

# Brand guidelines

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**We are the European  
Investment Fund.**

Logo

# Main version

Vertical version



European  
Investment Fund

Horizontal version



European  
Investment Fund

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”.

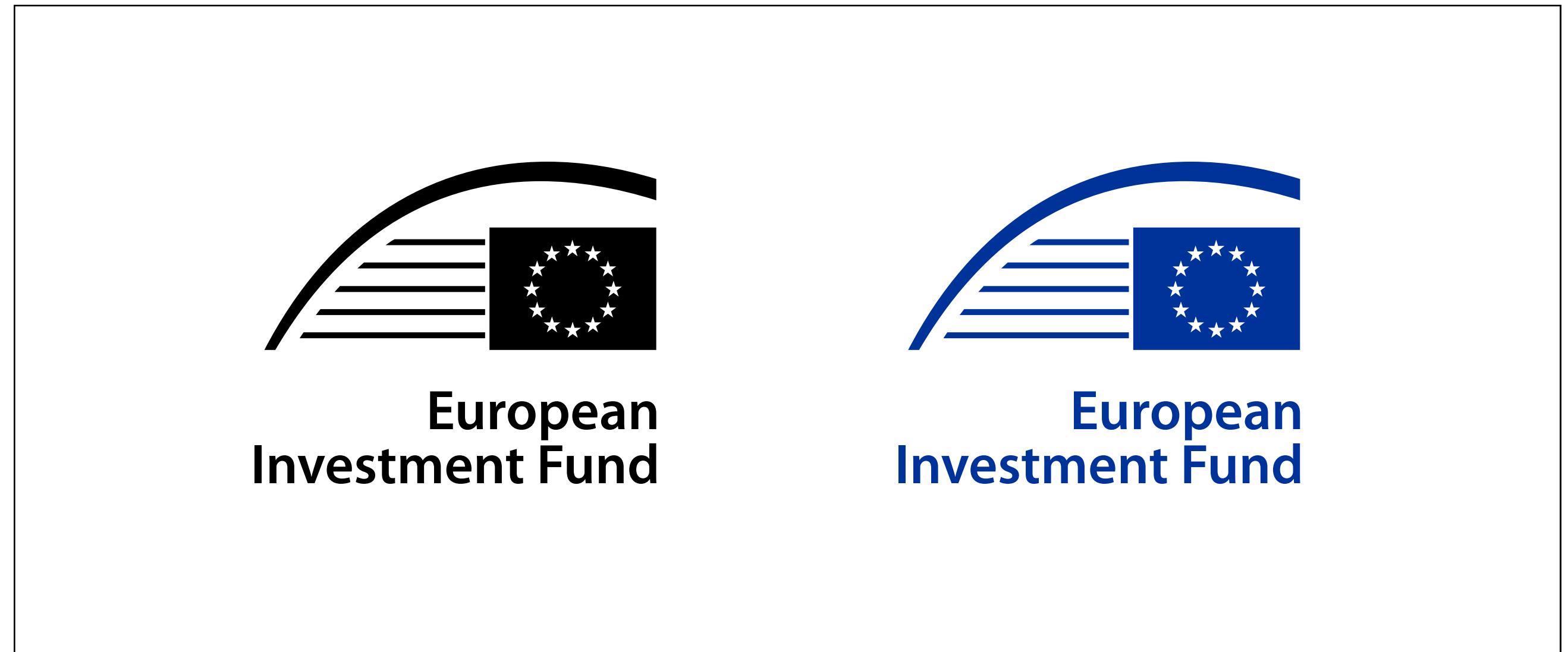
Both vertical and horizontal versions are available; select the one that best fits the available space.

