

# BRAND GUIDELINES

2024





# CONTENTS

## 0.0 Introduction: FII Institute Identity

### 1.1 FII INSTITUTE LOGO

#### 1.1.1 FII Institute Logo Spacing & Size Requirements

#### 1.1.2 FII Institute Logo Color Variation

#### 1.1.3 FII Institute Logo On Various Backgrounds

#### 1.1.4 Incorrect Usage

### 1.2 FII CONFERENCE LOGO

#### 1.2.1 FII Conference Logo Spacing & Size Requirements

#### 1.2.2 FII Conference Logo Color Variations

#### 1.2.3 FII Conference Logo Placement with FII Institute Logo

#### 1.2.4 Incorrect Usage

### 1.3 FII PRIORITY SUMMITS LOGO

#### 1.3.1 FII PRIORITY Summits Logo Spacing & Size Requirements

#### 1.3.2 FII PRIORITY Summits Logo Color Variations

#### 1.3.3 FII PRIORITY Logo Placement With FII Institute Logo

#### 1.3.4 Incorrect Usage

## 2.0 COLOR

### 2.1 Color Palette

### 2.2 Color Effects

## 3.0 TYPOGRAPHY

### 3.1 Latin Typefaces

### 3.2 Second Latin Typefaces

### 3.3 Arabic Typefaces

## 4.0 ICONOGRAPHY

### 4.1 Icons



# INTRODUCTION

These brand guidelines are designed to ensure a consistent look and a consistent tone in all FII Institute communications. The FII Institute brand communicates excellence and often serves as the first impression of the brand with any audience both in person and online. Each element of the guidelines has a specific role to play, coming together to ensure high quality communications. The following pages will help you to understand our brand, what it stands for and how to communicate it in the best possible way.

This comprehensive communication system includes all of the key elements you may need – logos, typefaces, colors, and more to create a consistent tone, look, and feel for FII Institute communication materials.



# FII INSTITUTE LOGO



## 1.1 FII INSTITUTE LOGO

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

The logotype is available in English and Arabic. Please use the English logo on English communications and the Arabic version is available for Arabic communications.

NOTE: Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).

FII Institute Primary Logo





## 1.1.1 FII INSTITUTE LOGO SPACING & SIZE REQUIREMENTS

**Clear Space:** To ensure legibility and clarity, the logo is always surrounded by an area of clear space which remains free of other design elements, such as text or other logos. The construction of the exclusion zone area is based on the height of the capital letter 'E' in the logotype.

**Minimum Size:** The minimum size of the logo is measured using the height of the logo (shown on the example).

In print, the logo should not appear smaller than 8mm in height. In digital, the logo should not appear smaller than 100 pixels in height.

**NOTE:** Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).

### CLEAR SPACE REQUIREMENTS



### MINIMUM SIZE REQUIREMENTS



MINIMUM SIZE FOR PRINT

MINIMUM SIZE FOR DIGITAL



## 1.1.2 FII INSTITUTE LOGO COLOR VARIATION

There are four color variations of the FII Institute logo 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 whenever possible provided that the background ensures legibility.

### 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 or dark images to preserve its clarity and legibility.

The Arabic version of the FII Institute logo should follow the same guidelines.

NOTE: Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).



COLOR



WHITE OUT



BLACK



WHITE



### 1.1.3 FII INSTITUTE LOGO ON VARIOUS BACKGROUNDS

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

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

The Arabic version of the FII Institute logo should follow the same guidelines.

NOTE: Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).



LOGO ON WHITE BACKGROUND



LOGO ON COLOR OR PHOTOGRAPHIC BACKGROUND



LOGO ON DARK BLUE BACKGROUND



LOGO ON GREEN BACKGROUND





## 1.1.4 INCORRECT USAGE

The logo 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.

The Arabic version of the FII Institute logo should follow the same guidelines.

NOTE: Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).



Do not change the color of the arrow



Do not apply a drop shadow



Do not use the logo without the arrow



Do not disproportionately scale the logo



Do not change the font of the logo



Do not alter the placement of the arrow



# FII CONFERENCE LOGO



## 1.2 FII CONFERENCE LOGO

The FII Conference logo should only be utilized when representing the FII Flagship Conferences.

The word mark features the name of the conference itself, a straightforward, recognizable green arrow moving upward, signifying upward motion and upward speed, and the words “powered by FII institute” beneath it, as seen in this section.

NOTE: Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).

