

Capital Markets Forum

Visual Brand Guidelines

Brand Identity Elements



Hero Brand Identity



The Hero Brand identity MUST be applied to all printed and tangible CMF communications and visual touchpoints.

The identity must be resized proportionately, never stretched. Different primary and secondary colour variations of this identity exist and can be referenced on pages 15-16 of this brand guideline.

PLEASE NOTE: Always use the electronic artwork provided. Never attempt to redraw or recreate the elements of the event logo.

Hero Brand Identity Colourways

Negative version for dark backgrounds

Use of the correct hero brand identity ensures consistent and clear communication for the brand.

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Positive version for light backgrounds

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Positive version for light backgrounds

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Secondary Brand Identity Colourways

Solid Reversed on Power Navy

To be used ONLY when production is limited

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Solid Reversed on Energy Blue

To be used ONLY when production is limited

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Solid Powder Navy on a Light Background

To be used ONLY when production is limited

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Outlined Reversed on Power Navy

To be used ONLY when production is limited

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Solid Reversed on Energy Blue

To be used ONLY when production is limited

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Monotone on a Light Background

(To be used ONLY when production is limited)

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Hero Brand Identity (Acronym)



The Acroym Hero Brand identity MUST be applied to all digital CMF communications and visual touchpoints. In some rare instances, the acroynm can also be applied to tangible assets like branded merchandise, for example. However, this MUST be reviewed on a case-by-case basis.

The identity must be resized proportionately, never stretched. Different primary and secondary colour variations of this identity exist and can be referenced on pages 18-19 of this brand guideline.

