The global standard for the good governance of oil, gas and mineral resources.
What’s in our brand?

Opacity to transparency

Acronym: gradient from dark to light. Conveys transparency in an opaque industry and the progress of countries progress against the EITI Standard.

A global standard

A white line through the top of each letter, symbolises the EITI Standard raising the bar for transparency across the global community.

Strengthening governance

Block-like structures of each letter = building blocks of government and corporate reporting systems.

Open data in a digital era

The dash-dot-dash-dot element on the top of our new logo illustrates that we are adapting our way of working to a digital world.
Country adaption of the EITI brand
Some countries using old logo
Customised approaches
Key questions

- What do the brand and visual identity convey to audiences in your countries?
- Are there differences in the perceptions of the EITI between constituencies?
- How is the brand used?
- How do audiences understand and describe the role and mandate of the EITI? What is expected from the EITI in the future? How is this aligned/not aligned with the EITI’s strategic priorities?
- What are some of the misperceptions about the role and mandate of the EITI? Can these be clarified through better messaging, communications or branding?
Tagline exercise...

How would you describe the EITI in a tagline of no more than six words?