# 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.

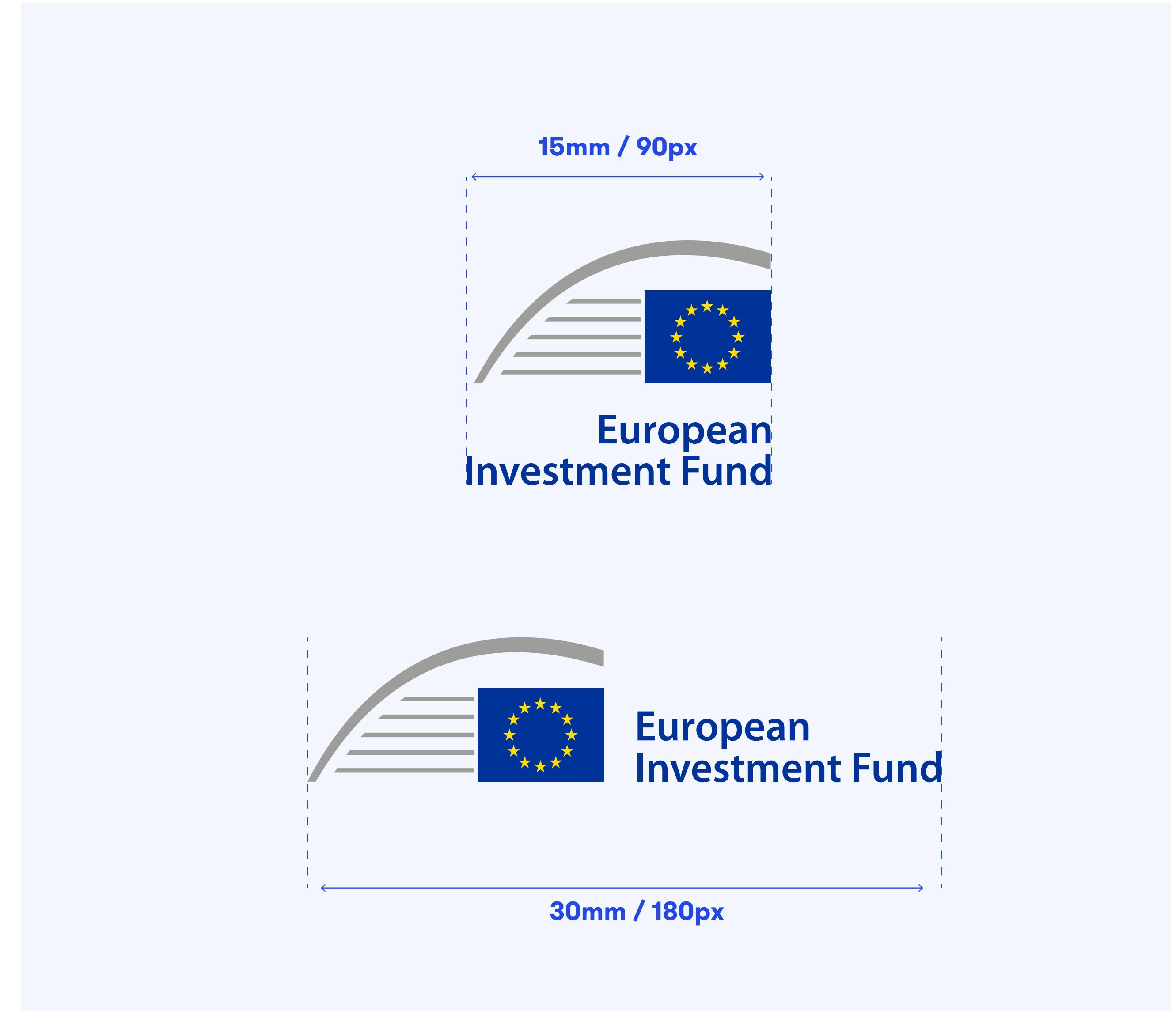
# Clear space



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



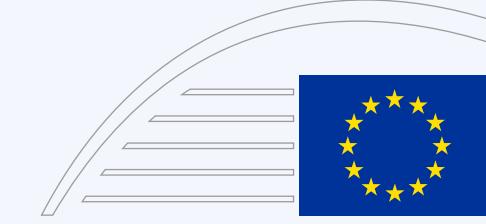
European  
Investment Fund

Ensure enough contrast



European  
Investment Fund

Don't change the logo colours



European  
Investment Fund

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

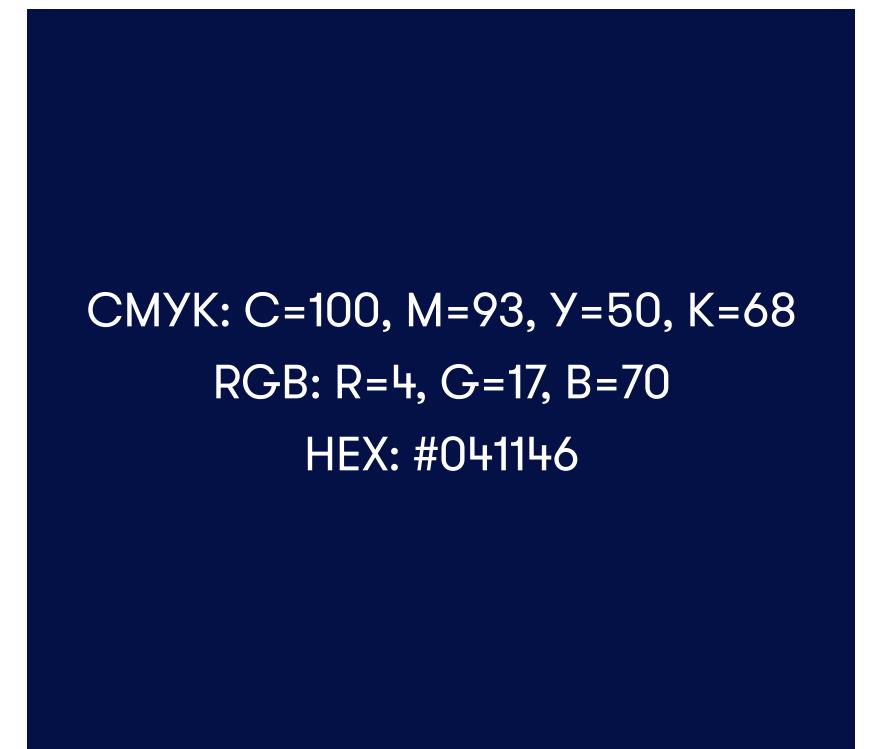
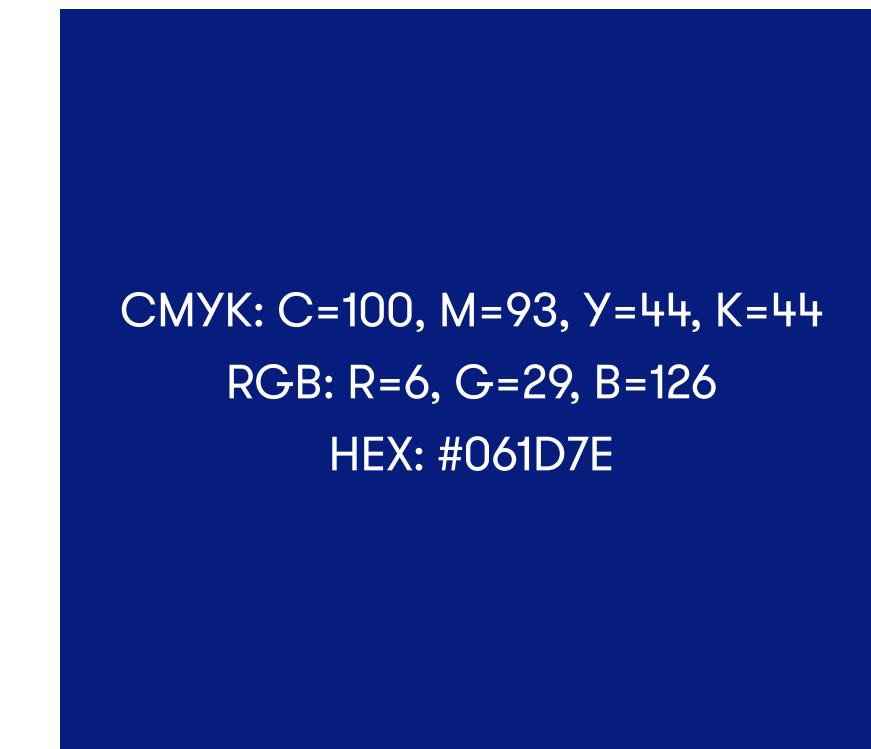
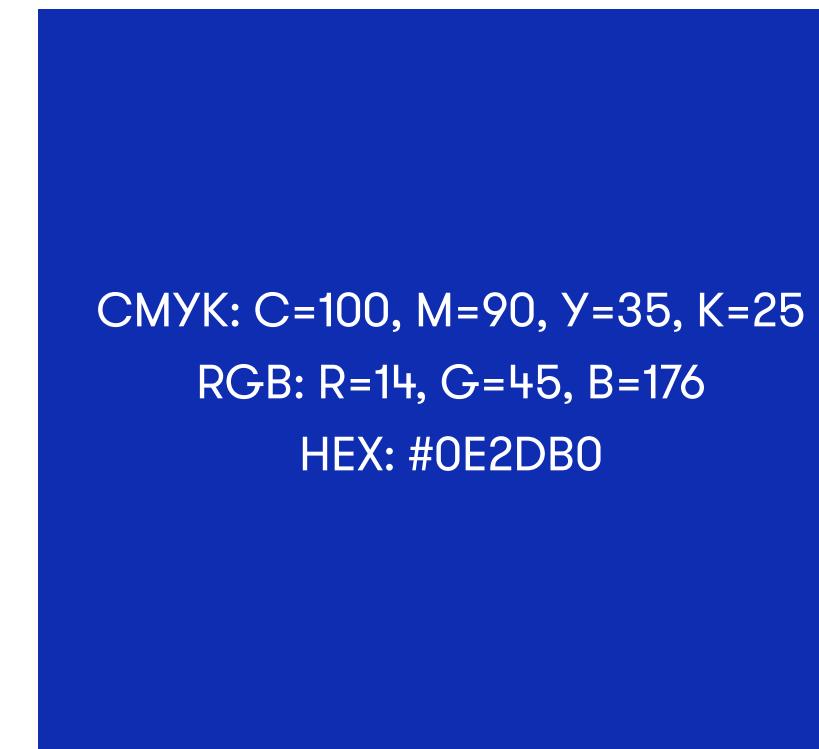
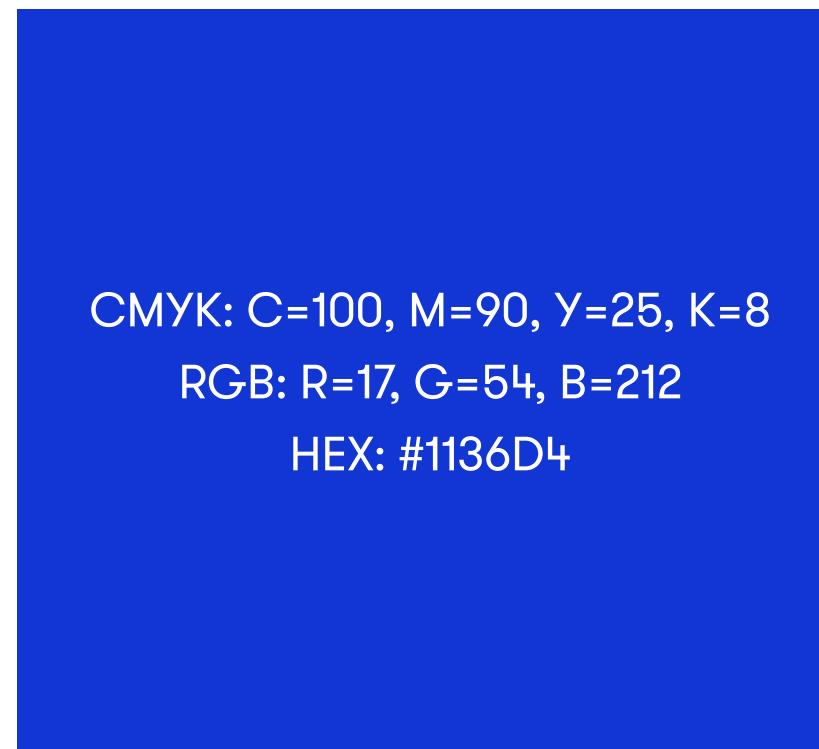
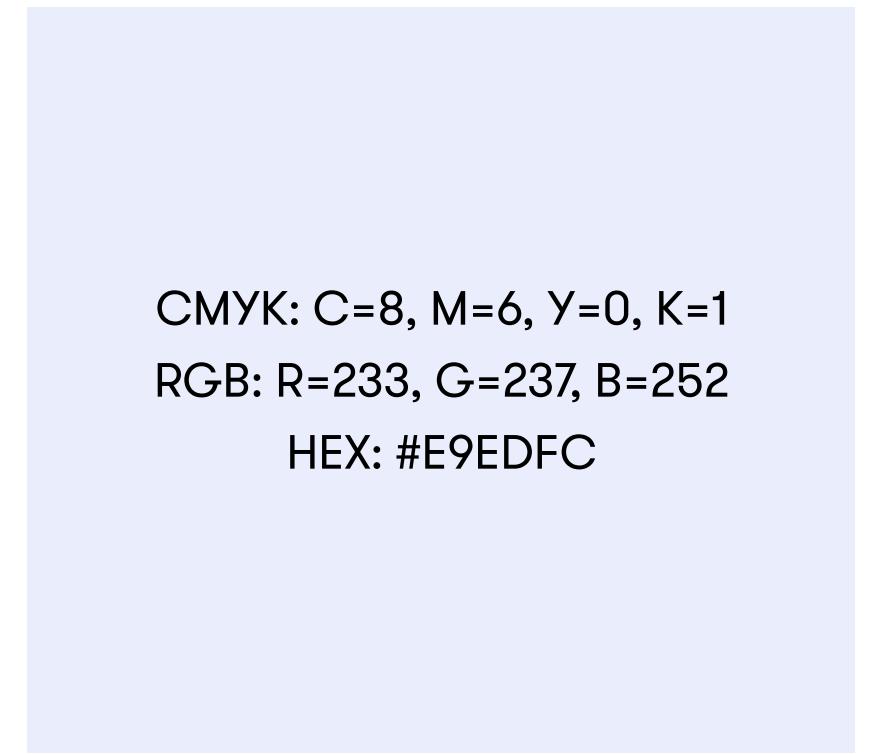
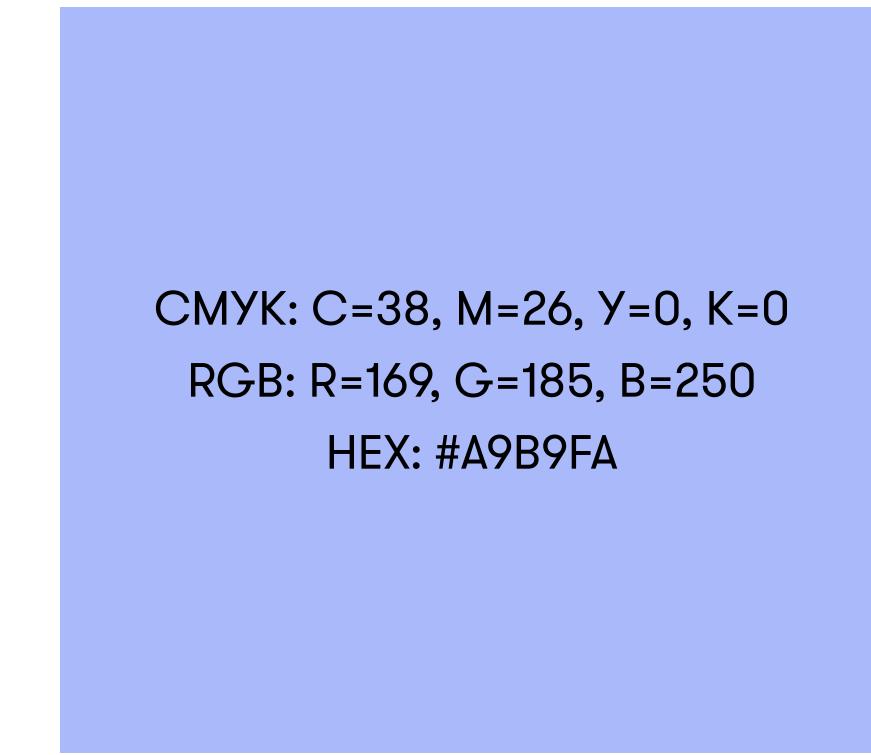
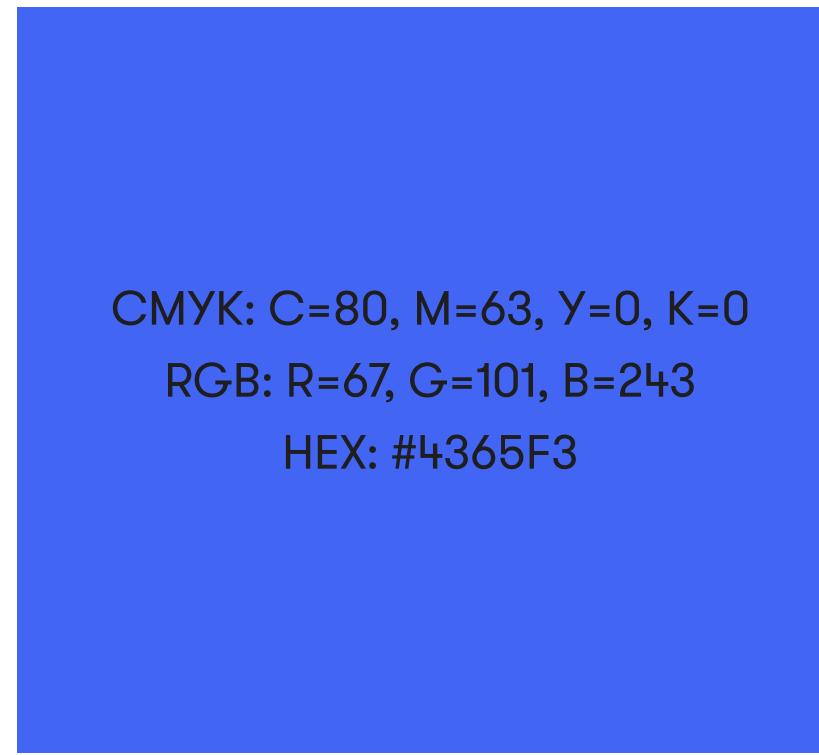
**Heading must be visually larger than the text** in order to emphasize the boldness of the message

