




LOGO CONSTRUCTION



STAMP



LOGO SPACING CONSTRUCTION







## LOGO USAGE

# Logo Spacing

Proper logo spacing is crucial for maintaining the clarity and impact of the brand across both print and digital materials. Adequate white space around the logo ensures it remains distinct and legible, preventing it from being crowded by other elements.

This spacing helps to preserve the logo's integrity, ensuring that it is always recognisable and impactful, whether on a large billboard or a small digital screen. By maintaining consistent spacing, the logo remains a strong, cohesive visual symbol of the brand, regardless of the medium or size.





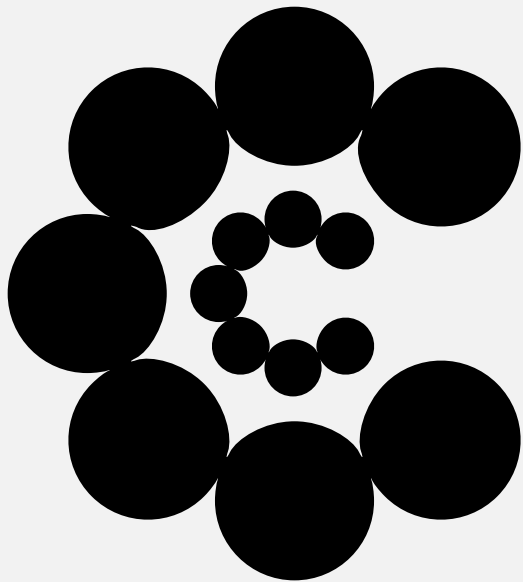


LOGO USAGE

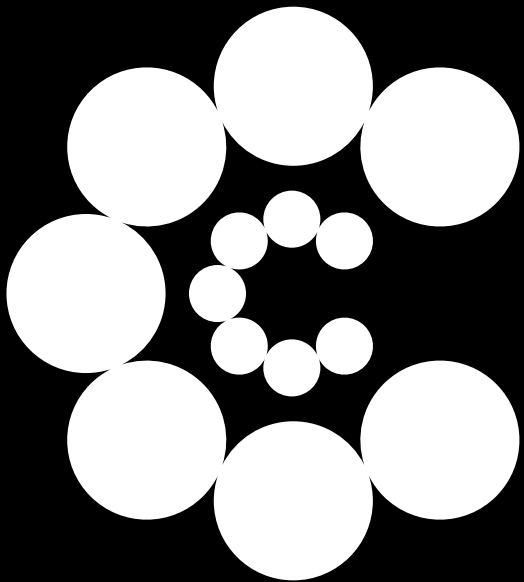
# Logo Colour

We recommend using two primary logo colours: Daffodil for positive applications on dark backgrounds and imagery, and Ink for negative applications on light backgrounds. Users should choose the version that ensures optimal contrast. For monochrome applications please use on 100% black or white colourways as specified below.

MONOCHROME USAGE



Light Backgrounds  
**100% Black**



Dark Backgrounds  
**100% White**

# Climathon

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Primary Positive

## Daffodil

#e0e56e

# Climathon

POWERED BY:  ClimateKIC

Primary Negative

## Ink

#e0e56e

# Climathon

POWERED BY:  ClimateKIC

Use on dark imagery

## Daffodil

#e0e56e

# Climathon

POWERED BY:  ClimateKIC

Use on light imagery

## Ink

#e0e56e



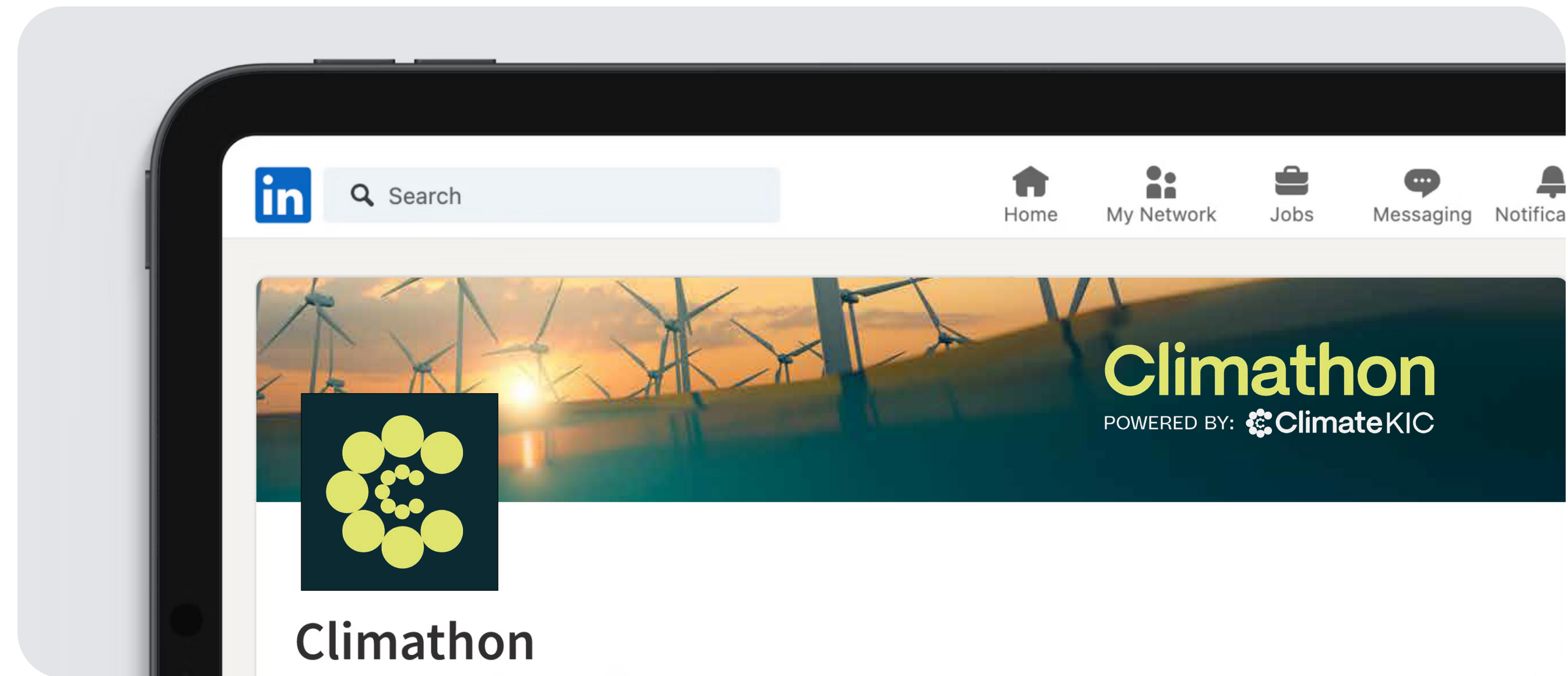


LOGO USAGE

# Logo Application

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The logo is versatile, working as both a compact stamp and a full wordmark. The stamp provides an iconic, simplified representation, while the wordmark offers greater visibility and context. This flexibility ensures consistent brand recognition across various applications.







**Climathon**  
POWERED BY:  **ClimateKIC**

- ▲ **Do not** rotate or skew the logo positioning

**Climathon**  
POWERED BY:  **ClimateKIC**

- ▲ **Do not** alter the proportions of the logo

**Climathon**

- ▲ **Do not** use the wordmark without the supporting logo

**Climathon**  
POWERED BY:  **ClimateKIC**

- ▲ **Do not** apply a gradient to the logo

**Climathon**  
POWERED BY:  **ClimateKIC**

- ▲ **Do not** outline the logo

**Climathon** POWERED BY:  **ClimateKIC**

- ▲ **Do not** rearrange the logo elements

**Climathon**  
POWERED BY:  **ClimateKIC**

- ▲ **Do not** use different colours within the lock-up



- ▲ **Do not** place on busy or heavily detailed image backgrounds

**Climathon**  
POWERED BY:  **ClimateKIC**

- ▲ **Do not** adjust the heirarchy of the logo





## LOGO USAGE

# Co-branding Presentation

For presentations and PowerPoint documents, ensure the logo is prominently displayed on clear or high-contrast colour backgrounds. The Climathon logo should be positioned separately from the company logo to avoid any confusion regarding hierarchy. It should be approximately 30% of the company logo's width. Additionally, please ensure the combined logo height is not less than 40px.



