

**EITI VISUAL IDENTITY GUIDELINES**



Extractive Industries  
Transparency Initiative

**PRIMARY LOGO**

GRADIENT WITH FULL NAME



Extractive Industries  
Transparency Initiative

Negative version



**SECONDARY LOGO**  
GRADIENT WITHOUT FULL NAME



Negative version



**LOGO**  
PROTECTION AREA



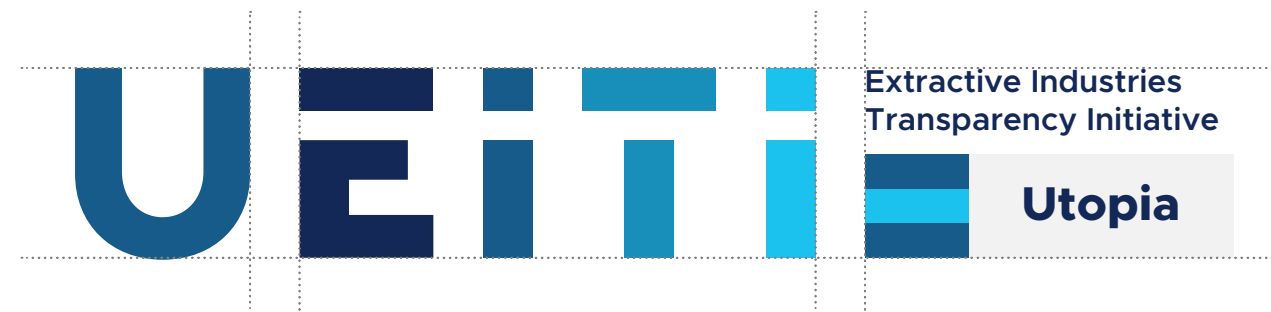
No elements or text should be used in an area around the logo.  
This is the minimum protection area, and is based on the width and height of the dot on the letter “i”, multiplied by two.

**IMPLEMENTING COUNTRY LOGOS**  
SUGGESTED VARIATIONS



**Square flag and name of country** Name written in Metropolis Extra bold

**Alignment** The additions to the EITI-logo aligns to 1x, which equals the dot of the 'i'.



**Initial letter of country** Letter in Metropolis Extra bold. Identifying colour from flag may be used.

**Square flag and name of country** Name written in Metropolis Extra bold.

**Alignment** The additions to the EITI-logo aligns to 1x, which equals the dot of the 'i'.

Protection area does not apply these versions of the logo.

**TYPOGRAPHY**  
PRIMARY TYPOGRAPHY

abcdefghijklmnopqrstvwxyz  
0123456789

abcdefghijklmnopqrstvwxyz  
0123456789

**abcdefghijklmnopqrstvwxyz**  
**0123456789**

**abcdefghijklmnopqrstvwxyz**  
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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

Metropolis is EITI's profile font, and must be used in all printed profile materials. Metropolis is a free font, and can be downloaded at:

<https://www.1001fonts.com/metropolis-font.html>

# OPEN DATA, BUILD TRUST

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Bold/Black should primarily be used in headings, either in capital letters or small letters. Emphasis words should also be set in bold. Body text should be in Regular or Light.

## TYPOGRAPHY

### SECONDARY/FALLBACK TYPOGRAPHY

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# Open data, Build trust

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In Word, Excel and PowerPoint, Franklin Gothic is used.

If the profile fonts Metropolis cannot be used on digital surfaces, Franklin Gothic should be used.



## COLOUR PALETTE

The four shades of blue are EITI's primary colours, and feature prominently on EITI products. The colours can be used in headings, graphical elements, graphs and illustrations. The secondary colours can be used as accent colours, but should be used minimally.

