

EITI branding

October 2022



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?