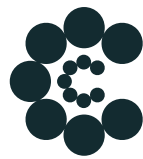
100%



30%





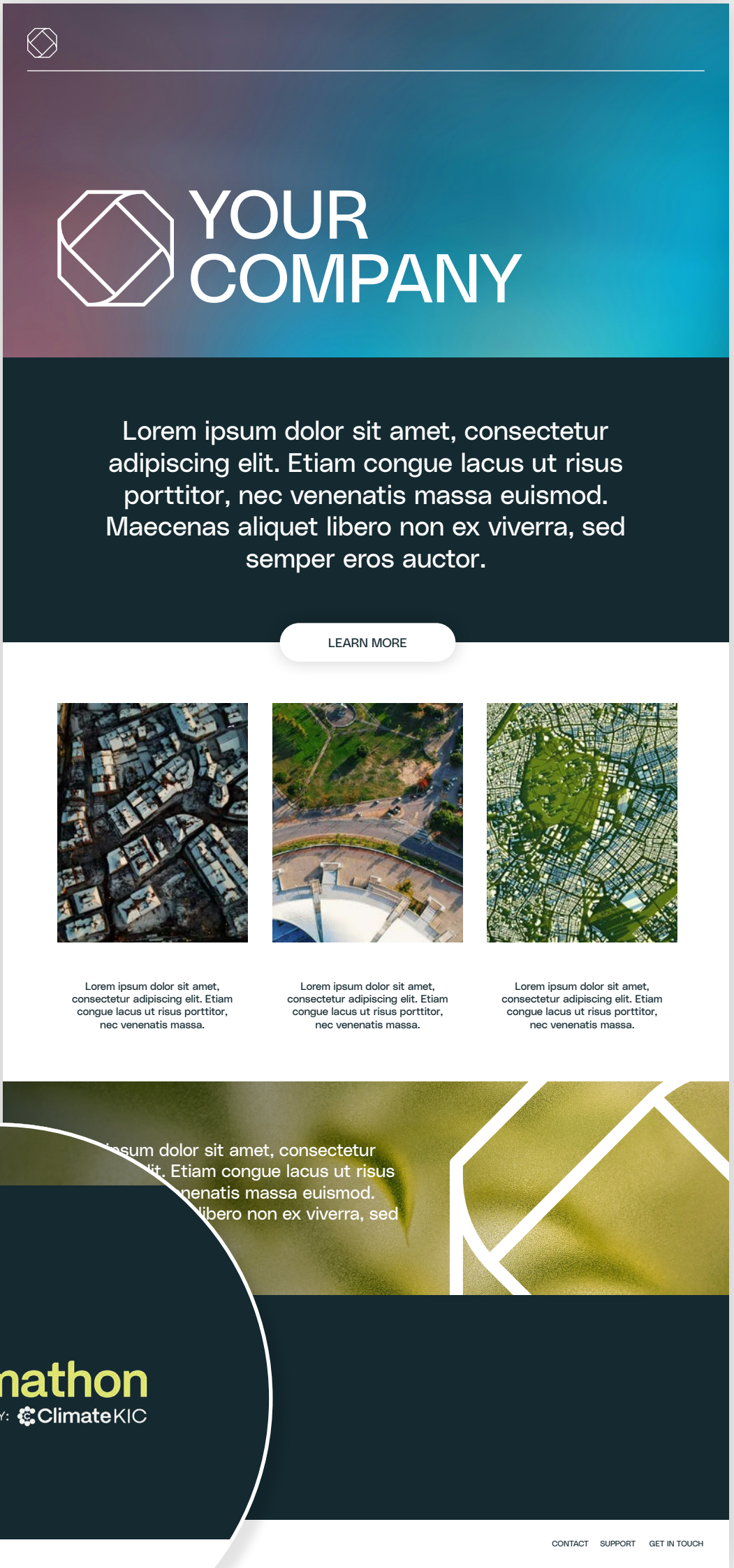


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LOGO USAGE

# Co-branding Web

For web branding, the Climathon lock-up should be prominently featured in the site footer and used in isolation where possible.



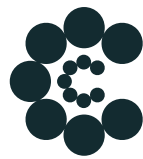




SECTION 03

# Our Colours





COLOUR INTRODUCTION

# Primary colours

The primary colour palette is inspired by the natural world, drawing on earthy tones and vibrant hues that reflect both the urgency of the global challenges we face and the efficiency of nature’s patterns and systems.

Rich greens and blues evoke the vitality of the earth’s ecosystems, while warm, grounding colours remind us of the need for immediate action. These colours also highlight the harmony and resilience found in nature, inspiring hope and innovation as we work towards sustainable, systemic change.

#e19f51

C 11  
M 42  
Y 74  
K 2

75% Tint

50% Tint

25% Tint

Zest

#998d74

C 38  
M 35  
Y 51  
K 18

75% Tint

50% Tint

25% Tint

Oyster

#b6c6c6

C 33  
M 15  
Y 21  
K 1

75% Tint

50% Tint

25% Tint

Moon

#1d4938

C 85  
M 44  
Y 74  
K 50

75% Tint

50% Tint

25% Tint

Forest

#2e416c

C 92  
M 76  
Y 31  
K 19

75% Tint

50% Tint

25% Tint

Dusk

#142930

C 91  
M 66  
Y 55  
K 67

75% Tint

50% Tint

25% Tint

Ink





COLOUR INTRODUCTION

# Secondary Accents

The secondary colour palette introduces vivid neons that contrast sharply with the earthy tones, creating a sense of urgency and disruption. Bright yellows, electric blues, and neon pinks stand out against the natural backdrop, drawing attention to critical issues and sparking action.

These vibrant accents inject energy into the design, reflecting the need for bold solutions while maintaining a dynamic balance with the grounding, organic primary colours.

#3d6cde

C 80  
M 59  
Y 0  
K 0

75% Tint

50% Tint

25% Tint

Ocean

#c24fa0

C 28  
M 79  
Y 0  
K 0

75% Tint

50% Tint

25% Tint

Orchid

#e0e56e

C 18  
M 0  
Y 67  
K 0

75% Tint

50% Tint

25% Tint

Daffodil

#f2f2f2

C 6  
M 4  
Y 5  
K 0

75% Tint

50% Tint

25% Tint

Cloud





# Brand Colour Pairings

To create maximum impact, complementary colour pairings are used that balance vibrancy with clarity. Earthy tones, like deep greens and browns, are paired with bright accents such as neon blues and yellows, ensuring a striking contrast that grabs attention. These pairings are carefully selected to maintain high legibility and accessibility, with sufficient contrast for easy reading and visual comprehension.

Ink

Zest

Moon

Ocean

Daffodil

Cloud

Forest

Zest

Moon

Ocean

Daffodil

Cloud

Oyster

Moon

Ocean

Daffodil

Ink

Cloud

Dusk

Zest

Moon

Ocean

Daffodil

Cloud

Moon

Forest

Ink

Ocean

Orchid

Cloud





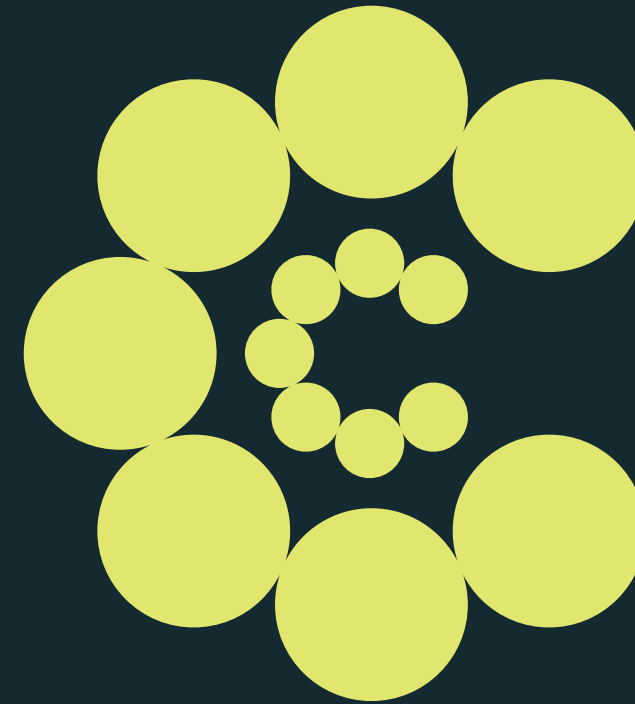
## DIGITAL COLOUR PAIRING

# Colour Accessibility

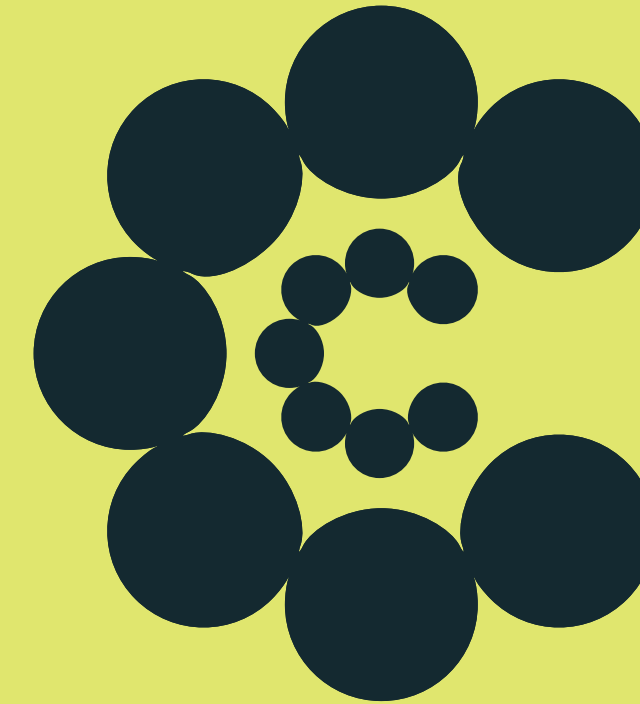
For Climathon, ensuring colour accessibility is essential to fostering inclusivity and clear communication with a diverse global audience. Accessible colour pairings allow individuals with visual impairments, including colour blindness, to engage fully with the organisation's content, aligning with Web Content Accessibility Guidelines (WCAG).

By using tested colour combinations, Climathon ensures its messaging is clear, readable, and inclusive, reflecting its commitment to equity and collaboration. Accessible designs enhance audience engagement, ensuring critical climate solutions are communicated effectively to all. While suggested pairings are not mandatory, they provide a reliable foundation for creating universally inclusive content that supports Climathon's mission to drive global climate innovation.

