



## Future Fund Oman Brand Guidelines

الدليل الإرشادي الهوئي  
صندوق عُمان للمستقبل

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# INTRODUCTION

## المقدمة

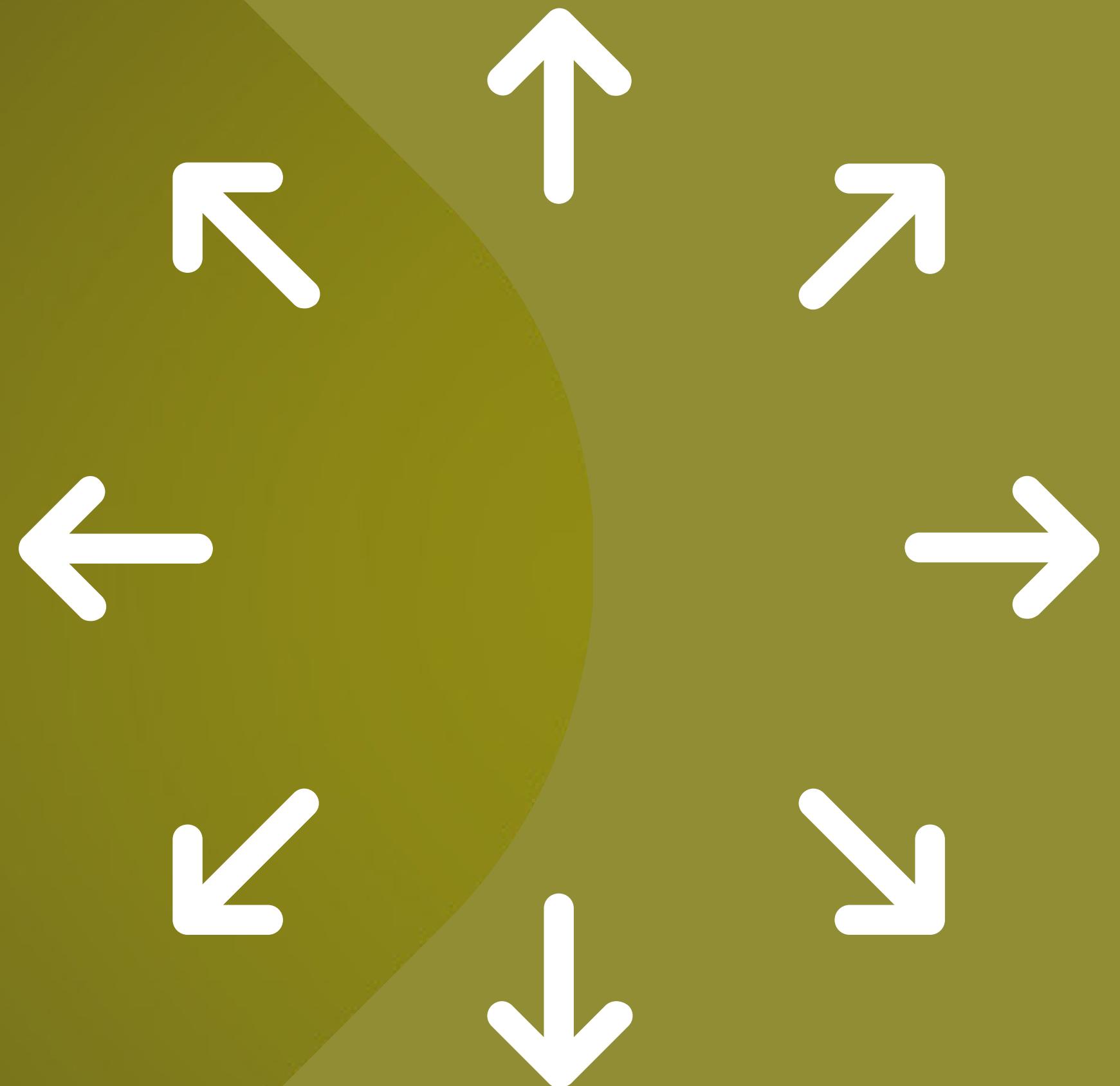


## Introduction

Future Fund Oman is designed to boost economic activity by encouraging private sector players to enter into partnerships or finance investment projects in various economic sectors identified and embraced in Oman Vision 2040. The capital will go a long way to assist large-scale projects, SMEs and Venture Capital. To represent an effective and efficient investment solution that seeks to stimulate economic diversification by participating in private financing - including projects implemented by the Government of the Sultanate of Oman - but more importantly, the Fund is designed to attract investment into the country's economy, including from abroad.

## Brand Concept

The basic idea of the Future Fund Oman logo is to represent economic expansion into new sectors through the idea of arrows, which move strongly and clearly towards achieving the primary goal of the fund, which is economic stimulation. To enhance it further, arrows were placed within the name of the project, while using them to be the basis in the visual system of the fund.







## Primary Lockup

The Primary Lockup for Future Fund Oman is a key element of our visual identity. It is a specific arrangement of the logo elements that establishes a consistent and cohesive brand image.

### Components

The Primary Lockup consists of the Future Fund Oman icons and the wordmark. These elements are combined in a precise, fixed relationship that should not be altered.

### Usage

The Primary Lockup should be used in most official communications, including corporate documents, marketing materials, and digital platforms.

It ensures immediate brand recognition and conveys our professional image.

### Consistency

Maintaining the integrity of the Primary Lockup is essential. The proportions, colors, and spatial relationships of the elements within the lockup must remain consistent across all applications.

By adhering to these guidelines for the Primary Lockup, Future Fund Oman maintains a strong and unified brand presence, reinforcing our role as a leader in investment and development in Oman.





## Logo Color Variations

The Future Fund Oman logo is versatile, with color variations for different needs. The main colors are the shade of green, representing growth and prosperity. For simpler settings or contrast, black and white versions are available. A white logo is used for dark backgrounds, and softer colors like grayscale suit formal uses. Each variation is selected for clarity and context, keeping the brand consistently recognizable.





## Logo Misuse

When using the Future Fund Oman logo, avoid altering its design, size, or colors, and stick to the official Pantone colors provided. The logo should always be used as a whole, without adding any extra effects like shadows or glows. Additionally, it's important to ensure the logo is clearly visible against any background, maintaining its integrity and recognizability.

### Note

The examples given here are not exhaustive but serve as key guidelines. Always use the logo as officially provided to maintain the brand's consistency and professional image.



### Stick to Official Colors

Use only the specified Pantone colors.



### Use as a Whole

Don't separate or rearrange parts of the logo.



### No Alterations

Keep the logo's design, size, and colors as they are.



### No Extra Effects

Refrain from adding shadows, glows, or other effects.



### Proportional Scaling

Always resize the logo evenly, avoiding distortion.



### Mind the Background

Ensure clear visibility against any background





## Logo Clear Space

The clear space around the Future Fund Oman logo is vital for ensuring its prominence and clarity. This space, defined by the height of a key element like the letter 'M' or an arrow in the logo, acts as a buffer zone. It's important to maintain this clear space in all applications, from digital and print to signage, to avoid visual crowding and enhance the logo's visibility. Consistently applying this clear space across different mediums is crucial for maintaining the distinctiveness of the logo and the integrity of the Future Fund Oman brand identity.





