

# LOGO

## USER GUIDE



**European  
Investment Bank**

**A GUIDE TO THE CORRECT USE  
OF THE EIB LOGO**



# LOGO

## USER GUIDE

**A GUIDE TO THE CORRECT USE  
OF THE EIB LOGO**



## **Logo user guide: A guide to the correct use of the EIB logo**

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For any questions about the new logo, please contact [graphicteam@eib.org](mailto:graphicteam@eib.org)

For any questions on rights and licensing, please contact [publications@eib.org](mailto:publications@eib.org)

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# INTRODUCTION

## INTRODUCTION

The European Investment Bank (EIB), the European Investment Bank Group, EIB Global and the EIB Institute unveiled a new logo in 2023. The logo we used until January 2023 was designed more than two decades ago in a very different geopolitical and institutional context. It aimed to be distinctive and unique to the EIB. Today, the EIB's impact and contribution to EU policy objectives makes it vital that the Bank is unequivocally recognised as the EU bank, a key part of the European Union family. We strengthen the European Union's global influence. We expand its visibility and offer in Member States and around the world. And we represent EU values.

The maintenance of the Bank's brand is vital to our work in support of these values. A key element of the brand is the Bank's logo. This handbook details precisely how to use it.



1973



1981



1986



1990



1995



1999



2012



2023

**EIB LOGO**



**The European Investment Bank logo comprises three different elements:**

**A stylised representation of the EIB building, the European Union flag and the name of the institution.**

**The flag highlights the Bank's status as a member of the EU family. The distinctive shape of the Bank's main EKI building represents the uniqueness of our role.**

Vertical version — main version



Horizontal version — secondary version to be used when space requires extended length (such as a long, narrow banner, or backdrop)



## EIB LOGO LANGUAGE VERSIONS — VERTICAL

### EU languages

|    |   |    |   |    |   |    |   |    |   |
|----|---|----|---|----|---|----|---|----|---|
| BG |  | ES |  | CS |  | DA |  | DE |  |
| ET |  | EL |  | EN |  | FR |  | GA |  |
| HR |  | IT |  | LV |  | LT |  | HU |  |
| MT |  | NL |  | PL |  | PT |  | RO |  |
| SK |  | SL |  | FI |  | SV |  |    |   |

## EIB LOGO LANGUAGE VERSIONS — VERTICAL

### Other languages

AR (Arabic)



AZ (Azerbaijani)



BS (Bosnian)  
(Cyrillic)



BS (Bosnian)  
(Latin)



HY (Armenian)



JA (Japanese)



KA (Georgian)



LB (Luxembourgish)



ME (Montenegrin)  
(Cyrillic)



ME (Montenegrin)  
(Latin)



MK (Macedonian)



RU (Russian)



TR (Turkish)



SR (Serbian)  
(Cyrillic)



SR (Serbian)  
(Latin)



SQ (Albanian)



UK (Ukrainian)



ZH (Chinese)



## EIB LOGO LANGUAGE VERSIONS — HORIZONTAL EU LANGUAGES

### EU languages

|   |   |   |  |   |
|---|---|---|--|---|
| BG  | ES  | CS  | DA   | DE  |
|  |  |  |  |  |
| ET  | EL  | EN  | FR   | GA  |
|  |  |  |  |  |
| HR  | IT  | LV  | LT   | HU  |
|  |  |  |  |  |
| MT  | NL  | PL  | PT   | RO  |
|  |  |  |  |  |
| SK  | SL  | FI  | SV   |   |
|  |  |  |  |   |

## EIB LOGO LANGUAGE VERSIONS — HORIZONTAL

### Other languages

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ME (Montenegrin)  
(Latin)



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SR (Serbian)  
(Latin)



SQ (Albanian)



UK (Ukrainian)



ZH (Chinese)



