

# Brand guidelines

# Table of Contents

**04** Logo

---

**12** Typography

---

**15** Colours

---

**22** Data  
Visualization

---

**27** Application  
examples

---

**We are the European  
Investment Fund.**

Logo



# Main version

The European Investment Fund logo comprises three different elements: a stylized representation of the European Investment Bank building, the European Union flag and the name of the institution. It is identical to the EIB logo, except for the word “Fund”.

Both vertical and horizontal versions are available; select the one that best fits the available space.

Vertical version



Horizontal version

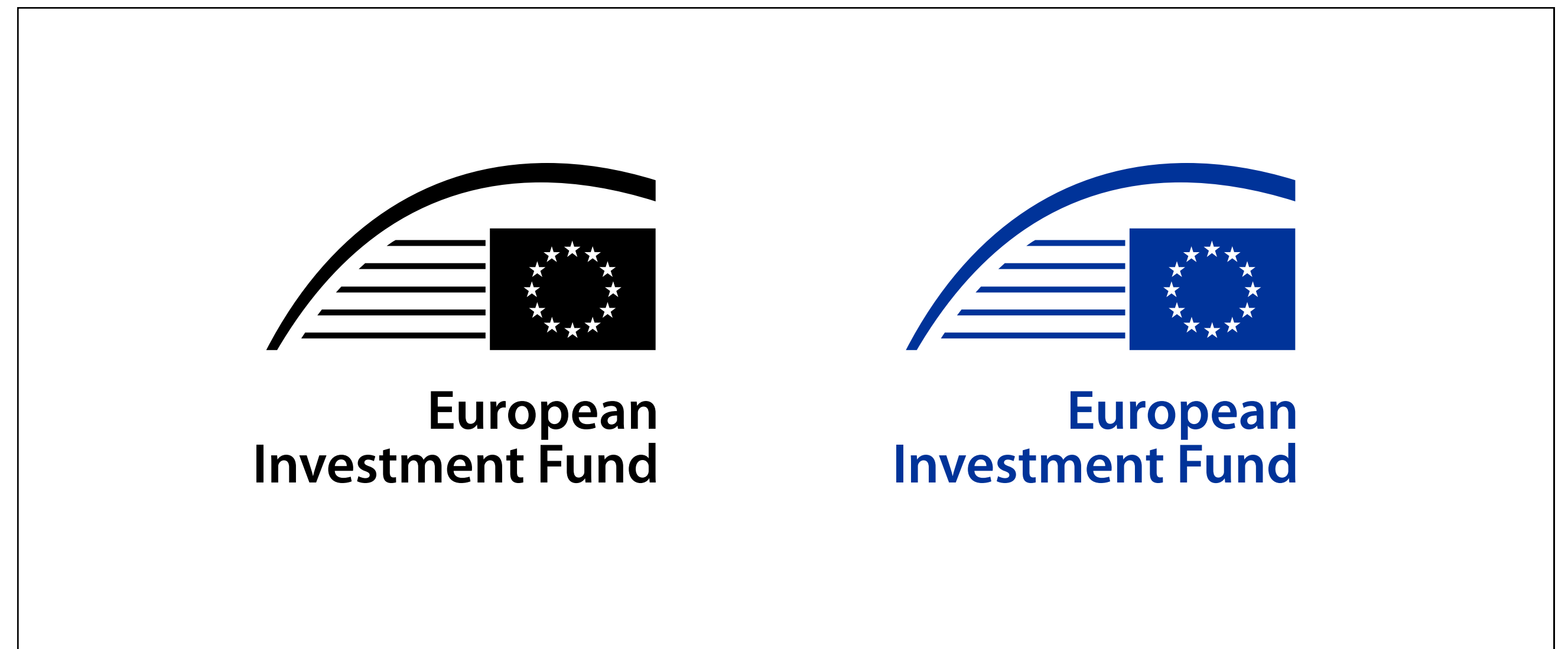


# Negative version



On dark backgrounds, the logo elements are white, the flag colours remain unchanged, and a thin white outline defines the flag's perimeter.

# One-colour version



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

# Clear space



The logo must always be surrounded by clear space, equivalent to the height of the EU flag.

# Minimum size

To maintain name readability, the logo in its vertical version should be no smaller than 15mm or 90px in width. In its horizontal version, the logo must be bigger than 30mm or 180px wide.



# Icon and Favicon

Icon Version



Favicon



If a smaller width is required, an **icon version of the logo**—without any text—should be used instead. Mute logo versions can be used in situations where there is insufficient space for the complete logo. These versions are particularly suitable for use on social media platforms and websites.

The favicon should be used only on website.

# Logo don'ts



Don't stretch the logo



Don't change the alignment of the text



Don't use drop shadow



Ensure enough contrast



Don't change the logo colours



Don't outline the building



# Typography

# MS Office Font

## Arial Bold

---

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 01234567890!"£\$%&/()=?

## Arial Regular

---

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 01234567890!"£\$%&/()=?

Across MS Office documents and emails, it is recommended to use a system font to maintain visual consistency across all devices. The chosen font is Arial, with **Arial Bold** used for headings and **Arial Regular** for running text. This ensures uniformity in appearance across different platforms.

The **design** typefaces for the European Investment Fund (EIF) are **Canela Text Bold** and **GT Walsheim Pro Regular**. These typefaces are used by Marketing for designed external communications content.

# Rules on typography

01

Text can only be used in **Cobalt Blue, Black** or **White**

02

When using Arial, a **-2% letter spacing** should be applied

03

**Avoid using italics**, instead use **bold to highlight** important parts of the text

04

**Headings are mostly left-aligned.**  
Avoid centring or right-aligning them unless there is a specific design rationale

05

**Heading must be visually larger than the text** in order to emphasize the boldness of the message

Colours

# Main colours

## White

CMYK: C=0, M=0, Y=0, K=0  
RGB: R=255, G=255, B=255  
HEX: #FFFFFF

## Cobalt Blue

PMS: Pantone 2728C  
CMYK: C=100, M=85, Y=0, K=0  
RGB: R=35, G=72, B=228  
HEX: #2348E4

# Tints and shades

	<p>CMYK: C=80, M=63, Y=0, K=0 RGB: R=67, G=101, B=243 HEX: #4365F3</p>	<p>CMYK: C=62, M=45, Y=0, K=0 RGB: R=116, G=142, B=252 HEX: #748EFC</p>	<p>CMYK: C=38, M=26, Y=0, K=0 RGB: R=169, G=185, B=250 HEX: #A9B9FA</p>	<p>CMYK: C=8, M=6, Y=0, K=1 RGB: R=233, G=237, B=252 HEX: #E9EDFC</p>
	<p>CMYK: C=100, M=90, Y=25, K=8 RGB: R=17, G=54, B=212 HEX: #1136D4</p>	<p>CMYK: C=100, M=90, Y=35, K=25 RGB: R=14, G=45, B=176 HEX: #0E2DB0</p>	<p>CMYK: C=100, M=93, Y=44, K=44 RGB: R=6, G=29, B=126 HEX: #061D7E</p>	<p>CMYK: C=100, M=93, Y=50, K=68 RGB: R=4, G=17, B=70 HEX: #041146</p>

# Secondary colours

## Turquoise

PMS: Pantone 3385C  
CMYK: C=70, M=0, Y=55, K=0  
RGB: R=42, G=234, B=176  
HEX: #2AEAB0

## Amethyst

PMS: Pantone 265C  
CMYK: C=53, M=75, Y=0, K=0  
RGB: R=169, G=99, B=240  
HEX: #A963F0

## Mustard

PMS: Pantone 113C  
CMYK: C=2, M=10, Y=73, K=0  
RGB: R=255, G=223, B=91  
HEX: #FFDF5B

## Sandy

PMS: Pantone 4009C  
CMYK: C=0, M=50, Y=70, K=0  
RGB: R=255, G=161, B=79  
HEX: #FFA14F

## Dodger Blue

PMS: Pantone 2382C  
CMYK: C=80, M=30, Y=0, K=0  
RGB: R=36, G=149, B=255  
HEX: #2495FF

## Coral Red

PMS: Pantone 178C  
CMYK: C=0, M=80, Y=60, K=0  
RGB: R=250, G=92, B=92  
HEX: #FA5C5C



# Rules on secondary colours

01

They **cannot be used without cobalt blue**.

02

They **cannot be more prominent** than white and cobalt blue.

03

They **cannot be used for text**.

04

When **text is placed over secondary colours**, it should be either **black** or **white**; Cobalt blue should not be used.

05

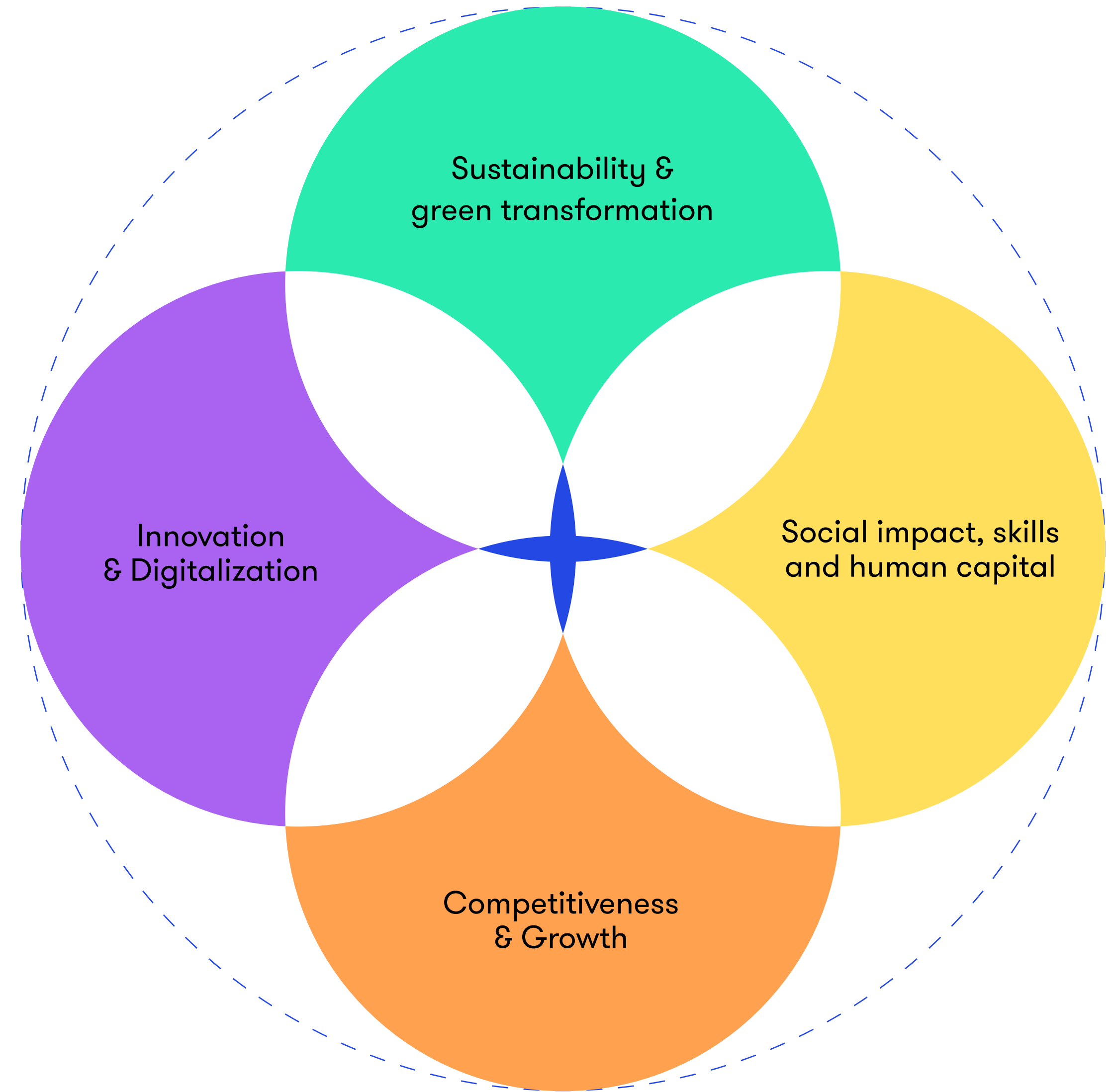
Colour **tints and shades** can be employed in charts, but only when primary and secondary colours are insufficient.