# Colours

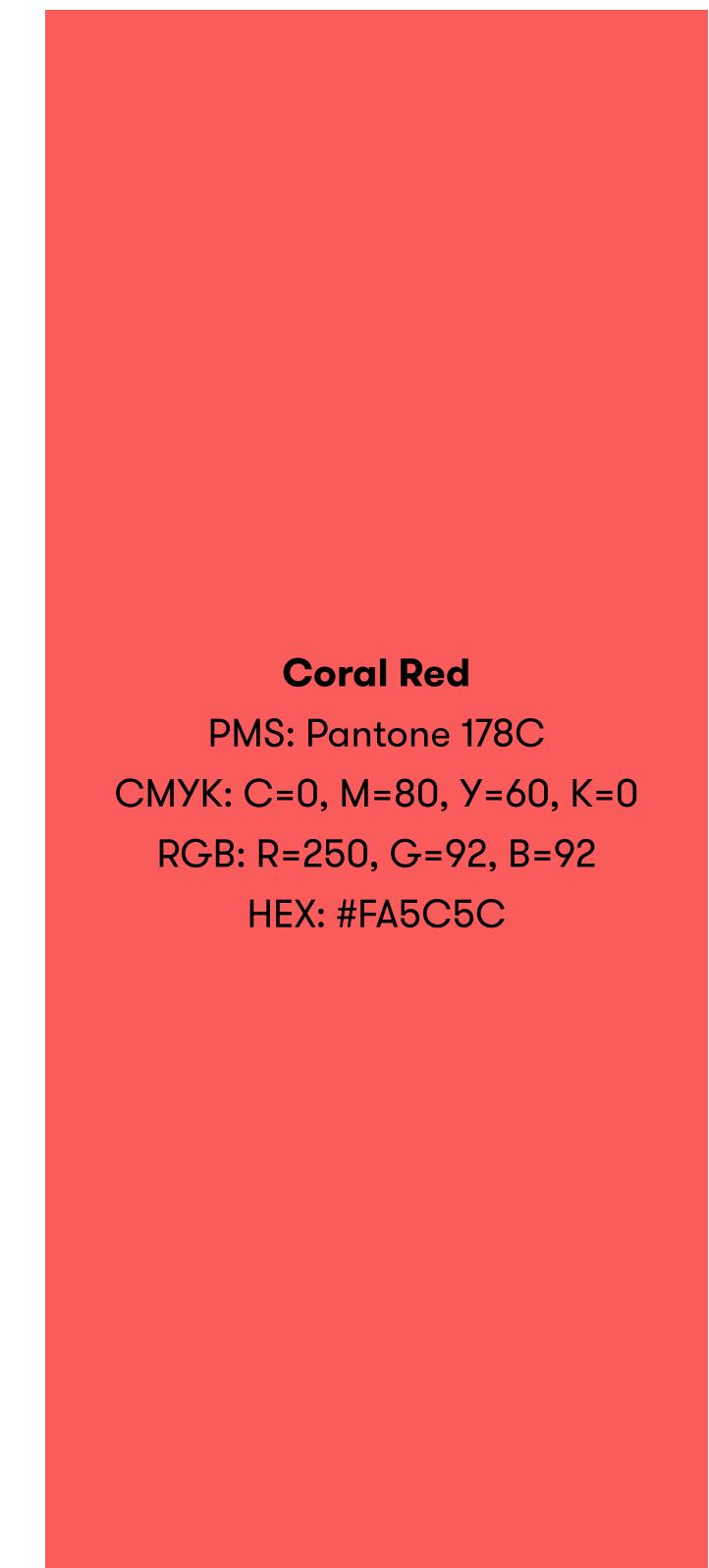
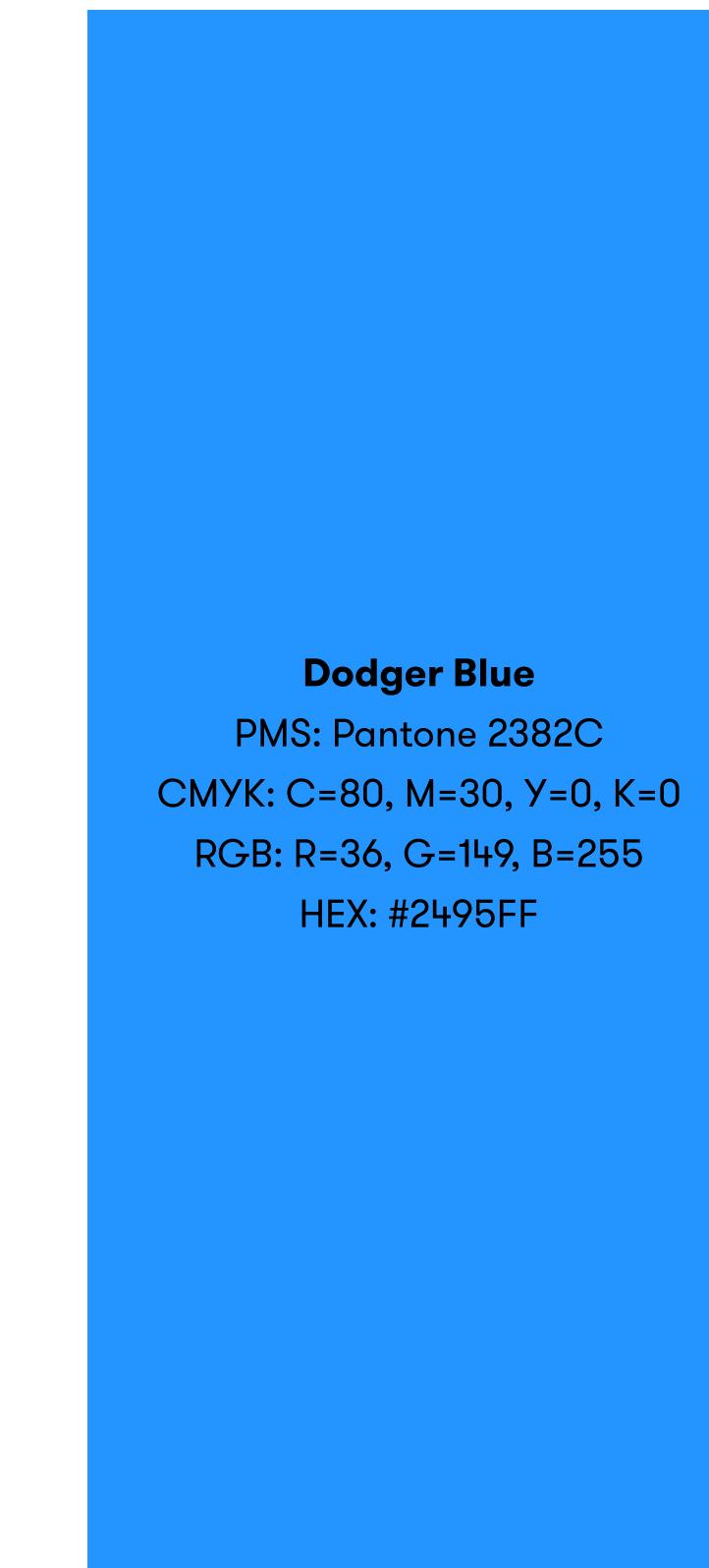
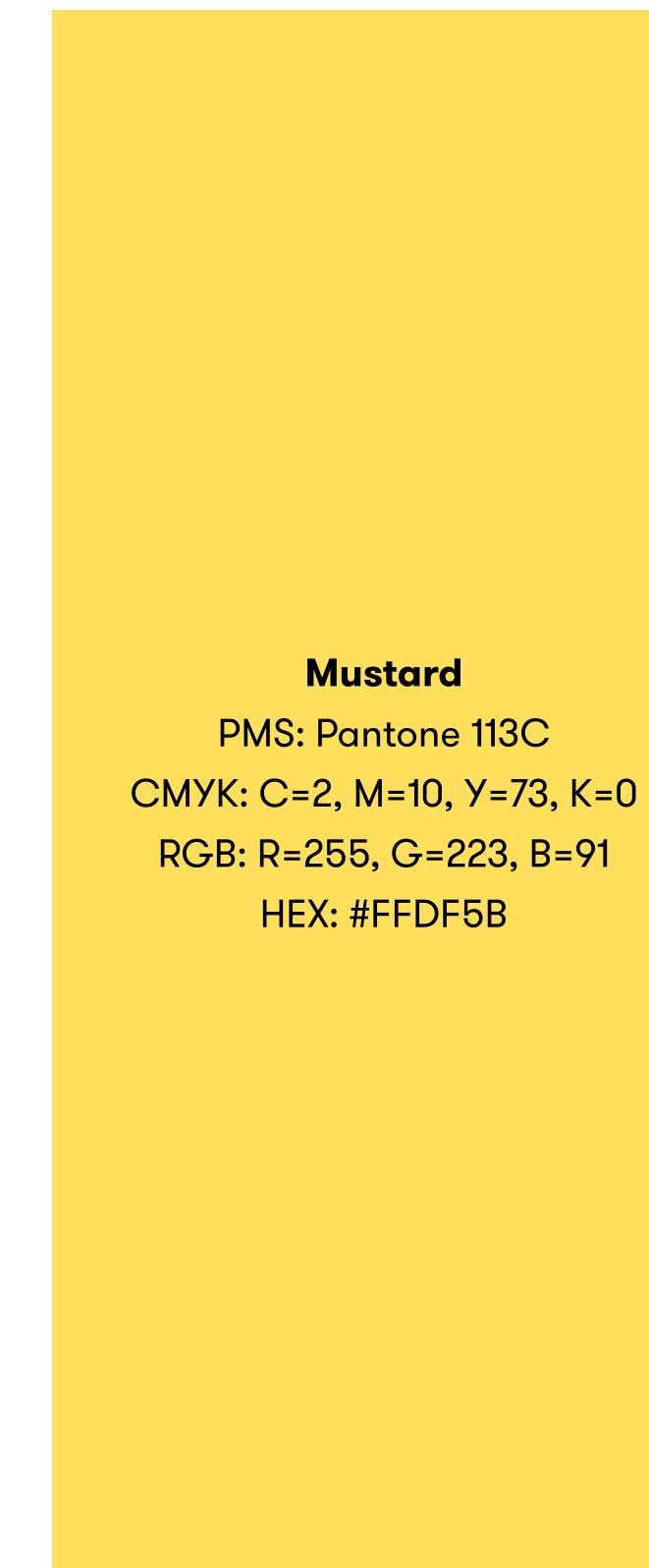
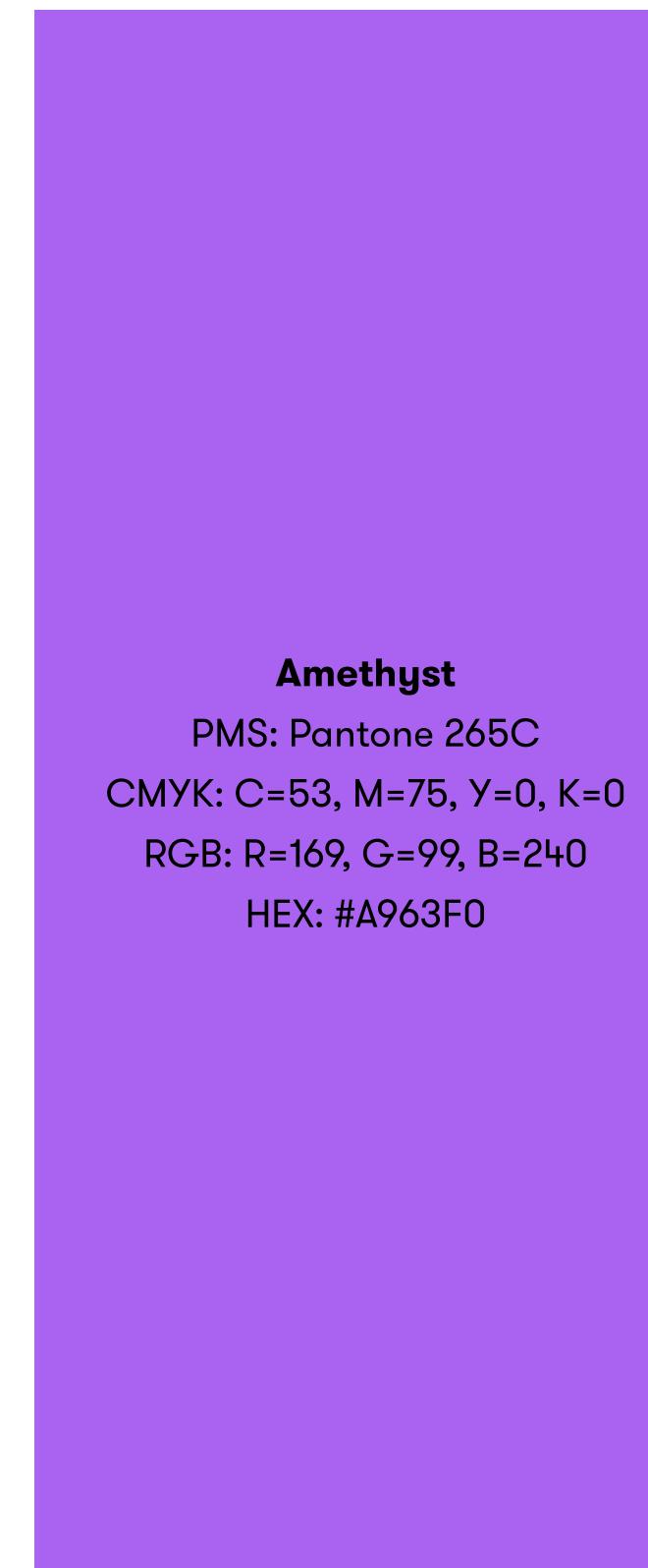
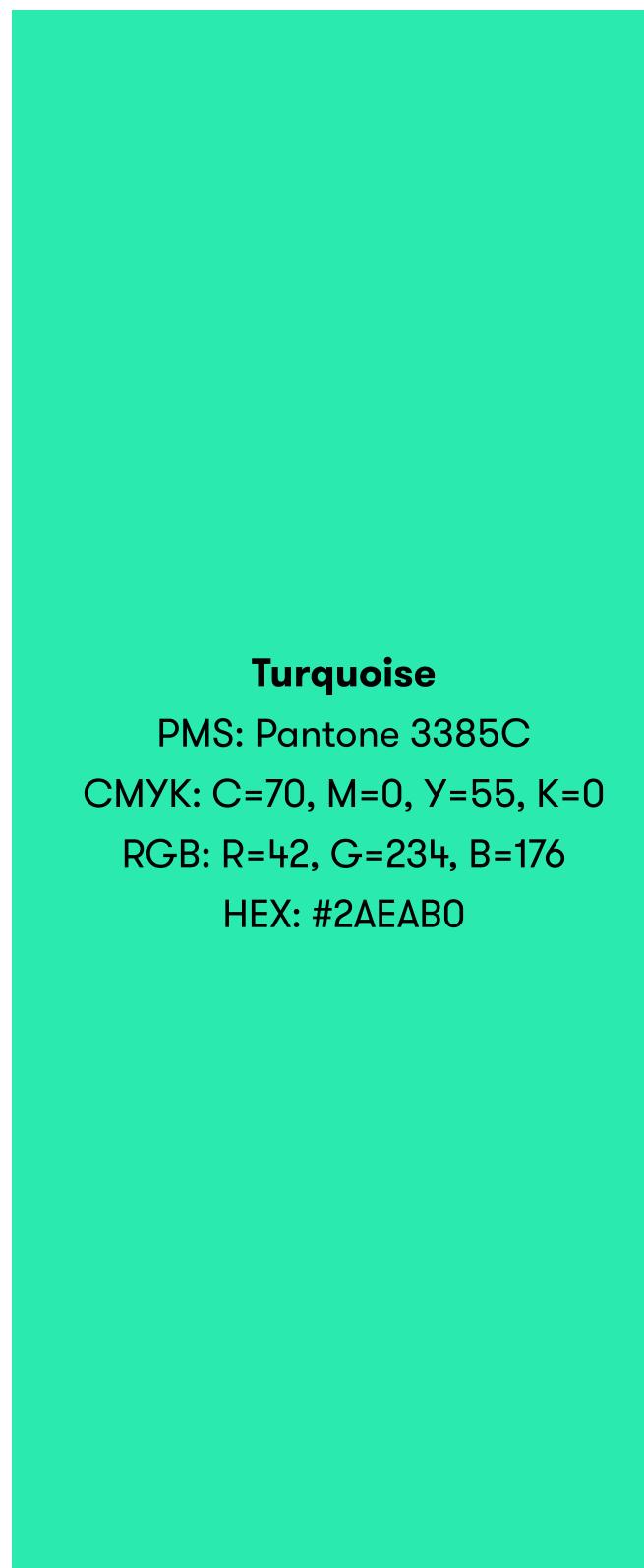
# Main colours



