




▶ This document provides an overview of **24 FINTECH** identity system, detailing its basic elements and how to utilize them. It also serves as a source of inspiration, encouraging you to help us grow a global brand that people love being a part of.

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▶ **24 FINTECH 2024** will give you exposure to an international platform and generate high-value leads to scale your business. Imagine a fintech festival that celebrates the best of the sector and strengthens your knowledge – while laying the groundwork for your fintech company to grow and thrive.

**Global thought leaders across finance, policy, technology, investment and academia will uncover topics including...**

- Fintech regulation and governance
- Artificial Intelligence and machine learning in financial operations
- Contactless payments; NFC, HCE, and wearable tech
- Sustainability and Green finance
- Financial inclusion
- Cybersecurity and big data
- Embedded finance
- Smart contracts and P2P finance
- Biometric security and voice-enabled payments
- The convergence of digital assets and traditional finance
- The evolution of open banking...and more.



The **24 FINTECH LOGO** is the cornerstone of our identity, encapsulating the essence of our brand. It incorporates our distinctive typography, which together ensure a cohesive and recognizable presence across various touchpoints. Whether it's on our website, marketing materials, or product packaging, our logo plays a crucial role in establishing and maintaining brand recognition. It is through this consistent visual representation that we communicate our brand's values and identity to our audience.



LOGO

24° F

# Brand Logo

Our brand logo is a crucial element of our identity and should only be used in the format specified here. It is designed to be displayed primarily against a white or light background, or alternatively, against a black or dark background.

It is essential to ensure that the logo is never altered, tampered with, or used in any manner that contradicts the guidelines outlined in the subsequent pages. The logo should always be used from the provided brand asset files, except when an appropriate and relevant image is incorporated within the logo icon.

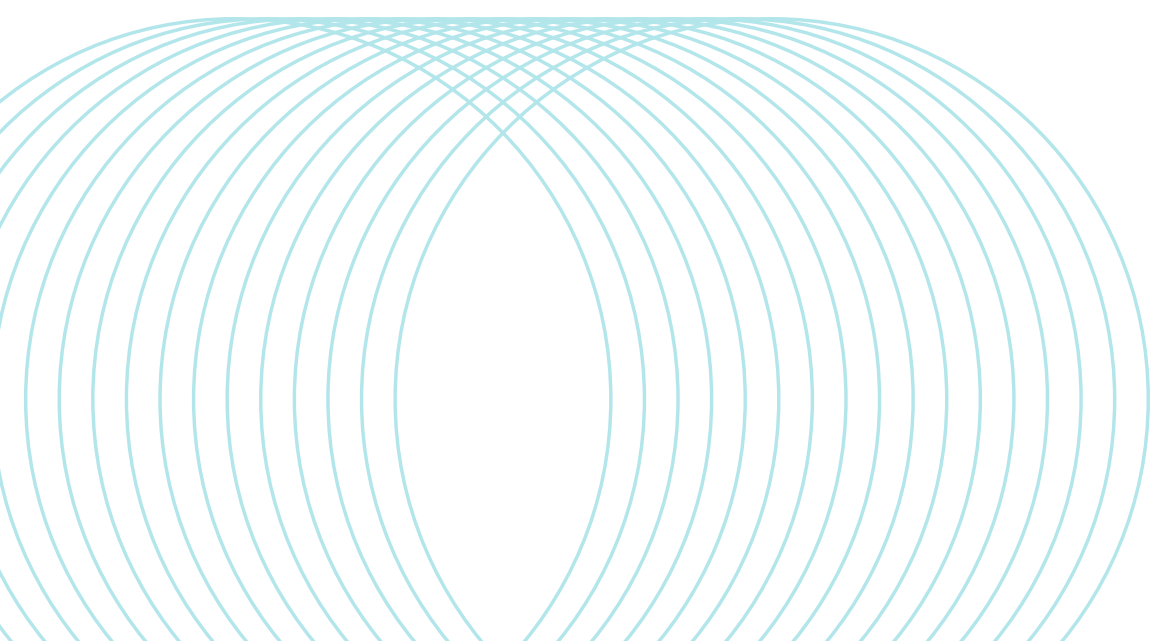
**24° F**  
**24° FINTECH**

**24° F**  
**24° FINTECH**

**24° F**  
**24° FINTECH**

**24° F**  
**24° FINTECH**

**24° F**  
**24° FINTECH**





# Excursion Zones

The exclusion zone keeps our logo clear and impactful by giving it some breathing room away from other text, graphics, or images.

The diagrams show how much space should surround the logo—nothing else should be in this area.

Our logo is designed to look great, even when it's small. There's no limit on how big you can make it, but be cautious with smaller sizes. Make sure to follow the minimum size guidelines on the right when using the logo at smaller scales.

## Clear space



## Minimum Size



Print minimum size  
H - 20mm

Digital minimum size  
H - 50px



# Logo Don'ts

Do not alter the logo. Avoid the following common mistakes.

Do not stretch



Do not apply patterns



Do not use any color besides the primary brand colors



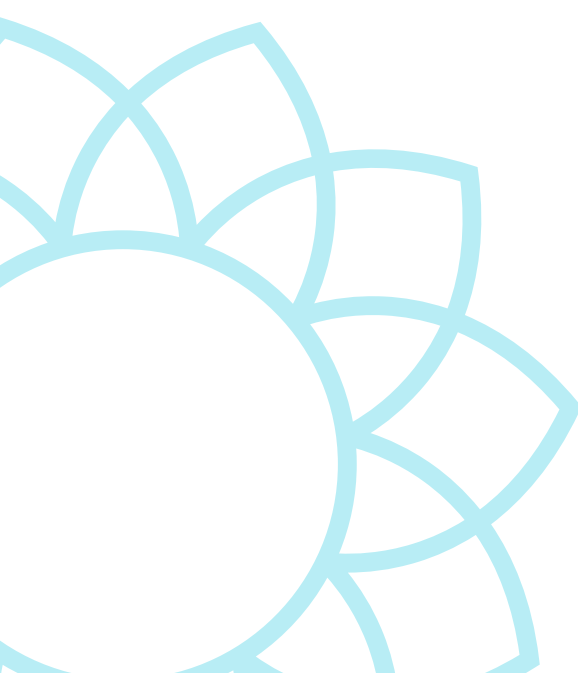
Do not apply drop shadow



Do not position on an angle



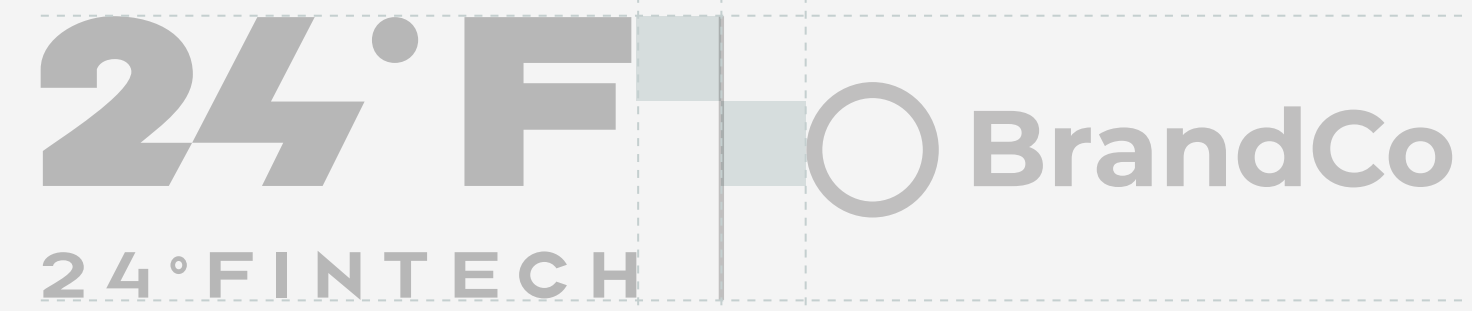
Do not scale or flip logo parts independently



# Partnership Lock-ups

For partnerships, we make sure that both logos have a similar visual weight, and respect the clear space of each logo. Use half of the height of the 24°F from our logo as a spacing guide. The horizontal version usually looks best, though this varies with different partner logos.

