

# VISIBILITY GUIDELINES

## FOR PROMOTERS, BORROWERS AND ADVISORY BENEFICIARIES OF EIB GROUP-FINANCED PROJECTS

If you receive financing and/or advice from the European Investment Bank (EIB) Group, these guidelines will help you acknowledge the EIB's support clearly and consistently. Visibility is a great opportunity to showcase your project's impact and the benefits it brings to people, communities and the economy.

### WHY VISIBILITY MATTERS

The EIB Group is the European Union's financing arm. Its financing reflects the European Union's commitment to sustainable development, innovation and prosperity. Acknowledging EIB Group support helps you to:



BENEFIT FROM ASSOCIATION WITH A TRUSTED, HIGH-PROFILE INSTITUTION AND REINFORCE CONFIDENCE AMONG YOUR CLIENTS AND STAKEHOLDERS



SHOW THE PUBLIC HOW THE EUROPEAN UNION SUPPORTS IMPACTFUL PROJECTS



STRENGTHEN YOUR PROJECT'S VISIBILITY AND STAKEHOLDER ENGAGEMENT THROUGHOUT THE PROJECT LIFE CYCLE, RATHER THAN JUST AT APPROVAL AND SIGNATURE – HELPING YOU COMMUNICATE PROGRESS FROM START TO FINISH

# WHAT YOU NEED TO DO

## ACKNOWLEDGE EIB GROUP SUPPORT



YOU ARE ENCOURAGED TO USE THE EIB GROUP LOGO AND THE PHRASE: “SUPPORTED BY THE EUROPEAN INVESTMENT BANK GROUP”. DISPLAY THEM WHERE APPROPRIATE IN YOUR INFORMATION MATERIALS (PRINT AND ONLINE) RELATED TO EIB GROUP-SUPPORTED FINANCE PRODUCTS. USE THE EIB GROUP LOGO FOR SOCIAL MEDIA CAMPAIGNS RELATED TO EIB GROUP-SUPPORTED FINANCE PRODUCTS



REVIEW YOUR CONTRACTUAL DOCUMENTATION FOR ANY SPECIFIC ADDITIONAL REQUIREMENTS (SUCH AS THE USE OF THE EU FLAG IN CERTAIN INSTANCES)

**Additional note for EIB Global operations supported by EU Funding:** where EIB Group financing supports operations outside the European Union, different EU visibility requirements may apply. Clients may be asked to ensure that EU support is visibly acknowledged during implementation, for example via the display of the EU flag on financed infrastructure (where relevant and feasible) and/or tailored communication activities. These arrangements are typically coordinated with the European Commission and EU Delegations, and clients will be informed of any specific requirements applicable to their operation.

## PHYSICAL VISIBILITY



ENSURE THAT APPROPRIATE ON-SITE VISIBILITY MEASURES ARE PLANNED AND IMPLEMENTED FOR ELIGIBLE OPERATIONS, IN LINE WITH THE AGREED REQUIREMENTS (FOR EXAMPLE, PLAQUES/SIGNAGE DURING IMPLEMENTATION AND/OR AT COMPLETION, WHERE RELEVANT)

For practical examples and suggested solutions by operation type, please refer to [Annex](#), which illustrates how visibility can be applied across the variety of European Investment Bank operations.

## DIGITAL VISIBILITY



DISPLAY THE EIB GROUP NAME OR LOGO ON WEB PAGES DEDICATED TO EIB-SUPPORTED FINANCE PRODUCTS, LINKING IT TO [WWW.EIB.ORG](http://WWW.EIB.ORG)

## SOCIAL MEDIA



TAG THE EIB IN POSTS ABOUT EIB GROUP-SUPPORTED FINANCE PRODUCTS AND, WHERE RELEVANT, INCLUDE THE ACKNOWLEDGEMENT PHRASE MENTIONED ON THE PREVIOUS PAGE

