EnerTEF

Brand Book

EnerTEF Mission

EnerTEF is driving the future of AI in Europe's energy sector. By building a powerful network of testing and experimentation facilities, we empower innovators to develop, validate, and deploy cutting-edge AI solutions. Bringing together leading energy companies, regulatory authorities and innovation experts, we accelerate market adoption, fueling a smarter, more efficient, and sustainable energy future.

EnerTEF Tagline

The Future of Energy through AI Testing and Experimentation

EnerTEF Philosophy

EnerTEF stands at the intersection of technology, sustainability, and collaboration, driving the future of energy through AI-powered testing and experimentation. Our philosophy is built on three core principles:

- Innovation for Impact
- Collaboration at Scale
- Sustainable Transformation

Logo

Logo Description

The lightning bolt placed at the centre signifies power, energy and innovation. It emphasises EnerTEF's mission of transforming the energy sector through cutting-edge technology.

The surrounding network of circles represents collaboration, integration, and interconnectivity, crucial for transforming the energy sector. The structure also symbolises the interconnectedness of EnerTEF's mission.

The warm gradient transition from pink to orange conveys dynamism and adaptability, reflecting the rapid evolution and innovation in energy and technological progress strategic.

The circular and connected layout creates a sense of inclusivity and continuous improvement, underscoring EnerTEF's role in shaping sustainably energy solutions through AI.

EnerTEF

Primary Logo

EnerTEF EnerTEF

Stacked Logo

The stacked logo is to be used sparingly and in instances where the primary logo does not fit as comfortably.

EnerTEF EnerTEF

Monochrome Logo

These are monochrome simple versions of the primary logo in case of a clashing background colour, or when printing in black and white, or if only a one color printing.

EnerTEF EnerTEF EnerTEF EnerTEF EnerTEF EnerTEF

Symbol

The symbol is the most minimal representation. It is used where space is limited, or where already present or where their presence is not required. The symbol is used in small or social media profile image, and favicon.

Clearspace

Clearspace is the area surrounding the logo that should be kept clear of other elements to ensure the logo is always distinguishable from any surrounding graphics.

The X in the diagram represents the minimum clearspace for each logo.

EnerTEF

Incorrect Usage

Do not outline

Do not position on angle

Do not stretch

Do not apply effects

Do not use inappropriate colors

EnerTEF Vision

Do not create custom versions

Colors

Colors Description

EnerTEF's color palette is rooted in innovation and forward-thinking, perfectly aligning with its mission to transform the energy sector through AI-driven innovation.

The vibrant hues reflect a dynamic approach to technological advancement, energy, and adaptability, creating a modern, and engaging visual identity.

This carefully curated palette underscores our innovation with approachability, ensuring our brand stands at the cutting edge and inclusive.

By combining warmth, energy, and a touch of cutting-edge, the palette reinforces EnerTEF's role as a leader in AI-driven energy experimentation for the energy industry.

Primary Colors

P-01

#FF5F00
rgb(255, 95, 0)
cmyk(0, 0, 1, 0)

P-01

#FFC
rgb(255, 255, 204)
cmyk(0, 0, 0, 0)

Secondary Colours

S-01

#FF0000
rgb(255, 0, 0)
cmyk(0, 1, 1, 0)

S-02

#FF1493
rgb(255, 20, 147)
cmyk(0, 0.92, 0.43, 0)

S-03

#FF7800
rgb(255, 120, 0)
cmyk(0, 0.53, 1, 0)

Incorrect Usage

Do not use tanning colors

Don't guesstimp
CMYK / RGB / Hex values

CMYK — Print
RGB — Digital
Don't use the wrong color mode

Typography

Typography Intro

Inter

Inter embodies modernity, clarity, and accessibility—key qualities for an AI-driven energy testing and experimentation platform. Its versatile design supports a wide range of applications, advanced AI testing and experimentation approachable for energy stakeholders, Inter's high readability ensures seamless communication across digital and print platforms, making complex information easy to digest. As a versatile and forward-thinking font, it reflects EnerTEF's commitment to technological excellence and collaboration across Europe's evolving energy landscape.

Typeface D-01

AaBbCc
QRSTUV
1986®?!

Font Family: Inter
Font Size: 120
Font Weight: medium
Line Height: 150
Letter Spacing: 0

Typeface H-01

The Future of Energy through AI Testing and Experimentation

Font Family: Inter
Font Size: 60
Font Weight: regular
Line Height: 150
Letter Spacing: 0

Typeface H-02

Want to learn more about TEFs?

Want to learn more about TEFs?

Font Family: Inter
Font Size: 40
Font Weight: Regular
Line Height: 150
Letter Spacing: 0

Typeface H-03

Stay Updated, Stay Inspired, Subscribe Now!

Stay Updated, Stay Inspired, Subscribe Now!

Stay Updated, Stay Inspired, Subscribe Now!

Font Family: Inter
Font Size: 32
Font Weight: regular
Line Height: 150
Letter Spacing: 0

Typeface H-04

Stay Updated, Stay Inspired, Subscribe Now!

Stay Updated, Stay Inspired, Subscribe Now!

Stay Updated, Stay Inspired, Subscribe Now!

Font Family: Inter
Font Size: 28
Font Weight: Regular
Line Height: 150
Letter Spacing: 0

Typeface B-01

Establish a Reference Architecture RAI for an Open Interoperable and Common Federated European-scale Energy AI Testing and Experimentation Ecosystem, the players of the energy ecosystem.

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Font Family: Inter
Font Size: 20
Font Weight: regular
Line Height: 150
Letter Spacing: 0

Typeface B-02

Establish a Reference Architecture RAI for an Open Interoperable and Common Federated European-scale Energy AI Testing and Experimentation Ecosystem, the players of the energy ecosystem.

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Font Family: Inter
Font Size: 16
Font Weight: regular
Line Height: 150
Letter Spacing: 0

Typeface C-01

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Font Family: Inter
Font Size: 12
Font Weight: regular
Line Height: 150
Letter Spacing: 0

Incorrect Usage

Establish a Reference Architecture RAI for an Open Interoperable and Common Federated European-scale

Headline

Avoid loose headlines

This is a headline

Avoid big line spaces in headlines

Resources & Contacts

Conclusion

In conclusion, EnerTEF's brand guidelines provide the foundation for presenting a unified, professional, and impactful visual and verbal identity. By following these guidelines, we ensure that EnerTEF is represented consistently across all platforms, reinforcing our mission and vision in the energy sector. This cohesive approach will strengthen our position as a leader in AI-driven energy innovation and help us build meaningful connections with stakeholders across Europe. Let's continue to shape the future of energy together.

Contact

Visit EnerTEF's website at https://enertef.eu/ for more information or to access artworks files and promotional material, including the EnerTEF's logo suite, flyers, roll-up banner etc.