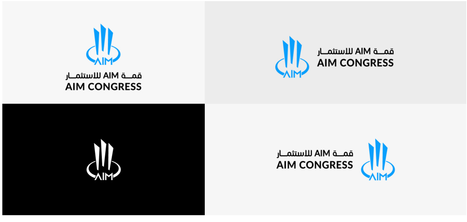
قمـــة AIM للاستثمـــار
AIM CONGRESS

Brand Guidelines

World's Leading Investment Platform

Logo

The AIM Congress logo is one of our most important core brand identity elements. Consistent placement, sizing, clear space and color usage, our logo remains recognizable on any surface it's presented on.



Download logo pack

Logo Color

Logo Color

The AIM Congress logo should only be used with black, white, and our brand colors. Black and white are the primary usage, but it's also allowed to practice our Chameleon Principle, when the logo is presented in split view with a photograph.

The primary color palette of our brand comprises five core colors: Blue, Navy Blue, Dark Blue, Black, and White. These colors are foundational to our brand identity and should be used consistently across all applications to ensure a cohesive and recognizable look.

Colors

Primary Colors

Blue

HEX #099FFC
RGB 9 159 252
CMYK 69 29 0 0

White

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

Light Blue

HEX #12D6FF
RGB 18 214 255
CMYK 93 16 0 0

Navy Blue

HEX #1B3966
RGB 27 57 102
CMYK 100 84 33 22

Dark Blue

HEX #081A2E
RGB 8 26 46
CMYK 93 80 52 66

Black

HEX #000000
RGB 0 0 0
CMYK 75 68 67 90

Portfolio Colors

Global Markets

HEX #FF5555
RGB 255, 85, 85
CMYK 0, 67, 67, 0

Future Economies

HEX #00E89E
RGB 0, 232, 158
CMYK 100, 0, 32, 9

NexGen

HEX #000000
RGB 170, 0, 232
CMYK 27, 100, 0, 9

Gradients

Our brand utilizes two linear gradients derived from the primary color palette. The first gradient transitions from White to Blue, and the second gradient moves from Dark Blue to Blue.

These gradients enhance our visual identity, providing depth and dynamism to our designs. Proper use of these gradients can add a sophisticated and modern touch to various brand applications.

White to Blue

HEX	#FFFFFF	#099FFC
RGB	255 255 255	9 159 252
CMYK	0 0 0 0	69 29 0 0

Dark Blue to Blue

HEX	#1B3966	#099FFC
RGB	27 57 102	9 159 252
CMYK	100 84 33 22	69 29 0 0

Custom Gradient

HEX	#099FFC	#12D6FF
RGB	9 159 252	18 214 255
CMYK	69 29 0 0	93 16 0 0

Custom Gradient

HEX	#099FFC	#000000
RGB	9 159 252	0 0 0
CMYK	69 29 0 0	75 68 67 90

Download all color swatches

Colored Background with Logo

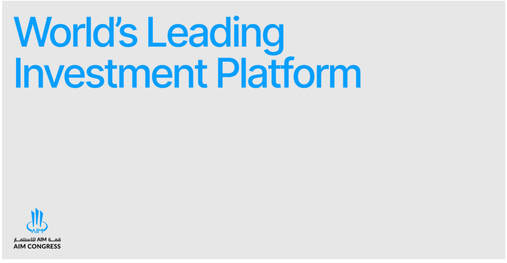
Colored Background with Logo

Below are the different color combinations allowed to use when combining our logo with our brand colors. Follow these guidelines to ensure consistency across all mediums.

Colored Backgrounds with Type

Colored Backgrounds with Type

Below are the primary color combination to use when combining our typography with our brand color.



Typography

Logo Typeface

A Jannat LT and Lato are used exclusively in the AIM logo.

AIM
قمة الاستثمار AIM
AIM CONGRESS

Lato
A Jannat LT

Brand Typeface

Our brand typeface is called Inter. Inter is a variable font family carefully crafted & designed for computer screens. It features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "O" from "0", tabular numbers, and much, much more.

Straightforward with a clear, strong, and polished voice — our typefaces never distract from the message.
Our primary Latin typeface is Inter — a variable font family carefully crafted and designed for computer screens. It features a tall x-height to aid in readability of mixed-case and lower-case text, ensuring clarity across digital interfaces. For Arabic, we use A Jannat LT and SS Arabic, both selected for their modern, legible, and elegant qualities. A Jannat LT offers a clean and contemporary look for traditional Arabic forms, while SS Arabic brings a geometric and structured rhythm that complements our overall visual tone. Together, they maintain harmony and consistency across languages, enhancing readability without compromising on style or character.

