



# Brand guidelines

Final version 10/05/2019



The Basics

Logo

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





# Exclusion zone & minuium size

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





The Basics

Misuse

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





The Basics

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**

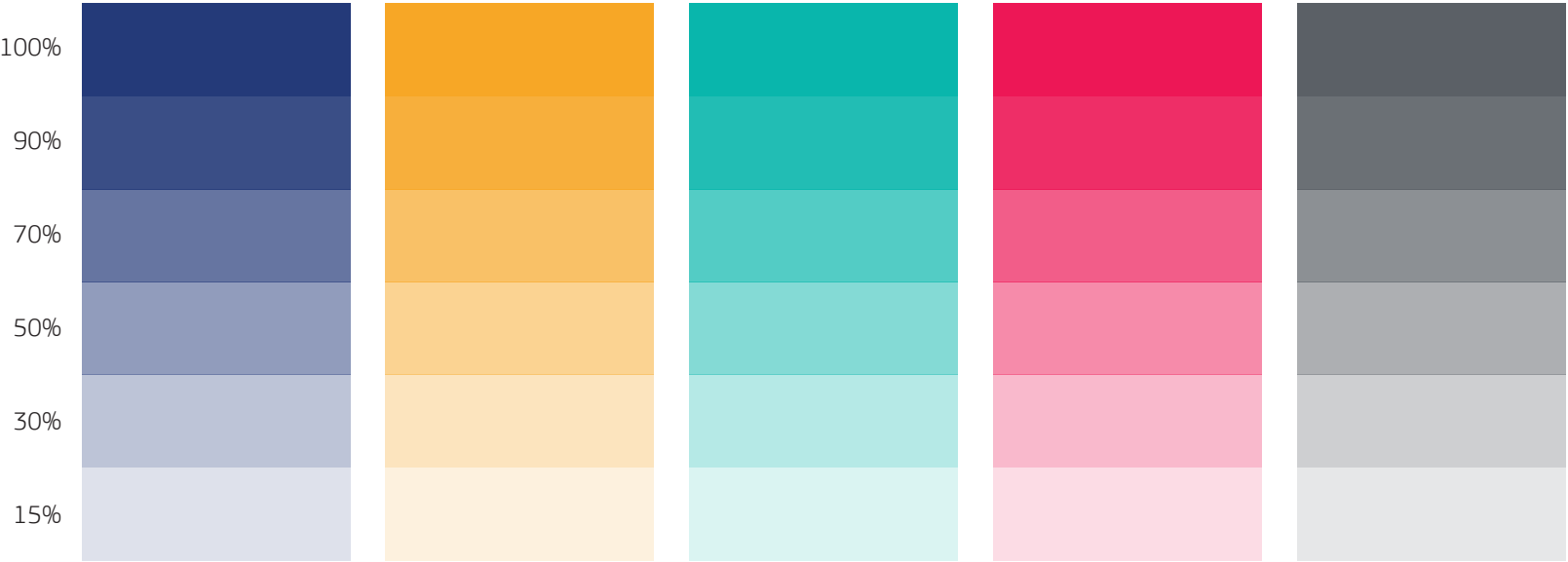
***Calibri Bold Italic***



Colors

Primary  
Colors

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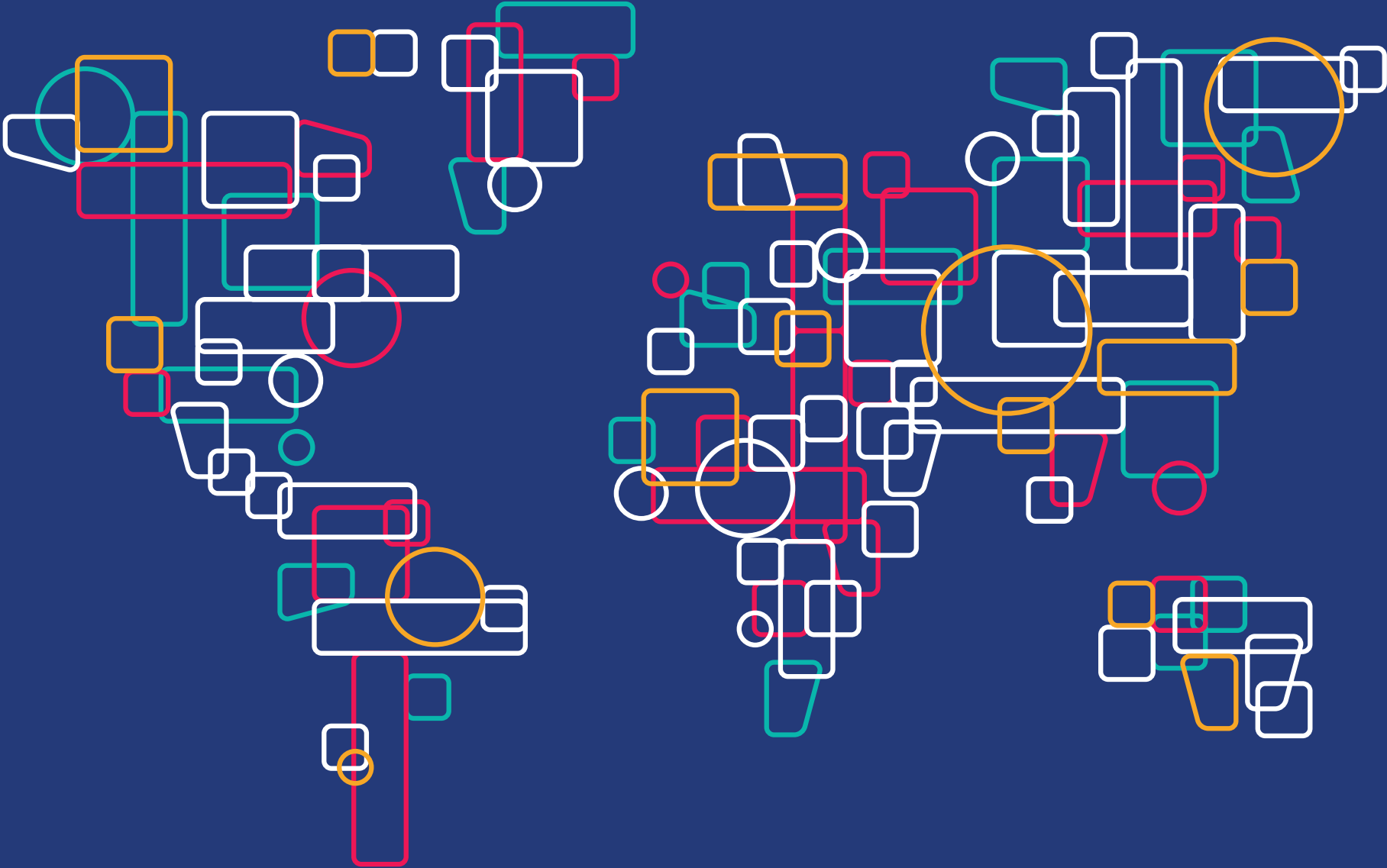
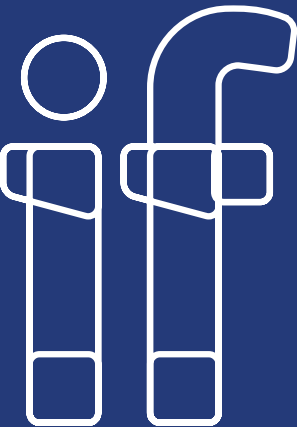


