FI/INSTITUTE

BRAND GUIDELINES

October 2019

0.0 - CONTENTS

0.0 CONTENT

1.0 – IDENTITY TOOLKIT

1.1 IDENTITY TOOLKIT

This is the visual identity toolkit for the Future Investment Initiative Institute which will be referred to in this document by its acronym FII Institute.

Please ensure you work with the correct basic design elements and follow these guidelines, which detail the use of:

– Logotype

– Color

– Typography

– Iconography

– Digital application
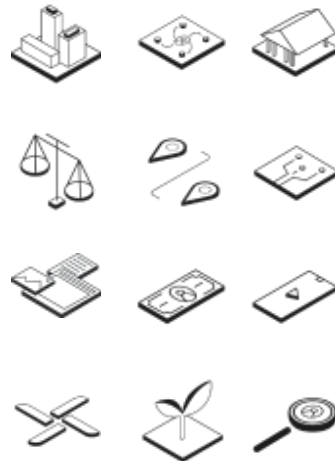
Logotype

Color

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ±!@£$%^&*( )_+":;|\<>?/,.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ±!@£$%^&*( )_+":;|\<>?/,.

Iconography

Applications

2.0 - LOGOTYPE

2.1 THE FII INSTITUTE LOGO

The basis of the FII Institute identity is the FII logotype. It includes a simple and distinctive green colored arrow pointing forward, representing a forward movement and an upward momentum.

NOTE: Please do not attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from the marketing team.

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2.1 THE FII INSTITUTE LOGO

The logotype is available in arabic.
Use the English logotype on Latin commu-
nications and the dual logotype on Arabic or
Latin communications.

NOTE: Please do not attempt to re-create
the logotype yourself. Artwork files of the
logotype and other design elements are
available from the marketing team.

2.2 THE LOGOTYPE COLOR VARIATION

There are four color variations of the logotype and each one has been created for a particular application or production process. Please ensure that you choose the relevant version for your application.

Color
The color version of our logotype should be used wherever possible.

Black
The black logotype should only be used in rare situations where no color is possible.

White/White out
The white logotype should be used when it sits on a dark background color or dark images to preserve its clarity and legibility.

COLOR

WHITE OUT

BLACK

WHITE

NOTE: Please do not attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from the marketing team.

2.3 BACKGROUNDS

When placing the logotype in a layout, always ensure it is against a background of sufficient contrast to be clearly visible.

The examples shown here demonstrate how to use the logotypes correctly against white, colored, gradient and photographic backgrounds.

LOGOTYPE ON WHITE BACKGROUND

LOGOTYPE ON COLOR OR PHOTOGRAPHIC BACKGROUND

LOGOTYPE ON DARK BLUE BACKGROUND

LOGOTYPE ON GREEN BACKGROUND

NOTE: Please do not attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from the marketing team.

2.4 EXCLUSIONS ZONE AND MINIMUM SIZE

Exclusion zone
To ensure prominence and legibility, the logotype is always surrounded by an area of clear space which remains free of other design elements, such as type and other logotypes.
The construction of the exclusion zone area is based on the height of the capital letter in the logotype.
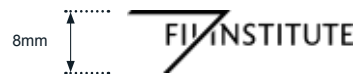
Minimum size
The minimum size of the logotype is measured using the height of the logo (shown on the example).
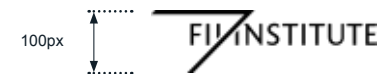
In print, the logo should not appear smaller than 8mm in height, and on-screen the logo should not appear smaller than 100 pixels in height.

EXCLUSION ZONE

Minimum size for print   Minimum size for screen

NOTE: Please do not attempt to re-create the logotype yourself. Artwork files of the logotype and other design elements are available from the marketing team.

2.5 PLEASE AVOID

The logotypes should always be reproduced from the master artwork provided.
It should never be altered, re-drawn, re-colored or manipulated in any way.
This page shows some mistakes that should be avoided.

Do not change the color of the arrow

Do not apply a drop shadow

Do not use the logotype without the arrow

Do not disproportionately scale the logotype

Do not change the font of the logotype

Do not alter the placement of the arrow

2.6 POSITION BOTH LOGOTYPES

The space between FII and the FII Institute logotypes should always be at least the size of the font of both logos.

2.6 PLEASE AVOID WITH BOTH LOGOTYPES

The FII and the FII Institute logotypes should always have the same scale and color and positioned on the same line.
This page shows some mistakes that should be avoided.