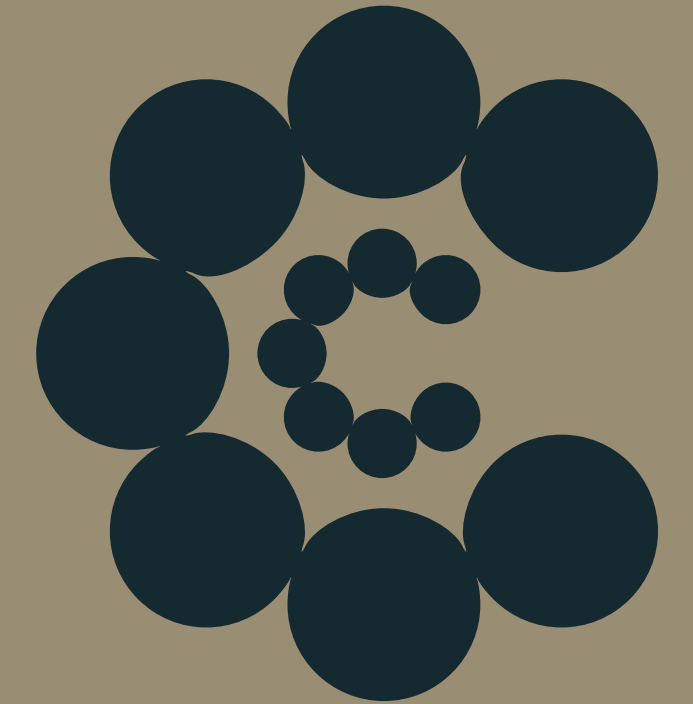
Ink  
Daffodil



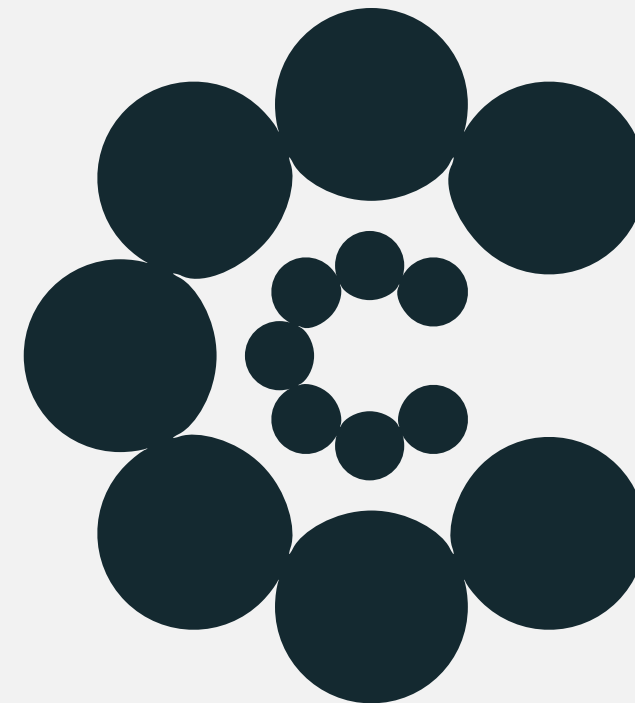
Daffodil  
Ink



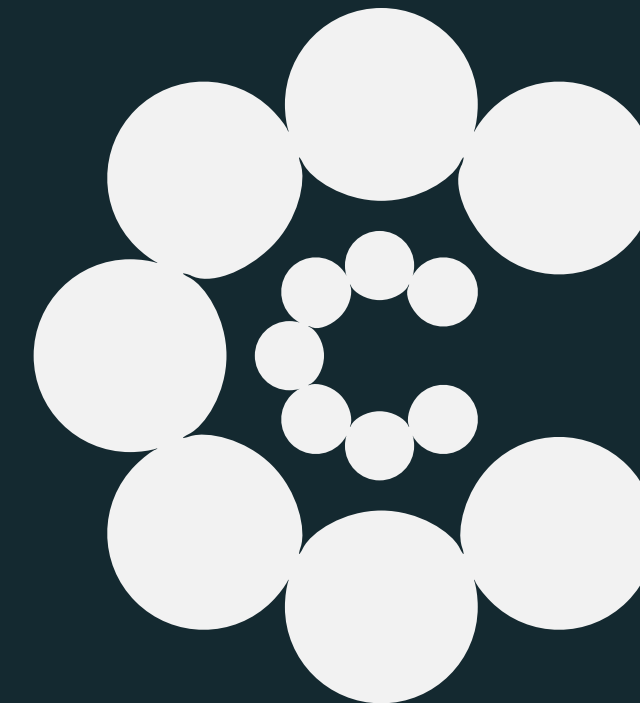
Oyster  
Ink



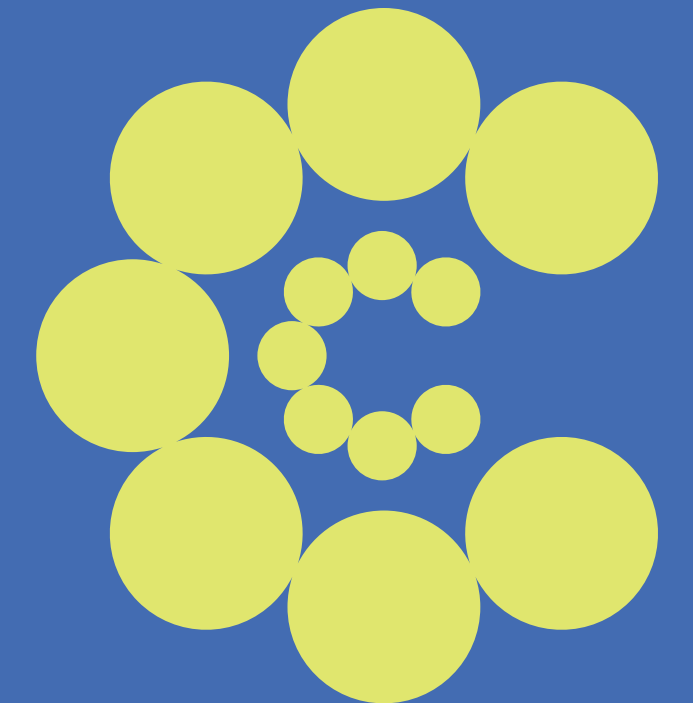
Cloud  
Ink



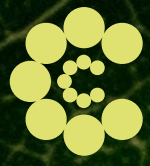
Ink  
Cloud



Ocean  
Daffodil







SECTION 04

# Our Typography





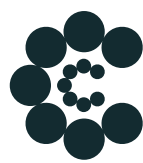
# Typography Introduction

The typography features modern sans-serif typefaces that create a clean, dynamic impact across the brand. The sleek, minimalist forms ensure clarity and readability, while subtle ink trap details—small, strategic cuts in the letterforms—echo the circular shapes of the logo and brand identity.

These details add a distinctive, organic touch, reinforcing the brand's connection to nature and systemic patterns. The typefaces are versatile, adaptable for various applications, and enhance the overall visual energy, ensuring the brand feels contemporary and forward-thinking.







Primary Typeface

PolySans  
Neutral

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz

Poly Sans Neutral is the brand’s primary typeface, offering a clean, modern design with geometric forms for clarity and versatility. Its balanced proportions ensure legibility across all platforms, reinforcing the brand’s connection to nature and innovation.

Secondary Typeface

PolySans  
Bulky

Used for pullout text to create impact, with its bold design drawing attention and emphasising key messages. Its weight adds energy, ensuring important information stands out.

Tertiary Typeface

PolySans Mono  
Neutral

Poly Sans Mono is used for tertiary text, labels, and annotations, offering clear, legible monospaced design. Its structured look ensures precision and complements the brand’s overall aesthetic.





Primary Typeface

# This is the main heading typeface

This is the body typeface. It should be roughly 20% scale of the main heading. Kerning should be set to optical, and lines should not exceed 15 words in column width.

THIS IS TO BE USED  
FOR TERTIARY APPLICATIONS

Typography in action

AGRIFOOD IRELAND

## Adaptive innovation cluster for rural areas.

EIT Climathon is applying its 'Deep Demonstration' model of innovation to the entire agri-food and bio-based value chain, from soil to farm to fork to society.







## ALTERNATE SYSTEM FONT

# System Font (Alt)

In the Climathon brand rollout, there may be occasions where a system font alternative is required to ensure consistency and accessibility across all platforms and applications. We recommend Aptos as a suitable alternative. This universally recognised sans-serif font closely mirrors the character details of Poly Sans, maintaining the brand's visual identity.

For consistency and clarity, we suggest using Aptos Display in its regular weight as the primary font for most text, ensuring readability across a variety of mediums. The bold weight can be reserved to highlight key text details, adding emphasis where needed without compromising the overall aesthetic. Choosing Aptos ensures a professional and cohesive presentation of the Climathon brand, particularly in environments where custom fonts may not be supported, while remaining accessible and widely compatible.

