

Institutional Investor Visual ID
10.8.2018

Institutional Investor®

Current

Institutional Investor



- A change will signal our evolution from being perceived as a publisher to a modern provider of intelligence and access.
- Some confuse the I's in our monogram with Roman numerals with no other meaning beyond that.

Our Purpose

To **unearth** and **magnify**
financial opportunity for all.

Our Vision

To be the **critical partner**
to the world's most important
financial decision makers.

Personality

Exclusive, sophisticated,
curious, ambitious, passionate,
brave, creative and reliable.

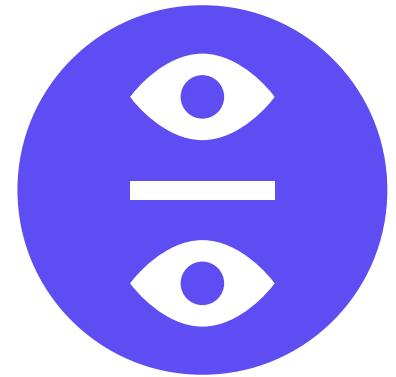
Brand Role

**In a world of information overload,
we are the hub of relevance:**

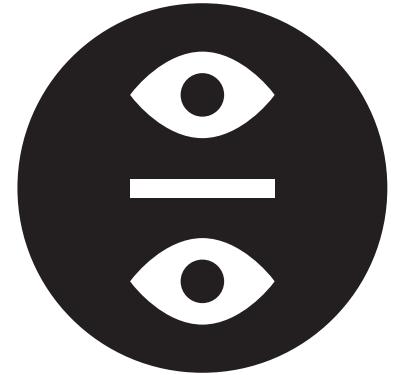
- 1. We challenge assumptions and provoke our community to look at things in a different way.**
- 2. We equip the way our members engage with each other and their clients with tools, content and solutions.**
- 3. We strive for the betterment of our members and society at large.**

Audience

We want the audiences of our logo to feel that we are an **exclusive and influential group** that they need to be a part of.



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Our Font

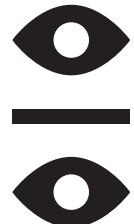
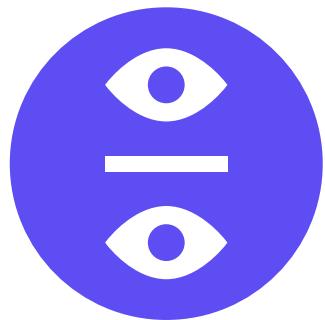
Cardillac Bold

Institutional Investor

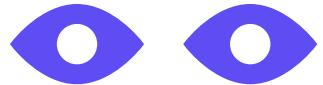
- Exclusive
- Elegant
- Sophisticated
- Modern

Our Monogram

- Curious
- Passionate
- Brave
- Creative



Our Offer



Uncompromised Intellegence.

Uncompromised Access.

The key elements in our
exclusive and critical offer.

Our calculated approach.

We bring together the best minds in
the world to unearth and magnify
opportunity for all.

