

# BRAND BOOK

## Visual Identity Guidelines

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1.0

# OUR STORY

# 1.1

## ABOUT FII INSTITUTE & THIS BRANDBOOK

The **Future Investment Initiative Institute (FII Institute)** is a global non-profit foundation with an investment arm and a single agenda: Impact on Humanity. Global, inclusive, and data-driven, the Institute brings together the world's brightest minds to transform ideas into real-world solutions across four critical pillars: Artificial Intelligence & Robotics, Education, Healthcare, and Sustainability.

The FII Institute Brand Book is a comprehensive guide that defines the Institute's visual and verbal identity. It serves as the cornerstone for how to communicate and present the brand effectively to global audiences consistently across digital platforms, summits, conferences, and our partnerships. From logo usage and typography to tone of voice and color palettes, the Brand Book ensures that every interaction with the FII Institute strengthens brand recognition and trust among key stakeholders and ensures that our visual elements remain distinctive and professional across all touchpoints.

1.2

# FII INSTITUTE PLATFORMS



## POWERS THESE PLATFORMS

### FII Flagship Conference



The FII Flagship Conference is held in Riyadh (i.e. FII9 – The 9th Edition of FII) where global leaders, innovators, and investors gather to spark dynamic discussions, drive collaboration, and take collective action for a better future. Each edition, such as FII9, fosters cross-border partnerships and impactful solutions, creating a powerful community committed to global change.

### FII PRIORITY Summits



The official platform for our international summits to catalyze disruptive dialogues around the world driven by data from the findings of the FII PRIORITY Compass Report.

### FII Institute TV



FII Institute TV pioneering channel and a platform dedicated to interviews and insights from world leaders and experts on groundbreaking ideas and innovations shaping the future.

### FII VENTURES PROGRAM

Designed to accelerate the growth and success of impact-driven startups by elevating the power of a dynamic innovation ecosystem.



FII Institute empowers entrepreneurs and innovators who are driving positive change and making a profound impact on humanity globally, within our focus areas of AI & Robotics, Education, Healthcare, and Sustainability.

2.0

# **B**RAND VALUES AND PERSONALITY

## 2.1 BRAND CHARACTERISTICS



Innovation



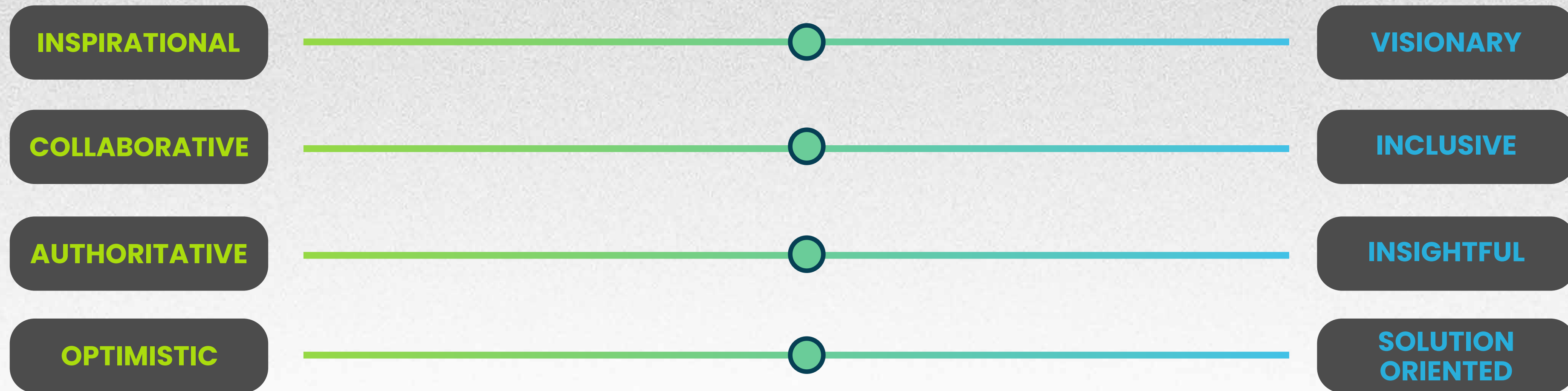
Futuristic



Data-driven

2.2

# TONE OF VOICE

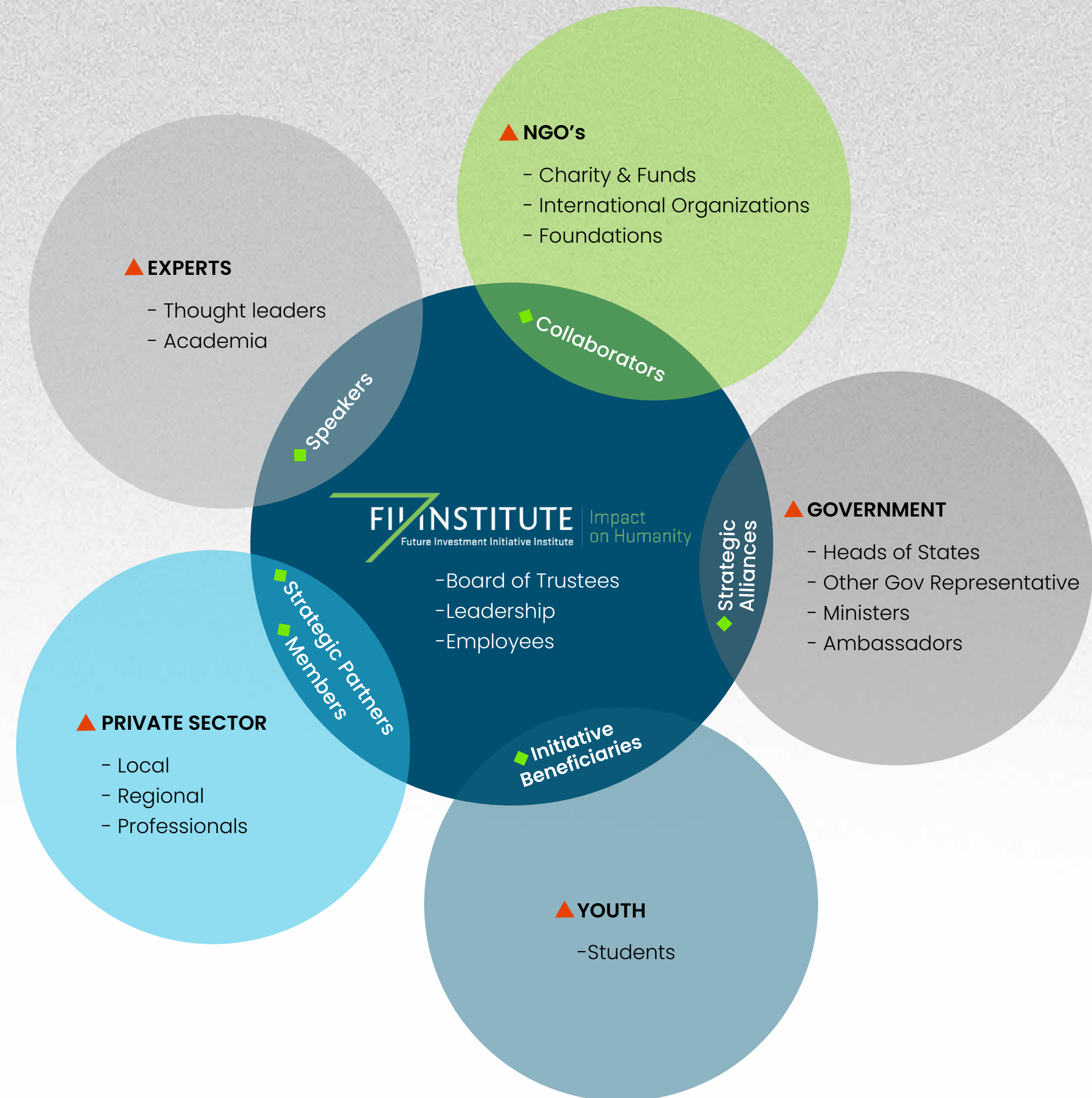


# 2.3

## TARGET AUDIENCE

Our brand connects with dynamic, forward-thinking individuals and organizations: Innovators, Global leaders, and Changemakers across various industries, united by a shared passion for progress, impact, and sustainable solutions.

- EXPERTS
- PRIVATE SECTOR
- YOUTH
- GOVERNMENT
- NGO'S
- ◆ ADVOCATES
- ▲ STAKEHOLDERS



3.0

**L**OGO

## 3.1 PRIMARY LOGO

The FII Institute's logo captures our essence, forward thinking and future-focused. The FII Institute logo is a symbol of movement, progress, and vision. The forward element represents our dedication to progress, leading the way in driving solutions that make a meaningful, lasting impact.



LOGO A



LOGO B

## 3.2 ALTERNATE FII INSTITUTE LOGO

These specific versions of the FII Institute logo is intended for use in special instances.



**THIS VERSION OF THE LOGO IS NOT TO BE USED UNTIL WRITTEN APPROVAL IS OBTAINED FROM THE FII INSTITUTE.**



LOGO C

To be used for certain social media designs when space constraints arise during overall composition.

This logo is also used for step-and-repeat backdrops during summits and conferences, side-events.



LOGO D

To be used for the official FII Institute APP icon. Additionally it serves as the thumbnail for official owned social media handles.

# 3.3

## LOGO MARK CONSTRUCTION

The FII Institute logo mark is designed using a precise grid system for balance and scalability, ensuring clarity and consistency across all applications while maintaining the brand’s integrity.



To ensure prominence and legibility, the logotype is always surrounded by an area of clear space that 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.



3.4

# LOGO COLOR VARIATION

Our logo adapts seamlessly to stand strong on contrasting dark and light themed color backgrounds ensuring clarity, visibility, and brand consistency in any setting.

**FOR EXTERNAL USE**



LOGO A

**LOGO A ON WHITE BACKGROUND**

The primary logo, in full color, should be used on white backgrounds to ensure maximum visibility and clarity. This version maintains brand integrity and consistency across most applications.

**LOGO B ON BLUE BACKGROUND**

When placed on a blue background, the logo adopts an alternate color scheme to enhance contrast and visibility, while maintaining a strong brand presence.



LOGO B

**FOR INTERNAL USE ONLY**



LOGO C ON BLACK BACKGROUND

For internal use or specific settings where a black background is required, an adapted logo version ensures optimal legibility and brand coherence, offering flexibility without compromising design integrity.

# 3.5

## LOGO DONT'S

To maintain the integrity and impact of our brand, avoid distorting, altering colors, or adding effects to the logo. Always respect the clear space around the logo and refrain from using it on busy or cluttered backgrounds. By following these simple guidelines, we ensure our logo remains strong, consistent, and true to our brand's core values.



DO NOT USE THESE VERSIONS WITHOUT APPROVAL



DO NOT USE BACKGROUNDS WHICH DON'T OFFER CORRECT CONTRAST



DO NOT CHANGE THE COLOR OF THE ARROW



DO NOT USE THE LOGOTYPE WITHOUT THE ARROW



DO NOT STRETCH THE LOGO



DO NOT CHANGE 'IMPACT ON HUMANITY' COLOR



DO NOT BLUR THE LOGO



DO NOT ROTATE THE LOGO



DO NOT APPLY A DROP SHADOW



DO NOT REPOSITION IMPACT ON HUMANITY

## 3.6 LOGO ADAPTATION | FII PRIORITY SUMMITS

The logo for FII PRIORITY Summits features a distinct identity complimented with a statement that shows how FII Institute powers this platform.



***This logo is not to be used standalone***

Before the summit, official communications by FII Institute is carried out with specific instructions for which logo adaptation has been specifically **approved to be used**.