Inter

Thin
Extra Thin
Light
Regular
Medium
Semi Bold
Bold
Extra Bold
Black
Italic

Arabic Titles / Logo Typeface

A Jannat LT is a modern Arabic typeface known for its clean lines and balanced letterforms, designed to deliver clarity and elegance across both digital and print media. With a contemporary aesthetic and traditional roots, it offers excellent legibility in both headlines and body text. The font supports a wide range of Arabic script features and comes in multiple weights, making it a versatile choice for diverse branding needs. Its refined proportions and smooth curves reflect a harmonious fusion of heritage and modernity—ideal for conveying trust, sophistication, and professionalism.

A Jannat LT

خط عريض

الجنة

SST Arabic is a contemporary Arabic typeface designed with precision, clarity, and functionality in mind. Developed as part of the global SST type system, it seamlessly aligns with its Latin counterpart, offering visual harmony in bilingual applications. SST Arabic features modern proportions, open counters, and carefully balanced curves—ensuring high readability across digital interfaces and printed materials. Its versatility across weights makes it suitable for everything from bold headlines to detailed body text. Rooted in traditional calligraphic influence yet refined for modern communication, SST Arabic is an ideal choice for brands seeking clarity, consistency, and cultural relevance.

SST Arabic

Medium
عربي السست

Bold
عربي السست

Light
عربي السست

Roman
عربي السست

عربي السست

Download font

Sample Glyphs

Below are overviews of some Inter glyphs

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXY
ZŽabcčćdđefghijklmnopqrsštuvwxyzžАБВ
ГҐДЂЕЁЄЖЗЅИІЇЙЈКЛЉМНЊОПРСТЋУ
ЎФХЦЧЏШЩЪЫЬЭЮЯабвгґдђеёєжзѕиіїйј
клљмнњопрстћуўфхцчџшщъыьэюяАВГ
ΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγδεζηθικ
λμνξοπρστυφχψωάΑέΕέΗιΐΙΐόΟύΥΫΥάά
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890'?"'!"(%)[#]{@}/&\<÷+×=>®©$€£¥¢:;,.*

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXY
ZŽabcčćdđefghijklmnopqrsštuvwxyzžАБВ
ГҐДЂЕЁЄЖЗЅИІЇЙЈКЛЉМНЊОПРСТЋУ
ЎФХЦЧЏШЩЪЫЬЭЮЯабвгґдђеёєжзѕиіїйј
клљмнњопрстћуўфхцчџшщъыьэюяАВГ
ΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγδεζηθικ
λμνξοπρστυφχψωάΑέΕέΗιΐΙΐόΟύΥΫΥάά
ὲἐἢἡἰἱὸόὺὑὠώΩΆΑΆΕΆΟΌΥΆἀἁὲὸσυ1234567
890'?"'!"(%)[#]{@}/&\<÷+×=>®©$€£¥¢:;,.*

Weights & Sizing

Inter comes in three selected main cuts: Inter Regular (400), Inter Medium (500) and Inter Semi-bold (600). All have associated Italics. Throughout the visual identity, Inter Medium (500) is utilised the most. Inter Regular (400) is used for smaller type sizes to maximize legibility.

When establishing the typographic system, strive to keep the styles divided by 8. 16, 24, 48, 72, etc. It's important that all designs have an inner logic that precedes a clear system to the design.

H1 — XXpx Abc

H2 — XXpx Abc

H3 — XXpx Abc

H4 — XXpx Abc

Body — XXpx Abc

Alignment

Large typography should always be left-aligned or centered. It should never right-aligned or justified.

Text text text

Text text text

Text text text

Text text text

Smaller typography should always be left-aligned. Never centered, right-aligned or justified

World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform

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Geometric Pattern

Optical-Style Line Pattern

The design is built from multiple concentric diamond shapes (rotated squares) with smooth rounded edges. Each layer is formed by fine parallel lines, creating depth and rhythm.

The lines gradually change thickness and spacing, producing a dynamic flow effect that suggests innovation, technology, and connectivity.

The gradient transition from blue to cyan conveys a sense of trust, stability, and modernity (blue) while adding energy and freshness (cyan). This makes it versatile for industries like tech, digital, corporate, or futuristic brands.

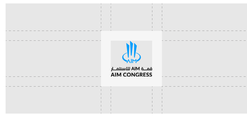
- Use as a subtle background texture behind headers, title pages, or section dividers.
- Apply opacity (10 –30%) to avoid overpowering content.

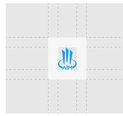
Break the pattern into parts (half segment) to use as smaller accents across collateral.