# Colour hierarchy

When one or more secondary colours are needed in addition to the primary colours, the order here provided must be followed.



# Public policy goals (PPGs)



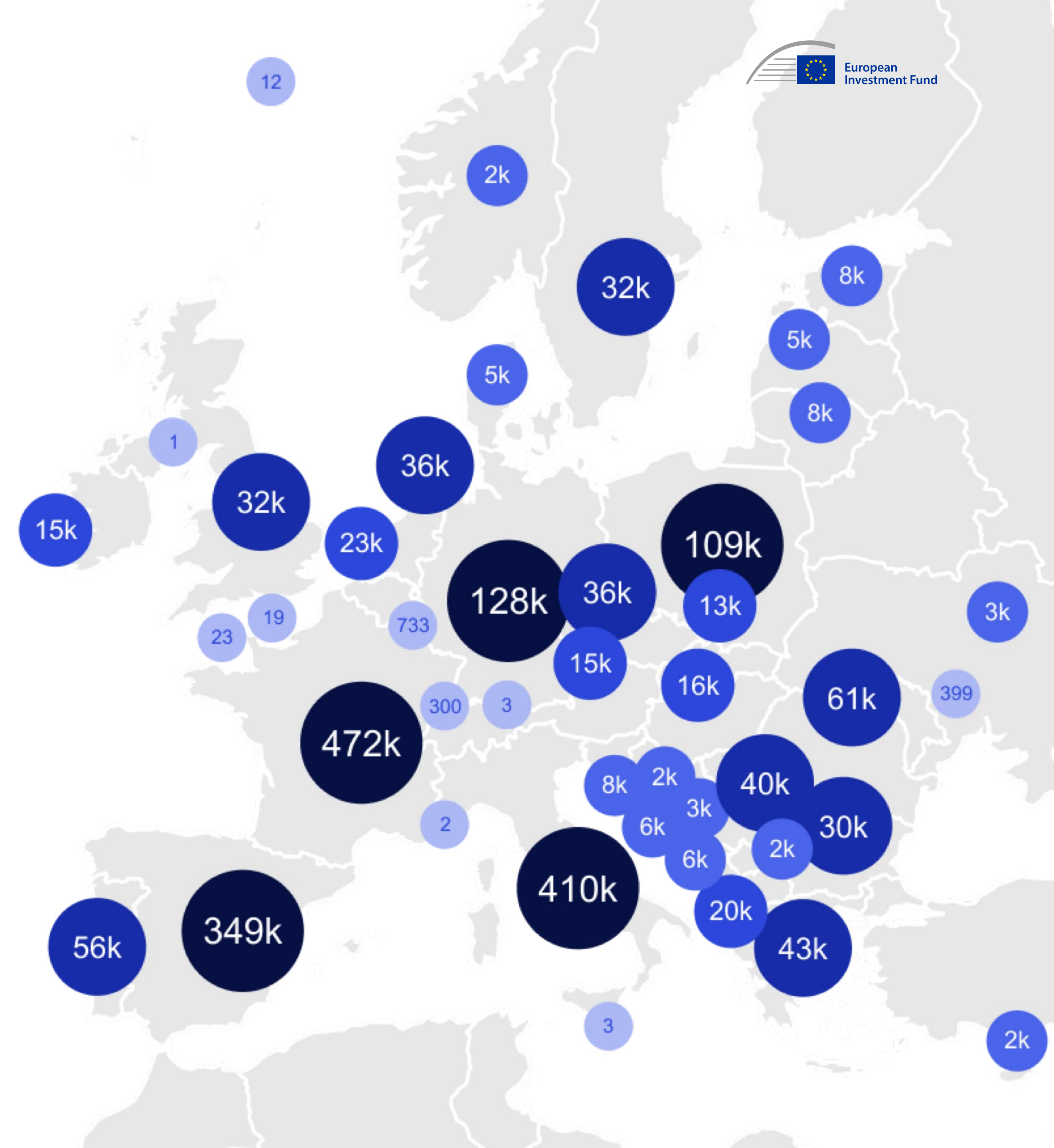
Given their significance and recurring nature, a specific secondary colour has been assigned to each PPG.

# Data Visualization

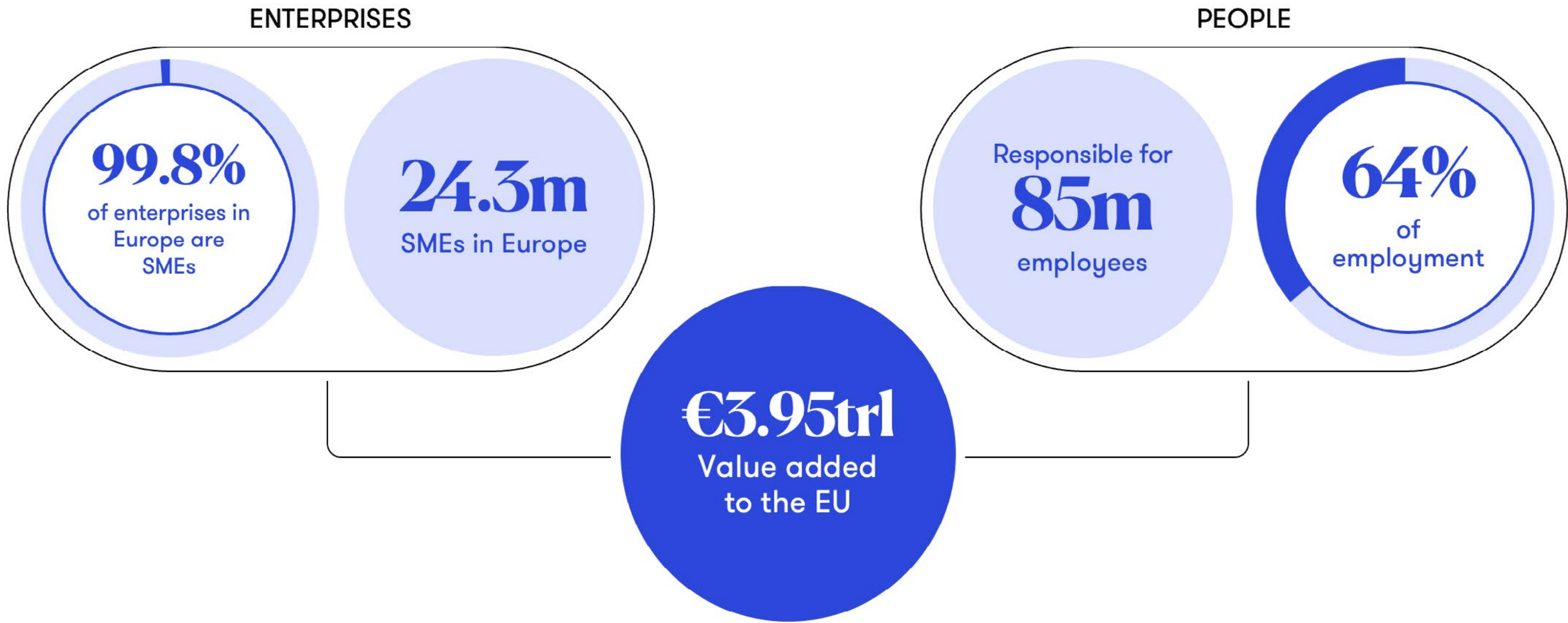
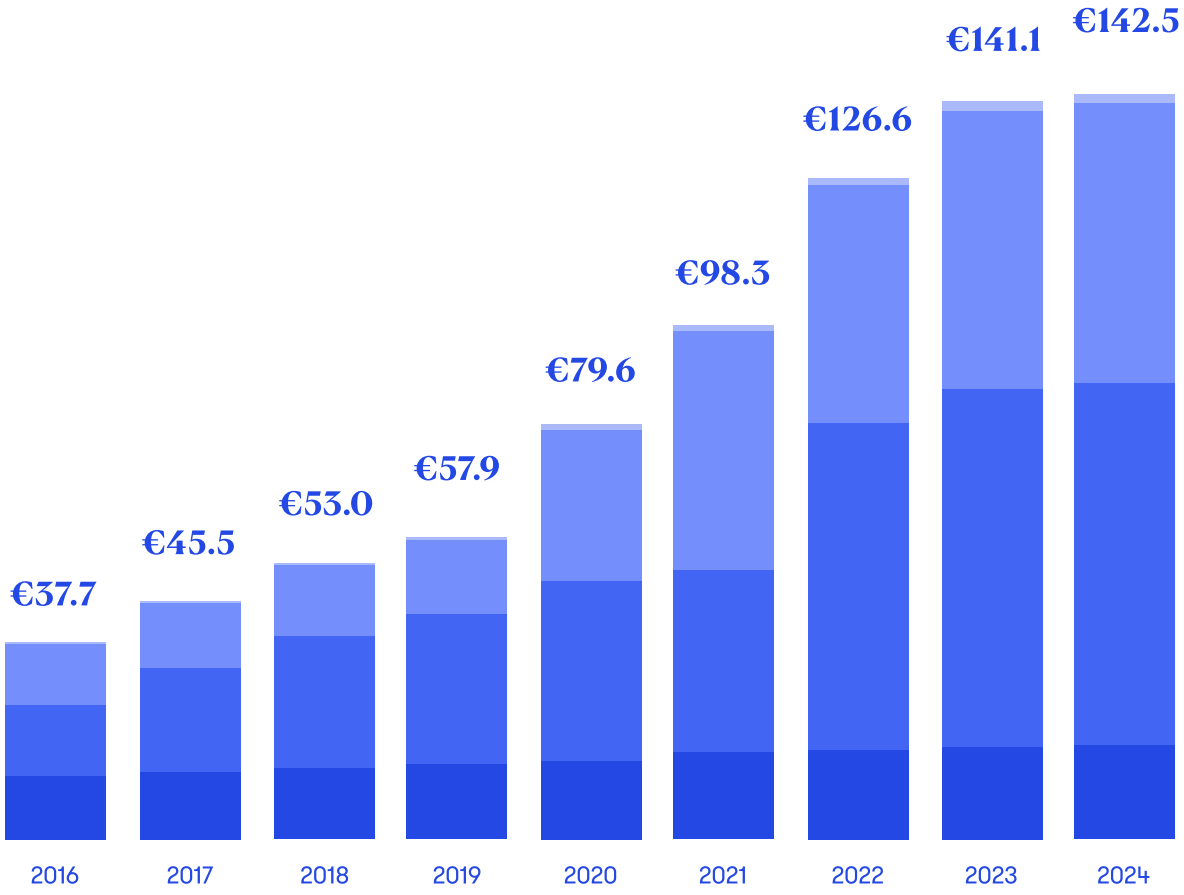
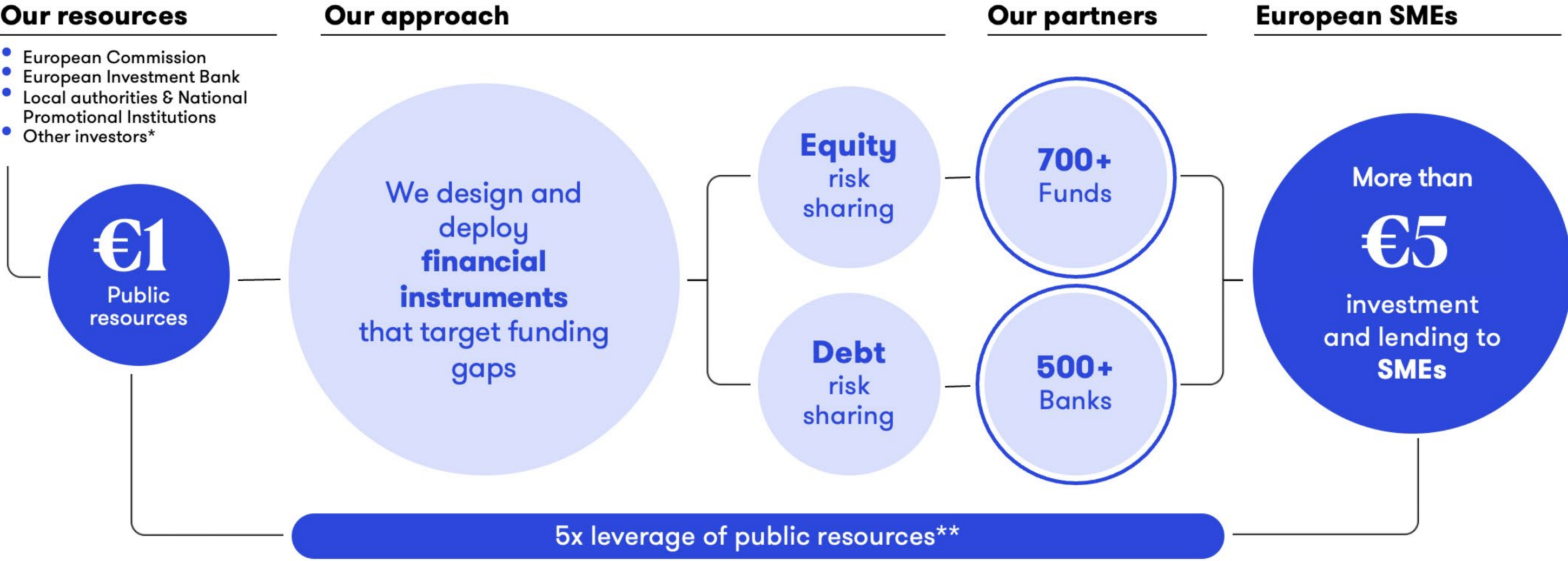
# Style