# Colours

## الألوان

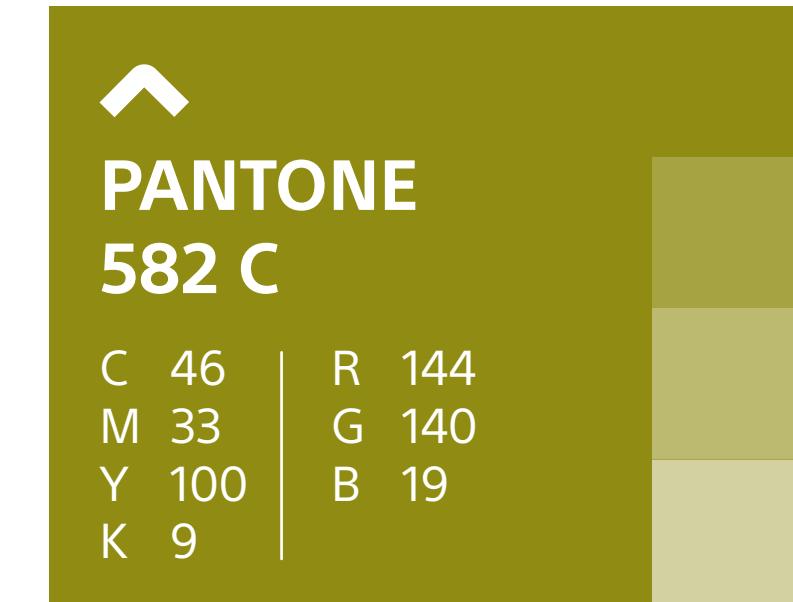
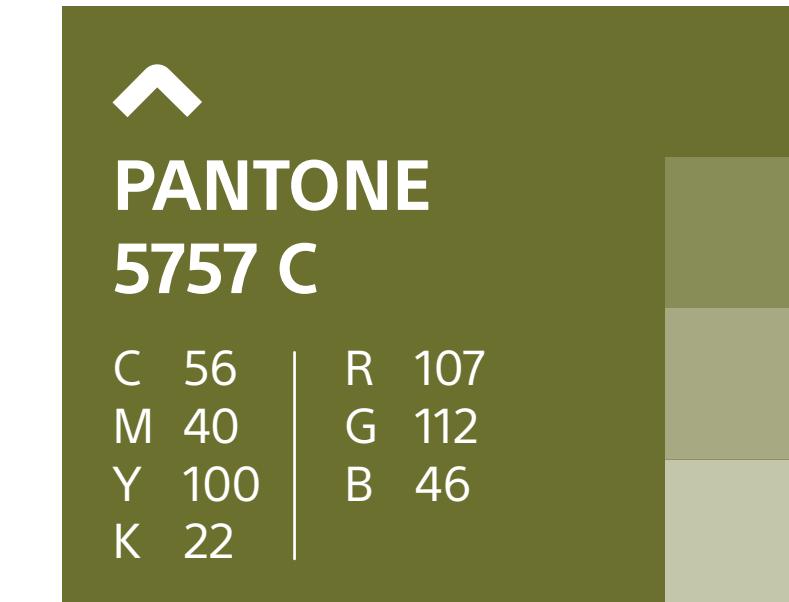
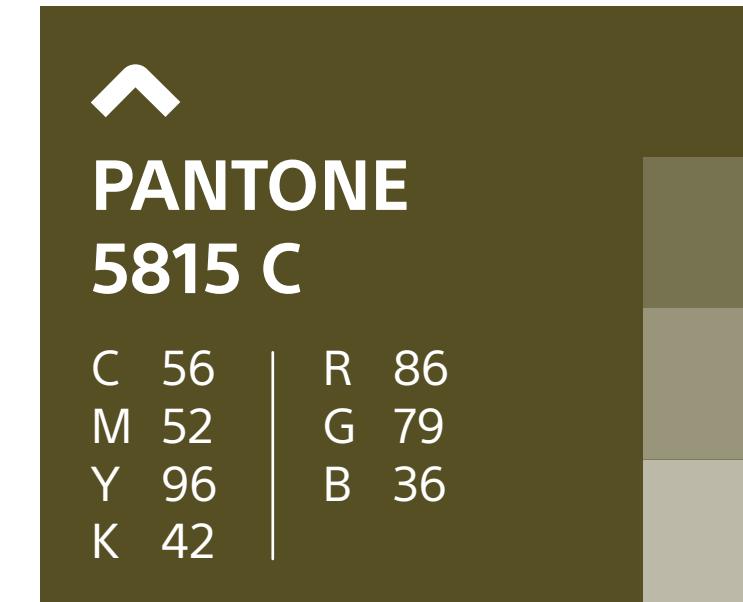
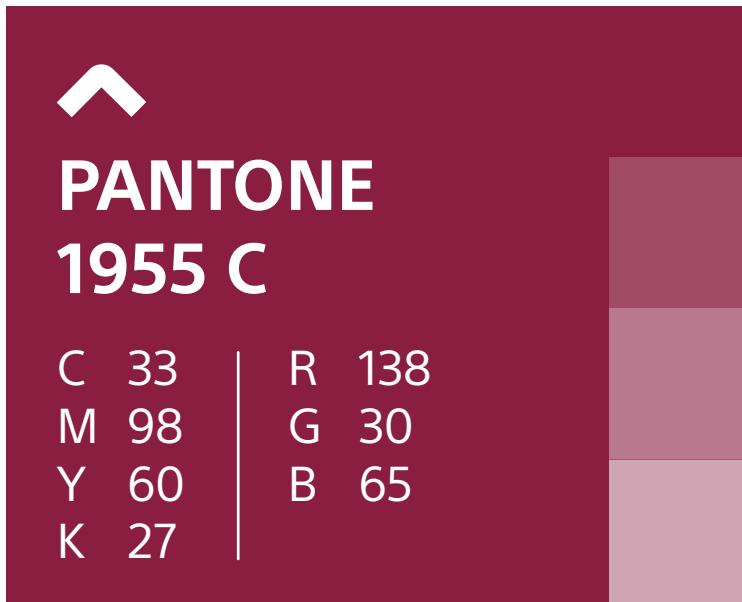




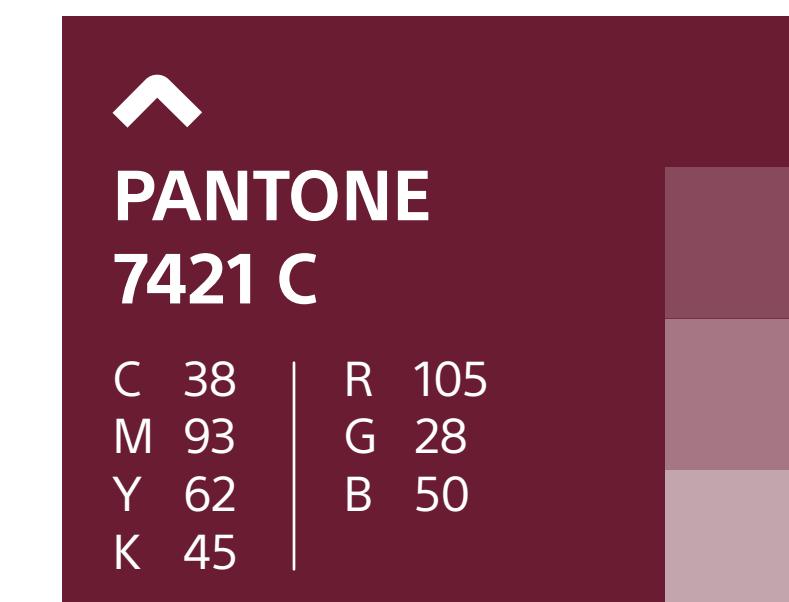
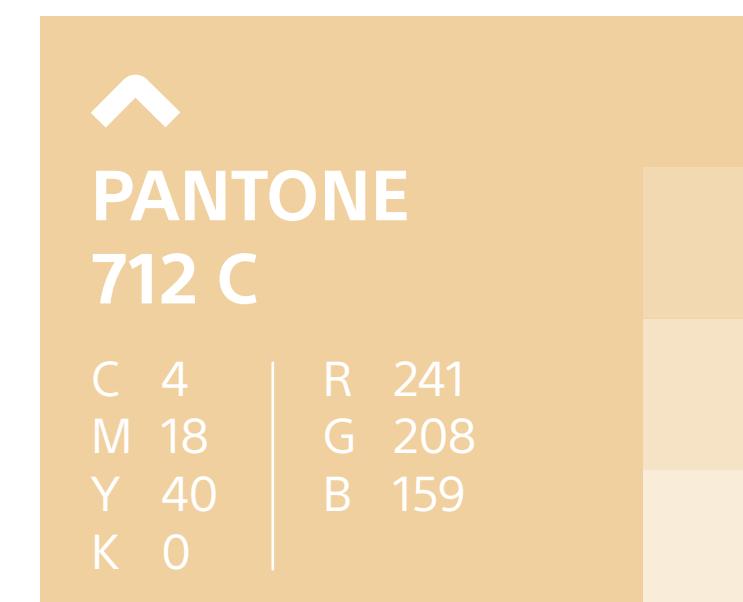
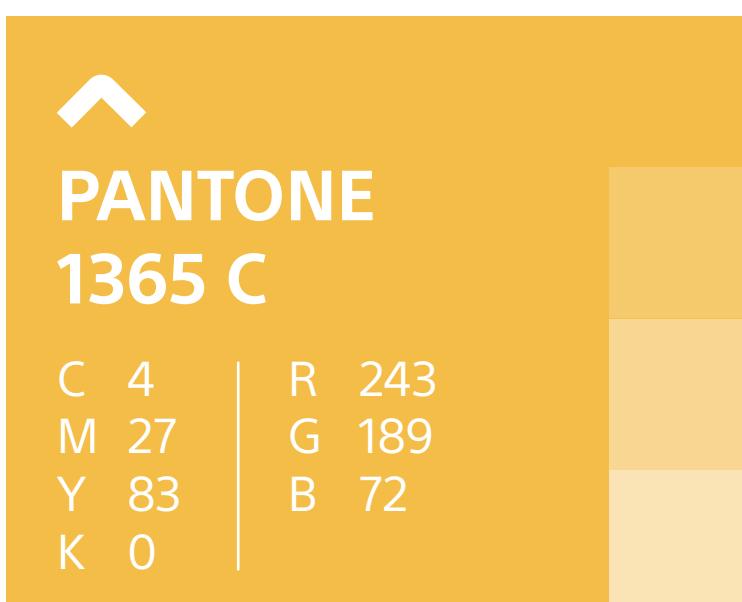
# Colours