## Primary Typeface (System)

Primary Typeface

# Aptos Display

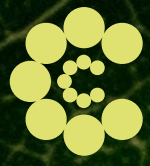
AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz

## Secondary Typeface (System)

Text Call-outs

# Aptos Display Bold





SECTION 05

# Our Layouts



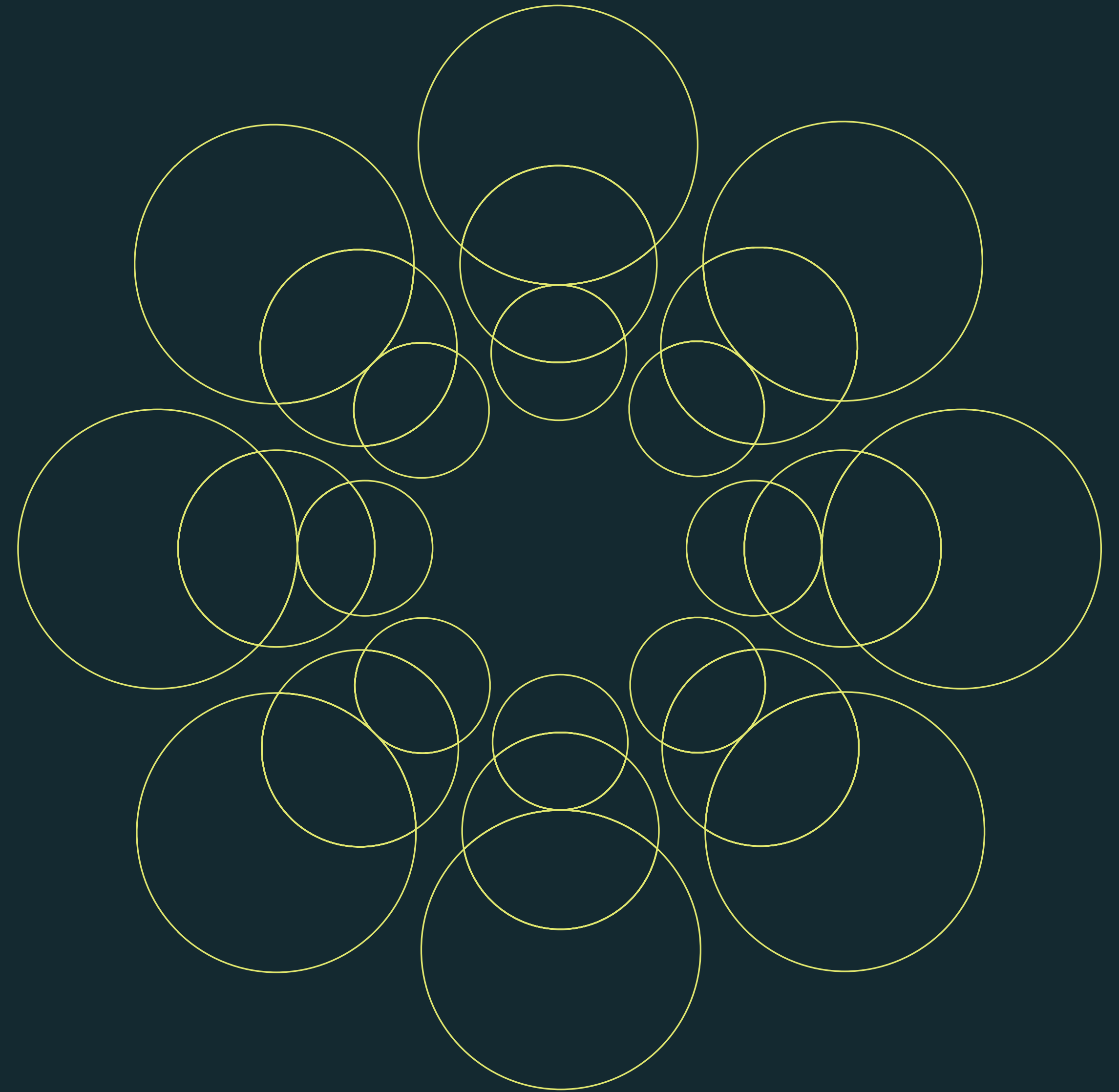


LAYOUT & COMPOSITION

# Fractal Origins

The brand layouts and visual masking system are inspired by the circular pattern of the brand logo, expanding outward to mirror the fractal patterns found in nature.

As these circles extend and intersect, they create visually dynamic compositions that evoke the interconnectedness of systems. The overlapping circles generate a sense of movement and depth, reinforcing the brand's focus on growth, resilience, and the complexity of global change, while maintaining a cohesive and organic visual flow.







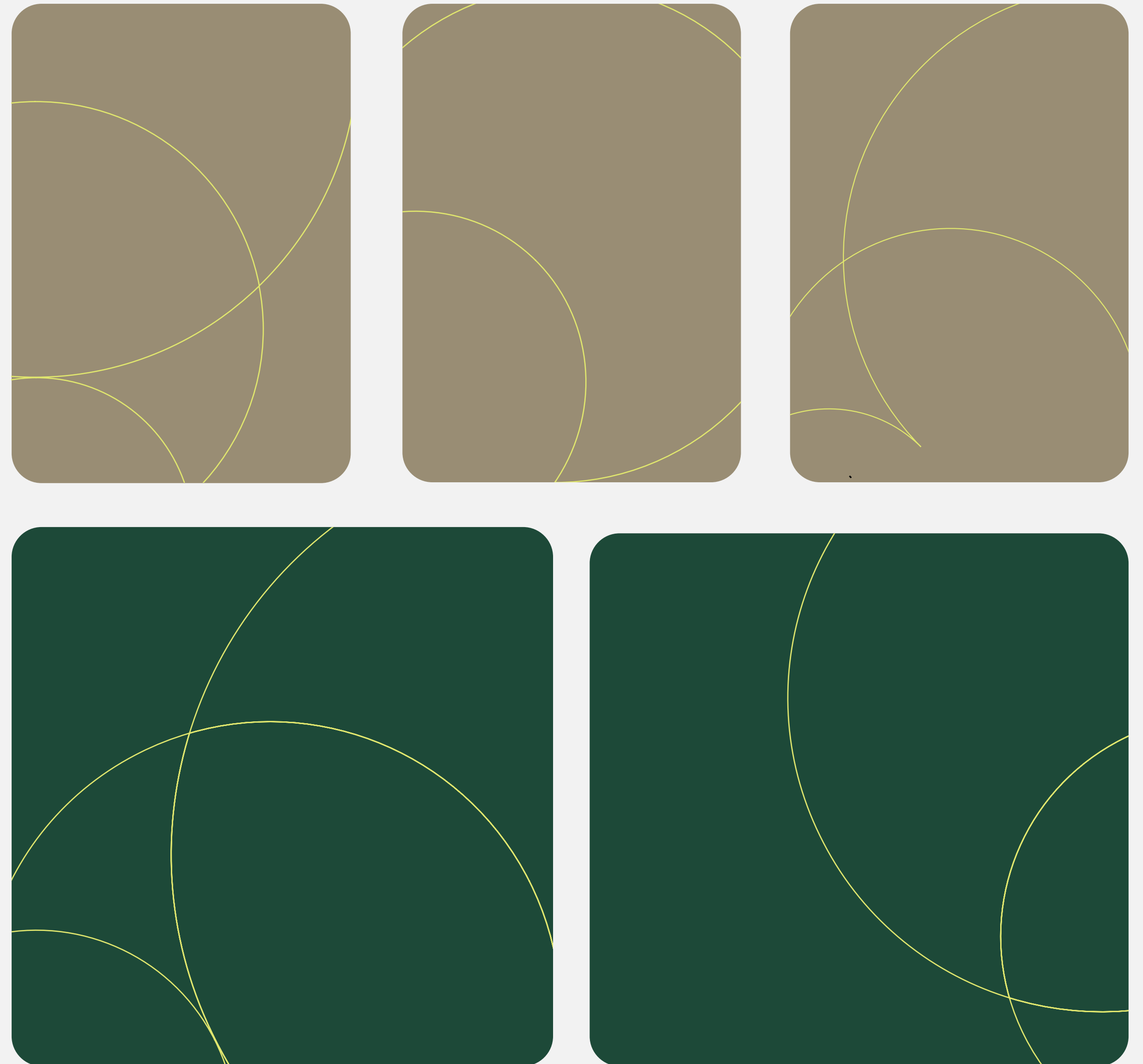
## LAYOUT & COMPOSITION

# Fractal Origins

Introduction  
Imagery  
Logo  
Colours  
Typography  
**Layout**  
Iconography  
Rollout

By cropping into these circular shapes, dynamic and intriguing forms begin to emerge, offering a variety of fluid, organic patterns. These cropped shapes can be used independently as standalone design elements or to frame imagery and text in unique ways.

The resulting forms create a sense of movement and flow, adding visual interest while maintaining a cohesive connection to the brand's identity. This approach allows for flexible and creative layouts that highlight key content in a visually striking, dynamic manner.







