

ملتقى الأسواق المالية
CAPITAL MARKETS FORUM
BY SAUDI TADAWUL GROUP

Capital Markets Forum

Visual Brand Guidelines

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Section 01

Introduction

1.1

Introduction

1.2

Our Goal & Event Theme

1.3

Guideline Purpose

Page 02

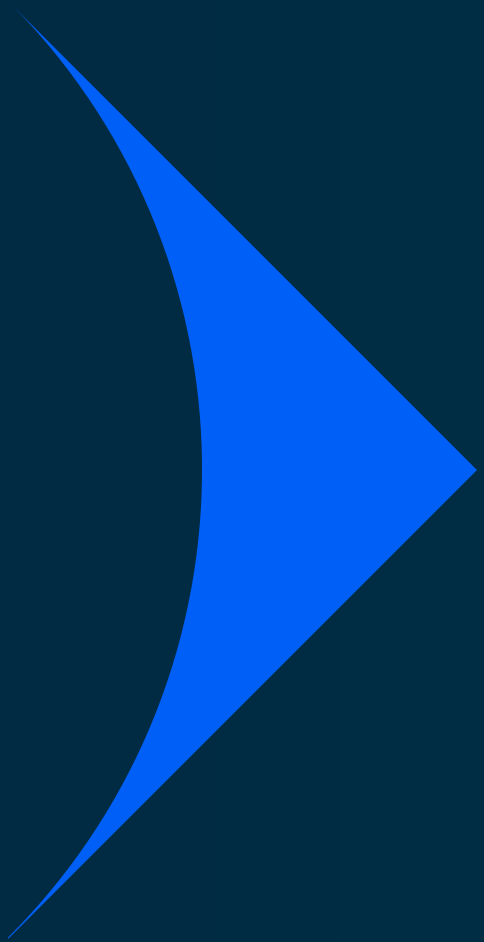
Page 03

Page 04



Introduction

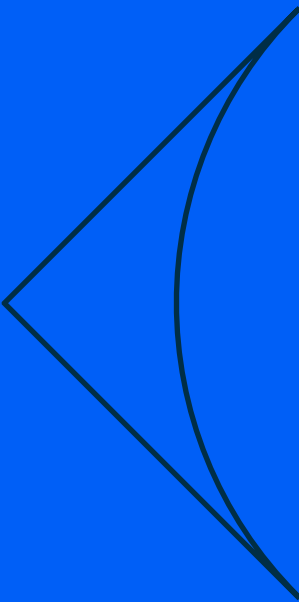
Capital Markets Forum by Saudi Tadawul Group is a series of global events to create boundless opportunities across the finance industry.



Our Goal & Event Theme

Our Goal

To connect like-minded people and organisations, empower them to redefine its own frontiers, look ahead and aim high with increasing speed and a bold purpose.

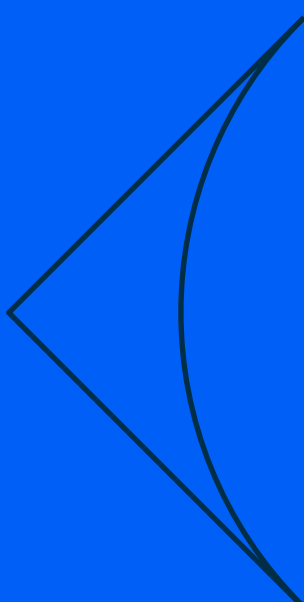


This creative concept is inspired by ideas of exploration, direction and growth, driven by bursts of energy and acceleration.

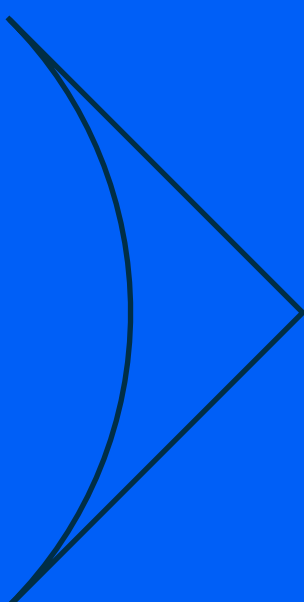


Event Theme

The key theme across all our Capital Markets Forum events is: Powering Connections



Led by the Power Arrow, our brand mark becomes a creative touch-point. The power of growth travels in a constant forward motion and direction. The mark represent connection and a meeting of minds, ideas and capital. It's always travelling with direction, always powering growth.



Guideline Purpose

This guideline outlines the elements of our event and how the brand comes together, for use across multiple application and channels.



Section 02

Brand Strategy

2.1	Brand Strategy Overview	Page 06
	1. Purpose	Page 07
	2. Personality	Page 08
	3. Promise	Page 09
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Brand Strategy Overview

What is our brand's...?





1. Purpose

The Capital Markets Forum exists to explore the latest trends and developments shaping Saudi Arabia’s capital markets.

Attendees have unparalleled access and insight into the changing landscape and the diversifying ecosystem of the market, unlocking investment opportunities and setting the stage for more collaboration and partnerships that will shape the future of global capital markets.



2. Personality

The Capital Markets Forum is a **BRIGHT, BOLD & AMBITIOUS** brand, that never stands still.

We constantly seek new and engaging ways to present ourselves to the world. We confidently command the stage wherever we go. Our brand conveys a flexible, progress-driven, future-facing mindset with a positive and aspirational outlook.

3. Promise



Regional Promise

Power Growth

What does this mean?

We promise to help seek, establish and support new growth opportunities, that serve the interests of our nation.

International Promise

Power Connections

What does this mean?

We promise to seek and build new international relationships, that serve the interests of our nation.

Brand Tagline

Powering Connections



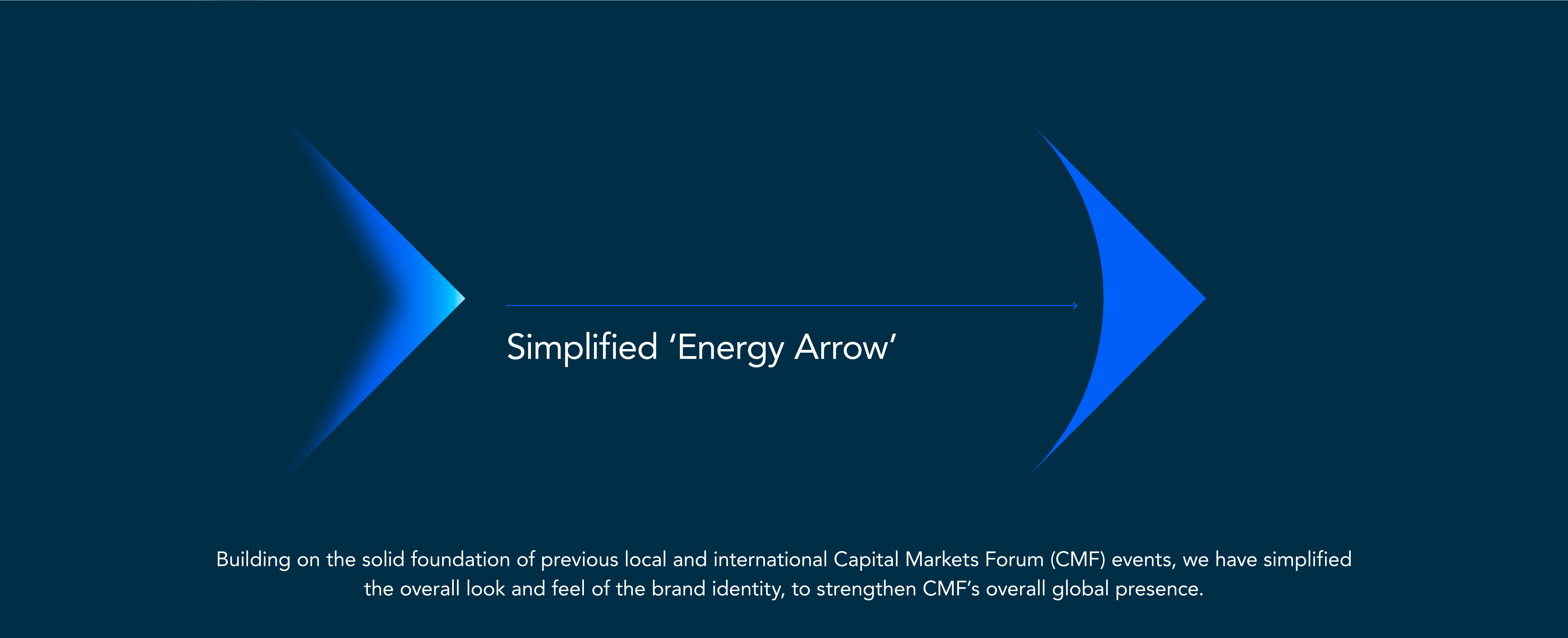
This tagline is to be applied to all regional and international event branding

Section 03

Brand Identity

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3.3	Hero Brand Identity	Page 14
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Energy Arrow Evolution



Simplified 'Energy Arrow'

Building on the solid foundation of previous local and international Capital Markets Forum (CMF) events, we have simplified the overall look and feel of the brand identity, to strengthen CMF's overall global presence.

Brand Identity Elements



Hero Brand Identity

ملتقى الأسواق المالية
CAPITAL MARKETS FORUM
BY SAUDI TADAWUL GROUP



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.