Do not use the FII and the FII Institute logo on one another

Do not freely place the FII and the FII Institute logos

Do not use different scales

Do not place the logos too close

2.7 ARTWORK FILE NAMING

This page explains the file naming system for the artwork of the various logotype versions.
The file name contains all the key information to identify the appropriate logotype version for each application.

Example:
This is an svg file of the color RGB FIII logotype.

FIII_LOGOTYPE_C_RGB.svg

FII
This identifies the file as a Future Investment Initiative

Logotype
This identifies the file as logotype file

Logotype color

C = Color
WO = White Out
B = Black
W = White

Color space

CMYK = 4-color printing
RGB = For office and screen use only

File type

.svg
.jpg
.ai
.png

3.0 – COLOR

3.1 COLOR PALETTE

Our brand is made up of four colors; green, dark blue, blue and white.

Through consistent application, our color palette become an essential tool in building a distinctive and recognisable brand.

Dark blue

Pantone
5395 C

Process
C 94 M 74 Y 55 K 71

RGB
R 17 G 31 B 41

#111f29

Green

Pantone
2293 C

Process
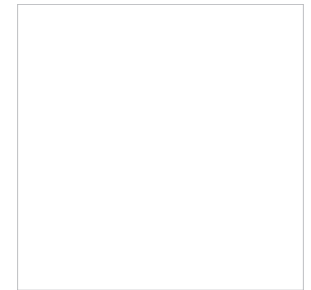C 50 M 00 Y 100 K 00

RGB
R 140 G 195 B 00

#8cc300

Blue

Pantone
2208 C

Process
C 60 M 20 Y 10 K 30

RGB
R 85 G 130 B 160

#5582a0

Pure white

Process
C 0 M 0 Y 0 K 0

RGB
R 255 G 255 B 255

#ffffff

3.2 COLOR EFFECTS

The color gradient is composed by our blue and our green. It should be used for titles or some graphic assets.

Blue   **Green**

4.0 - TYPOGRAPHY

4.1 FIRST LATIN TYPEFACES

Our first Latin typeface is Poppins.
It may be used in the following weights:

1. ExtraLight
2. Regular
3. SemiBold

Poppins ExtraLight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ £ $ & * ( ) _ + " : ; \ < > ? / , .

Use for CTA, header etc.

Poppins Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ £ $ & * ( ) _ + " : ; \ < > ? / , .

Use for the secondary titles

Poppins SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ £ $ & * ( ) _ + " : ; \ < > ? / , .

Use for principal titles
NOTE : The letter spacing for titles is 250

NOTE: Fonts will not be supplied as this is a breach of the font license agreement. External contacts working on behalf of FII (designers/ printers etc.) are required to purchase the fonts to ensure they have the correct font license.

4.1 SECOND LATIN TYPEFACES

Our second Latin typeface is StratumNo1.

It may be used in the following weights:
1. Light
2. Medium

Stratum No1 Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ £ $ & * ( ) _ + " : ; \ < > ? / , .

———————— Use for the current text

StratumNo1 Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ £ $ & * ( ) _ + " : ; \ < > ? / , .

———————— Use to bold current text

NOTE: Fonts will not be supplied as this is a breach of the font license agreement. External contacts working on behalf of FII (designers/printers etc.) are required to purchase the fonts to ensure they have the correct font license.

4.2 ARABIC TYPEFACE

Our primary Arabic typeface is Noto Kufi Arabic.

It may be used in the following weights:
1. Bold
2. Regular

Noto Kufi Arabic regular

ك م ن ه ا ل ب ث ي ؤ ل ض
ص غ ء ئ ع ف س ق ش ح خ ى

Use for the secondary titles
Use for the current text

Noto Kufi Arabic bold

ك م ن ه ا ل ب ث ي ؤ ل ض
ص غ ء ئ ع ف س ق ش ح خ ى

Use for principal titles
Use to bold current text

NOTE: Fonts will not be supplied as this is a breach of the font license agreement. External contacts working on behalf of FII (designers/ printers etc.) are required to purchase the fonts to ensure they have the correct font license.
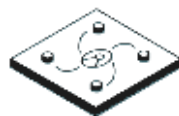
5.0 - ICONOGRAPHY

5.1   Icons

5.1 ICONS
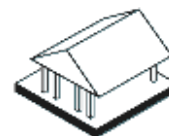
Our icons must be use in white on the dark blue background.

It must be use in dark blue on a white background.
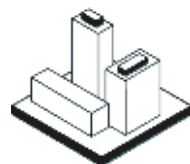
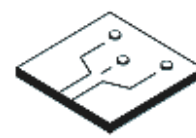**NOTE:** Icons must not be use in other colors, other opacity, in other angles and mustn't be distorded. They always must be visible on the background.