When designing infographics, it is essential to maintain visual consistency with the overall visual identity. As a result, **the circle is the preferred shape**; however, other shapes may be used if the specific graph requires it.

From a chromatic point of view, if the infographic has a white background, the main colour to use is Cobalt Blue, in its tints and shades. If the background is blue or dark, the colour to be used is White in its tints.

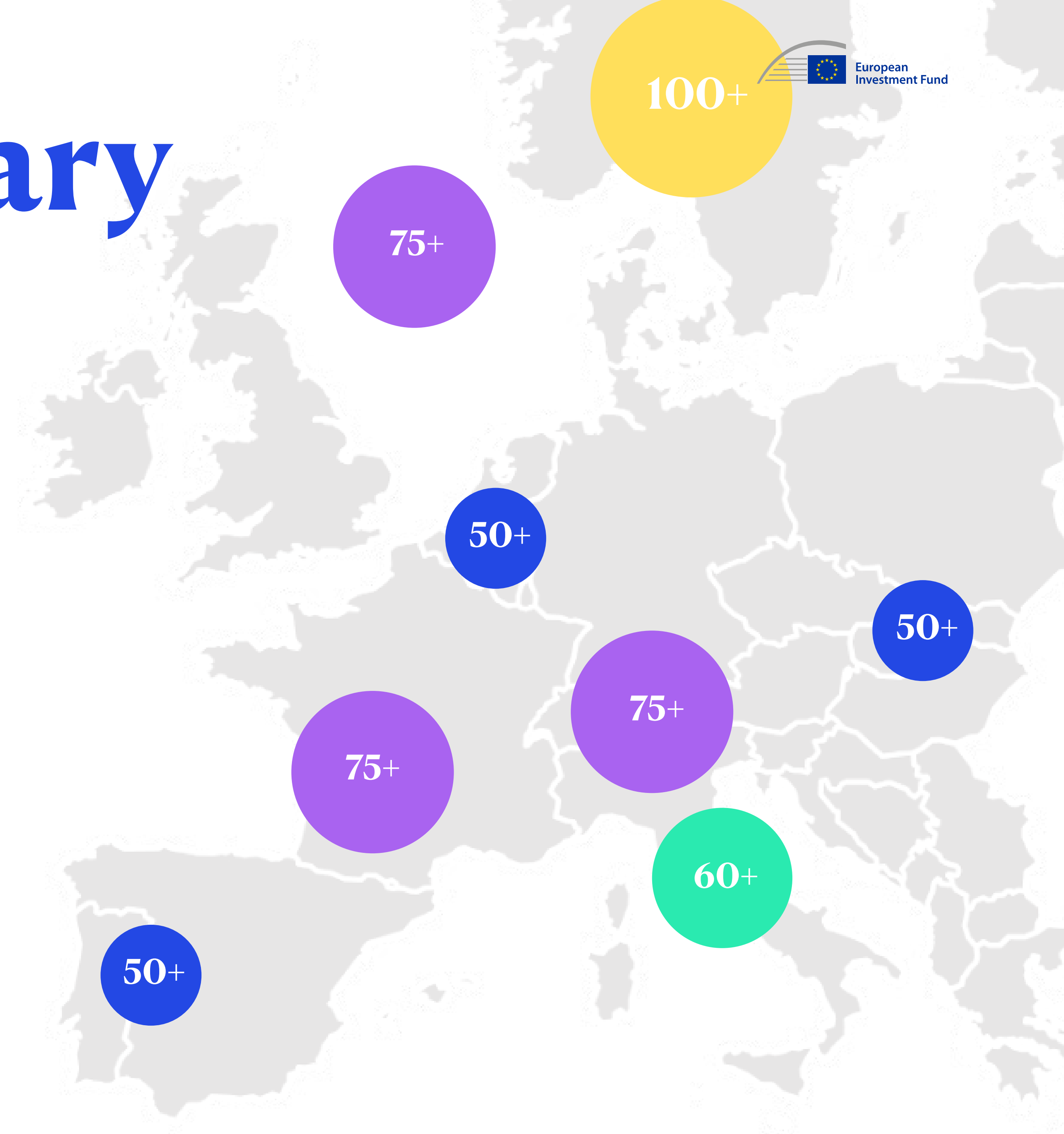




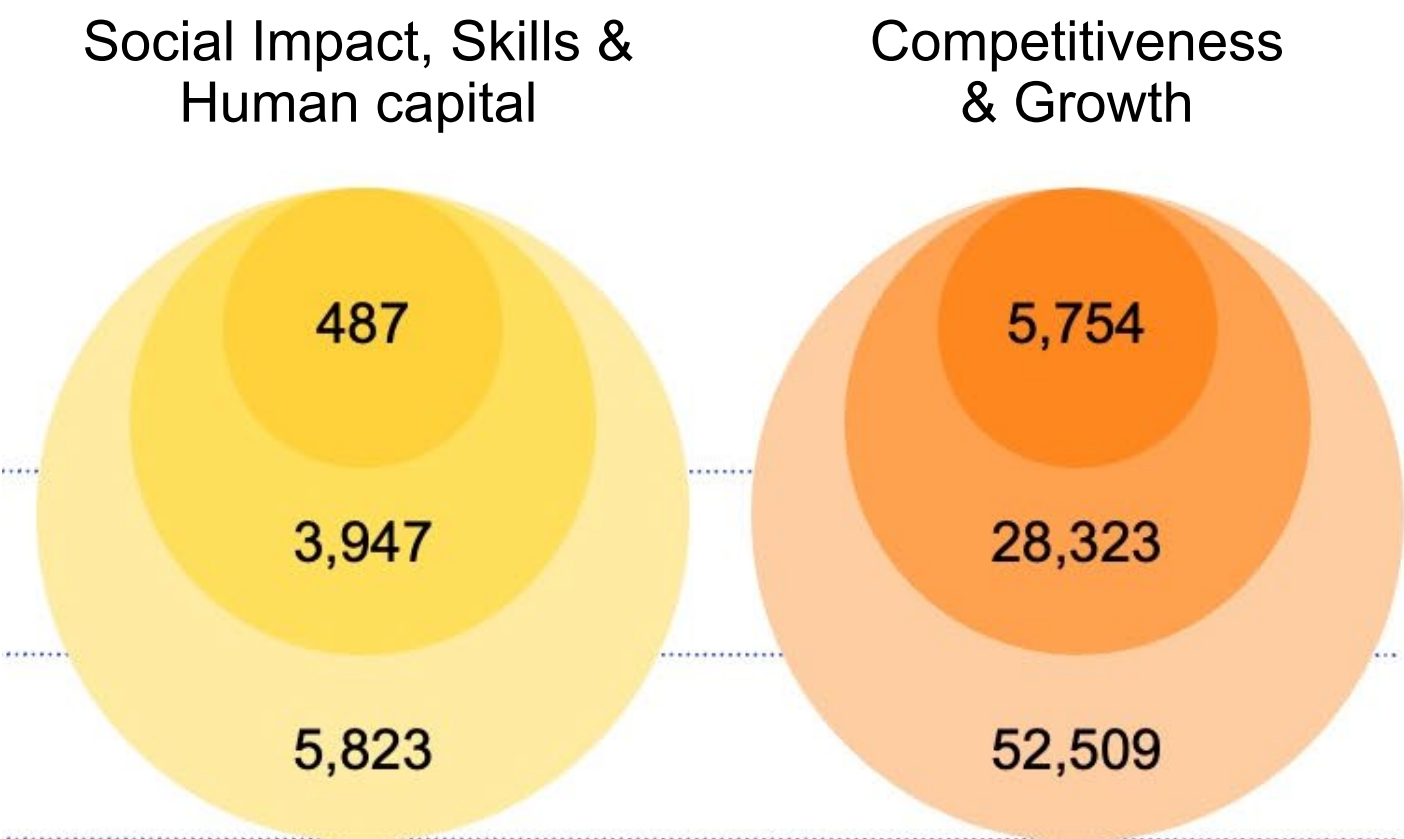
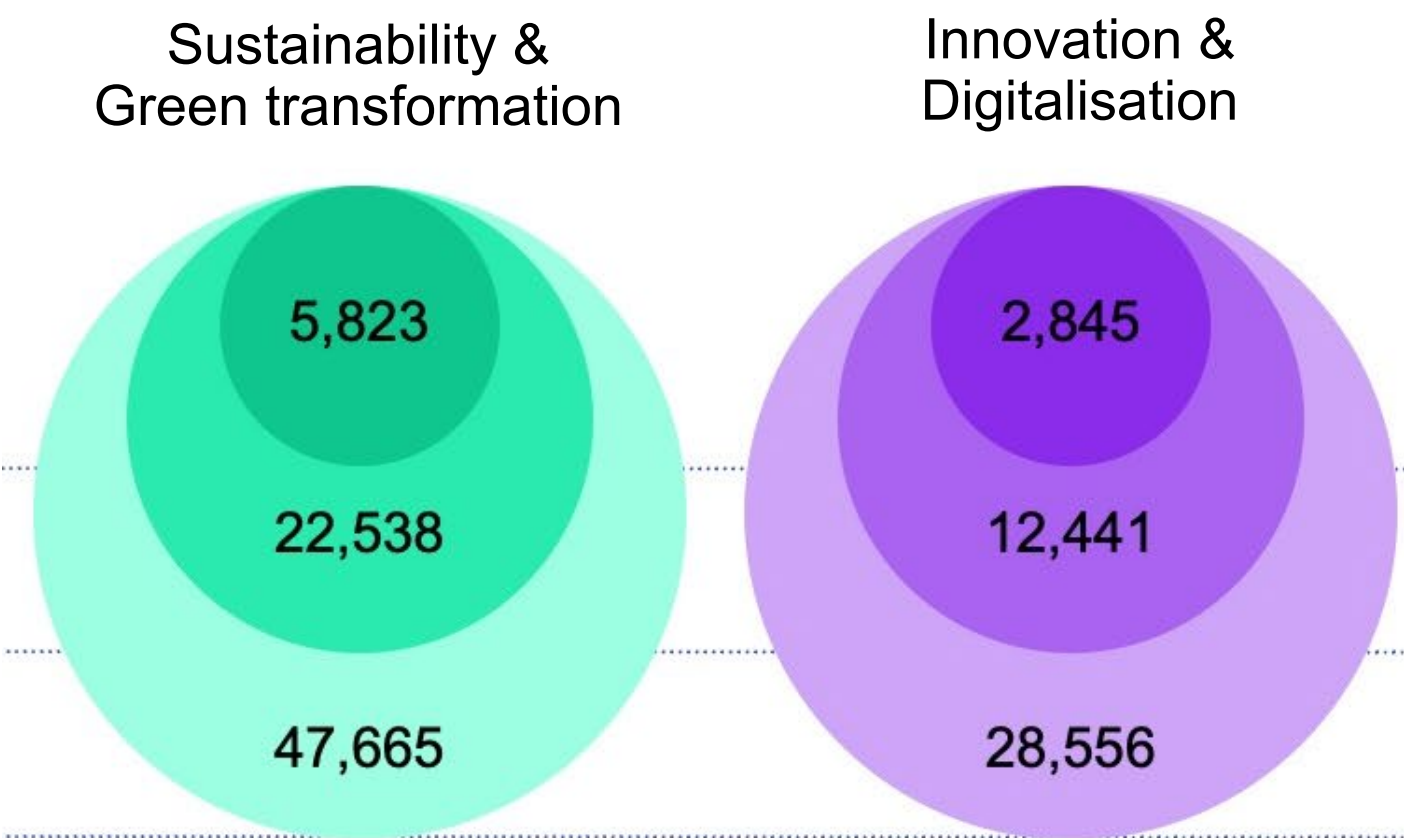
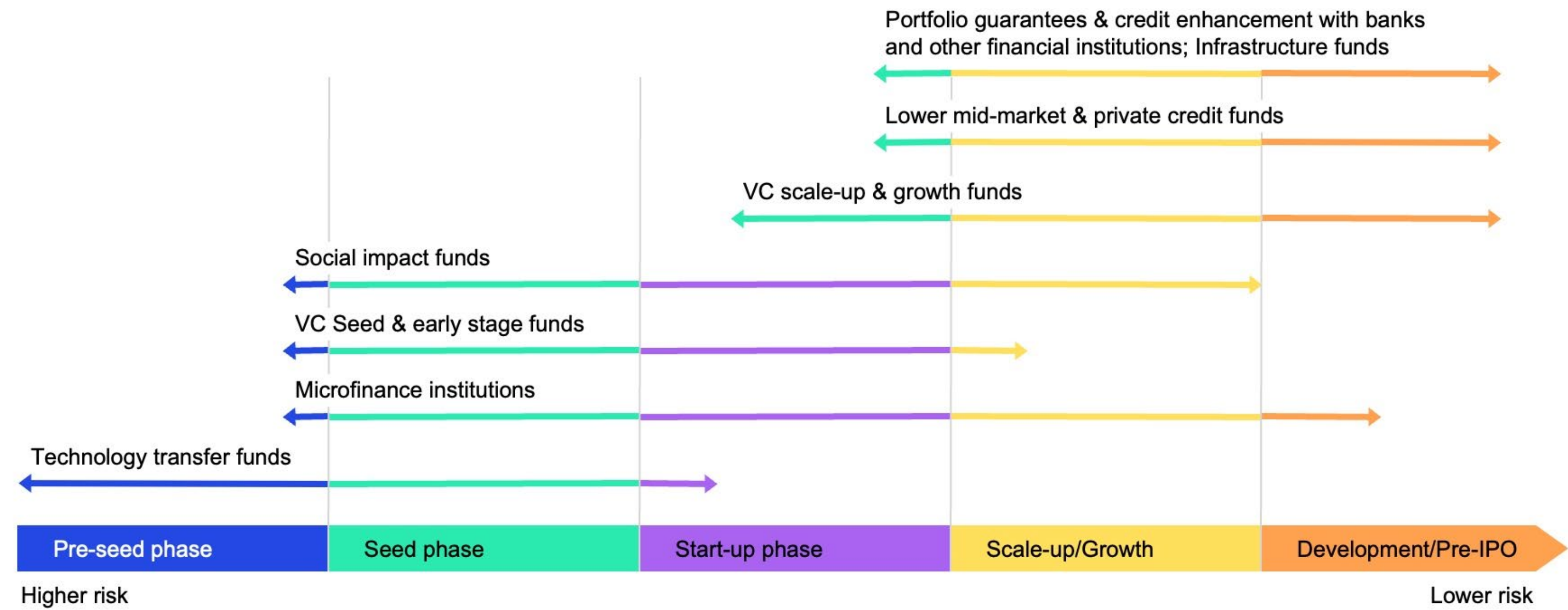


# Using secondary colours

Secondary colours are primarily used in charts and graphs to differentiate data sets. Always follow to the colour order shown on page 29.







# Application examples



# Website

## The EIF at a glance

The European Investment Fund (EIF) supports small and medium-sized enterprises (SMEs) across Europe by improving access to financing.

