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

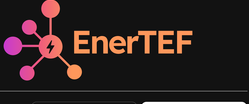
Logo Description

The lightning bolt placed at the center symbolizes power, energy, and innovation. It emphasizes EnerTEF's mission to transforming the energy sector through cutting-edge technology.

The surrounding network of circles represents collaboration, integration, and interconnectivity, crucial for the structure also synthesizes the multinational nature of EnerTEF's mission.

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

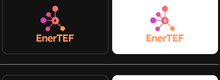
The circular and connected bond creates a sense of inclusivity and continuous improvement, aligning with EnerTEF's role in driving sustainably energy solutions through AI.



Primary Logo

Stacked Logo

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



Monochrome Logo

These are monochrome simple versions of the logo in black and white of is allowing the diagonal gradient to be used in instances where frame, or finally in one color printings.

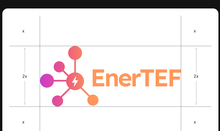
Symbol

The symbol is the most minimal representation. It is used where space is limited, or in the already present or where their presence is not required. The symbol is used in the 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 below shows the minimum clearspace for each logo.



Incorrect Usage

Colors

Colors Description

EnerTEF's color palette is a vibrant blend of 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, yet engaging visual identity.

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

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

Primary Colors

P-01
#FF3B7B
HSL: 0°, 0, 0
rgb(255, 0, 0)

P-01
#FF3B7B
HSL: 0°, 0, 0
rgb(255, 0, 0)

Secondary Colours

S-01
#FF3B7B
HSL: 0°, 0, 0
rgb(255, 0, 0)

S-02
#FF3B7B
HSL: 0°, 0, 0
rgb(255, 0, 0)

S-03
#FF3B7B
HSL: 0°, 0, 0
rgb(255, 0, 0)

Incorrect Usage

Typography

Typography Intro

Inter

Inter embodies modernity, clarity, and accessibility—key qualities for an AI-driven energy testing and experimentation platform. Its clean, neutral design ensures readability across 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	-1%

Typeface H-01

The Future of Energy through AI Testing and Experimentation

Font Family	Inter
Font Size	52
Line Weight	regular
Line Height	150
Letter Spacing	-1%

Typeface H-02

Want to learn more about TEFs?

Want to learn more about TEFs?

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

Typeface H-03

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Stay Updated, Stay Inspired, Subscribe Now!

Font Family	Inter
Font Size	24
Line 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	20
Line Weight	Regular
Line Height	150
Letter Spacing	0

Typeface B-01

Establish a Reference Architecture (RA) for an Open Interoperable and Common Federated European scale Energy AI Platform as a key enabler of the energy ecosystem.

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

Typeface B-02

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Font Family	Inter
Font Size	14
Line Weight	Regular
Line Height	150
Letter Spacing	0

Typeface C-01

This project has received funding from European Union's Horizon Research and Innovation Programme under the Grant Agreement No 101172861

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

Incorrect Usage

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.