CITIES CONNECT CULTURE ENERGY PLAY TALENT

ETHICS EXPLORE INTELLIGENCE LIFE MEDIAS MONEY

CITIES CONNECT CULTURE ENERGY PLAY TALENT

ETHICS EXPLORE INTELLIGENCE LIFE MEDIAS MONEY

6.0 – APPLICATIONS

6.1 EMAIL SIGNATURE

RAKAN TARABZONI
PR & Communication
Public Investment Fund

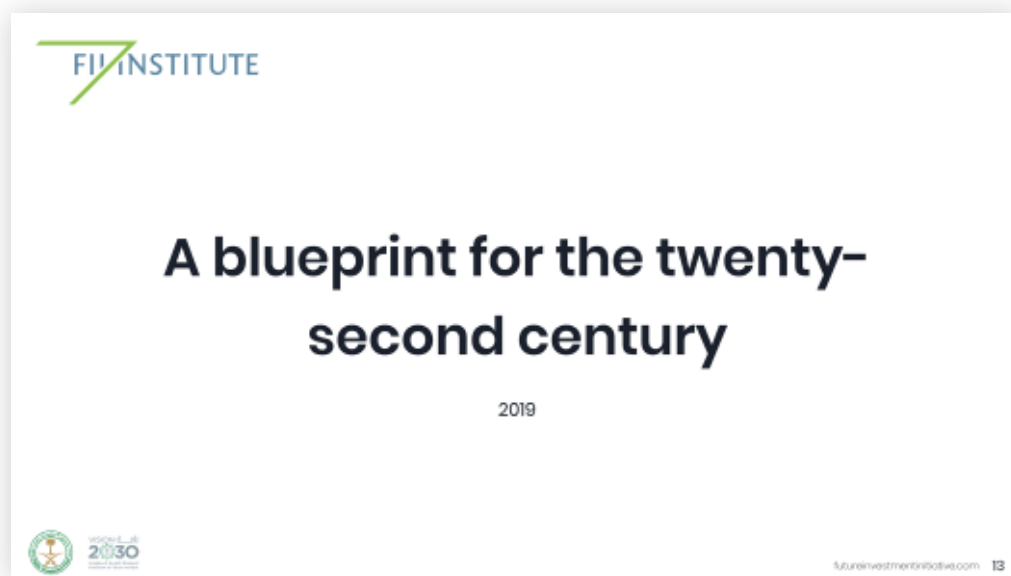**E:** rtarabzoni@pif.gov.sa

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Future Investment Initiative Institute
futureinvestmentinitiativeinstitute.com