# Tints and shades



# Secondary colours



# 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

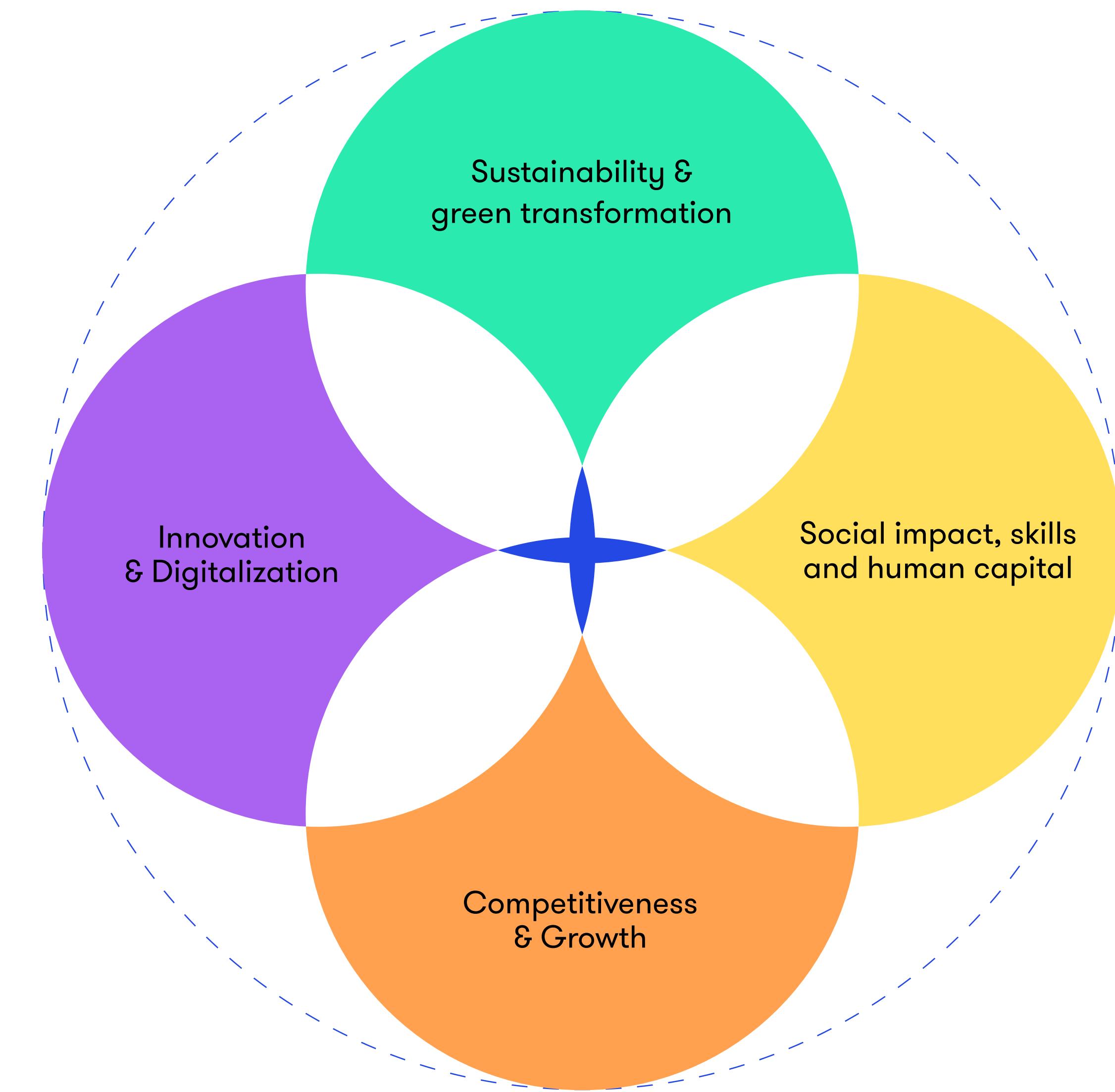
Colour **tints and shades** can be employed in charts, but only when primary and secondary colours are insufficient.

# 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)



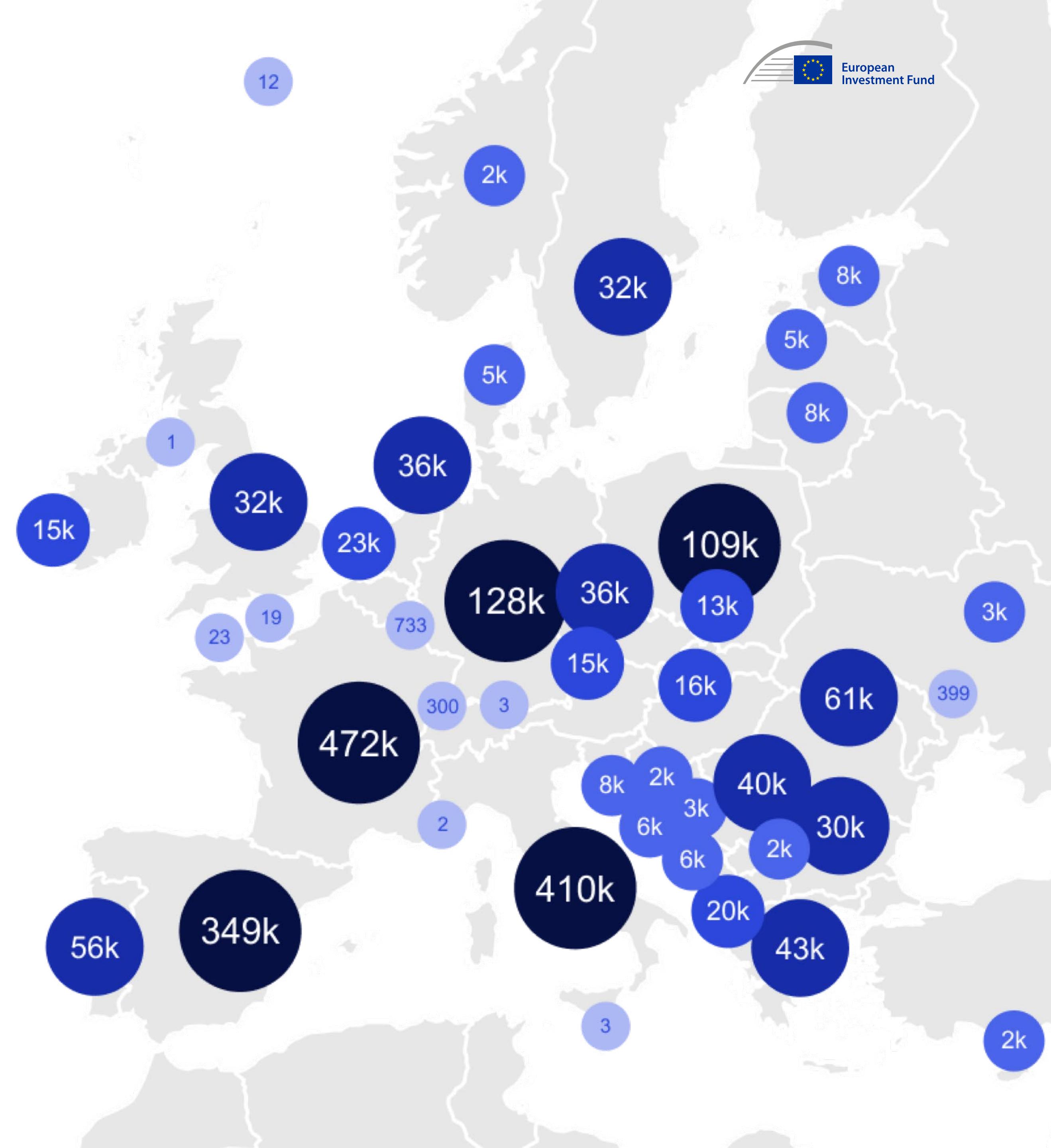
Given their significance and recurring nature, a specific secondary colour has been assigned to each PPG.

# 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.



**Our resources**

- European Commission
- European Investment Bank
- Local authorities & National Promotional Institutions
- Other investors\*

**€1**  
Public  
resources

**Our approach**

We design and  
deploy  
**financial  
instruments**  
that target funding  
gaps