## Horizontal



24°F  
24°F FINTECH

BrandCo



24°F  
24°F FINTECH

BrandCo

## Vertical



24°F  
24°F FINTECH

BrandCo



24°F  
24°F FINTECH

BrandCo

# COLOURS

24° F

# Brand Colours

Color adds impact, excitement, and joy to our brand. We use it to stand out in the market, enhance our content, and guide our users smoothly through our communications.

## PRIMARY

**#ffffff**  
255, 255, 255  
0, 0, 0, 0  
BRIGHT WHITE

**#c3c6c5**  
195, 198, 197  
13, 17, 19, 0  
Pantone 10102 C

**#000000**  
0, 0, 0  
100, 61, 32, 96  
BLACK 6 C

**#025430**  
3, 85, 38  
90, 39, 93, 40  
Pantone 349 C

**#2dcd3**  
45, 204, 211  
64, 0, 22, 0  
Pantone 319 C

## SECONDARY

**#96743a**  
150, 116, 58  
36, 49, 88, 16  
Pantone 8960 C

# TYPOGRAPHY

24° F

# Typography

Montserrat have a contemporary and clean design, giving 24°Fintech brand a fresh and modern appearance that appeals to a broad audience.

The geometric design of Rubik and its optimized readability ensure that the brand's text is easy to read, even at smaller sizes, enhancing communication with your audience.

Using these fonts across all your brand materials helps maintain a cohesive visual identity, reinforcing brand recognition and trust.

These fonts complement each other well, providing a dynamic yet harmonious typographic system that can add depth and interest to the brand's designs.

## Saudi Arabia's Flagship Fintech Event

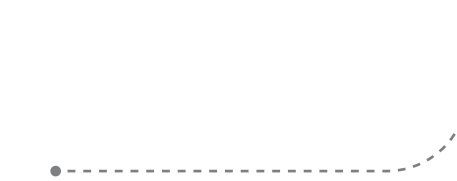
3-5 September, 2024  
Riyadh Front Exhibition & Conference Center,  
Saudi Arabia

**24 Fintech 2024** will give you exposure to an international platform and generate high-value leads to scale your business. Imagine a fintech festival that celebrates the best of the sector and strengthens your knowledge – while laying the groundwork for your fintech company to grow and thrive.

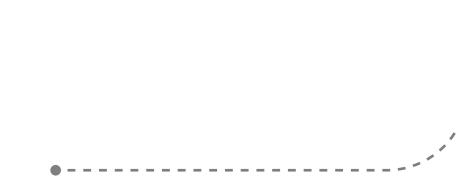
Heading: **Montserrat**



Sub heading: **Rubik**



Content: **Montserrat**



[Download Montserrat font here](#)

[Download Rubik font here](#)

# Typography (Arabic)

Our primary Arabic typeface is 'Alexandria,' known for its bold and impactful presence. The font weights available are regular, medium, bold, extra bold, and black. As a primary typeface, 'Alexandria' is utilized for headlines and sub-headlines across various mediums, including print and digital applications, brand stationery, and out-of-home advertising.

## عقلانية ومنطقية فيعرضهم هذا لمواجهة الظروف الأليمة، وأكرر بأنه لمن.

### نتيجة لظروف ما قد تكمن السعاده فيما نتحمله م

لكن لا بد أن أوضح لك أن كل هذه الأفكار المغلوطة حول استنكار النشوة وتمجيد الألم نشأت بالفعل، وسأعرض لك التفاصيل لتكتشف حقيقة وأساس تلك السعادة البشرية، فلا أحد يرفض أو يكره أو يتجنب الشعور بالسعادة، ولكن بفضل هؤلاء الأشخاص الذين لا يدركون بأن السعادة لا بد أن نستشعرها بصورة أكثر عقلانية ومنطقية فيعرضهم هذا لمواجهة الظروف الأليمة، وأكرر بأنه لا يوجد من يرغب في الحب ونيل المنال ويتلذذ بالألام، الألم هو الألم ولكن نتيجة لظروف ما قد تكمن السعاده فيما نتحمله من كد وأسي

Heading: **Alexandria Block**

Sub heading: **Alexandria Medium**

Content: **Alexandria Light**

[Download Alexandria font here](#)



# System Fonts

There may, in certain circumstances, be occasions where our typefaces aren't available for use. (e.g. when web-fonts have been blocked or are unavailable, digital newsletters etc). When this occurs the following web-safe fonts can be used.

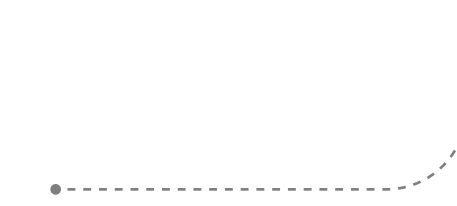
We usually use these fonts when designing in **Microsoft Office (Powerpoint, Word, etc.)**

# Saudi Arabia's Flagship Fintech Event

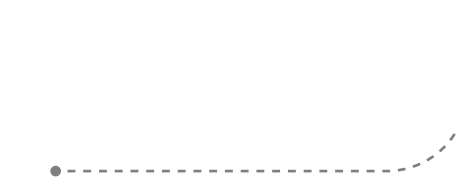
**3-5 September, 2024**  
**Riyadh Front Exhibition & Conference**  
**Center, Saudi Arabia**

**24 Fintech 2024** will give you exposure to an international platform and generate high-value leads to scale your business. Imagine a fintech festival that celebrates the best of the sector and strengthens your knowledge – while laying the groundwork for your fintech company to grow and thrive.