Depending on the location of the summit the main logo for FII PRIORITY is **adapted to reflect the host city** (often with the date of the summit). These special adaptations are done with prior approval and incorporated across all key branding collaterals for the summit.



**FII Priority**  
powered by FII Institute  
**EUROPE**  
TIRANA | MAY, 2025



**FII Priority**  
powered by FII Institute  
**MIAMI**



**FII Priority**  
powered by FII Institute  
Rio de Janeiro

3.7

# FII INSTITUTE TV LOGO & SOCIALS



FII INSTITUTE TV LOGO

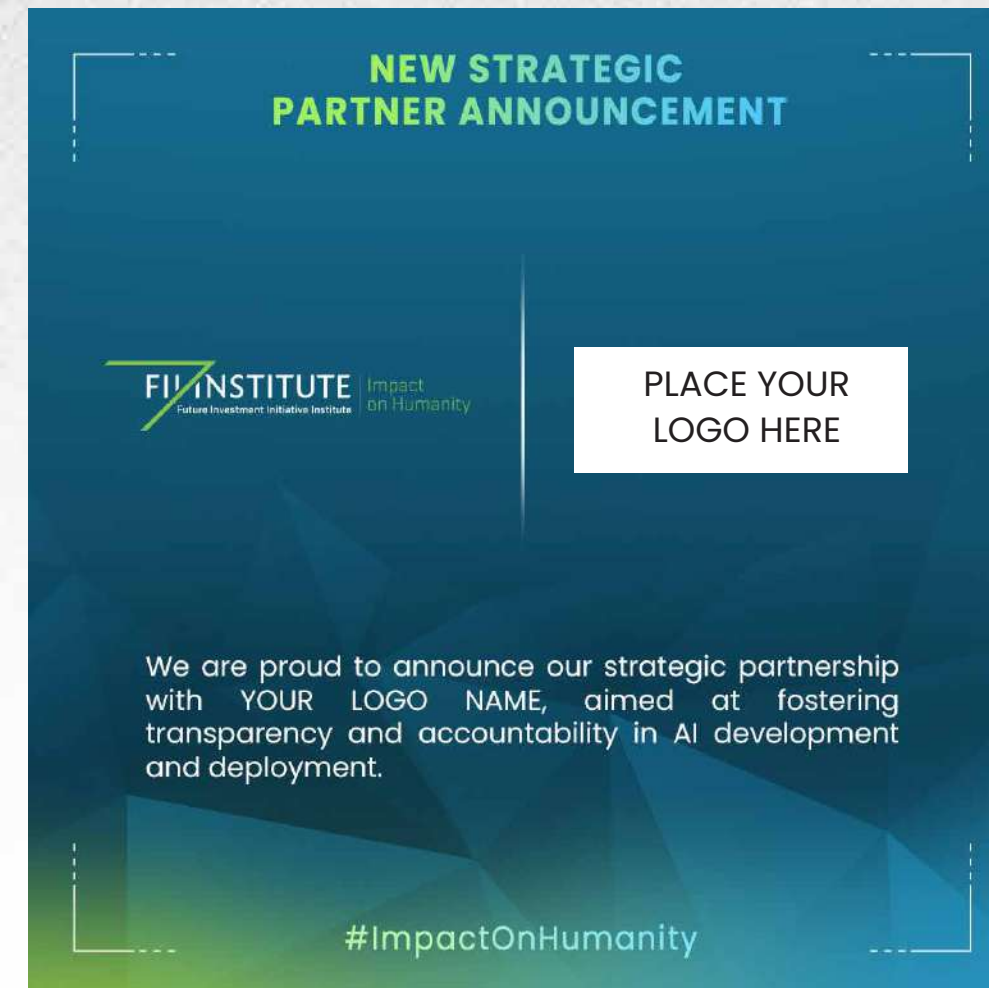
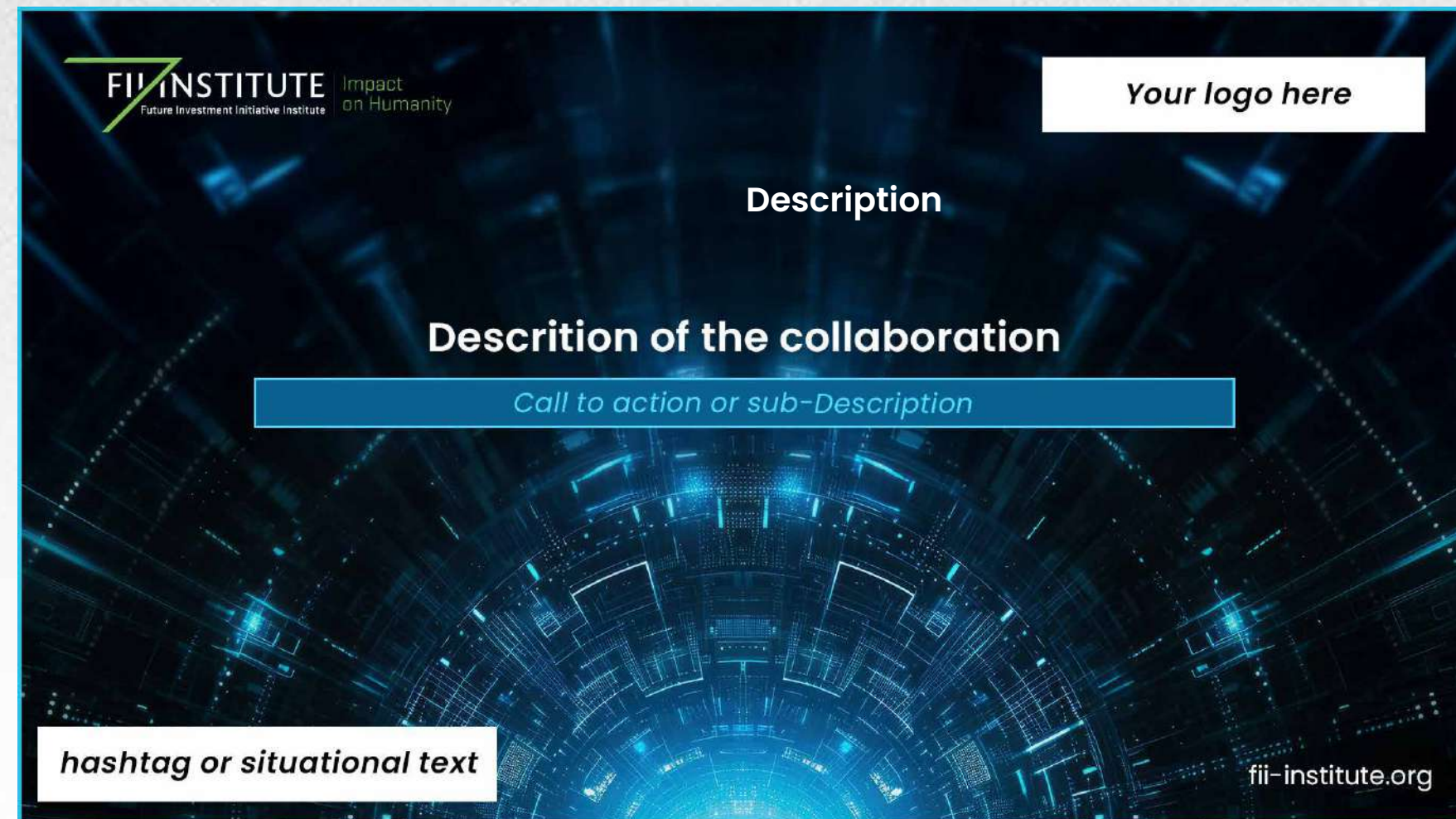


SAMPLE DESIGN SOCIAL

3.8

# CO-BRANDING & PARTNERSHIPS

When co-branding or partnering with FII Institute, ensure our logo is used alongside others with equal prominence and respect. The logo should always align with our brand’s integrity, ensuring consistency and a cohesive visual presence in every partnership. This approach reinforces our commitment to strong, collaborative relationships.



SAMPLE IMAGE  
(NOT TO BE REPLICATED)

In all co-branding and partnership efforts, position our logo on the left side to maintain a structured, professional layout. This placement ensures that our logo remains the focal point of our brand presence, enhancing its visibility while promoting a unified and positive collaboration.

3.9

# CO-BRANDING & PARTNERSHIPS (STEP & REPEAT)

For step-and-repeat formats of partnerships, ensure our logo (LOGO D) appears in the same position as shown, maintaining uniformity and clarity in every visual application.



4.0

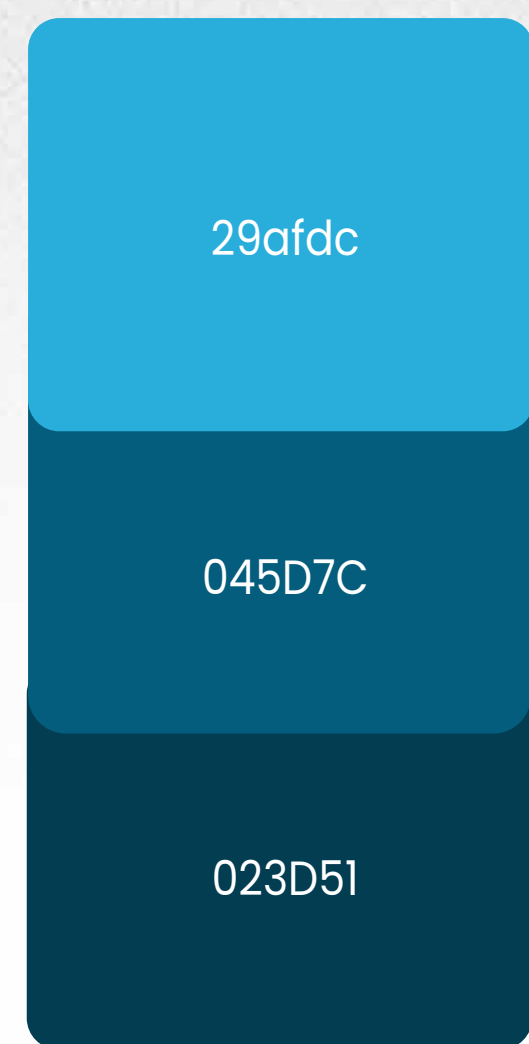
# BRAND COLORS & APPLICATION

# 4.1

## COLOR PALETTE

### Primary Colors

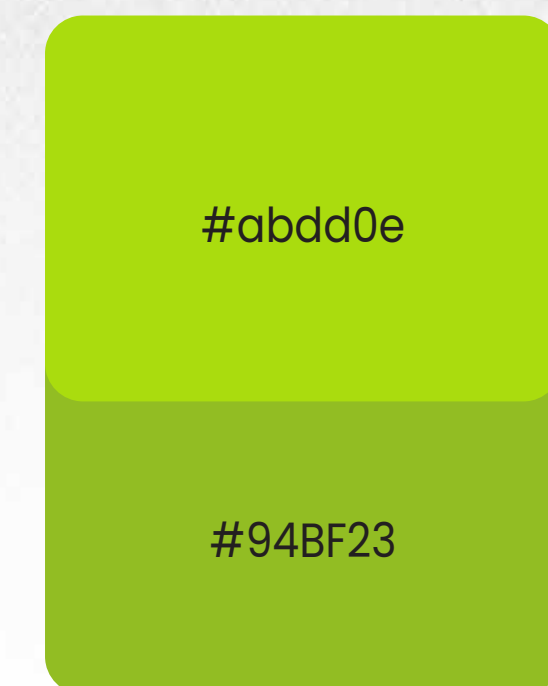
These supportive shades of blue pantones complement our primary colors, adding depth, vibrancy and versatility to our design.