ملتقى الأسواق المالية
CAPITAL MARKETS FORUM
BY SAUDI TADAWUL GROUP



Positive version for light backgrounds

ملتقى الأسواق المالية
CAPITAL MARKETS FORUM
BY SAUDI TADAWUL GROUP



Positive version for light backgrounds

ملتقى الأسواق المالية
CAPITAL MARKETS FORUM
BY SAUDI TADAWUL GROUP



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

Secondary Brand Identity Colourways

Solid Reversed on Power Navy

To be used ONLY when production is limited

ملتقى الأسواق المالية

CAPITAL MARKETS FORUM

BY SAUDI TADAWUL GROUP

Solid Reversed on Energy Blue

To be used ONLY when production is limited

ملتقى الأسواق المالية

CAPITAL MARKETS FORUM

BY SAUDI TADAWUL GROUP

Solid Powder Navy on a Light Background

To be used ONLY when production is limited

ملتقى الأسواق المالية

CAPITAL MARKETS FORUM

BY SAUDI TADAWUL GROUP

Outlined Reversed on Power Navy

To be used ONLY when production is limited

ملتقى الأسواق المالية

CAPITAL MARKETS FORUM

BY SAUDI TADAWUL GROUP

Solid Reversed on Energy Blue

To be used ONLY when production is limited

ملتقى الأسواق المالية

CAPITAL MARKETS FORUM

BY SAUDI TADAWUL GROUP

Monotone on a Light Background

(To be used ONLY when production is limited)

ملتقى الأسواق المالية

CAPITAL MARKETS FORUM

BY SAUDI TADAWUL GROUP

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

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 acronym 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)

Negative version for dark backgrounds

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



Positive version for light backgrounds

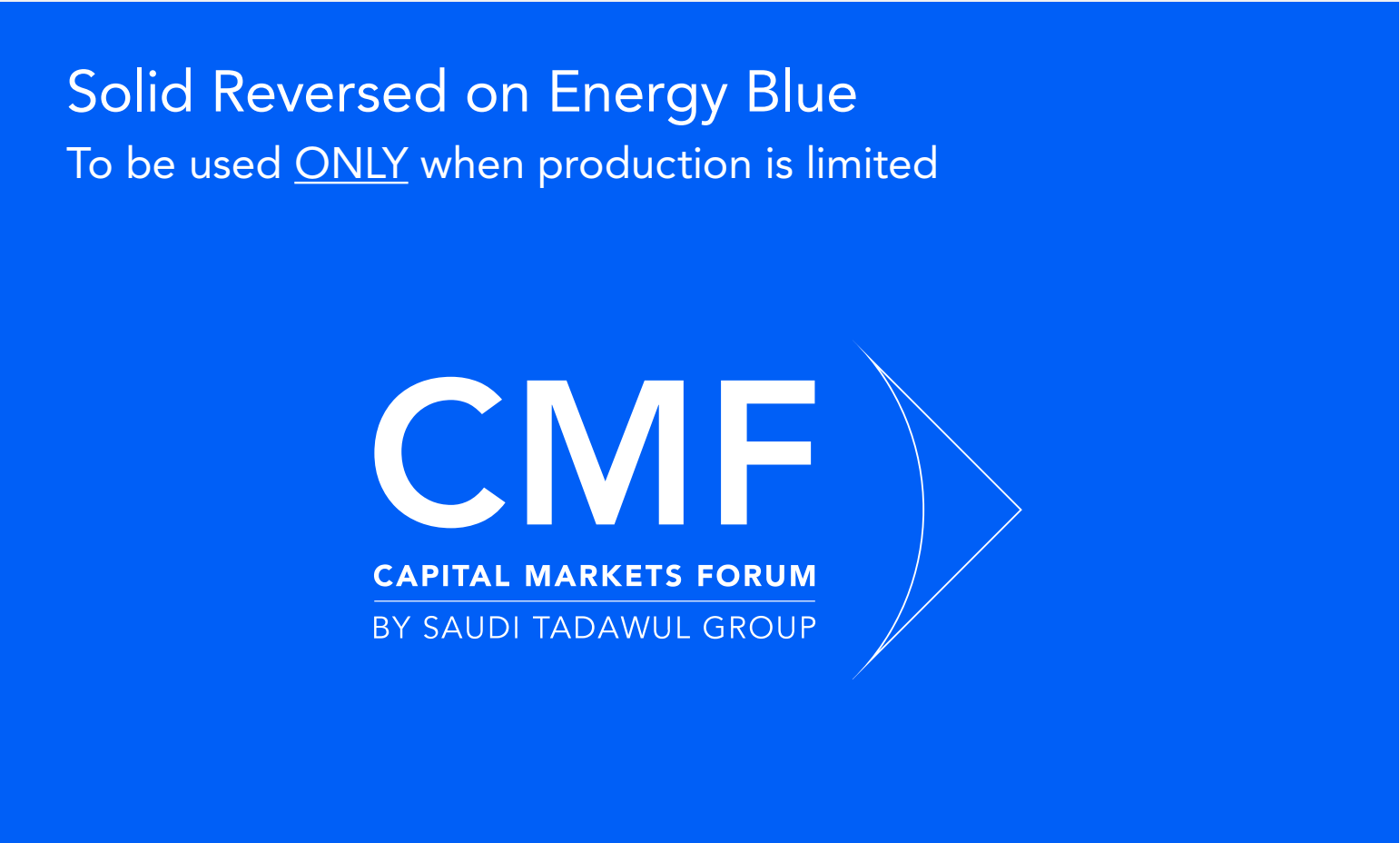
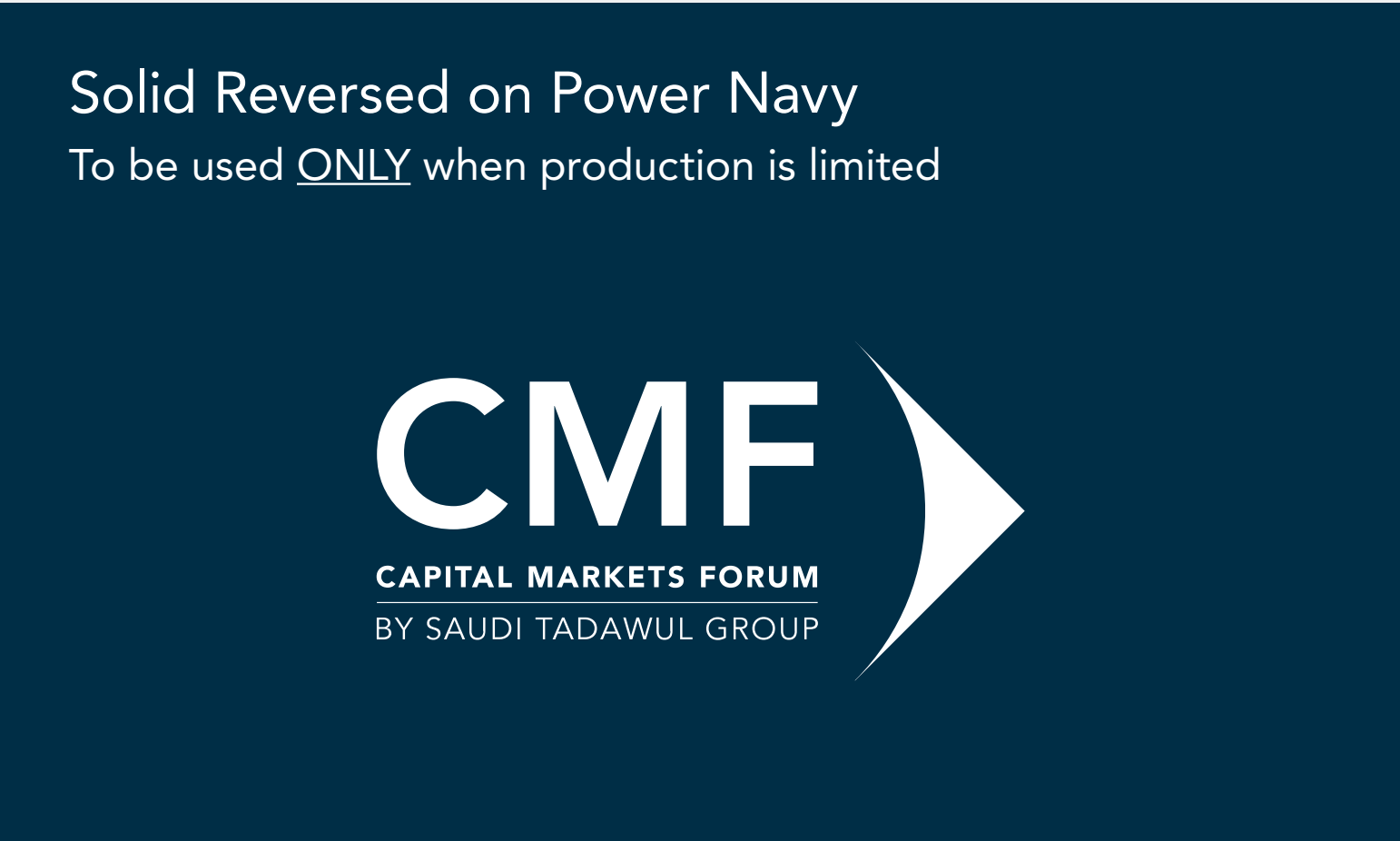


Positive version for light backgrounds



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



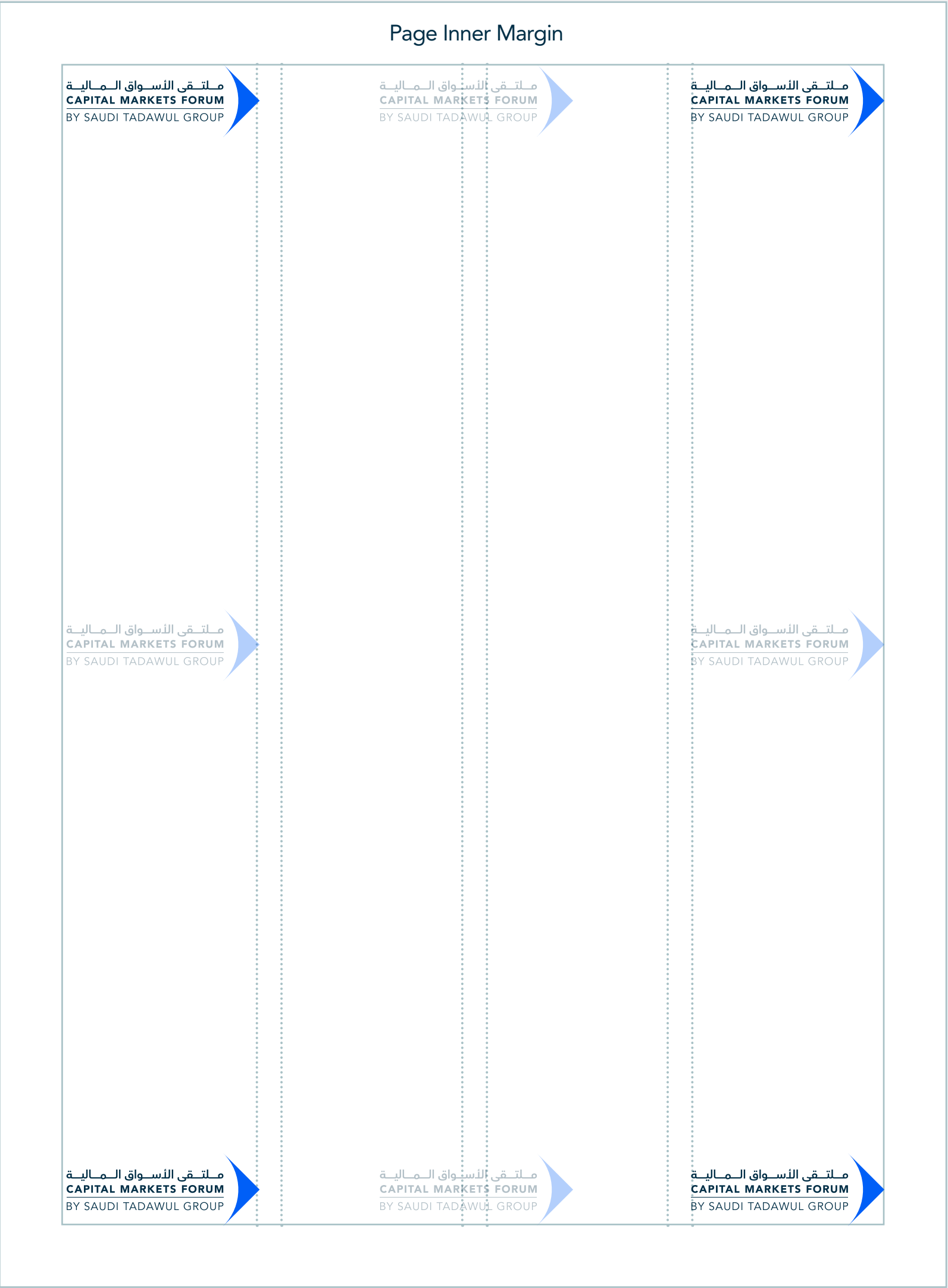
The 2X diagrams shown explain this by using 1x the WIDTH of the BRAND ICON.