**Our partners**

**Equity**  
risk  
sharing

**Debt**  
risk  
sharing

**700+**  
Funds

**500+**  
Banks

**European SMEs**

More than  
**€5**  
investment  
and lending to  
**SMEs**



5x leverage of public resources\*\*

**ENTERPRISES**

**99.8%**  
of enterprises in  
Europe are  
SMEs

**24.3m**  
SMEs in Europe

**€3.95trl**  
Value added  
to the EU

**PEOPLE**

Responsible for  
**85m**  
employees

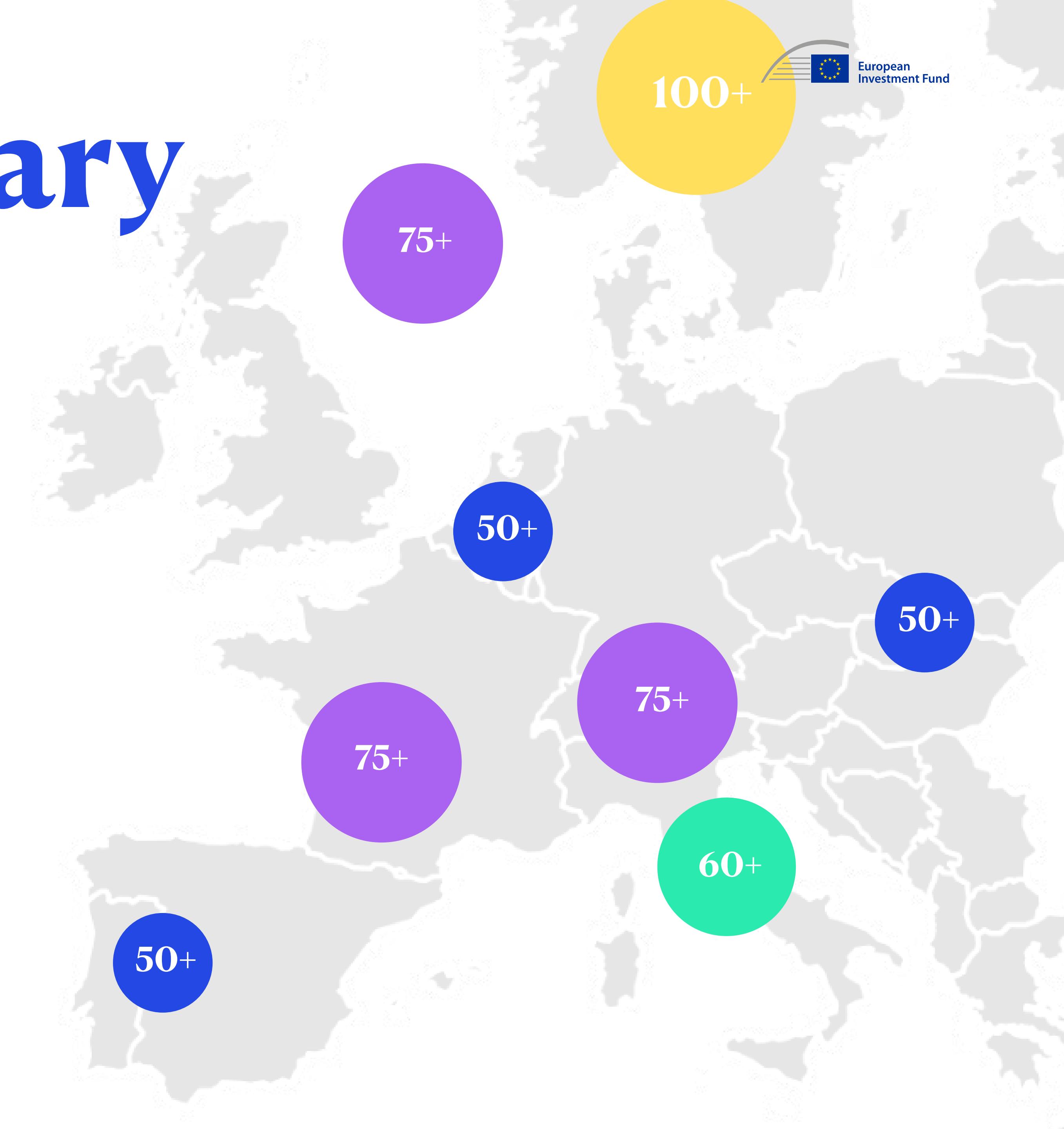
**64%**  
of  
employment

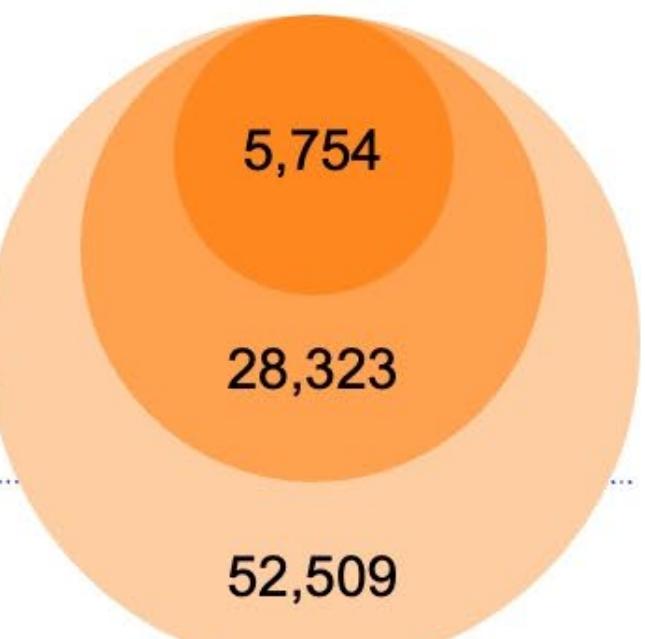
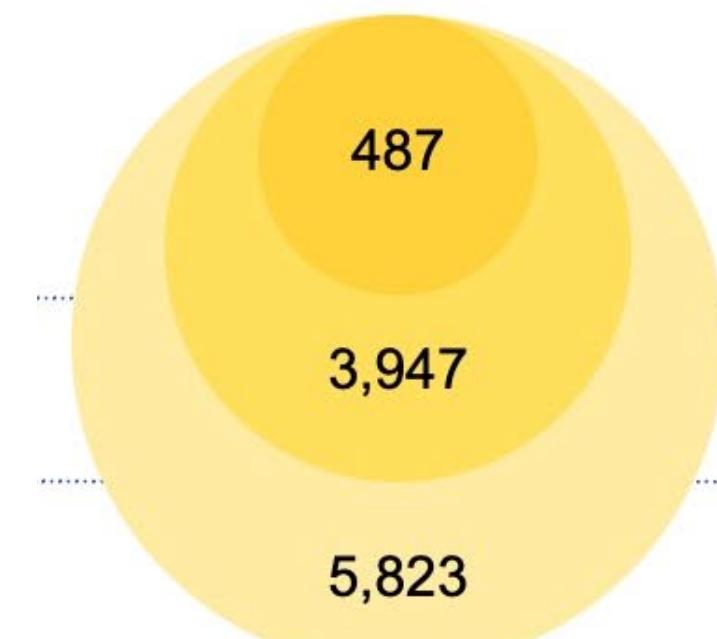
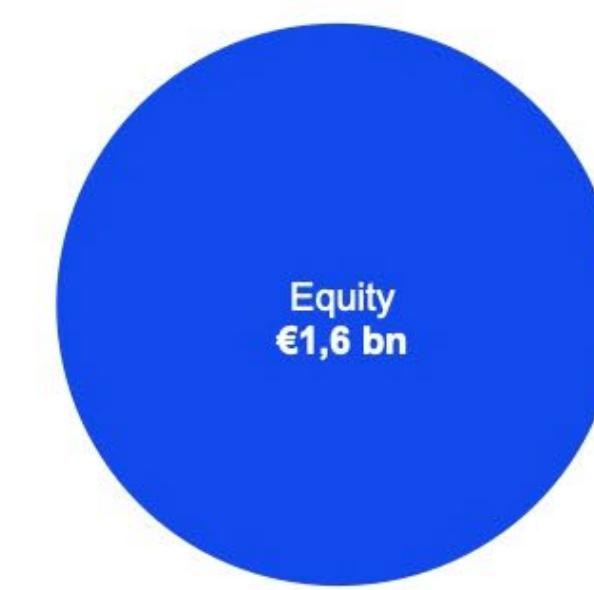
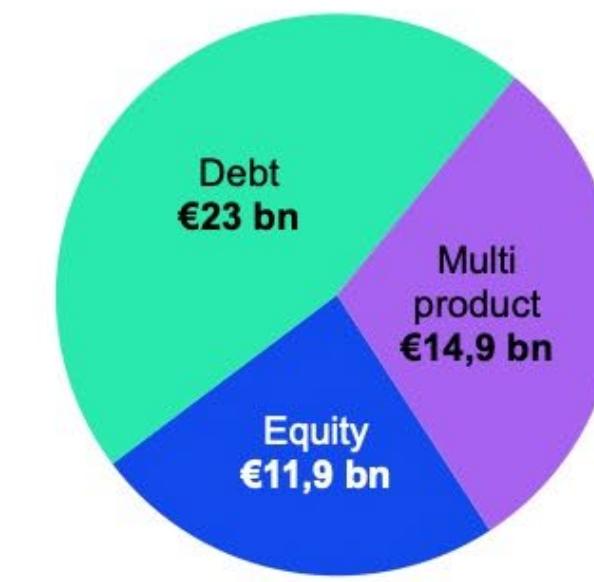
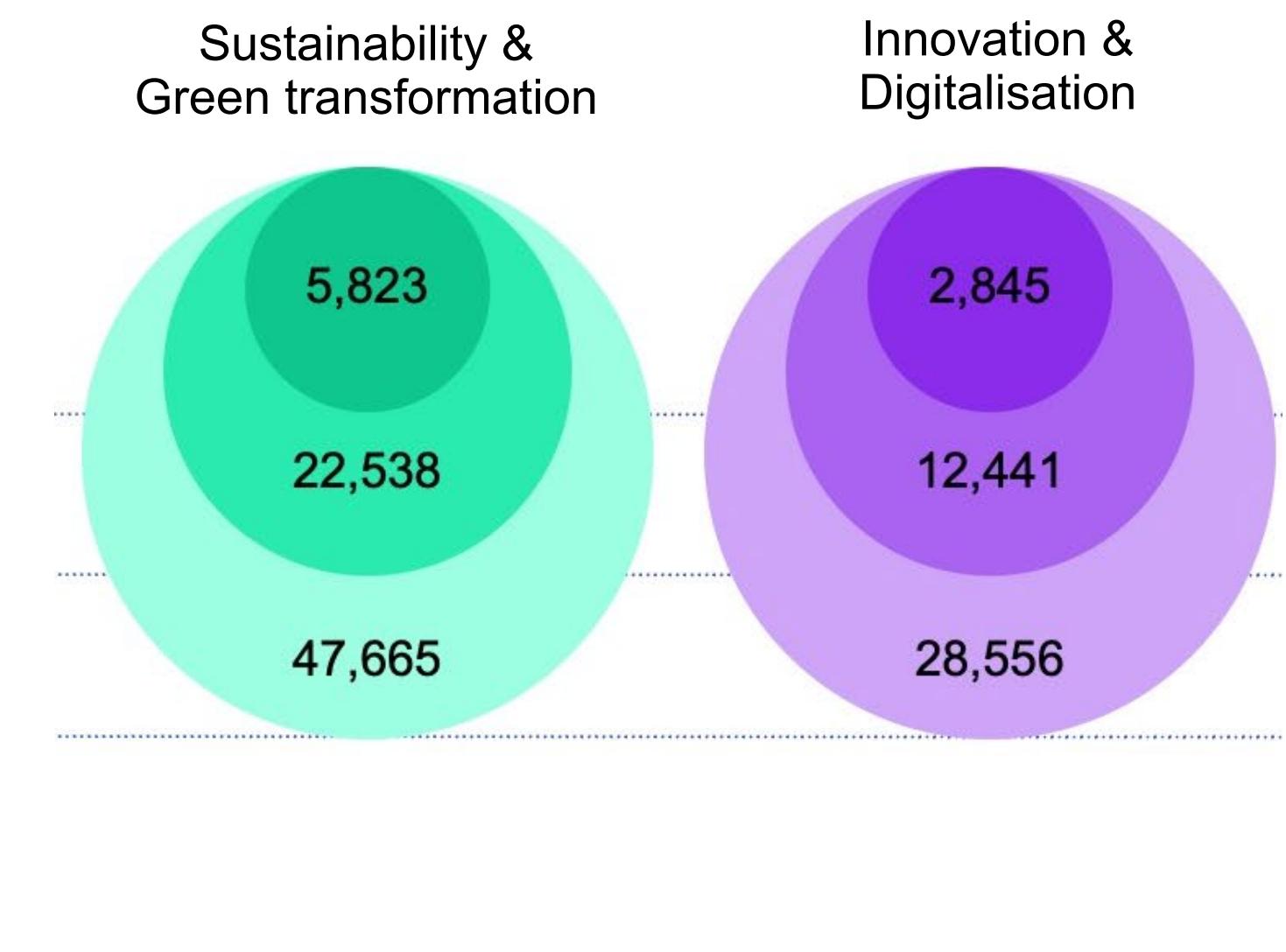
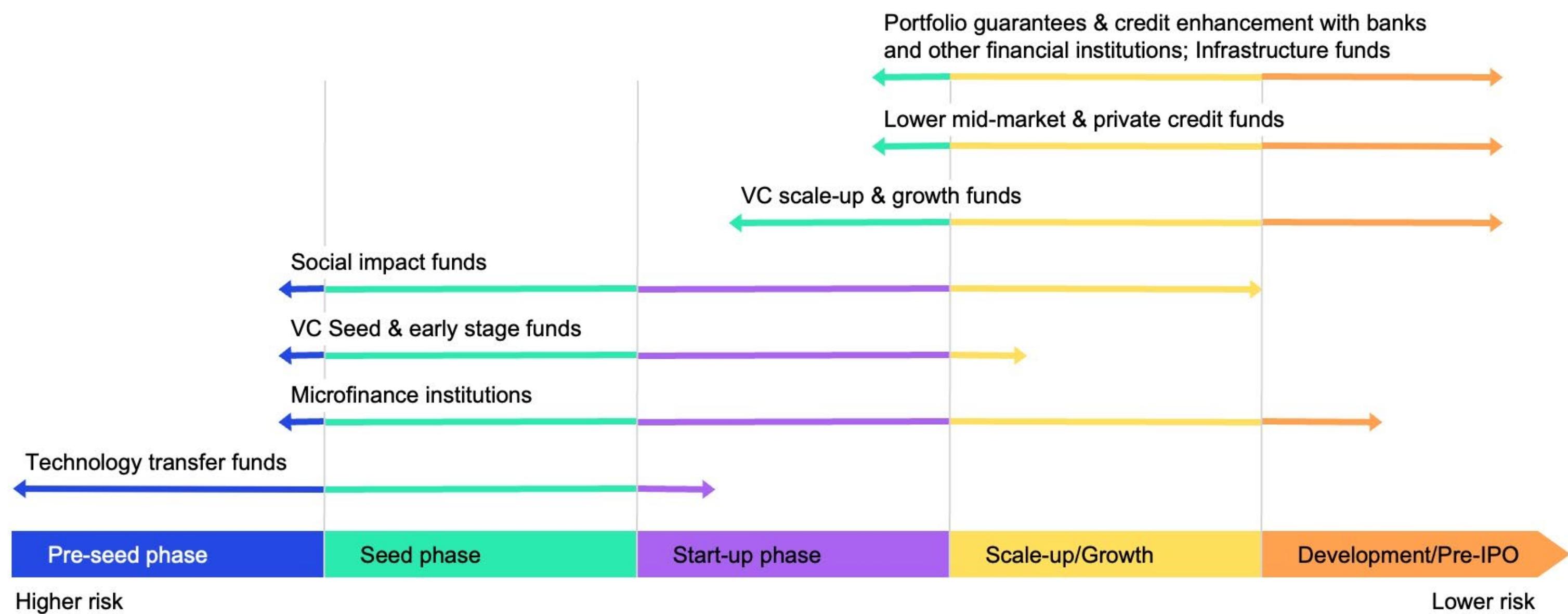
**€2.1bn**  
committed  
in 8 funds so far.

Expected to mobilise  
more than  
**€10bn**

# 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 nisl diam non cursus sit. In mauris vulputate faucibus.

[MORE ON OUR STRATEGY →](#)

1/5

### Why does the EIF exist?

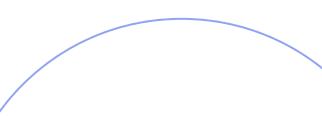
We do not recruit through competitions or "concours". All job opportunities open to external applicants are published on our online e-recruitment platform, typically for a three-week period. We do not recruit through competitions or "concours". All job opportunities open to external applicants are published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

[MORE ON AREA OF IMPACT →](#)

## Our impact in 2023

LOREM IPSUM

RESEARCH PAPER →



# The European Tech Champions Initiative

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

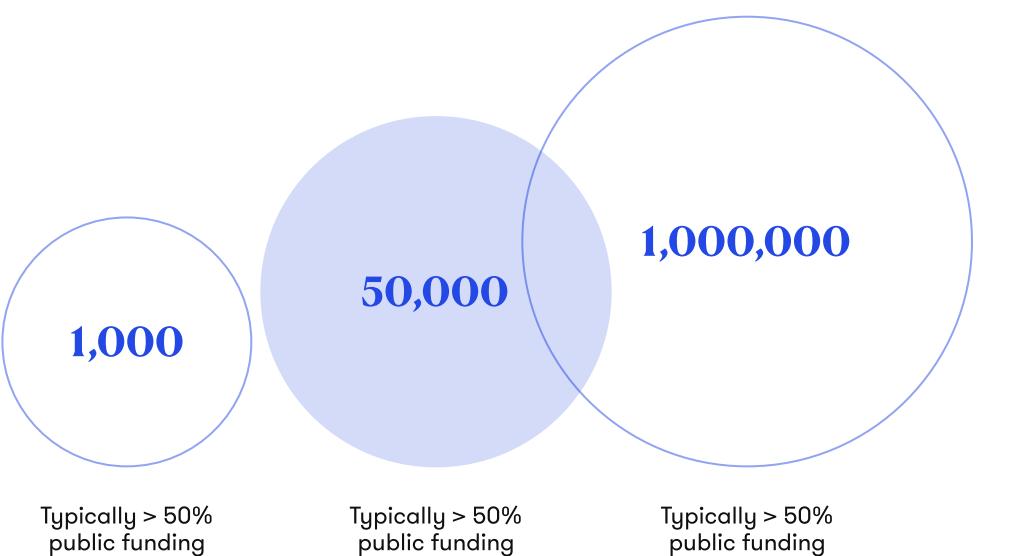
## What is ETCI?

