

ملتقى الأسواق المالية
CAPITAL MARKETS FORUM
BY SAUDI TADAWUL GROUP

Capital Markets Forum 2027

BRAND GUIDELINES V5.0



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CMF SELECT Brand Identity Overview

CMF Select

Capital Markets Forum (CMF) Select is a series of curated editions delivered under the CMF platform, designed to convene targeted stakeholders around specific markets, sectors, and strategic opportunities. Powered by Saudi Tadawul Group, it extends the platform into focused formats that support broader engagement objectives across capital markets, investment, innovation, and market developments.

Hero CMF SELECT Brand Identity

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.

CMF SELECT Monotone Colourways



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

CMF Select - Shanghai Brand Identity Overview

CMF Select Shanghai

Capital Markets Forum (CMF) Select Shanghai is a curated edition delivered under the CMF Select series, powered by Saudi Tadawul Group and co-organized with the Shanghai Stock Exchange.

Bringing together financial leaders, institutional investors, and market participants, the forum will advance dialogue on market resilience, cross-border connectivity, and the deepening partnership between the Saudi and Chinese capital markets.

Hero CMF SELECT Brand Identity

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.

CMF Select - Shanghai Monotone Colourways



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CMF Select - Shanghai Colour Palette

Skyline Violet (Shanghai) is inspired by the Shanghai’s neon-lit skyline, where towers and digital light create a bold, forward-looking cityscape. Contemporary and atmospheric, it reflects the city’s modernity, technological edge, and status as a centre of innovation and advanced economy.

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

Skyline Violet

PANTONE® 2725 C

CMYK 63 / 74 / 0 / 0
RGB 95 / 59 / 227
HEX #5F3BE3

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 #EDEDED

Pure White

100% WHITE

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

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)

English - Avenir Font Family

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

Arabic - Avenir Arabic Font Family

ط ض ص ش س ز ر ذ خ 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
Unlocking Momentum