## Colors

### Secondary Colors

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







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

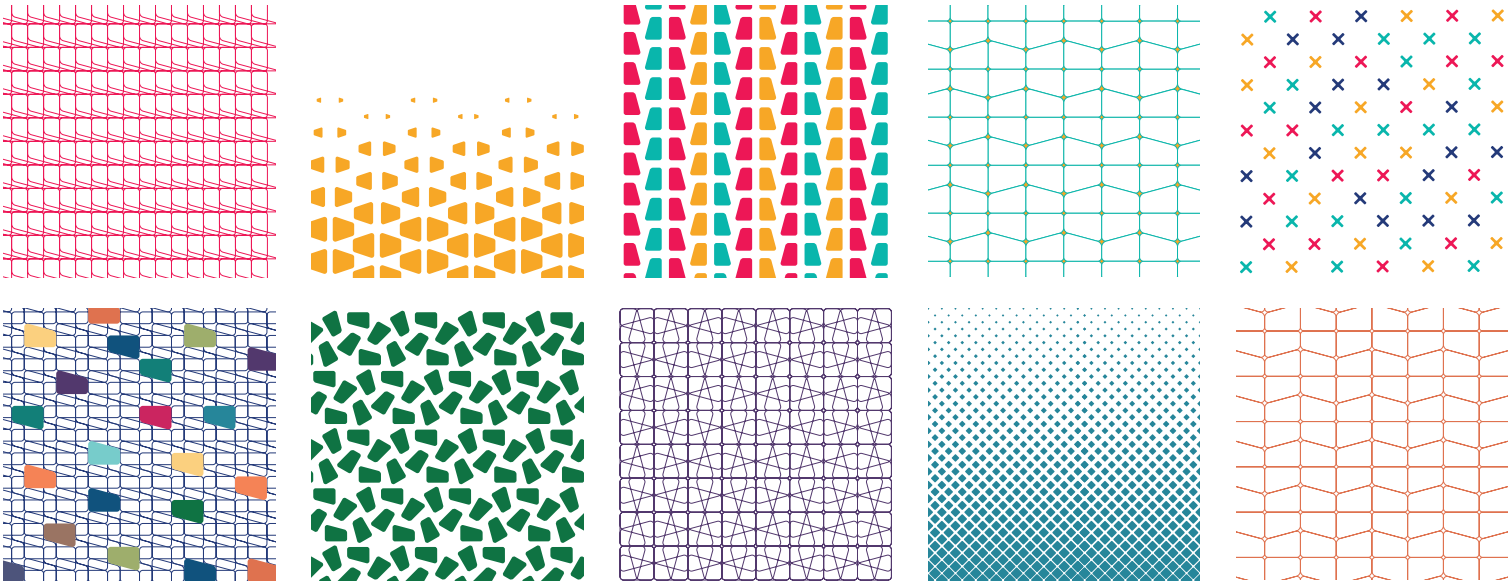
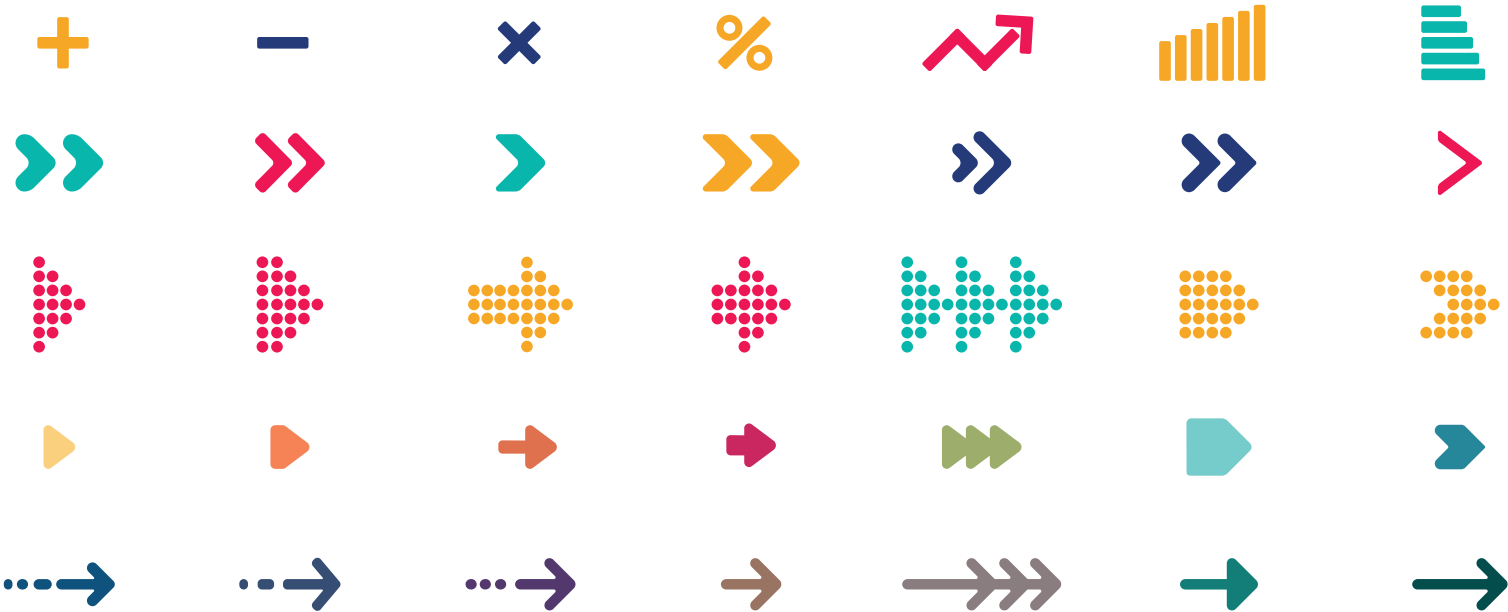