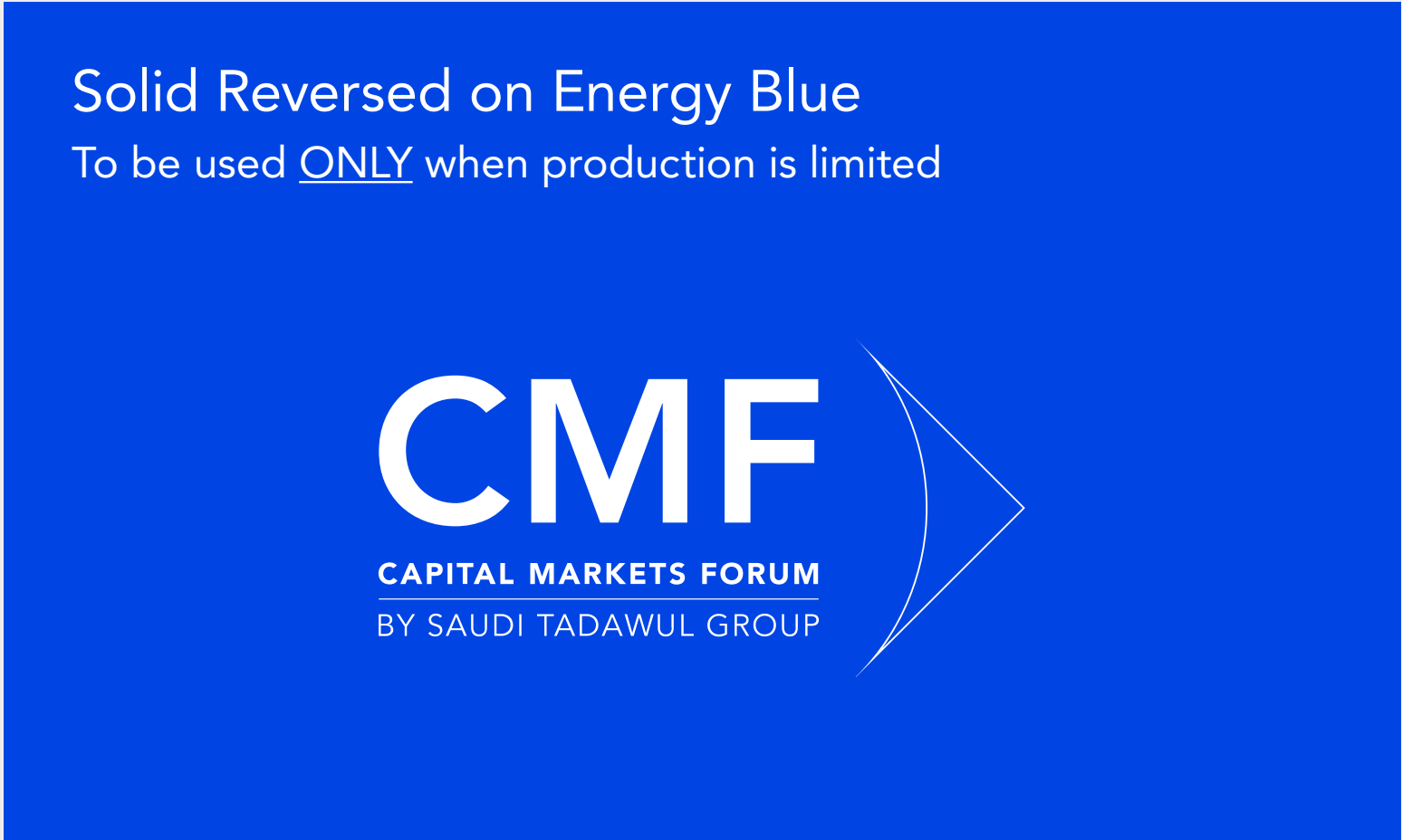
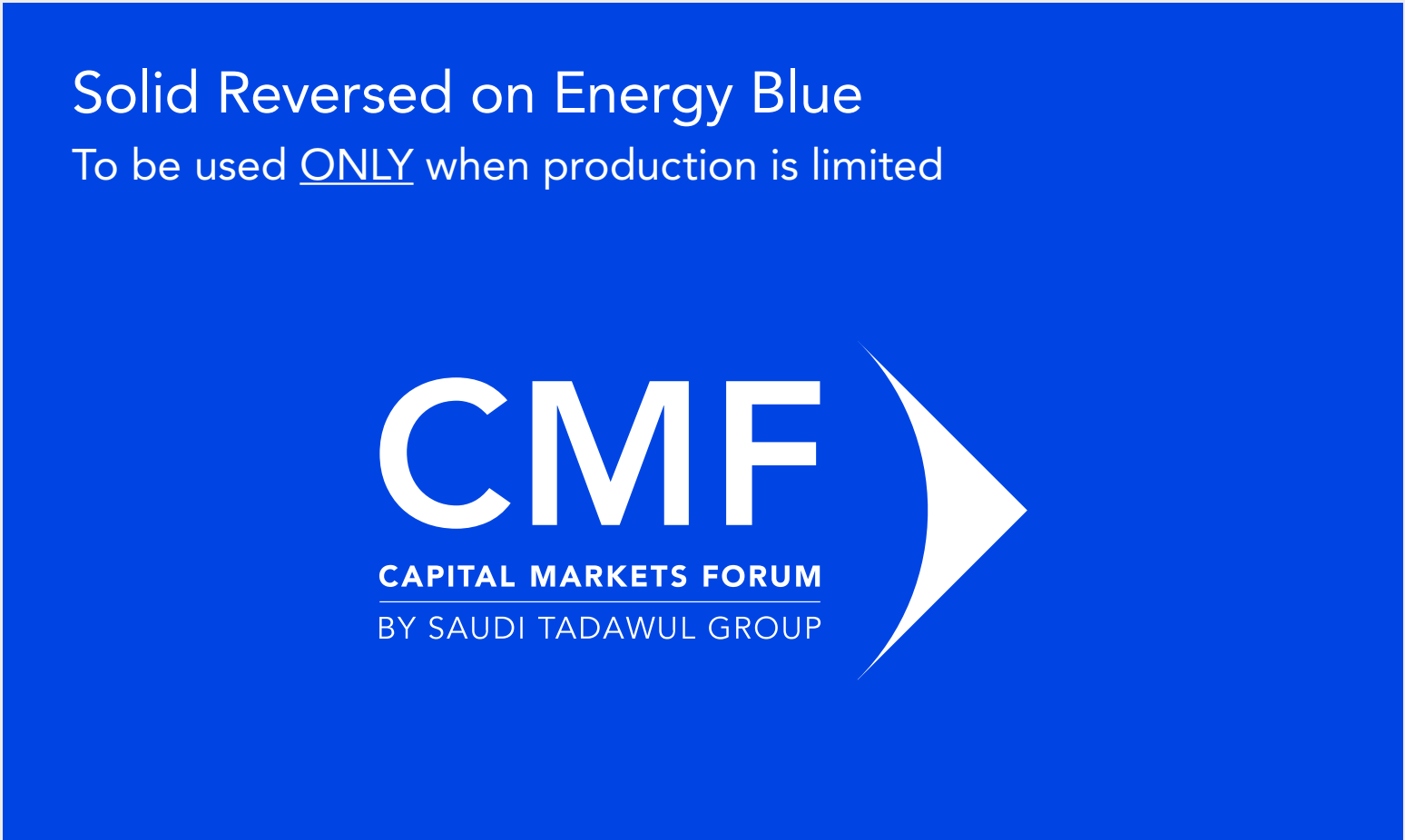
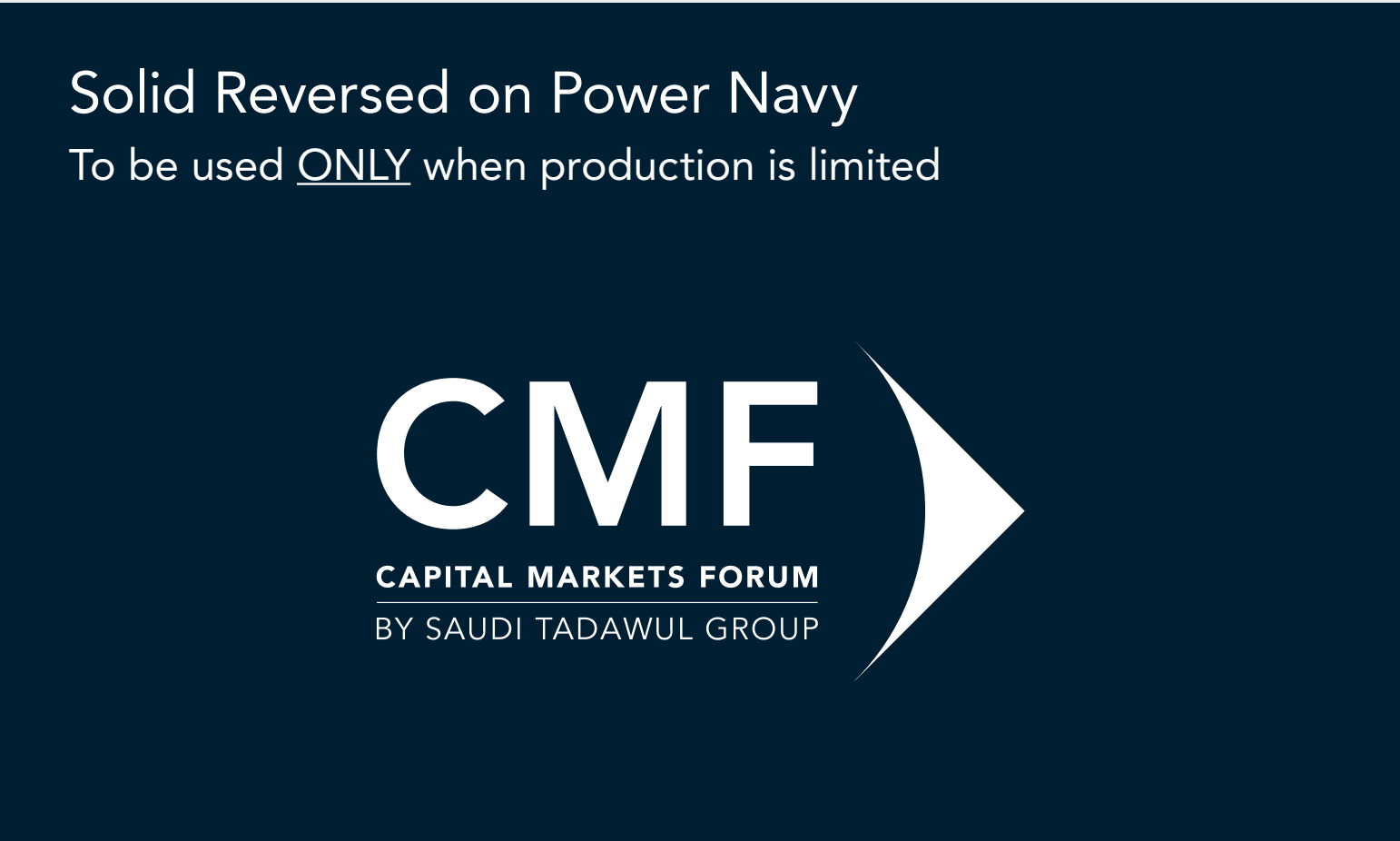
PLEASE NOTE: Always use the electronic artwork provided. Never attempt to redraw or recreate the elements of the event logo.

