

# European Investment Fund *Brand Guidelines*

## Quick Guide

January 2021

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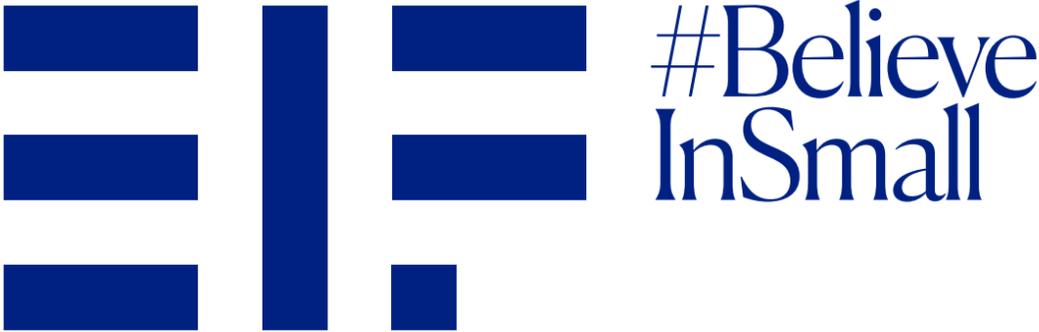
# Overview

This document sets out the basic visual communication rules to be applied by EIF staff. The objective is to inform staff about the guidelines for EIF printed and digital material and offer practical advice on how to apply the refreshed identity for audiences within and outside the institution.

# Logo

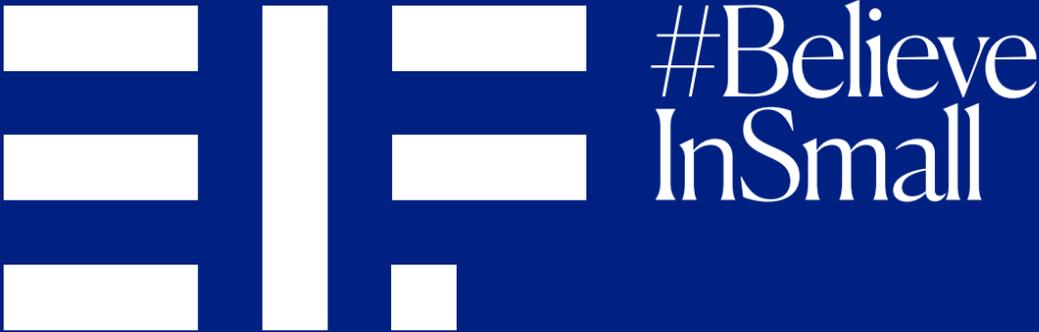
Main version

Alternative versions can be used by the Marketing Team when needed.



