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
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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.
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.

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

<table>
<thead>
<tr>
<th>Language</th>
<th>Logo</th>
<th>Name</th>
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<td><img src="image" alt="CS Logo" /></td>
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### EIB LOGO LANGUAGE VERSIONS — VERTICAL

#### Other languages

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<tr>
<td>Chinese</td>
<td>ZH</td>
<td>中文</td>
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</tbody>
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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

European Investment Bank

Banco Europeo de Inversiones

Evropská investiční banka

Den Europæiske Investeringsbank

Europäische Investitionsbank

Euroopa Investeerimispank

Ευρωπαϊκή Τράπεζα Επενδύσεων

European Investment Bank

Banque européenne d'Investissement

An Banc Eorpaich Infeistiochta

Europska investicijska banka

Banca europea per gli investimenti

Eiropas Investiciju banka

Europos investicijų bankas

Evropai Beruházási Bank

Bank Ewropew tal-Investiment

Europese Investeringsbank

Europejski Bank Inwestycyjny

Banco Europeu de Investimento

Banca Europeană de Investiţii

Európska investičná banka

Evropska investicijska banka

Euroopan Investointipankki

Europeiska investeringsbanken
EIB LOGO LANGUAGE VERSIONS — HORIZONTAL

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 GLOBAL LOGO
EIB GLOBAL LOGO LANGUAGE VERSIONS

EU languages

BG
Европейска инвестиционна банка Глобал

ES
Banco Europeo de Inversiones Global

CS
Evropská investiční banka Global

DA
Den Europæiske Investeringsbank Global

DE
Europäische Investitionsbank Global

ET
Euroopa Investeerimispank Global

EL
Ευρωπαϊκή Τράπεζα Επενδύσεων Στον κόσμο

EN
European Investment Bank Global

FR
Banque européenne d’investissement Monde

GA
An Banc Eorpach Inbhisteochta Domhanda

HR
Europska investicijska banka Global

IT
Banca europea per gli investimenti Global

LV
Eiropas Investiciju banka Global

LT
Europos investicijų bankas pasaulioje

HU
Európai Beruháztvisi Bank Global

MT
Bank Ġwropej tal-Investiment Global

NL
Europese Investeringsbank Global

PL
Europejski Bank Inwestycyjny Global

PT
Banco Europeu de Investimento Global

RO
Banca Europeană de Investiții Global

SK
Evropska investičná banka Global

SL
Evropska investicijska banka Global

FI
Euroopan Investointipankki Global

SV
Europeiska investeringsbanken Global
EIB GLOBAL LOGO LANGUAGE VERSIONS

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 GROUP LOGO
EIB GROUP LOGO LANGUAGE VERSIONS

EU languages

BG | Европейска инвестиционна банка | Група
ES | Banco Europeo de Inversiones | Grupo
CS | Evropská investiční banka | Skupina
DA | Den Europæiske Investeringsbank | Gruppe
DE | Europäische Investitionsbank | Gruppe
ET | Eeropooline Investeerimispank | Grupp
EL | Ευρωπαϊκή Αποθήκη Επενδύσεων | Ομίλος
EN | European Investment Bank | Group
FR | Banque européenne d’investissement | Groupe
GA | An Banc Eorpach Inchaidheachta | Grúpa
HR | Europska investicijska banka | Grupa
IT | Banca europea per gli investimenti | Gruppo
LV | Eiropas Investiciju banka | Grupa
LT | Europos investicijų banka | Grupė
HU | Evrópai Beruházási Bank | Csoport
MT | Bank Ewropej tali-Investiment | Grupp
NL | Europees Investeringsbank | Groep
PL | Europejski Bank Inwestycyjny | Grupa
PT | Banco Europeu de Investimento | Grupo
RO | Banca Europeană de Investiții | Grup
SK | Europska investičná banka | Skupina
SL | Evropska investicijska banka | Skupina
FI | Euroopan investointipankki | Ryhmä
SV | Europeiska investeringsbanken | Gruppen
EIB GROUP LOGO LANGUAGE VERSIONS

Other languages

AR (Arabic)  AZ (Azerbaijani)  BS (Bosnian) (Latin)  HY (Armenian)
JA (Japanese) KA (Georgian)  LB (Luxembourgish) ME (Montenegrin) (Latin)
MK (Macedonian) RU (Russian)  TR (Turkish)  SR (Serbian) (Cyrillic)
SQ (Albanian) UK (Ukrainian)  ZH (Chinese)
EIB INSTITUTE LOGO
Available in three EU languages

EN  European Investment Bank  Institute
FR  Banque européenne d'investissement  Institut
DE  Europäische Investitionsbank  Institut
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
**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.

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**Myriad Pro**

```plaintext
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

European Investment Bank

European Investment Bank

European Investment Bank
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.

- Don't distort the logo
- Don't capitalise the text
- Don't change the typeface
- Don't change the alignment of the text
- Don't associate website addresses with the logo
Don't change the logo colours
Don't use drop shadow
Don't outline the building

Don't blur the logo
Don't use the negative version without the border around the flag
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.
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) 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.
EIB SOCIAL MEDIA
EIB SOCIAL MEDIA
EIB GLOBAL SOCIAL MEDIA
EIB INSTITUTE SOCIAL MEDIA
PUBLICATIONS

SECURE EUROPE

2022 ACTIVITY REPORT

FINANCIAL REPORT

2021

TRUST FUNDS IN ACTION
European Investment Bank
Climate Action and Environmental Sustainability

List of eligible sectors and eligibility criteria
EVENT MATERIALS
A GUIDE TO THE CORRECT USE OF THE EIB LOGO