The Future Fund Oman brand utilizes a defined color palette that is central to its visual identity, with specific shades selected for their relevance and visual impact. Consistent application of these colors across all platforms, from digital to print, is essential for brand coherence. Precise color specifications, including Pantone, CMYK, RGB, and HEX codes, are provided to ensure accurate and uniform representation in all forms of communication and branding.

## Primary Colors



## Secondary Colors





## Colour Gradients

Future Fund Oman uses colour gradients to add a modern, dynamic look to its branding. These gradients blend the brand's primary and secondary colors and are consistently applied across digital and print materials, enhancing the visual appeal while maintaining brand coherence. This approach reinforces Future Fund Oman's image as an innovative and forward-thinking entity.

Primary Colors



Secondary Colors



# Typography

# الخطوط الطبعية



# Main Typeface

# SST Arabic

The Future Fund Oman brand has selected a specific typeface as its primary font, which is integral to maintaining a consistent and professional appearance across all communications. This chosen typeface is used in all official documents, marketing materials, and digital communications, ensuring uniformity and easy readability. The selection reflects the brand's character and values, supporting the overall visual identity and enhancing brand recognition. Careful consideration has been given to its legibility and versatility across various applications and mediums.

# Arabic Typography

# الخطوط الطبعية الرئيسية - عربي

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ئ ء ؤ ؤ  
عناوين رئيسية، نصوص  
1234567890

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقصود  
لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي للنص أو  
شكل الفقرات في الصفحة التي يقرأها. ولذلك يتم استخدام طريقة  
لوريم إيسوم لأنها تعطي توزيعاً طبيعياً -إلى حد ما- للأحرف عوضاً  
عن استخدام « هنا يوجد محتوى نصي » هنا يوجد محتوى نصي.

رفيع  
عادی  
متوسط  
سمیک

# Latin Typography

# الخطوط الطبعية الرئيسية - لاتيني

Headlines/Titles/Text  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnoprstuvwxyz  
1234567890

**Text Content:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore.

Light  
Roman  
Medium  
Bold



# Text Typeface

## 29LT Zarid Sans

For Text communications within the Future Fund Oman, a specific typeface has been chosen to ensure clarity and consistency. This internal typeface is used in all in-house documents, emails, presentations, and other forms of internal communication. It has been selected for its readability and compatibility with standard office software, making it practical for everyday use by all staff members. While distinct, this internal typeface complements the main typeface used for external branding, ensuring a cohesive visual identity both inside and outside the organization.

### Arabic Typography

#### الخطوط الطباعية الرئيسية - عربي

عناوين رئيسية، نصوص

أ ب ت ث ج ح د ذ ر ز س ش ص ض ط ظ ع غ ف ق

ك ل م ن ه و ي ء ؤ ئ ة ل ا ئ

1234567890

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سياهي القارئ عن التركيز على الشكل الخارجي للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك يتم استخدام طريقة لوريم إيبسوم لأنها تعطي توسيعاً طبيعياً - إلى حد ما - للأحرف عوضاً عن استخدام «هنا يوجد محتوى نصي، هنا يوجد محتوى نصي».

فيع، فيع مائل، خفيف جداً، خفيف، مائل خفيف جداً، عادي، مائل، متوسط، متوسط مائل، نصف عريض، شبه مائل، غامق، غامق مائل، أسود، أسود مائل

### Latin Typography

#### الخطوط الطباعية الرئيسية - لاتيني

Headlines/Titles/Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore.*

Thin, *Thin Slanted*, Extralight, Light, *Extralight Slanted*, Regular, *Slanted*, Medium, *Medium Slanted*, Semibold, *Semibold Slanted*, Bold, **Bold Slanted**, Black, **Black Slanted**



## Employees/ Internal font

### Calibri

For the Future Fund Oman, a designated font has been chosen for use by employees in their daily internal communications and documentation. This font is carefully selected for its readability, professionalism, and compatibility with common office applications, ensuring ease of use for all staff members. While it aligns with the organization's overall visual identity, this specific font is particularly suited for internal correspondence, reports, presentations, and other employee-related materials, contributing to a coherent and efficient working environment.

### Arabic Typography الخطوط الطباعية الرئيسية - عربي

نصوص رئيسية، عناوين

غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب أ  
ئ لاءء ي و ه ن م ل ك ق ف

1234567890

ما لصفحة المقتول المحتوى أن وهي طويل زمن منذ مثبتة حقيقة هناك  
في الفقرات توضع شكل أو للنص الخارجي الشكل على التركيز عن القارئ سيلهي  
تعطي لأنها إيبسوم لوريم طريقة استخدام يتم ولذلك يقرأها التي الصفحة  
محتوى يوجد هنا» استخدام عن عوضاً للأحرف - ما حد إلى - طبيعياً توزيعاً  
«نصي محتوى يوجد هنا نصي،

عادي، سميك

### Latin Typography الخطوط الطباعية الرئيسية - لاتيني

Headlines/Titles/Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minim veniam, quis nostrud exercitation  
ullamco laboris nisi ut aliquip ex ea commodo consequat.  
Duis aute irure dolor in reprehenderit in voluptate velit esse  
cillum dolore.

Regular, Bold



## Website font

### Tajawal

Since the nature of websites is different from other visual identity applications, the most appropriate font to use on the Future Fund Oman website is the Tajawal font, which is available for use on the Google Fonts platform, is free, and is elegant and legible, with different weights that add contrast between texts.

### Arabic Typography **الخطوط الطباعية الرئيسية - عربي**

عناوين رئيسية، نصوص  
أ ب ت ث ج ح د ذ ر ز س ش ص ض ط  
ظ ع غ ف ق ك ل م ن و ي ء ئ ؤ ئ ئ  
1234567890

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء  
لصفحة ما سيلهي القارئ عن التركيز على الشكل الخارجي  
للنص أو شكل توضع الفقرات في الصفحة التي يقرأها. ولذلك  
يتم استخدام طريقة لوريم إيبسوم لأنها تعطي توزيعاً طبيعياً  
إلى حد ما - للأحرف عوضاً عن استخدام «هنا يوجد محتوى نصي».  
«هنا يوجد محتوى نصي».