|        |   |
|--------|---|
| 29afdc | <p><b>Pantone 7476 C</b><br/>                 Process C 97 M 51 Y 39 K 65<br/>                 RGB R 04 G 57 B 76</p>   |
| 045d7c | <p><b>Pantone 7699 C</b><br/>                 Process C 86 M 48 Y 21 K 44<br/>                 RGB R 22 G 102 B 133</p> |
| 023d51 | <p><b>Pantone 7476 C</b><br/>                 Process C 97 M 51 Y 39 K 65<br/>                 RGB R 04 G 57 B 76</p>   |

### Secondary Colors

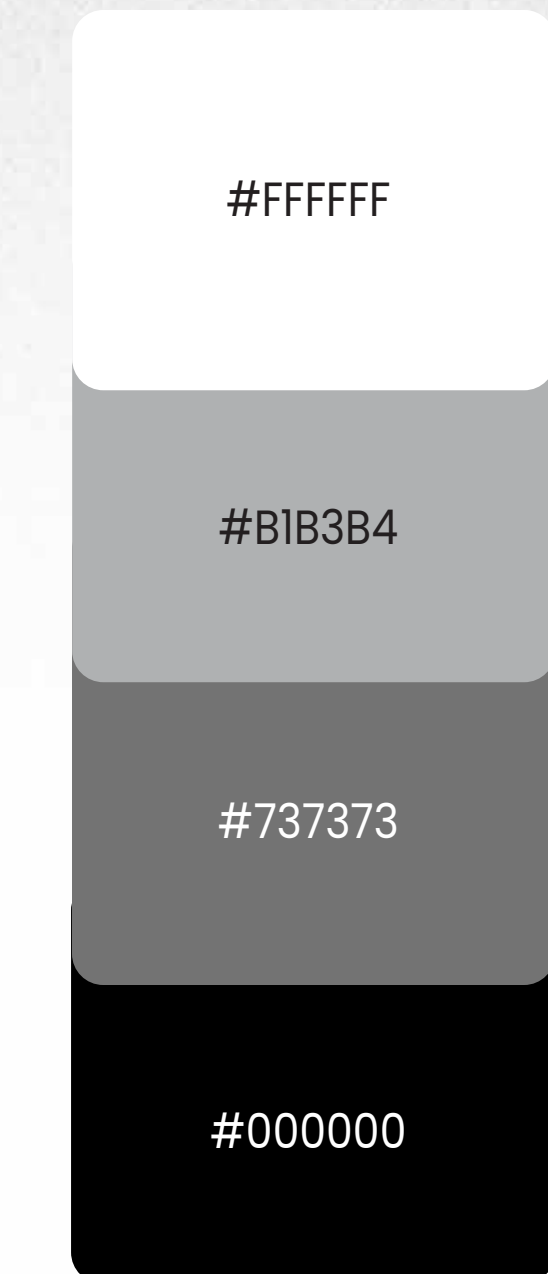
These two color palettes are foundational colors with our visual identity, used prominently across all brand materials.



|         |   |
|---------|---|
| #abdd0e | <p><b>Pantone 375 C</b><br/>                 Process C 46 M 00 Y 91 K 00<br/>                 RGB R 152 G 218 B 67</p>  |
| #94bf23 | <p><b>Pantone 376 C</b><br/>                 Process C 58 M 06 Y 100 K 00<br/>                 RGB R 147 G 190 B 35</p> |

### Tertiary Colors

These shades of black and white provide contrast and subtle sophistication, enhancing the brand's versatility.



|         |  |
|---------|--|
| #FFFFFF | <p><b>Process C 00 M 00 Y 00 K 00</b><br/>                 RGB R 255 G 255 B 255</p>                                   |
| #B1B3B4 | <p><b>Pantone 6 C</b><br/>                 Process C 20 M 14 Y 14 K 32<br/>                 RGB R 177 G 179 B 180</p>  |
| #737373 | <p><b>Pantone 10 C</b><br/>                 Process C 00 M 00 Y 00 K 55<br/>                 RGB R 115 G 115 B 115</p> |
| #000000 | <p><b>Pantone 2293 C</b><br/>                 Process C 00 M 00 Y 00 K 100<br/>                 RGB R 00 G 00 B 00</p> |

# 4.1

## COLORS FOR DATA VISUALISATION

These specific versions of the FII Institute logo is intended for use in special instances.



**THIS VERSION OF THE LOGO IS NOT TO BE USED UNTIL WRITTEN APPROVAL IS OBTAINED FROM THE FII INSTITUTE.**

### Secondary Colors

These two color palettes are foundational colors with our visual identity, used prominently across all brand materials.

▼

cb9dc3

**Pantone 375 C**  
 Process C 14 M 45 Y 0 K 00  
 RGB R 203 G 157 B 195

74c6d1

**Pantone 375 C**  
 Process C 59 M 00 Y 19 K 00  
 RGB R 116 G 198 B 290

ad9fe2

**Pantone 375 C**  
 Process C 31 M 38 Y 00 K 00  
 RGB R 173 G 159 B 226

e8bc64

**Pantone 375 C**  
 Process C 5 M 27 Y 79 K 00  
 RGB R 238 G 188 B 100

d6b676

**Pantone 375 C**  
 Process C 46 M 00 Y 91 K 00  
 RGB R 214 G 182 B 110

80d1b3

**Pantone 375 C**  
 Process C 128 M 209 Y 00 K 279  
 RGB R 152 G 188 B 79



5.0

# **T**YPOGRAPHY

5.1

PRIMARY TYPEFACE

# Poppins

Poppins is a geometric sans-serif font. It has a balanced, minimalistic, and professional appearance. This Aligns with the FII Institute’s identity as a serious, high-level organization that deals with global investment and sustainability.

Light

abcdefghijklm  
nopqrstuvwxyz

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

0123456789?!^#\*

Aa

Regular

abcdefghijklm  
nopqrstuvwxyz

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

0123456789?!^#\*

Aa

Medium

abcdefghijklm  
nopqrstuvwxyz

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

0123456789?!^#\*

Aa

Semibold

abcdefghijklm  
nopqrstuvwxyz

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

0123456789?!^#\*

Aa

Bold

abcdefghijklm  
nopqrstuvwxyz

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

0123456789?!^#\*

Aa

## 5.2 SECONDARY TYPEFACE

# StratumNo1

Stratum is a geometric sans-serif font with a sleek and structured appearance. Its clean, sharp edges give off a high-tech, forward-thinking feel—perfect for its use as a secondary typeface for FII Institute.

Thin

abcdefghijklm  
nopqrstuvwxyz

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

0123456789?!^#\*

Aa

Regular

abcdefghijklm  
nopqrstuvwxyz

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

0123456789?!^#\*

Aa

Medium

abcdefghijklm  
nopqrstuvwxyz

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

0123456789?!^#\*

Aa

Bold

abcdefghijklm  
nopqrstuvwxyz

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

0123456789?!^#\*

Aa

## 5.3

## ARABIC TYPEFACE

# Noto Kufi Arabic

Light

ضلؤي ثبل اهنمك  
ىخحش قس فعئءغص

ج ب

Regular

ضلؤي ثبل اهنمك  
ىخحش قس فعئءغص

ج ب

Medium

ضلؤي ثبل اهنمك  
ىخحش قس فعئءغص

ج ب

Semi Bold

ضلؤي ثبل اهنمك  
ىخحش قس فعئءغص

ج ب

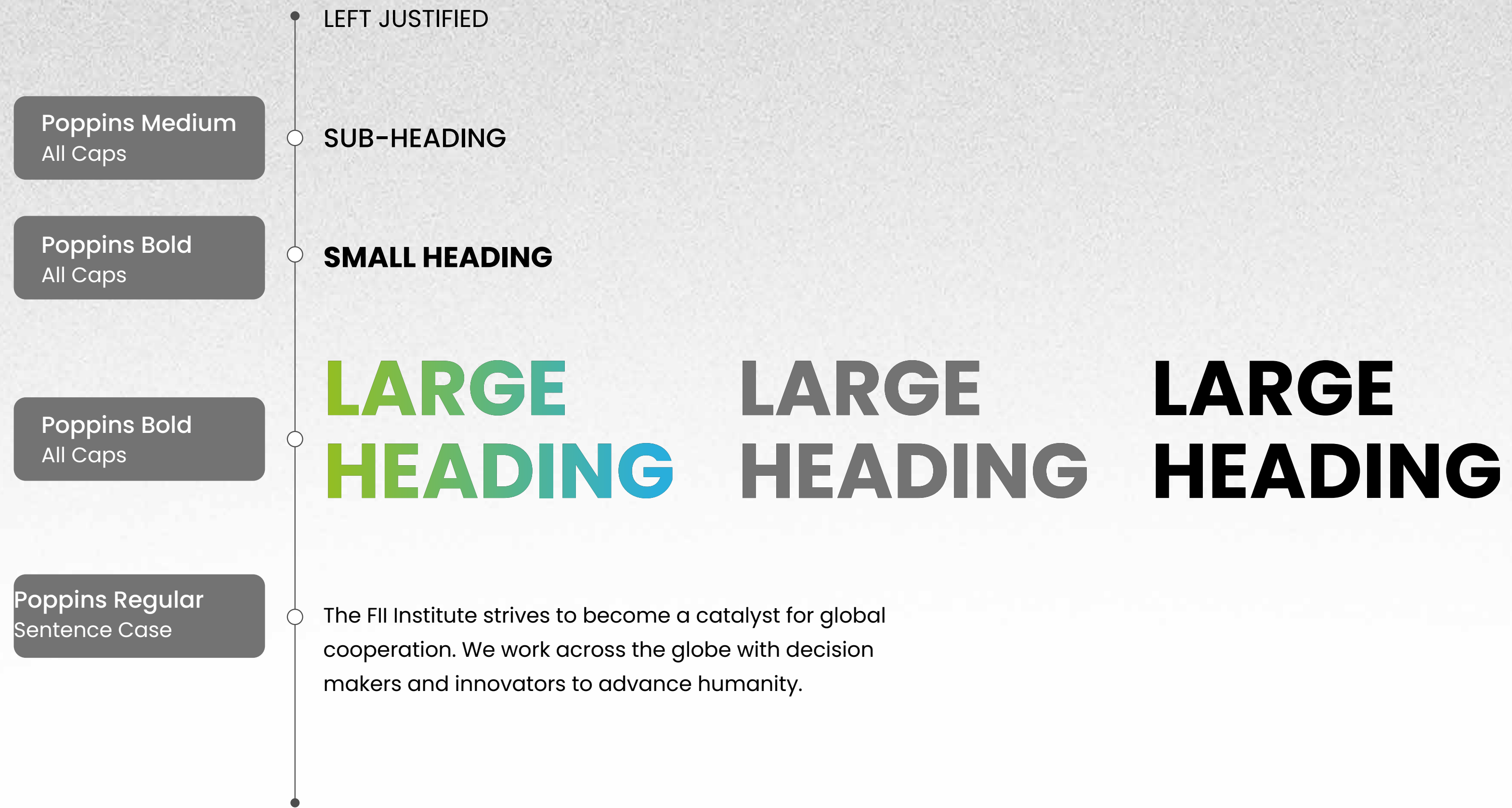
Bold

ضلؤي ثبل اهنمك  
ىخحش قس فعئءغص

ج ب

5.4

# HIERARCHY



## 5.5

# TYPOGRAPHY USAGE WITH BACKGROUNDS

To ensure our message is always communicated effectively, text should be placed on backgrounds that support strong legibility and visual harmony to enhance readability without overpowering the design.