# Social Framing

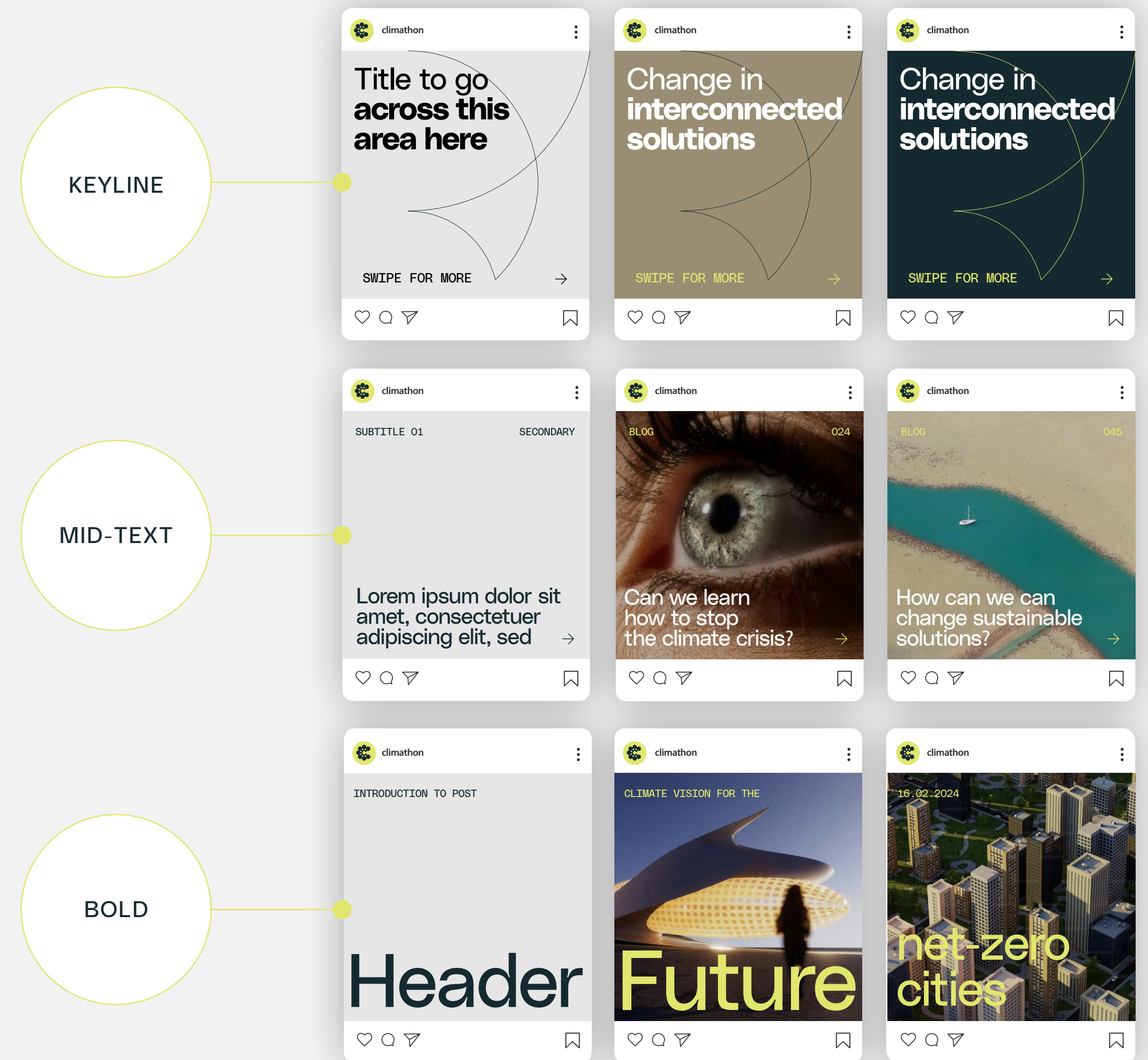
**For social applications, three distinct layout types are used to create visual impact and consistency:**

**Keyline:** The fractal pattern is used only as a keyline, subtly framing the content without overpowering it. This creates a clean, modern look that highlights the text or imagery inside the frame.

**Mid-Text:** This layout features full-bleed imagery with mid-sized captions placed centrally, allowing the visuals to take centre stage while the text remains clear and balanced. It creates a harmonious blend of imagery and messaging.

**Bold:** A bold headline is placed atop full-bleed imagery, commanding attention and making a strong statement. This layout is ideal for powerful, attention-grabbing messages, with the imagery serving as a dramatic backdrop to the text.


Each layout type is designed to suit different content needs while maintaining visual cohesion across social media platforms.








- Introduction
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city networks and research organisations from 13 countries.

LEARN MORE →



# Natural climate solutions

Reversing biodiversity loss. →




# Agrifood in Ireland

Ireland's strategy is to achieve a climate-neutral food system by 2050, with a commitment to reduce emissions from agriculture by 25% by 2030.

LEARN MORE →

# NetZeroCities Programme


NetZeroCities brings together 34 leading city networks and research organisations from 13 countries.

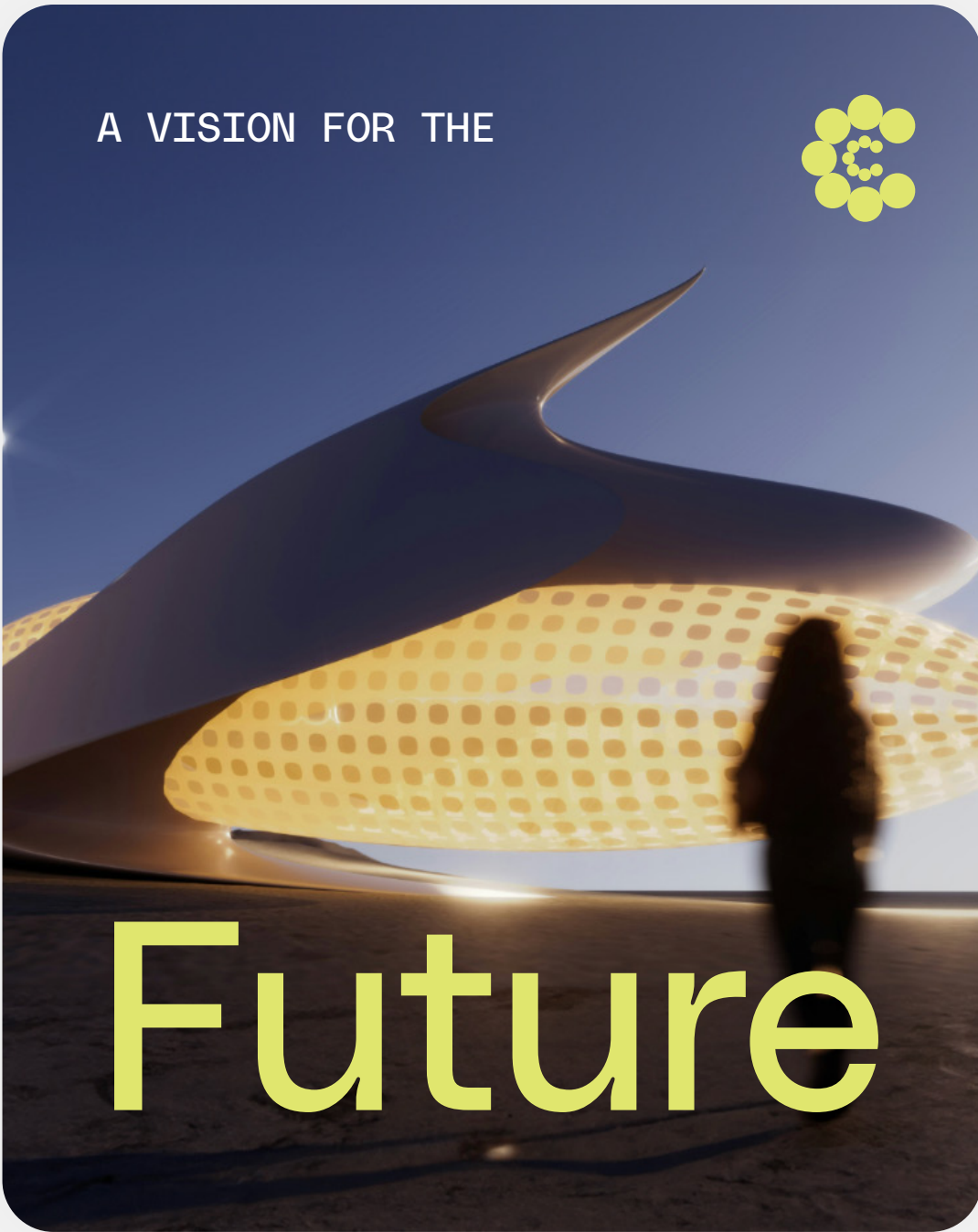


climate-neutral food system by 2050, with a commitment to reduce emissions from agriculture by 25% by 2030.

CLIMATHON

A VISION FOR THE





# Future

READ MORE →

# Innovations in Slovenia

A VISION FOR THE

# NetZeroCities



# netZeroCities





## LAYOUT & COMPOSITION

# Portrait Framing

**For portrait applications, three layout types are used to create visual variety and impact:**

### Keyline Image:

The fractal pattern is used as a keyline over the top of full-bleed imagery, subtly framing the image while allowing the visual content to remain the focal point. This layout combines the organic flow of the brand's design with the full impact of the imagery.

### Keyline Only:

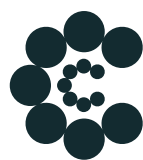
In this layout, the keyline is used against solid background colours, acting as an illustrative element that adds depth and texture without overpowering the design. It creates a clean, structured look while maintaining a connection to the brand's circular motif.

### Fractal Masking:

Dynamic shapes derived from the fractal pattern are used to frame one or more images, creating a sense of movement and energy. This layout adds complexity and interest, allowing the imagery to interact with the shapes in a unique and engaging way. Each layout type ensures a cohesive, visually striking design while offering flexibility in how content is presented.





