Brand Toolkit
v.01 — 2026

4Y
FN

Brand toolkit
Contents

This document will provide insight,
guidelines and all the tools you need
to implement our visual identity.

4Y
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Powering startups

About us
Introduction

4YFN is a leading force within the startup ecosystem, boosting new ventures through connections, exposure, and investment opportunities.

Startups harnessing AI and other transformative technologies receive critical support from the earliest stages of their life cycle and throughout their journey. 4YFN partners and co-locates with MWC Barcelona – the world's largest and most influential connectivity event – and this synergistic support extends far beyond the event itself.

With our return to MWC Shanghai and future co-location with the all new MWC Doha, we continue to extend our reach and influence around the world. Working tirelessly to meet our goal of creating a truly global startup community – supported, connected and empowered for growth.

Community Club

4YFN Communities Club is for all projects, institutions and companies with the mission of empowering entrepreneurship and innovation. This club is specifically conceived for tech hubs, accelerators/incubators, tech events, institutions, coworking spaces and universities.

02 Our logo

Our logo
Introduction

Our logo is a very valuable asset.

It is the most visible element of our identity and acts as our global signature across all communications.

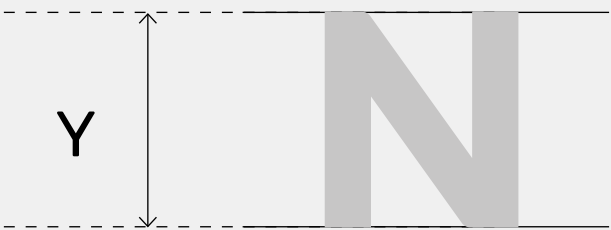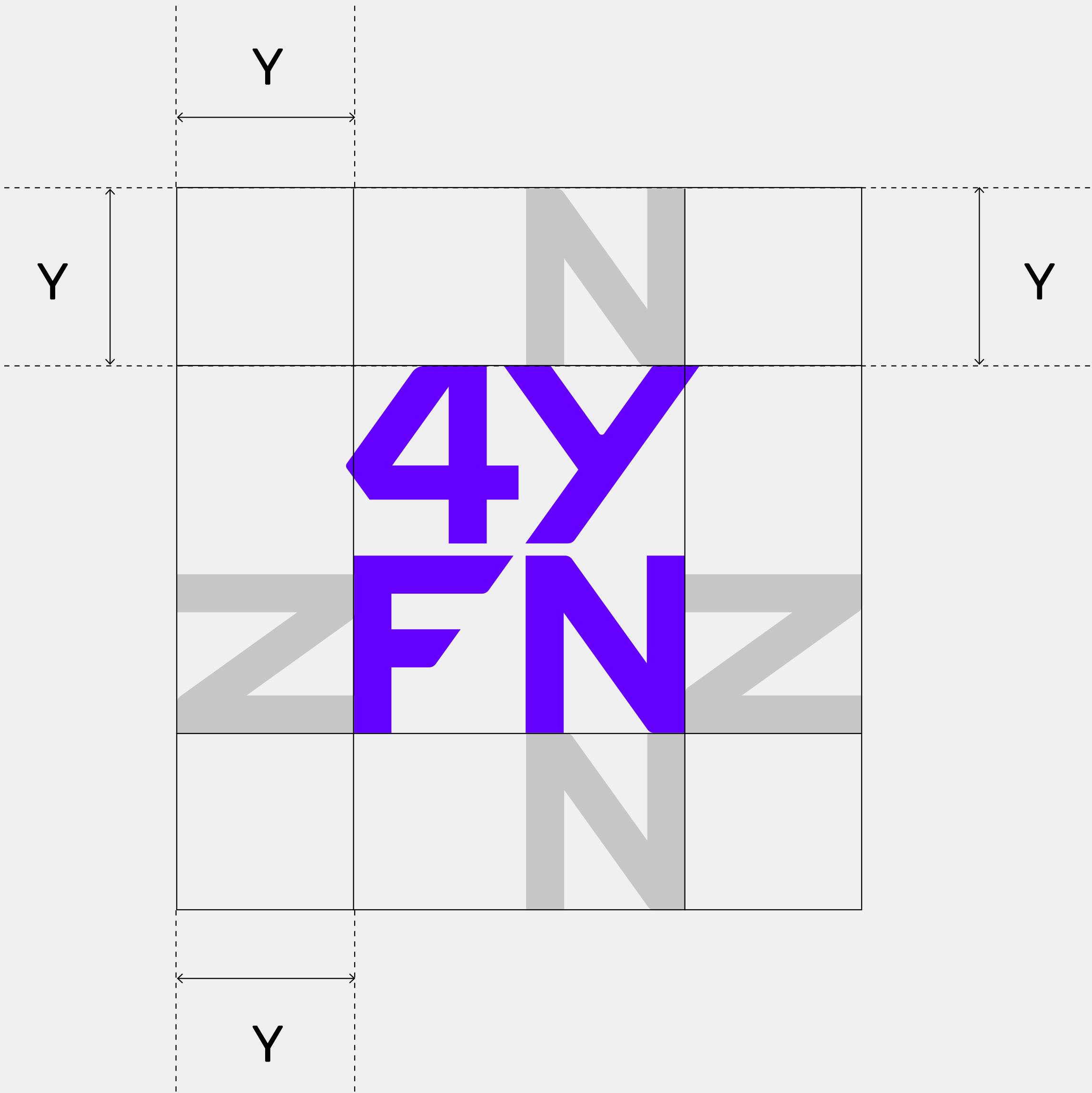So, we need to make sure it is used correctly to represent us — exactly as we intend.