### **EIB handles:**

Instagram, Facebook and Threads: @europeaninvestmentbank

Bluesky, X (formerly Twitter): @eib

LinkedIn: @European Investment Bank



PLEASE SHARE ALL VISIBILITY MATERIALS (SUCH AS PRESS RELEASES, VISUALS OR PHOTOS) WITH THE EIB COMMUNICATION DEPARTMENT BEFORE PUBLICATION THROUGH [PRESS@EIB.ORG](mailto:PRESS@EIB.ORG) AND [SOCIALMEDIA@EIB.ORG](mailto:SOCIALMEDIA@EIB.ORG). WE WILL DO OUR BEST TO GET BACK TO YOU WITHIN THREE WORKING DAYS

## TIMING



THE VISIBILITY ACTIONS DESCRIBED ABOVE SHOULD START AT OR AFTER SIGNATURE AND CONTINUE THROUGHOUT THE LIFE CYCLE OF THE PROJECT



DO NOT PUBLICISE EIB GROUP SUPPORT BEFORE CONTRACT SIGNATURE

## IMPLEMENTATION



CONTACT THE EIB FOR DESIGN ADVICE, LOGO FILES AND TECHNICAL SPECIFICATIONS. WE ARE HERE TO HELP YOU MAKE VISIBILITY EASY AND EFFECTIVE

## USEFUL CONTACTS AND RESOURCES

Contact [visibility@eib.org](mailto:visibility@eib.org) for guidance on physical and/or digital visibility.

## RESOURCES

[EIB Group logo user guide](#)

[EIB Group logo files](#)



# ANNEX

## A) OPERATIONS WITH A PHYSICAL SITE

### TYPICAL OPERATION OR PROJECT TYPE

- \* INFRASTRUCTURE AND RENEWABLES (TRANSPORT, ENERGY GENERATION, GRIDS, PORTS, AIRPORTS)
- \* MANUFACTURING AND INDUSTRIAL FACILITIES (NEW PLANT, EXPANSION, EQUIPMENT INSTALLATION)
- \* SOCIAL INFRASTRUCTURE (SCHOOLS, HOSPITALS, HOUSING)
- \* MUNICIPAL OR URBAN PROJECTS (WATER PLANT, WASTEWATER PLANT, SOLID WASTE FACILITY, DEPOT, TRANSPORT HUBS)

### POTENTIAL VISIBILITY (TO BE AGREED WITH THE CLIENT OR PROMOTER)

- \* START OF WORKS: BILLBOARD OR SITE SIGNAGE
- \* AT COMPLETION: PLAQUE
- \* DIGITAL: WEBSITE OR PROJECT PAGE MENTION OF THE EIB GROUP LOGO (WHERE RELEVANT)
- \* MEDIA AND SOCIAL: PRESS RELEASE AND/OR SOCIAL MEDIA CONTENT (AS RELEVANT)
- \* EVENTS: INAUGURATION OR MILESTONE CEREMONY (AS RELEVANT)

## B) NON-PHYSICAL OPERATIONS

(NO CONSTRUCTION SITE OR NO PUBLIC-FACING WORKS SITE)

### TYPICAL OPERATION OR PROJECT TYPE

- \* CORPORATE FINANCE WITHOUT A PROJECT SITE (GENERAL CORPORATE PURPOSES, WORKING CAPITAL, LIQUIDITY, BALANCE-SHEET SUPPORT)
- \* DIGITAL, RESEARCH AND DEVELOPMENT, INNOVATION, SERVICES (WHERE THERE IS NO CONSTRUCTION SITE OR SUITABLE PUBLIC-FACING LOCATION)

### POTENTIAL VISIBILITY (TO BE AGREED WITH THE CLIENT OR PROMOTER)

- \* DIGITAL: WEBSITE MENTION, DIGITAL BANNER, "SUPPORTED BY THE EUROPEAN INVESTMENT BANK" STATEMENT, CASE STUDY, PROJECT PAGE
- \* MEDIA AND SOCIAL: PRESS RELEASE AND/OR SOCIAL MEDIA CONTENT (SIGNATURE, MILESTONE, IMPACT STORY)
- \* EVENTS: LAUNCH, MILESTONE ANNOUNCEMENT (AS RELEVANT)

## C) INTERMEDIATED OPERATIONS

(VIA BANKS AND OTHER FINANCIAL INTERMEDIARIES)