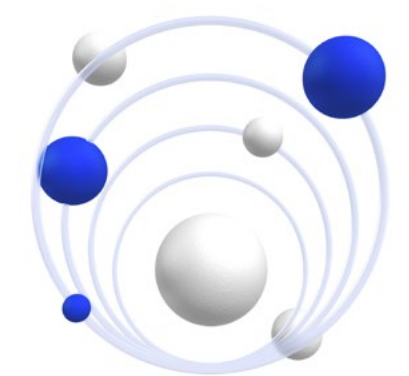
OUR GOVERNANCE →



## The EIF's mission

Lorem ipsum dolor sit amet consectetur. In tortor massa pretium ut. Aliquam praesent dignissim mattis lacus nisi diam non cursus sit. In mauris vulputate faucibus.


MORE ON OUR STRATEGY →



## 1/5 Why does the EIF exist?

We do not recruit through competitions or "concours". All job opportunities open to external applicants are published on our online e-recruitment platform, typically for a three-week period. We do not recruit through competitions or "concours". All job opportunities open to external applicants are published on our online e-recruitment platform, typically for a three-week period.

MORE ON AREA OF IMPACT →



## 28 Our impact in 2023

RESEARCH PAPER →

LOREM IPSUM




# The European Tech Champions Initiative

The European Investment Fund (EIF) supports small and medium-sized enterprises (SMEs) across Europe by improving access to financing.