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**4Y
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Our logo
Clear space

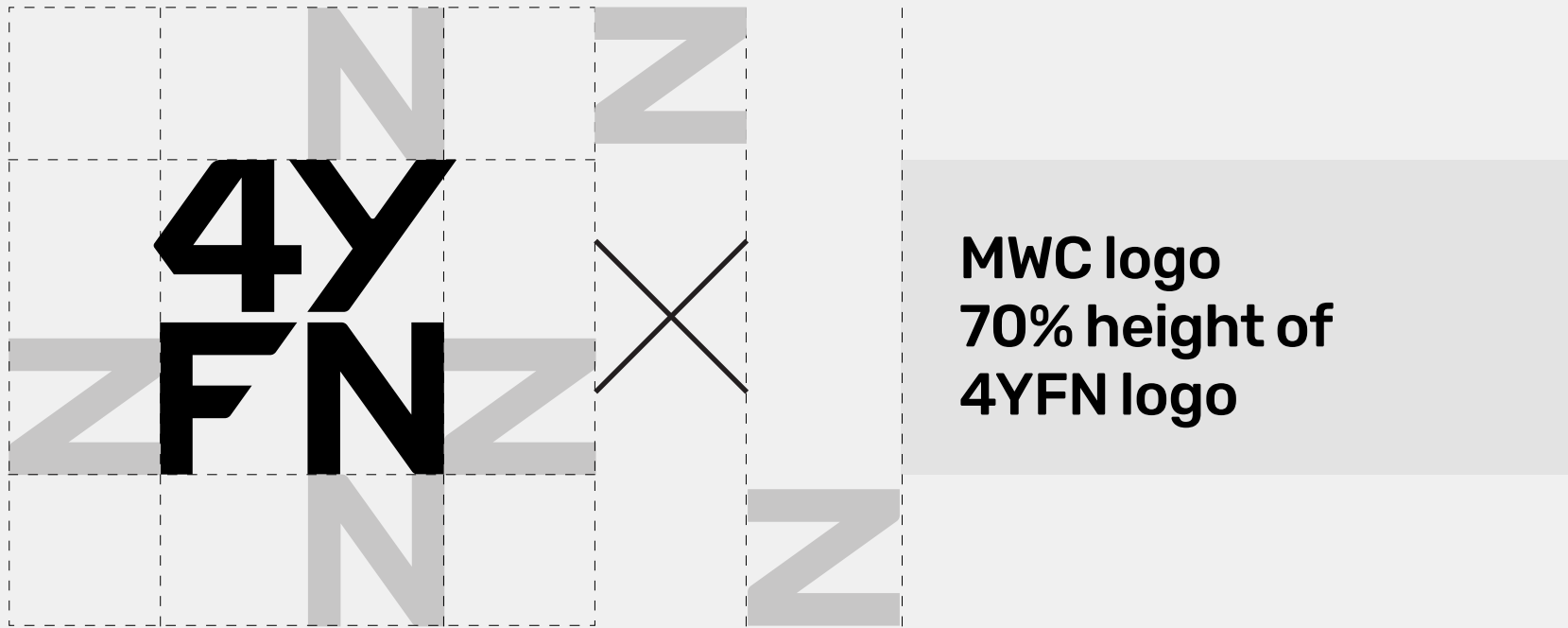The clear space around our logo should be equal to a square shape created by the letter N.

It is important to keep this area clear from other type, graphics and visual details so that our logo can always be prominent and visible.

Y

Y

Y

Y

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Note
We use the height (Y) of the N on all sides to define the space around all sides of our logo.
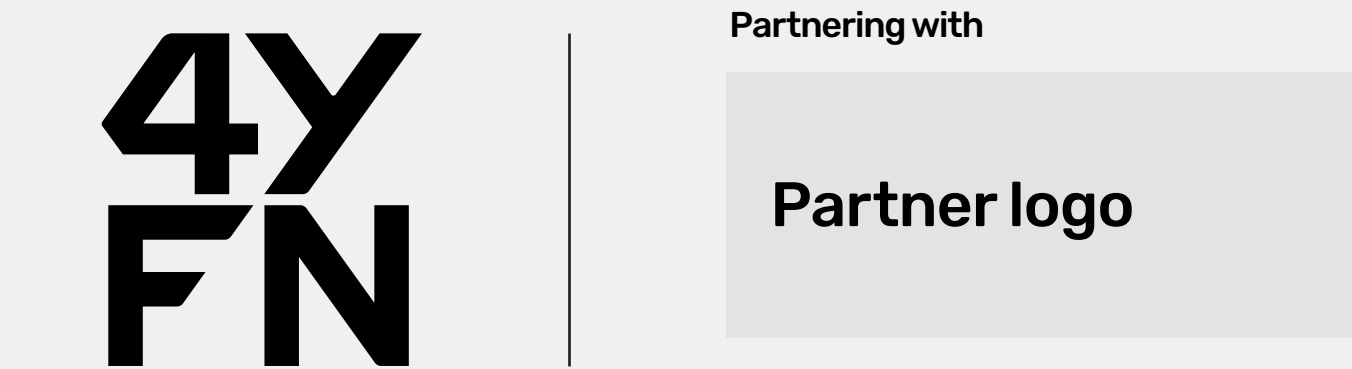
Y