# Logo

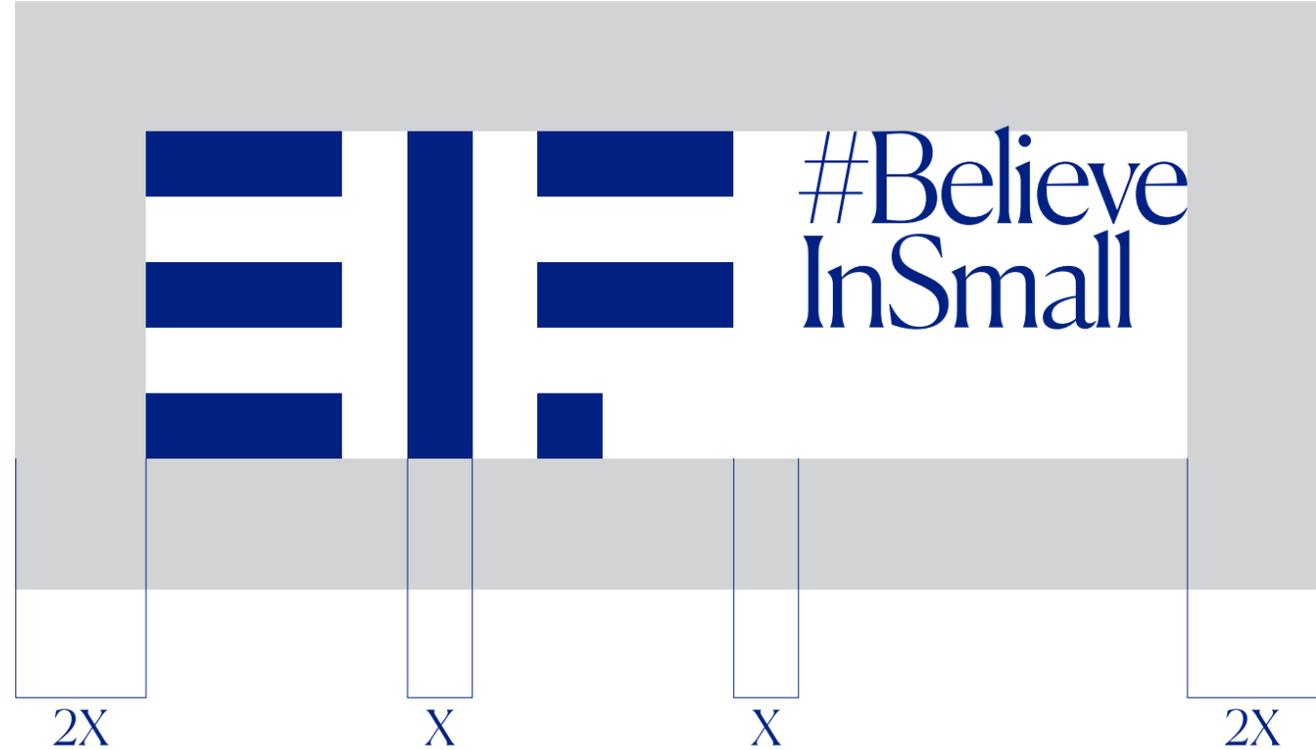
Dark background



Campaign Tagline

#Believe  
InSmall

# Logo Proportions



# Logo

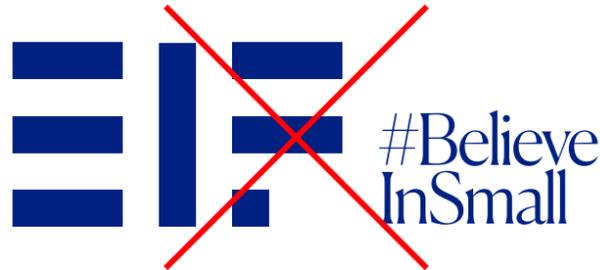
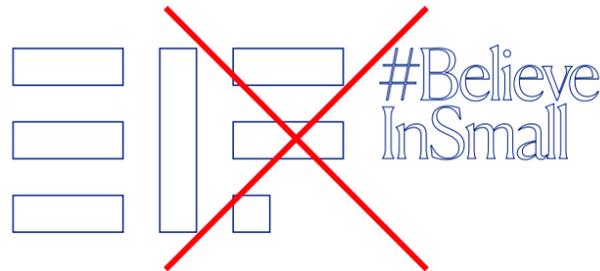
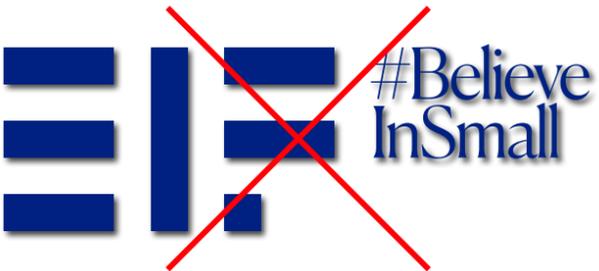
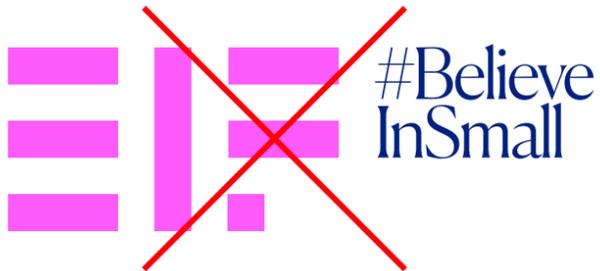
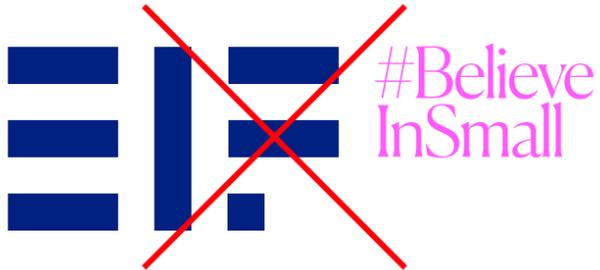
Where possible, place it in the upper left hand corner of the page, respecting the security area.

