

Brand guidelines

The Basics

Logo

CIF logo exists in 3 colors. Logotype used is CERA GR. The font is only used in CIF logo.



Exclusion zone & minuiimum size

The exclusion zone
represents the
minimum free space
around CIF logo - equal
to the bottom part of
the letter “l”.



Misuse

Please note that the following treatments of the logo are strictly forbidden.



Avatars



Primary Font

The font used for any material is EC Square Sans Pro as per European Commission guidelines

EC Square Sans Pro

EC Square Sans Pro Thin

EC Square Sans Pro Thin Italic

EC Square Sans Pro Light

EC Square Sans Pro Light Italic

EC Square Sans Pro Regular

EC Square Sans Pro Italic

EC Square Sans Pro Medium

EC Square Sans Pro Medium Italic

EC Square Sans Pro Bold

EC Square Sans Pro Bold Italic

EC Square Sans Pro Extra Black

EC Square Sans Pro Extra Black Italic

Web&desktop

Additional font that could be used in digital context is Calibri.

Calibri

Calibri Light

Calibri Italic

Calibri Regular

Calibri Italic

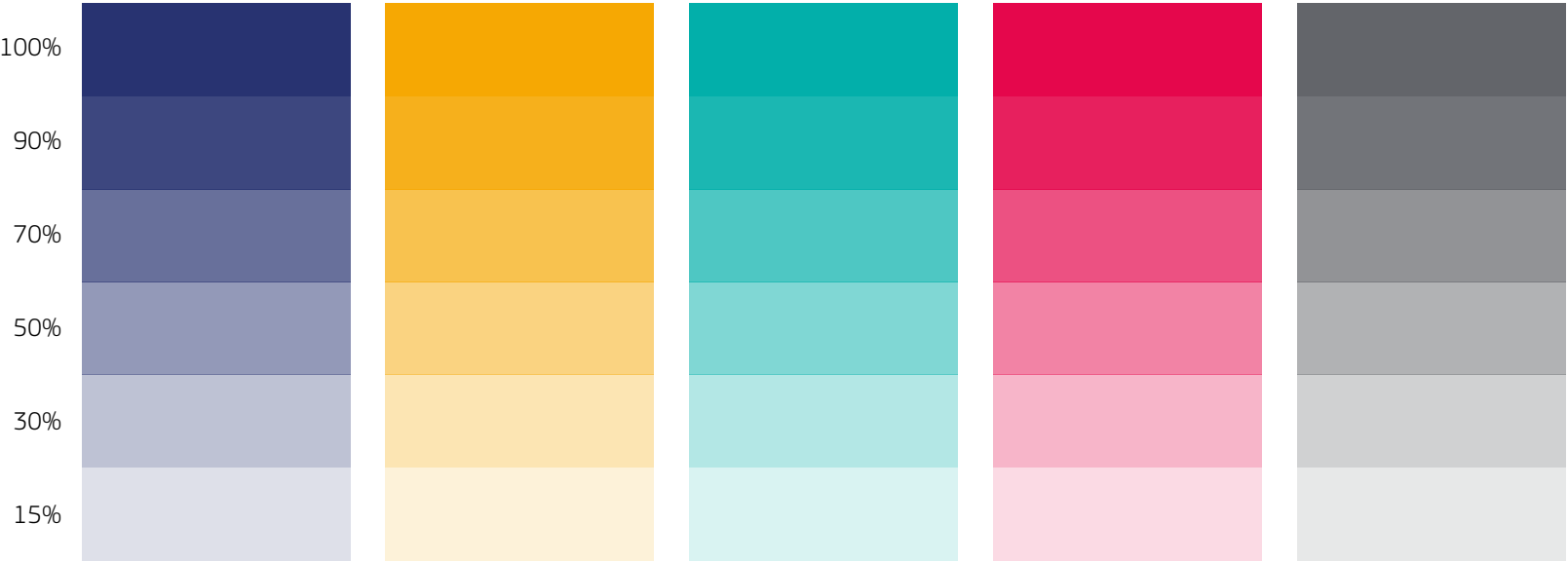
Calibri Bold

Calibri Bold Italic

Colors

Primary
Colors

PANTONE Reflex blue C CMYK 100 80 0 0 RGB 0 20 137 #001489	PANTONE 130 C CMYK 0 32 100 0 RGB 242 169 0 #f2a900	PANTONE 326 C CMYK 81 0 39 0 RGB 0 178 169 #00b2a9	PANTONE 1925 C CMYK 0 97 50 0 RGB 224 0 77 #e0004d	PANTONE Cool gray 10 C CMYK 40 30 20 66 RGB 99 102 106 #63666a
--	---	--	--	--



Colors

Secondary Colors

1 CMYK 2 18 58 0 RGB 252 212 127 #fcd47f	2 CMYK 0 60 70 0 RGB 240 128 80 #f08050	3 CMYK 9 67 73 1 RGB 222 110 71 #de6e47	4 CMYK 14 96 44 4 RGB 204 33 88 #cc2158	5 CMYK 40 18 70 3 RGB 169 178 101 #a9b265	6 CMYK 51 0 23 0 RGB 134 204 206 #86ccce
7 CMYK 80 29 30 9 RGB 29 133 156 #1d859c	8 CMYK 96 68 28 13 RGB 22 76 121 #164c79	9 CMYK 86 71 31 17 RGB 58 73 113 #3a4971	10 CMYK 77 69 29 13 RGB 81 81 122 #51517a	11 CMYK 77 88 27 16 RGB 84 52 104 #543468	12 CMYK 28 48 53 21 RGB 165 123 103 #a57b67
13 CMYK 40 41 36 17 RGB 148 134 135 #948687	14 CMYK 84 28 53 14 RGB 10 125 119 #0a7d77	15 CMYK 87 30 91 20 RGB 22 112 61 #16703d	16 CMYK 89 42 55 45 RGB 5 79 79 #054f4f	17 CMYK 54 0 100 0 RGB 132 189 0 #84bd00	18 CMYK 100 RGB 0 159 223 #009fdf