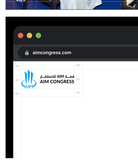
Logo Clear Space

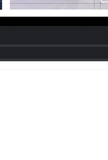
Logo Clear Space

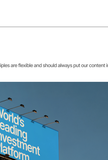
The AIM Congress logo is one of our most important core brand identity elements. Consistent placement, sizing, clear space and color usage, our logo remains recognizable on any surface it's presented on. This part will also cover both sub-branding, co-branding.

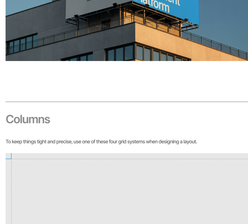








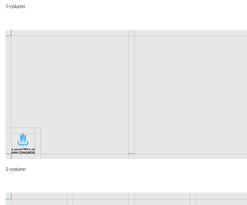




Layout

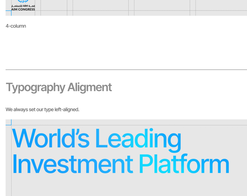
Layout

Layout is an important part of our design system. Our layout principles are flexible and should always put our content in focus.

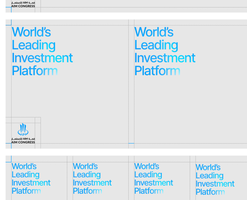


Columns

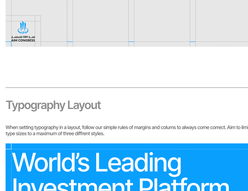
To keep things tight and precise, use one of these four grid systems when designing a layout.



1-column



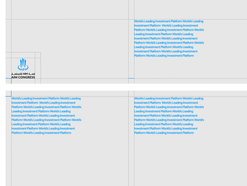
2-column



4-column

Typography Aligment

We always set our type left-aligned.



Typography Layout

When setting typography in a layout, follow our simple rules of margins and colums to always come correct. Aim to limit type sizes to a maximum of three different styles.

Title only

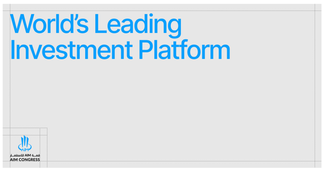
Title + Body

Body only

Margins

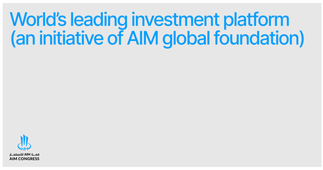
Margins

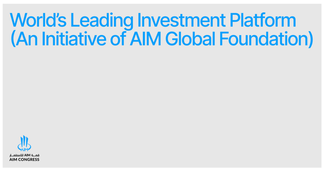
Our margins are decided from the logo clear space principle. This varies based on the size of the logo. When margins have been set, make sure typography follow them.



Case

When setting type, sentence case should always be used unless working with a tagline or pay-off.



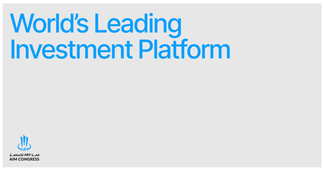


Never use all caps

Tracking

Tracking is the spacing given to all letters in a word. Tracking should be quite tight. Too loose or too tight tracking should always be avoided. Below are some guidelines to follow.

Correct tracking



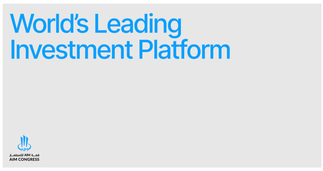
Too tight tracking

Too loose tracking

Kerning

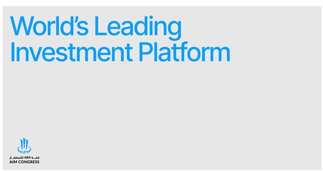
Kerning is the spacing between each individual letter in a word. Once tracking is set correctly, go into each word and manually adjust the kerning to make sure it sits perfectly. When working in design software, kerning should always should be set to Metric. Below are some guidelines to follow.

After/Before (hover)



Not OK kerning

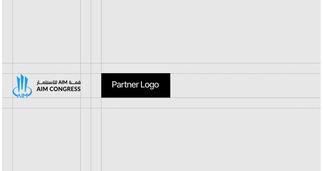
OK kerning

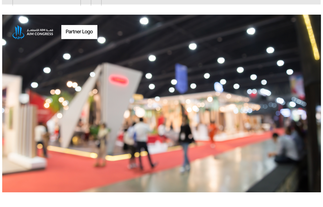


Sub-Branding

Sub-Branding

The simplicity of our logo allows it to have various lock-ups when we communicate—for instance, it can be used solely as an icon, with the logotype, or in horizontal and vertical arrangements.