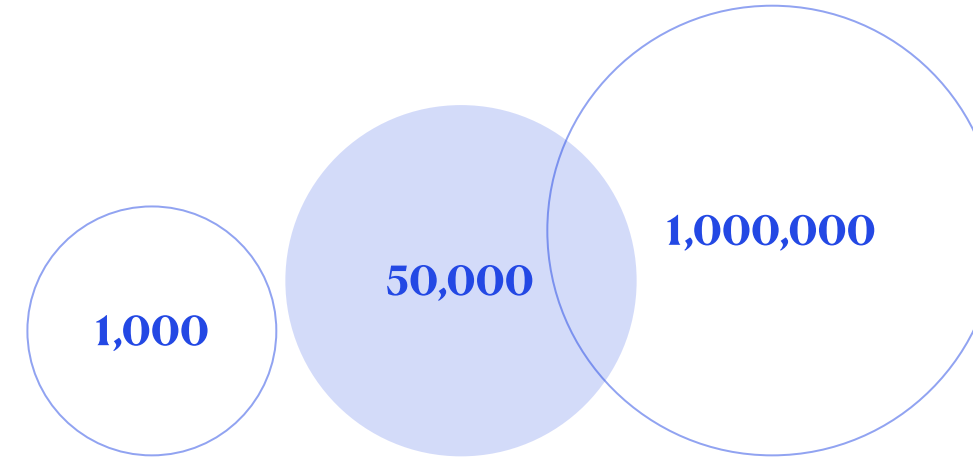
## What is ETCI?

Lorem ipsum dolor sit amet consectetur. Nunc augue accumsan tincidunt dictum aliquet ipsum. Nisi urna semper malesuada pharetra pretium augue fringilla risus mattis. Sed tempor feugiat dui in. Massa sed condimentum vivamus et integer habitant diam dolor. Pharetra neque eleifend aenean facilisi vestibulum. In vitae massa risus et diam magna enim. Vel aliquet ut scelerisque amet diam risus. Odio pharetra libero amet eros odio diam sed. Eu nibh arcu quam ut sed adipiscing amet tellus ultricies. Dolor mattis accumsan tristique facilisis dictum.

### ETCI Partners



## The first of its kind growth stage fund-of-funds in Europe




Typically > 50% public funding

Typically > 50% public funding

Typically > 50% public funding

## How ETCI works

Bit of copy enticing the user to explore the video. Maybe some more copy that would be here and users can also read.



## The scale up financing

DISCOVER ALL →

**BGK and NRI committed €20 million** each to the Three Seas Initiative (TSI) Innovation Fund, which plans to provide a new source of investments for businesses past the early phase of development that are based in countries between the Baltic, Black and Adriatic seas. The BGK and NRI pledges will trigger matching contributions from the EIF, which is part of the European Investment Bank (EIB) Group.

Targeting the participation of up to nine countries in the region and a size of €180 million, the **TSI Innovation Fund**, with match funding from the EIF, will invest in private equity, venture capital and private credit funds. The overall goal is to mobilize some €1 billion of new funding and bolster business growth in central and eastern Europe, where such funding has been relatively scarce and where meeting market demand is important for sustainable development and maintaining global competitiveness.

### Lorem ipsum dolor sit

Luxembourg / Warszawa / Praha - 30 September 2024: National promotional institutions BGK of Poland and NRI of the Czech Republic today became the anchoring investors joining an initiative led by the European Investment Fund (EIF) to support growth-stage companies in central and eastern Europe. Czech contribution is funded by the Ministry of Industry and Trade of the Czech Republic.

**BGK and NRI committed €20 million** each to the Three Seas Initiative (TSI) Innovation Fund, which plans to provide a new source of investments for businesses past the early phase of development that are based in countries between the Baltic, Black and Adriatic seas. The BGK and NRI pledges will trigger matching contributions from the EIF, which is part of the European Investment Bank (EIB) Group.

Targeting the participation of up to nine countries in the region and a size of €180 million, the **TSI Innovation Fund**, with match funding from the EIF, will invest in private equity, venture capital and private credit fu. The overall goal is to mobilize some €1 billion of new funding and bolster business growth in central and eastern Europe, where such funding has been relatively scarce and where meeting market demand is important for sustainable development and maintaining global competitiveness.

## Link list

### Press contact

**DAVID YORMESOR**  
Media Officer, EIF  
d.yormesor@eif.org  
+49 89 767 75 170  
www.eif.eu

**DAVID YORMESOR**  
Media Officer, EIF  
d.yormesor@eif.org  
+49 89 767 75 170  
www.eif.eu

**DAVID YORMESOR**  
Media Officer, EIF  
d.yormesor@eif.org  
+49 89 767 75 170  
www.eif.eu

### Downloads

**IMAGES** 379 KB, MP3 ↓

**FULL MEMIA KIT** 2.1 MB ↓

**INTERVIEW TRANSCRIPT** 379 KB, PDF ↓

### Tags

Financial Business Financial

Financial Business


### key insights


**TRANSPARENCY** →

**OUR GUIDING PRINCIPLES 1** →


**GUIDING PRINCIPLE** →

### Related events

 **EVENT NAME**  
16 Dec, 14:00 CEST

 **EVENT NAME**  
16 Dec, 14:00 CEST

### Social contacts





I am

**A BANKING PARTNER**

**A FUND MANAGER**

**AN ENTREPRENEUR**

**AN SME**

**A JOURNALIST**



About

**ABOUT THE EIF**

**WORKING AT EIF**

**NEWS**

**FAQ**

**CONTACT**


Read more

**PRIVACY POLICY**

**COOKIES**

**TERMS & CONDITIONS**

**DATA PROTECTION**



European Investment Fund 2023 © Copyright  
The European Investment Fund is not responsible for the content of external internet sites



# Social Media Posts



**Dzień dobry!**  
[dj-en'-do-bre]

**Kamil Pruchnik**

New EIF senior regional representative for Poland and Ukraine

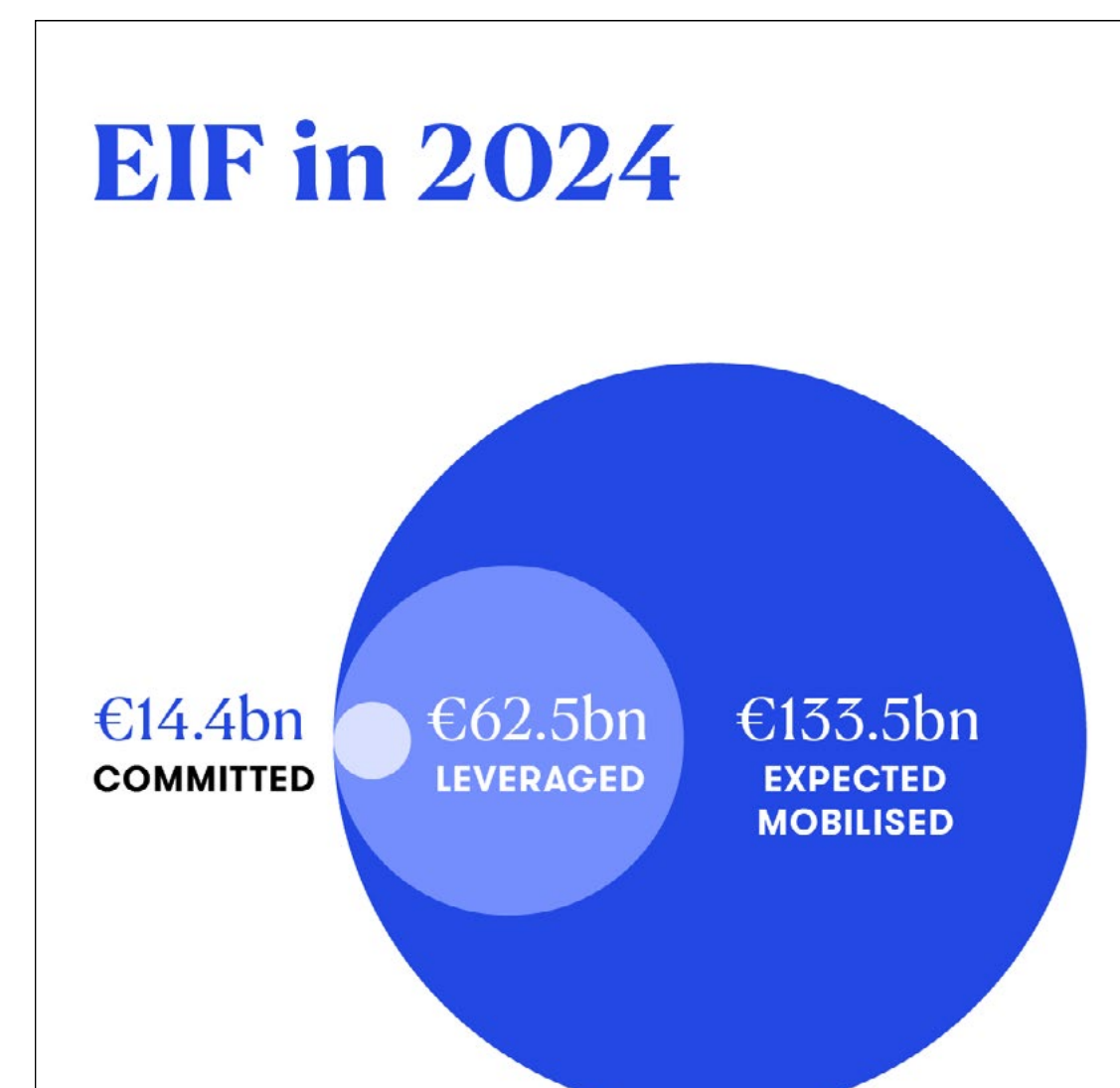


**Colsonnia Vignola**  
CHAIR OF THE BOARD, EIB VICE-PRESIDENT



**SME in the spotlight**  
Freddy met Curry

JEREMIE LAMBIN, CEO OF FREDDY MET CURRY



**ANY CAREER ADVICE?**

Whatever you do, **it's important to be open and flexible and seize opportunities when they arise.** It's good to have a background in a specific field, but it's unlikely that you will start and finish in the same area, so you need to be open-minded, not hesitate to change direction and make the best of it.