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

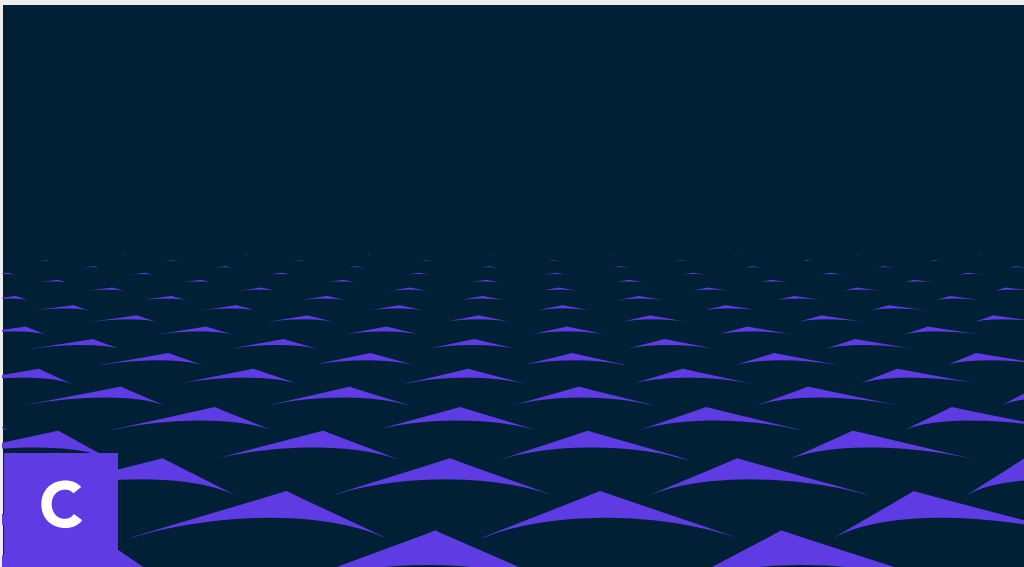
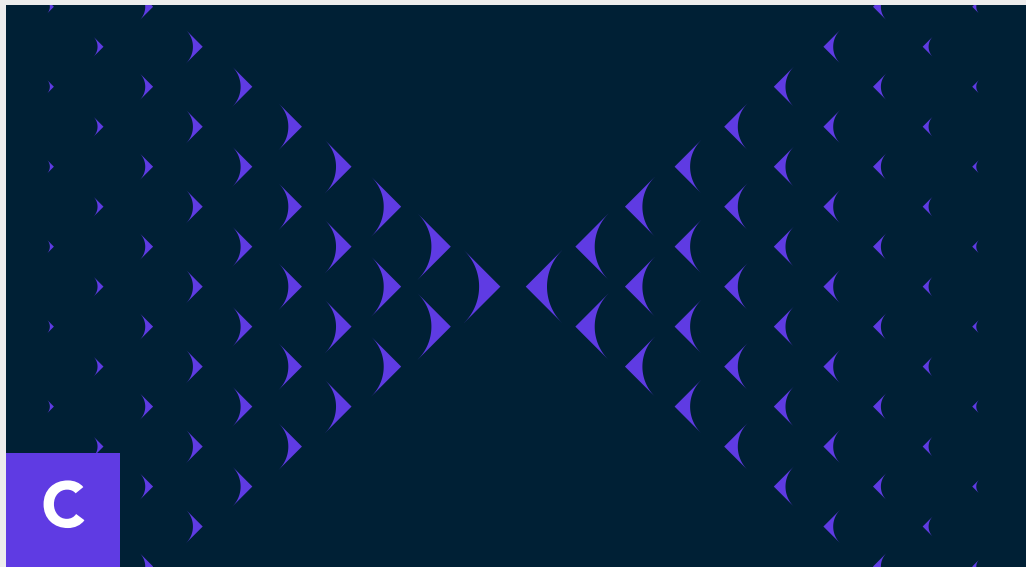