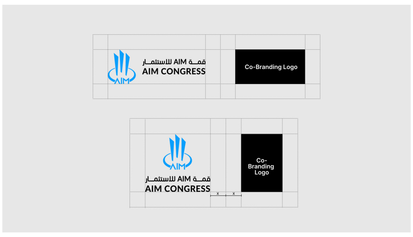


Co-Branding

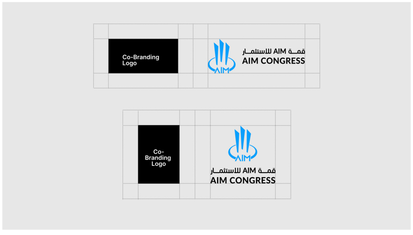
Co-Branding

In any partnership lockup, the AIM Congress logo should always appear first, followed by the partner logo. The space between the AIM Congress logo and the partner logo must be twice the width of the "AIM" element in the logo mark (2x). The height of the partner logo should be one and a half times the width of the "AIM" lockup is determined by the height of the AIM Congress logo mark. Ensure there is clear space around the entire lockup equal to one-quarter of the overall height in all directions. See the diagram.

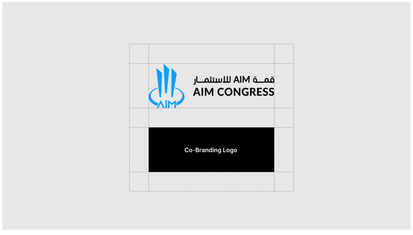
Horizontal system



Horizontal system
(partner lead)

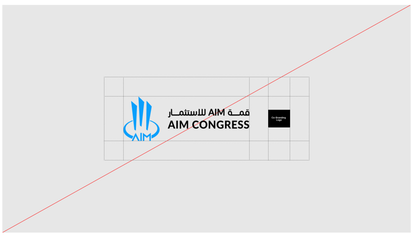


Vertical system

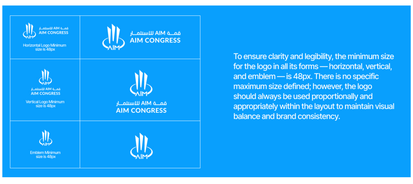


Vertical system
(partner lead)

Misuse



Logo Sizing



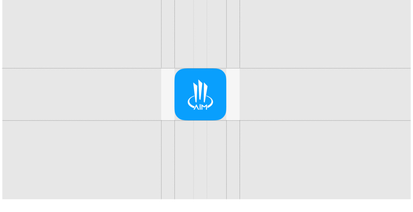
SoMe Logo

SoMe Logo

Our social media avatar is designed to stand out on any social media platform for creating a strong and recognizable brand mark.

App Icon

App Icon



Logo Placement on Contracts

Logo Placement on Contracts Header

The icon and the text is the same height

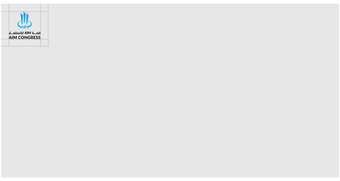
Logo Placement

Logo Placement

Our logo placement system is simple and clear, but has enough flexibility to accomodate various content. When placing the logo, strictly use one of the alignments below.

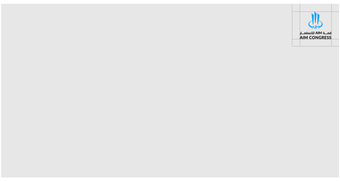
Primary Logo Placement

Top left

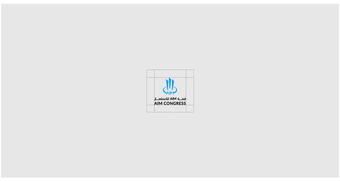


Additional Options

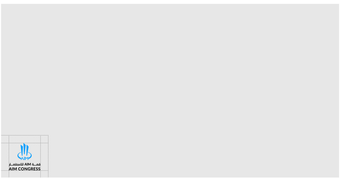
Top right



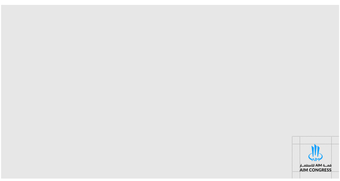
Centered



Bottom left



Bottom right

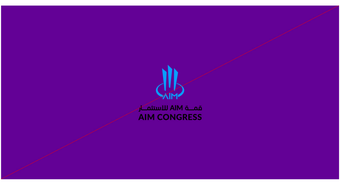


Misuse

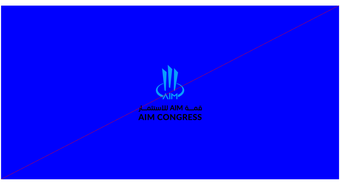
Misuse

Our colors should always be treated with respect and appear consistent throughout all formats. The colors should never be reimagined, tampered with, or modified in any way. Below are some absolute no-no's.