N

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Horizontal logo lock up with MWC

4Y FN

MWC logo
70% height of
4YFN logo

Horizontal logo affiliation lock up

4Y FN

Partner title here

Partner logo 80%
of 4YFN logo

Example lock up

4Y FN ✕ MWC GSMA™

Example lock up

4Y FN

Partnering with

Partner logo

Our logo
Lock up with MWC
and external partners

The clear space around our logo should be equal to a square shape created by the letter N.

Seperate the MWC logo with a cap height cross centered vertically.

Always seperate partner logos with a keyline at the height of the 4YFN logo, using equal N (X) spacing both sides.

The partner logos can also be placed in adjacent corners, see example on Our logo Placement overview page.

4Y FN

4YFN White Logo

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4YFN Ultra Violet Logo

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4YFN Black Logo

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Our logo
Colour options

We have 3 different colour logos.

4YFN White Logo will be the primarly as the logo will likely be over the 4YFN Ultra Violet or dark contrasting backrounds.

On lighter contrasting backgrounds please use the 4YFN Ultra Violet Logo. In cases where there needs to be higher contrast on light backgrounds please use 4YFN Black Logo.

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Our logo
Placement overview

For consistency, we recommend placing our logo to the left or right of layouts at either the top or bottom of the format.

Note
Above we see all the locations where our logo can be placed. On the left, you can see real-world applications of the above.
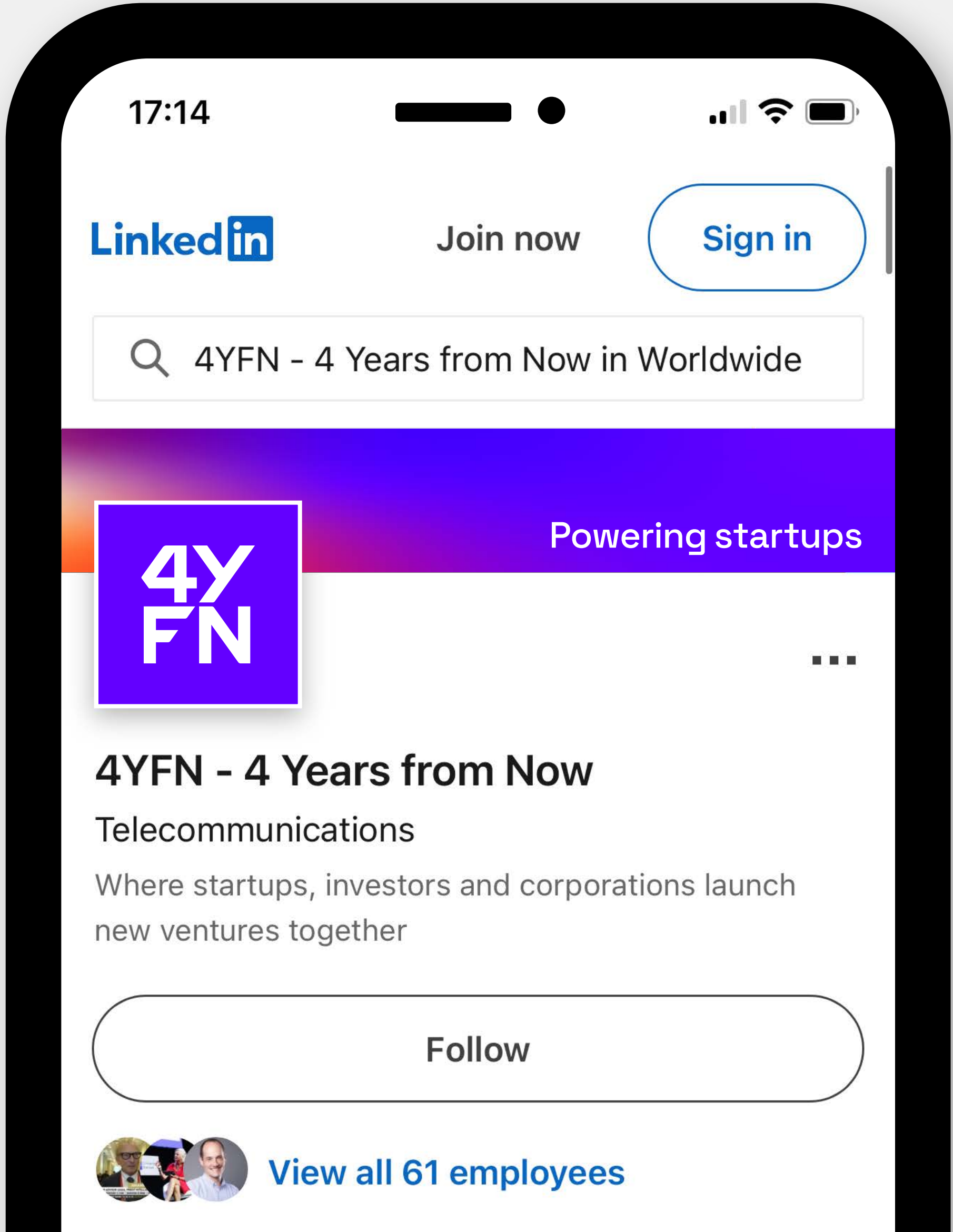
Our logo
Small use

There are instances when our logo needs to be reproduced smaller — such as on social media avatars.