Graphic elements



Icons

Water supply & sanitation



Primary color:
PANTONE 326 C

Transport



Primary color:
PANTONE 1925 C

Sustainable energy



Secondary color:
Number 3

Urban development



Secondary color:
Number 9

Rural development



Secondary color:
Number 5

Waste management



Secondary color:
Number 6

Reconstruction relief & rehabilitation



Secondary color:
Number 13

Education



Secondary color:
Number 14

Sustainable agriculture



Secondary color:
Number 15

Support to SMEs



Primary color:
PANTONE 130 C

General environmental protection



Secondary color:
Number 16

Health



Secondary color:
Number 7

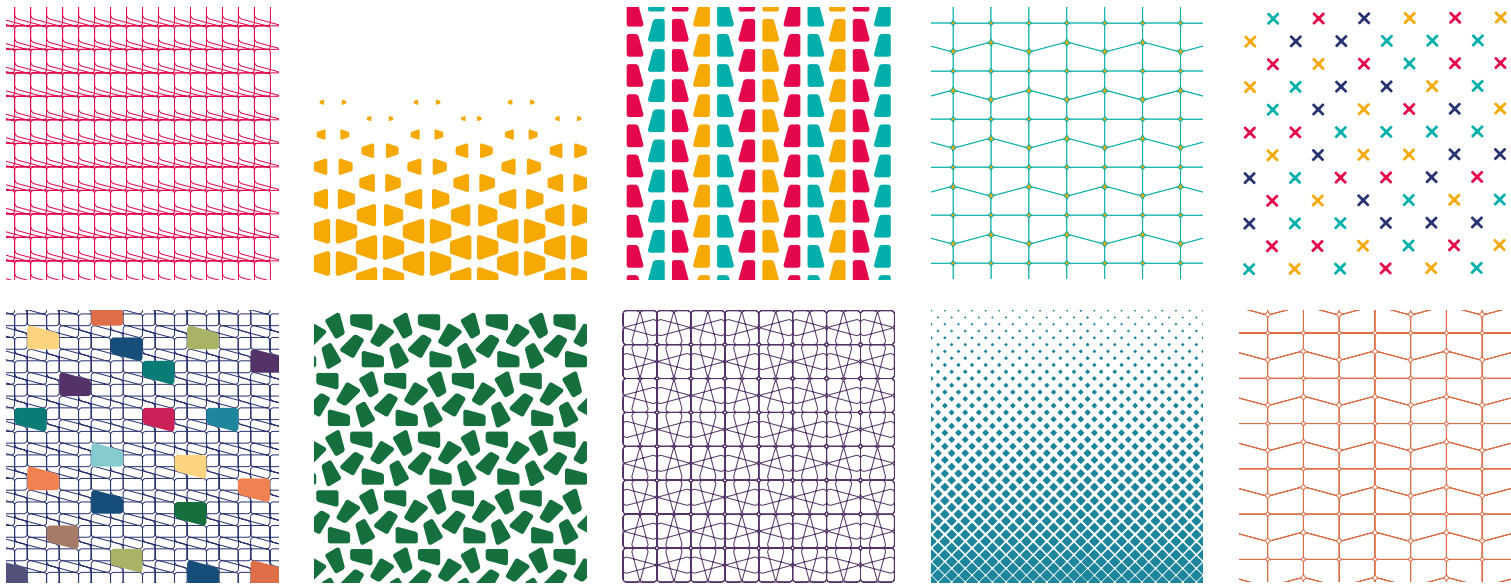
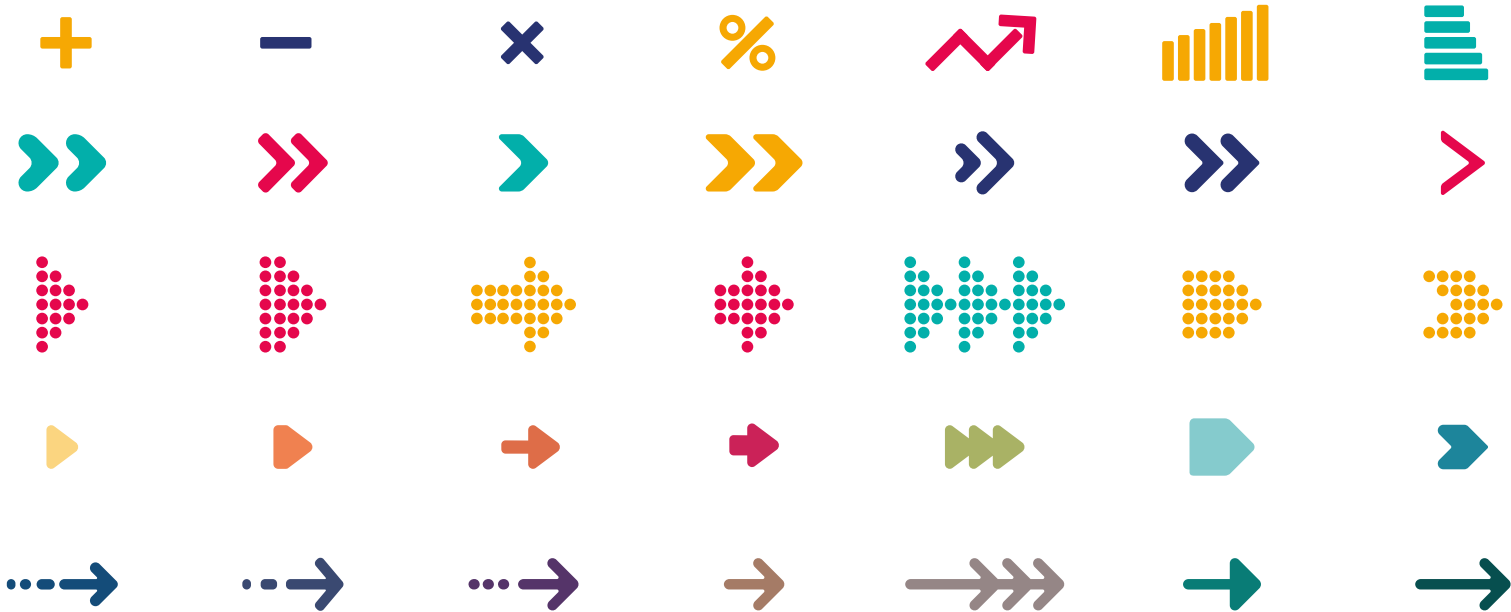
Financial services