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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ملتقى الأسواق المالية
CAPITAL MARKETS FORUM
BY SAUDI TADAWUL GROUP

2

ملتقى الأسواق المالية
CAPITAL MARKETS FORUM
BY SAUDI TADAWUL GROUP

3

ملتقى الأسواق المالية
CAPITAL MARKETS FORUM
BY SAUDI TADAWUL GROUP
Lorem Ipsum

4

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CAPITAL MARKETS FORUM
BY SAUDI TADAWUL GROUP

5

ملتقى الأسواق المالية
CAPITAL MARKETS FORUM
BY SAUDI TADAWUL GROUP

6

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CAPITAL MARKETS FORUM
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7

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CAPITAL MARKETS FORUM
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8

ملتقى الأسواق المالية
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9

ملتقى الأسواق المالية
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10

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CAPITAL MARKETS FORUM
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11

CAPITAL MARKETS FORUM
ملتقى الأسواق المالية
BY SAUDI TADAWUL GROUP

iStock
Credit: JohnnyGreig

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قبا لما رقا هسنا رقتله
CAPITAL MARKETS FORUM
BY SAUDI TADAWUL GROUP

Section 04

Colour Palette

4.1	Regional Colour Palette (Riyadh, KAFD)	Page 25
4.2	Regional Colour Palette Usage	Page 26
4.3	International Colour Palette Overview	Page 27
4.4	CMF New York Colour Palette	Page 28
4.5	CMF Hong Kong Colour Palette	Page 29
4.6	CMF London Colour Palette	Page 30
4.7	International Colour Palette Usage	Page 31

Regional Colour Palette (Riyadh, KAFD)

Our hero brand identity is underpinned by our regional colour palette. Our colours are; simple, fresh, modern, powerful and distinctive.

Colour

Different combinations of these colours can dramatically change the tone and appearance of our brand so it is important to consider how they work together. Keeping colour consistent is a vital element to our branding. Colour is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our colour palette is applied accurately and consistently.

Print

Where possible, Pantone® colours should be used to print the designs, rather than CMYK. Pantone® colours will provide the maximum amount of consistency. In instances where this is not possible, we have created optimised CMYK values.

Screens

Not all RGB colours render the same online. Therefore we recommend the use of hexadecimal colours when applying colours to screen.

Power
Navy

PANTONE®
282 C

CMYK 100 / 70 / 0 / 75
RGB 0 / 31 / 51
HEX #001F33

Energy
Blue

PANTONE®
293 C

CMYK 100 / 70 / 0 / 0
RGB 0 / 69 / 227
HEX #0045E3

Cool Grey

PANTONE®
428 C

CMYK 10 / 0 / 0 / 30
RGB 166 / 177 / 184
HEX #A6B1B8

Off-white

CMYK
8% BLACK

CMYK 0 / 0 / 0 / 8
RGB 237 / 237 / 237
HEX #EDED

Pure White

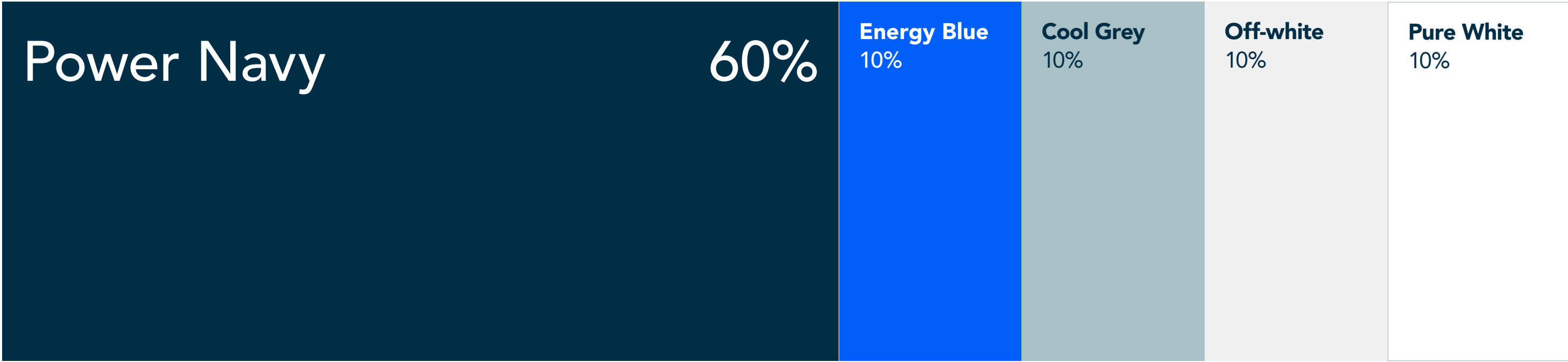
100%
WHITE

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

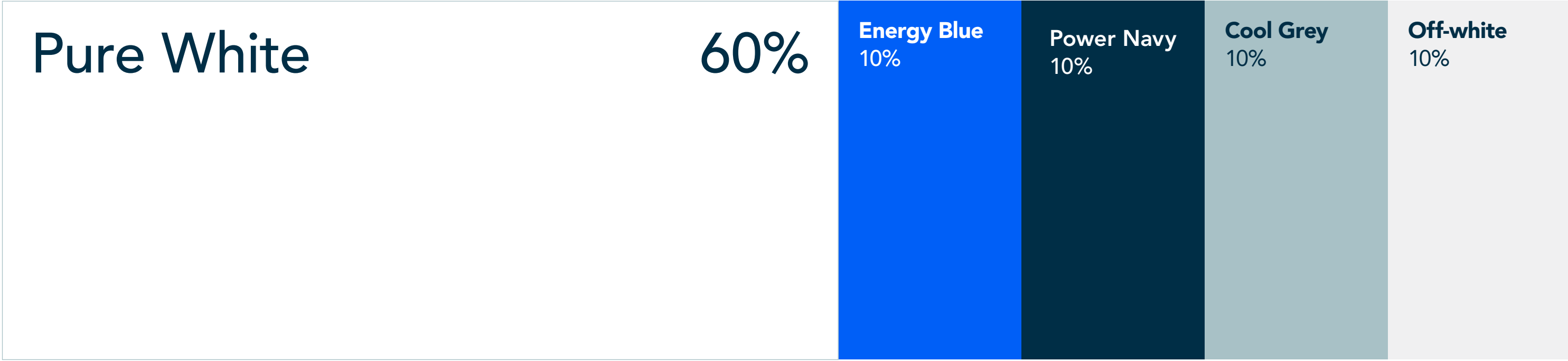
Regional Colour Palette Usage

The diagram shown illustrates the % of regional palette colours to be applied, depending on whether you are creating a layout using 'Power Navy' or 'Pure White' as your dominant background colour.

When 'POWER NAVY' is the dominant background colour, the application percentage of all other palette colours should reflect the following:



When 'PURE WHITE' is the dominant background colour, the application percentage of all other palette colours should reflect the following:



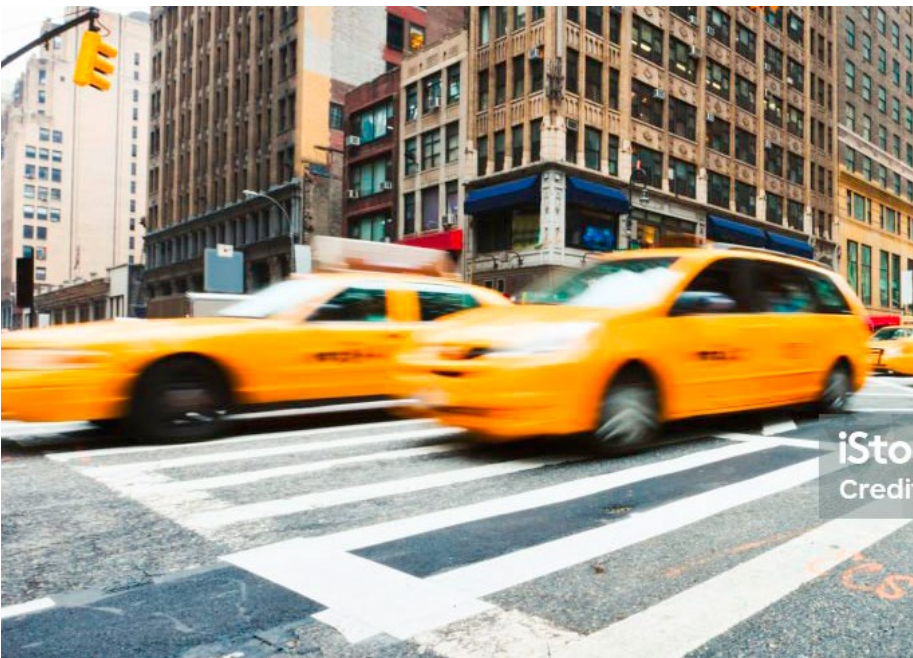
International Colour Palette Overview

Our International Events in New York, Hong Kong, and London have been assigned an alternative accent colour to positively differentiate them from its Riyadh ‘Energy Blue’ event counterpart.

As per the rationales provided, each assigned international colour is (and should be) inspired by something emblematic of that city.

Rationales

-  **Taxi Cab Yellow (NYC)** is a colour synonymous with New York – the city that never sleeps, for its bright lights and iconic taxi cabs.
-  **Bauhinia Purple (HK)** symbolises the beautiful flower from the Hong Kong orchid tree that has evolved into the city’s national emblem.
-  **Pillar Box Red (UK)** is a colour synonymous with London, since it references their iconic pillar boxes, old telephone boxes and red London buses.