The maximum size of our small use logo is 20mm for print and 60px for digital.

The minimum size is 8mm for print and for digital it is 20px.

Our logo
Heroed

Our logo should always be clearly visible when placed on top of imagery.

The brand and content team will advise on the placement of our logo over any photography. Contact them directly before attempting to place our logo on an image.

Our logo
Heroed

To achieve good visibility, we recommend using a contrasting colour logotype which should be placed on less detailed areas of the image — and where the background is plainer.

The brand and content team will advise on the placement of our logo over any photography. Contact them directly before attempting to place our logo on an image.

03 Typography

4Y
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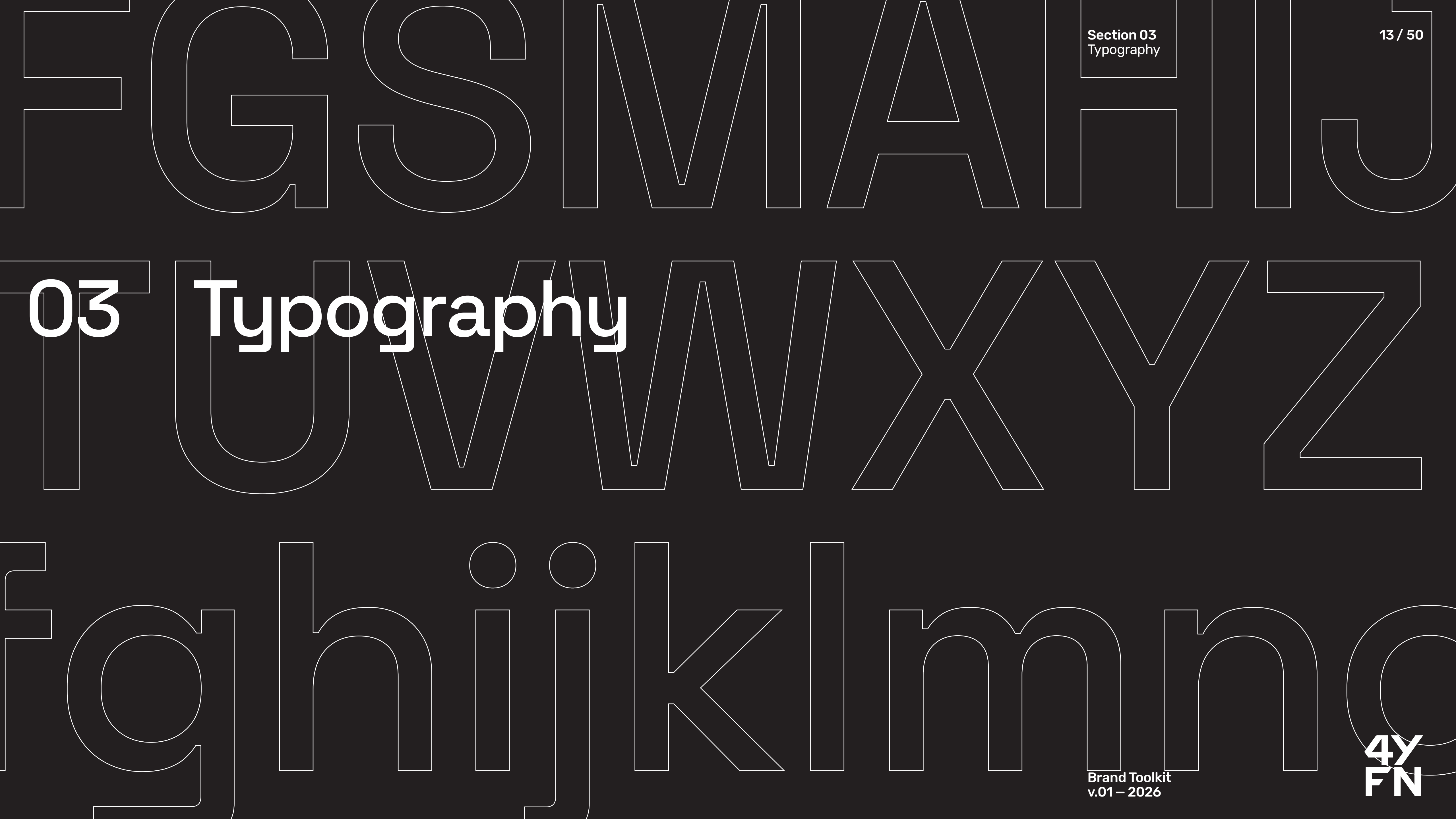
Space Grotesk

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz

1234567890 @.+#Ø^%$&™!"