**LOREM IPSUM**

WHITE TEXT ON BLUE (PRIMARY PANTONE)



**LOREM IPSUM**

WHITE TEXT ON PRIMARY GRADIENT



**LOREM IPSUM**

GRADIENT ON PRIMARY GRADIENT

6.0

# **B**RAND TAGLINE & PLATFORMS

## 6.1 SLOGAN

Our slogan is a powerful expression of our mission and purpose, embodying our commitment to making a meaningful difference globally, sparking conversations, and actioning impactful solutions that lead to positive change.



#ImpactOnHumanity

GRADIENT SLOGAN ON PRIMARY PANTONE



#ImpactOnHumanity

WHITE SLOGAN ON PRIMARY PANTONE

7.0

# ICONOGRAPHY

# 7.1

## ICONOGRAPHY

For maximum clarity and visual impact, use white icons on dark backgrounds and black icons on white backgrounds. This minimalistic approach ensures optimal contrast and legibility, allowing our icons to be visible in every context while maintaining a clean, cohesive look that enhances the overall brand experience. Use of icons must relate to the context of our 4 focus areas. Below are some \*icon clusters using a broader classification.

### AI & TECHNOLOGY



### DATA & ANALYTICS



### HEALTH CARE & SUSTAINABILITY



### BUSINESS & NETWORKING



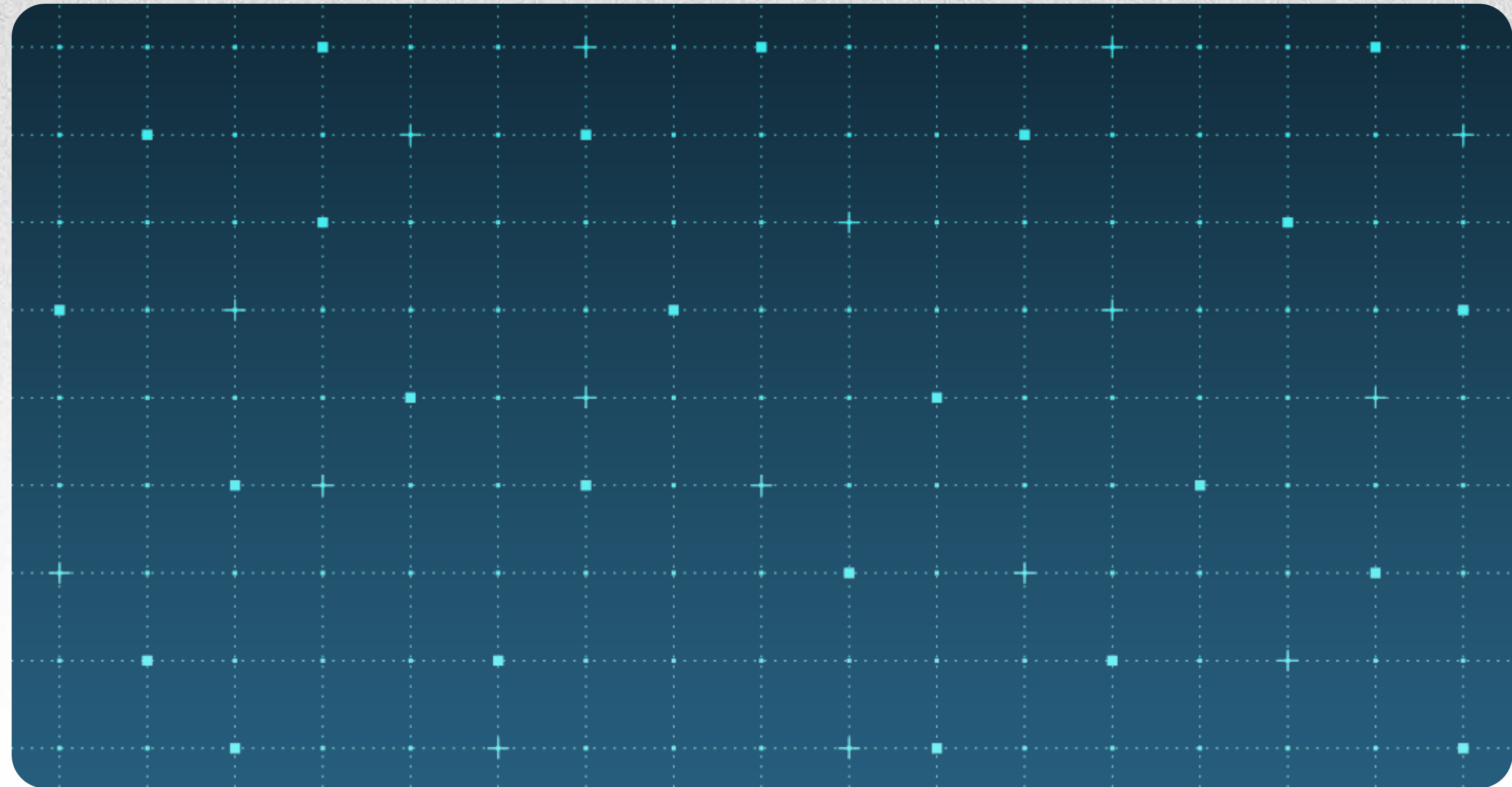
8.0

# **B**RAND PATTERN & BACKGROUNDS

## 8.1

# BRAND PATTERN

The official brand pattern of FII Institute consists of a structured grid over a brand background with interconnected points symbolizing data networks, digital connectivity, and structured intelligence, mirroring how FII Institute relies on cutting-edge research, analytics, and insights to drive its initiatives and global platforms.



## 8.2 BRAND BACKGROUNDS

FII Institute brand is versatile, designed to thrive on various background colors. Whether on light or dark tones, the logo maintains clarity and strength, ensuring a powerful presence across all visual contexts while staying true to our identity.



WHITE

The logo on a white background ensures maximum clarity and visual impact.



(BLUE) PRIMARY PANTONE

On a blue primary Pantone background, the logo strengthens brand identity with high contrast for external use.



GRADIENT

The gradient background adds depth and dynamic energy, making the logo stand out with sophistication.

9.0

# BRAND COLLATERALS

## 9.1 BADGE

The badge, featuring our logo on a blue Pantone background, provides a clear, consistent display of our brand. It reinforces identity and ensures recognition across all collateral.



9.2

# MUG & T-SHIRT



9.3

BAG



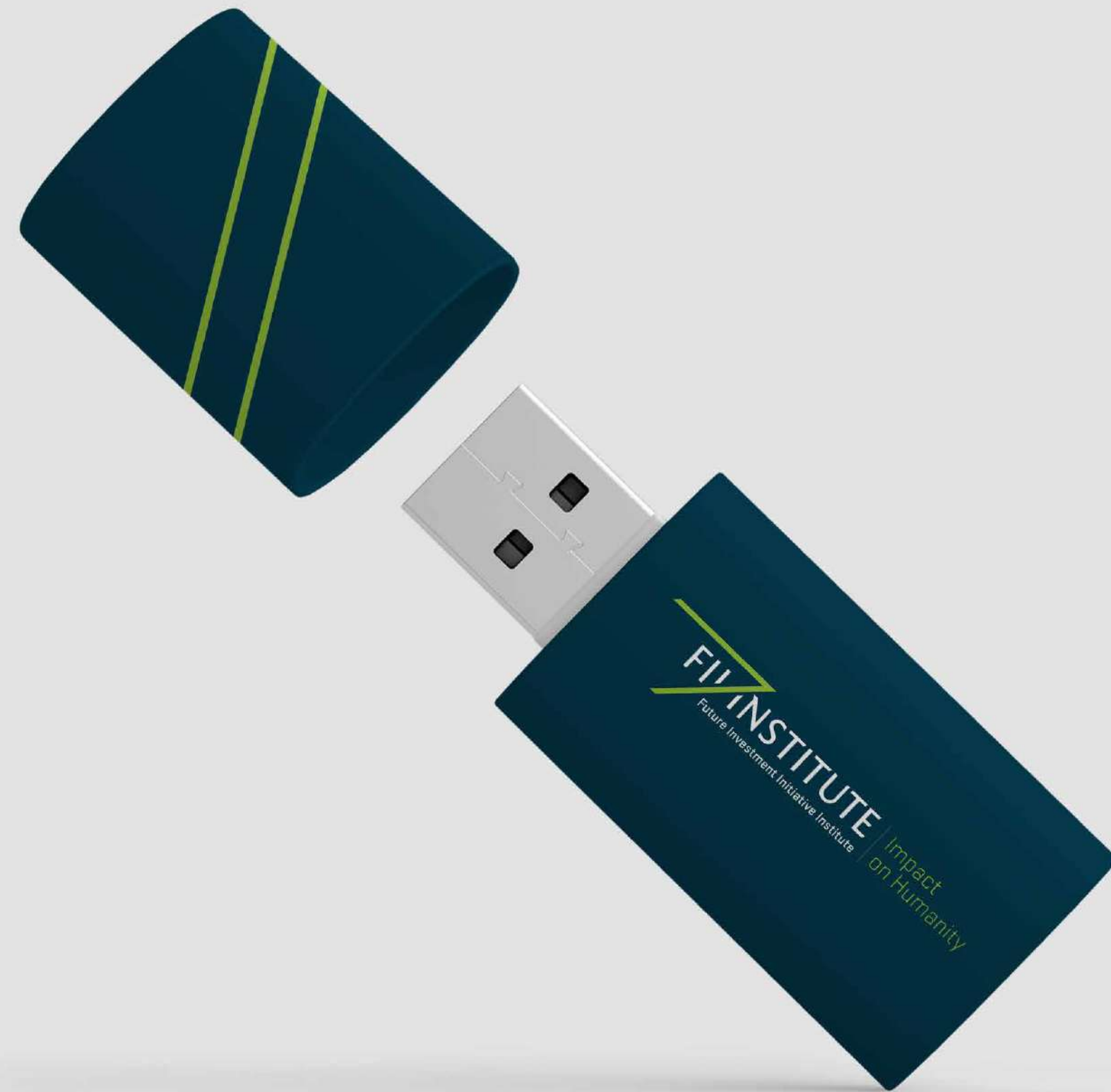
FRONT



BACK

9.4

# USB & DIARY



# 9.5

## NOTEPAD

The official notepad is a standard office stationery which showcases the logo, company name, and tagline-reinforcing brand recognition among employees, visitors, and stakeholders when used.



## 9.6

## PEN

This sleek pen, branded with our logo, offers a subtle yet powerful reminder of our identity.