New York City
Taxi Cab Yellow

PANTONE© 1235 C

CMYK 0 / 31 / 98 / 0
RGB 255 / 184 / 28
HEX #FFB81C



Hong Kong
Bauhinia Purple

PANTONE© 2395 C

CMYK 26 / 90 / 0 / 0
RGB 255 / 0 / 187
HEX #FF00BB



London
Pillar Box Red

PANTONE© 185 C

CMYK 0 / 93 / 79 / 0
RGB 255 / 0 / 0
HEX #FF0000

CMF New York Colour Palette

Taxi Cab Yellow (NYC) is a colour synonymous with New York – the city that never sleeps, for its bright lights and iconic taxi cabs.

Colour

Different combinations of these colours can dramatically change the tone and appearance of our brand so it is important to consider how they work together. Keeping colour consistent is a vital element to our branding. Colour is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our colour palette is applied accurately and consistently.

Print

Where possible, Pantone© colours should be used to print the designs, rather than CMYK. Pantone© colours will provide the maximum amount of consistency. In instances where this is not possible, we have created optimised CMYK values.

Screens

Not all RGB colours render the same online. Therefore we recommend the use of hexadecimal colours when applying colours to screen.

Power
Navy

Taxi Cab
Yellow

Cool Grey

Off-white

Pure White

PANTONE©
282 C

PANTONE©
1235 C

PANTONE©
428 C

CMYK
8% BLACK

100%
WHITE

CMYK 100 / 70 / 0 / 75
RGB 0 / 31 / 51
HEX #001F33

CMYK 0 / 31 / 98 / 0
RGB 255 / 184 / 28
HEX #FFB81C

CMYK 10 / 0 / 0 / 30
RGB 166 / 177 / 184
HEX #A6B1B8

CMYK 0 / 0 / 0 / 8
RGB 237 / 237 / 237
HEX #EDED

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

CMF Hong Kong Colour Palette

Bauhinia Purple (HK) symbolises the beautiful flower from the Hong Kong orchid tree that has evolved into the city’s national emblem.

Colour

Different combinations of these colours can dramatically change the tone and appearance of our brand so it is important to consider how they work together. Keeping colour consistent is a vital element to our branding. Colour is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our colour palette is applied accurately and consistently.

Print

Where possible, Pantone© colours should be used to print the designs, rather than CMYK. Pantone© colours will provide the maximum amount of consistency. In instances where this is not possible, we have created optimised CMYK values.

Screens

Not all RGB colours render the same online. Therefore we recommend the use of hexadecimal colours when applying colours to screen.

Power
Navy

Bauhinia
Purple

Cool Grey

Off-white

Pure White

PANTONE©
282 C

PANTONE©
2395 C

PANTONE©
428 C

CMYK
8% BLACK

100%
WHITE

CMYK 100 / 70 / 0 / 75
RGB 0 / 31 / 51
HEX #001F33

CMYK 26 / 90 / 0 / 0
RGB 255 / 0 / 187
HEX #FF00BB

CMYK 10 / 0 / 0 / 30
RGB 166 / 177 / 184
HEX #A6B1B8

CMYK 0 / 0 / 0 / 8
RGB 237 / 237 / 237
HEX #EDED

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

CMF London Colour Palette

Pillar Box Red (UK) is a colour synonymous with London, since it references their iconic pillar boxes, old telephone boxes and red London buses.

Colour

Different combinations of these colours can dramatically change the tone and appearance of our brand so it is important to consider how they work together. Keeping colour consistent is a vital element to our branding. Colour is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our colour palette is applied accurately and consistently.

Print

Where possible, Pantone© colours should be used to print the designs, rather than CMYK. Pantone© colours will provide the maximum amount of consistency. In instances where this is not possible, we have created optimised CMYK values.

Screens

Not all RGB colours render the same online. Therefore we recommend the use of hexadecimal colours when applying colours to screen.

Power
Navy

Pillar Box
Red

Cool Grey

Off-white

Pure White

PANTONE©
282 C

PANTONE©
185 C

PANTONE©
428 C

CMYK
8% BLACK

100%
WHITE

CMYK 100 / 70 / 0 / 75
RGB 0 / 31 / 51
HEX #001F33

CMYK 0 / 93 / 79 / 0
RGB 255 / 30 / 0
HEX #FF0000

CMYK 10 / 0 / 0 / 30
RGB 166 / 177 / 184
HEX #A6B1B8

CMYK 0 / 0 / 0 / 8
RGB 237 / 237 / 237
HEX #EDED

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

International Colour Palette Usage

The following diagram illustrates the % application of international colours, depending on whether you are creating a layout with a ‘Power Navy’ or ‘Pure White’ background.

When ‘POWER NAVY’ is the hero colour, the application percentage of colours should reflect the following:

Power Navy	60%	New York Taxi Cab Yellow 30%	Cool Grey 10%	Off-white 10%	Pure White 10%
Power Navy	60%	Hong Kong Bauhinia Purple 30%	Cool Grey 10%	Off-white 10%	Pure White 10%
Power Navy	60%	UK Pillar Box Red 30%	Cool Grey 10%	Off-white 10%	Pure White 10%

When ‘PURE WHITE’ is the hero colour, the application percentage of colours should reflect the following:

Pure White	60%	New York Taxi Cab Yellow 10%	Power Navy 10%	Cool Grey 10%	Off-white 10%
Pure White	60%	Hong Kong Bauhinia Purple 10%	Power Navy 10%	Cool Grey 10%	Off-white 10%
Pure White	60%	UK Pillar Box Red 30%	Power Navy 10%	Cool Grey 10%	Off-white 10%

Section 05

Typography

5.1 Hero Typography

Page 33

5.2 Hero Typography Usage

Page 34

Hero Typography

Avenir Arabic is our CMF’S hero typeface. It is a truly global typeface and supports more than 150 languages and scripts. It ensures flexibility, legibility and consistency on branded communications no matter where in the world we are.

Currently there are 6x weights approved for use:

- Light
- Book
- Regular
- Medium
- **Heavy**
- **Black**

System typeface

Our system typeface is ARIAL. It should ONLY be used when Avenir is unavailable.

Special Typefaces

Some languages require specialist typefaces, such as Simplified Chinese (SC) and are not developed as part of global font families. In these instances it is acceptable to use localised fonts that are clean and simple.

All copy to written in Queen’s English (tbc)

Avenir Arabic Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&\$£¥€=>+-:;“,””-*(())[\

Avenir Arabic Font Family

ط ض ص ش س ز ر ذ خ ح ج ث ت ب ا
ي و ه ن م ل ك ق ف غ ع ظ
[(“/:.?:,;€\$!%”) ٩ , ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

System – Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&\$£¥€=>+-:;“,””-*(())[\

Special - Ping Fang (SC)

書面語
口語 欢迎来到香港

Hero Typography Usage

One of the most important techniques for effectively communicating content is the use of typographic hierarchy that allows the reader to easily find what they are looking for and navigate the content.

It helps guide the reader’s eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text. It is important to maintain these type pairings. This allows for clarity, consistency and a strong hierarchy for all communications.

Large Headings & Pull Quotes

Avenir Arabic Book is to be used for all headings and pull-out quotes.

Subheadings

Avenir Heavy is to be used for all sub-headings.

Body Copy & Captions

Avenir Book is to be used for body copy and captions and when a more delicate font is required.

Buttons & CTA's

Avenir Book & Heavy is to be used for all buttons and call to actions.

Large Headings & Pull-out Quotes

Avenir Book
Tracking: -10
Leading: 115%
Kerning: Optical

Avenir Arabic
Powering Connections

Subheadings

Avenir Heavy
Tracking: 0
Leading: 120%
Kerning: Optical

Sub headline titles
to go here

Body Copy & Captions

Avenir Book
Tracking: 0
Leading: 120%
Kerning: Optical

Pudae re plan explain quiam ese expectation aspeliq uoditat eum et veliatis qui remos erios veliquis ma duntor sit in nus quibus exerrum eum etur aut lam, occus dolor acepedi scimpos dolorum.

Nus rereped ut reria ime nullaccust repe culluptat re restiis sitatas perferum in non reptae dunt quistias vendis ipsandebis autem event eost, aut ullantiatat.

Button Styles

Avenir Regular & Heavy
Tracking: 0
Leading: 120%
Kerning: Optical

Button Active

Button Non-Active

Section 06

Visual Language

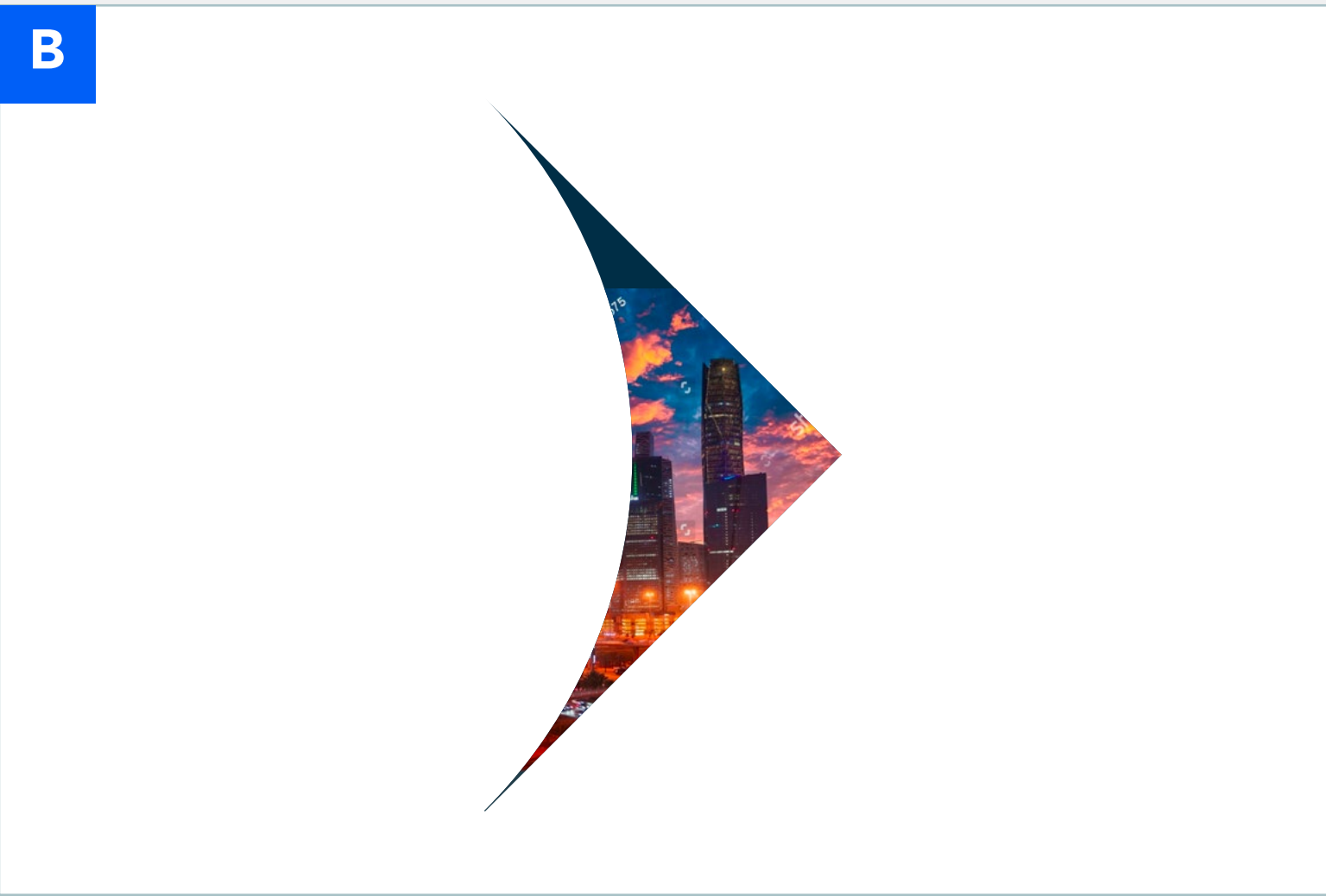
6.1	Power Arrow Overview	Page 36
	A. 3D Chrome Power Arrow	Page 37
	B. Animated Power Arrow	Page 38
	C. Keyline Power Arrow	Page 39
6.2	Brand Graphic Framework	Page 40
6.3	Framework Application Examples	Page 41
6.4	Brand Patterns & Colourways	Page 42
6.5	Regional Photography Style	Page 43
6.5	International Photography Style	Page 44

Power Arrow Overview

The CMF icon has been creatively expressed in four varied and visually engaging ways, to showcase and promote the CMF brand.