Hero Brand Identity Colourways (Acronym)



PLEASE NOTE: Always use the electronic artwork provided. Never attempt to redraw or recreate the elements of the event logo.

Secondary Brand Identity Colourways (Acronym)



PLEASE NOTE: Always use the electronic artwork provided. Never attempt to redraw or recreate the elements of the event logo.

Clear Space

Our hero and acronym brand identities require ample space to express themselves.

Regional Hero Identity



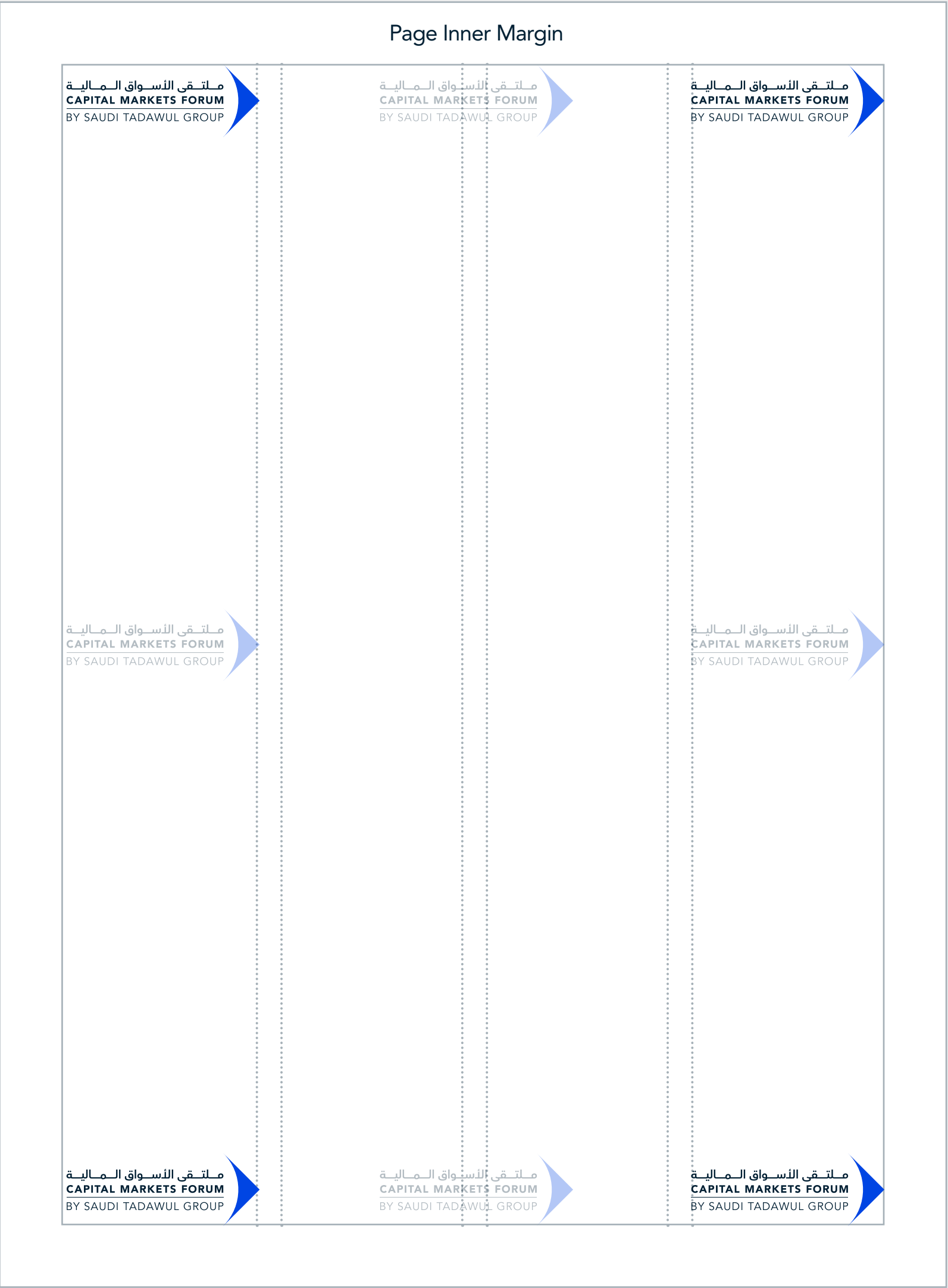
The 2X diagrams shown explain this by using 1x the WIDTH of the BRAND ICON.