Lorem ipsum dolor sit amet consectetur. Nunc augue accumsan incidunt 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 oenean 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



### 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 (3SI) 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 **3SI 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.

**Lore 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 (3SI) 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.

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## Link list

### Press contact

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### Downloads

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[INTERVIEW TRANSCRIPT](#) 379 KB, PDF ↴

### Tags

Financial Business Financial  
Financial Business

### Related events

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

### Social contacts



 European Investment Fund

I am  
[A BANKING PARTNER](#)  
[A FUND MANAGER](#)  
[AN ENTREPRENEUR](#)  
[AN SME](#)  
[A JOURNALIST](#)

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 European Investment Bank

 INVEST EU

# Social Media

## Posts

 European Investment Fund

### Dzień dobry!

[dj-en'-do-bre]

### Kamil Pruchnik

New EIF senior regional representative for Poland and Ukraine



 European Investment Fund

Chair of the Board, EIB Vice-President

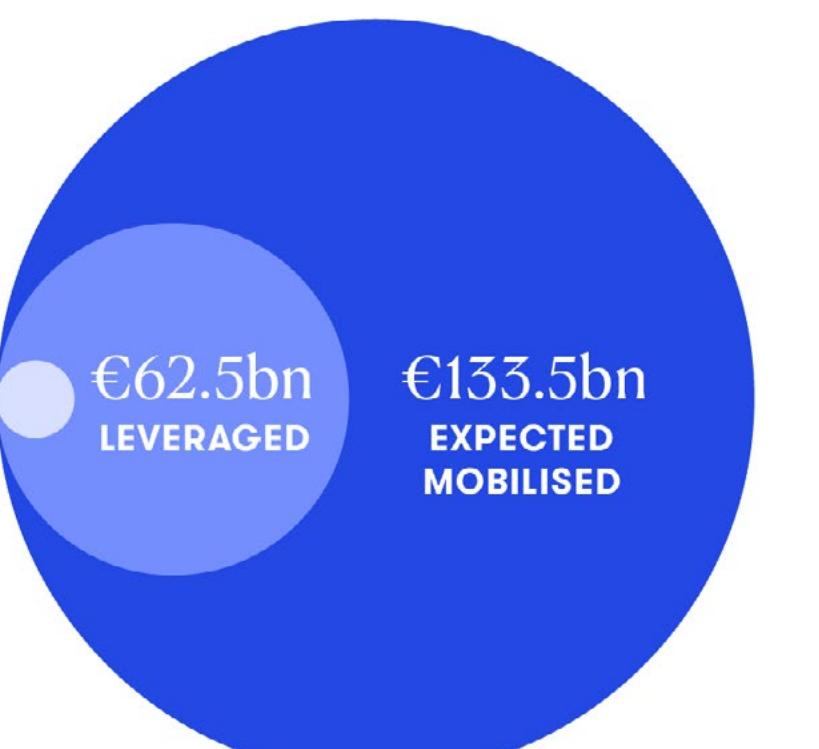
 European Investment Fund

### SME in the spotlight

#### Freddy met Curry

JEREMIE LAMBIN, CEO OF FREDDY MET CURRY

### EIF in 2024



### 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.

 European Investment Fund

### SME in the spotlight

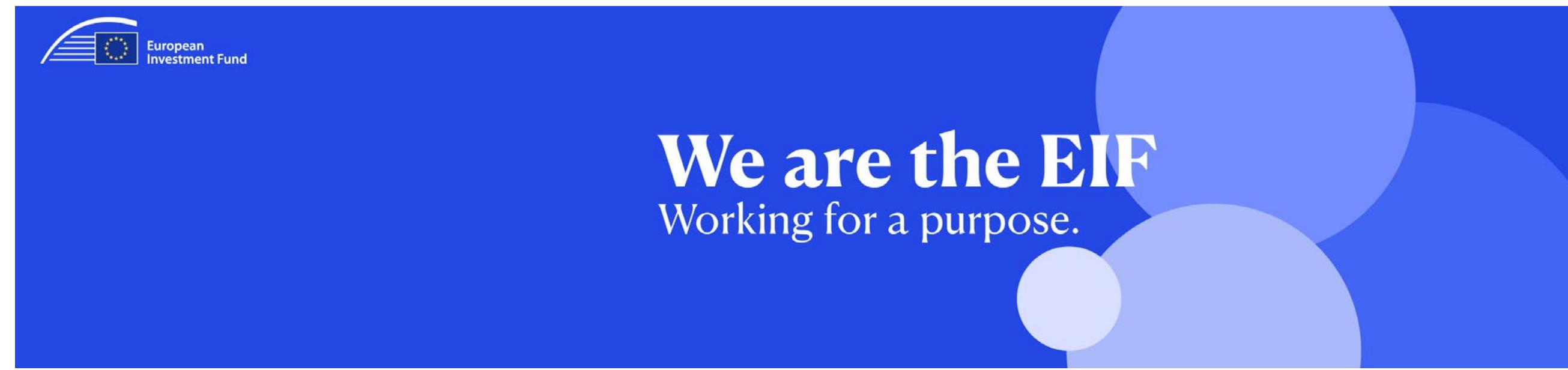
### CGTrader

DALIA LASAITE, FOUNDER & CEO

# Social Media

## Banners

EIF **staff** Linkedin banner

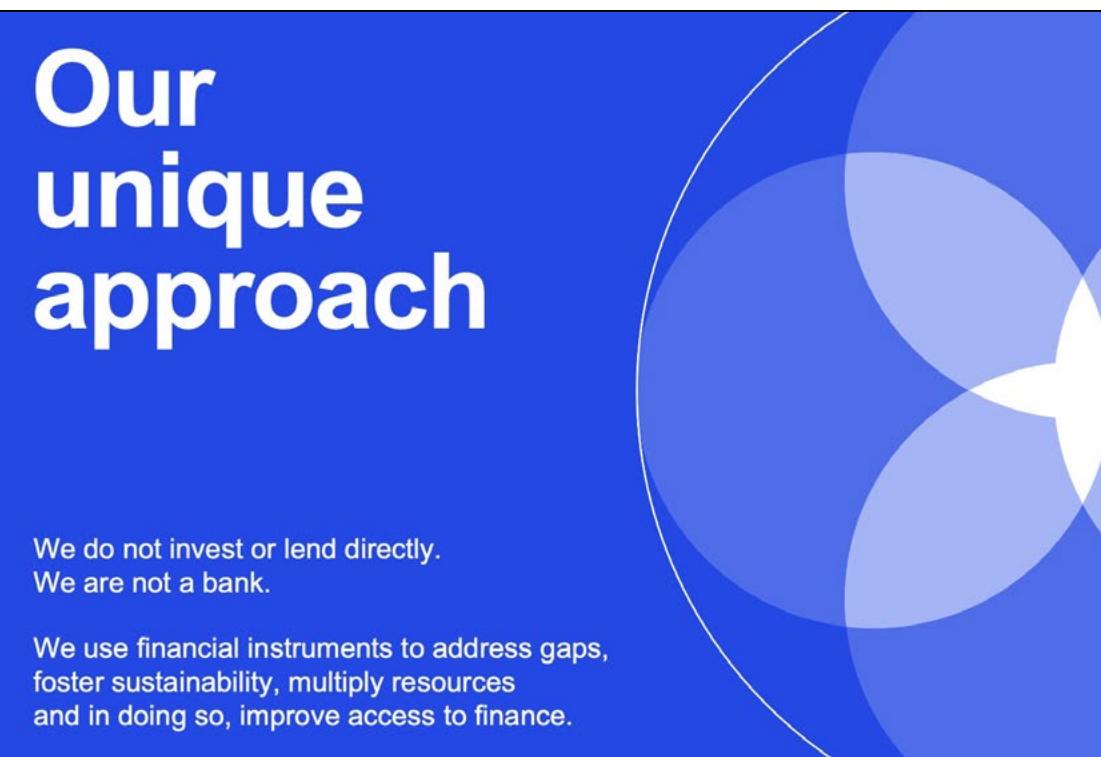
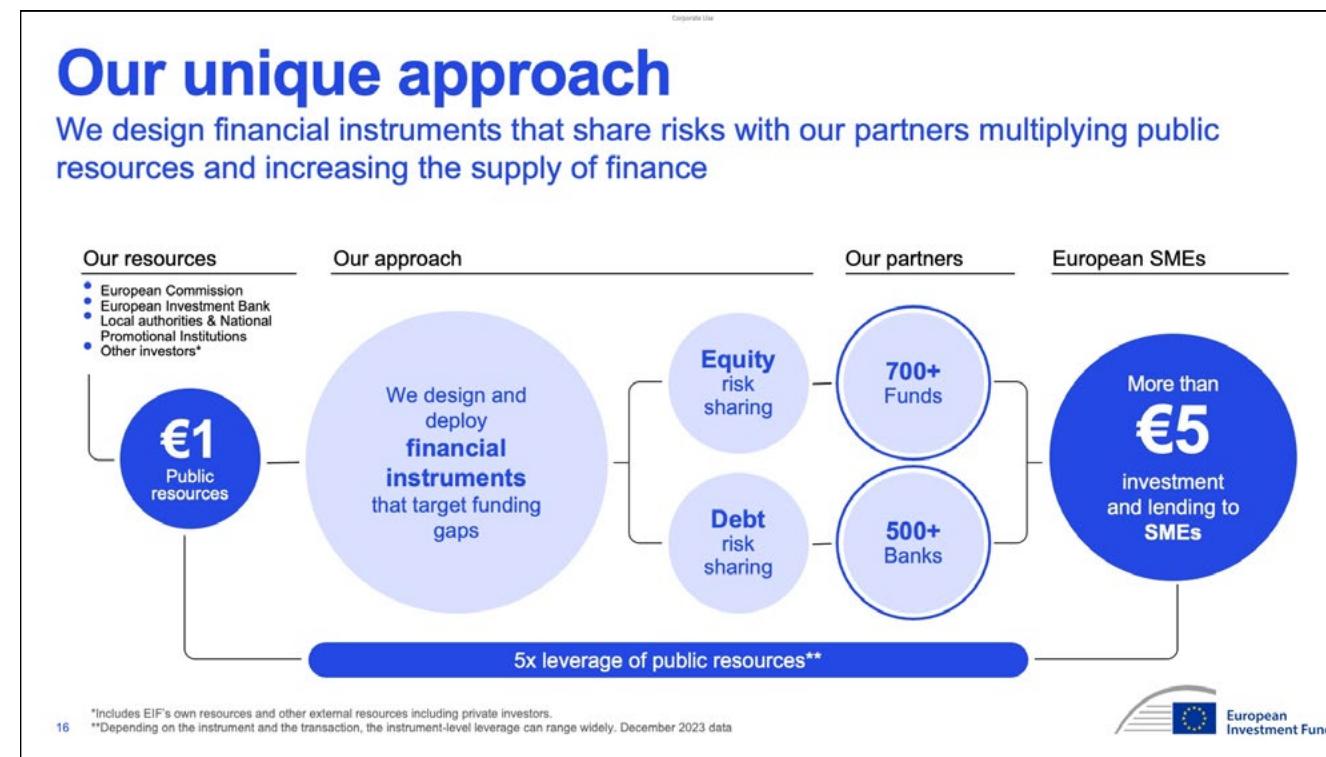
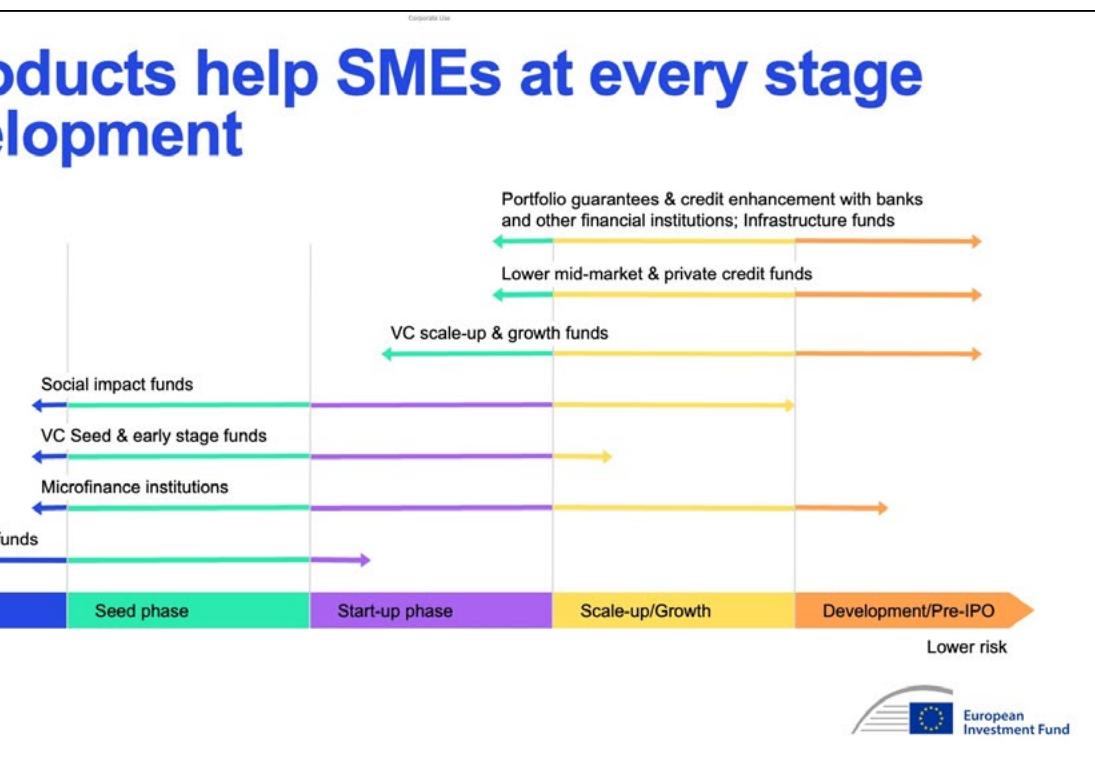
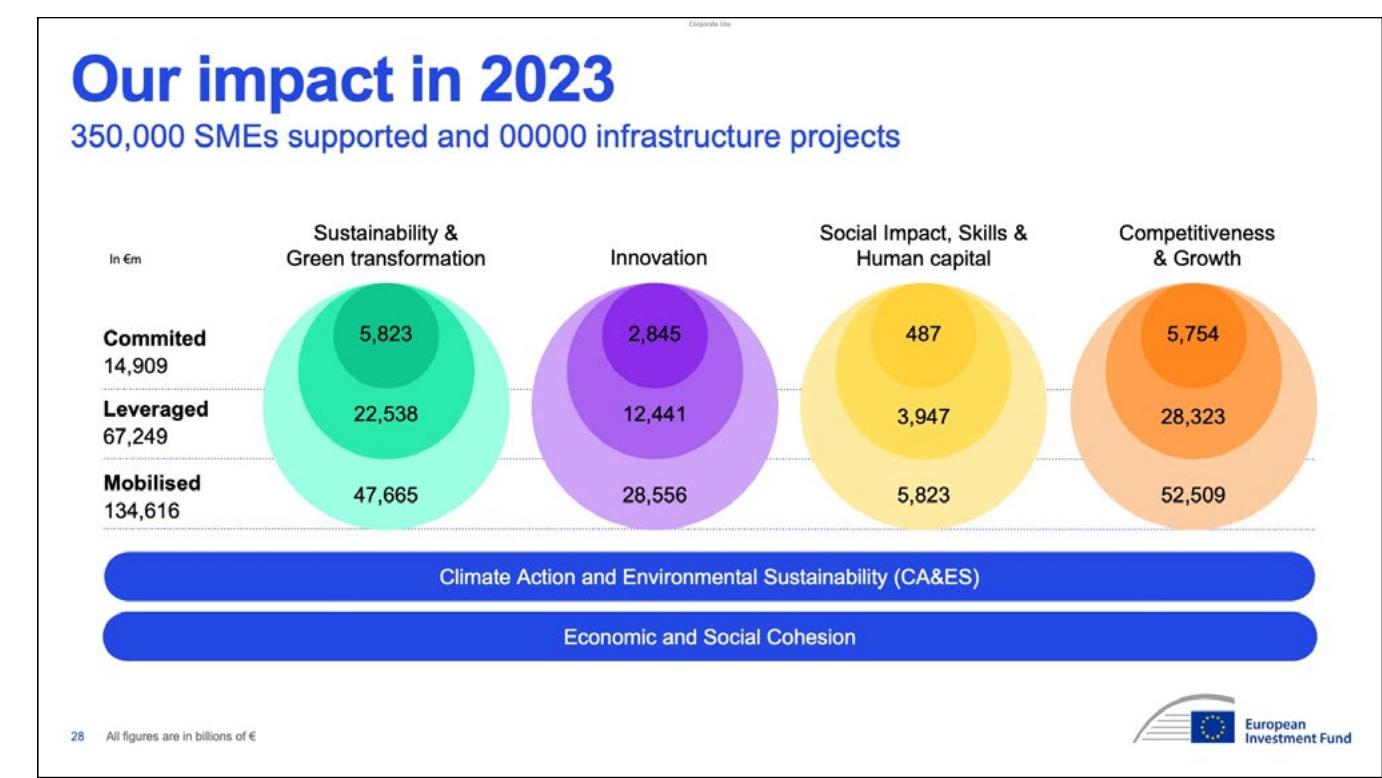
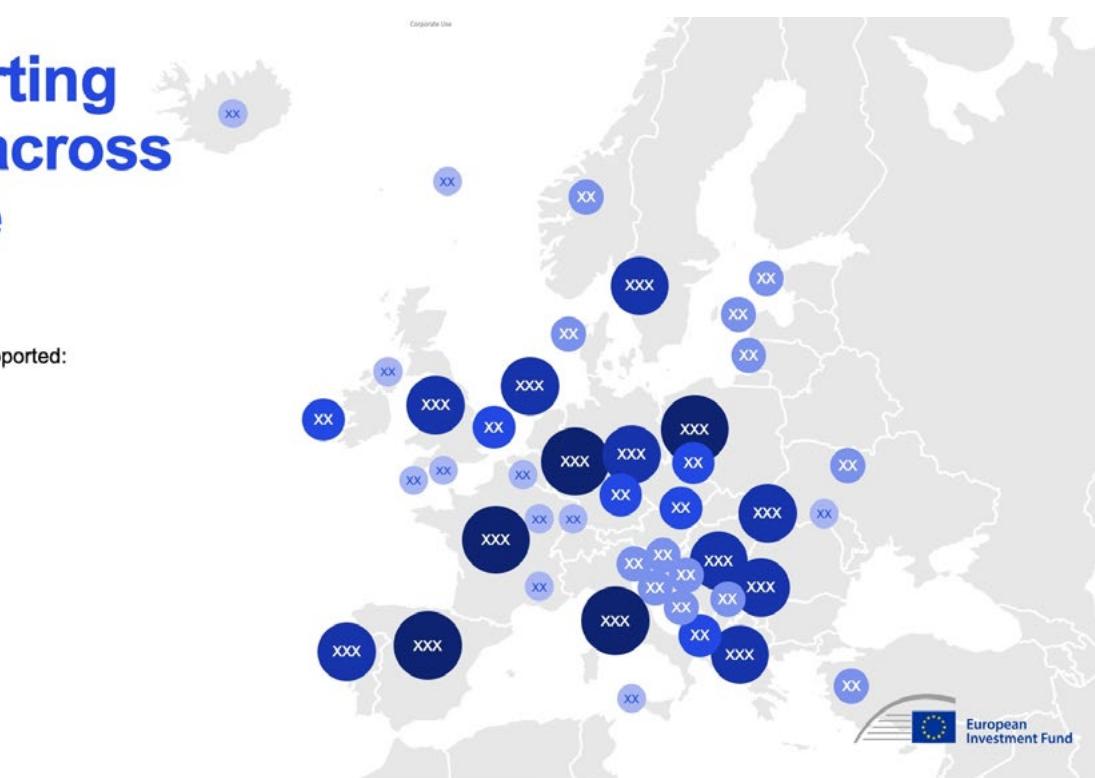