Typography
Title & heading font

Font weights

Medium
Regular

Space Grotesk is the primary typography used in our visual identity. We have selected two weights from the font family and each has a specific use. Medium is used for titles and headings. Regular is used for subheadings.

Licensing Space Grotesk
Space Grotesk is a free Google font and is widely available for most Windows and Macintosh machines.
Download here

abcdefghijklm
opqrstuvwxyz

1234567890
@.+#Ø%&™!"

Brand Toolkit
v.01 — 2026

4Y
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Rubik

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890
@.+#Ø^%$&™!"

Font weights

Medium
Regular

Rubik is our supporting font and is used for all body copy. Medium is used for intro paragraphs, quotes and highlighted copy. Regular is used for all other body copy.

Licensing Rubik
Rubik is a free Google font and is widely available for most Windows and Macintosh machines.
Download here

abcdefghijklm
opqrstuvwxyz

1234567890
@.+#Ø%&™!"

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Arial

Typography
System font

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

1234567890
@.+#Ø^%$&™!"

Font weights

Bold
Regular

Our system font is Arial. This should only be used when Space Grotesk and Rubik is unavailable. Use it when creating documents in Microsoft Word, PowerPoint, email etc.

Licensing Arial
Arial is a widely available font. It can be accessed on most Windows and Macintosh machines.

abcdefghijklm
opqrstuvwxyz

1234567890
@.+#Ø%&™!"

Brand Toolkit
v.01 — 2026

4Y
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04 Colour

Colour
Introduction

4YFN Hero Ultra Violet, Coral, Electric Green and Electric Blue should remain the most prominent colours across our brand. Our neutral palette can be used for a number of things in conjunction with the primary colours in compositions and typography.

Our neutral palette can be used in conjunction with our primary palette for a number of things including compositions and typography.

4YFN Hero Ultra Violet

Primary palette

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Primary palette

4YFN Hero Ultra Violet

CMYK	82 97 0 0
RGB	99 0 255
HEX	6300FF
Pantone	267 C

4YFN Coral

CMYK	0 83 80 0
RGB	236 97 58
HEX	FF6131
Pantone	Warm Red C

4YFN Electric Green

CMYK	46 0 90 0
RGB	153 255 0
HEX	99FF00
Pantone	375 C

4YFN Electric Blue

CMYK	75 0 5 0
RGB	0 181 236
HEX	00B5EC
Pantone	306 C

Neutral palette

4YFN White

CMYK	0 0 0 0
RGB	255 255 255
HEX	FFFFFF

4YFN Off-White

CMYK	7 5 6 0
RGB	240 240 240
HEX	F0F0F0

4YFN Grey

CMYK	48 37 37 18
RGB	133 133 133
HEX	858585

4YFN Black

CMYK	60 40 40 100
RGB	0 0 0
HEX	000000

Gradient blend colours

4YFN Light Yellow

CMYK	1 0 27 0
RGB	255 248 204
HEX	FFF8CC

4YFN Deep Violet

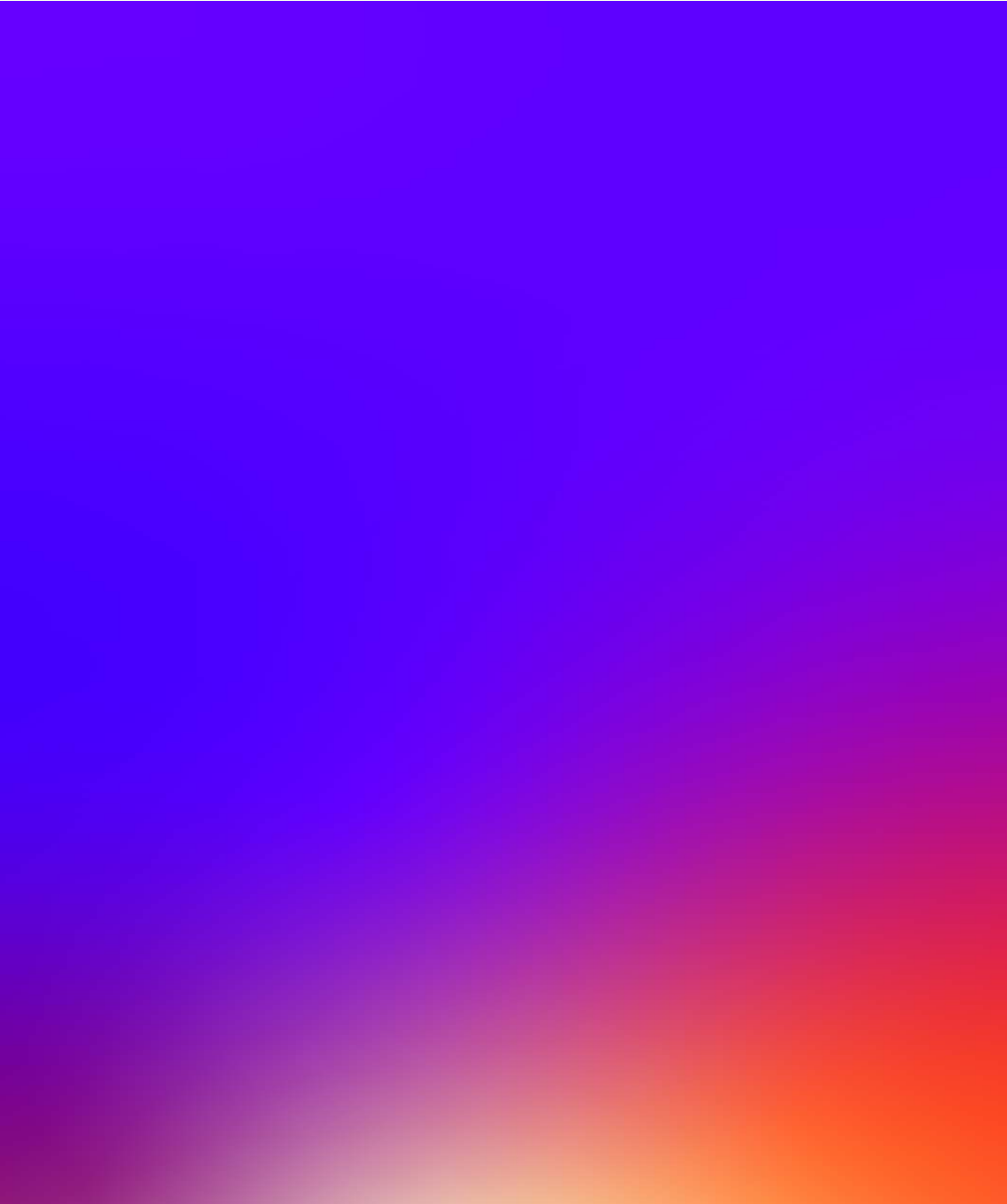|	
CMYK	53 100 1 0
RGB	144 28 128
HEX	901C80