Security area    EIF logotype



Page →

# Usage: Don'ts



# What happens with the previous version?

The previous EIF logo will remain in use on signage.

There will be a phased approach in replacing this version with the BelieveInSmall.



# Colour

A diverse colour palette with a clear structure has been selected for the Believe In Small materials.

For examples of usage, please see the Applications and Templates section.

<p><b>Main Colour</b> #BelieveInSmall Pink</p> <p>Screen RGB 255/90/251</p> <p>Print Offset Pantone Neon 914U</p> <p>Print CMYK 0/80/0/0</p>	<p><b>Secondary Colour</b> EIF Blue</p> <p>Screen RGB 0/30/133</p> <p>Print Offset Pantone Reflex Blue U</p> <p>Print CMYK 100/80/0/10</p>
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# Accent Colours

<p><b>Yellow</b></p> <p>RGB 255/213/0</p> <p>Pantone Yellow 012 U</p> <p>CMYK 0/15/100/0</p>	<p><b>Orange</b></p> <p>RGB 230/100/0</p> <p>Pantone 166 U</p> <p>CMYK 0/50/90/0</p>	<p><b>Burgundy</b></p> <p>RGB 130/0/60</p> <p>Pantone 1945 U</p> <p>CMYK 10/100/40/20</p>	<p><b>Green</b></p> <p>RGB 0/110/120</p> <p>Pantone 7712 U</p> <p>CMYK 100/0/40/20</p>	<p><b>Purple</b></p> <p>RGB 110/80/160</p> <p>Pantone 2077 U</p> <p>CMYK 60/70/0/0</p>	<p><b>Light Blue</b></p> <p>RGB 0/235/240</p> <p>Pantone 278 U</p> <p>CMYK 40/10/0/0</p>
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*Typography*

# Typography

## *Times New Roman*

Times New Roman is the EIF font to be used by all staff.

Times New Roman should be used for all MS Office applications, such as Powerpoint presentations and other documents: notes, letters and internal documents.

## *Canela*

Canela is the EIF font to be used for external publications, marketing and digital comms.

Canela should be used for projects where the marketing team is directly involved and where design plays a key role, such as the annual report, brochures or roll-ups.

Canela is a bespoke, elegant font that ensures the EIF has a distinct look and feel for its marketing campaigns and projects.

## *Why do we need two fonts?*

Using two fonts is a standard approach for large organisations, such as the EIF.

Times New Roman is a Microsoft Windows system font, available on all computers, whereas Canela is not.

To ensure an efficient working solution for sharing documents and avoiding any formatting issues, it is necessary to use Times New Roman. This font is the closest alternative to Canela that is available for everyone.

# Typography

Times New Roman  
and Canela

## Times New Roman

PowerPoint presentations, internal documents and other MS Office applications

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Canela

Marketing documents, external communication and campaigns

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

# The Visual Language

The visual language is the mix between colour, typography and other graphic elements. It is the main key to the perception of the brand.

Typography

Textures

Pink Graphic Shapes

White Background



# Applications & Templates

Applications  
Corporate  
Communication

The graphic features the EIF logo and the hashtag #BelieveInSmall in the top left. The main text 'EIF in 2019' is prominently displayed. The background is composed of several overlapping shapes: a star at the top, a circle to its left, and two larger overlapping shapes below, all filled with a dense pattern of small pink dashes. A solid pink arrow points upwards from the bottom right of the central shapes.

**EIF**  
*in 2019*

Over 323,000 SMEs financed, over xxx,xxx jobs created

New sectors to be supported – from digitalisation to AI

More than EUR 10.2bn deployed, leveraging over EUR 58.9bn to SMEs

The graphic features the EIF logo and the hashtag #BelieveInSmall in the top left. The main text 'Annual Report 2018' is prominently displayed. The background is a large, stylized star shape composed of overlapping triangles, filled with a dense pattern of small pink dashes. A solid dark blue star is positioned at the bottom center.