9.7

# BUSINESS CARD



9.8

# ID CARDS



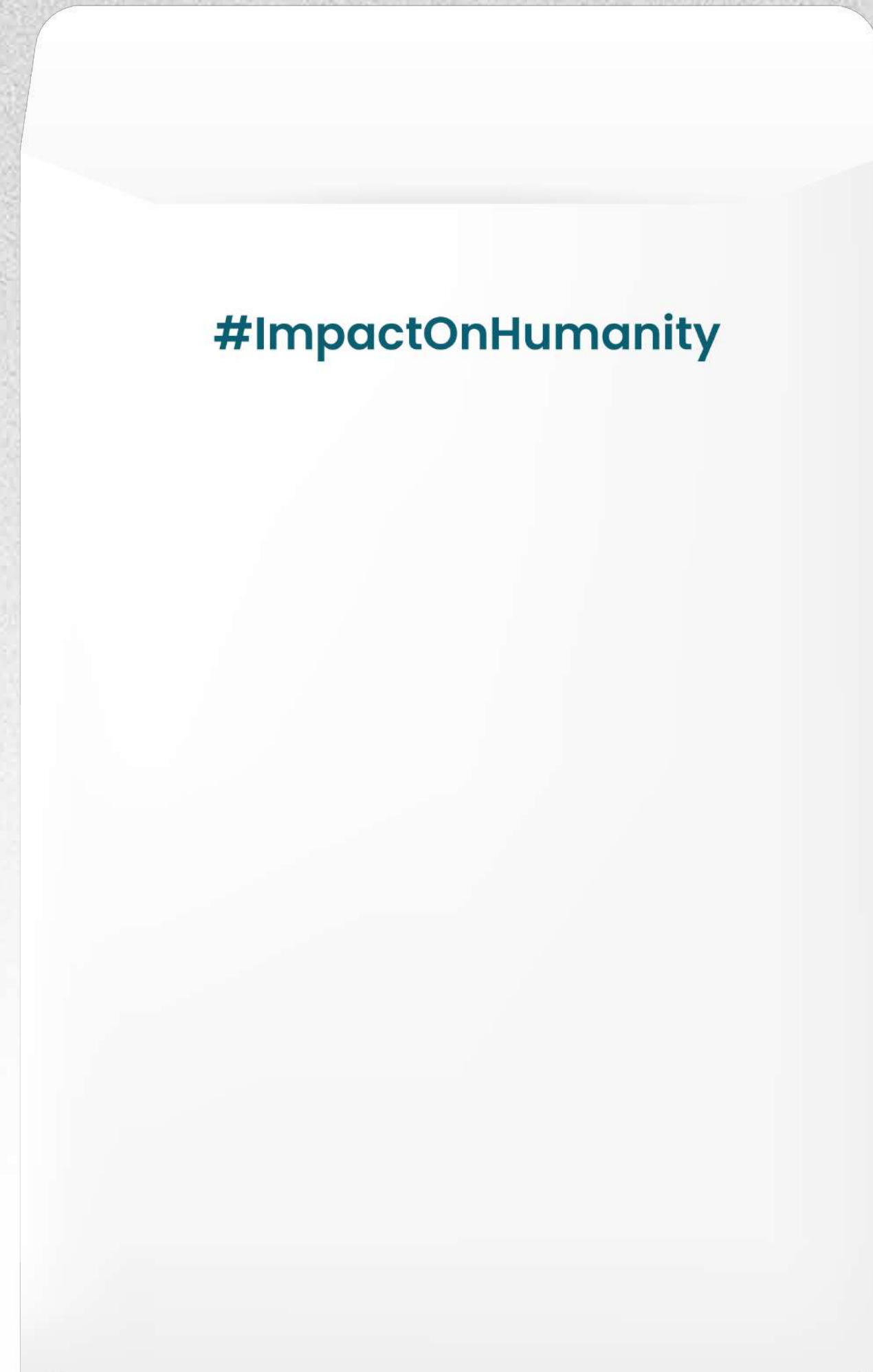
9.9

# CERTIFICATES



## 9.10 ENVELOPE

This serves multiple purposes, primarily focusing on professionalism, brand identity, and effective communication. It's a marketing tool, a trust signal, and a brand reinforcement asset that enhances business communication and leaves a lasting impression.



Front



Back

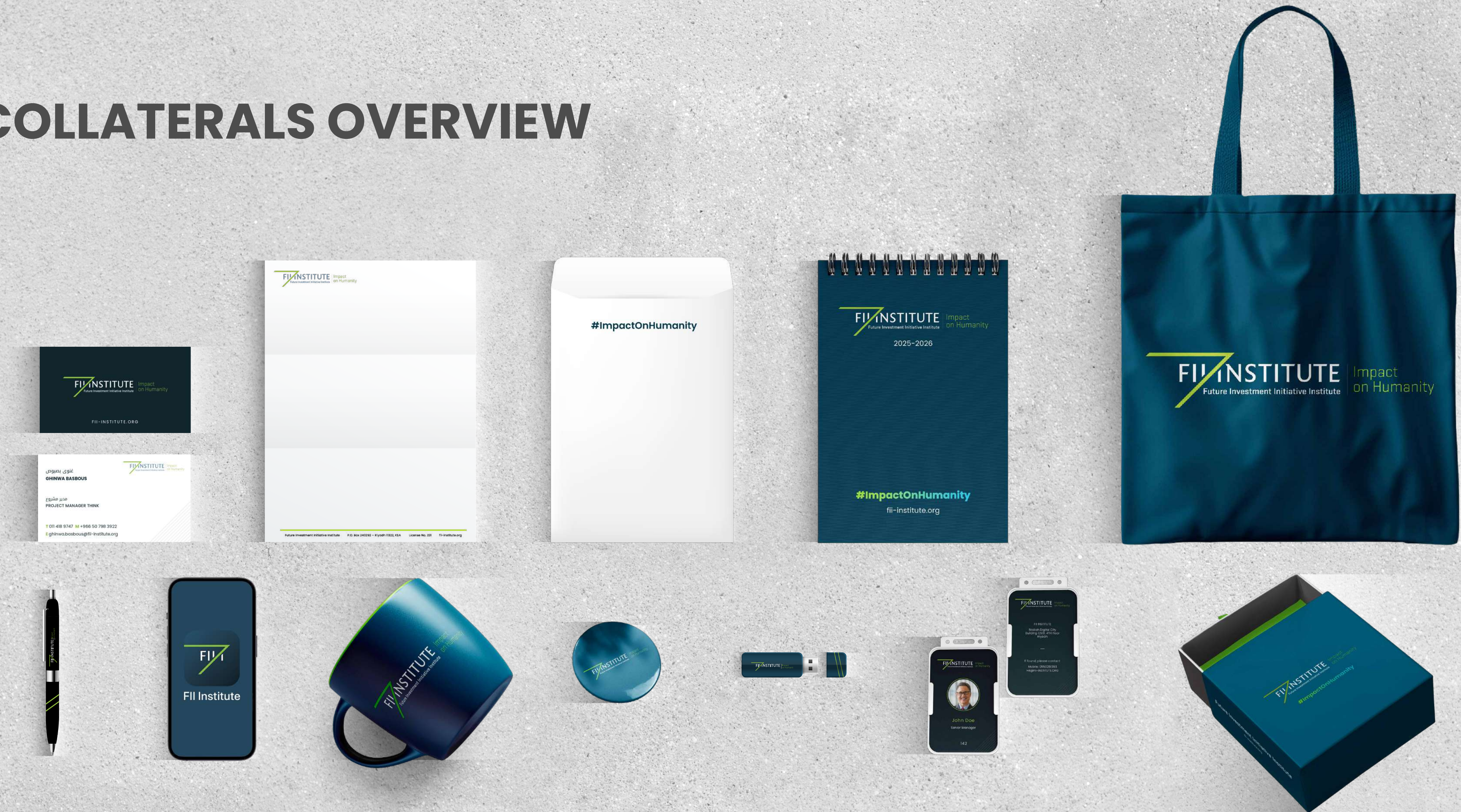
## 9.11 LETTERHEAD

The FII Institute letterhead is a crucial branding and communication tool. It serves multiple purposes, enhancing both credibility, corporate communication and trust. It also contains information about the FII Institute in the footer.