**EIB GLOBAL LOGO**



## EIB GLOBAL LOGO LANGUAGE VERSIONS

### EU languages

|  |  |  |   |  |
|--|--|--|---|--|
| <p>BG</p>  <p>Европейска<br/>инвестиционна банка   Глобал</p> | <p>ES</p>  <p>Banco Europeo<br/>de Inversiones   Global</p>       | <p>CS</p>  <p>Evropská<br/>investiční banka   Global</p>    | <p>DA</p>  <p>Den Europæiske<br/>Investeringssbank   Global</p>  | <p>DE</p>  <p>Europäische<br/>Investitionsbank   Global</p>     |
| <p>ET</p>  <p>Euroopa<br/>Investeeringispank   Global</p>     | <p>EL</p>  <p>Ευρωπαϊκή<br/>Τράπεζα Επενδύσεων   Στον κόσμο</p>   | <p>EN</p>  <p>European<br/>Investment Bank   Global</p>     | <p>FR</p>  <p>Banque européenne<br/>d'investissement   Monde</p> | <p>GA</p>  <p>An Banc Eorpach<br/>Infheistíochta   Domhanda</p> |
| <p>HR</p>  <p>Europska<br/>investicijska banka   Global</p>   | <p>IT</p>  <p>Banca europea<br/>per gli investimenti   Global</p> | <p>LV</p>  <p>Eiropas<br/>Investīciju banka   Global</p>    | <p>LT</p>  <p>Europos<br/>investicijų bankas   pasaulyje</p>     | <p>HU</p>  <p>Európai<br/>Beruházási Bank   Globál</p>          |
| <p>MT</p>  <p>Bank Ewropew<br/>tal-Investiment   Globali</p>  | <p>NL</p>  <p>Europese<br/>Investeringsbank   Global</p>          | <p>PL</p>  <p>Europejski<br/>Bank Inwestycyjny   Global</p> | <p>PT</p>  <p>Banco Europeu<br/>de Investimento   Global</p>     | <p>RO</p>  <p>Banca Europeană<br/>de Investiții   Global</p>    |
| <p>SK</p>  <p>Európska<br/>investičná banka   Global</p>      | <p>SL</p>  <p>Evropska<br/>investicijska banka   Global</p>       | <p>FI</p>  <p>Euroopan<br/>investointipankki   Global</p>   | <p>SV</p>  <p>Europeiska<br/>investeringssbanken   Global</p>    |  |



## EIB GLOBAL LOGO LANGUAGE VERSIONS

### Other languages

AR (Arabic)



AZ (Azerbaijani)



BS (Bosnian)  
(Cyrillic)



BS (Bosnian)  
(Latin)



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JA (Japanese)



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(Latin)



SQ (Albanian)



UK (Ukrainian)



ZH (Chinese)



**EIB GROUP LOGO**



**European  
Investment Bank** | **Group**

## EIB GROUP LOGO LANGUAGE VERSIONS

### EU languages

|   |  |   |  |   |
|---|--|---|--|---|
| <p>BG</p>  <p>Европейска<br/>инвестиционна банка   Група</p> | <p>ES</p>  <p>Banco Europeo<br/>de Inversiones   Grupo</p>        | <p>CS</p>  <p>Evropská<br/>investiční banka   Skupina</p>  | <p>DA</p>  <p>Den Europæiske<br/>Investeringssk<br/>Gruppe</p>    | <p>DE</p>  <p>Europäische<br/>Investitionsbank   Gruppe</p>  |
| <p>ET</p>  <p>Euroopa<br/>Investeeringispank   Grupp</p>     | <p>EL</p>  <p>Ευρωπαϊκή<br/>Τράπεζα Επενδύσεων   Όμιλος</p>       | <p>EN</p>  <p>European<br/>Investment Bank   Group</p>     | <p>FR</p>  <p>Banque européenne<br/>d'investissement   Groupe</p> | <p>GA</p>  <p>An Banc Eorpach<br/>Infheistíochta   Grúpa</p> |
| <p>HR</p>  <p>Europska<br/>investicijska banka   Grupa</p>   | <p>IT</p>  <p>Banca europea<br/>per gli investimenti   Gruppo</p> | <p>LV</p>  <p>Eiropas<br/>Investīciju banka   Grupa</p>    | <p>LT</p>  <p>Europos<br/>investicijų bankas   Grupė</p>          | <p>HU</p>  <p>Európai<br/>Beruházási Bank   Csoport</p>      |
| <p>MT</p>  <p>Bank Ewropew<br/>tal-Investiment   Grupp</p>   | <p>NL</p>  <p>Europese<br/>Investeeringsbank   Groep</p>          | <p>PL</p>  <p>Europejski<br/>Bank Inwestycyjny   Grupa</p> | <p>PT</p>  <p>Banco Europeu<br/>de Investimento   Grupo</p>       | <p>RO</p>  <p>Banca Europeană<br/>de Investiții   Grup</p>   |
| <p>SK</p>  <p>Európska<br/>investičná banka   Skupina</p>    | <p>SL</p>  <p>Evropska<br/>investicijska banka   Skupina</p>      | <p>FI</p>  <p>Euroopan<br/>investointipankki   Ryhmä</p>   | <p>SV</p>  <p>Europeiska<br/>investeringssk<br/>Gruppen</p>       |   |

## EIB GROUP LOGO LANGUAGE VERSIONS

### Other languages

AR (Arabic)



AZ (Azerbaijani)



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(Cyrillic)



BS (Bosnian)  
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SR (Serbian)  
(Latin)



SQ (Albanian)



UK (Ukrainian)



ZH (Chinese)



**EIB INSTITUTE LOGO**



Available in three EU languages

EN



FR



DE





# HOW TO USE THE LOGO




## COLOUR PALETTE

The full colour logo uses three different colours, two of which are the colours of the EU flag (Reflex Blue and Yellow), plus Cool Grey for the building element.