Secondary color:
Number 8

Graphic elements

Patterns

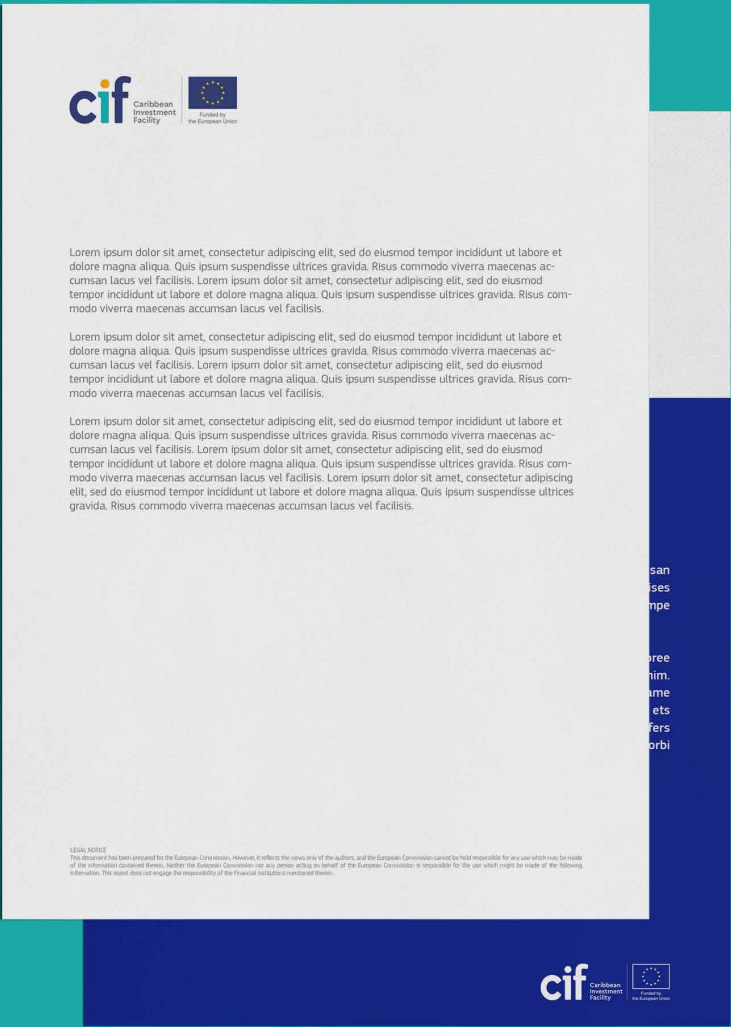


Shapes



Applications

Stationary







cif Caribbean
Investment
Facility



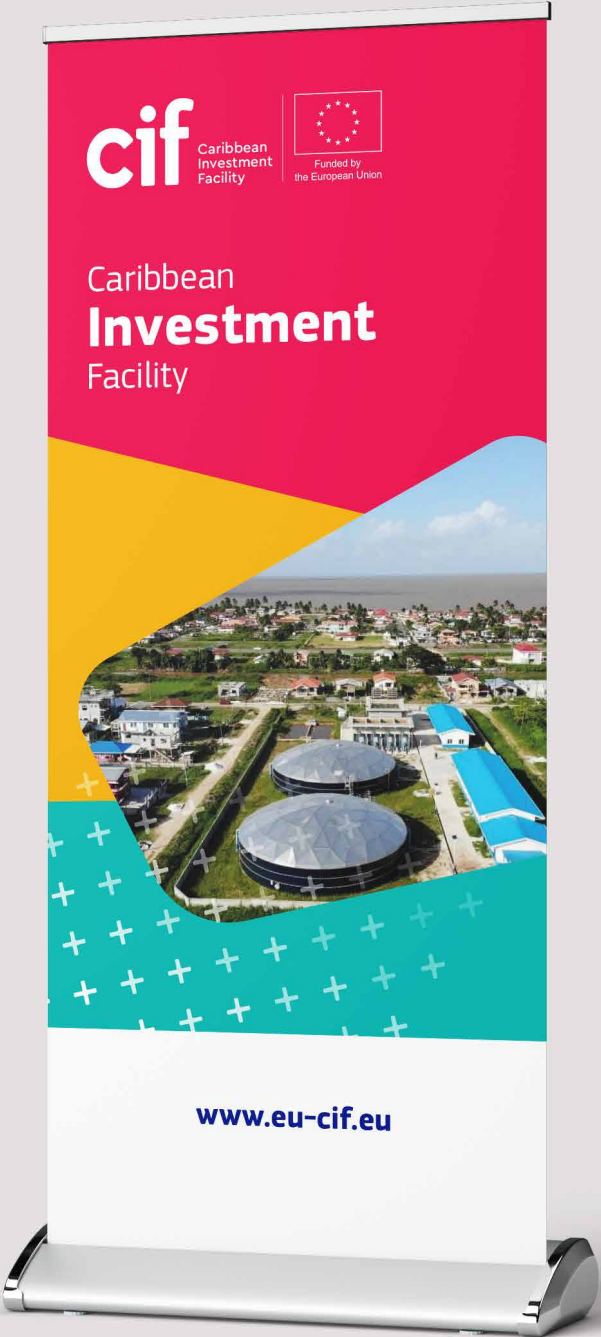
Caribbean Investment Facility
European Commission
International Cooperation and Development
Regional Programmes for Latin America and the Caribbean
Rue Joseph II, 54, Office J 54 05/06, 1000 Brussels, Belgium