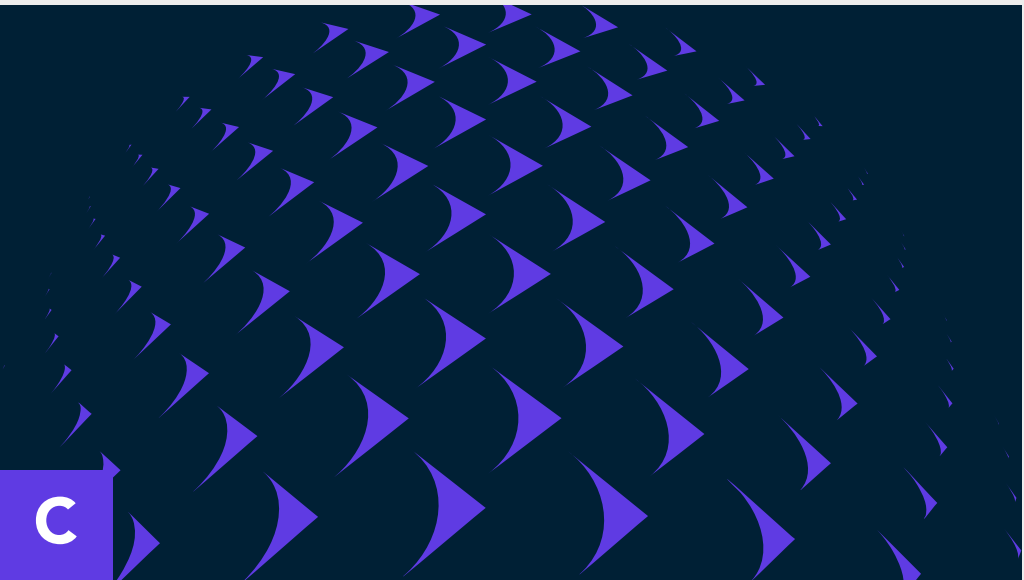
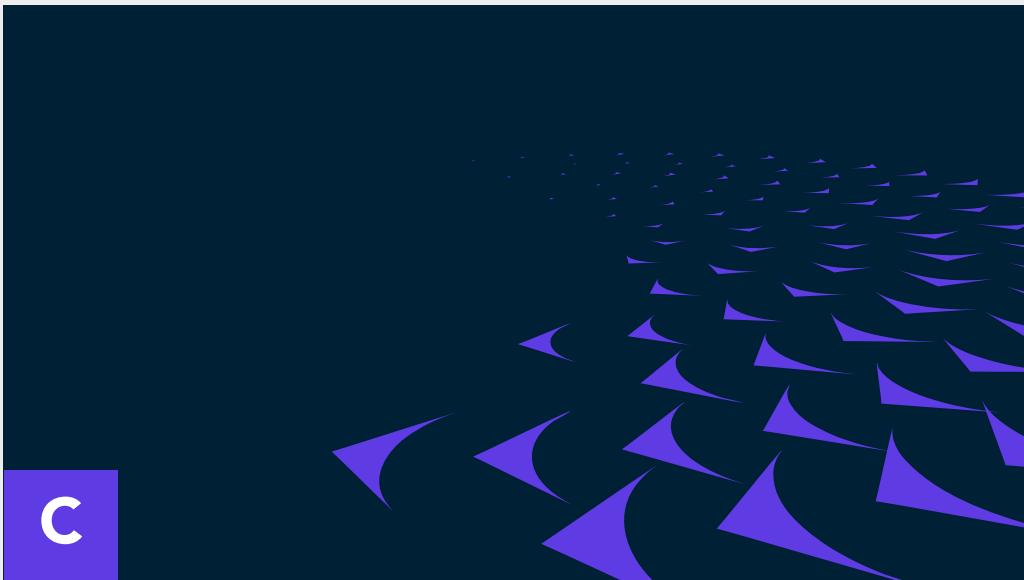
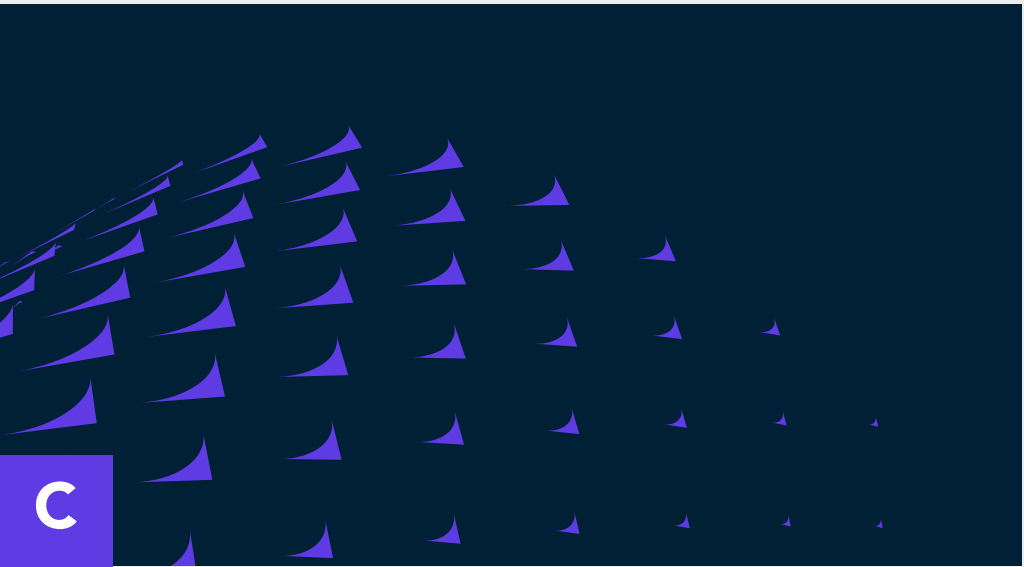