Colour
Colour Palettes

4YFN Hero Ultra Violet, **4YFN Coral**, **4YFN Electric Green** and **4YFN Electric Blue** are the primary colours for use across our brand.

The **Neutral palette** can be used for alternative text and background colour options and are there to soften the 4YFN primary colours.

Gradient blends are only to be used in gradients to help the primary colours blend in a more gradual way.
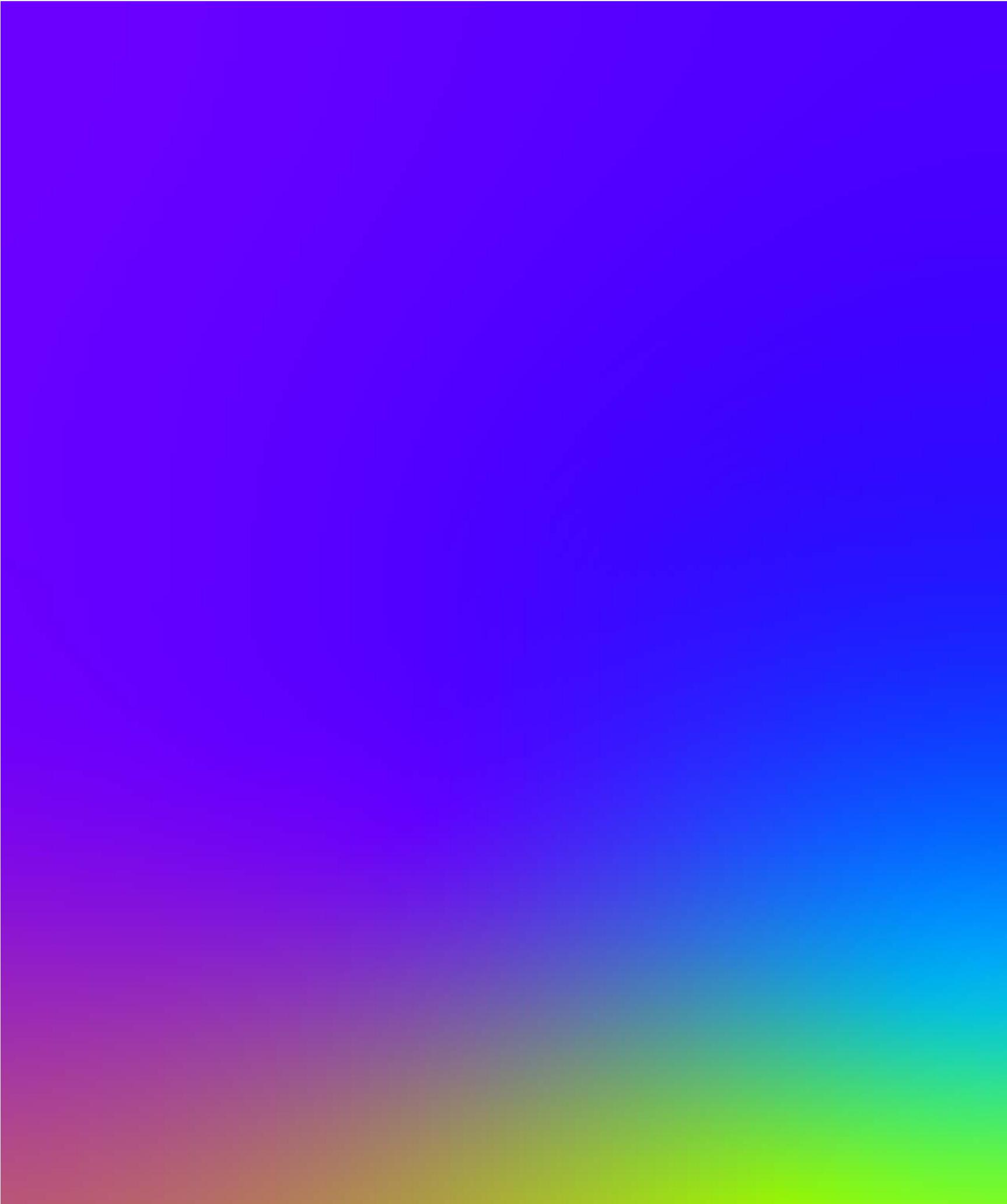
4YFN Electric Green should be used for CTA buttons on the website and emails.