- A. 3D Chrome Power Arrow
- B. Animated Power Arrow
- C. Prism Power Arrow

The following pages recommend where a designer might apply each graphical approach

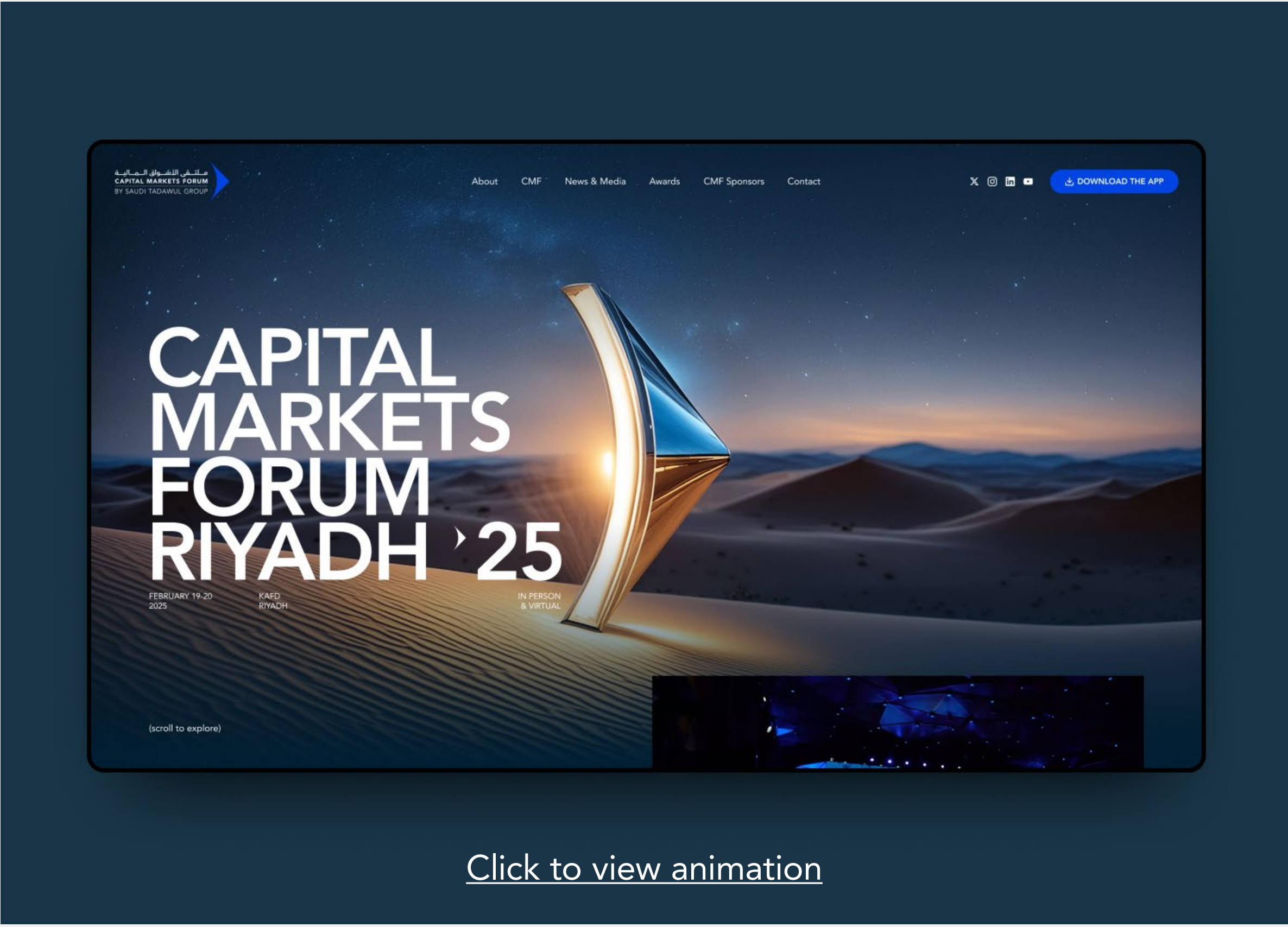


A. 3D Chrome Power Arrow

The Chrome Power Arrow is a flexible and dynamic device which can be used across print, motion and digital applications.



[Click to view animation](#)

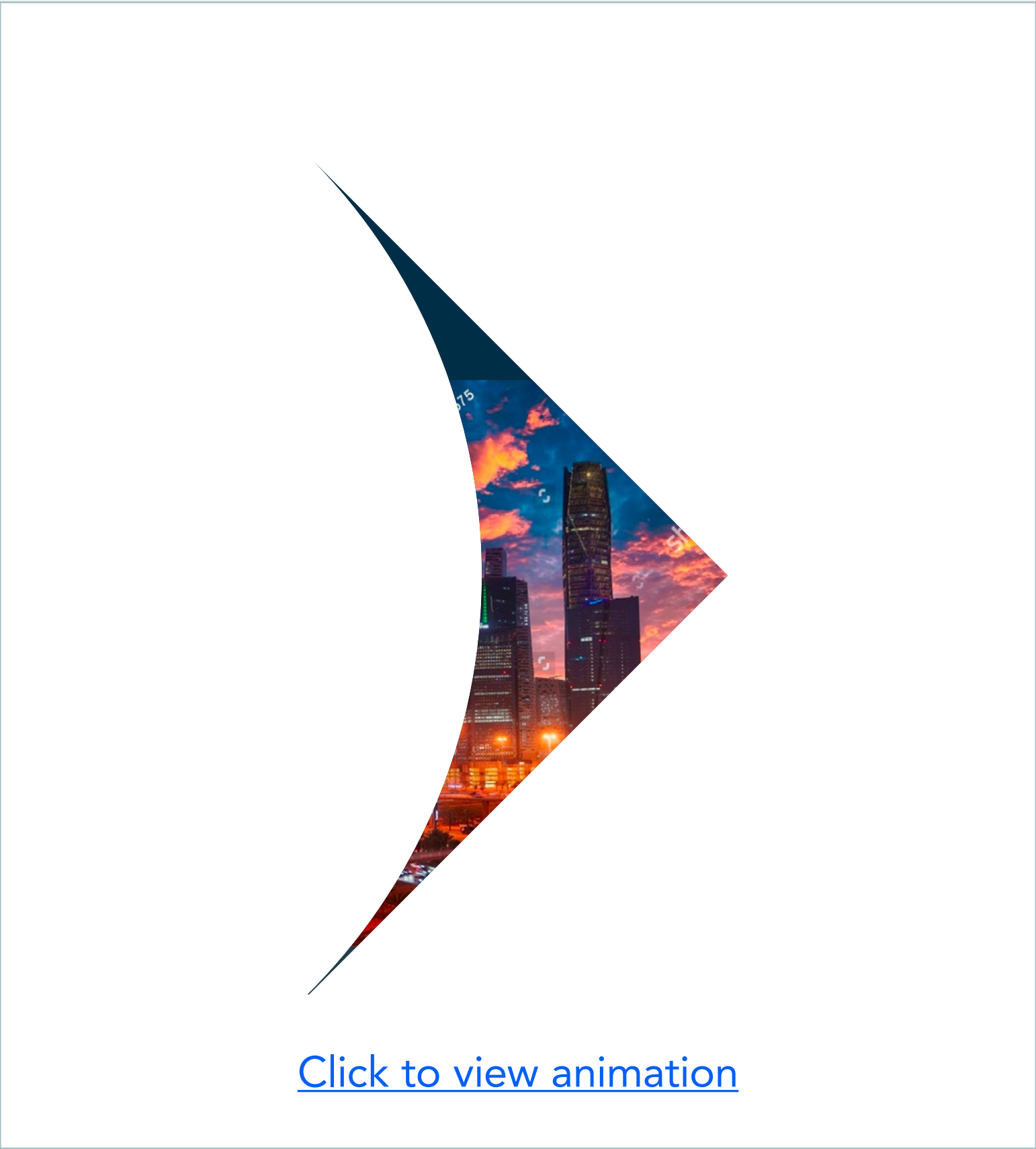


[Click to view animation](#)

PLEASE NOTE: Always use the electronic artwork provided. Never attempt to recreate ‘Power Arrow’ graphical applications.

B. Animated Power Arrow

The animated arrow is perfect for showcasing CMF’s regional and international locations, using motion, digital and social media applications



PLEASE NOTE: Always use the electronic artwork provided. Never attempt to recreate ‘Power Arrow’ graphical applications.

C. Keyline Power Arrow

The Keyline Power Arrow is a flexible and easy-to-use graphical device that works well across all visual touchpoints. Showcased below are a few visual examples of how the keyline graphic could be applied.