 PMS: Pantone Reflex Blue  
CMYK: C=100, M=80, Y=0, K=0  
RGB: R=0, G=51, B=153  
HEX: #003399

 PMS: Pantone Yellow  
CMYK: C=0, M=9, Y=90, K=0  
RGB: R=255, G=222, B=0  
HEX: #FFDE00

 PMS: Pantone Cool Grey 7  
CMYK: C=0, M=0, Y=0, K=50  
RGB: R=157, G=157, B=156  
HEX: #9d9d9c



# European Investment Bank

## TYPOGRAPHY

Myriad Pro Semibold is the typeface used for the institution's name. Myriad Pro is an OpenType® font family, which means that it is cross-platform. It supports a wide range of character sets and extensive layout features, which provide rich linguistic support and advanced typographic control.

### Myriad Pro

---

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

## CLEAR SPACE AREA

The logo should always be surrounded by clear space. The clear space should be one-third of the height of the EIB symbol.



## ONE-COLOUR VERSIONS AND SPECIAL USES

### One-colour versions

For certain types of printing or when it is necessary to reduce the number of colours, the logo is available in one-colour versions in black or Reflex Blue.

### Special use

Special uses of the logo include colour variants for specific occasions, such as purple in observance of International Day of People with Disabilities, or green during climate conferences such as COP. Colour variants must be specifically authorised by the EIB Communication Department.



### Examples of special use



## NEGATIVE VERSIONS

On dark backgrounds building elements in the logo are in pure white, while the flag colours are unchanged. A thin, white line marks the flag's perimeter. In one-colour versions, all logo elements are in pure white.

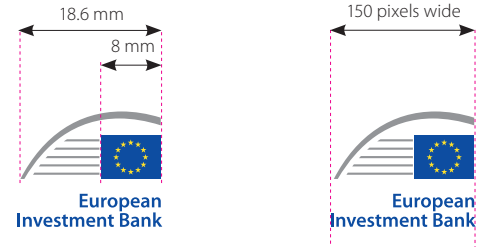


## MINIMUM SIZE

The width of the EU flag determines the minimum logo size. This must be no smaller than 8 mm. This ensures that the text is clearly readable.

In digital applications, the logo should be at least 150 pixels wide.

If you need a smaller width, use an icon logo (below), which includes no text.