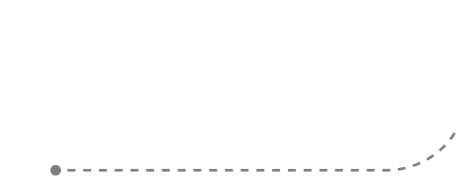
Heading: **Arial Black**



Sub heading: **Arial Bold**



Content: **Tahoma**



# VISUALS

24° F

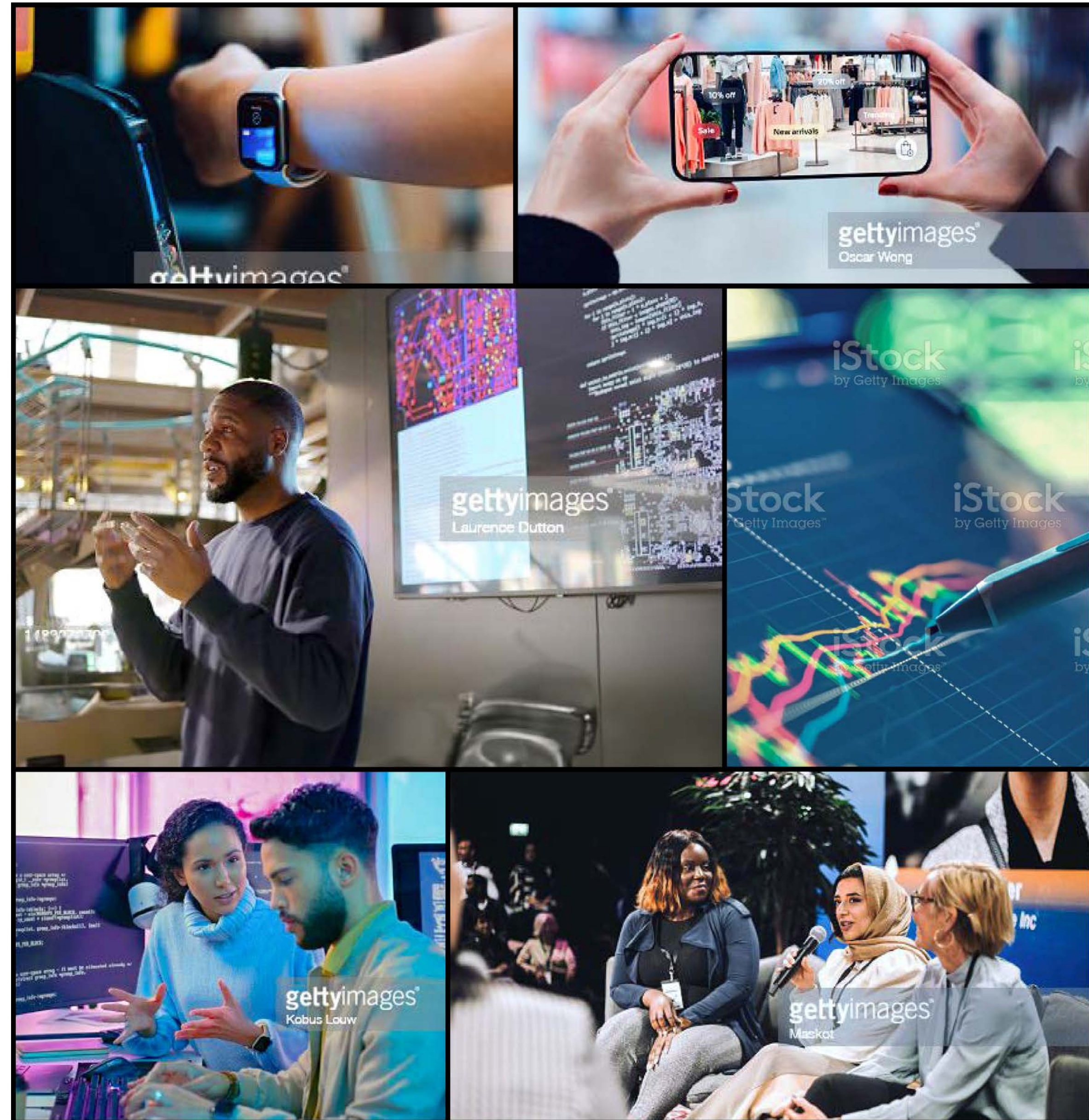


# Imagery

We are fundamentally a financial technology brand, and this should be reflected in our imagery.

When capturing photographs or selecting stock images, choose modern, engaging visuals with vibrant tones. While we generally prefer moderately dark tones in our photography, this is not a strict rule.

Avoid typical fintech clichés—our brand represents more than just payment solutions and mobile devices. Broaden the scope of imagery to convey concepts such as blockchain and artificial intelligence, using visuals that incorporate technological elements and themes.





# Imagery

Consider including images that depict movement and action, such as dynamic seminars, lively product demonstrations, or contemporary networking events.

Human subjects should appear naturally posed and should not be looking directly at the camera.

While a small portion of images can feature Saudis and individuals from other Gulf and Arab nationalities, it is important to remember that we are primarily an international brand representing a diverse array of ethnicities. Our images should emphasize contrast and showcase varying depths of field.



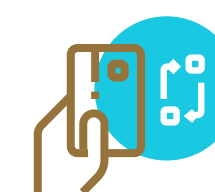
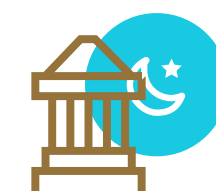
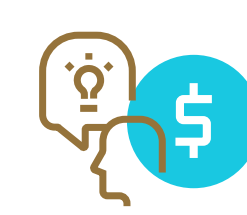
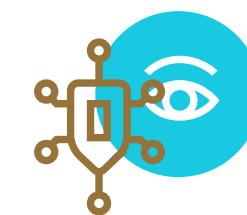
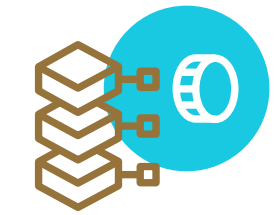
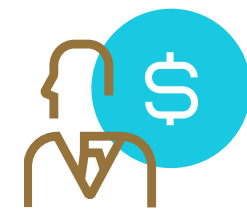
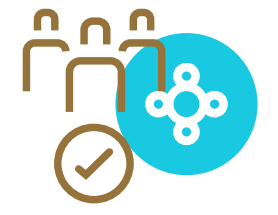
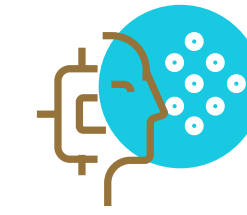
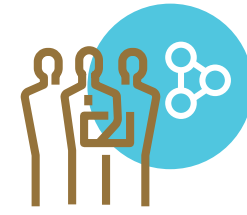


# Iconography

Icons can add character and make designs more visually engaging.

They should maintain a consistent line weight, thick enough to ensure legibility, with a mix of square and rounded corners to create a techy, fluid appearance.