رقيق، خفيف، عادي، متوسط، سميك، ثقيل، أسود

### Latin Typography **الخطوط الطباعية الرئيسية - لاتيني**

Headlines/Titles/Text  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed do eiusmod tempor incididunt ut labore et dolore  
magna aliqua. Ut enim ad minim veniam, quis nostrud  
exercitation ullamco laboris nisi ut aliquip ex ea commodo  
consequat. Duis aute irure dolor in reprehenderit in  
voluptate velit esse cillum dolore.

Extralight, Light, Regular, Medium, Bold, ExtraBold, Black



## Fonts in Use

At Future Fund Oman, we have a structured approach to our font usage to maintain a cohesive brand identity:

صندوق  
FUTURE  
FUND  
المستقبل  
OMAN



### The standard Lorem Ipsum passage, used since the 1500s



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATON NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM."

DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO C

### Section 1.10.32 of "de Finibus Bonorum et Malorum", written by Cicero in 45 BC

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam m iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro"

صندوق  
FUTURE  
FUND  
المستقبل  
OMAN



### The standard Lorem Ipsum passage, used since the 1500s

#### The standard Lorem Ipsum passage, used since the 1500s

- LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.
- UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

#### de Finibus Bonorum

- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam,
- eaque ipsa quae ab illo inventore aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam m iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?
- enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro"

#### 1914 translation by H. Rackham

But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth.



# Graphics

## الرسومات





## Visual Theme

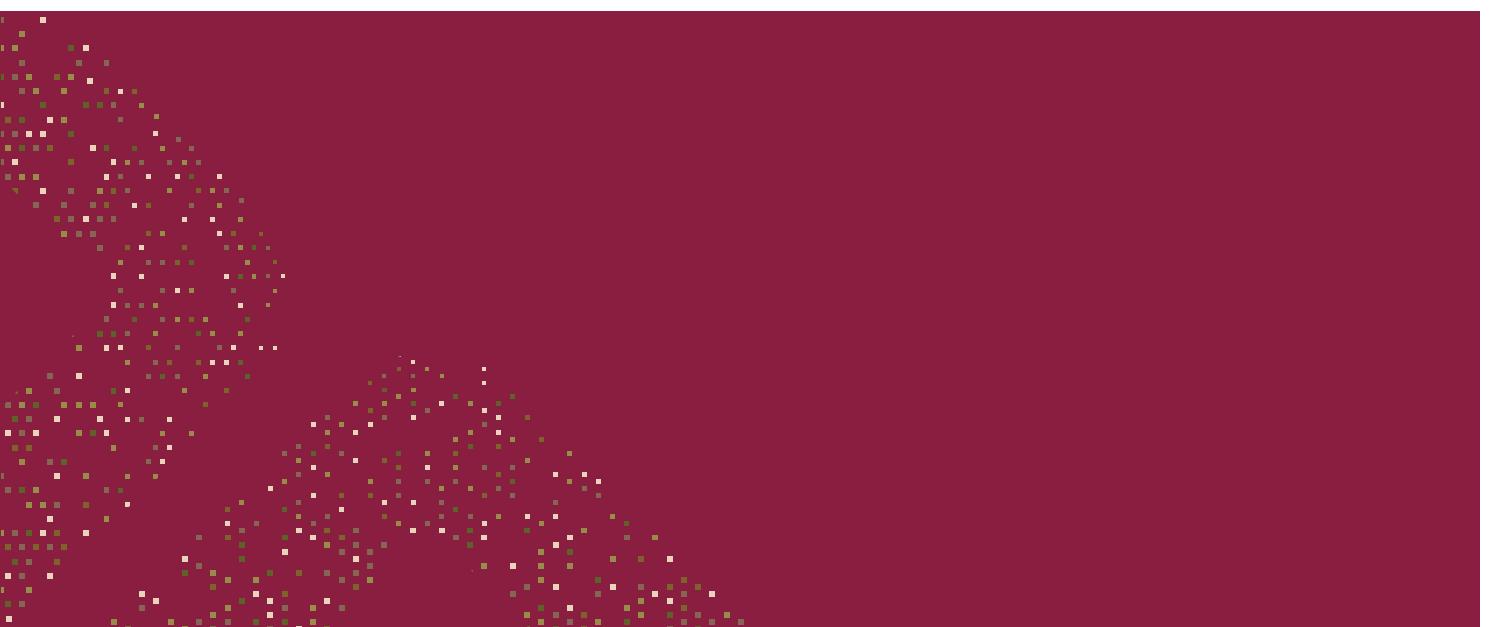
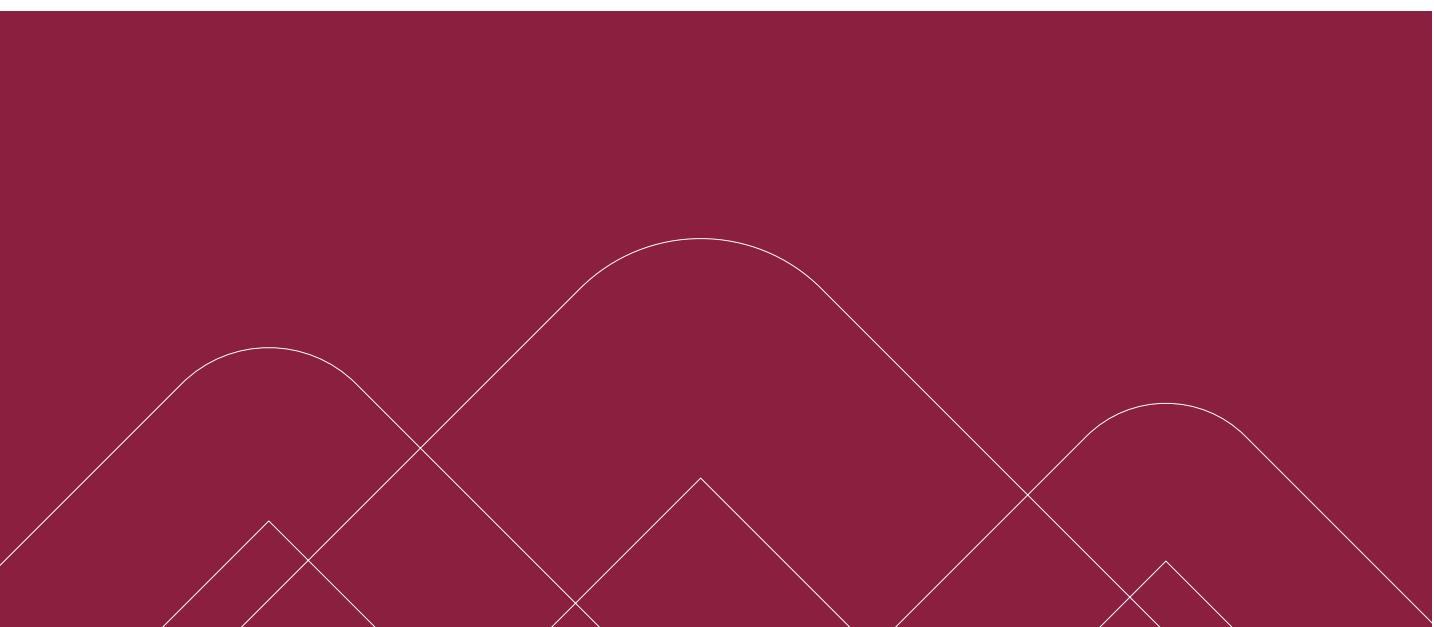
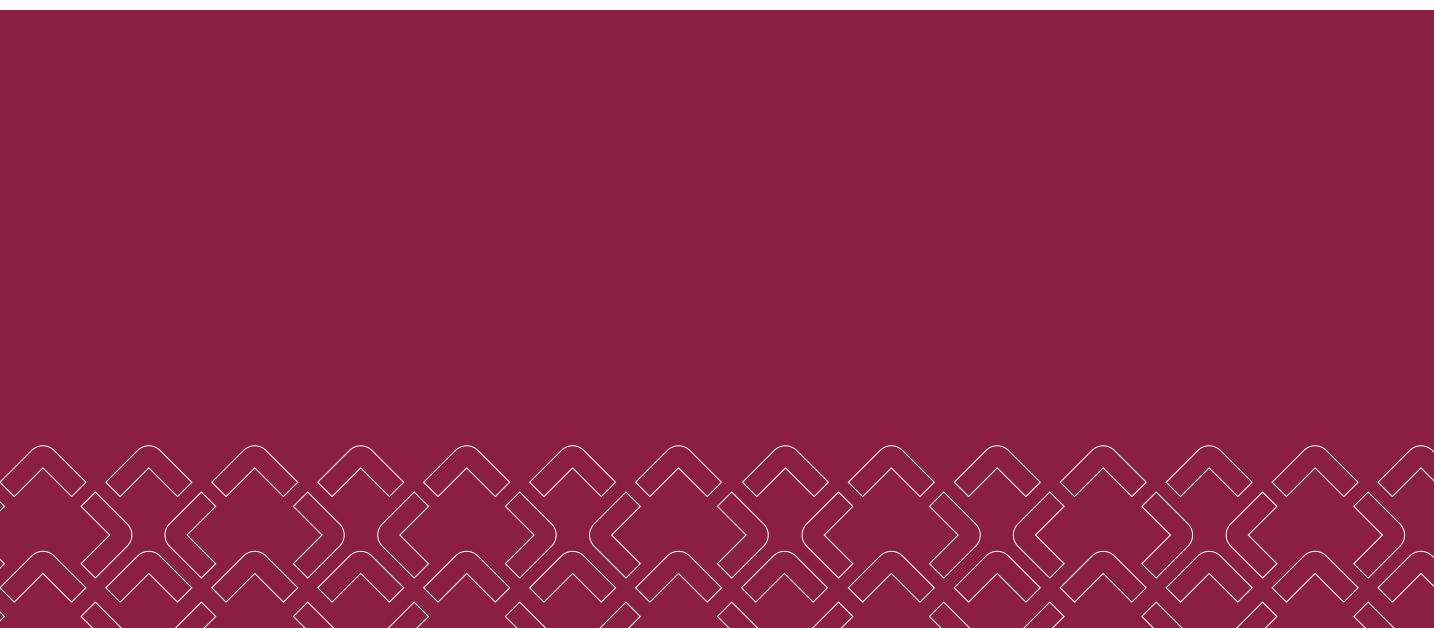
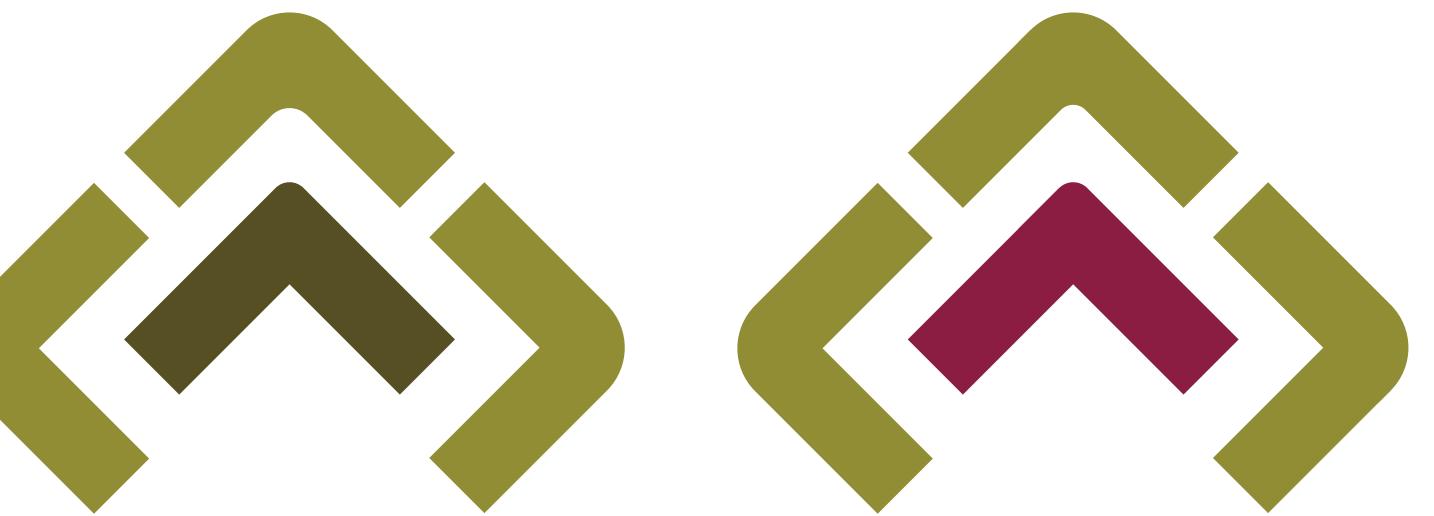
Future Fund Oman's visual theme, extending beyond its logo and color palette, incorporates a specific style of iconography to enhance its overall brand aesthetic:

**Icon Style:** Flat, minimalistic design with sharp, clean lines and rounded contours.

**Coloring:** Utilizes the brand's primary and secondary colors for consistency and recognition.

**Usage:** Icons are employed in text illustrations, facts representation, and infographics, making information engaging and accessible.

This streamlined approach in iconography ensures that Future Fund Oman's visual materials are cohesive, modern, and clearly aligned with its brand identity.





## Co-Branding

### العلامة التجارية المُشتركة



## Co-Branding

In co-branding scenarios, Future Fund Oman collaborates with partner organizations to create a unified visual identity that respects both brands. This involves balanced integration of logos, color schemes, and typography in various materials such as press releases, promotional content, and event signage. Guidelines are in place to ensure both brands are represented fairly, maintaining brand integrity while leveraging the strengths of each entity in a synergistic manner.



# Brand Applications

تطبيقات العلامة  
التجارية



## Letterhead





## Continuation Sheet





## Business Card





# Backdrop





## Compliments Card



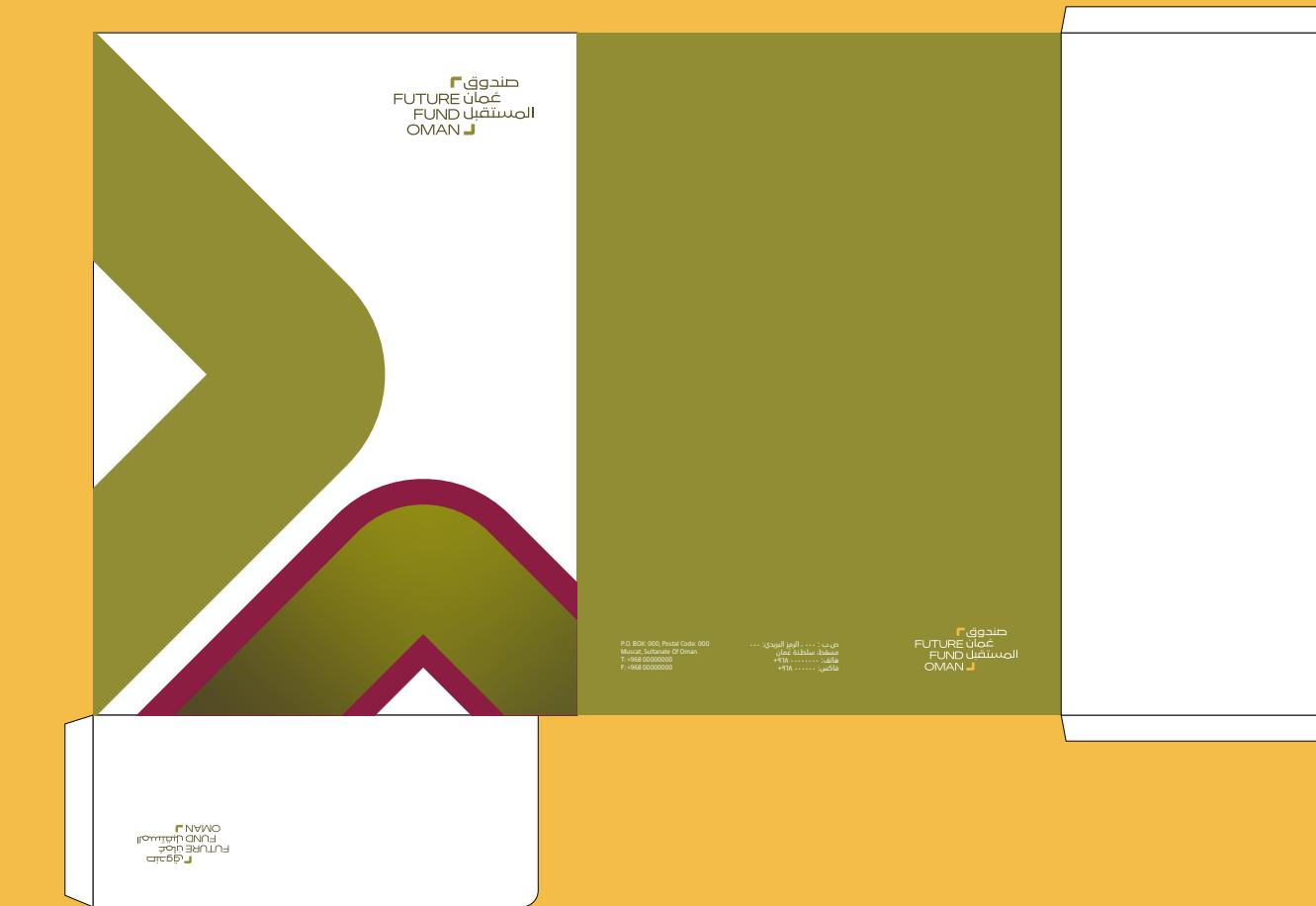


## Folder

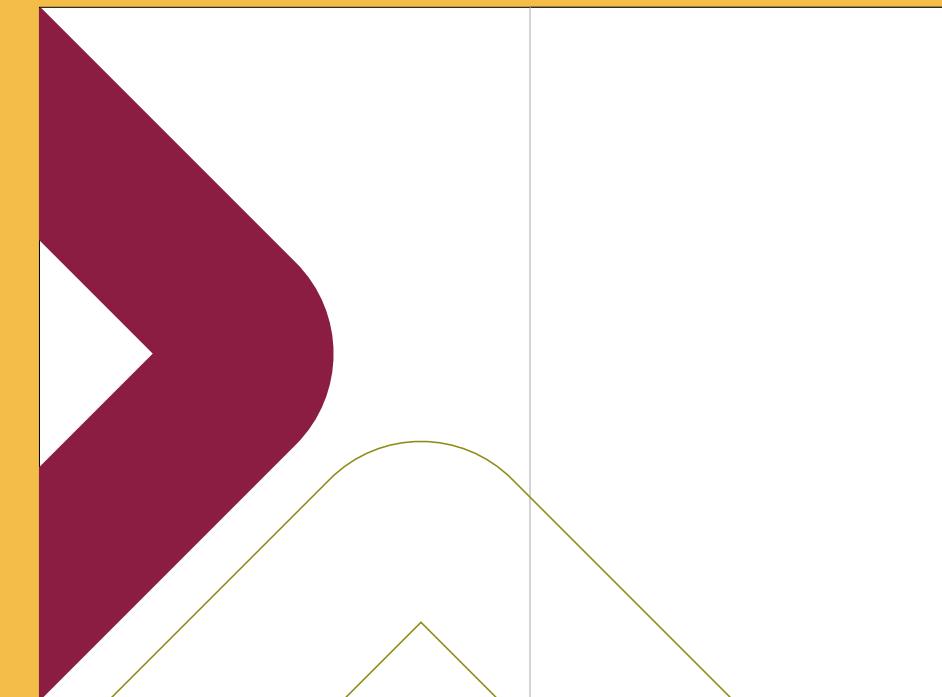
Inside



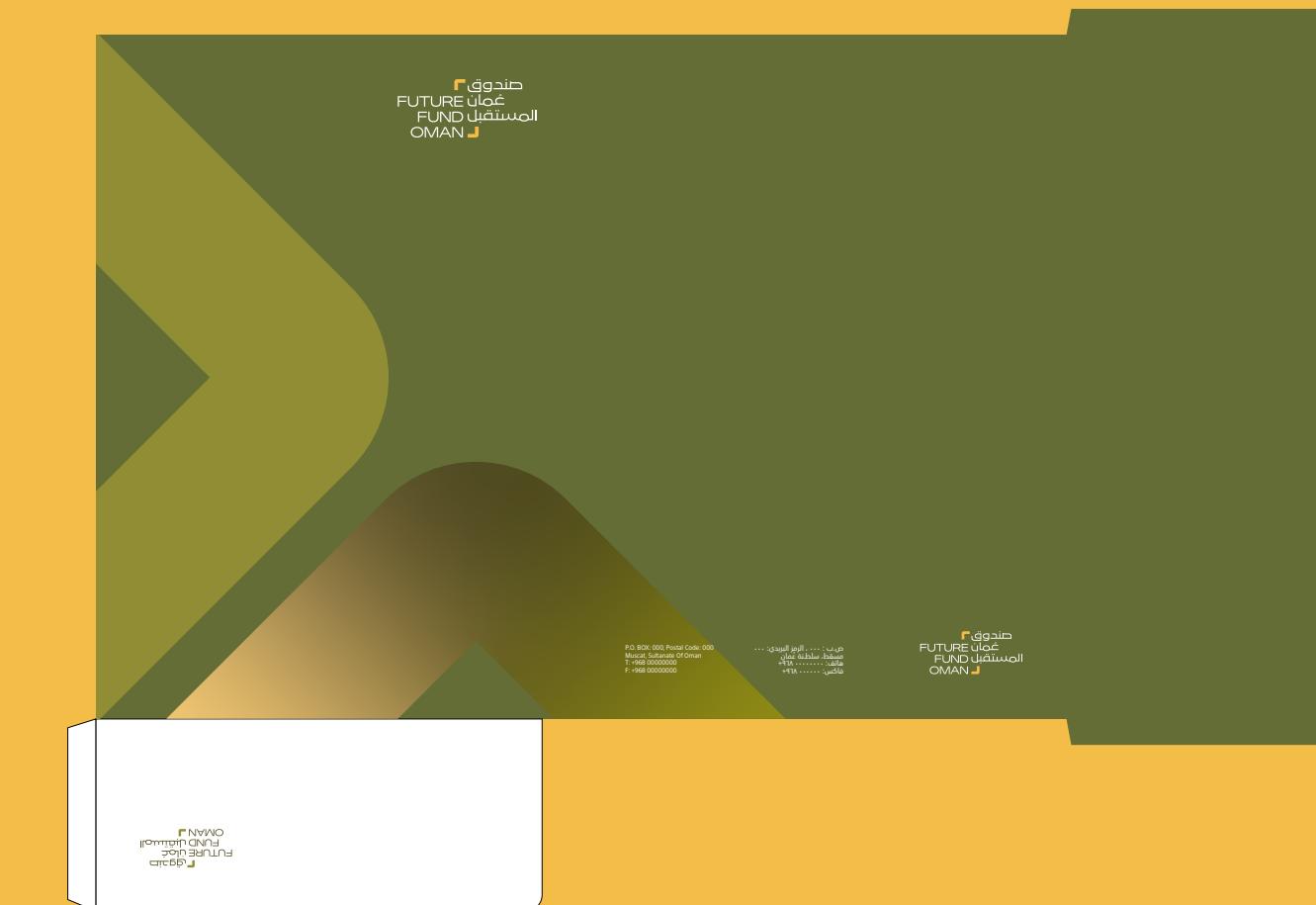
Front



Inside

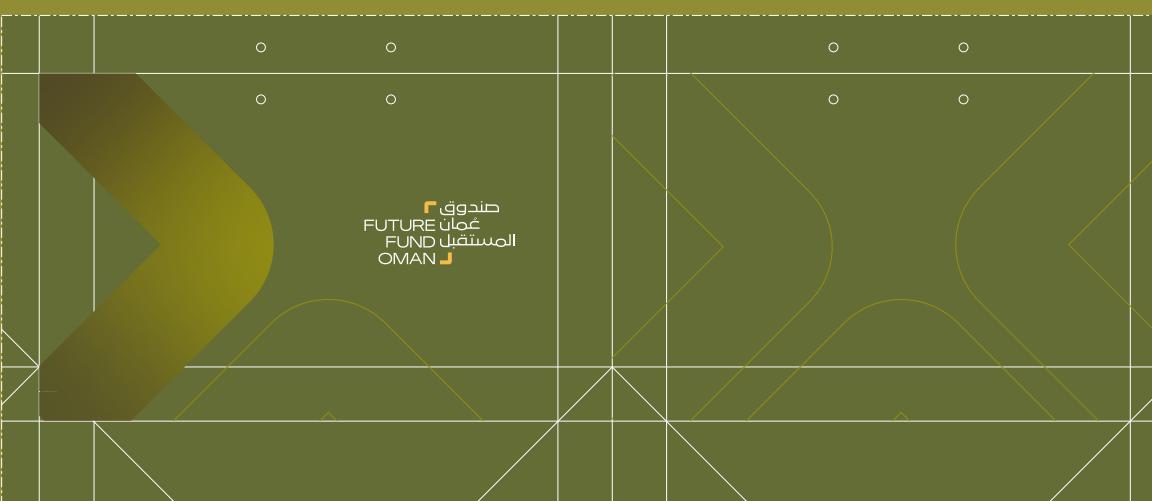
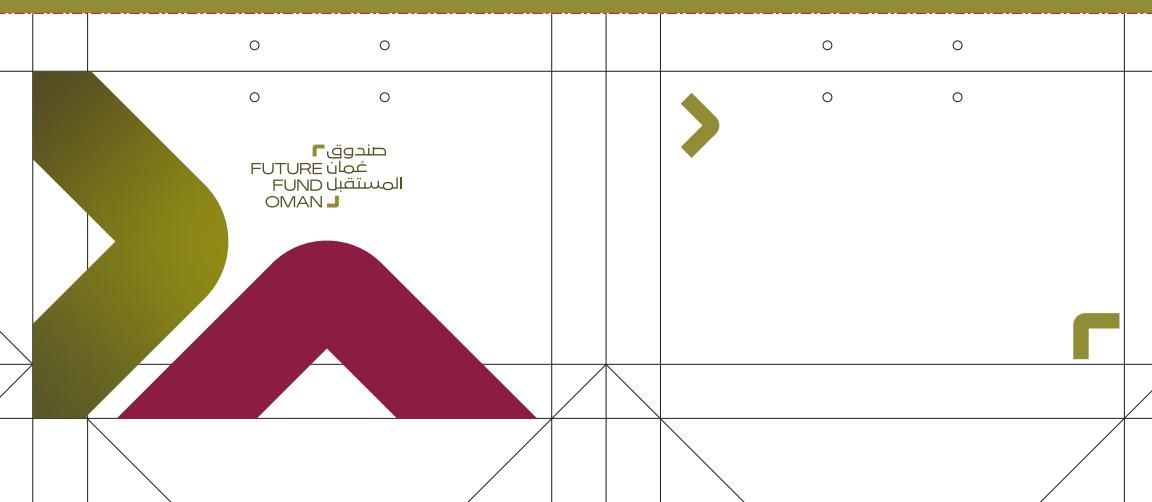