FII Conference Logo





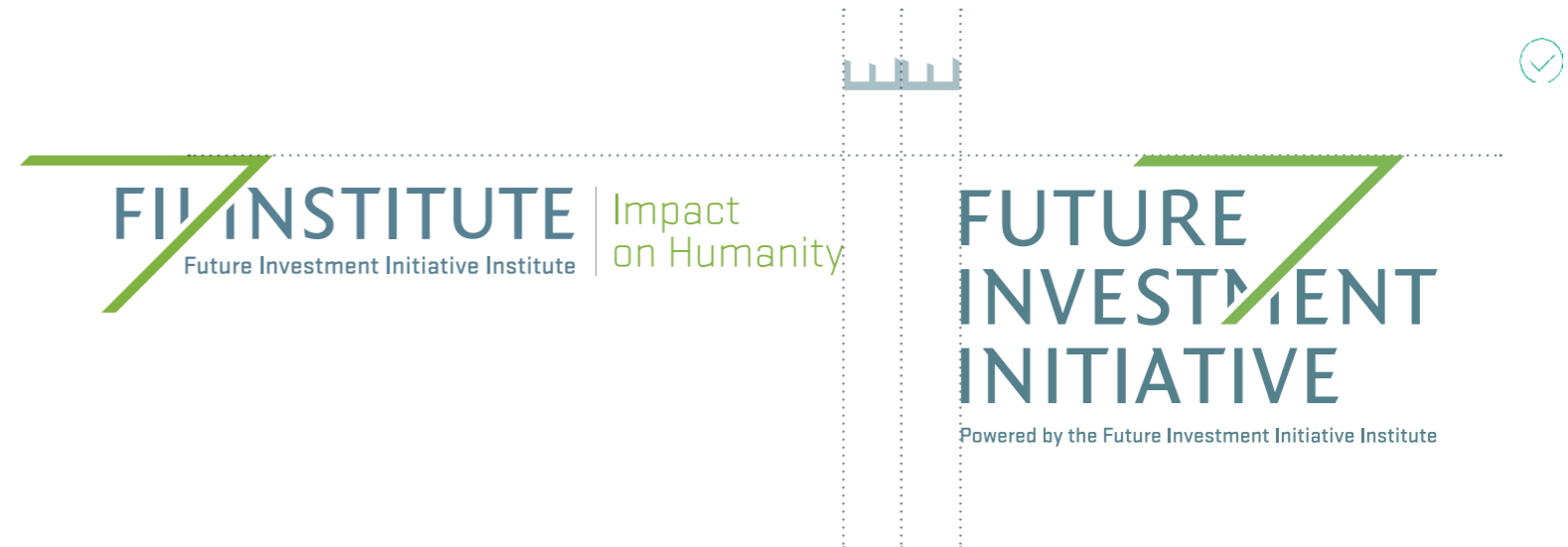
## 1.2.1 FII CONFERENCE LOGO SPACING & SIZE REQUIREMENTS

The FII Conference logo should only be utilized when representing the FII Flagship Conferences.

Each year is a new edition of the FII conference. Please find the proper positioning and spacing requirements when adding the edition number next to the FII conference logo.

NOTE: Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).

## CLEAR SPACE REQUIREMENTS





## 1.2.2 FII CONFERENCE LOGO COLOR VARIATIONS

The FII Conference logo should only be utilized when representing the FII Flagship Conferences.

The word mark features the name of the conference itself, a straightforward, recognizable green arrow moving upward, signifying upward motion and upward speed, and the words “powered by FII institute” beneath it, as seen in this section.

NOTE: Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).





### 1.2.3 FII CONFERENCE LOGO PLACEMENT WITH FII INSTITUTE LOGO

The space between FII conference and the FII Institute logos should always be at least the height of the font of both logos. Please find the illustration for guidance, using the height of the “E” letter as a guide.

NOTE: Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).

FII Conference  
Primary Logo



Edition Logo



Line Spece





## 1.2.4 INCORRECT USAGE

The FII and the FII Institute logos should always have the same scale and color and should be positioned on the same line.

This page shows some common mistakes that should be avoided.

NOTE: Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).



Do not use the FII and FII Institute logos on top of 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 to one another



# FII PRIORITY SUMMITS LOGO





### 1.3 FII PRIORITY SUMMITS LOGO

This logo design is the official logo to be used for FII PRIORITY Summits powered by FII Institute.

The logo is available in English only. Use the English logo on all communications.

NOTE: Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).

Priority Primary Logo

**FII Priority**  
powered by FII Institute



### 1.3.1 FII PRIORITY SUMMITS LOGO SPACING & SIZE REQUIREMENTS

This logo design is the official logo to be used for FII PRIORITY Summits powered by FII Institute.

The logo is available in English only. Use the English logo on all communications.

When placing the FII PRIORITY Summits logo next to the FII Institute logo, please note the positioning as reflected.

NOTE: Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).





