

LOGO

USER GUIDE



European
Investment Bank | Group

A GUIDE TO USING THE EIB GROUP LOGOS

LOGO

USER GUIDE



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

A GUIDE TO USING THE EIB GROUP LOGOS

Logo user guide: A guide to using the EIB logo

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For any questions about the new logo, please contact graphicworkshop@eib.org

For any questions on rights and licensing, please contact publications@eib.org

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INTRODUCTION

INTRODUCTION

The EIB logo is a core element of our identity and a visible symbol of our values. It ensures that projects and initiatives supported by the EIB Group are clearly recognised as part of the European Union family.

When used correctly, the logo reinforces our credibility, enhances visibility, and highlights the link to EU priorities. For partners, clients and promoters, applying the logo accurately signals trust and transparency.

This handbook explains how to use the EIB logo consistently, so that communications by the Bank and its partners reflect our shared mission in a clear and uniform manner.



1973



1981



1986



1990



1995



1999



2012



2023

EIB GROUP LOGO

The European Investment Bank Group, which is owned by the 27 EU Member States, is the largest multilateral financial institution in the world. It is made up of two main financial institutions: the European Investment Bank (EIB) and the European Investment Fund (EIF).

The EIB Group logo should be used for communication materials that talk about activities pertaining to the entire Group, such as:

- research reports;
- Group flagship publications;
- press releases relating to the entire EIB Group (example: "EIB Group steps up financing for security and defence");
- web pages covering EIB Group product offerings.

The European Investment Bank Group 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.



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

EIB GROUP LOGO LANGUAGE VERSIONS

EU languages

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

EIB GROUP 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 LOGO

The EIB provides financial and advisory support with the aim of advancing EU policy goals, such as the green transition, technological innovation, security and defence, regional cohesion and social infrastructure (housing, healthcare and education). We are one of the biggest providers of climate finance in the world.

The EIB logo should be used for communication materials that talk about investments financed by the European Investment Bank, such as:

- press releases announcing specific loans or other financing signed by the EIB;
- reports (annual activity reports by different divisions of the European Investment Bank, such as the Complaints Mechanism).

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

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UK (Ukrainian)



ZH (Chinese)



EIB LOGO LANGUAGE VERSIONS – HORIZONTAL

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

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SR (Serbian)
(Latin)



SQ (Albanian)



UK (Ukrainian)



ZH (Chinese)



EIF LOGO

The EIF works with a wide range of financial intermediaries, such as banks, guarantee and leasing companies, providers of microcredit, and private equity and venture capital funds, to improve small and medium-sized firms' access to capital. The Fund designs and offers equity and debt financing instruments that support entrepreneurship, growth, innovation, research and development, the green transition and employment.

The EIF logo should be used exclusively on communication materials published by the European Investment Fund, such as:

- press releases announcing signatures of EIF investments;
- reports based on EIF research or studies, such as the EIF's annual venture capital surveys;
- working papers produced by EIF staff.

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 GLOBAL LOGO

EIB Global is the development arm of the European Investment Bank, and it supports investments outside the European Union. EIB Global helps countries address global challenges, such as poverty, energy shortages, pollution, a lack of clean water and extreme weather caused by climate change.

The EIB Global logo should be used for communication materials about EIB investments beyond the European Union (with the exception of Iceland and Norway), such as:

- press releases on loans or other investments in non-EU countries;
- communications about investments or partnerships with Ukraine;
- reports about EIB Global's activity (the Global Impact Report);
- the EIB Global newsletter.



**European
Investment Bank** | Global

EIB GLOBAL LOGO LANGUAGE VERSIONS

EU languages

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

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)



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(Latin)



MK (Macedonian)



RU (Russian)



TR (Turkish)



SR (Serbian)
(Cyrillic)



SR (Serbian)
(Latin)



SQ (Albanian)



UK (Ukrainian)



ZH (Chinese)



EIB ADVISORY LOGO

In addition to supporting projects financially, the EIB also offers advisory services that enable public and private entities to conceptualise, plan and implement investment projects. Well-prepared projects have a better chance of attracting funding.

The EIB Advisory logo should be used for communication materials about EIB Advisory activities anywhere in the world, such as:

- the EIB Advisory annual report;
- all communication materials related to EU mandates, taking into consideration contractual obligations for each mandate;
- press releases announcing EIB Advisory projects;
- reports and working papers published by EIB Advisory;
- PowerPoint presentations by EIB Advisory staff;
- stationery used by EIB Advisory, such as letterheads and business cards.