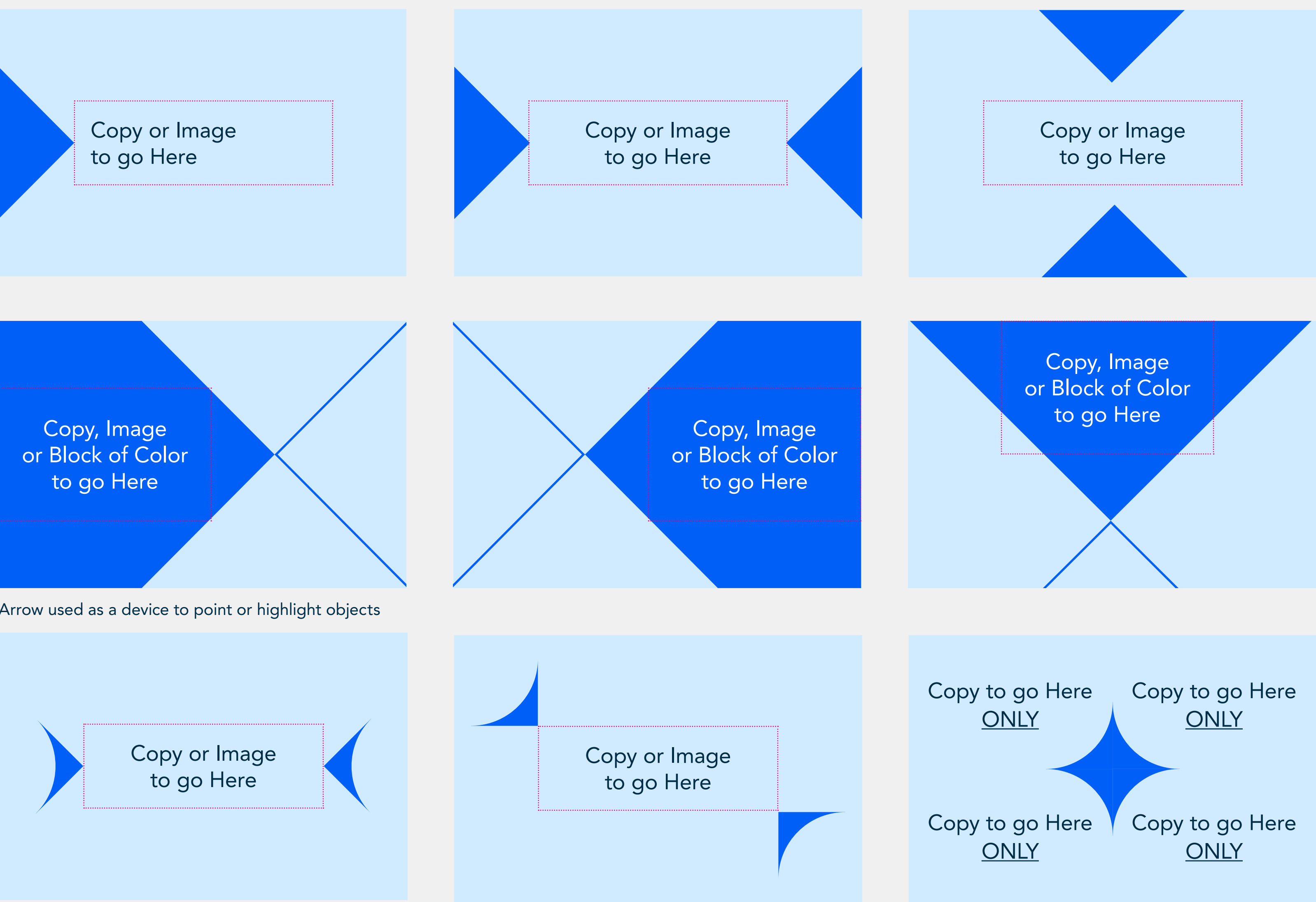
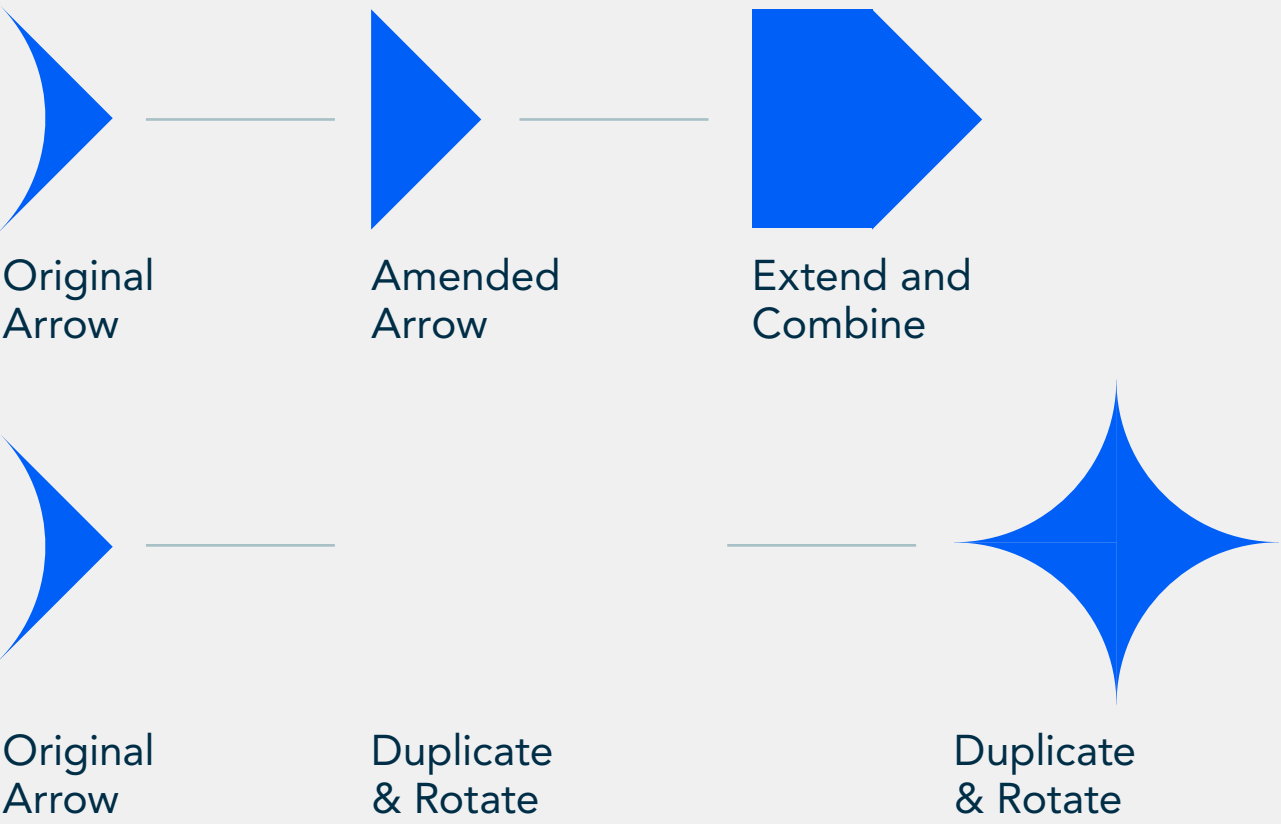
PLEASE NOTE: Always use the electronic artwork provided. Never attempt to recreate ‘Power Arrow’ graphical applications.

Brand Graphic Framework

The brand has a graphic framework that stems from the identities Power Arrow. This enables the creation flexible and on-brand communications that look fresh while being extremely simply to apply. This then can be used to hold images, text and graphics or create frames for layouts.

You can extend, extrude, add to, and super-size the arrow to make shapes and frames but never change or skew the angle of the arrow.

To create new shapes is simple...



Framework Application Examples

The examples show, showcase how the brand graphical elements COULD be applied, however designers should not be limited to this.

The CMF brand icon can be scaled, outlined, rotated, extended and cropped in abstract ways, and also used to hold content, to create interesting and visually engaging layouts.

PLEASE NOTE:
When creating a dark background CMF brand asset, the Energy Blue MUST always be used as an accent colour, rather than a solid block.

When creating a white background CMF branded asset, the Energy Blue and Power Navy MUST always be used as an accent colour, rather than a solid block.

A gradient feather effect can be applied to any tints, to add subtly and softness.

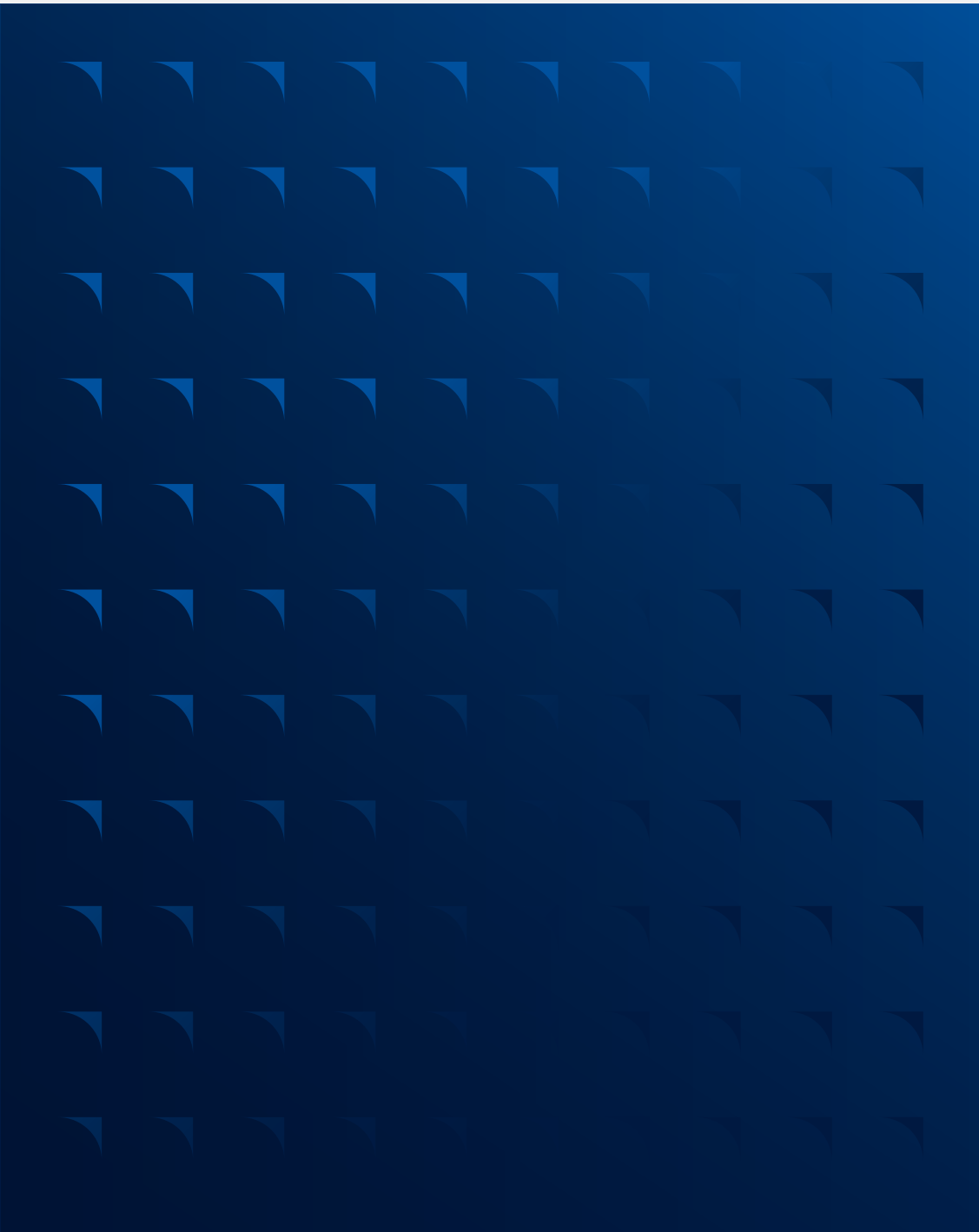
PLEASE NOTE: Always use the electronic artwork when provided.