# 9.12

## COLLATERALS OVERVIEW

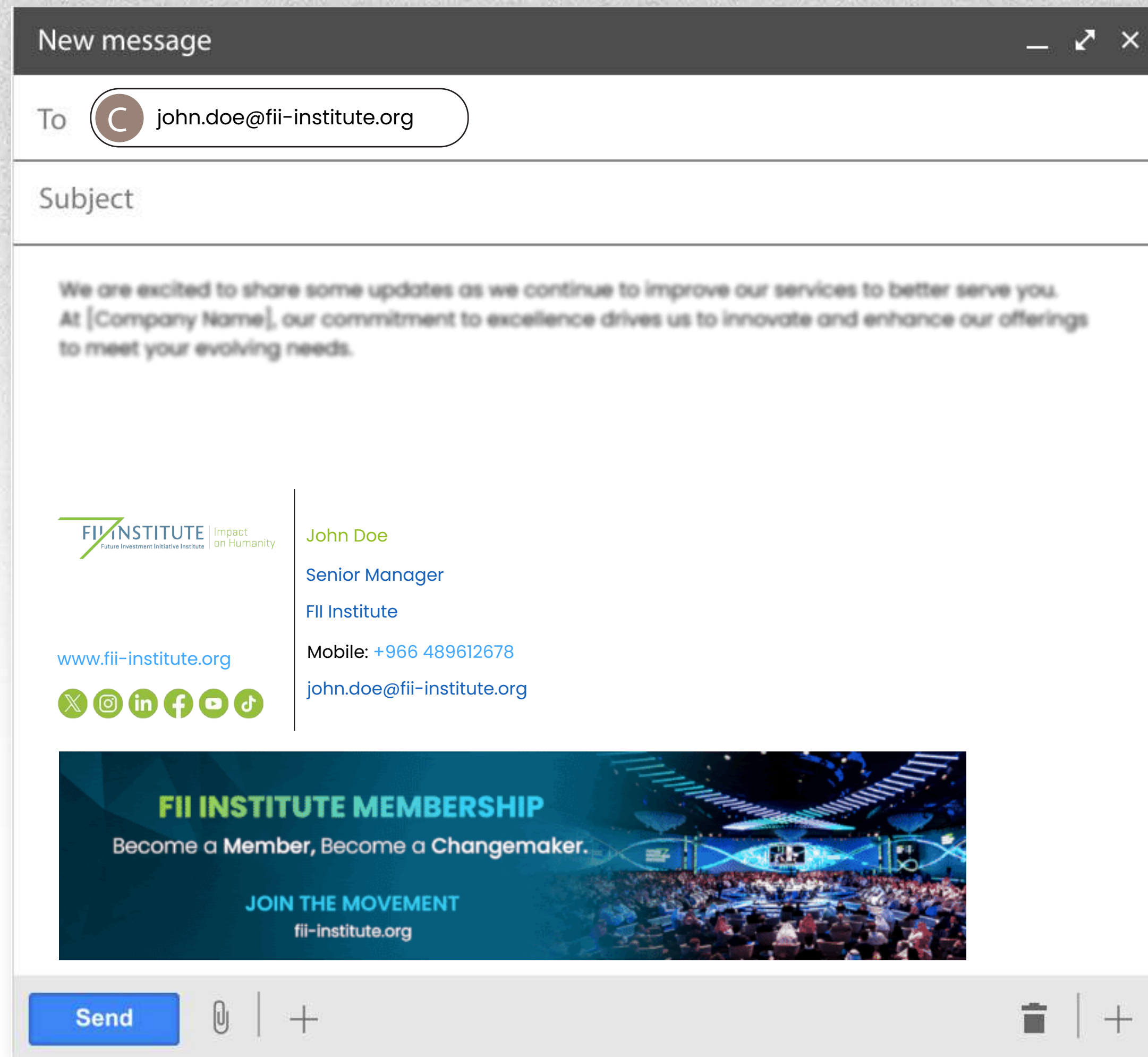


10.0

# DIGITAL COLLATERALS

# 10.1 EMAIL SIGNATURE

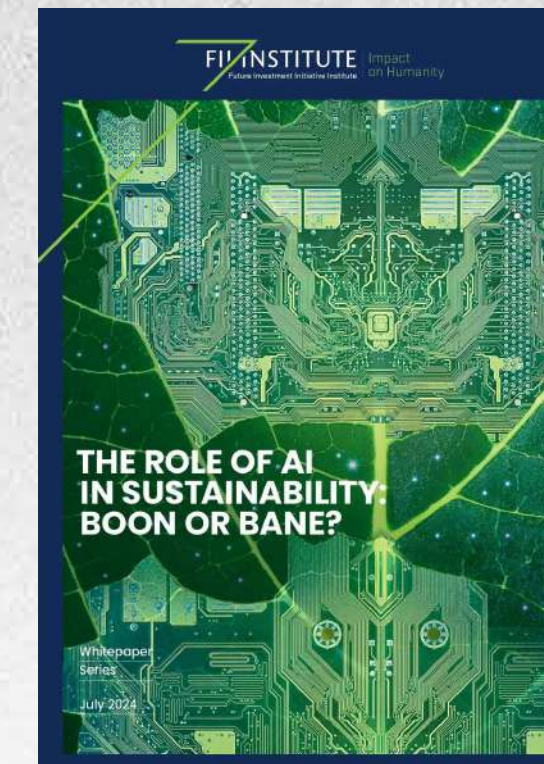
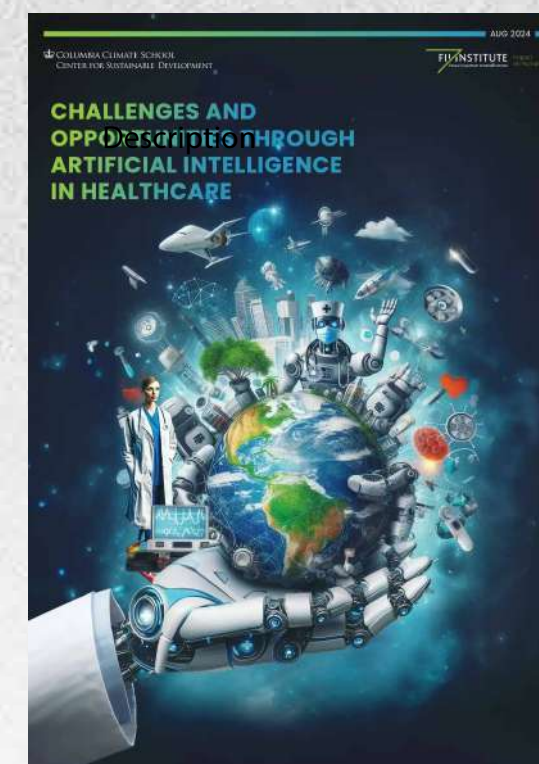
Our email signature contains our branding elements, ensuring consistency across all communications while also informing recipients of our upcoming summits and conferences.



# 10.2

## PUBLICATION COVERS

The cover images for FII Institute's publications feature sleek, modern designs with bold typography, futuristic visuals, and branding. The artwork borrows elements from our focus areas of AI & Robotics, healthcare, sustainability and education – depending on the topic. Key, such as involved components arties and collaborator logos, are often included.

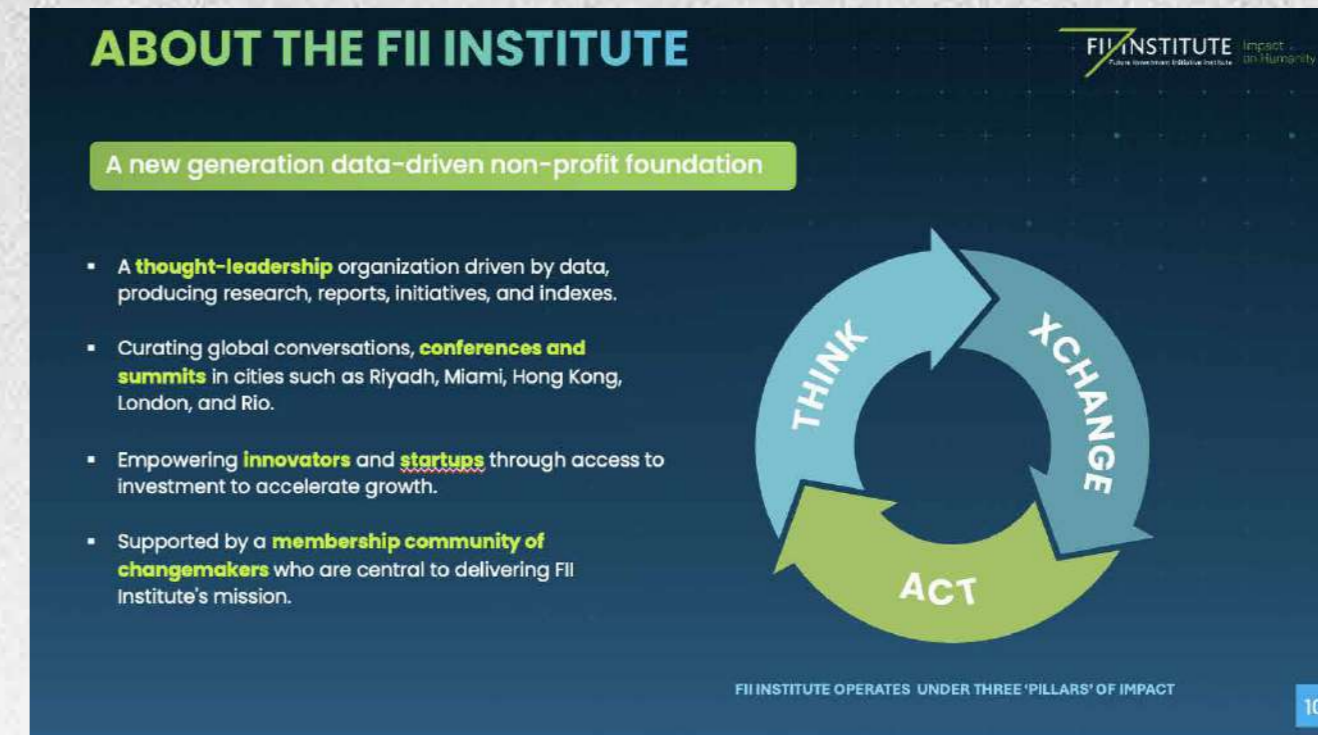


10.3

# ZOOM BACKGROUND

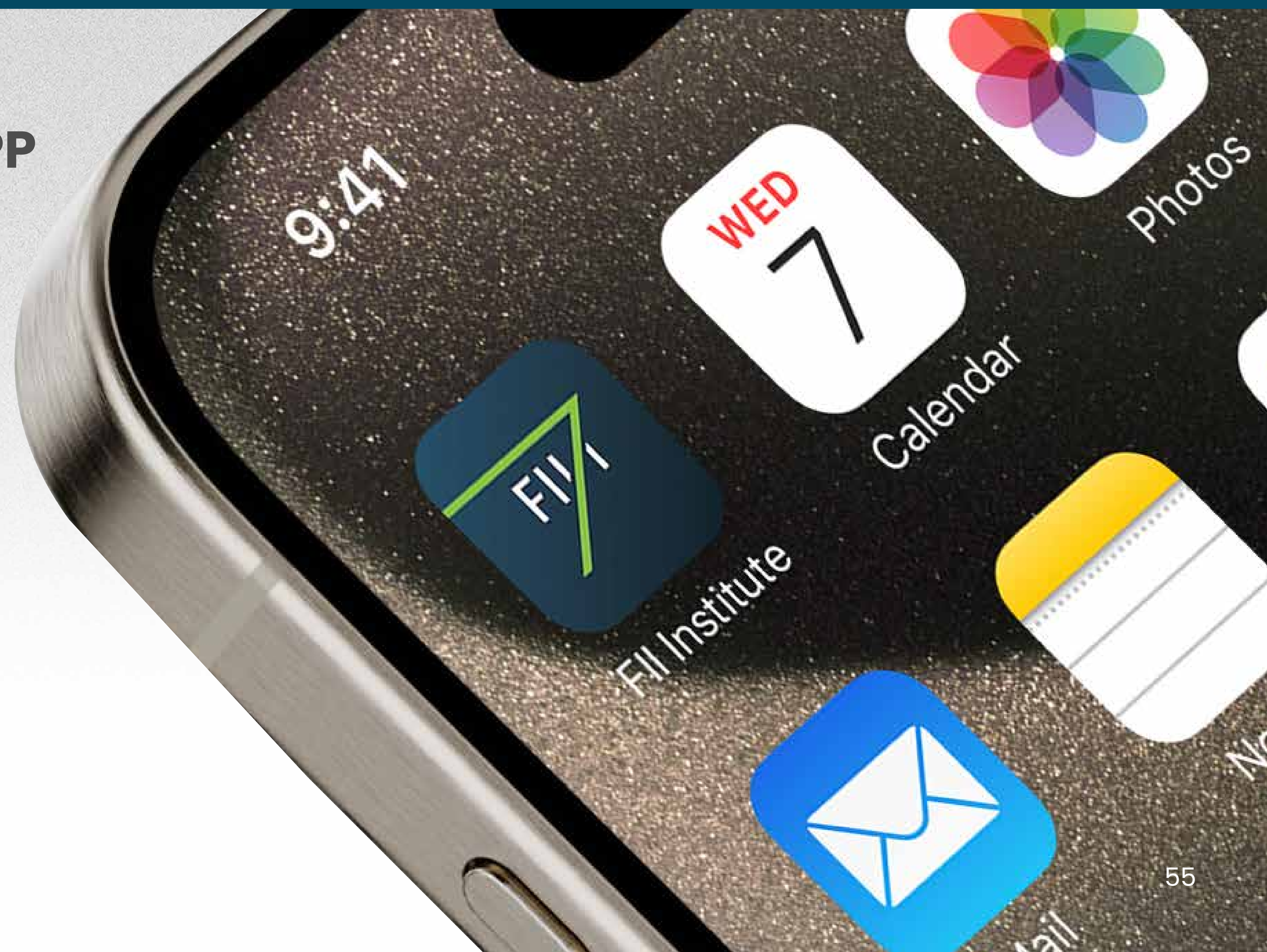


# 10.4 OFFICIAL BRANDED POWERPOINT TEMPLATE



COMPLETE TEMPLATE CAN BE FOUND IN "ELEMEN

# 10.5 FII INSTITUTE APP



11.0

# OUTDOOR SIGNAGE

11.1

# OOH BILLBOARD

Our OOH billboard captures the bold, forward-thinking spirit of the FII Institute. Designed to inspire and engage that reflect our mission to create a positive global impact in major intersections of trade, culture, and commerce.



## 11.2 TRANSIT POSTER

The FII Institute transit poster extends our brand presence into high-traffic, mobile environments. Designed for clarity and impact, it delivers key messaging in a visually compelling format that resonates with diverse audiences on the move.