### Dark blue

Pantone 2955  
C100 M80 Y10 K35  
R19 G40 B86  
#132856

### Medium blue

Pantone 300  
C95 M65 Y25 K7  
R22 G91 B137  
#165B89

### Medium light blue

Pantone 2925  
C80 M30 Y15 K0  
R24 G143 B187  
#188FBB

### Light blue

Pantone 298  
C65 M0 Y2 K0  
R27 G194 B238  
#1BC2EE

### White

C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

### Black

C0 M0 Y0 K100  
R0 G0 B0  
#000000

### Grey

C0 M0 Y0 K50  
R127 G127 B127  
#7F7F7F

### Beige

C7 M19 Y40 K0  
R235 G203 B159  
#EBCB9F

### Brown

C46 M58 Y77 K35  
R109 G83 B57  
#6D5339

### Light green

C52 M16 Y100 K0  
R137 G170 B46  
#89AA2E

### Green

C86 M24 Y100 K10  
R43 G134 B54  
#2B8636

### Orange

C2 M38 Y100 K0  
R246 G167 B10  
#F6A70A

### Red

C12 M89 Y100 K2  
R210 G66 B40  
#D24228

### Salmon pink

C8 M65 Y38 K0  
R225 G121 B128  
#E17980

### Purple

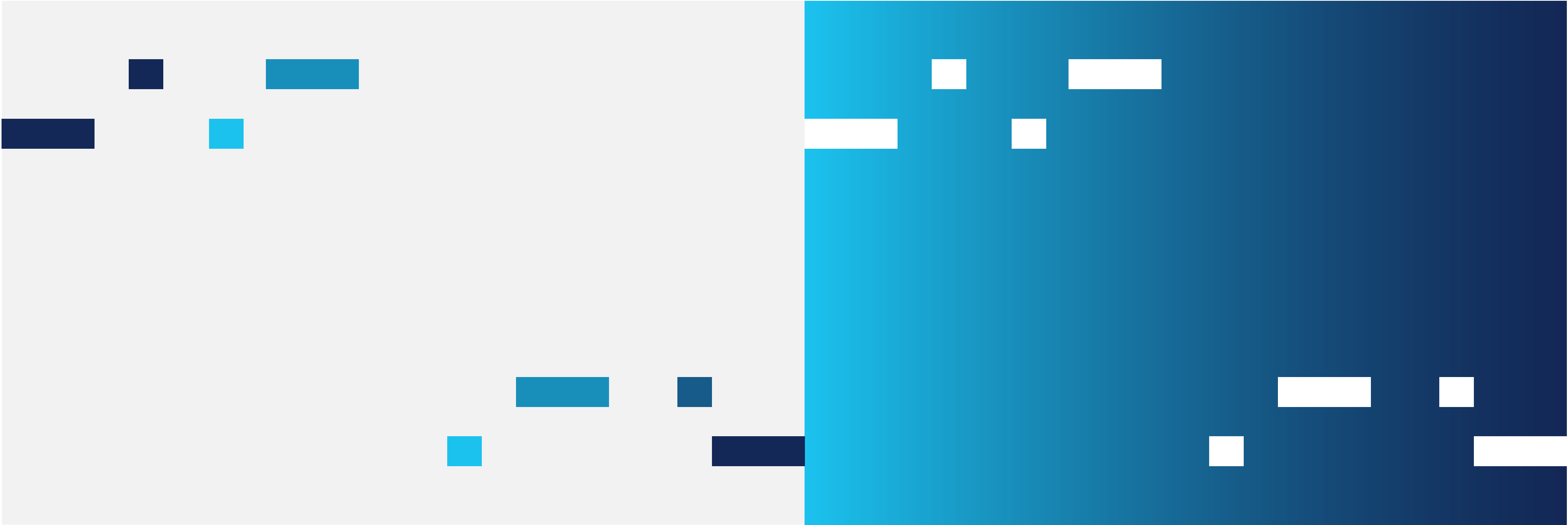
C50 M90 Y39 K21  
R122 G51 B92  
#7A335C

**COLOUR PALETTE**  
GRADIENT



The blue gradient can be used as a background on print or on digital surfaces.

**BRAND ELEMENT**  
PATTERNS



The pattern is constructed from elements in the logo. It can be used in the EITI's primary blues, or in white on a blue or gradient background.



Extractive Industries  
Transparency Initiative

# Thank you!

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