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Primary gradient

Secondary gradient

Colour
Gradients

The **4YFN Hero Ultra Violet** should always have the majority of the gradient space.

Gradients can be rotated and blended from any corner of the artboard. Always ensure the atmospheric aesthetic is maintained by ensuring that the transition of colours in the gradient is gradual and smooth.

Avoid gradients that are too tight as this will result in colour banding. Colour banding can be avoided by adjusting the colour stops. This will result in a smoother colour blend.

Always create using the freeform gradient points.

Never put all the primary colours into one gradient.

4YFN Hero Ultra Violet
4YFN Coral
4YFN Light Yellow
4YFN Deep Violet

4YFN Hero Ultra Violet
4YFN Electric Green
4YFN Electric Blue
4YFN Deep Violet

Brand Toolkit
v.01 — 2026

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05 Imagery

Imagery
Overview

Photography is an ever evolving part of our brand and a core piece of content that brings our world to life. Photography helps connect us to our audiences through aspirational and everyday moments.

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Imagery
Selection

We aim to utilise photography that is uncluttered, observational and not staged. Where possible we show technology through a human lens. Avoid images with strong graphic content, patterns, off kilter angles. Create bold impact with crops that draw the audience into the focal point of the image.

Note
We can always liven up an image by using our logo or applying one of our pre-defined colour gradients. See the following section for guidance on application of these elements.

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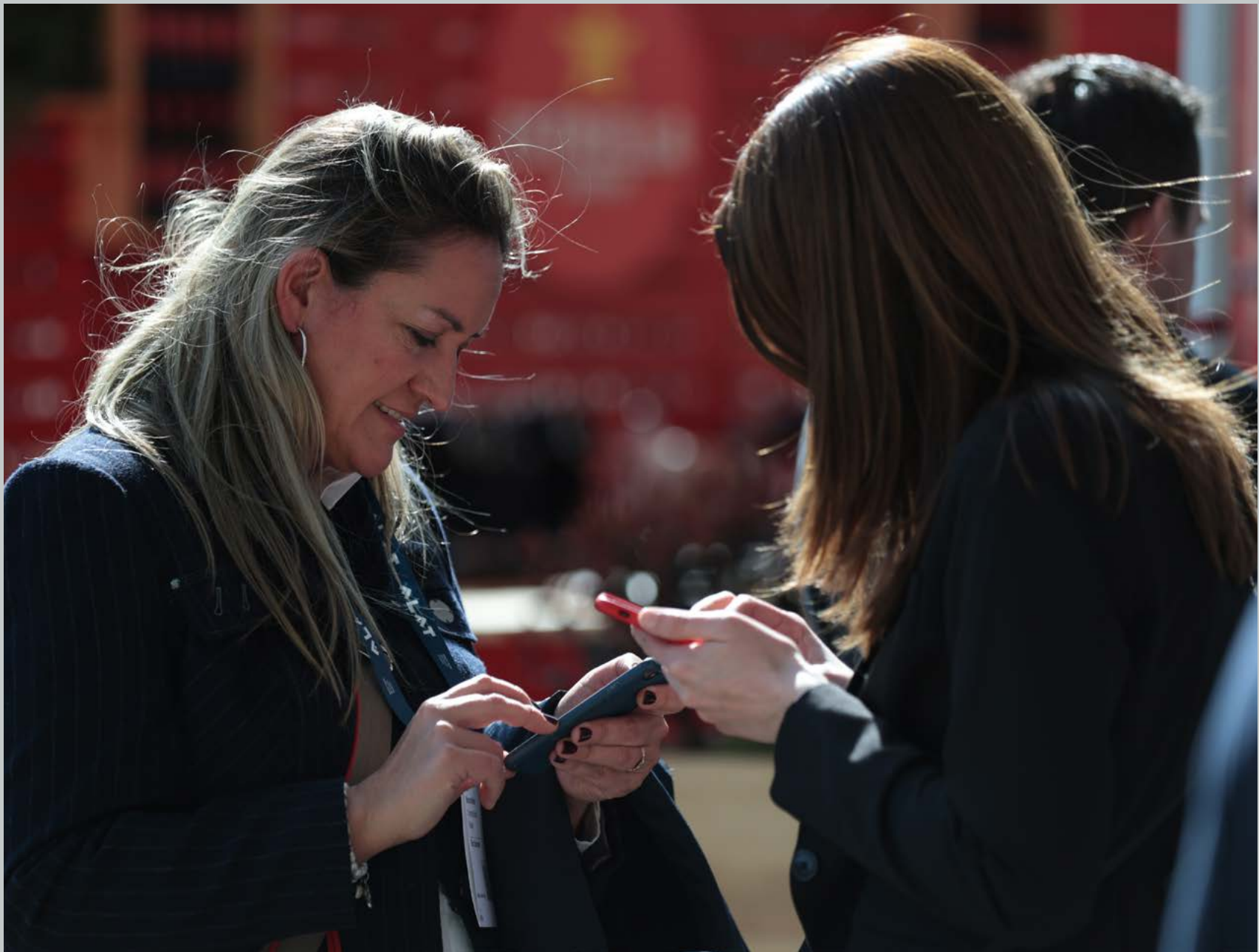
Imagery
Selection