SME in the spotlight

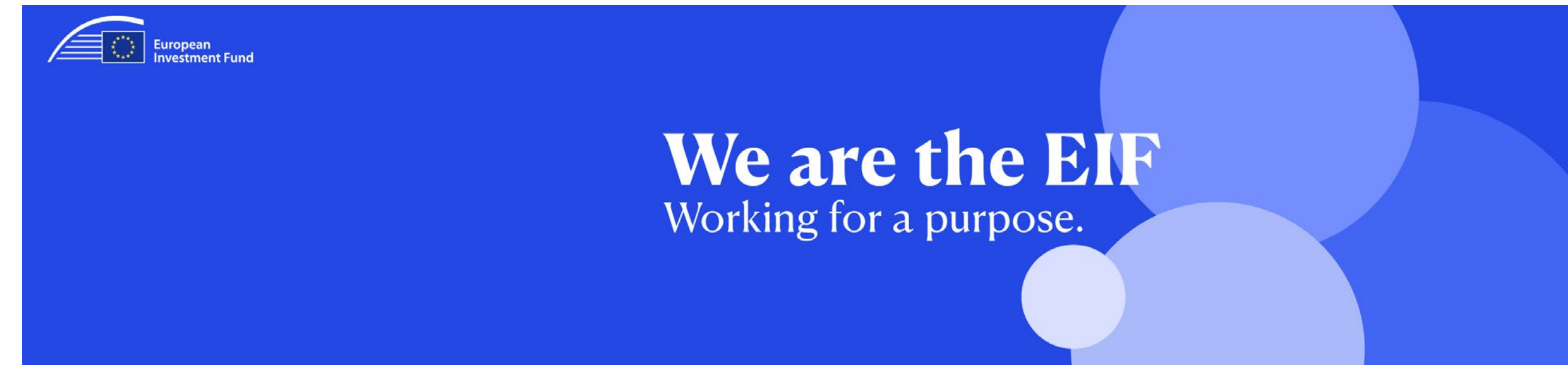
**CGTrader**

DALIA LASAITE, FOUNDER & CEO



# Social Media Banners

EIF **staff** LinkedIn banner



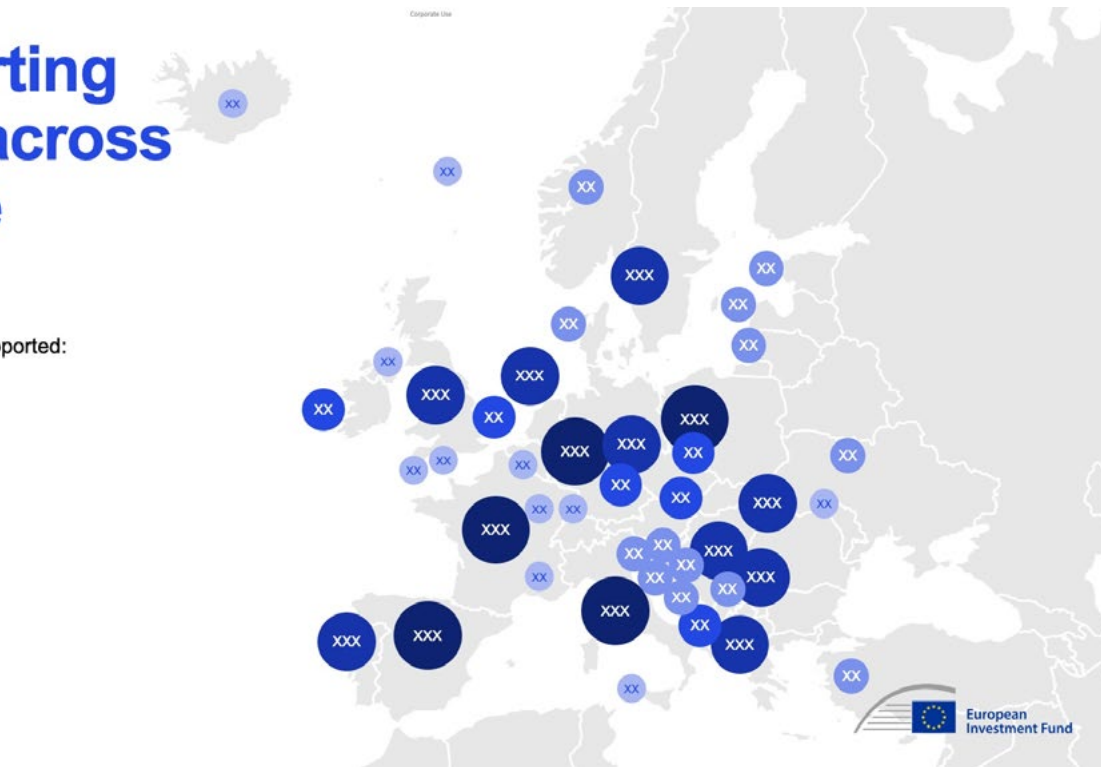
EIF **company** account banners





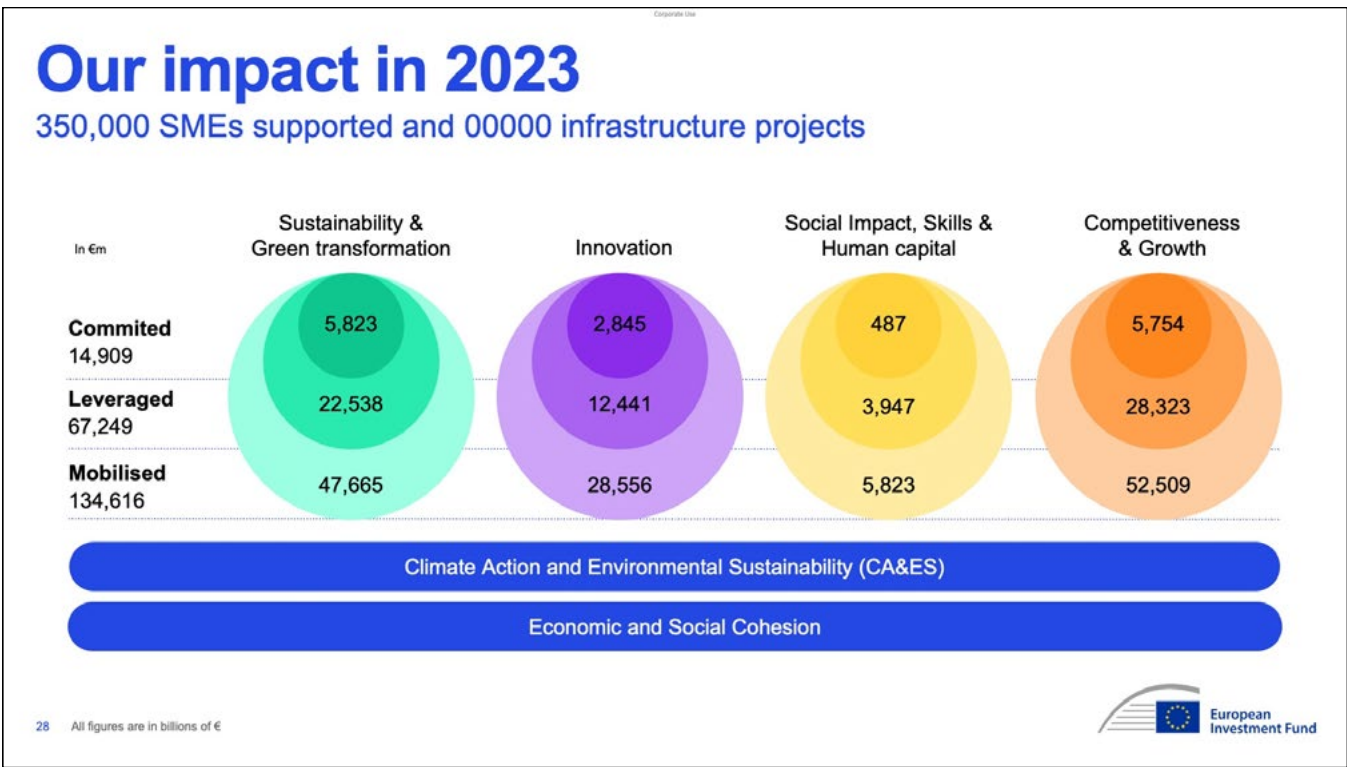
# Institutional presentation

A PowerPoint document using system fonts.