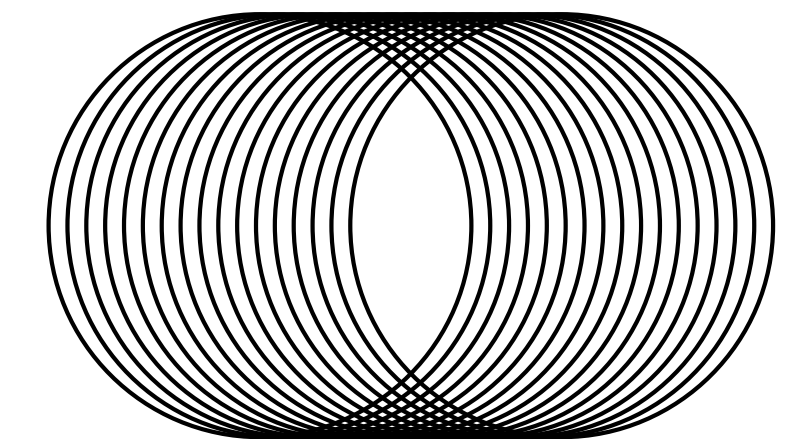
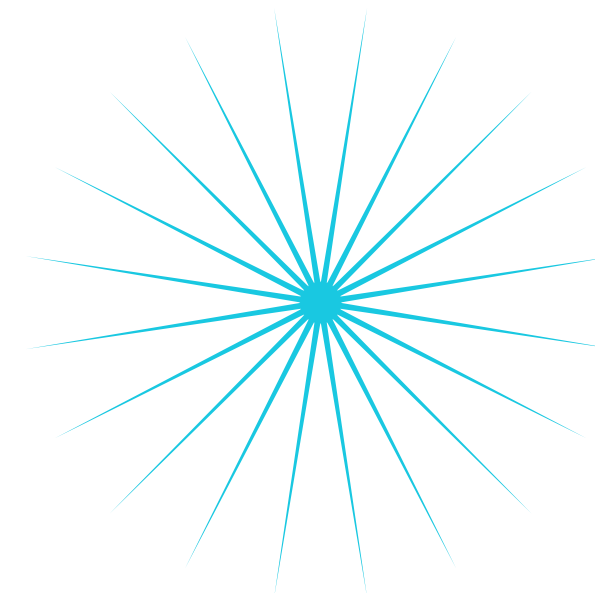
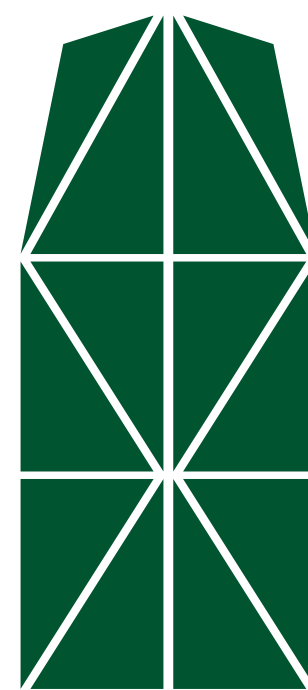
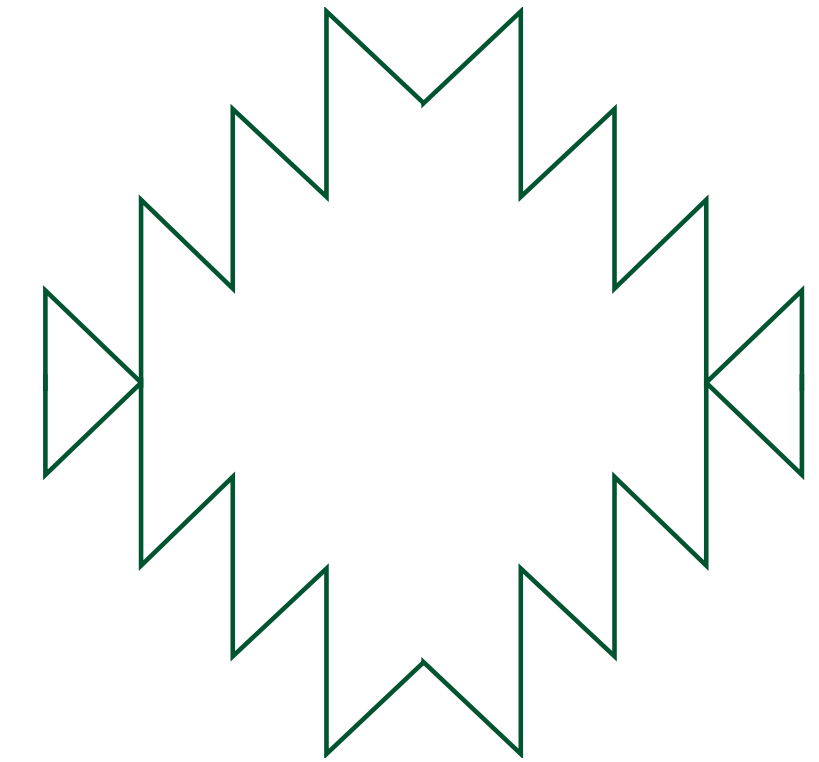
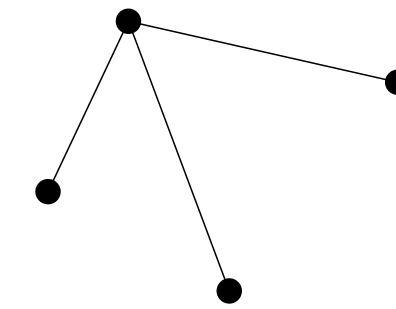
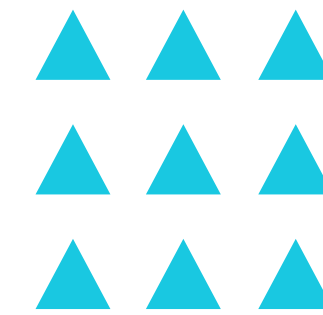
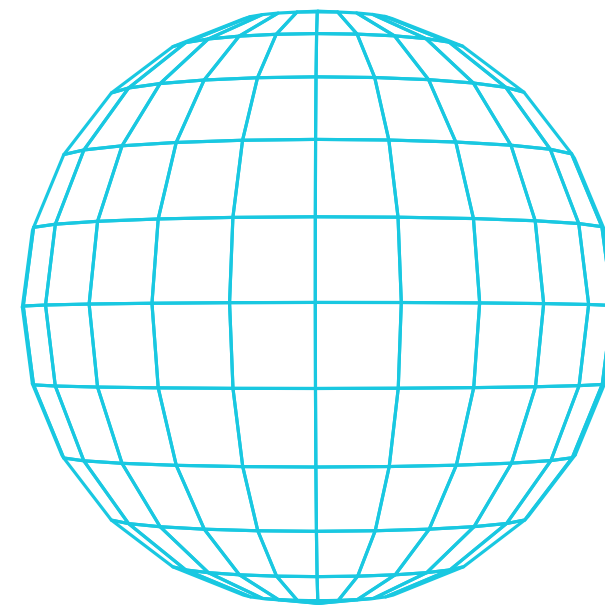
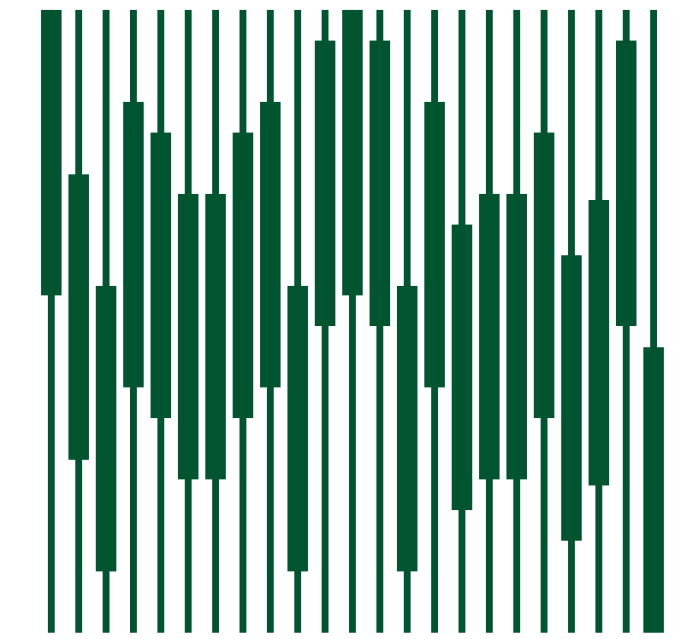
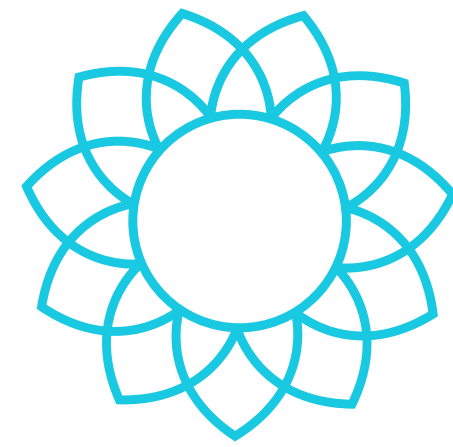
For all icons, only the colors 24 Fintech green, 24 Fintech gold, and white should be used.