**EIF** #Believe  
InSmall

Annual  
Report 2018

# Applications Brochures



# Applications Roll-ups

There are 2 roll-up designs available for various events.

Please send a request to the Marketing team if you would like to use one.



1. Access to Finance



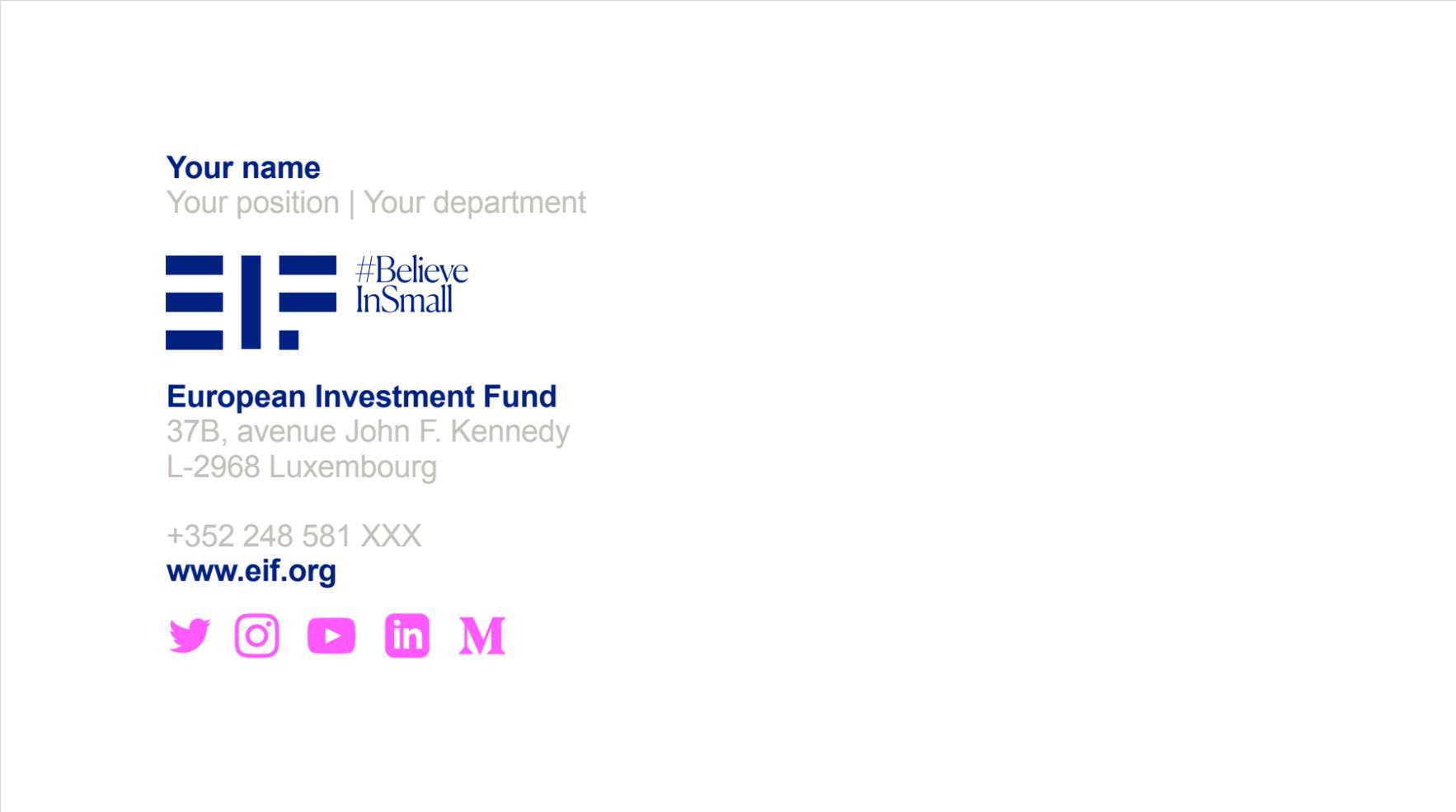
2. Financial Intermediaries Map with QR codes

# Template Email signature

The email signature is used internally and externally.