Secondary color:  
Number 16



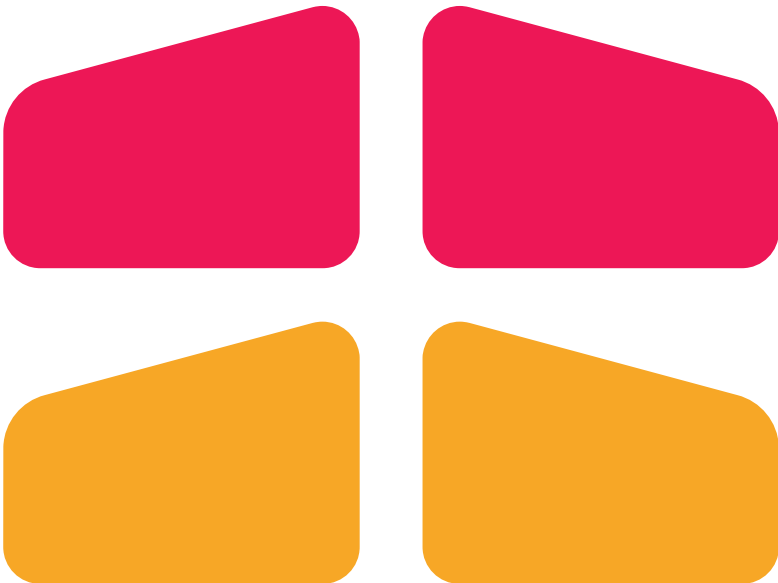
Graphic elements

Patterns






Shapes






# Applications





Latin America  
Investment  
Facility



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the European Union

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Latin America  
Investment  
Facility



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the European Union

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Facilidad para  
**Inversiones**  
en América Latina

### ¿Qué es LAIF ?

La Facilidad de Inversión de América Latina (conocida por sus siglas en inglés como LAIF) es un programa de la Unión Europea para la cooperación al desarrollo de América Latina.

LAIF apoya a las instituciones públicas, al sector privado y a los gobiernos de los países latinoamericanos para que realicen inversiones esenciales en favor de los Objetivos de Desarrollo Sostenible, mediante la consecución de la financiación adicional requerida para poder llevar a cabo dichas inversiones.

### Sectores financiados por LAIF

LAIF financia principalmente proyectos en los siguientes sectores:

- Desarrollo urbano;
- Agua, higiene y saneamiento;
- Transporte;
- Energías renovables;
- Medio ambiente;
- Privado, y en especial a pequeñas y medianas empresas (PYME)
- Social.

### Cómo acceder a los fondos

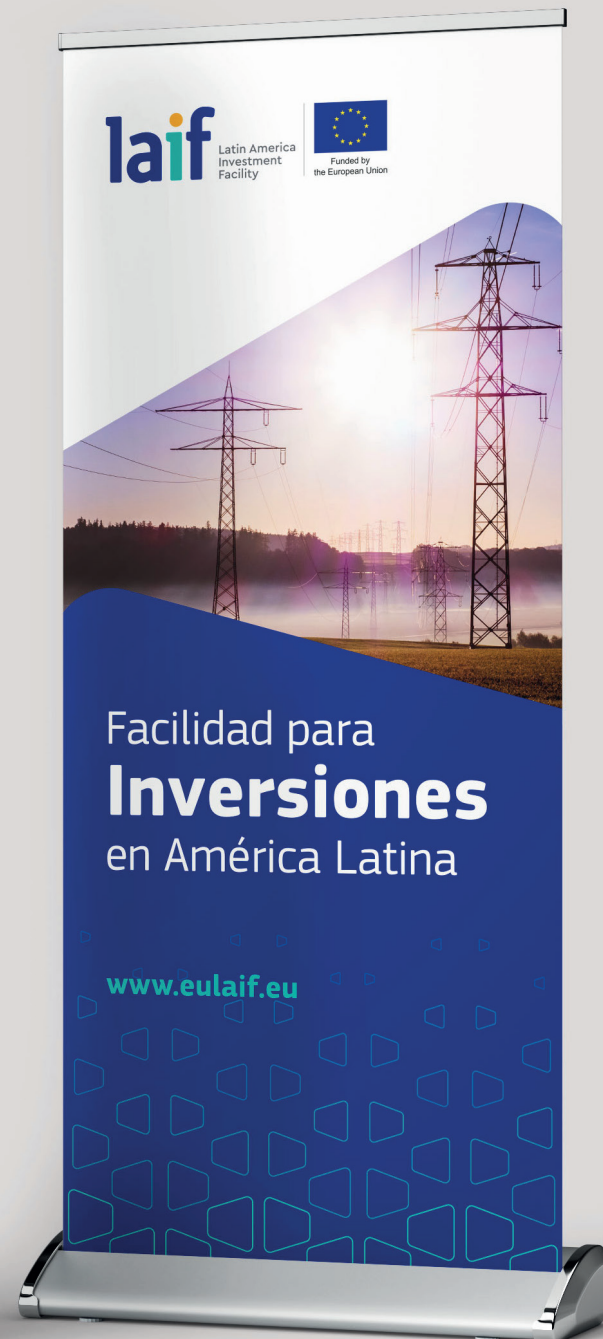
Las entidades financieras e instituciones de los países interesados deben presentar su propuesta de proyecto a la Comisión Europea, a través de la Delegación de la Unión Europea del país latinoamericano donde se implementará. Un comité conformado por los Estados miembros de la Unión Europea, la Comisión Europea, el Servicio Europeo de Acción Exterior y las instituciones financieras, quienes analizan la propuesta, aportan su visión y deciden su aprobación.