P: +32 2 29 68393 | E: EuropeAid-CIF@ec.europa.eu | W: www.eu-cif.eu

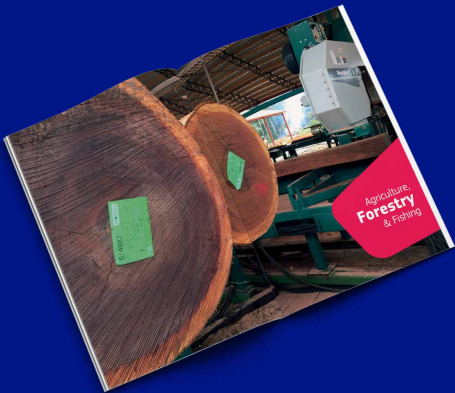
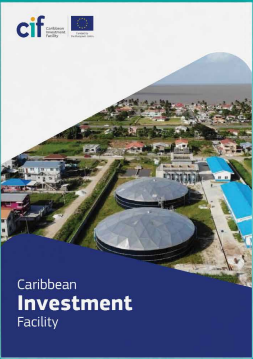












Mug



Tote bag



USB



Badge



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum,
Hugo

—



Hugo Ruiz Taboada

Team Leader | CIF Technical Assistance

Rue de Trèves 49
1040 Brussels, Belgium
+32 2 230 5950
+32 497 52 59 44
EuropeAid-CIF@ec.europa.eu
www.eu-cif.eu



Social media