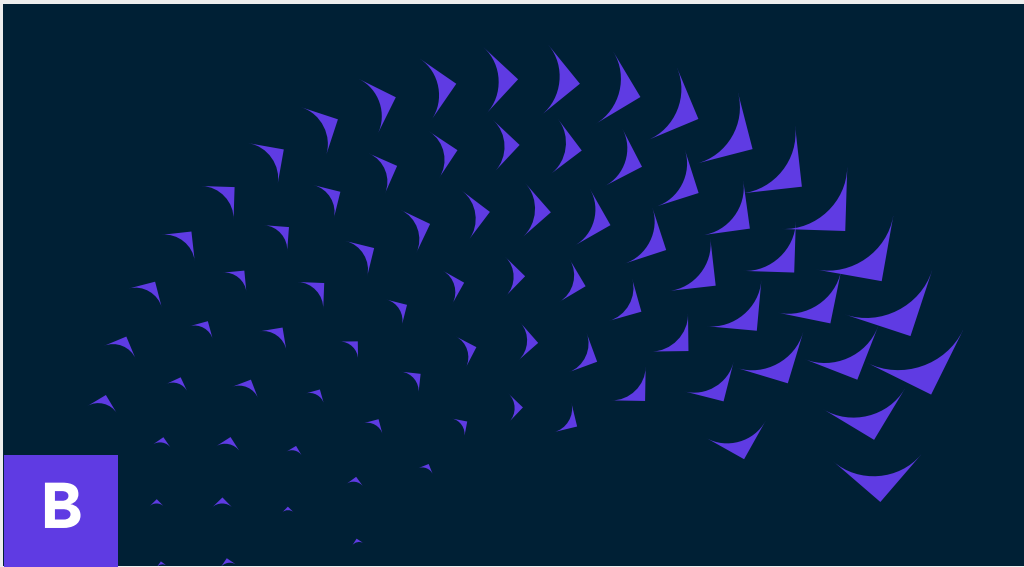
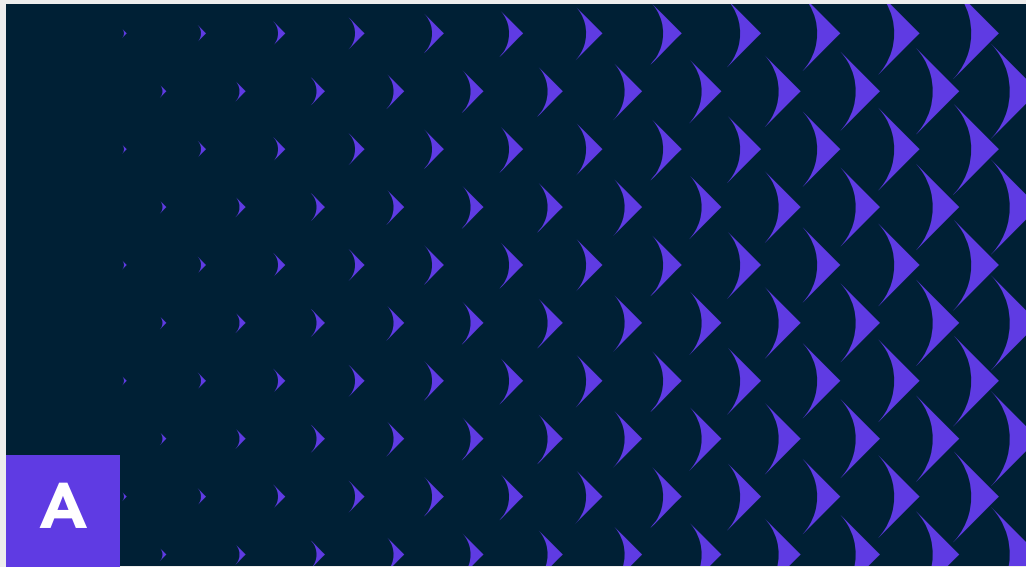
Avenir Regular & Heavy
Tracking: 0
Leading: 120%
Kerning: Optical