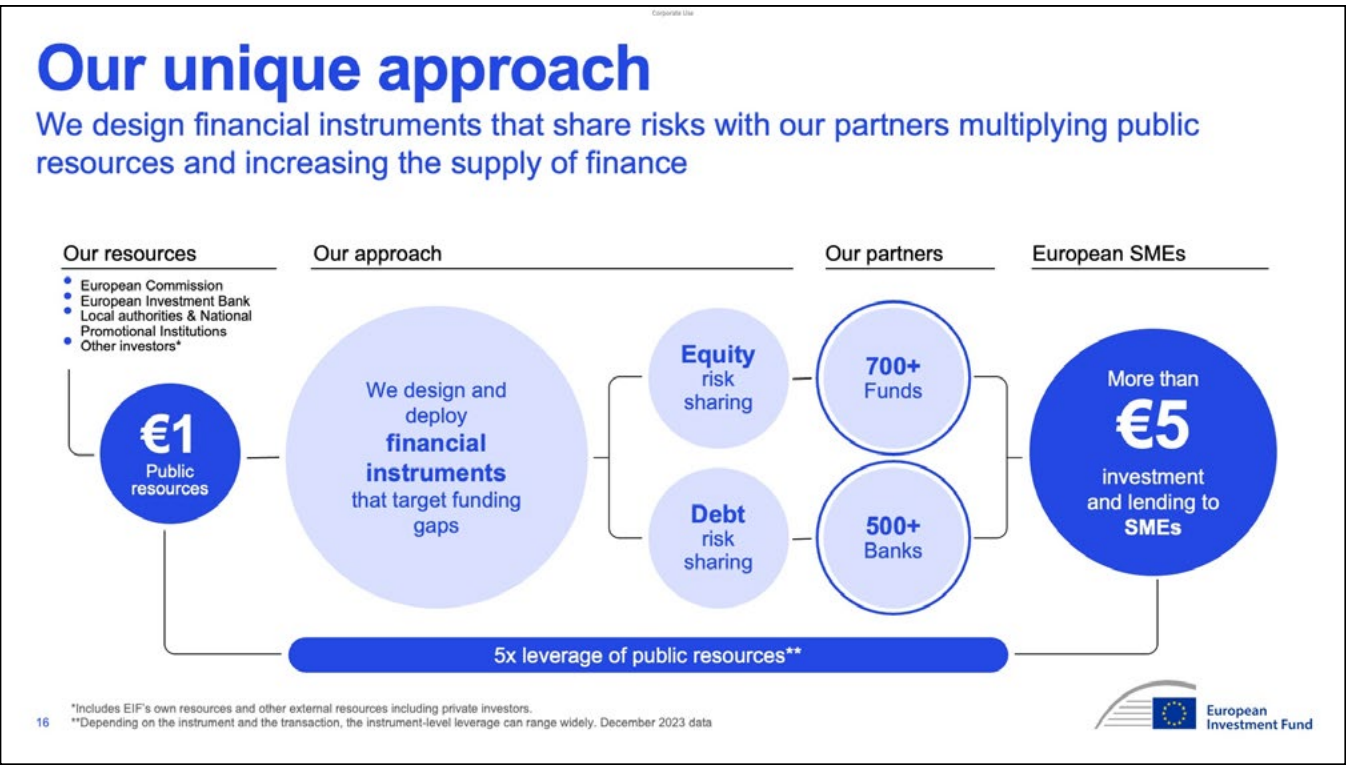
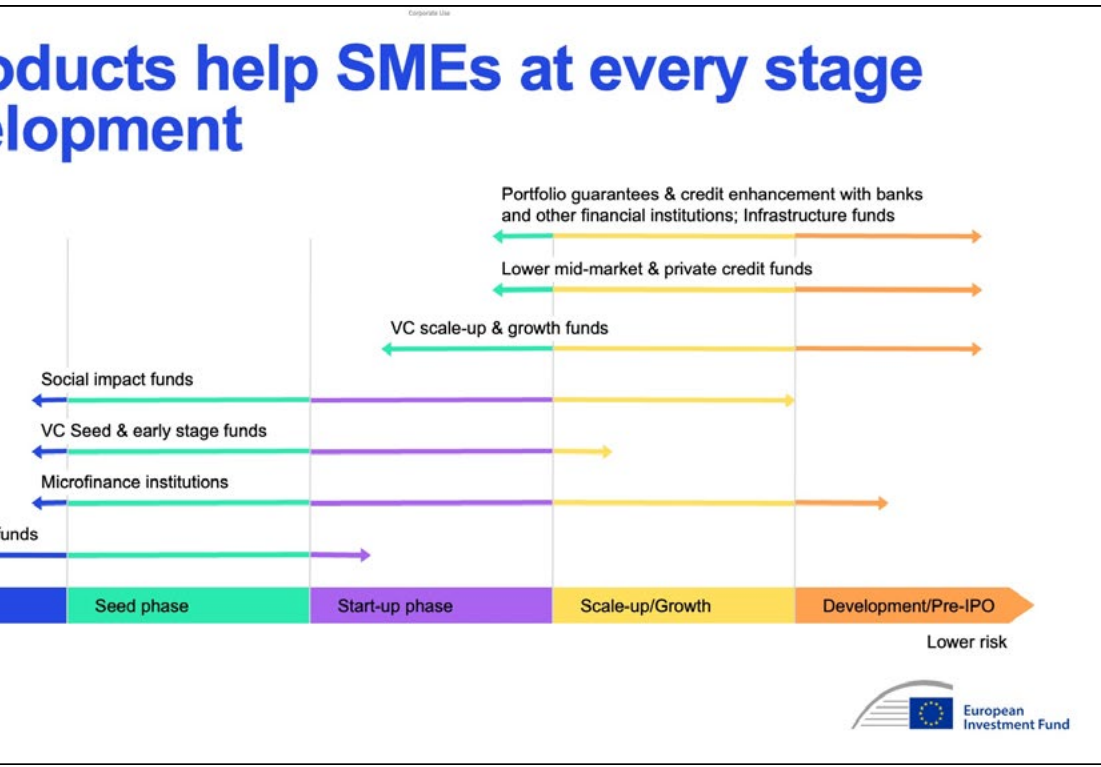
## We're the European Investment Fund

We make it easier for SMEs to access finance.



### Our solutions financed Europe's most successful innovators

Fintech	Deep Tech	Agriculture	Telcom	E-commerce & Marketplace	Travel Tech & More



## Our unique approach

We do not invest or lend directly. We are not a bank.

We use financial instruments to address gaps, foster sustainability, multiply resources and in doing so, improve access to finance.



# Institutional documents

Word documents using system fonts.

Public



# EIF Risk Management Charter

EIF Risk Management Charter


Corporate Use

## EIF Market Assessment and Research Working Paper 2025/xx



Title goes here and can occupy more lines of text.  
Use 32pt for longer titles. If the title is shorter, switch to 36pt.

Author name goes here.

Public

### Definitions

For the purpose of the EIF Risk Management Charter (the "Charter"), the following definitions apply:

Best Banking Practice ("BBP")	Best Banking Practice as defined in the EIB Best Banking Practice Guiding Principles and further determined in the EIB Best Banking Practice Book.
Best Market Practices ("BMP")	The Best Market Practices Framework is comprised of (i) Best Banking Practice set forth by the EIB BBP Guiding Principles for consolidation purposes, as determined by the EIB and reflected in the GRMF, (ii) other EU legislative and non-legislative acts, as well as (iii) other best market practices, which are identified in light of the EIF's legal status, as relevant for EIF business activities.
Business Activity	Any activity of EIF, which is performed in the pursuit of EIF's statutory purposes, including transactions as well as the development and management of sources of funding for transactions, in particular, without limitation, third party mandates or the related development and implementation of products.
EIF Compliance	The independent service within EIF Risk Management, addressing compliance risks, as part of the overall Second Line of Defence.
EIF Executive Management	The Chief Executive and/or the Deputy Chief Executive acting within the competences and respective accountability.
EIF Risk Management ("EIF RM")	EIF Risk Management, as Second Line of Defence, is responsible for the identification, assessment, measurement, monitoring, mitigation and reporting of financial and non-financial risks.
Funding Source	EIF Own Resources and Mandates as well as any source of funding or financial support raised otherwise.
Group Risk Function	The Group Risk Function is the central Risk Management Function at the EIB, as parent entity. The GRF is exercised by and under the responsibility of the GCRO, and while being implemented through the relevant EIB Services, it supports the discharge of GCRO's tasks and responsibilities.

EIF Risk Management Charter 4

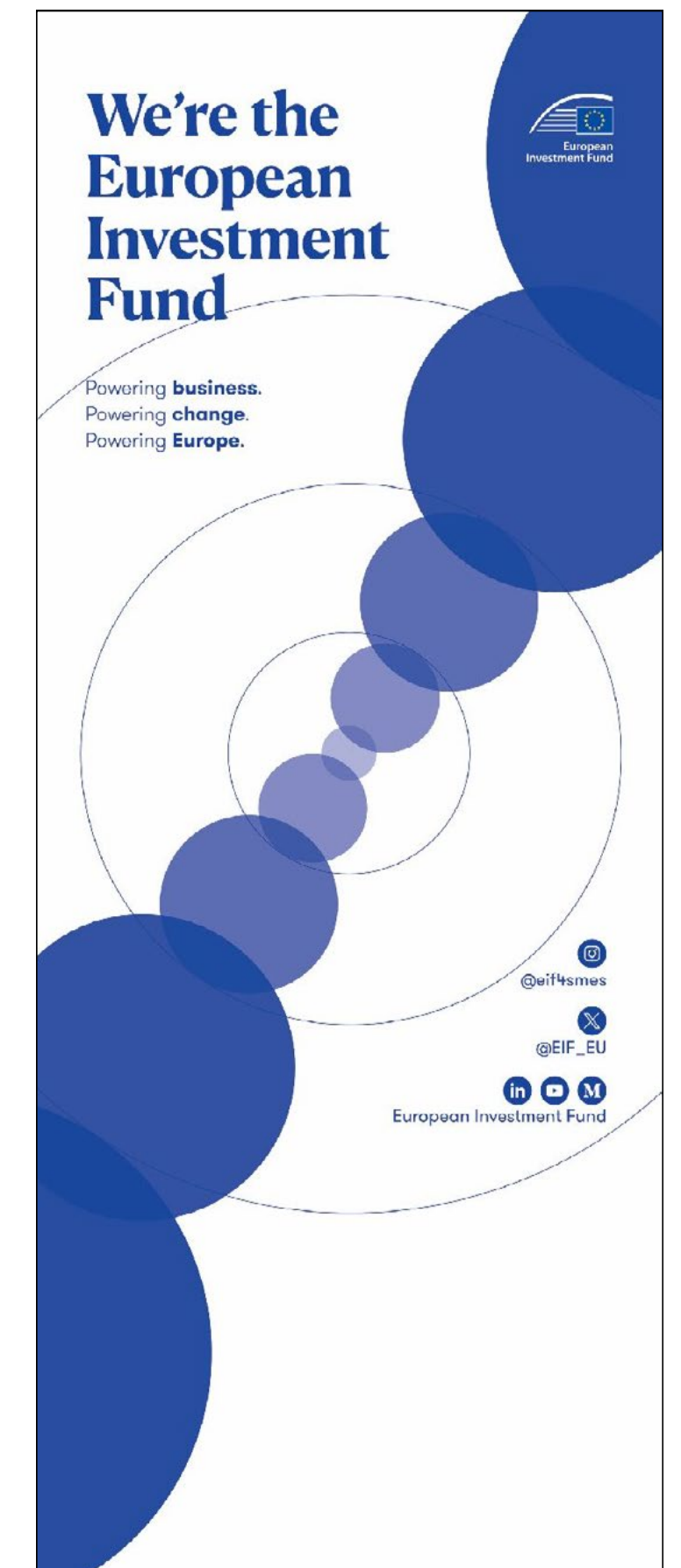
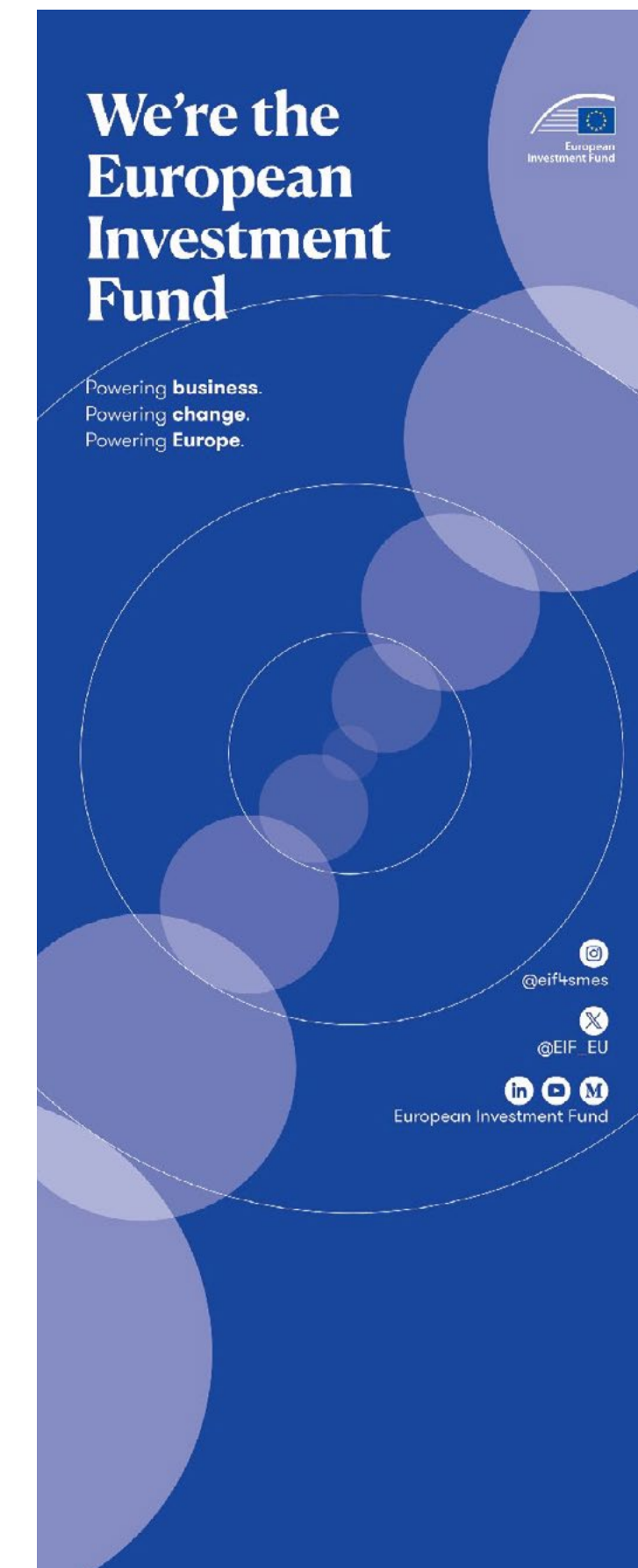
Public