The social media icons are interactive - they link to the EIF's social media accounts.

There may be changes to the signature in the future: for example, changing the logo to a specific event logo or adding a social media platform. Any change will be communicated to all EIF staff.



# Applications Letterhead & Compliment Slip

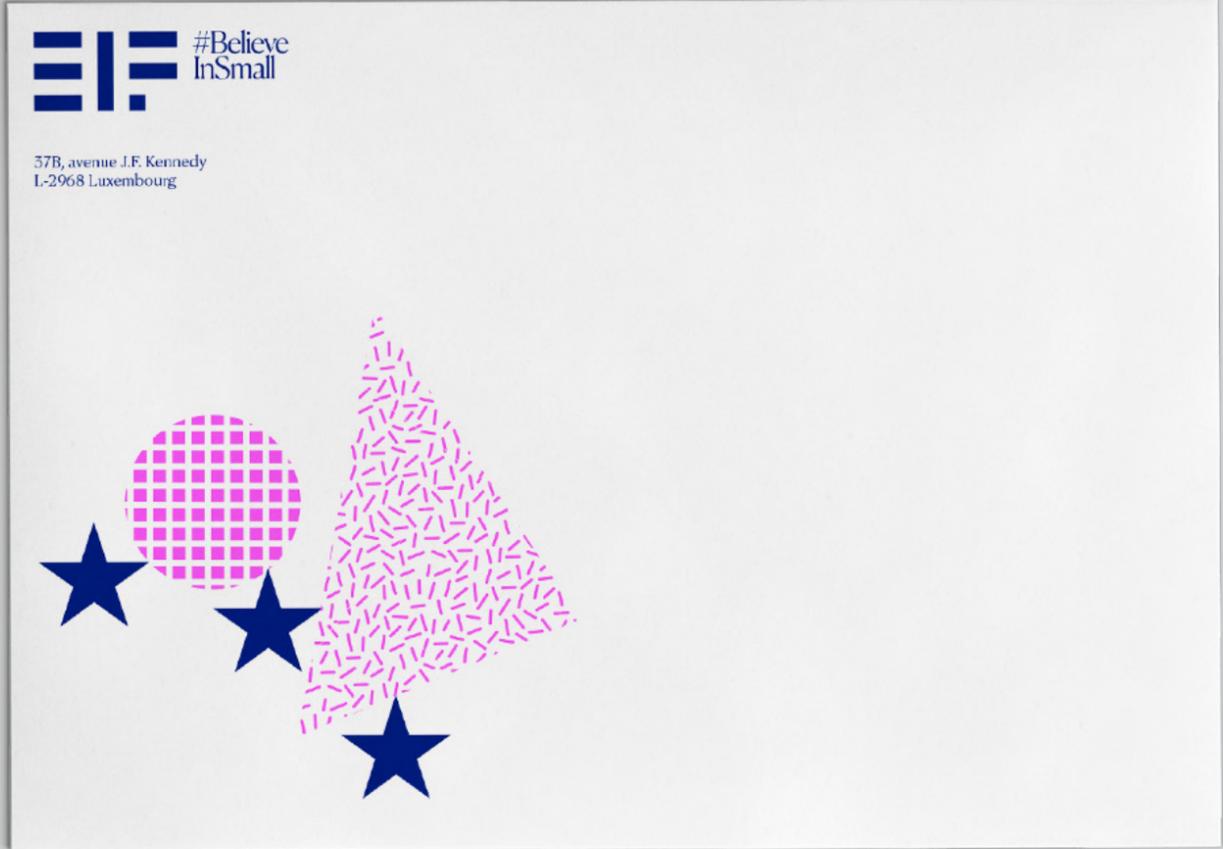


Letterhead

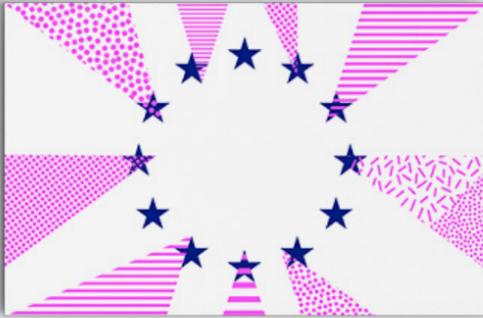


Compliment Slip

# Applications Business Card & Envelopes



Envelope  
(multiple sizes available, please  
check with the Help Desk)



Business card

# Applications PowerPoint Presentation "EIF in 50"

**We're the European Investment Fund**  
We make it easier for small businesses to access finance.

## Our role

We are an EU institution dedicated to helping improve SME access to finance. SMEs are the backbone of the European economy and a key area of EU policy focus.