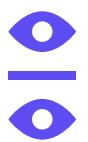


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Our Colors

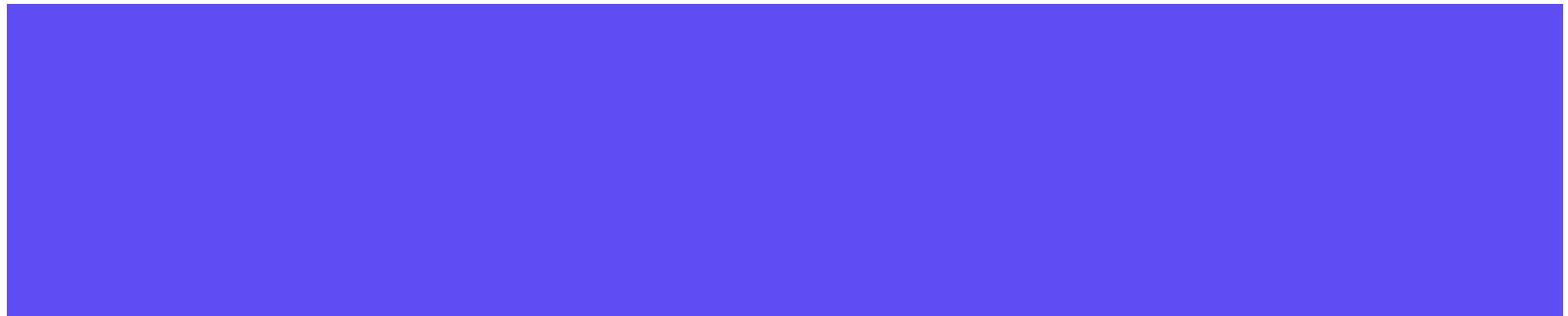


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Primary



Secondary



Tertiary





Institutional Investor

Everyone needs one.

This is an invitation to the pioneers, the change-driving deciders of global financial matters. The world needs you to fulfill its dreams and ambitions. For you we have a place, a hub of financial, human and intellectual capital. It's where we bring the great investors of the world together to unearth and magnify opportunities that impact all of us for good. The place where your professional goals are our priority, and we support your ambitions that go beyond the financial.

Join us, let us provide you with uncompromised intelligence and access, designed to turn kernels of potential into global opportunity.



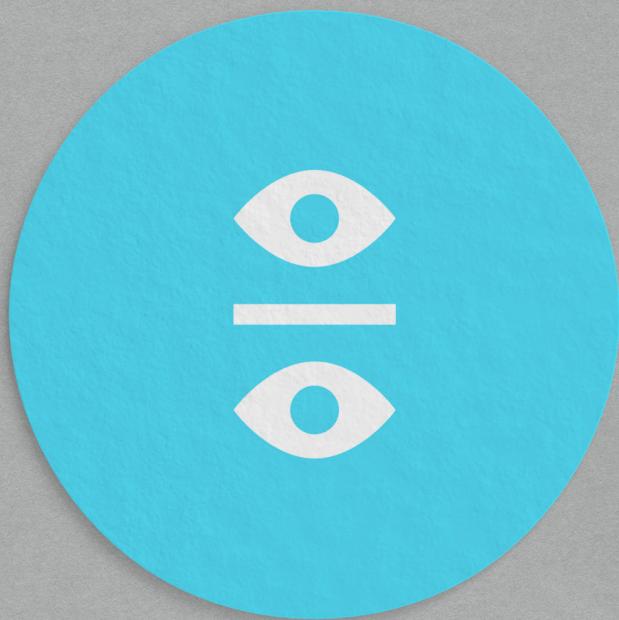
Digital



The screenshot shows the homepage of the Institutional Investor website. At the top right is a "Premium" link. The main header features a blue circular logo with an eye icon and the text "Institutional Investor". Below the header is a "Newsletter Signup" form with the placeholder "Enter your email to receive our newsletter and get more stories like this dir...". The main content area has a dark background with a large, abstract graphic of a baseball field at night. The title "OPINION" is in small white text above the main article. The article title is "What Billy Beane and Jim Simons Have in Common" in large, bold, white text. Below the title is a subtext: "Investors clamor for transparency — but sometimes, a lack of it works to their advantage." The author's name "Ted Seides" and the date "September 28, 2018" are at the bottom. To the right of the main content, there are two smaller images: one of a man and one of a woman, both partially visible.

Stationery





Institutional Investor

Diane Alfano
Chairman & CEO

321.234.1245
dalfano@institutionalinvestor.com

institutionalinvestor.com

Institutional Investor

Diane Alfano
Chairman & CEO

321.234.1245
dalfano@institutionalinvestor.com

institutionalinvestor.com

Institutional Investor

Diane Alfano
Chairman & CEO

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institutionalinvestor.com

