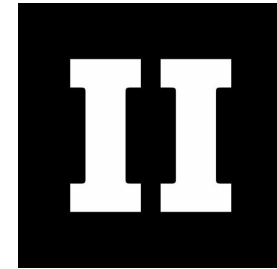


# Institutional Investor

## 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.

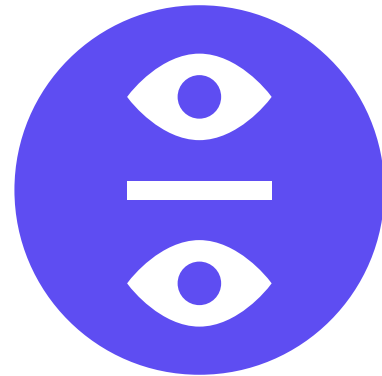
## Brand Role

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

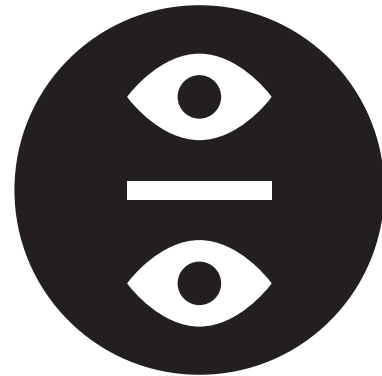
1. We challenge assumptions and provoke our community to look at things in a different way.
2. We equip the way our members engage with each other and their clients with tools, content and solutions.
3. We strive for the betterment of our members and society at large.

## 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.



# **Institutional Investor**



**Institutional  
Investor**

## Our Font

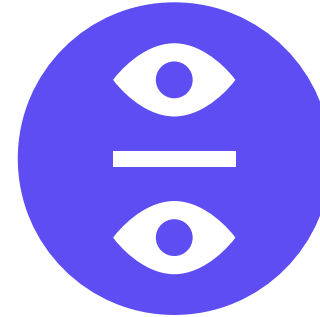
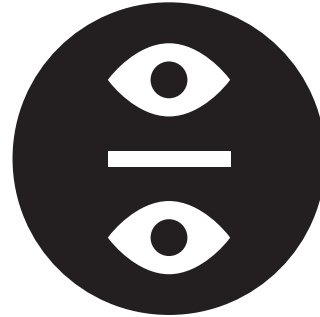
Cardillac Bold

# Institutional Investor

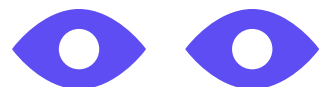
- Exclusive
- Elegant
- Sophisticated
- Modern

## Our Monogram

- Curious
- Passionate
- Brave
- Creative



## Our Offer



**Uncompromised Intelligence.**

**Uncompromised Access.**

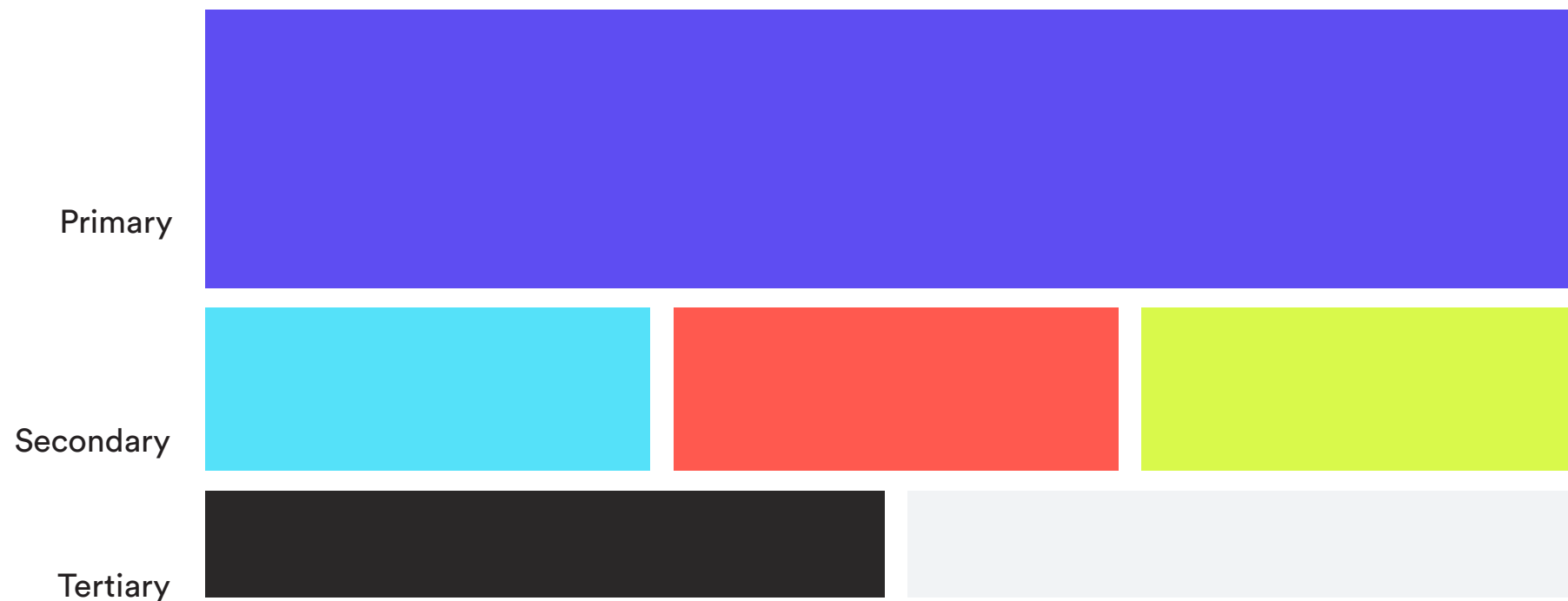
The key elements in our  
exclusive and critical offer.