6.2 PPT TEMPLATE

6.3 PRINT AD TEMPLATE

6.4 OUTDOOR ADVERTISEMENT TEMPLATE

6.5 SCREENS

6.6 BOOTH

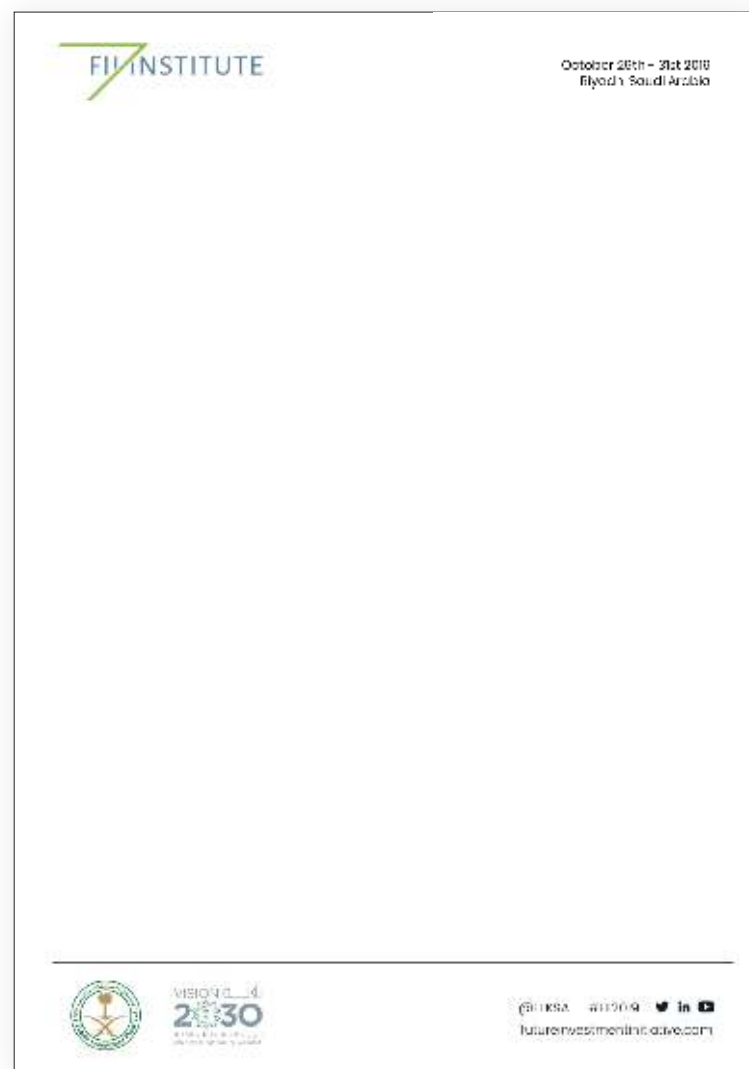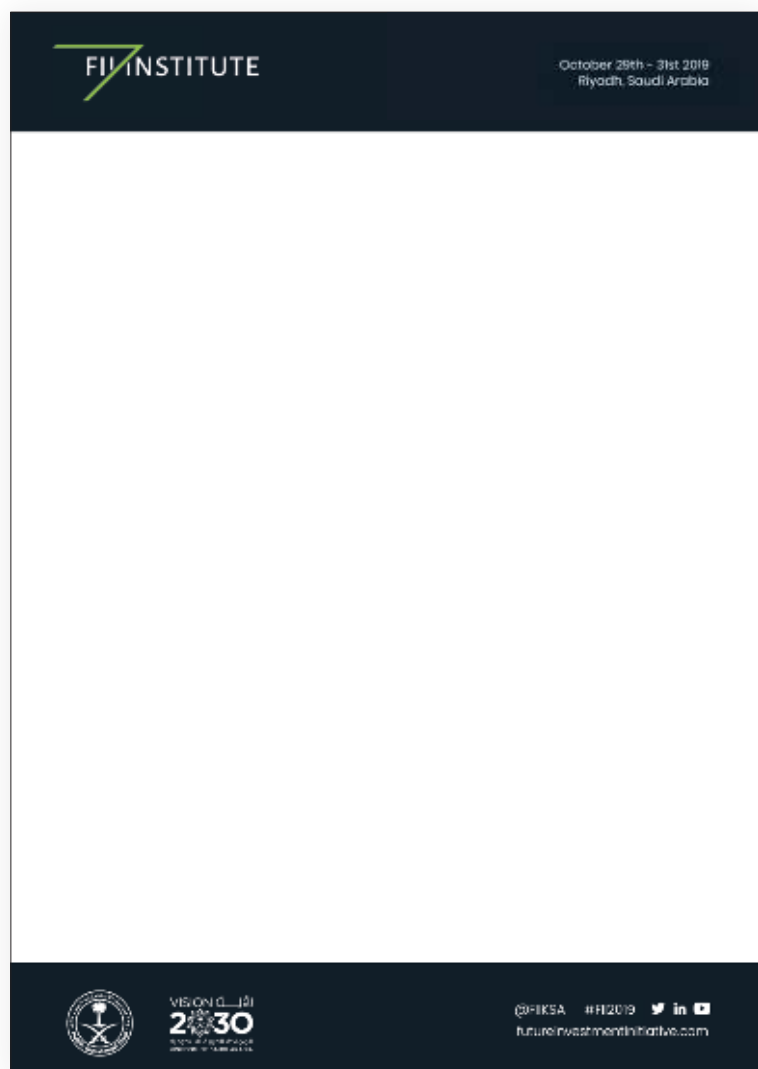# 6.7 BACKDROPS

6.8 ID BADGES

6.9 GOODIES

6.10 GOODIES

6.10 HEADER & FOOTER

6.11 HEADER & FOOTER : OFFICIAL LETTER