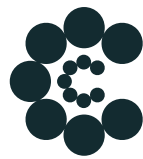


## Example Cover Design

Introduction  
Imagery  
Logo  
Colours  
Typography  
**Layout**  
Iconography  
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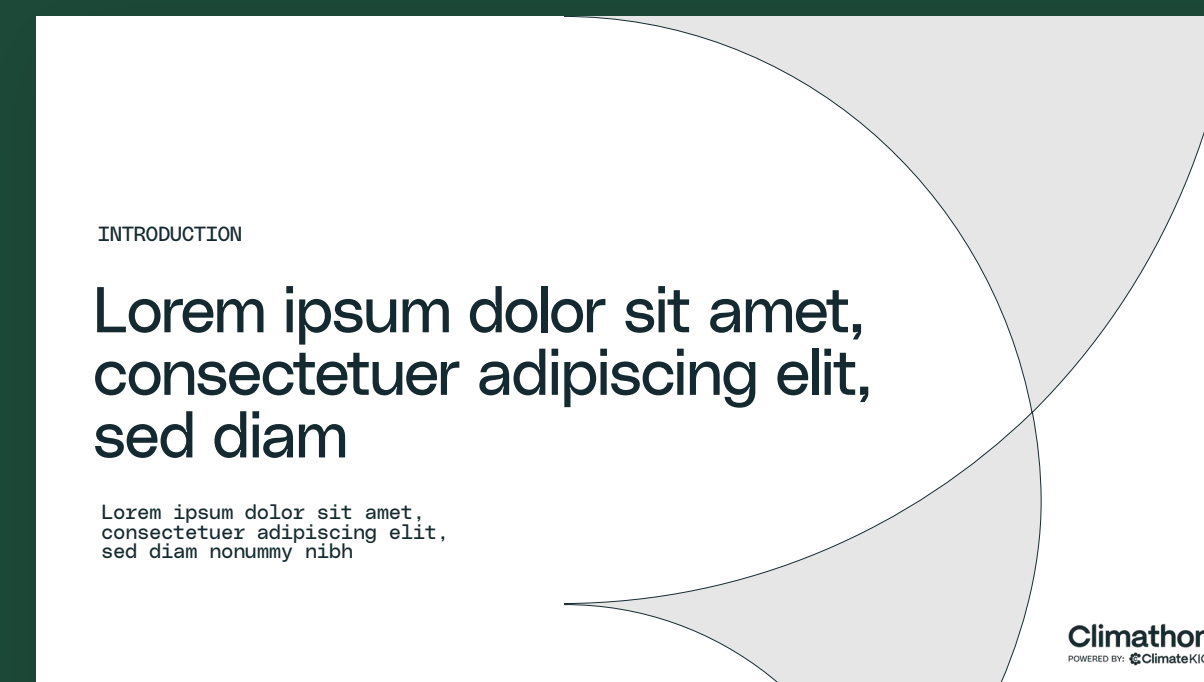




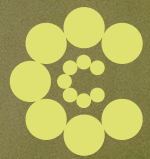
## LAYOUT & COMPOSITION

# Wide Framing

For wider framing, the fractal pattern is used in various treatments, such as soft borders, dynamic overlays, or accents, to frame content in a visually distinct yet cohesive way. This flexibility ensures the design remains engaging and consistent, enhancing the overall layout across presentations, image headers, and more.







SECTION 06

# Our Iconography



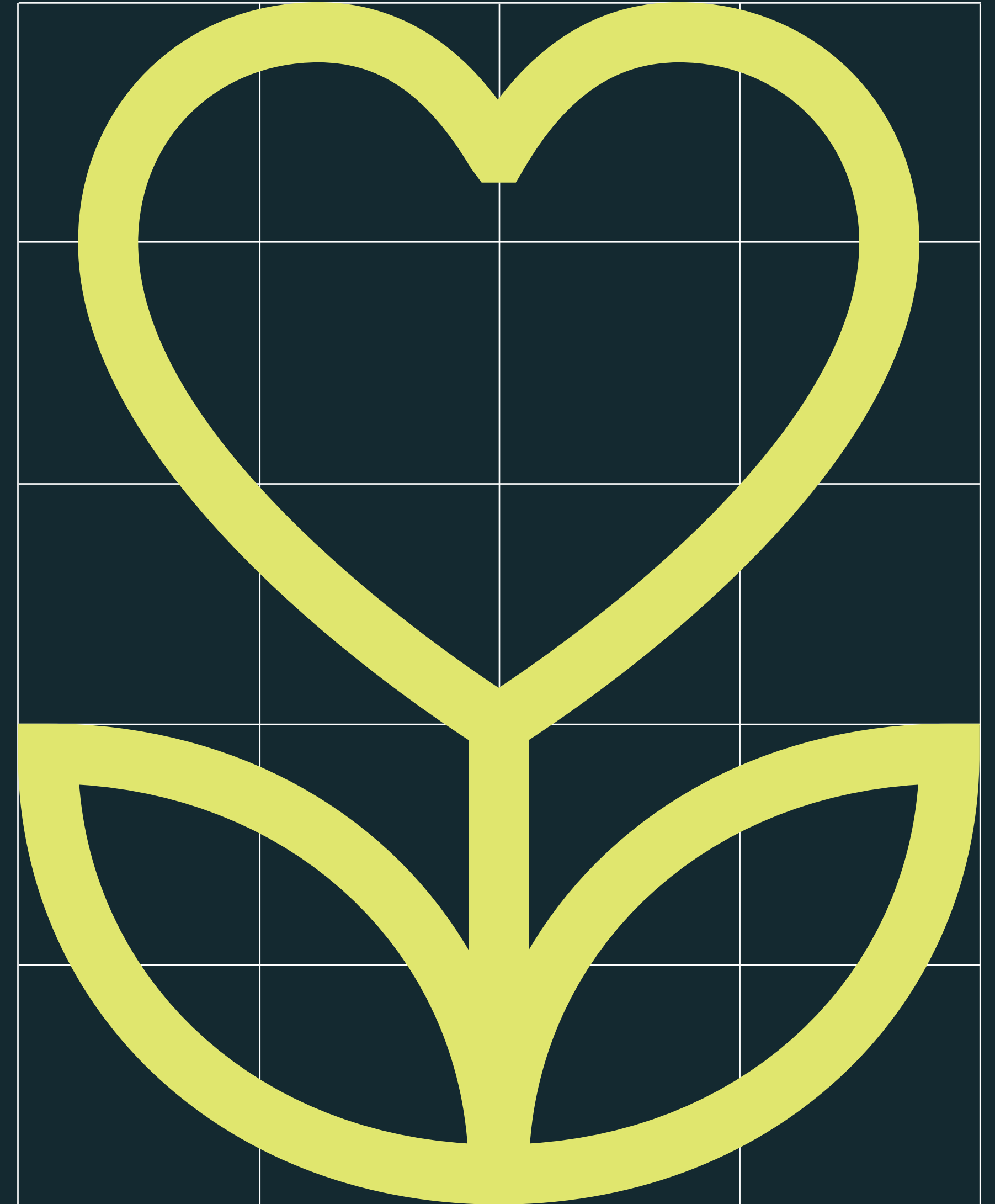


## VISUAL ELEMENTS

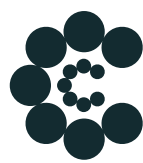
# Iconography

The iconography uses a clean, angular style that contrasts the rounded features of the brand's identity, creating a modern and structured look.

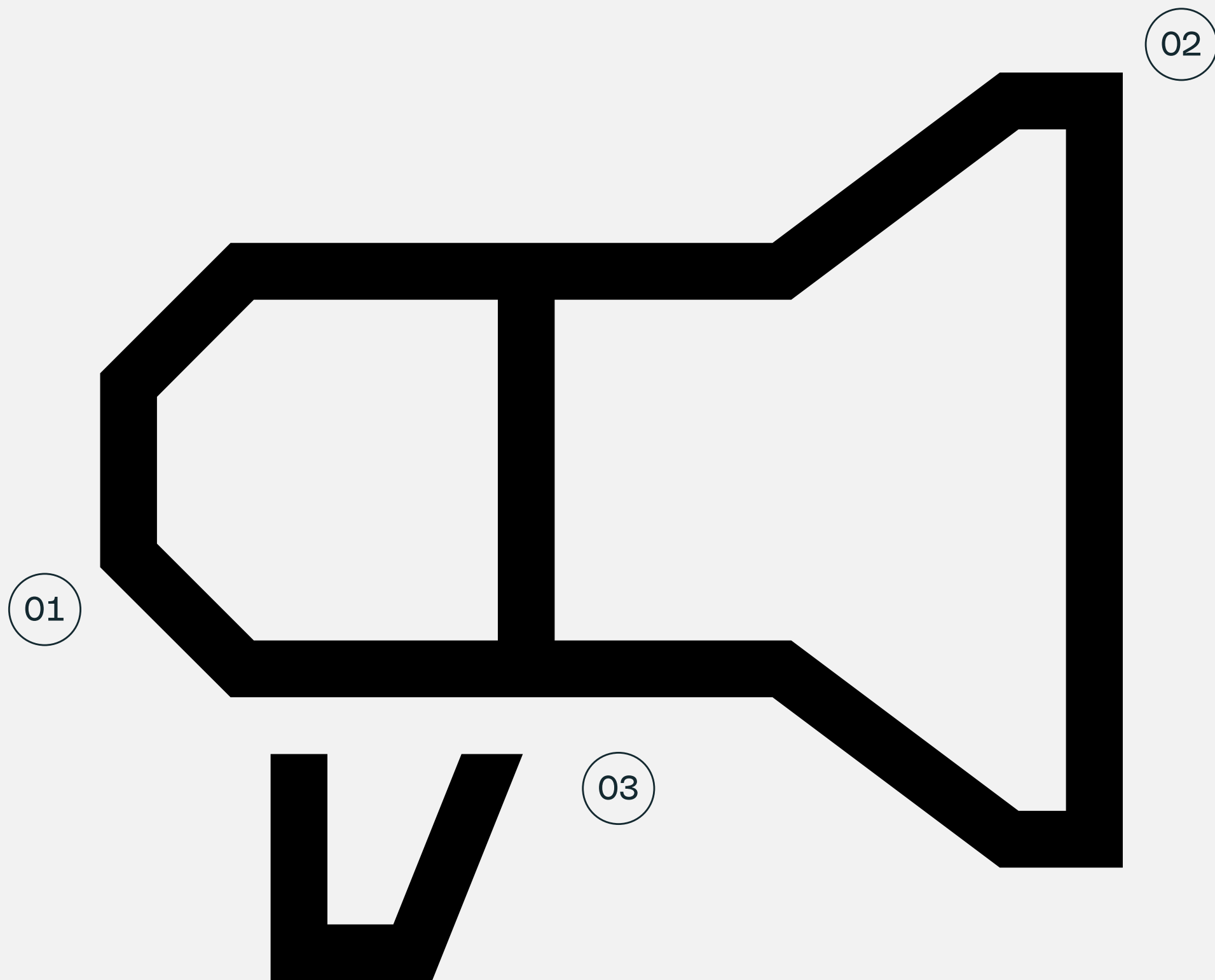
Constructed on a simple grid system, the icons are designed for universal readability, ensuring they resonate with a global audience. Soft narrative details are subtly integrated, adding warmth and a human touch to the icons, enriching the visual storytelling while maintaining clarity and consistency across different platforms.







