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
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.
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.
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.
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.
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.
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.
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.
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.
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.
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.

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

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.
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.
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.
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.
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.
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.
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.
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.
3.0 TYPOGRAPHY
3.1拉丁字型

我们的第一个拉丁字型是Poppins。它可以用在以下重量：
1. ExtraLight
2. Regular
3. Medium
4. SemiBold

注：根据字体许可协议，字体不会被提供。外部代表FII Institute（设计师/印刷商等）的工作人员需要购买字体以确保他们拥有正确的字体许可。

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 ! @ £ $ & * ( ) _ + " : ; \ < > ? / , . |

使用：用于正文，一般用途

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 ! @ £ $ & * ( ) _ + " : ; \ < > ? / , . |

使用：用于副标题

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 ! @ £ $ & * ( ) _ + " : ; \ < > ? / , . |

使用：用于重要标题

注：标题的字母间距为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
abcdefghijklmnopqrstuvwxyz
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
abcdefghijklmnopqrstuvwxyz
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

Use for the secondary titles
Use for the current text

Noto Kufi Arabic Bold

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.