Financial Institution	Number of shares	Subscription to the authorised capital (EUR)
Austria	21	21 000 000
UniCredit Bank Austria AG	8	8 000 000
Raiffeisen Bank International AG	7	7 000 000
Erste Group Bank AG	5	5 000 000
Austria Wirtschaftsservice Gesellschaft mbH (aws)	1	1 000 000
Belgium	5	5 000 000
ParticipatieMaatschappij Vlaanderen (PMV)	5	5 000 000
Bulgaria	5	5 000 000
Bulgarian Development Bank EAD (BDB)	5	5 000 000
Croatia	13	13 000 000
Croatian Bank for Reconstruction and Development (HBOR)	13	13 000 000
Czech Republic	5	5 000 000
Národní rozvojová banka, a.s.	5	5 000 000
Denmark	8	8 000 000
Danmarks Eksport- og Investeringsfond	8	8 000 000
France	175	175 000 000
Bpifrance Participations	167	167 000 000
BPCE	8	8 000 000
Germany	238	238 000 000
KfW Bankengruppe	167	167 000 000
NRW.BANK	20	20 000 000
LfA Förderbank Bayern	18	18 000 000
Landeskreditbank Baden-Württemberg – Förderbank (L-Bank)	13	13 000 000
Sächsische Aufbaubank – Förderbank (SAB)	10	10 000 000
ProCredit Holding AG	5	5 000 000
Bürgschaftsbank Baden-Württemberg GmbH	5	5 000 000
Greece	3	3 000 000
National Bank of Greece S.A. (NBG)	3	3 000 000
Hungary	5	5 000 000
MFB Hungarian Development Bank Private Limited Company	5	5 000 000

Shareholder Register 2



# Printed materials





# Stationery

European Investment Fund

Marjut Falkstedt

Chief Executive

Email: [m.falkstedt@eif.org](mailto:m.falkstedt@eif.org)

Address: 37B, avenue J.F. Kennedy,  
L-2968 Luxembourg

Tel: +352 2485-1

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

European Investment Fund

Marjut Falkstedt

Chief Executive

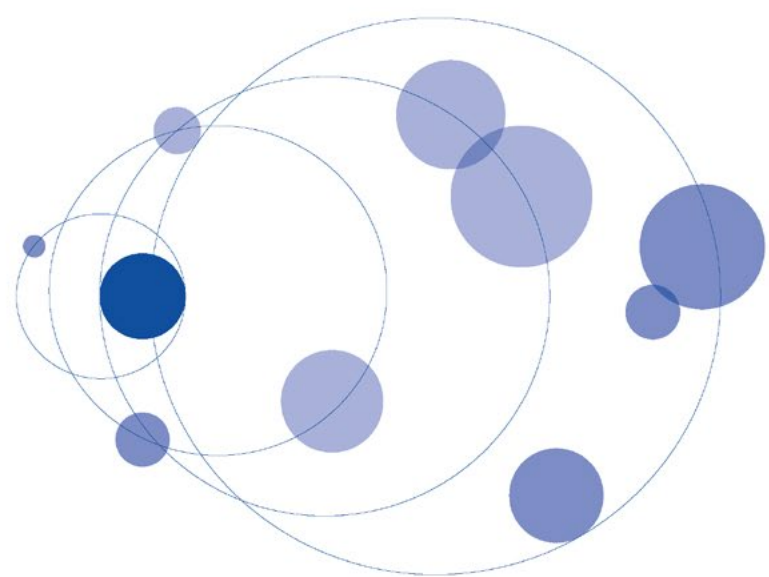
37B, avenue J.F. Kennedy  
L-2968 Luxembourg

tel +352 2485-1

email [m.falkstedt@eif.org](mailto:m.falkstedt@eif.org)

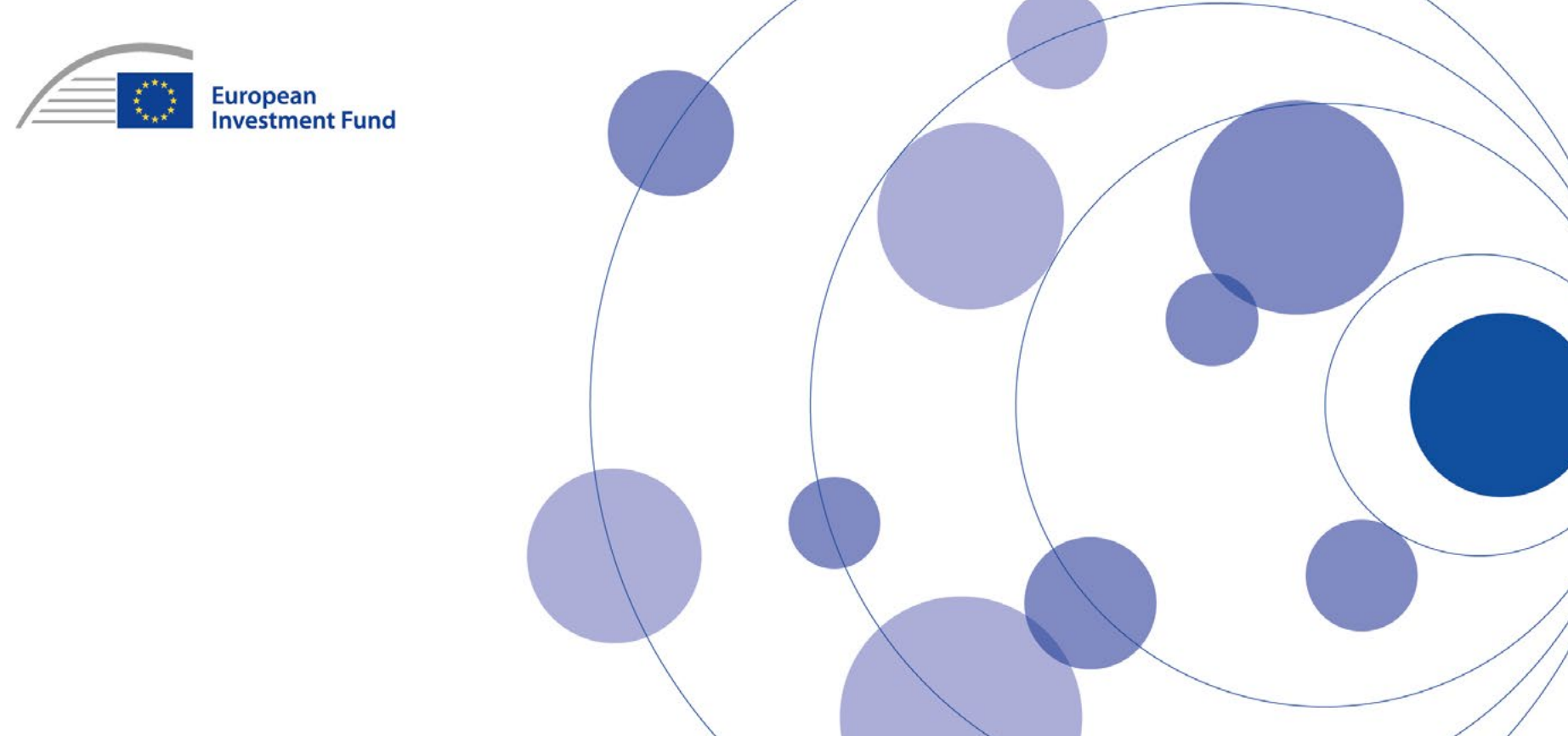
[www.eif.org](http://www.eif.org)

European Investment Fund

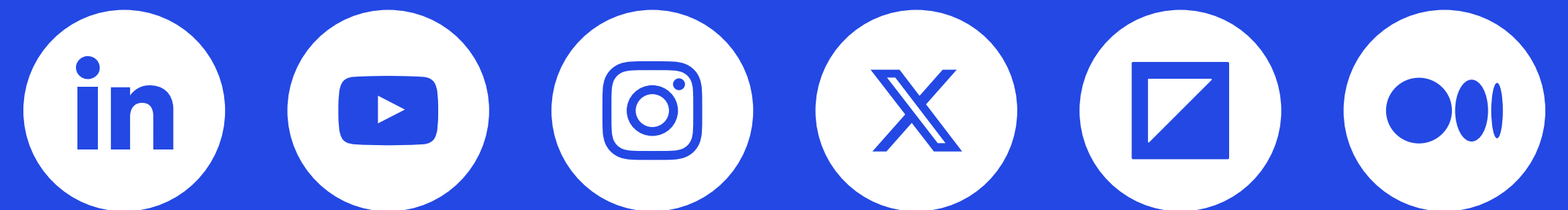


37B, avenue J.F. Kennedy  
L-2968 Luxembourg

European Investment Fund



# Follow our stories and work



---

To find out more  
please visit us at:  
**[www.eif.org](http://www.eif.org)**

**European  
Investment Fund**  
37B avenue J.F.  
Kennedy

L-2968 Luxembourg  
Phone: +352 24851