EIF **company** account banners



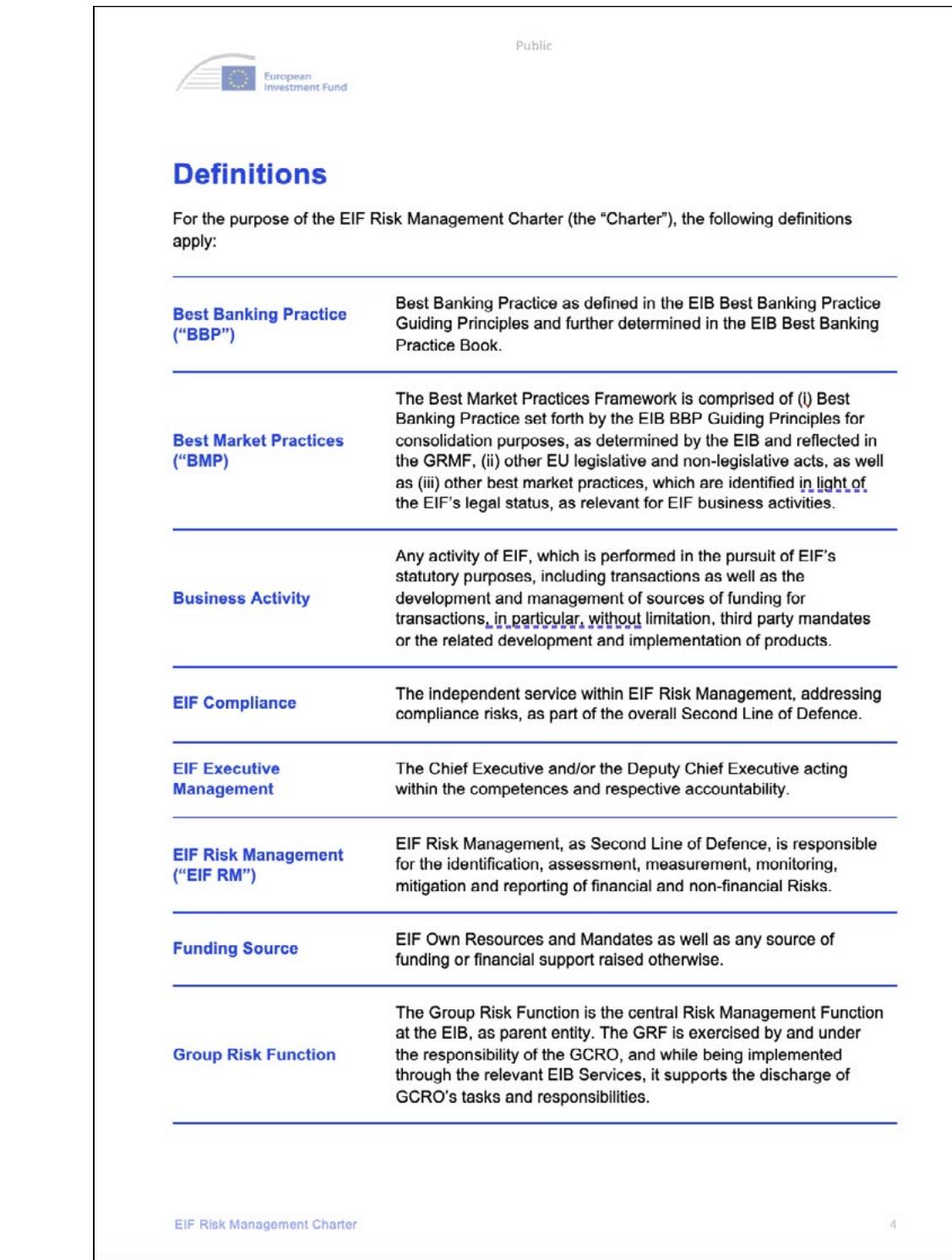
# Institutional presentation

## A PowerPoint document using system fonts.



# Institutional documents

## Word documents using system fonts.

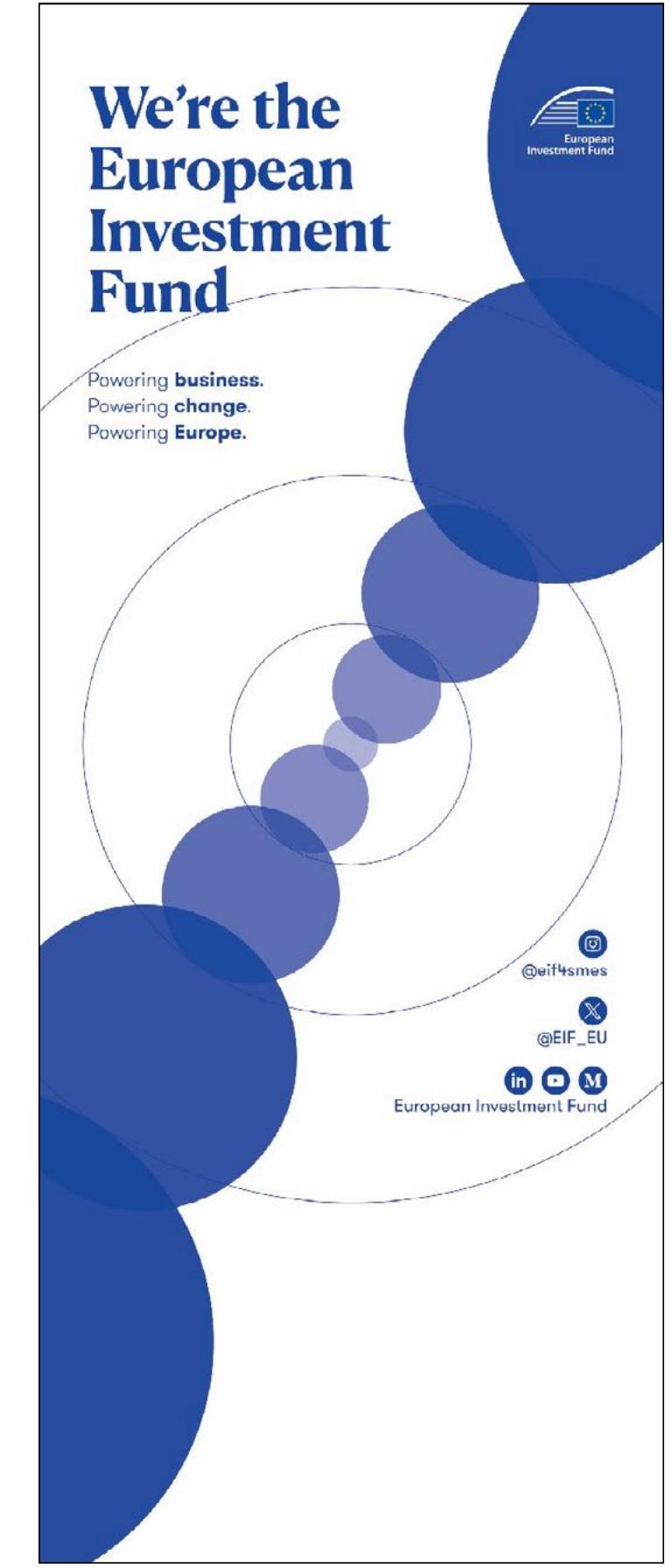
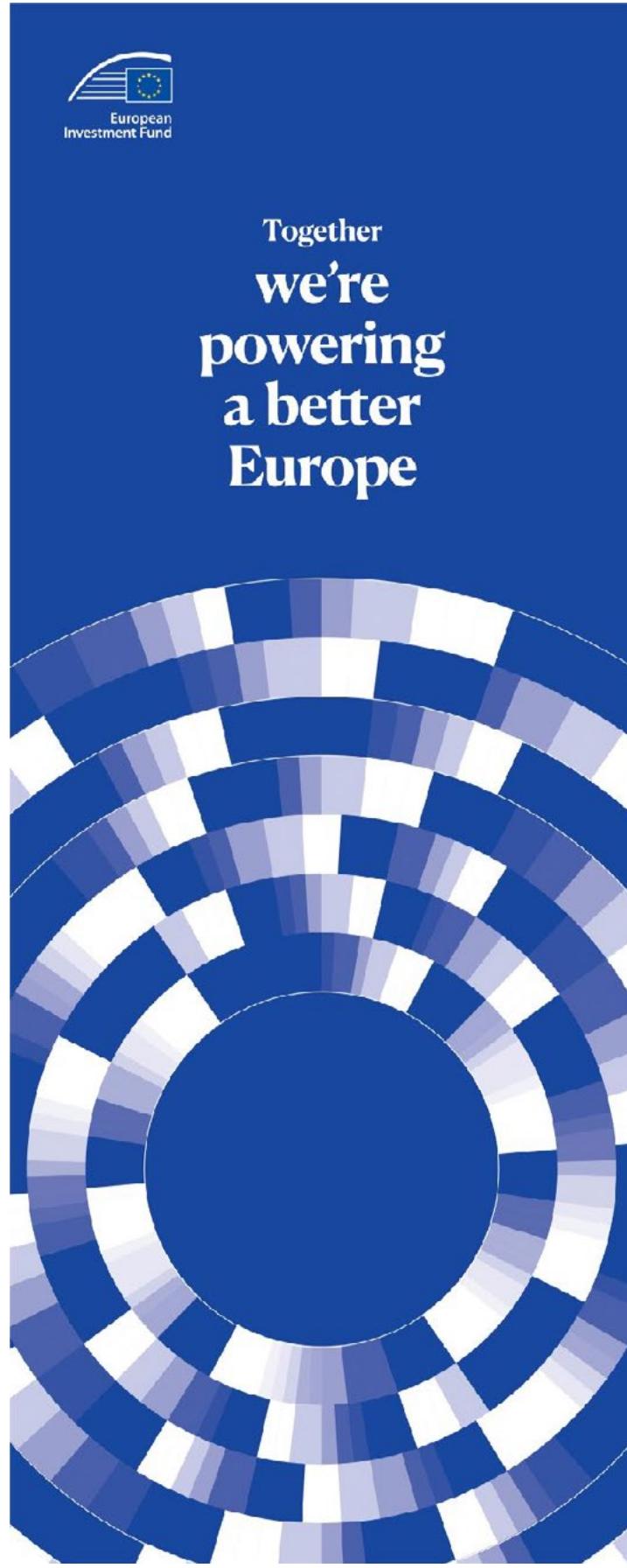


Financial Institution	Number of shares	Subscription to the authorised capital (EUR)
Austria	21	21 000 000
UniCredit Bank Austria AG	8	8 000 000
Raiffeisen Bank International AG	7	7 000 000
Erste Group Bank AG	5	5 000 000
Austria Wirtschaftsservice Gesellschaft mbH (aws)	1	1 000 000
Belgium	5	5 000 000
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

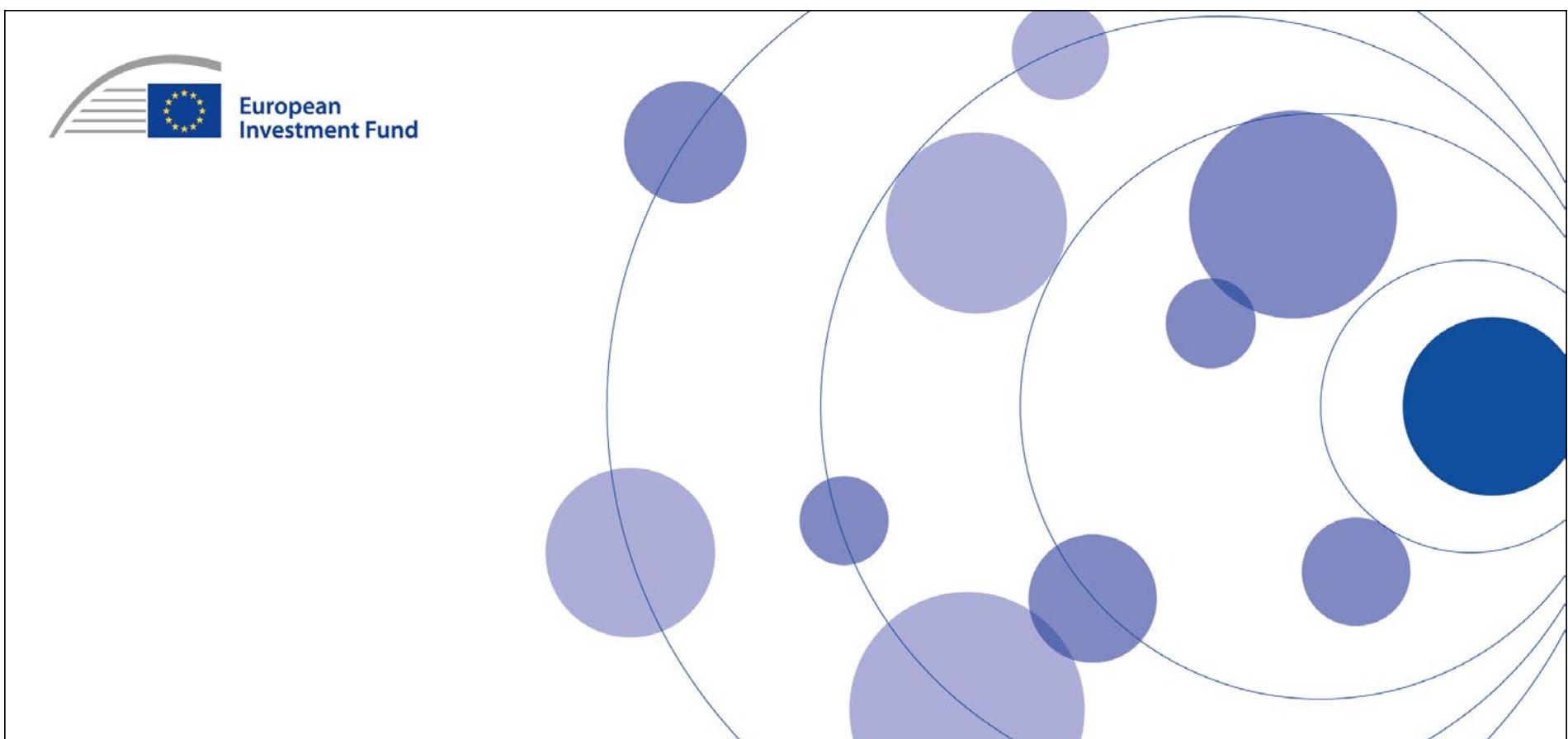
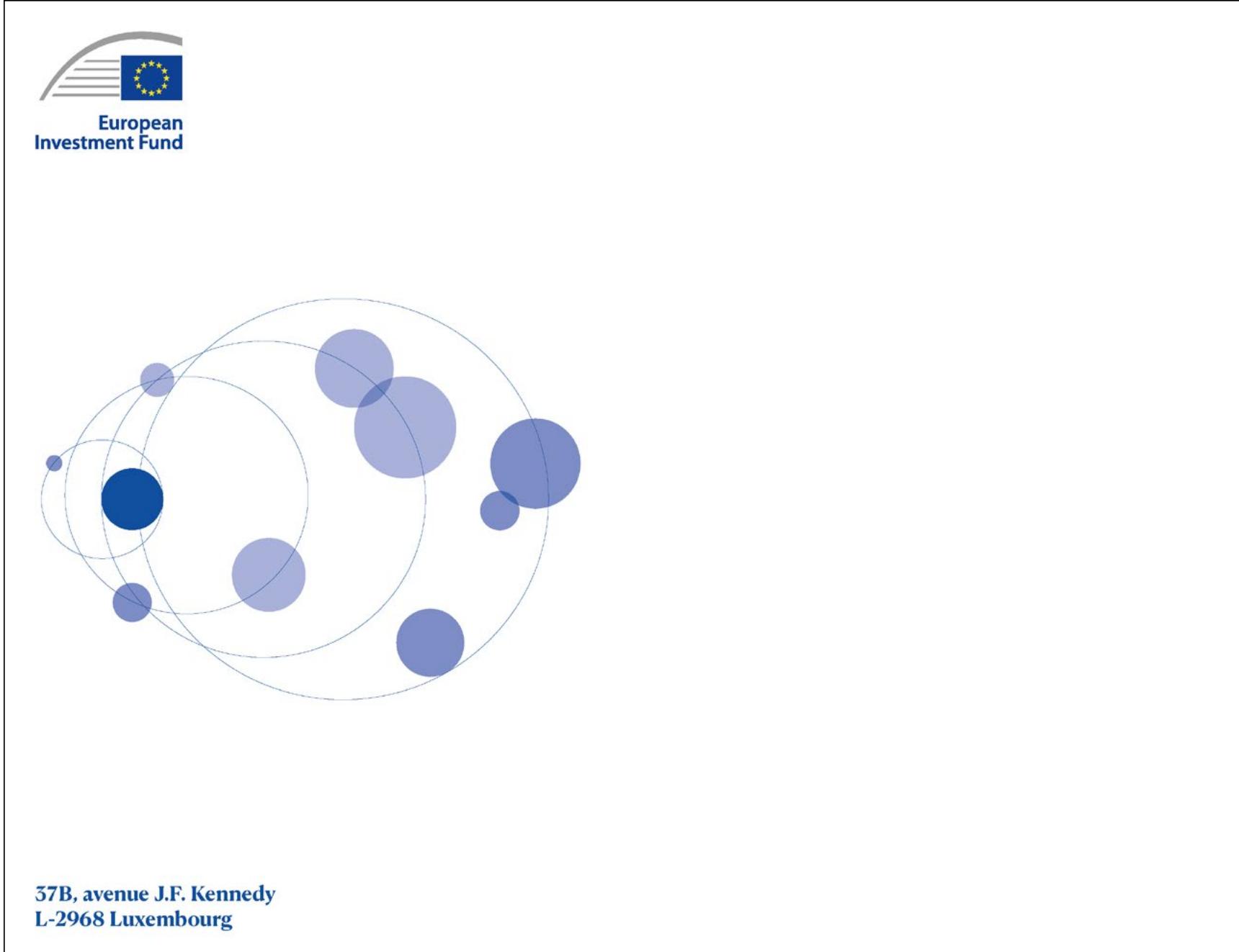
Shareholder Register

2

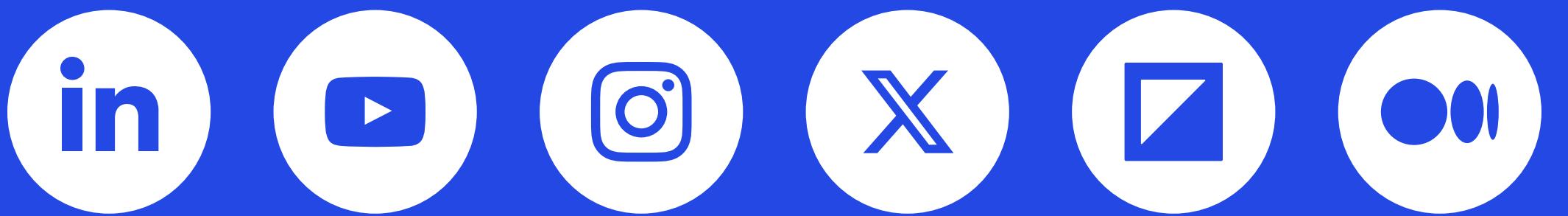
# Printed materials



# Stationery



# Follow our stories and work



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

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Investment Fund**  
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