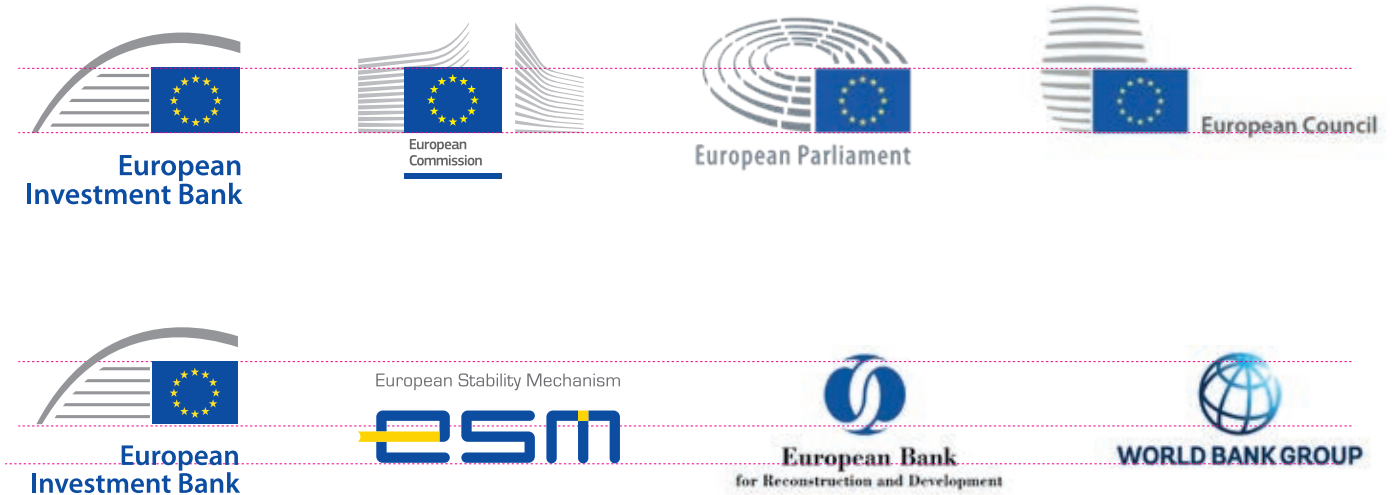
## ICON LOGO

Mute logo versions (using only visual elements and without the Bank's name) can be used where there is no space for the complete logo, or on social media and websites. The mute logo version on the left, below, comprises only the building and the flag. The mute logo version on the right, below, comprises the EU flag and a part of the building.



## CO-BRANDING

When the European Investment Bank logo is featured next to other logos, its size and alignment should be determined based on the size of the other logos' visual elements.



## DON'TS

Do not modify the logo in any way. All necessary versions and formats are provided. They are created professionally with careful consideration of the colours and typeface.



European  
Investment Bank

Don't distort the logo



European  
Investment Bank

Don't change the alignment of the text



European  
Investment Bank

Don't change the alignment of the text



EUROPEAN  
INVESTMENT BANK

Don't capitalise the text



EUROPEAN  
INVESTMENT BANK

Don't change the typeface



[www.eib.org](http://www.eib.org)

Don't associate website addresses with the logo





European  
Investment Bank

Don't change the logo colours



European  
Investment Bank

Don't use drop shadow



European  
Investment Bank

Don't outline the building



European  
Investment Bank

Don't blur the logo



European  
Investment Bank

Don't use the negative version  
without the border around the flag



European  
Investment Bank

Don't use the negative version  
on a light background

## FREQUENTLY ASKED QUESTIONS

### **Why does the EIB have a new logo?**

We have used our current logo since 1999. Back then, the logo aimed to be distinctive and unique to the EIB. Today the EIB is acknowledged as the EU bank and unequivocally part of the European Union family. Our new logo brings us closer to the visual identity of other EU institutions.

### **Can I still use the old logo?**

As of 2 February 2023, you must only use the new logo.

### **Do I need permission to use the logo?**

EIB staff and EIB Group entities can use the logo without prior permission. However, see page 31 regarding requests from third parties.

### **Can third parties use the logo?**

Permission from the EIB Communication Department must be requested and granted in writing before the logo is used. Third parties or EIB Group services contemplating the use of the logo by third parties (including governments, intergovernmental organisations, not-for-profit organisations, and private sector entities) must contact the Communication Department to obtain feedback on the proposed use, before any other arrangements are made. If the proposed use is deemed acceptable, the Communication Department will contact the third party to provide suitable logo files.

Please send requests to: [publications@eib.org](mailto:publications@eib.org).

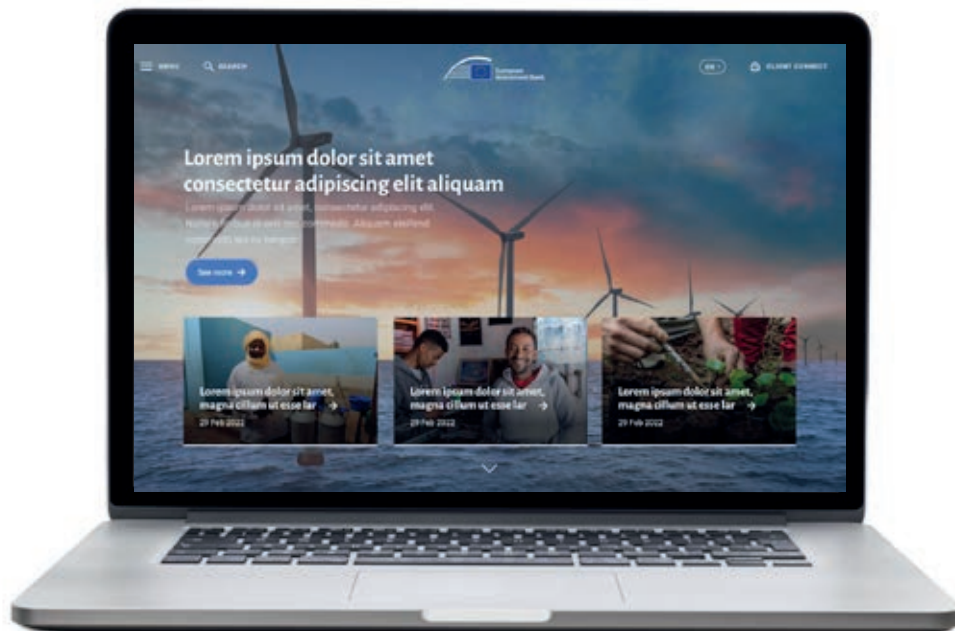
## THIRD-PARTY USAGE POLICY

The use of the EIB logo by third parties is subject to the following terms and conditions:

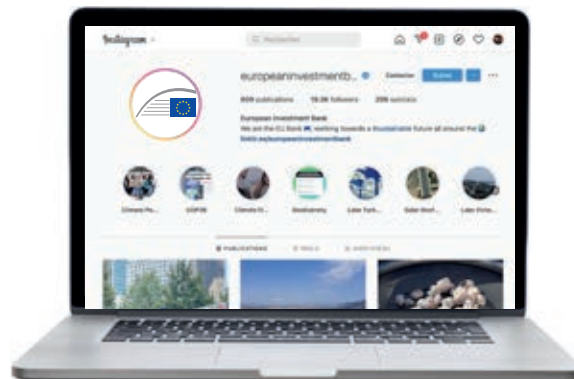
- Permission to use the EIB logo must be obtained in writing. Requestors should contact the EIB Communication Department's Publishing Division ([publications@eib.org](mailto:publications@eib.org)) describing the intended use of the logo. If the proposed use is deemed acceptable, the Communication Department will grant permission and provide suitable logo files.
- The proposed design must be submitted by the third party to the EIB Communication Department before any physical or digital materials are produced.

# LOGO USE EXAMPLES

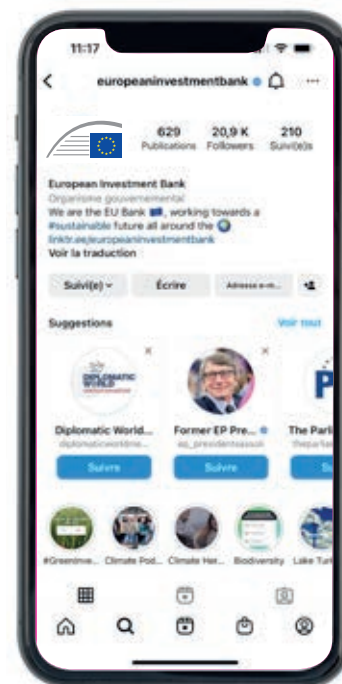
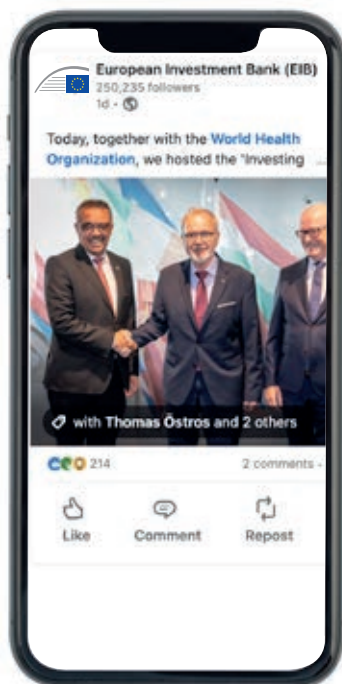
## EIB WEBSITE



## EIB SOCIAL MEDIA



## EIB SOCIAL MEDIA

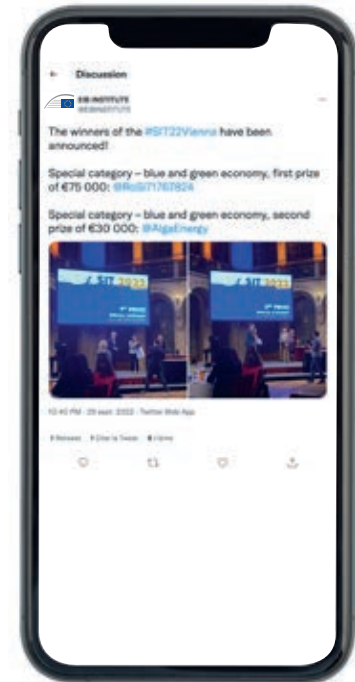


## EIB GLOBAL SOCIAL MEDIA





## EIB INSTITUTE SOCIAL MEDIA



## PUBLICATIONS





## EVENT MATERIALS









# LOGO

## USER GUIDE

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