### TYPICAL OPERATION OR PROJECT TYPE

- \* CREDIT LINES, LEASING, GUARANTEES, RISK-SHARING DELIVERED THROUGH BANKS OR OTHER FINANCIAL INTERMEDIARIES
- \* PROGRAMMES IMPLEMENTED VIA NATIONAL PROMOTIONAL BANKS OR SIMILAR PARTNER INSTITUTIONS
- \* FUNDS (WHERE THE EIB PARTICIPATES ALONGSIDE OTHER INVESTORS)

### POTENTIAL VISIBILITY

(TO BE AGREED WITH THE INTERMEDIARY AND, WHERE FEASIBLE, REFLECTED DOWNSTREAM)

- \* INTERMEDIARY-LEVEL VISIBILITY: INTERMEDIARY WEBSITE MENTION, PRODUCT PAGE, DIGITAL BANNER, NEWSLETTERS, "SUPPORTED BY THE EUROPEAN INVESTMENT BANK" MESSAGING
- \* FINAL BENEFICIARY VISIBILITY (WHERE FEASIBLE AND TO BE DISCUSSED): DIGITAL MENTION AND/OR PHYSICAL SIGNAGE ONLY WHEN SUB-PROJECTS HAVE A PHYSICAL SITE AND THE CONTRACTUAL/MONITORING SETUP ALLOWS IT
- \* MEDIA AND SOCIAL: JOINT COMMUNICATIONS AROUND LAUNCH OF THE PRODUCT/CREDIT LINE, MILESTONES, IMPACT STORIES
- \* EVENTS: LAUNCH EVENT, STAKEHOLDER EVENTS, SELECTED BENEFICIARY SITE VISITS (WHERE FEASIBLE)

## D) EQUITY, QUASI-EQUITY OR FUND INVESTMENTS

### TYPICAL OPERATION OR PROJECT TYPE

- \* EQUITY OR QUASI-EQUITY INVESTMENTS
- \* FUND INVESTMENTS (VENTURE CAPITAL, PRIVATE EQUITY, INFRASTRUCTURE FUNDS)

### POTENTIAL VISIBILITY (TO BE AGREED ON A CASE-BY-CASE BASIS)

- \* DIGITAL: MENTION ON FUND/PARTNER WEBSITES AND RELEVANT PAGES
- \* MEDIA AND SOCIAL: PRESS RELEASE AND/OR SOCIAL CONTENT AT KEY MILESTONES (INVESTMENT, FIRST CLOSING, DEPLOYMENT MILESTONE)
- \* EVENTS: LAUNCH/SIGNATURE MOMENTS (AS RELEVANT)

## E) GUARANTEES, RISK SHARING OR SECURITISATION-TYPE SUPPORT (TYPICALLY NO WORKS TRIGGER)

### TYPICAL OPERATION OR PROJECT TYPE

- \* GUARANTEE INSTRUMENTS, RISK-SHARING FACILITIES, SECURITISATION SUPPORT

**POTENTIAL VISIBILITY** (TO BE AGREED CASE-BY-CASE)

\* **DIGITAL:** INSTITUTIONAL/PARTNER WEBSITE MENTION OF EIB GROUP LOGO, PRODUCT PAGE MESSAGING

\* **MEDIA AND SOCIAL:** JOINT COMMUNICATIONS AT LAUNCH AND MILESTONES (AS RELEVANT)

\* **EVENTS:** LAUNCH OR STAKEHOLDER EVENTS

**F) ADVISORY OR TECHNICAL ASSISTANCE (NO WORKS TRIGGER)**

**TYPICAL OPERATION OR PROJECT TYPE**

\* **ADVISORY ASSIGNMENTS, TECHNICAL ASSISTANCE, CAPACITY-BUILDING SUPPORT**

**POTENTIAL VISIBILITY** (TO BE AGREED ON A CASE-BY-CASE BASIS)

\* **DIGITAL:** ADVISORY PAGE MENTION, PROJECT FACTSHEET

\* **MEDIA AND SOCIAL:** COMMUNICATIONS AROUND OUTPUTS AND MILESTONES (AS APPROPRIATE)

\* **EVENTS:** AS RELEVANT

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