## Icon Build



01. Angular edges contrast with simple graphic shapes.
02. Outlined icons ensure instant recognition.
03. Shared components enhance consistency.

## Example Icon Style



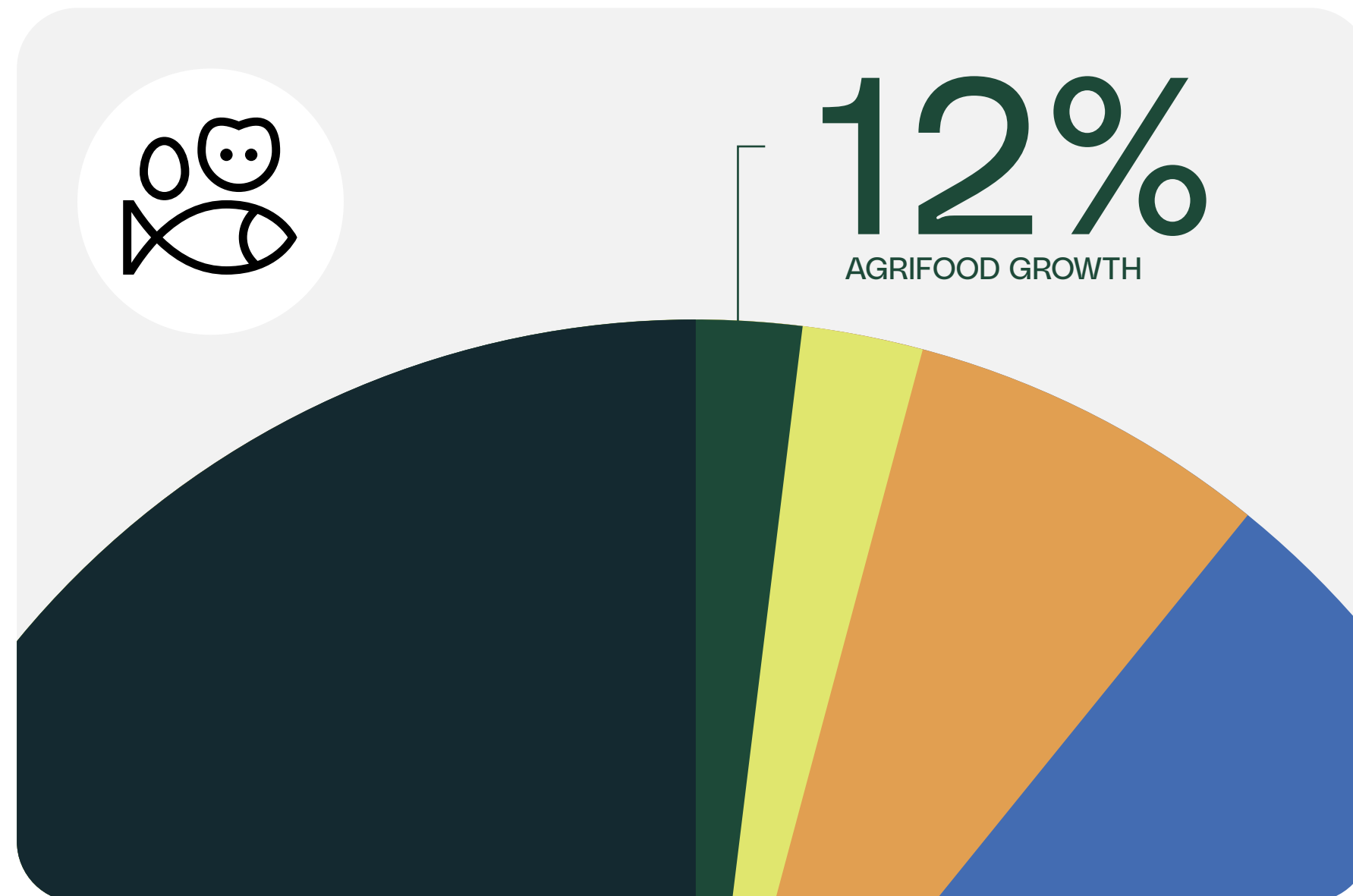
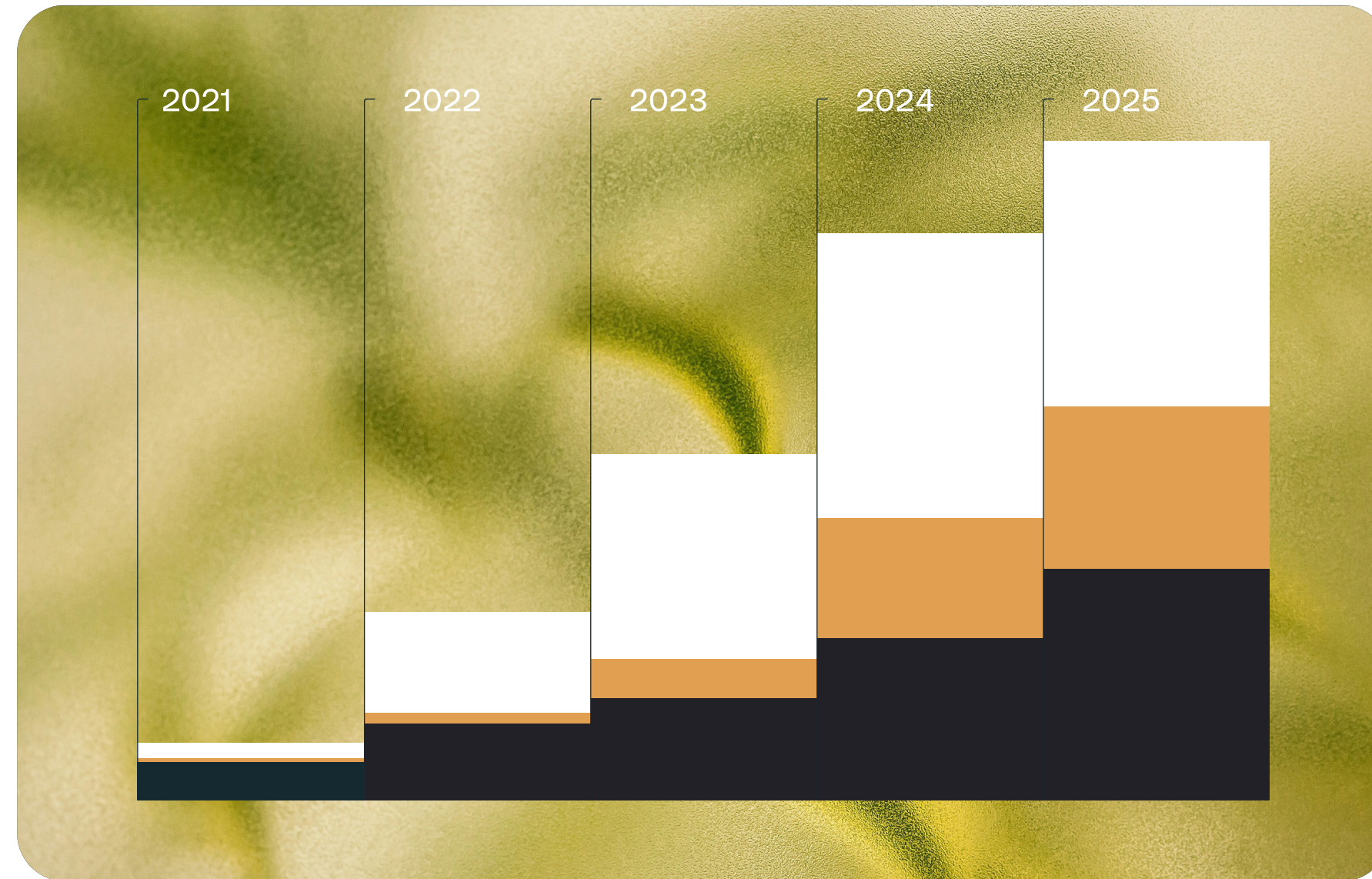
Featuring a variety of symbols that represent the diverse range of projects facilitated by Climathon. Each icon is designed to clearly convey key themes, simplifying complex concepts and strengthening the narrative while maintaining a cohesive visual language.