Button Active Button Non-Active

Dynamic Pattern Overview

Shown here are a few key styles in which we bring the pattern to life:

- A. Linear motion
- B. Radial Motion
- C. Dimensional warp
- D. Size variant



Iconography

Our brand iconography style is clear, simple and contemporary. All icons are minimalistic and simple line icons with no filled in elements.

Icons should not be used as a meaningless visual asset. They should only be used to support content in the following ways:

Summarising benefit

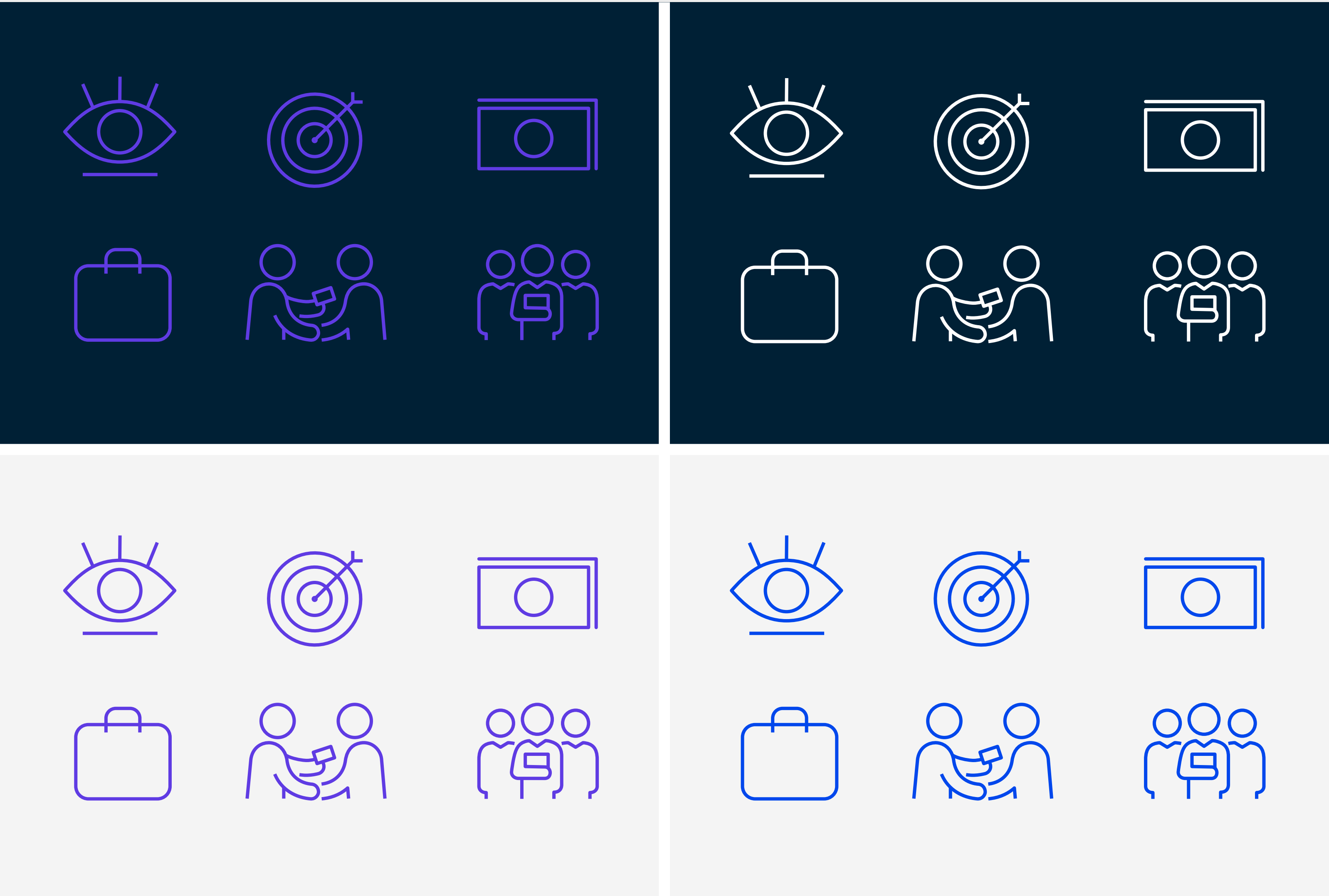
Icons help our users quickly sum up what the text is about.

Highlighting benefit

They assist in drawing attention and interest, particularly to key points or information you wish to emphasise.

Engagement benefit

It is used to help boost appeal and readability.



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