Front



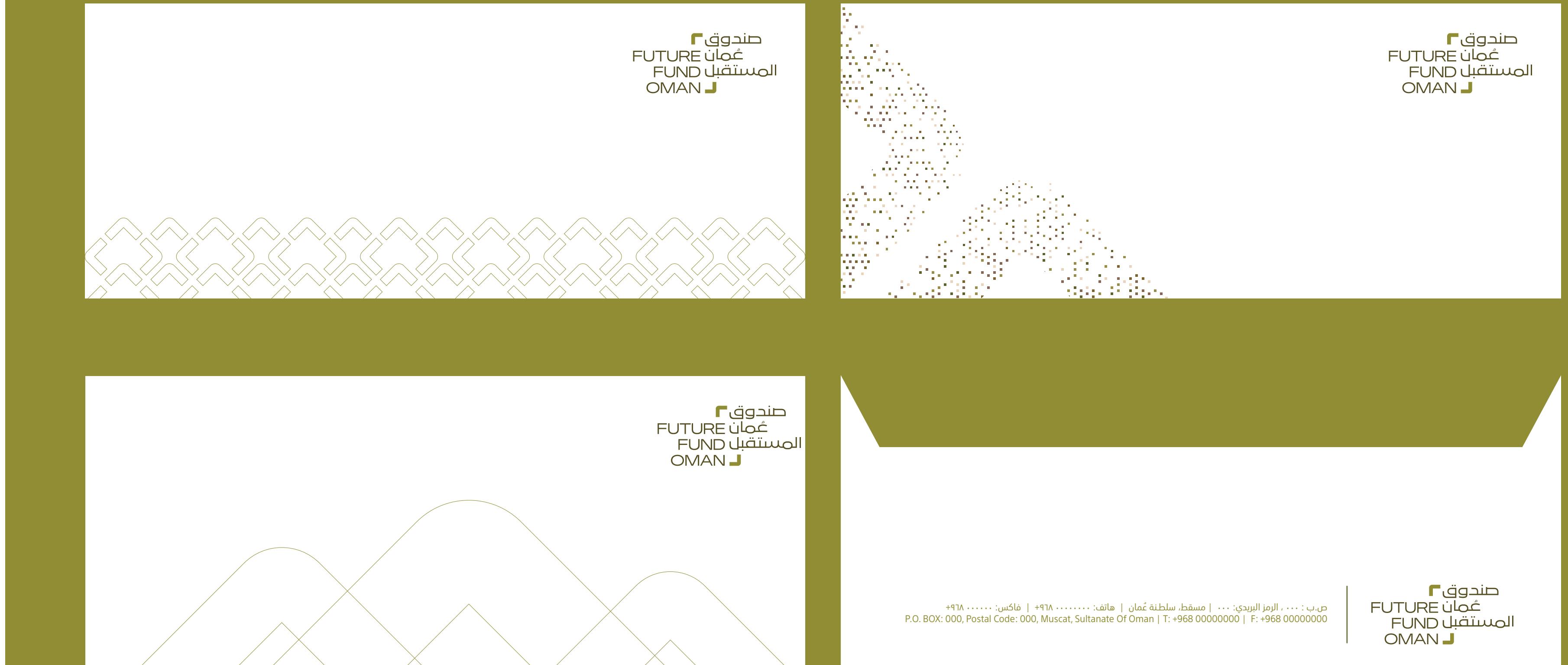


## Gift Bag





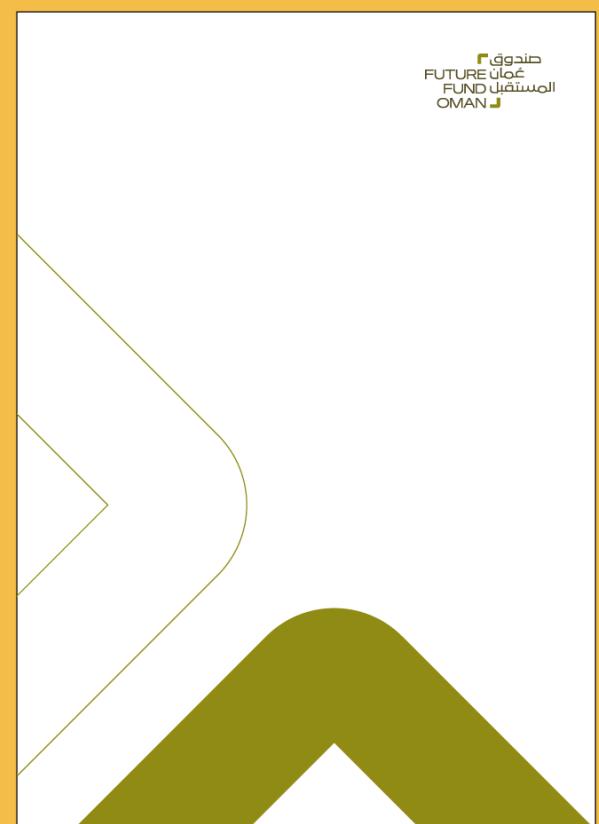
## Envelope DL



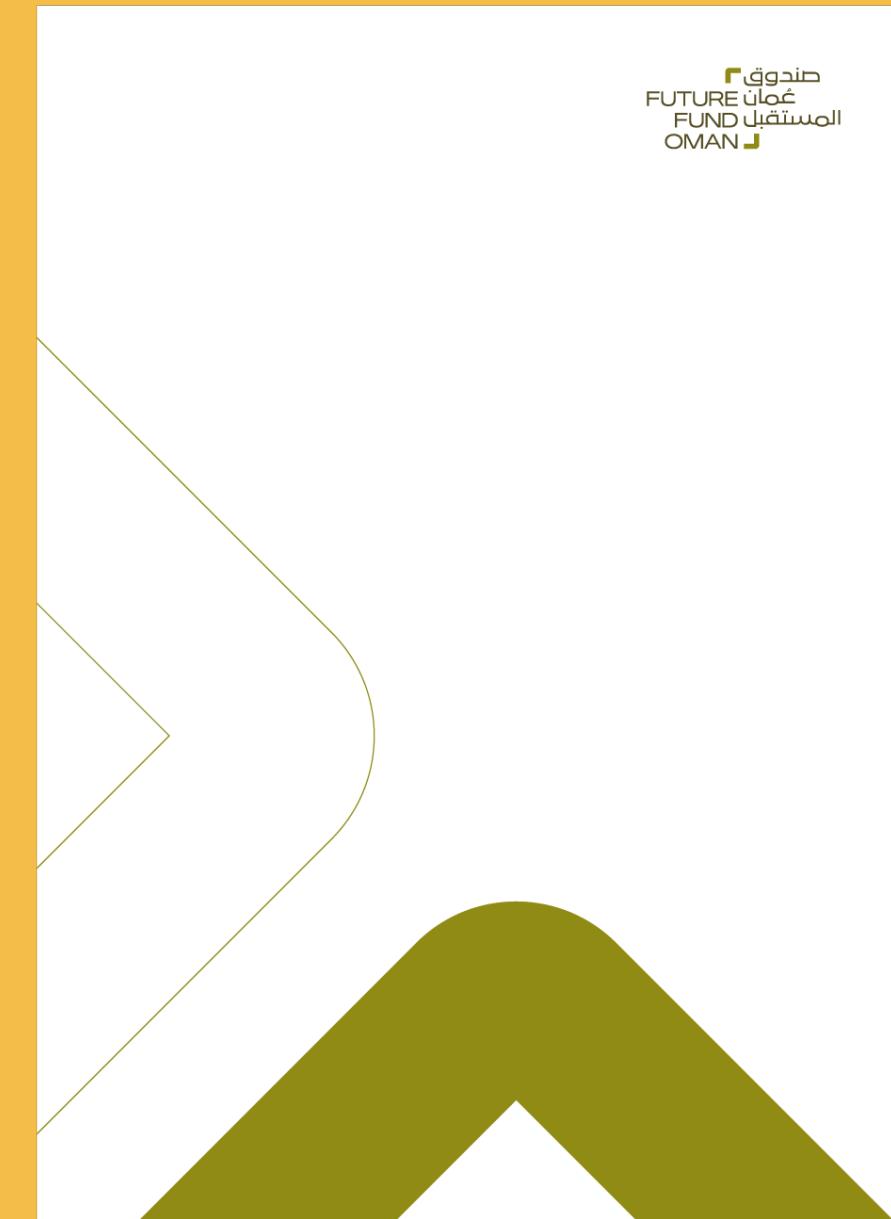


## Envelope C4 & C3

Envelope C4



Envelope C3





## NoteBook



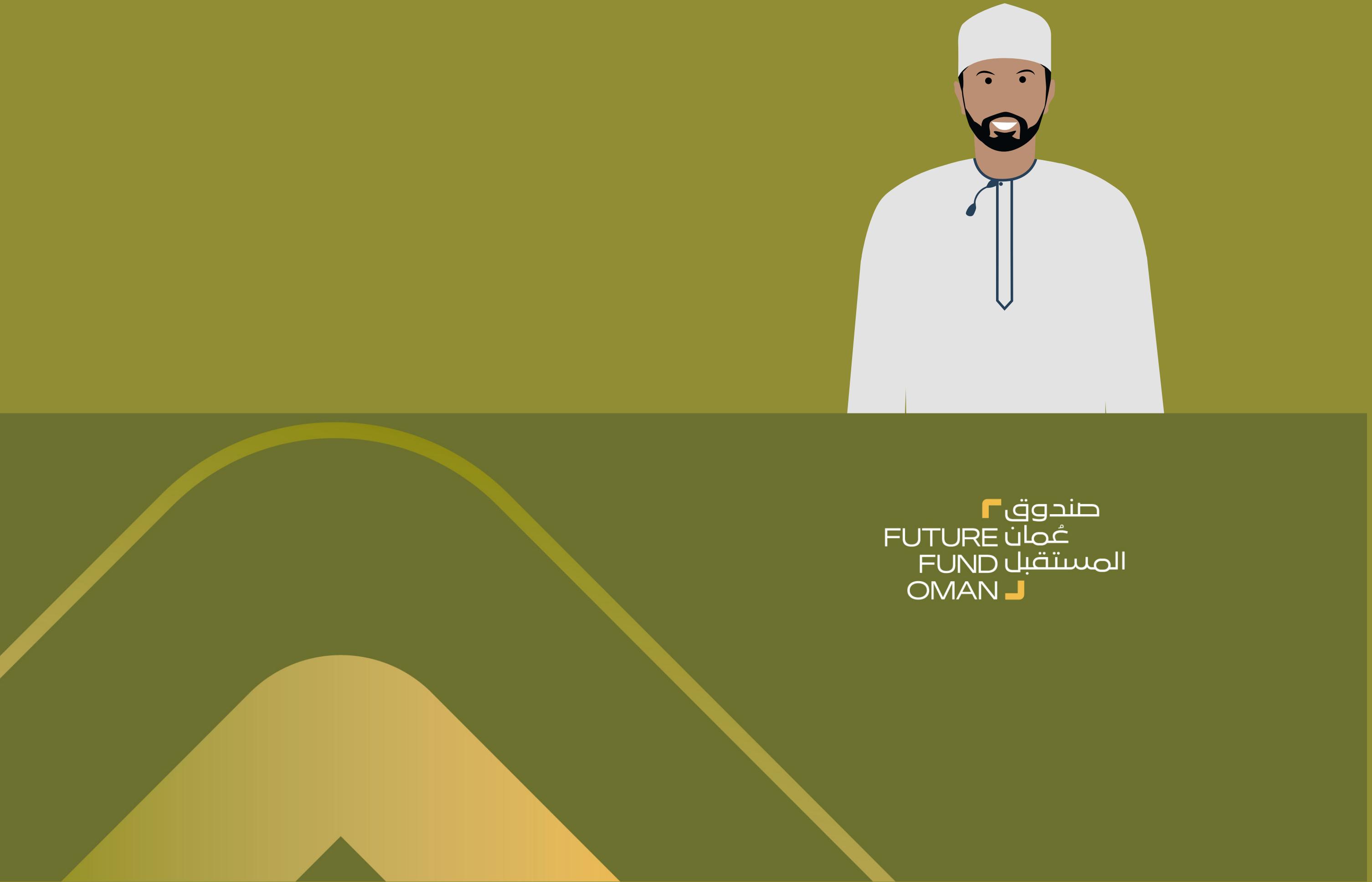


## Posters





## Reception Area





## Staff ID Card





Thank You | شُكراً