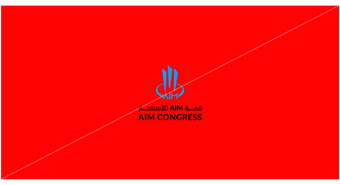
Blue on purple



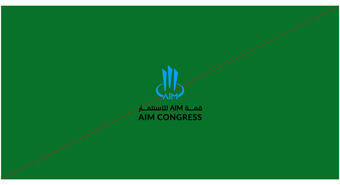
Blue on blue



Blue on red



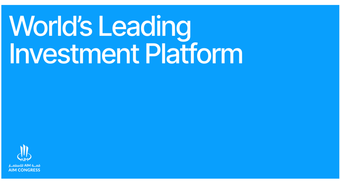
Blue on green



Leading

Leading is the space between lines of words. Leading should be optically bigger than the spacing between words, which again should be greater than the tracking. This will result in perfect legibility. Follow this principle for both print and digital type setting.

Correct leading



Too loose leading

Too tight leading

Licensing

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Read full OFL (Open Font License)

Misuse

Below are some examples that should always be avoided when setting typography. There will most definitely be occasions where type issues arises, that isn't shown in the examples below. In these cases, refer to the guidelines and be as logical as possible. Try to find solutions that feels consistent and correct with the overall brand aesthetic.

World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform

World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform World's Leading Investment Platform

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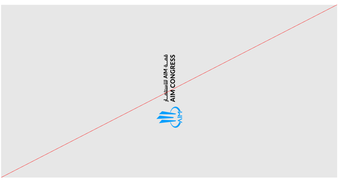
Misuse

Misuse

Our logo should always be treated with love and appear consistent throughout all surfaces. It should not be reimagined, tampered with, or modified in any way. Below are some examples of what not to do.

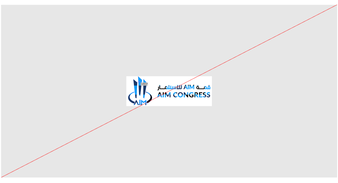
Do not distort the logo

Do not place the logo vertically



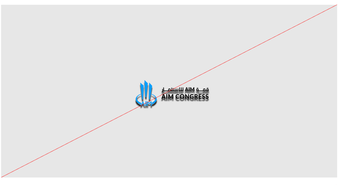
Do not tilt or rotate the logo

Do not add any texture or pattern

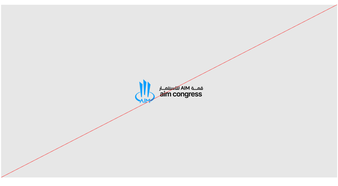


Do not use unapproved color combinations

Do not apply any effects

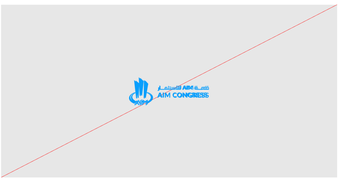


Do not alter the logotype



Do not add any elements

Do not add icon with blue text



Logo on Photography

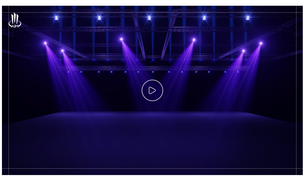
Logo on Photography

When applying our logo on photography, always ensure enough contrast between logo and image to make it clear, crisp and legible.

Videography

Videography

Our videography library is an ever-expanding roster of great videos from all over the world — provided by people from all countries. High quality videography builds brand reputation.



Applications

Applications

Continously updated with relevant examples.

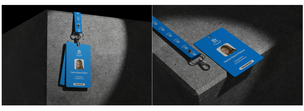
Tote Bags

Hanging Banners

Flags

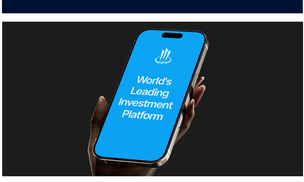
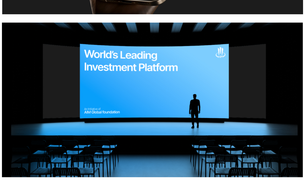
Conference Screen

ID Card



Exhibition stand

Mobile Screen



Venue Screen