Brand Patterns & Colourways

Our two solid brand icon patterns, are to be applied sparingly, and utilised as secondary (or background) graphical elements, across various CMF touchpoints where it is deemed appropriate – i.e. a press backdrops, animated screen savers, the inside of a brochure or envelope etc.

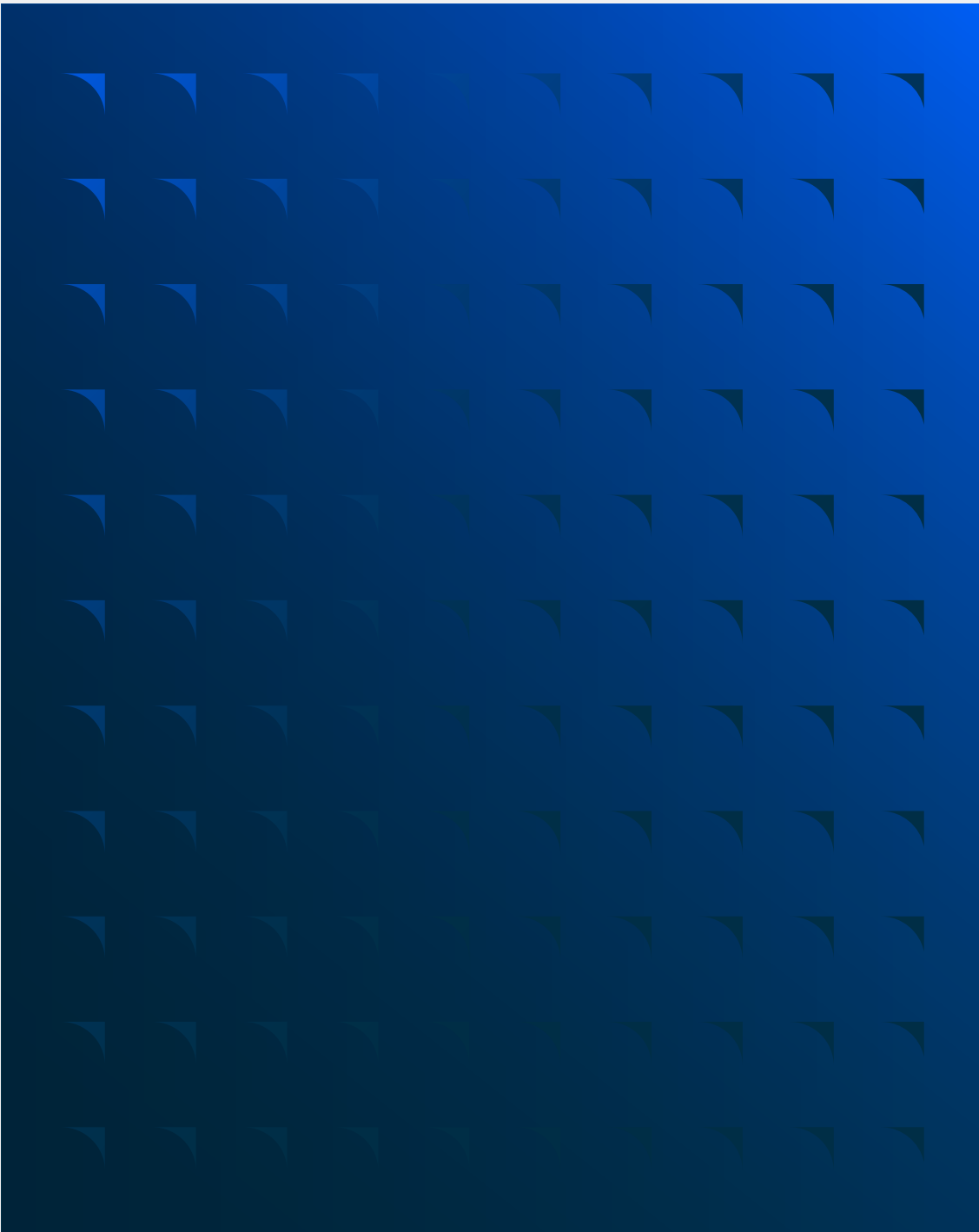
Pattern 01: Blue gradient background and pattern (RGB or CMYK depends on usage)



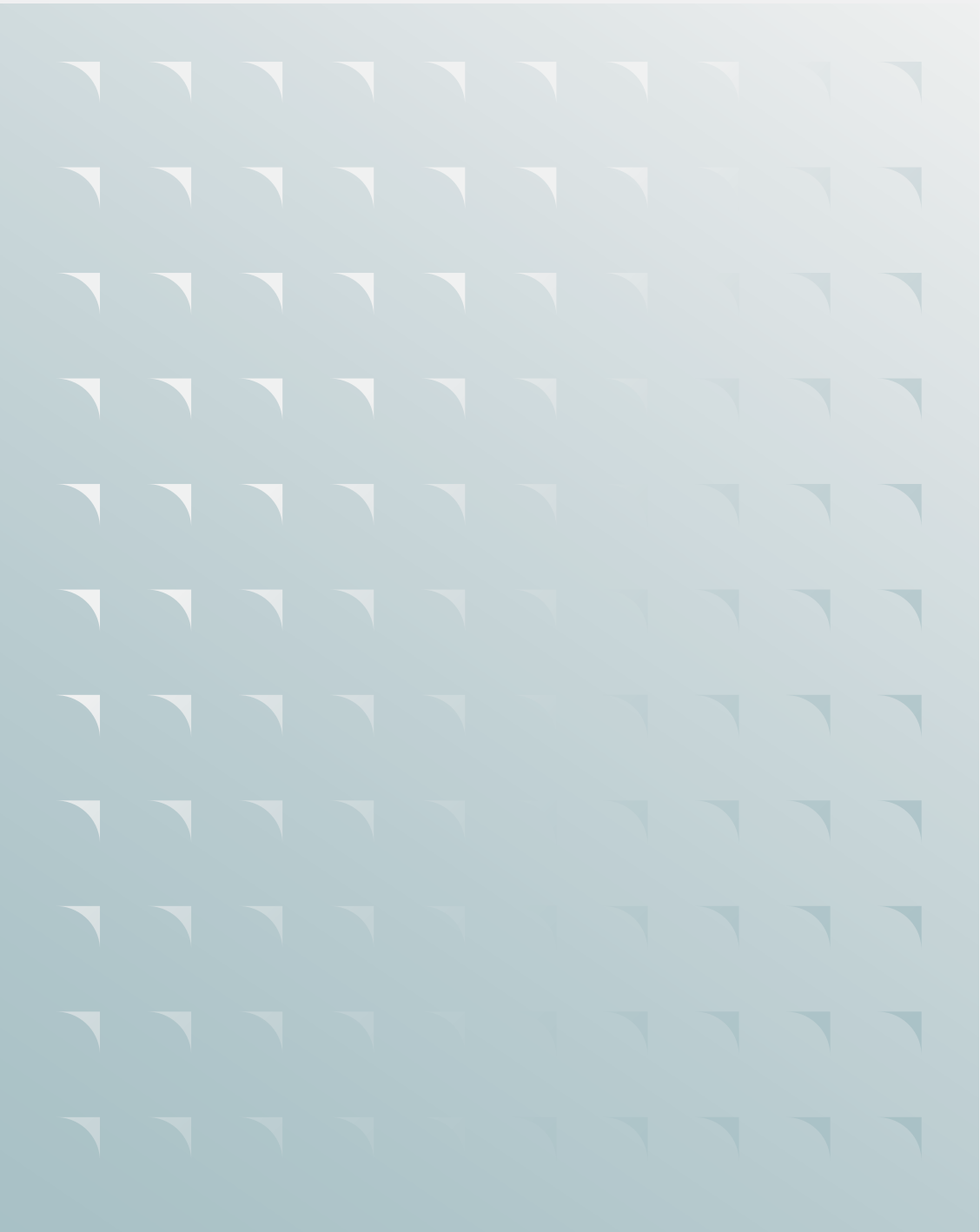
Pattern 02: Silver gradient background and pattern (RGB or CMYK depends on usage)