# Design Elements

The following design elements are available for use in creative projects. While designers have discretion in their application, it's important to use these elements sparingly and only as supporting features.

Designers should opt for subtle, angular or circular 2D objects or subtle image accents for the backgrounds.



# APPLICATION

24<sup>h</sup> FF



# Social Media

Social media posts can be more flexible in format. Core information can be displayed in a lower third, while images can occupy the main space with minimal text added.

Additional text information should not be placed on the image itself; it must be included in the description area of the post to avoid clutter.





# Social Media (Inverted)



# Organic Posts

1080 x 1080



1080 x 1920



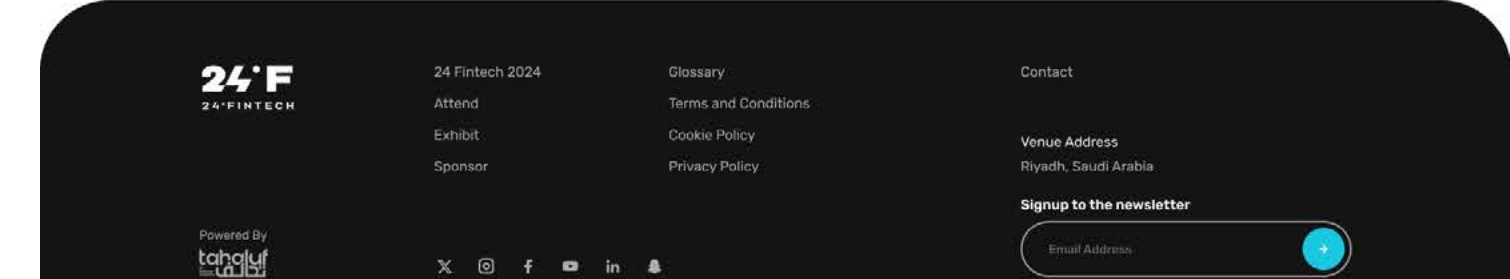
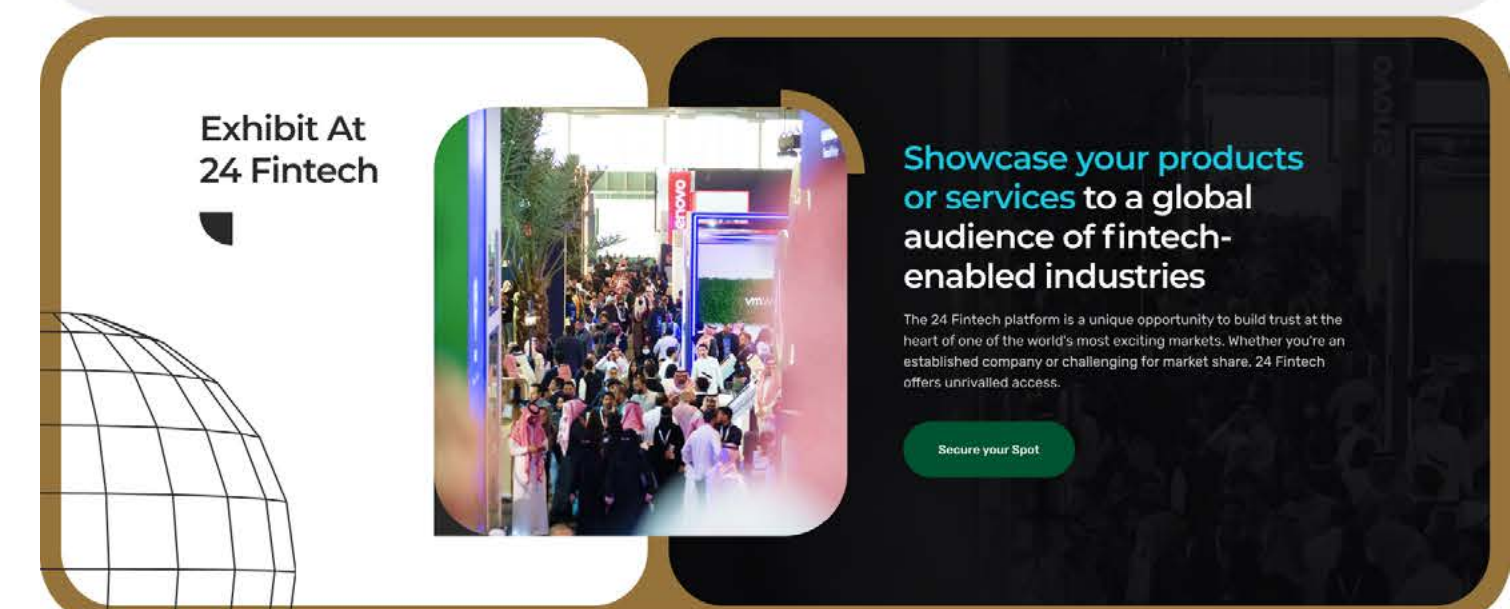
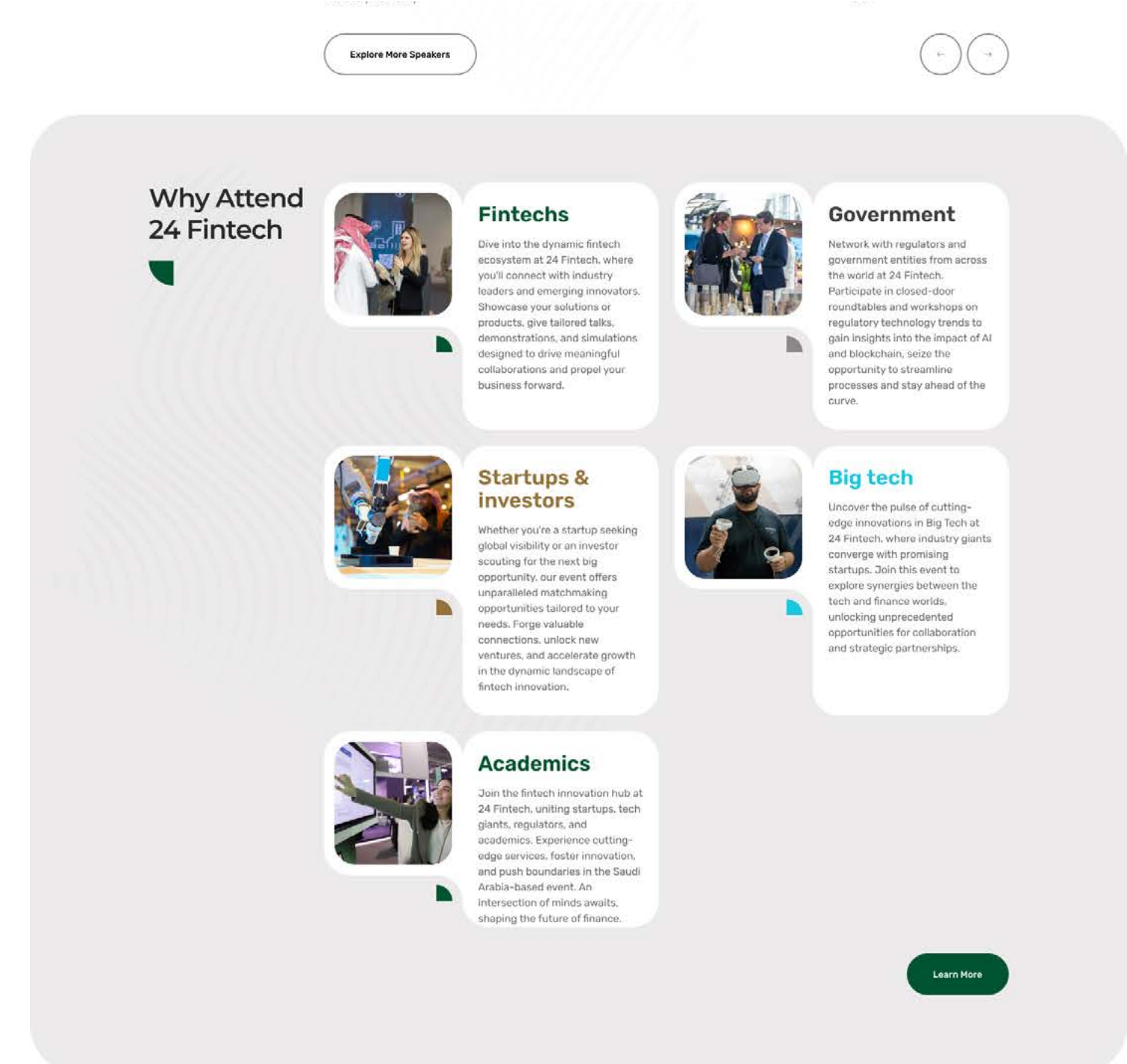
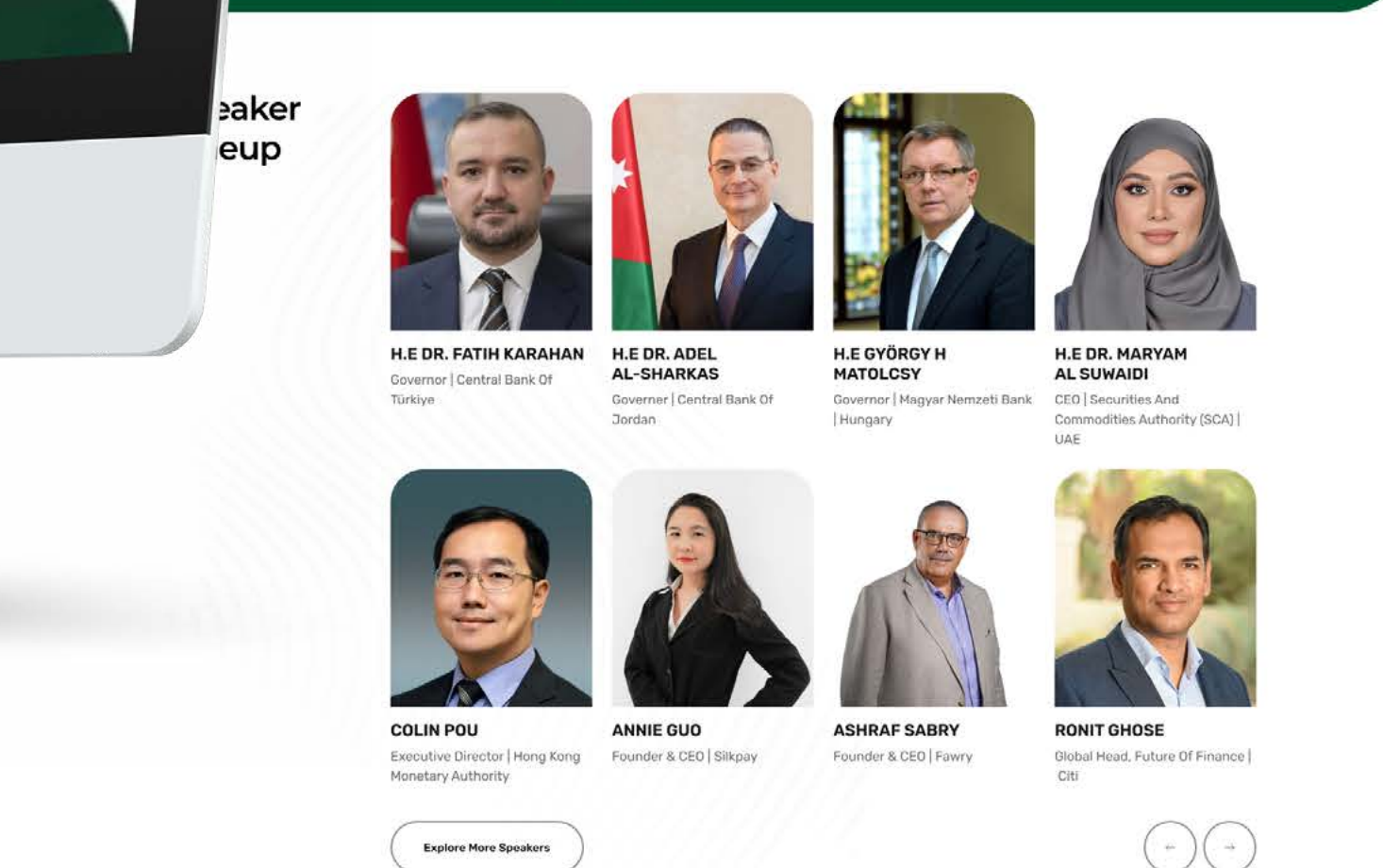
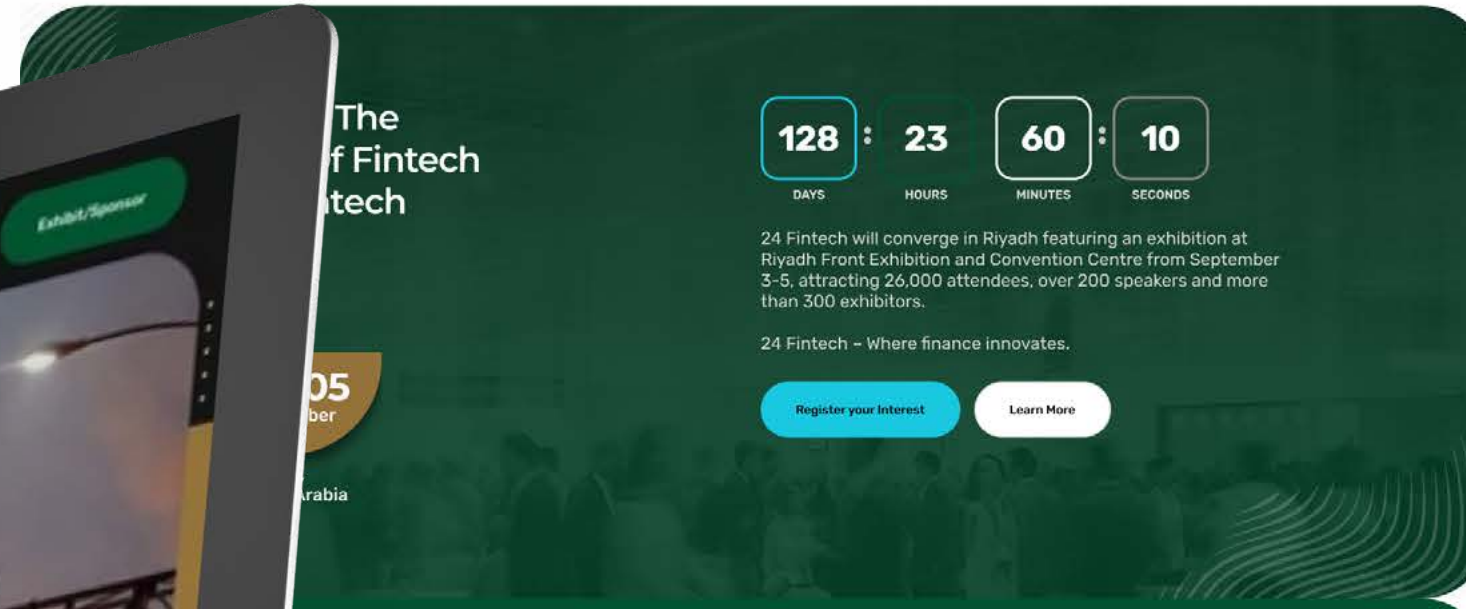
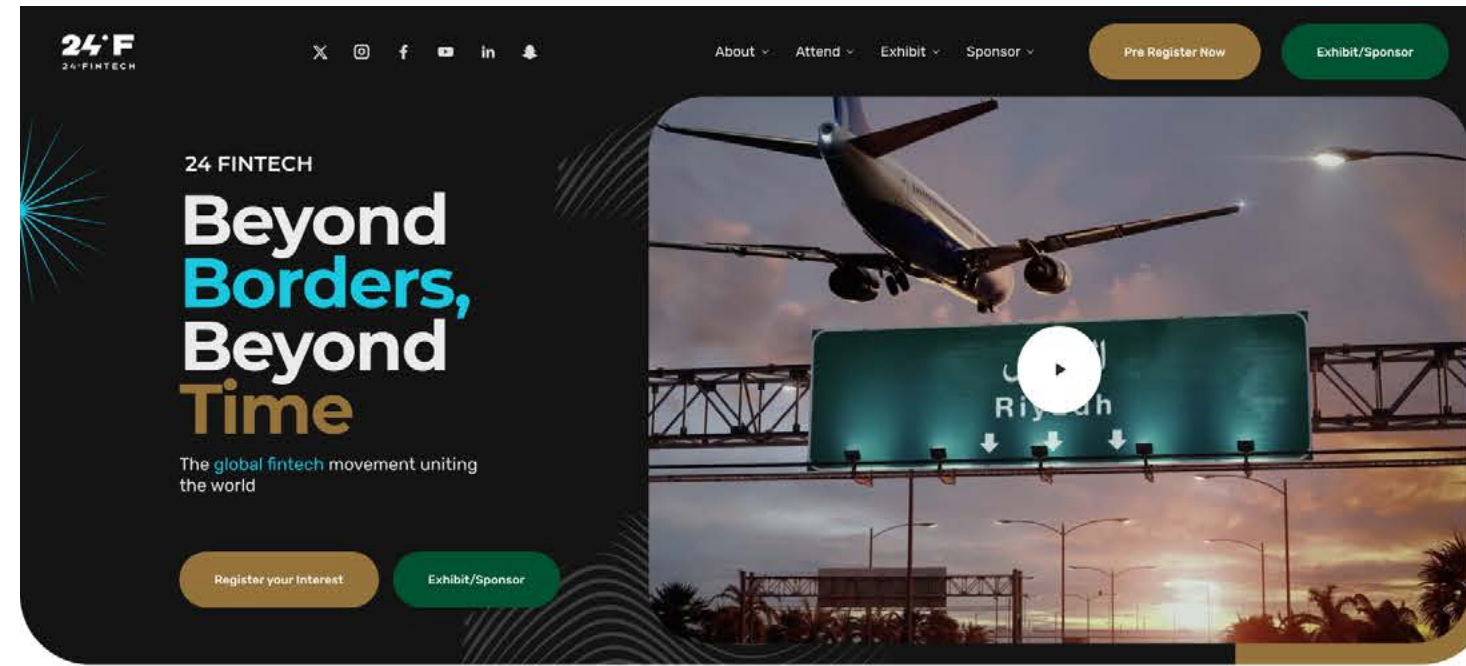
# Organic Posts