**European
Investment Bank** | Advisory

EIB ADVISORY LOGO LANGUAGE VERSIONS

EU languages

<p>BG</p>  <p>Европейска инвестиционна банка Консултации</p>	<p>ES</p>  <p>Banco Europeo de Inversiones Asesoría</p>	<p>CS</p>  <p>Evropská investiční banka Poradenství</p>	<p>DA</p>  <p>Den Europæiske Investeringssbank Rådgivning</p>	<p>DE</p>  <p>Europäische Investitionsbank Beratung</p>
<p>ET</p>  <p>Euroopa Investeeringispank Nõustamine</p>	<p>EL</p>  <p>Ευρωπαϊκή Τράπεζα Επενδύσεων Συμβουλές</p>	<p>EN</p>  <p>European Investment Bank Advisory</p>	<p>FR</p>  <p>Banque européenne d'investissement Conseils</p>	<p>GA</p>  <p>An Banc Eorpach Infheistíochta Comhairleach</p>
<p>HR</p>  <p>Europska investicijska banka Savjetovanje</p>	<p>IT</p>  <p>Banca europea per gli investimenti Advisory</p>	<p>LV</p>  <p>Eiropas Investīciju banka Konsultācijas</p>	<p>LT</p>  <p>Europos investicijų bankas Konsultavimas</p>	<p>HU</p>  <p>Európai Beruházási Bank Tanácsadás</p>
<p>MT</p>  <p>Bank Ewropew tal-Investiment Konsulenza</p>	<p>NL</p>  <p>Europese Investeeringsbank Advies</p>	<p>PL</p>  <p>Europejski Bank Inwestycyjny Doradztwo</p>	<p>PT</p>  <p>Banco Europeu de Investimento Aconselhamento</p>	<p>RO</p>  <p>Banca Europeană de Investiții Consultanță</p>
<p>SK</p>  <p>Európska investičná banka Poradenstvo</p>	<p>SL</p>  <p>Evropska investicijska banka Svetovanje</p>	<p>FI</p>  <p>Euroopan investointipankki Neuvonta</p>	<p>SV</p>  <p>Europeiska investeringssbanken Rådgivning</p>	

CO-BRANDING

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



EIB INSTITUTE LOGO

Part of the European Investment Bank Group, the EIB Institute promotes and supports social, cultural and academic initiatives in Europe, mainly through grants or sponsorships.

The EIB Institute logo should be used for communication materials produced for the EIB Institute, such as:

- materials for the EIB Summer School (flyers, PowerPoint presentations, etc.);
- materials for events such as the Foresight series, including materials that feature the logos of other partners;
- reports and publications that the EIB Institute co-produced or on which it collaborated, although the main EIB logo is often used in these cases.



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
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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 the 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.

Main version



Version in one colour - colour background



Version in one colour - black background

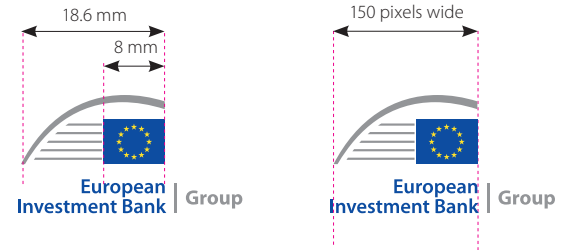


MINIMUM SIZE

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.



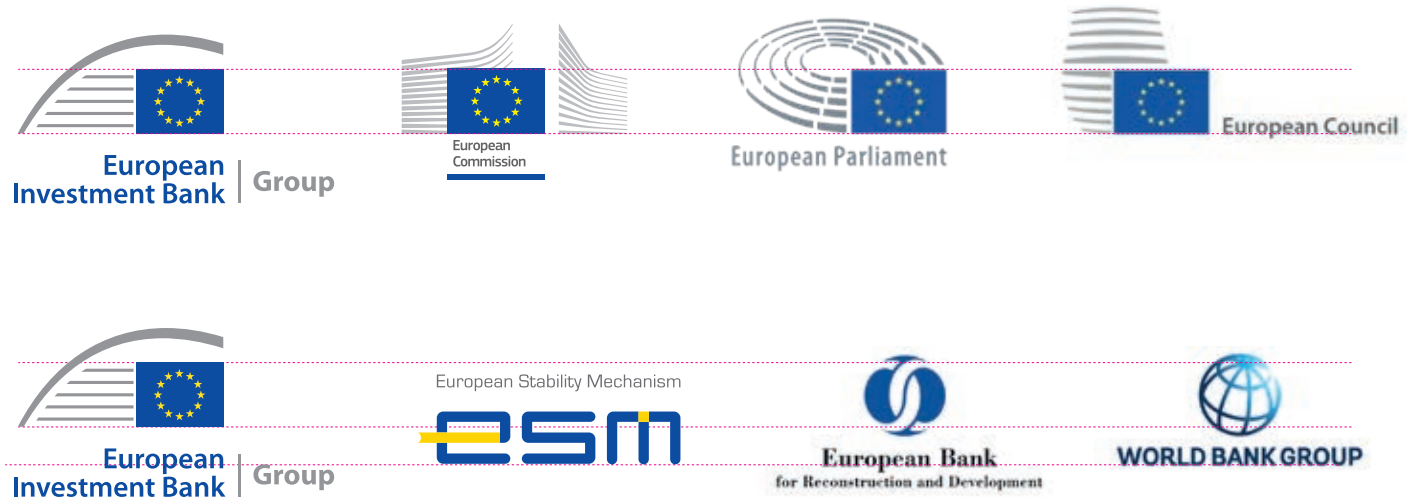
ICON LOGO

Mute logo versions (using only visual elements and without the Bank's name) can be used where there is no space for the full 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 part of the building.



CO-BRANDING

When the European Investment Bank Group 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 change the alignment of the text



Don't change the alignment of the text



Don't capitalise the text



Don't change the typeface



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

Do I need permission to use the logo?

EIB staff and EIB Group entities can use the logo without prior permission.

Can third parties use the logo?

Permission from the EIB Communication Department must be requested and granted in writing before the logo is used.

Please send requests to: publications@eib.org.

RULES FOR THIRD-PARTY USE:

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. Third parties or EIB Group services contemplating the use of the logo by third parties (including governments, intergovernmental organisations, non-profit organisations and private sector entities) must 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 contact the third party to provide suitable logo files.
- The third party must submit the proposed design to the EIB Communication Department before any physical or digital materials are produced.

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