[www.eulaif.eu](http://www.eulaif.eu)  
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## Mug





Tote bag





USB





Badge





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Lorem ipsum,  
Hugo

—



**Hugo Ruiz Taboada**

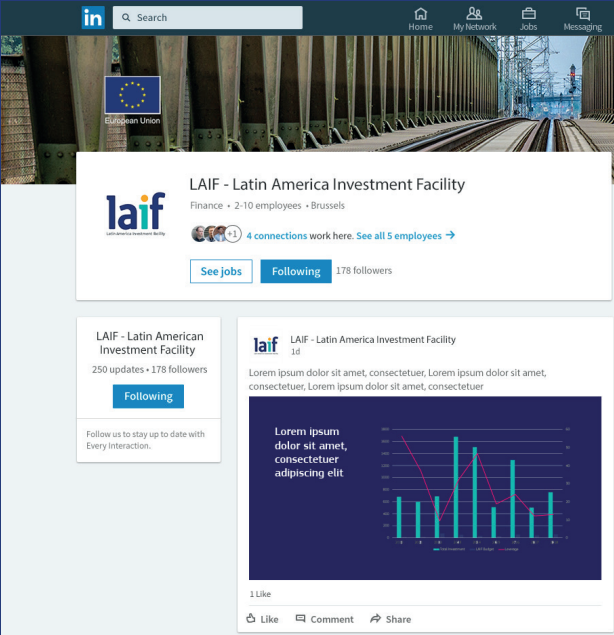
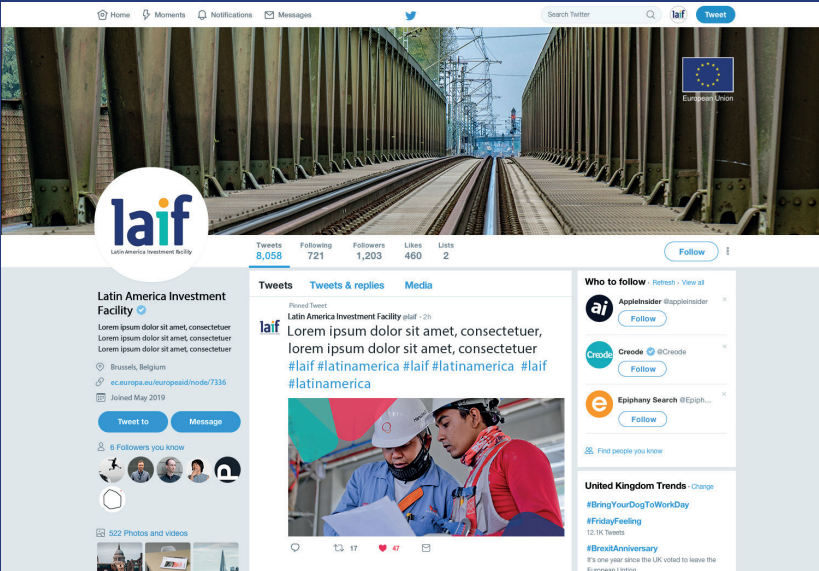
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