**11.3**

# BOOTH / KIOSK



12.0

**VISUAL  
MOODBOARD**

# 12.1

## VISUAL ECOSYSTEM

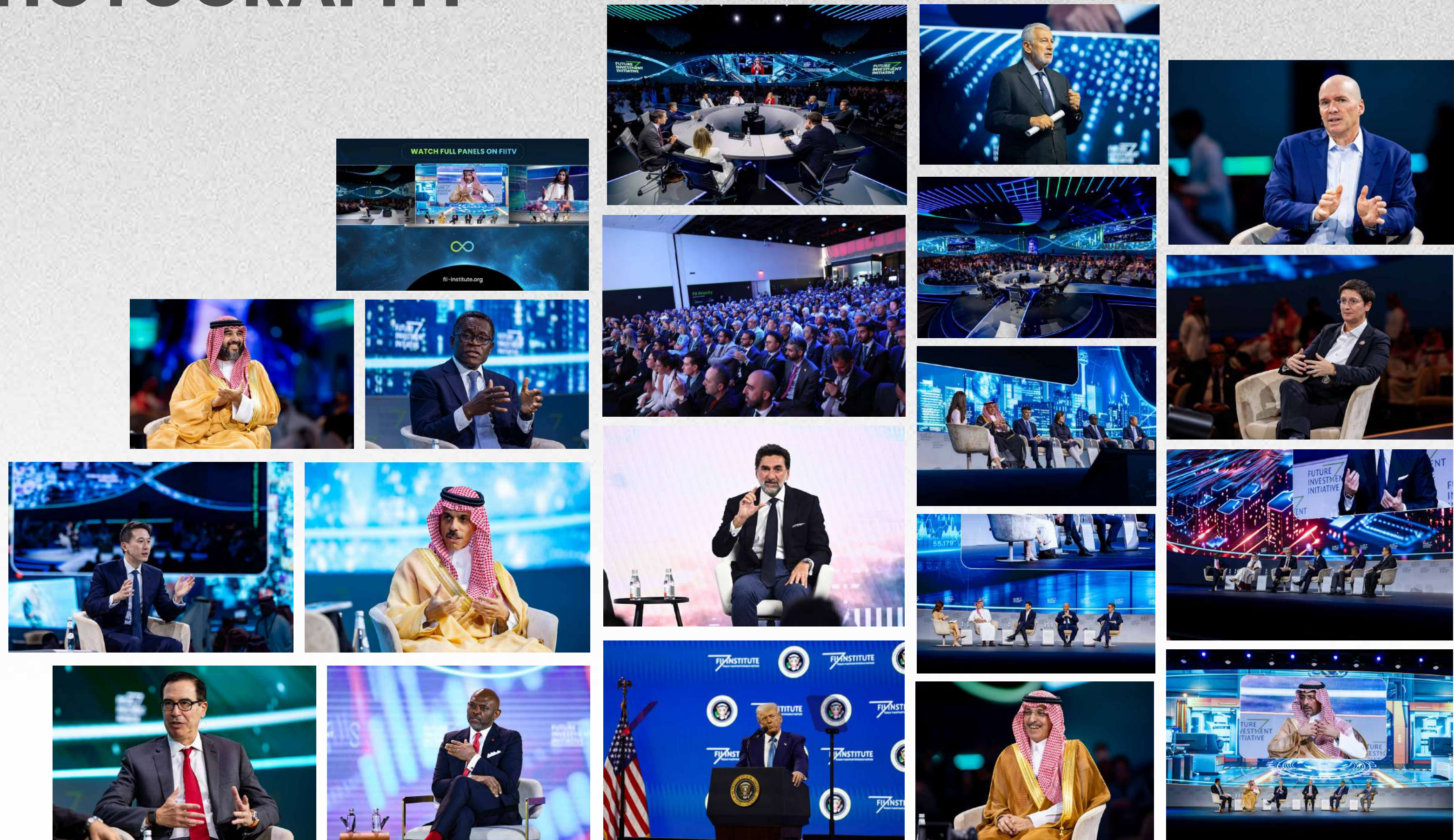
The visual ecosystem for FII Institute contains of a design language which communicates a futuristic, tech-centric theme grounded in data, connectivity, and digital transformation. The interconnected visuals reinforce themes of the digital age—data analytics, global networks, and tech ecosystems.



12.2

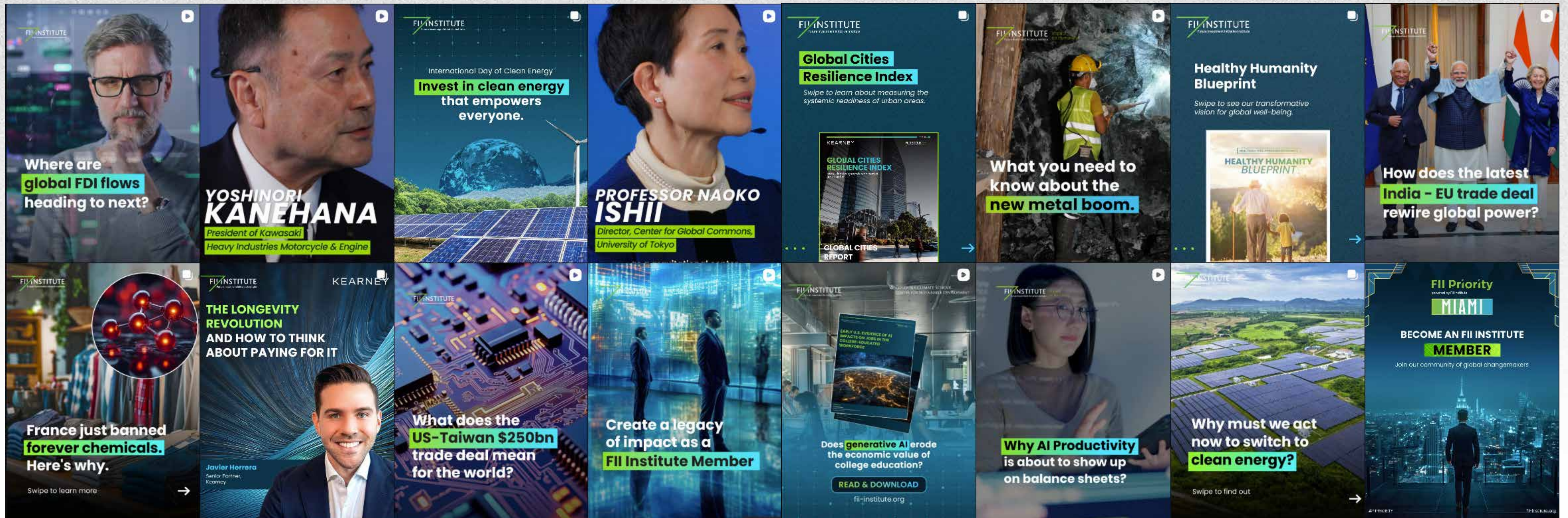
# CONFERENCE PHOTOGRAPHY

Photography during our summits and conferences feature dynamic shots of speakers and panels. Many speakers are captured mid-gesture, emphasizing passionate communication and lively discourse. These moments highlight the energy and conviction behind the speakers' messages and gives the viewer a sense of active participation and intellectual exchange.



# 12.3

## SOCIAL MEDIA VISUALS



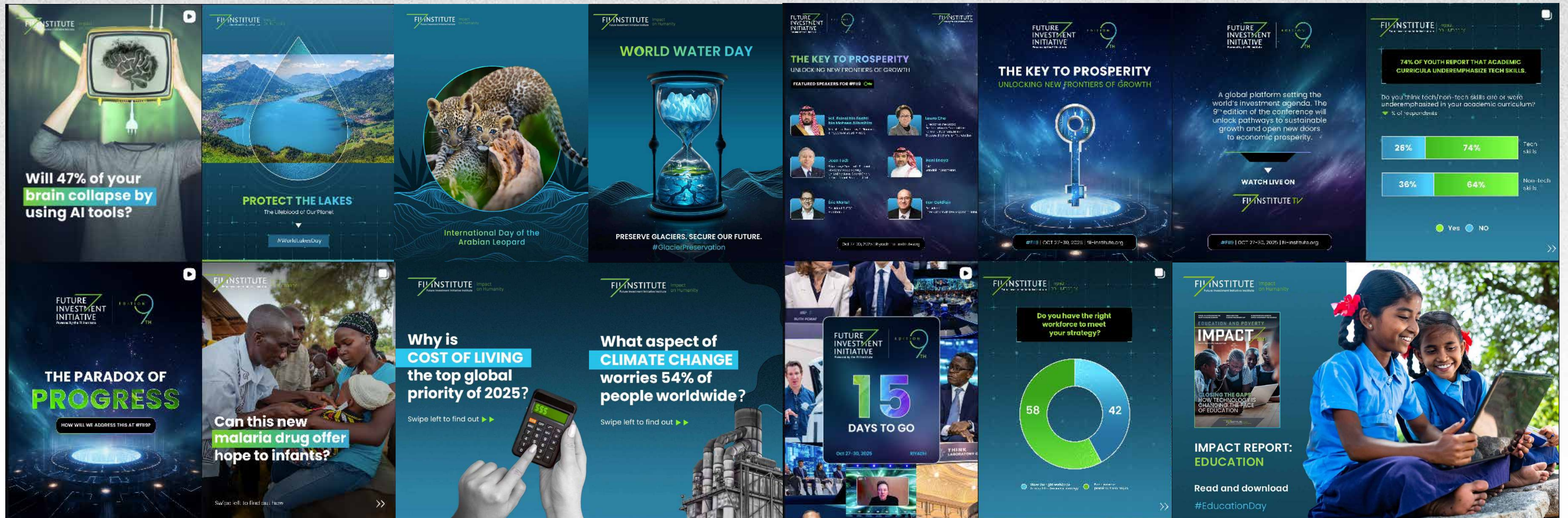
# 12.4

## SOCIAL MEDIA VISUALS



# 12.5

## SOCIAL MEDIA VISUALS



13.0

# BRAND GLOSSARY

# 13.1 KEY PHRASES

- A global nonprofit foundation.
- FII Institute functions under three pillars: THINK, XCHANGE, and ACT.
- First we THINK, then we Xchange ideas and insights, then we ACT upon them.
- We have one agenda: Impact on Humanity.
- We are not just a think tank but a “Data-driven Do-Tank”.
- Catalyst for real-world solutions to tackle humanity’s biggest challenges and concerns.
- Facilitating dialogue between world leaders, business titans, CEOs, investors, and change makers by addressing global challenges.
- Our focus areas are AI & Robotics, Education, Healthcare, and Sustainability.
- We regional summits (PRIORITY summit) and 1 flagship conference (....FII7, FII8, FII9).
- We invest in startups that offer sustainable solutions that are addressing humanity’s challenges.
- We work to synthesize great ideas from new frontiers into THINK pieces that are relevant and accessible.
- Xchange organizes the FII Riyadh Flagship Conference in October which is the annual world-leading conference on the future of global investment for humanity.
- We ensure that leading innovations make it out of that lab and into the real world via ACT, where they can be deployed in the service of all.
- Access actionable insights on the world’s most pressing priorities and connect with world leaders impacting humanity at FII Flagship Conferences and International Summits with our membership program.

# NARRATIVE KEYWORDS

- |                    |                             |
|--------------------|-----------------------------|
| Global             | Bridging the digital divide |
| Inclusive          | Impact on humanity          |
| Data-driven        | Nurturing tomorrow          |
| Thought leadership | Equitable access            |
| Collaboration      | Sustainable future          |
| Catalyst           | Empowering youth            |
| Global platform    | Pressing priorities         |
| Educational equity | Global dialogues            |
| Bridging the gap   | Legacy of Impact            |