Acronym Hero Identity



Positioning

Whenever possible, the logo SHOULD be positioned in one of the four corners of your media. On extreme formats it can be positioned centrally.



The placement size should approximately be 25% of the page width where possible taken from the inside page margin – although this depends on your media size.

Minimum Size

Hero Brand Identity

Social Media

Our hero brand identity can appear at a minimum width of **125px**, on all social media platforms.



Digital

Our hero brand identity can appear at a minimum width of **145px** in width on all website and online touchpoints.



Print

Our brand identity can appear at a minimum size of **60mm** in width on all printed collateral.



Advertising

Our brand identity can appear at a minimum size of **70mm** in width on all printed collateral.



Acronym Brand Identity

Social Media

Our hero acronym identity can appear at a minimum width of **75px**, on all social media platforms.



Digital

Our hero brand identity can appear at a minimum width of **125px** in width on all website and online touchpoints.



Print

Our brand identity can appear at a minimum size of **50mm** in width on all printed collateral.



Advertising

Our brand identity can appear at a minimum size of **60mm** in width on all printed collateral.



Incorrect Usage

Please do not make any changes to our brand identity. This diminishes its integrity and equity. Here are a few examples of specific **“DO NOTS”** for our brand identity.

PLEASE DO NOT:

- 1. Alter the colours of our brand identity
- 2. Place the identity in a holding shape
- 3. Encroach on the clear space
- 4. Add shadow effects or additional elements
- 5. Alter the brand identity’s arrangement
- 6. Rotate or skew the brand identity
- 7. Outline any part of the brand identity
- 8. Stretch the brand identity
- 9. Delete or alter any of the identity elements
- 10. Position the brand identity horizontally
- 11. Compromise the legibility of the brand identity
- 12. Flip the brand identity

NOTE: There may be exceptional occasions where space is at an ultra premium and the full logo will not reproduce. Please contact the brand team and they will advise what can be done.

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Lorem Ipsum

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