1200 x 628





# Website





# Website (Tablet)



24 FINTECH

Pre Register Now Exhibit/Sponsor

## Beyond Borders, Beyond Time

The global fintech movement uniting the world

Register your Interest Exhibit/Sponsor

23 HOURS 60 MINUTES 10 SECONDS

converge in Riyadh featuring an exhibition at Exhibition and Convention Centre from September 24,000 attendees, over 200 speakers and more exhibitors.

where finance innovates.

Market Authority IA Insurance Authority

Register your Interest Learn More

Discover a platform where the East meets the West, where the synergy of diverse minds sparks the creation of groundbreaking ideas. 24 Fintech is more than an event; it's a global meeting point that transcends borders, offering access to customers and partners worldwide. Join us in Riyadh, the heart of innovation, and be part of a journey that goes beyond time and beyond borders. Together, we'll shape the future of fintech.

Learn More

### Speaker Lineup



**H.E. DR. FATIH KARAHAN**  
Governor | Central Bank Of Türkiye

**H.E. DR. ADEL AL-SHARKAS**  
Governor | Central Bank Of Jordan

**H.E. GYÖRGY H. MATOLCSY**  
Governor | Magyar Nemzeti Bank | Hungary

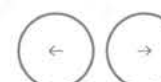


**COLIN POU**  
Executive Director | Hong Kong Monetary Authority

**ANNIE GUO**  
Founder & CEO | Silkpay

**ASHRAF SABRY**  
Founder & CEO | Fawry

Explore More Speakers



### Why Attend 24 Fintech



#### Fintechs

Dive into the dynamic fintech ecosystem at 24 Fintech, where you'll connect with industry leaders and emerging innovators. Showcase your solutions or products, give tailored talks, demonstrations, and simulations designed to drive meaningful collaborations and propel your business forward.



#### Government

Network with regulators and government entities from across the world at 24 Fintech. Participate in closed-door roundtables and workshops on regulatory technology trends to gain insights into the impact of AI and blockchain, seize the opportunity to streamline processes and stay ahead of the curve.