13.0

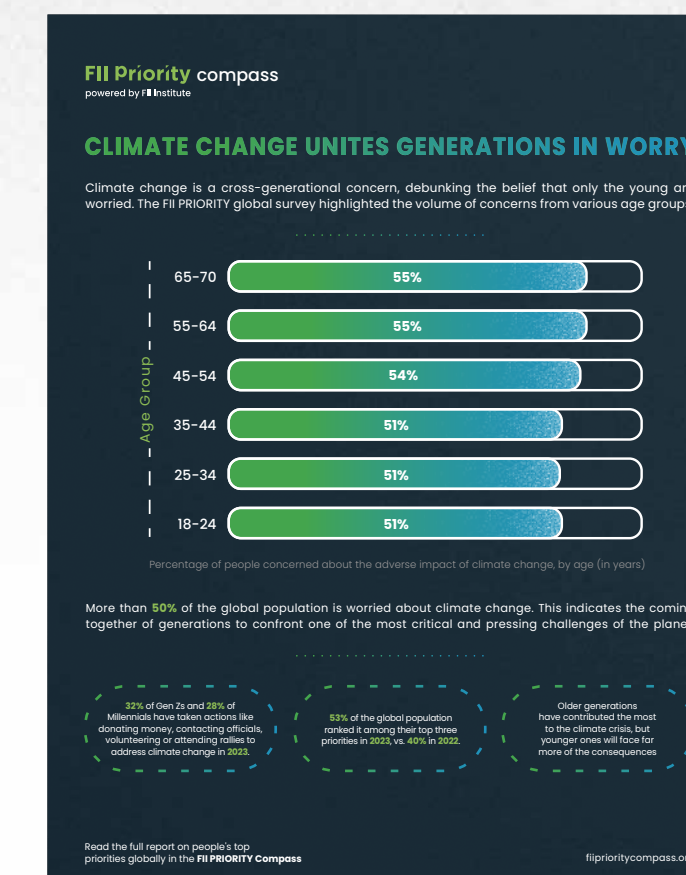
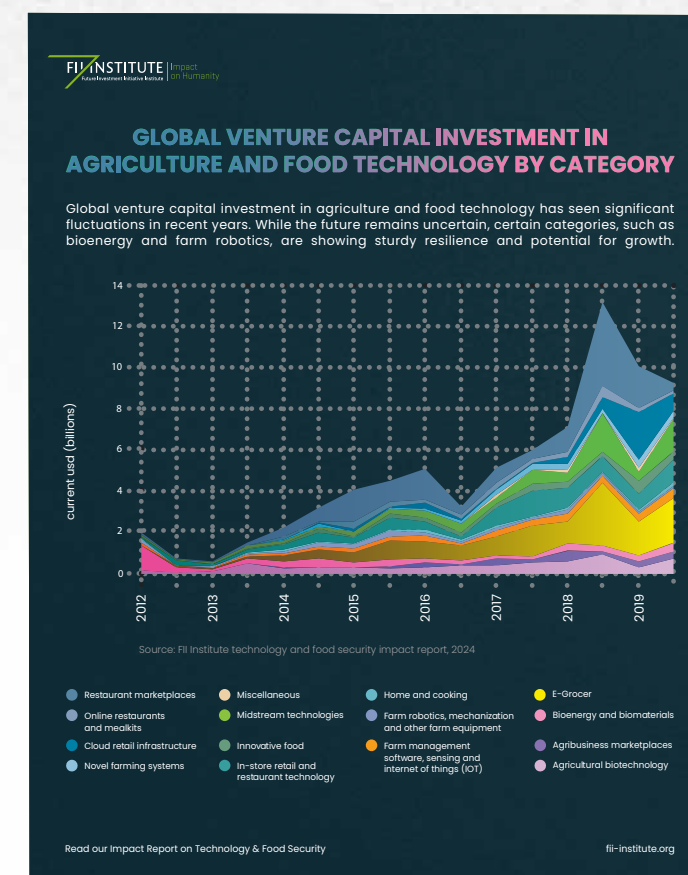
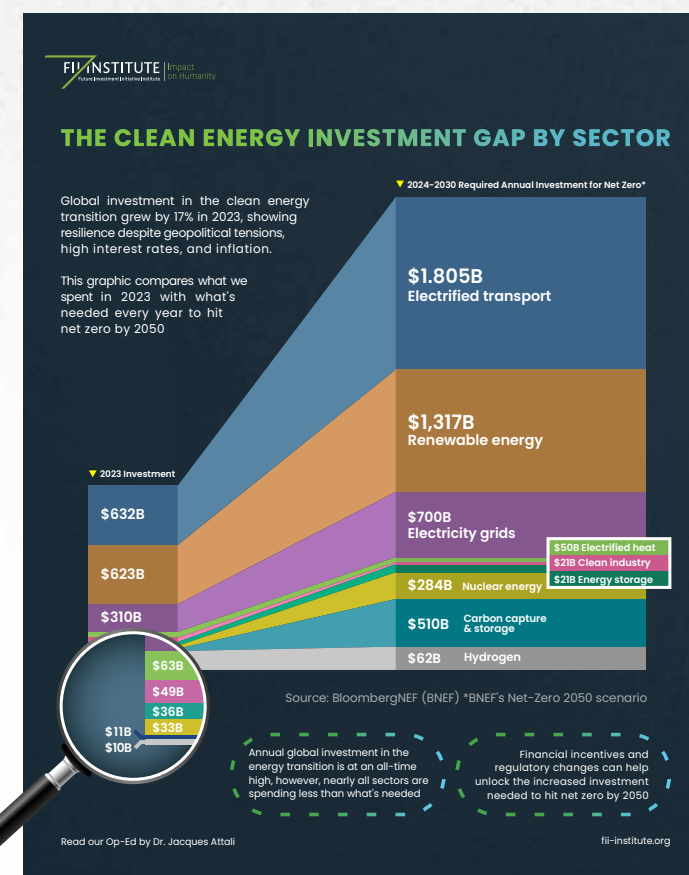
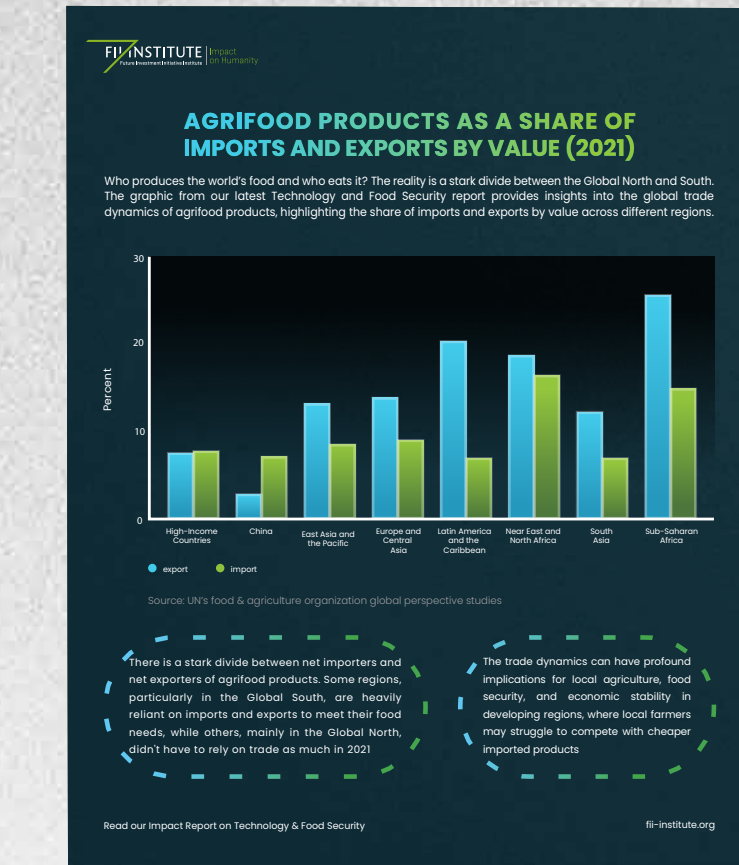
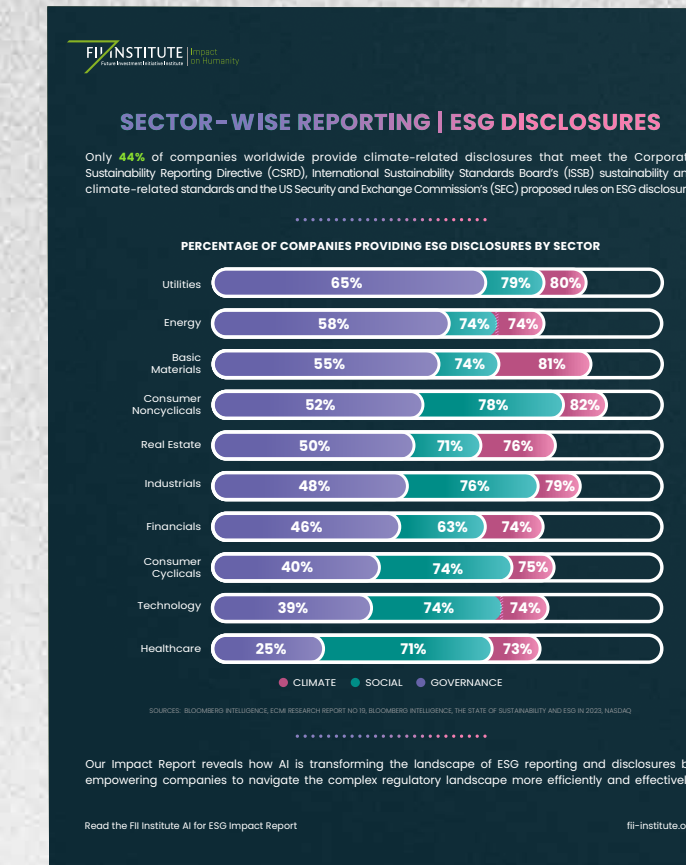
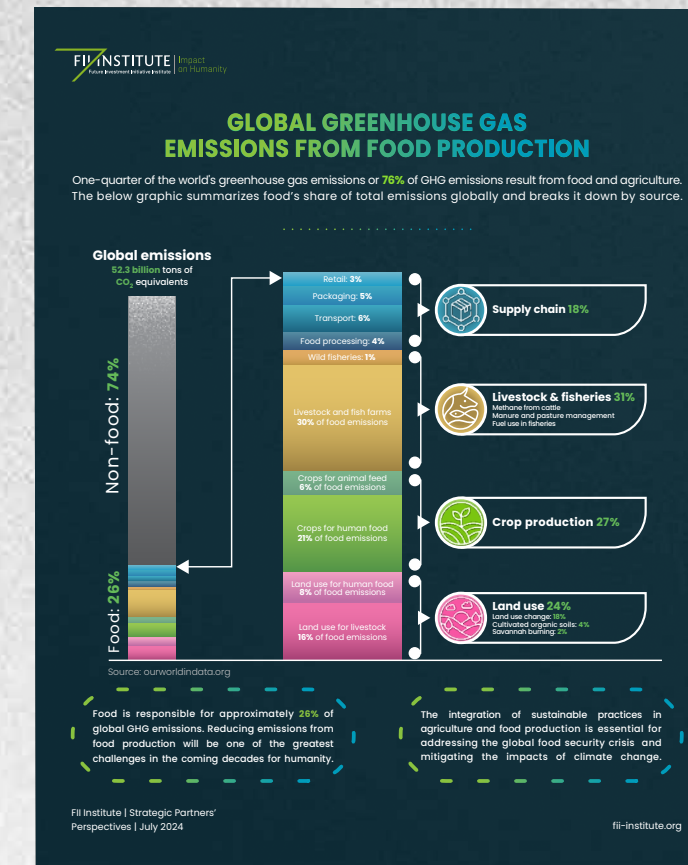
# SOCIAL MEDIA

# 14.1

## INFOGRAPHICS

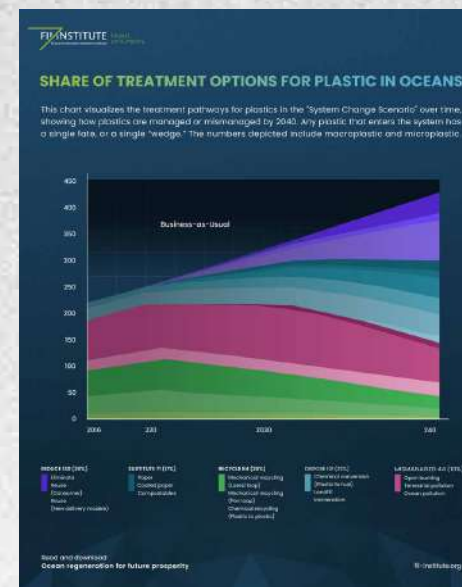
Infographics used primarily in social media combine data, graphics, and text to present complex information in an easy-to-understand format. These are extracted from our data-driven publications and illustrated with a branded format and inclusion of some colors to make the information more pronounced.

## COLORS FOR STATISTICAL VISUALIZATION



# 14.2 SOCIAL MEDIA POSTS

Visual content often incorporates themes of innovation, technology, and global collaboration, aligning with the institute's focus areas such as Artificial Intelligence, Education, Healthcare, and Sustainability.



# THANK YOU