## We make it easier for SMEs to access finance

1.5m SMEs financed

6.8m jobs supported

Supporting EU goals of innovation, growth & job creation

## Our unique approach

We do not invest or lend directly to SMEs. We are not a bank. We use financial instruments to share risks, helping our partners improve SME access to finance.

**Our resources**

- European Commission
- European Investment Bank
- Local Authorities and National Promotional Institutions (NPIs)
- Private Investors

**Our approach underpinned by financial instruments**

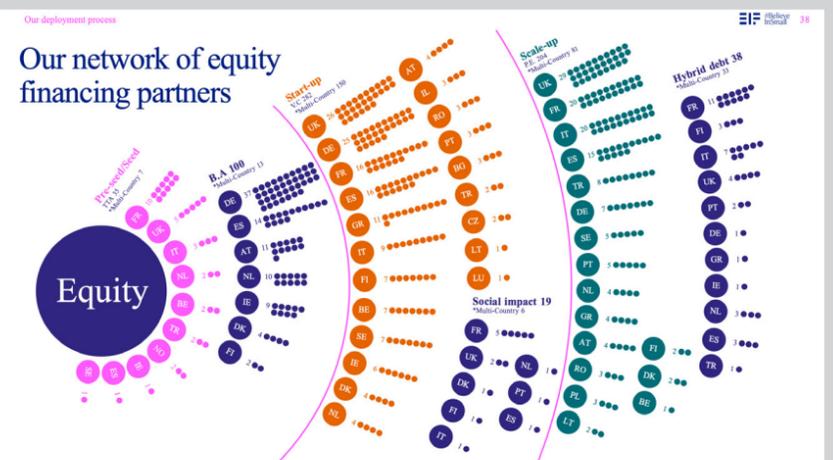
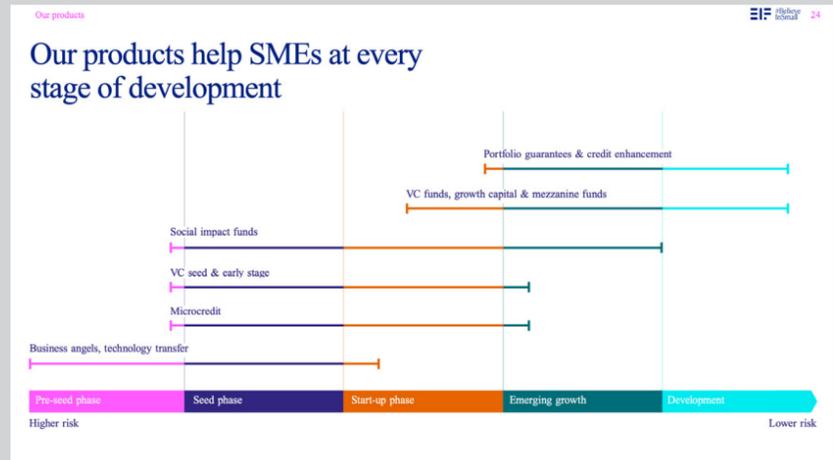
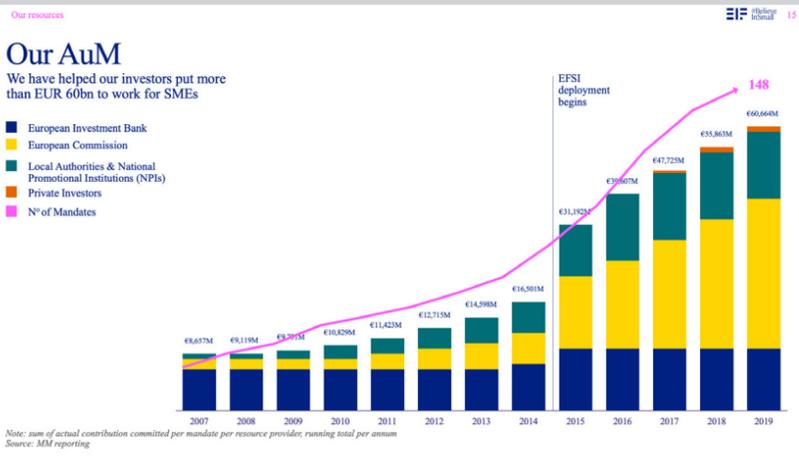
- Address funding gaps
- Multiply resources
- Support long term market sustainability