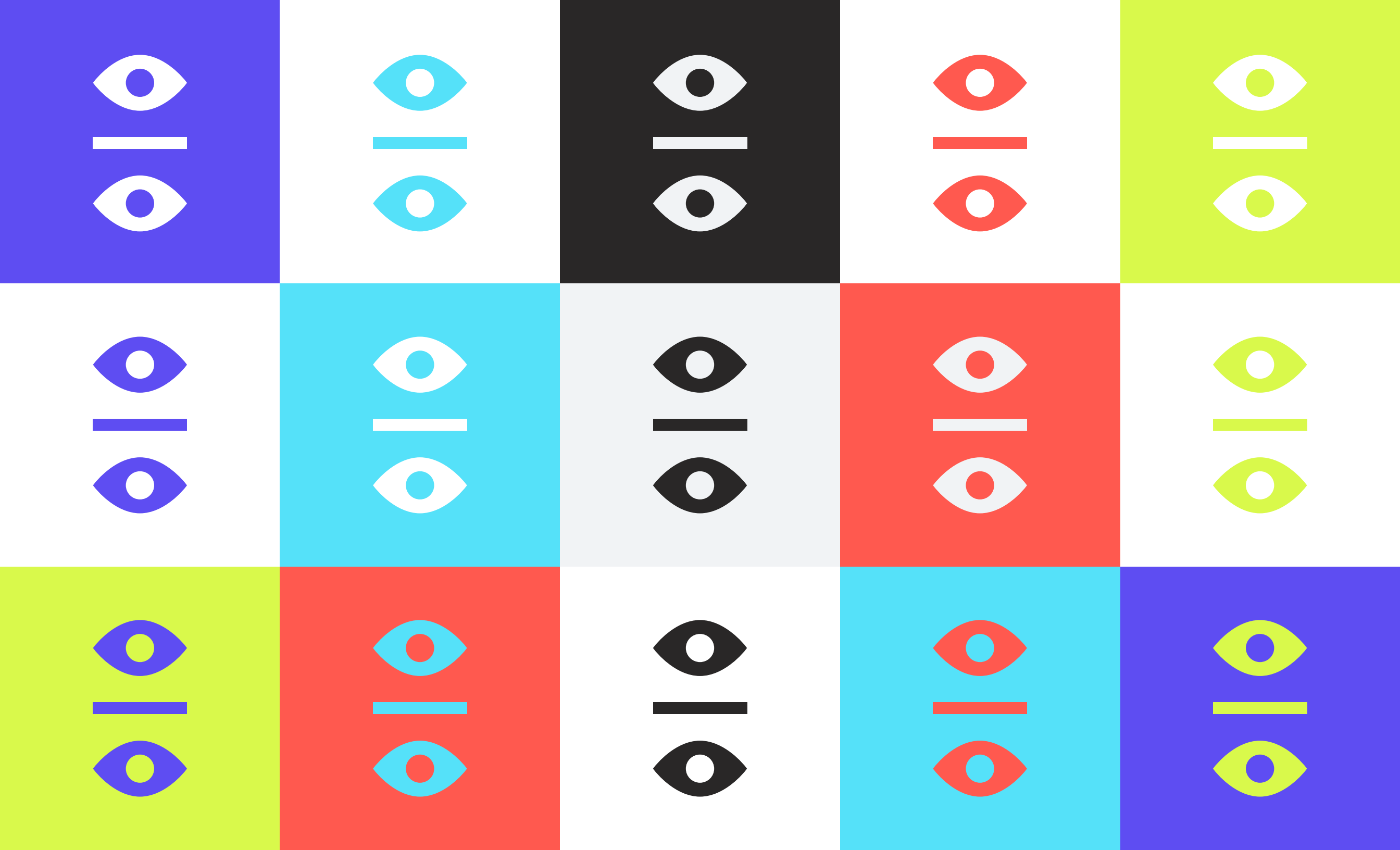


**Our calculated approach.**

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

## Our Colors





## Institutional Investor

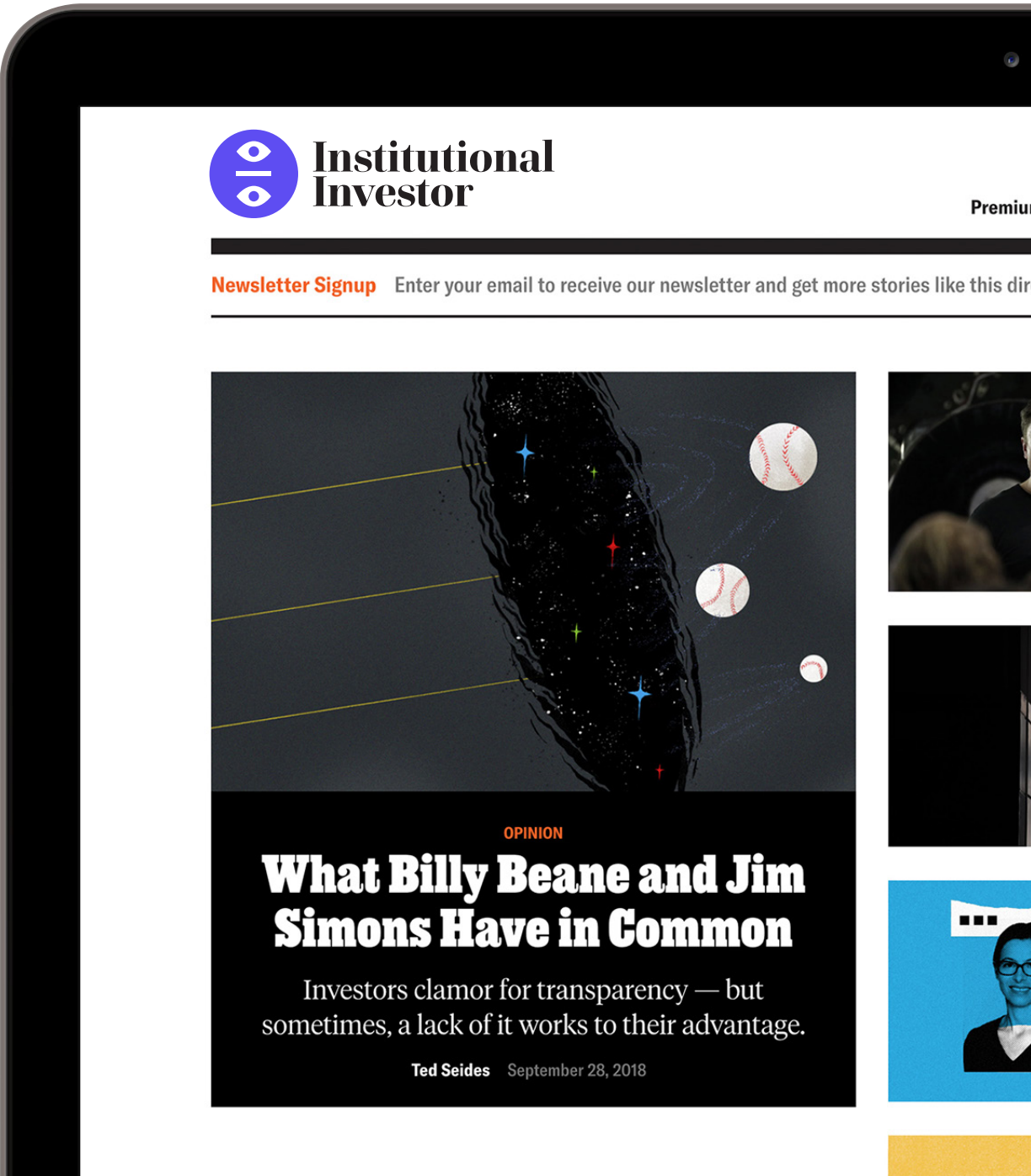
### Everyone needs one.

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.

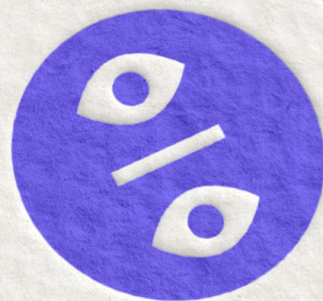
Join us, let us provide you with uncompromised intelligence and access, designed to turn kernels of potential into global opportunity.



Digital



Stationery



**Institutional  
Investor**