#### Startups & investors

Whether you're a startup seeking global visibility or an investor scouting for the next big opportunity, our event offers unparalleled matchmaking opportunities tailored to your needs. Forge valuable connections, unlock new ventures, and accelerate growth in the dynamic landscape of fintech innovation.



#### Big tech

Uncover the pulse of cutting-edge innovations in Big Tech at 24 Fintech, where industry giants converge with promising startups. Join this event to explore synergies between the tech and finance worlds, unlocking unprecedented opportunities for collaboration and strategic partnerships.



#### Academics

Join the fintech innovation hub at 24 Fintech, uniting startups, tech giants, regulators, and academics. Experience cutting-edge services, foster innovation, and push boundaries in the Saudi Arabia-based event. An intersection of minds awaits, shaping the future of finance.

Learn More

Learn More

Exhibit At 24 Fintech

Showcase your products or services to a global audience of fintech-enabled industries

The 24 Fintech platform is a unique opportunity to build trust at the heart of one of the world's most exciting markets. Whether you're an established company or challenging for market share, 24 Fintech offers unrivalled access.

Secure your Spot

Sponsors And Exhibitors

KEY STATS

- 25K Visitors
- 300+ Exhibitors
- 300+ Speakers

24 FINTECH

- Attend
- Exhibit
- Sponsor
- Contact
- Venue Address: Riyadh, Saudi Arabia

Glossary

- Terms and Conditions
- Cookie Policy
- Privacy Policy

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# Website (Mobile)



**24 F**  
24 FINTECH

24 FINTECH  
**Beyond Borders, Beyond Time**  
The global fintech movement uniting the world

Register your Interest

Exhibit/Sponsor

**PARTNERS**

Discover The Future Of Fintech At 24 Fintech

**03-05**  
September  
2024

Riyadh,  
Saudi Arabia

**128** : **23** : **60** : **10**  
DAYS HOURS MINUTES SECONDS

Elevate your fintech journey at 24 Fintech. Join us at 24 Fintech to lead and innovate in your sector. Discover emerging trends and the latest fintech solutions with over **300 exhibitors** and **300+ speakers**, including **30+ investors**. Connect with **25,000 visitors** in a dynamic, collaborative environment. Be part of transforming finance.

24 Fintech - Where finance innovates.

Register your Interest

Learn More

**About 24 Fintech**

Workshops on regulatory technology trends to gain insights into the impact of AI and blockchain, seize the opportunity to streamline processes and stay ahead of the curve.

Discover a platform where the East meets the West, where the synergy of diverse minds sparks the creation of groundbreaking ideas. 24 Fintech is more than an event; it's a global meeting point that transcends borders, offering access to customers and partners worldwide. Join us in Riyadh, the heart of innovation, and be part of a journey that goes beyond time and beyond borders. Together, we'll shape the future of fintech.

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Executive Director | Hong Kong Monetary Authority

**ANNIE GUO**  
Founder & CEO | Silkpay

Explore More

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**Fintechs**

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**audience of fintech-enabled industries**

The 24 Fintech platform is a unique opportunity to build trust at the heart of one of the world's most exciting markets. Whether you're an established company or challenging for market share, 24 Fintech offers unrivalled access.

Secure your Spot

**Sponsors And Exhibitors**

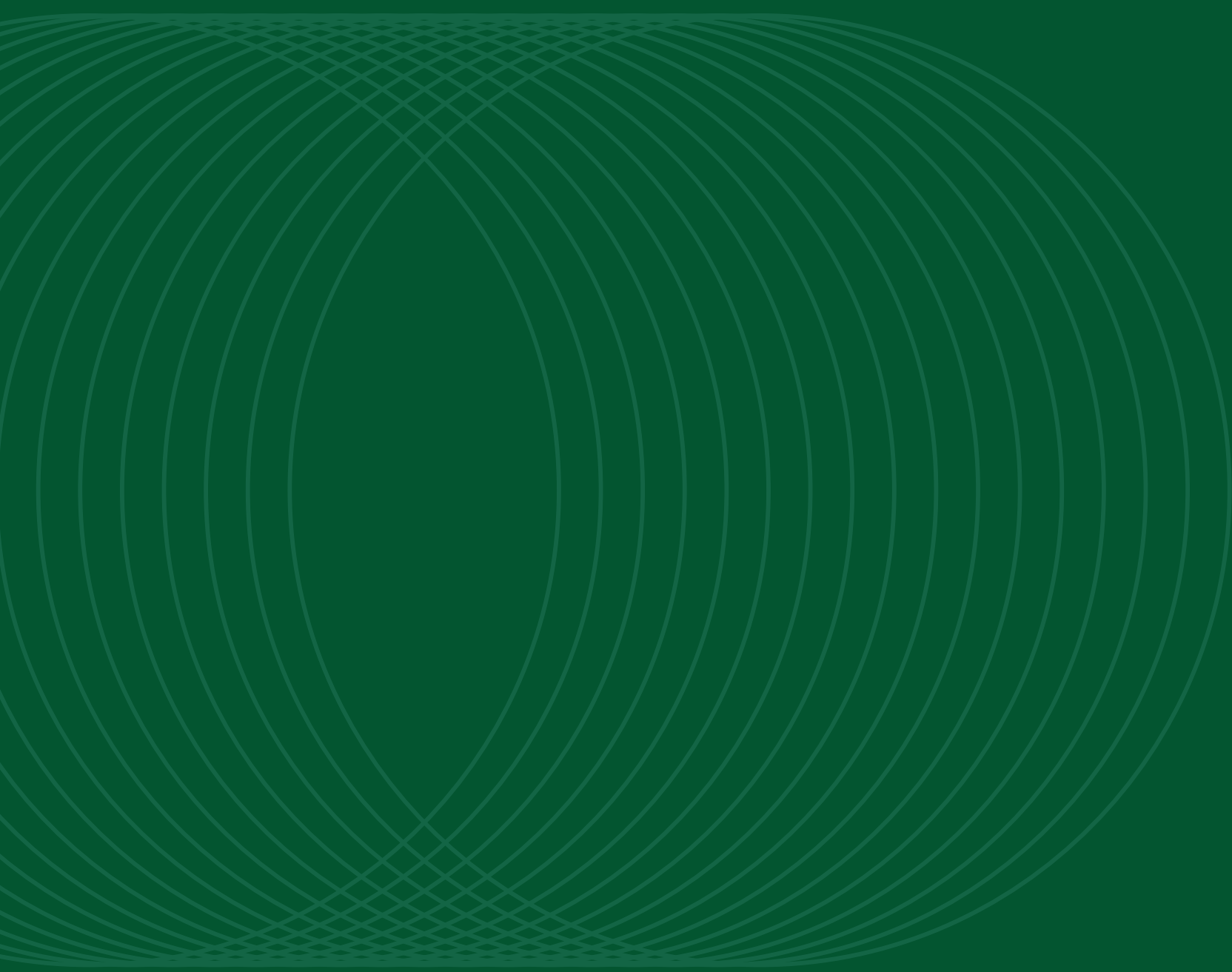
**audience of fintech-enabled industries**

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Secure your Spot

**Sponsors And Exhibitors**





# 24° F

24° FINTECH