**Our partners**

- Equity risk sharing: 500+ Funds
- Debt risk sharing: 250+ Banks

**SMEs**

€ 158bn total investments and lending to SMEs

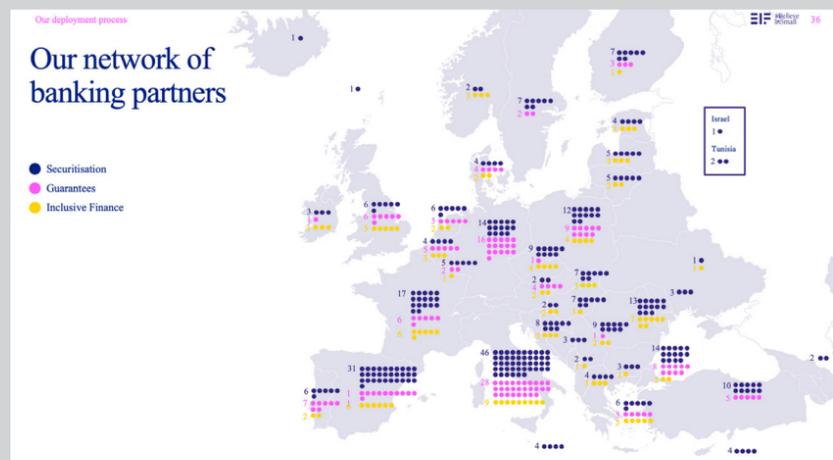


## Our mandate deployment process

A proven and efficient approach, governed and supported by specialist teams

- We notify the market** through transparent online mechanisms. Banks and funds apply based on their risk sharing needs.
- We assess and select** financial intermediaries based on best fit with the mandate requirements. Rigorous due diligence of all relevant applications.
- Monitor & audit** mandate deployment, tracking progress and adapting if necessary. Timely monitoring of the dispersment of loans and investments in SMEs.

This activity is supported by independent risk and compliance reviews, an investment risk committee and legal negotiations



# Template PowerPoint Presentation template slides

EIF European Investment Fund 2

EIF European Investment Fund 16

Insert chapter title

Insert Name

Insert Position

Insert text

Insert image

Source: Insert source

EIF European Investment Fund 24

Insert chapter title

Insert Title

Insert Subtitle

Source: Insert source

EIF European Investment Fund 14

Insert chapter title

Insert Title

Insert Subtitle

Insert text

Insert text

Insert text

- Insert text
- Insert text
- Insert text

Source: Insert source

EIF European Investment Fund 53

Insert chapter title

Insert Title

Insert Subtitle

Insert text

Insert text

Insert text

Source: Insert source

EIF European Investment Fund 55

Insert chapter title

Insert Title

Insert Subtitle

Source: Insert source

EIF European Investment Fund 56

Insert chapter title

Insert Title

Click to add text

Insert text

Insert text

Source: Insert source

EIF European Investment Fund 86

Insert chapter title

Insert Title

Insert Subtitle (map of Spain)

Source: Insert source

EIF European Investment Fund 57

Insert chapter title

Insert Title

Insert Subtitle

| Insert text |
|-------------|-------------|-------------|-------------|-------------|-------------|
| Insert text |
Insert text	XX	XX	XX	XX	XX
Insert text	XX	XX	XX	XX	XX
Insert text	XX	XX	XX	XX	XX
Insert text	XX	XX	XX	XX	XX
Insert text	XX	XX	XX	XX	XX