Social Media Pattern 01: RGB Blue gradient background and pattern



Social Media Pattern 02: RGB Blue gradient background and pattern



Regional Photographic Style

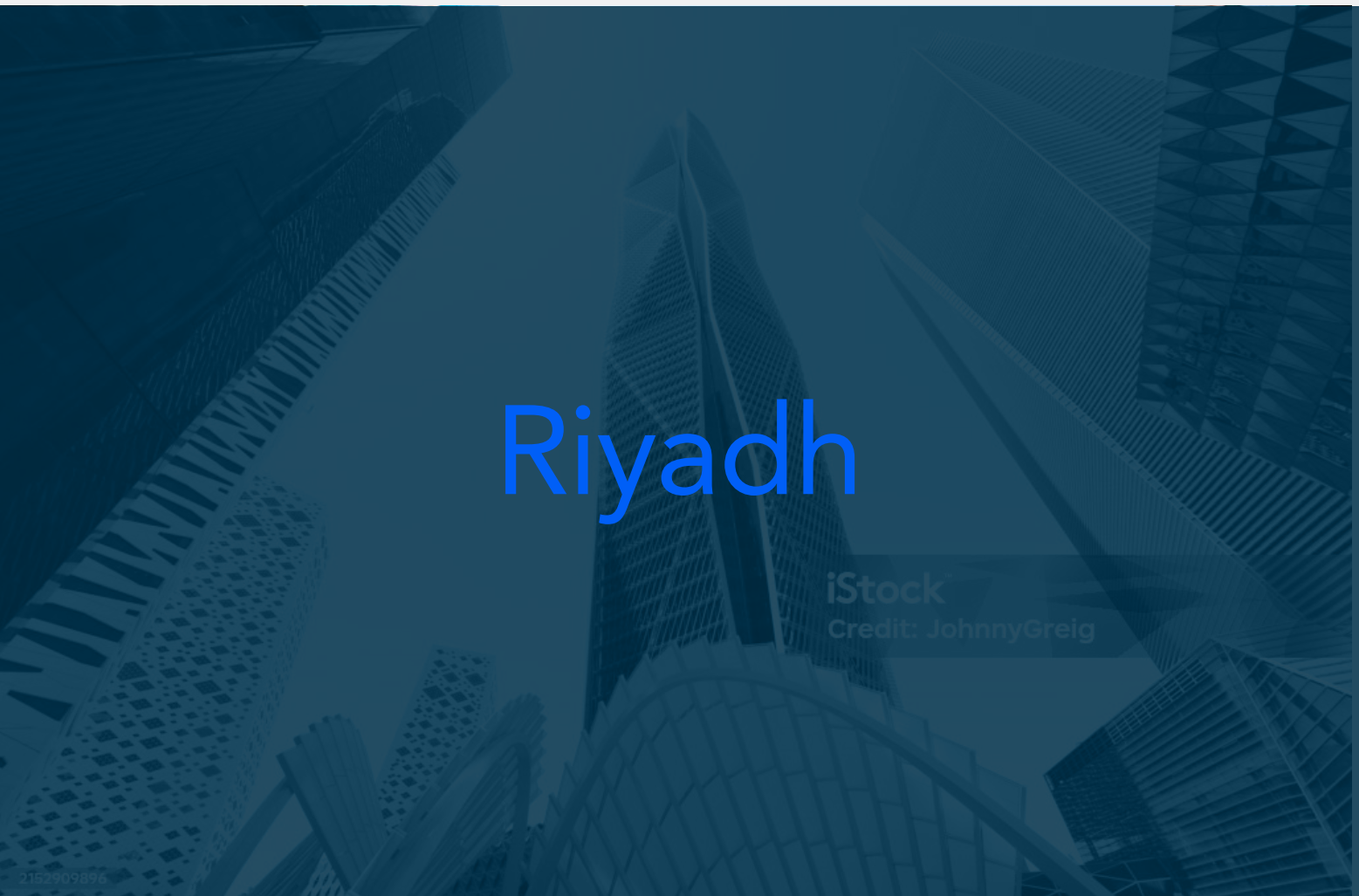
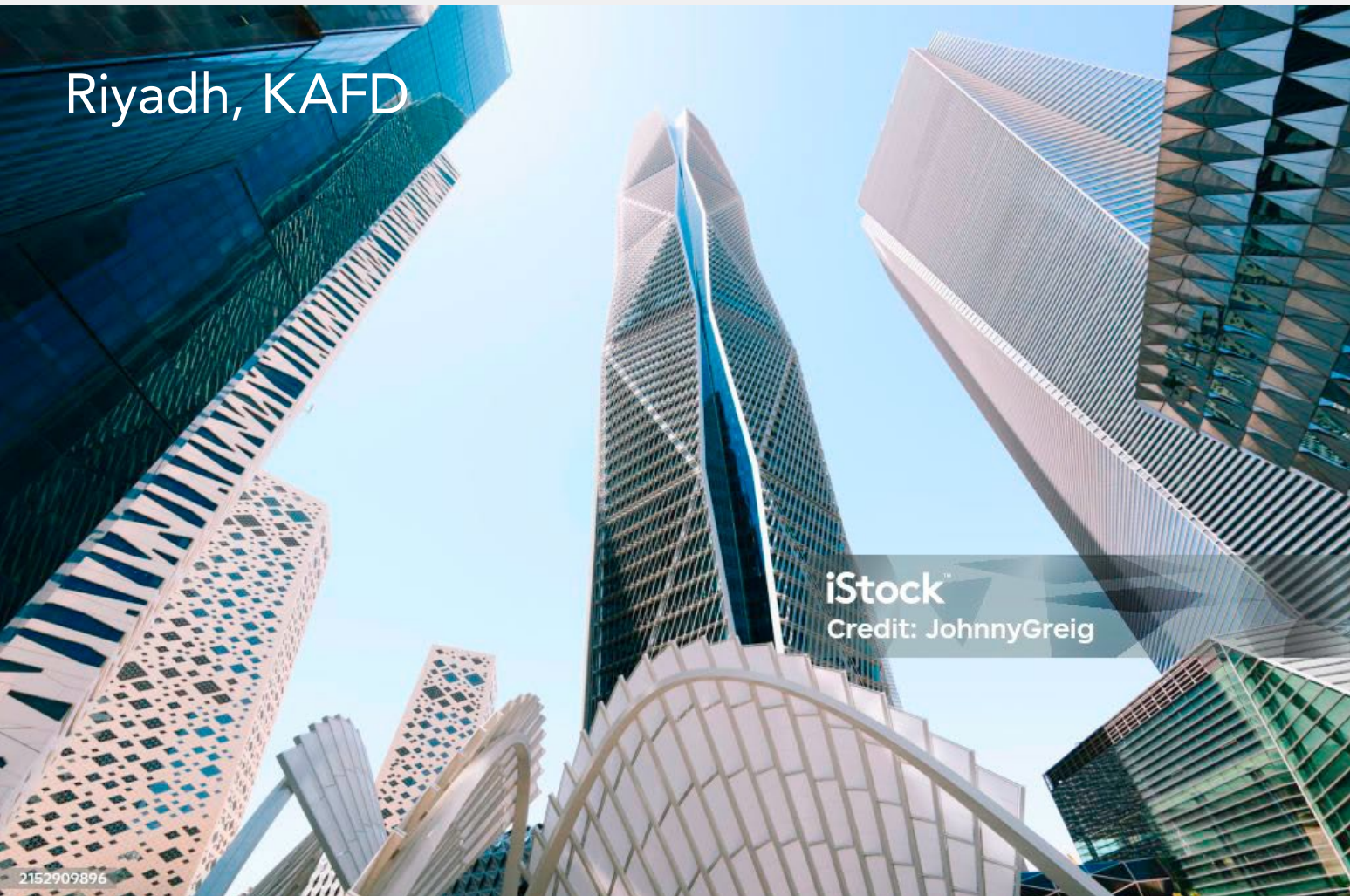
Photography is a valuable tool in expressing our regional location and can be shown in full-colour or coloured to match our brand palette, as per the examples shown opposite.

PLEASE NOTE:
When searching for new Riyadh photography, search for KAFD-related pictures specifically.

DO NOT purchase images that are editorial use ONLY. We will not be granted permission to use them, and therefore, they must be avoided at all times.

ALL purchased imagery **MUST** be **ROYALTY FREE ONLY**

DO NOT use imagery of Riyadh’s Kingdom Tower. We must always to show the new Riyadh.



International Photographic Style

Photography is a valuable tool in expressing our international locations and can be shown in full-colour or colourised to align with our hero brand palette, as per the examples shown opposite.



Section 07

Event Partnerships & Sponsors

7.1	Saudi Tadawul Group & Nasdaq Co-organizer Logo Lock-ups	Page 46
7.2	Saudi Tadawul Group & HKEX Co-organiser Logo Lock-ups	Page 47

PLEASE NOTE – ONLY use client approved art worked logo versions and colour ways.



Saudi Tadawul Group & HKEX Co-organiser Logo Lock-ups

STG will travel the world and co-host events with our trusted partners.

Whilst the STG brand always takes the lead, it is important to recognise our relationship with our co-organisers. Co-organiser logos should always appear as the slightly less dominant brand in the lock-up i.e. 80% smaller

The example shown will change partner identity, depending on the location. Lock-ups have been created in horizontal and vertical formats (shown). There are also; Negative, White out and Mono versions.

PLEASE NOTE – ONLY use client approved art worked logo versions and colour ways.

STG / HKEX Co-Organiser – Horizontal (Full Colour)

X

CO-ORGANISERS

X

X

مجموعة تداول السعودية
Saudi Tadawul Group

X

X

HKEX
香港交易所

X

CO-ORGANISERS

مجموعة تداول السعودية
Saudi Tadawul Group

HKEX
香港交易所

STG / HKEX Co-Organiser – Vertical (Full Colour)

X

مجموعة تداول السعودية
Saudi Tadawul Group

X

X

CO-ORGANISERS

X

X

HKEX
香港交易所

X

CO-ORGANISERS

مجموعة تداول السعودية
Saudi Tadawul Group

HKEX
香港交易所

STG / HKEX Co-Organiser – Horizontal (Reversed)

مجموعة تداول السعودية
Saudi Tadawul Group

CO-ORGANISERS

HKEX
香港交易所

CO-ORGANISERS

مجموعة تداول السعودية
Saudi Tadawul Group

HKEX
香港交易所

STG / HKEX Co-Organiser – Vertical (Reversed)

مجموعة تداول السعودية
Saudi Tadawul Group

CO-ORGANISERS

HKEX
香港交易所

CO-ORGANISERS

مجموعة تداول السعودية
Saudi Tadawul Group

HKEX
香港交易所

Section 08

CMF Select Brand Identity

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CMF SELECT Brand Identity Overview

CMF SELECT is a series of targeted events held under the umbrella of the broader Capital Markets Forum event series.

These events will focus on specialized topics within the capital markets landscape, of specific relevance to Saudi Arabia and participating countries, providing in-depth insights and fostering high-level discussions among industry leaders, experts, and professionals. Designed to complement the Capital Markets Forum, the SELECT series offers targeted sessions, networking opportunities, and a platform for sharing innovative strategies and best practices.

Hero CMF SELECT Brand Identity Usage:

The hero CMF SELECT identity is to be used across ALL branded touchpoints i.e. front covers of brochures, PPT Template covers and Event Branding Signage etc.

Secondary SELECT Brand Identity Usage:

The secondary SELECT brand identity can be applied to branded touchpoints in support of the hero logo, if the design or client deems it necessary i.e. inside spreads of a brochure, the inside pages of a PPT template etc. It can also be used as a repeated pattern on a media wall, in support of the Hero CMF SELECT logo.

Hero CMF SELECT Brand Identity



Secondary SELECT Brand Identity



Hero CMF SELECT Brand Identity Colourways

Negative CMF SELECT version – For dark backgrounds

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



Positive CMF SELECT version – For light backgrounds



Positive CMF SELECT version – For light backgrounds



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

Secondary SELECT Brand Identity Colourways

Negative SELECT version – For dark backgrounds

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



Positive SELECT version – For light backgrounds



Positive SELECT version – For light backgrounds



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

CMF SELECT & SELECT Monotone Colourways

ALL White CMF SELECT version – For dark backgrounds
To be used ONLY when production is limited

ALL White CMF SELECT version – For light backgrounds
To be used ONLY when production is limited

ALL Power Navy CMF SELECT version – For light backgrounds
To be used ONLY when production is limited

ALL White SELECT version – For dark backgrounds
To be used ONLY when production is limited

ALL White SELECT version – For light backgrounds
To be used ONLY when production is limited

ALL Power Navy SELECT version – For light backgrounds
To be used ONLY when production is limited

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

Contact Us

For all brand related enquiries,
please contact Emperor