### 1.3.2 FII PRIORITY SUMMITS LOGO COLOR VARIATIONS

This logo design is the official logo to be used for FII PRIORITY Summits powered by FII Institute.

The logo is available in English only. Use the English logo on all communications.

To ensure clarity and legibility of the logo, please utilize the colors as shown depending upon the background.

NOTE: Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).

**FII Priority**  
powered by FII Institute

COLOR



WHITE OUT

**FII Priority**  
powered by FII Institute

BLACK



WHITE



### 1.3.3 FII PRIORITY LOGO PLACEMENT WITH FII INSTITUTE LOGO

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

NOTE: Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).





### 1.3.4 INCORRECT USAGE

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 common mistakes that should be avoided.

NOTE: Please do not attempt to re-create the logo yourself. Artwork of the logo and other design elements are available by request from the Communications Team: [communications@fii-institute.org](mailto:communications@fii-institute.org).



Do not change the color of the logo



Do not apply a drop shadow



Do not disproportionately scale the logo



Do not change the font of the logo or any of its elements



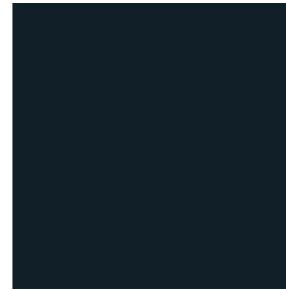
## 2.0 COLOR



## 2.1 COLOR PALETTE

Our brand consists of four colors: dark blue, green, blue and white.

Through consistent application, our color palette is an essential tool in building a distinctive and recognizable 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



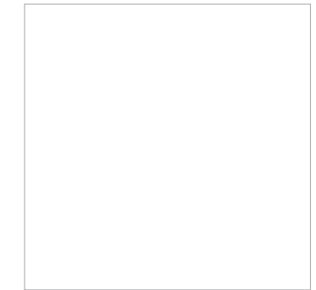
### BLUE

Pantone  
2208 C

Process  
C 60 M 20 Y 10 K 30

RGB  
R 85 G 130 B 160

#5582a0



### WHITE

Process  
C 0 M 0 Y 0 K 0

RGB  
R 255 G 255 B 255

#ffffff



## 2.2 COLOR EFFECTS

The color gradient is composed of a transition between our blue and green colors.

It should be used for titles and some graphic assets.



Blue

Green

**COLOR  
EFFECTS  
ON TITLES**







## 3.0 TYPOGRAPHY



### 3.1 LATIN TYPEFACES

Our first Latin typeface is Poppins

It may be used in the following weights:

1. ExtraLight
2. Regular
3. Meduim
4. SemiBold

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

#### 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 body text, general use

#### 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



## 3.2 SECOND LATIN TYPEFACES

Our secondary typeface is StratumNo1.  
It may be used in the following weights:

1. Light
2. Medium

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

### 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 body and general 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 body or general text



### 3.3 ARABIC TYPEFACES

Our primary Arabic typeface is Noto Kufi. It may be used in the following weights:

1. Regular
2. Bold

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

## Noto Kufi Arabic Regular

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

Use for the secondary titles  
Use for the current text

## Noto Kufi Arabic Bold

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

Use for principal titles  
Use to bold current text



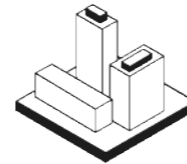
## 4. ICONOGRAPHY



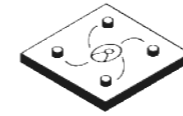
## 4.1 ICONS

On a white or light background, icons must appear in dark blue or green.

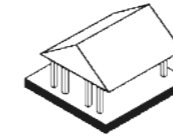
On a dark background, icons must appear in green or white.



CITIES



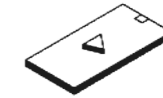
CONNECT



CULTURE



ENERGY



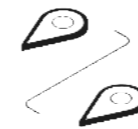
PLAY



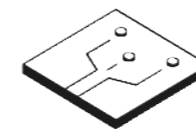
TALENT



ETHICS



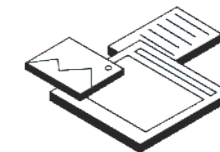
EXPLORE



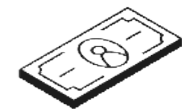
INTELLIGENCE



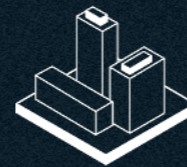
LIFE



MEDIA



MONEY



CITIES



CONNECT



CULTURE



ENERGY



PLAY



TALENT



ETHICS



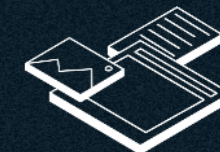
EXPLORE



INTELLIGENCE



LIFE



MEDIA



MONEY