Source: Insert source

# Applications Digital and social media

## Twitter

European Investment Fund Retweeted

**European Investment Fund** @EIF\_EU · Feb 27

Today in #Bulgaria the @EIF\_EU signed three guarantee agreements to provide €200 million of documentary finance to growing #SMEs. 🇵🇹 The EIF will cover 50% of the risk under each credit line. [bit.ly/EIF-Bulgaria](https://bit.ly/EIF-Bulgaria)

@UniCreditBG @LilianaPavlova @yasen\_iliev

EIF, Unicredit Bulbank, United Bulgarian Bank and ProCredit Bank

10 retweets, 17 likes

**European Investment Fund** @EIF\_EU · Oct 18, 2019

The EaSI family is growing! The @EU\_Social, @EIB and @EIF\_EU have launched a new €200 million facility to boost the lending capacity of intermediaries.

Check application details here: [bit.ly/2MpxaIM](https://bit.ly/2MpxaIM)

#microfinance #socialfinance #lending

9 retweets, 8 likes

## LinkedIn

**European Investment Fund (EIF)**  
28,936 followers  
2w • Edited •

Follow the thread: over 20 years of growing European Investment Fund (EIF) venture capital activity visualised. We show geo-located seed and #startup stage VC in EU-28. ...see more

The flow  
EIF VC investments  
since 1996  
#SmartMoney

EIF VC investments since 1996

140 reactions • 5 Comments • 11,377 Views

**European Investment Fund (EIF)**  
28,936 followers  
1mo •

#SpaceTech in focus for 2020 🚀: The European Commission and the European Investment Fund (EIF) announced yesterday a new € 100 million VC programme under the InnovFin Space Equity Pilot, and the first Euro ...see more European Commission & EIB Group

€200 million  
of financing  
to boost space  
sector investment  
#BelieveInSmall

European Commission and European Investment Bank Group join forces to boost space sector investment with EUR 200 million of financing

eif.org

147 reactions • 2 Comments

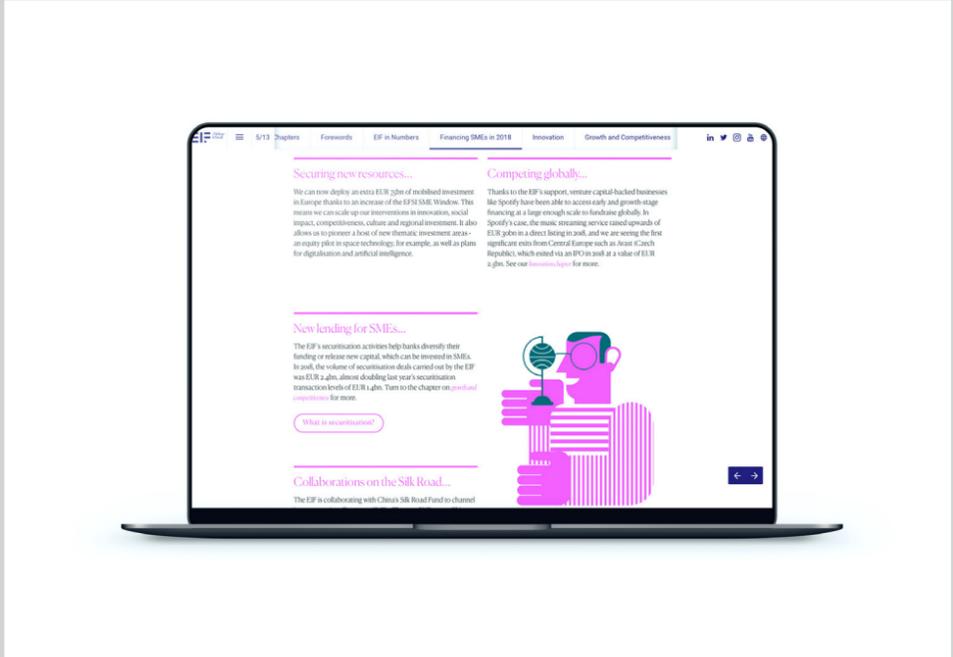
## Instagram

Next  
40  
High potential French start-ups



Investing in the  
blue economy

## Foleon digital publications



Please contact EIF Marketing  
for any questions.