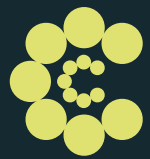


# Infographics

Introduction  
Imagery  
Logo  
Colours  
Typography  
Layout  
**Iconography**  
Rollout





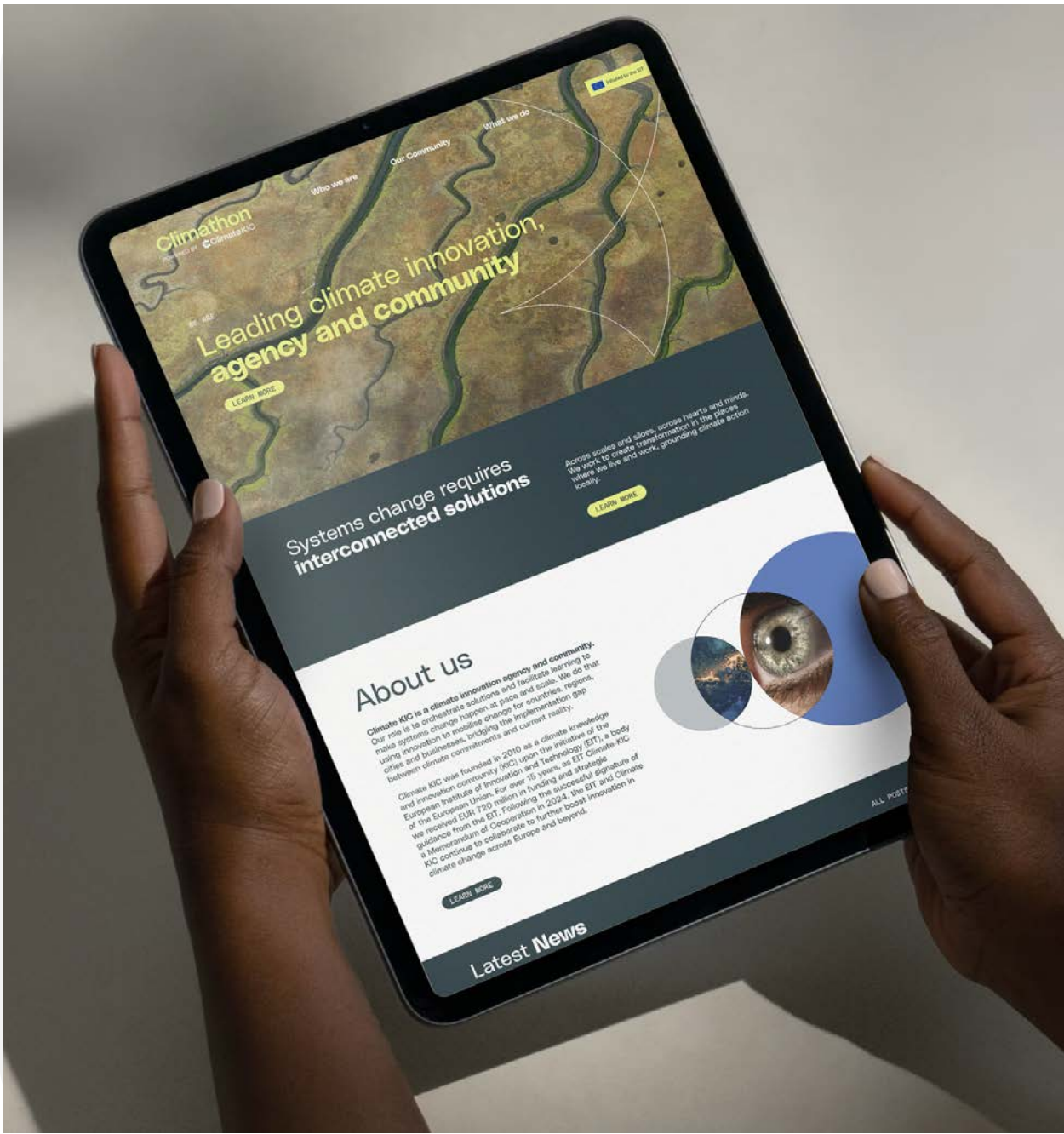


# Brand Rollout





- Introduction
- Imagery
- Logo
- Colours
- Typography
- Layout
- Iconography
- Rollout







- Introduction
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- Layout
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- Rollout



## Systems change requires interconnected solutions

Across scales and siloes, across hearts and minds. We work to create transformation in the places where we live and work, grounding climate action locally.

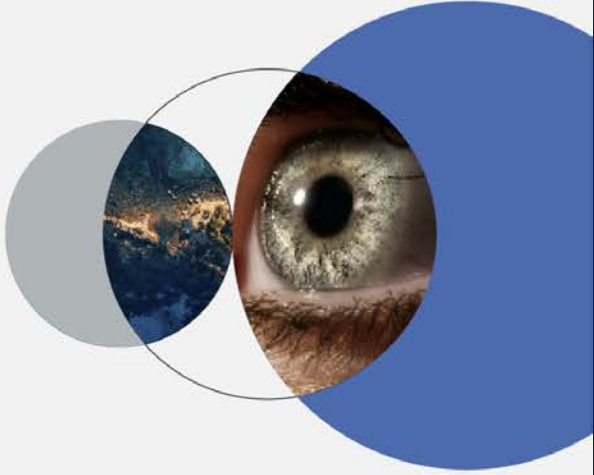
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## About us

**Climate KIC is a climate innovation agency and community.** Our role is to orchestrate solutions and facilitate learning to make systems change happen at pace and scale. We do that using innovation to mobilise change for countries, regions, cities and businesses, bridging the implementation gap between climate commitments and current reality.

Climate KIC was founded in 2010 as a climate knowledge and innovation community (KIC) upon the initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union. For over 15 years, as EIT Climate-KIC we received EUR 720 million in funding and strategic guidance from the EIT. Following the successful signature of a Memorandum of Cooperation in 2024, the EIT and Climate KIC continue to collaborate to further boost innovation in climate change across Europe and beyond.

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Adaptation innovation cluster for rural areas

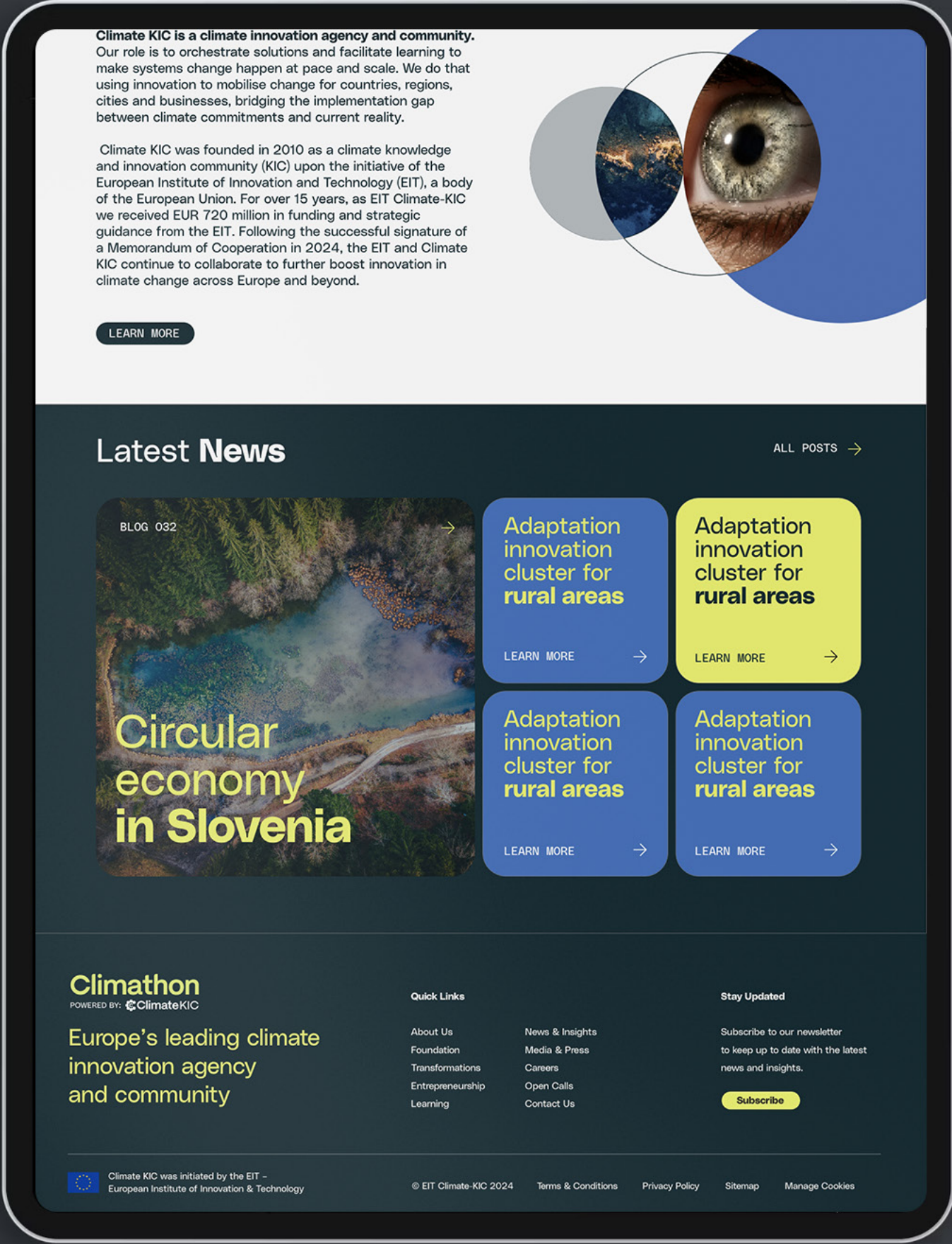
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Adaptation innovation cluster for rural areas

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▲  
Example Landing Page



# Contact

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