Imagery
AI generated

AI generated imagery is used selectively and only for specific purposes – such as campaign visuals that reflect unique annual event themes. Its use is carefully controlled to ensure consistency with our brand values and visual identity.

All AI generated content must align with our established guidelines on style, context, and accuracy. If you believe AI imagery is appropriate for your project then please consult the Brand team before proceeding to ensure correct usage and approval.

4Y
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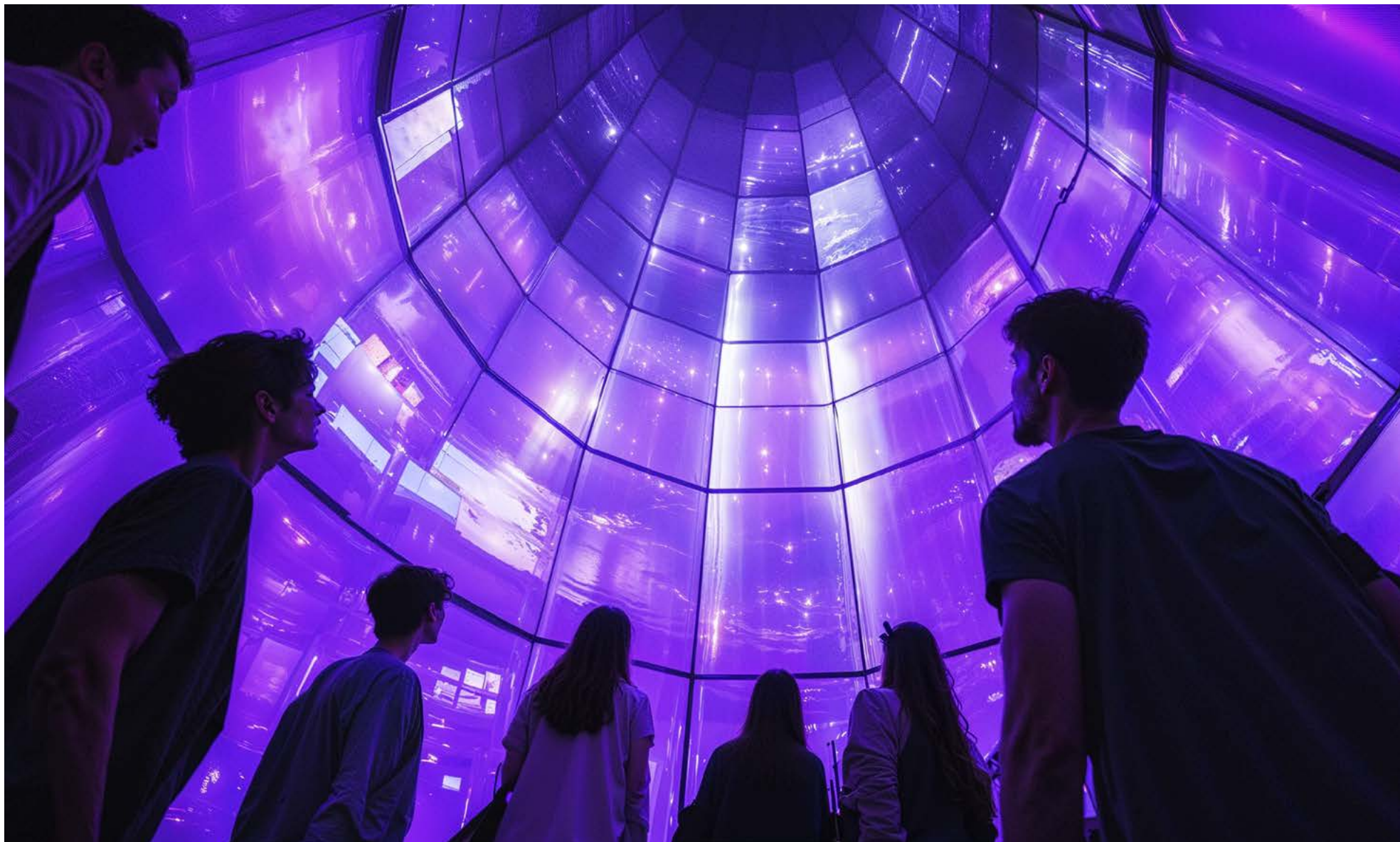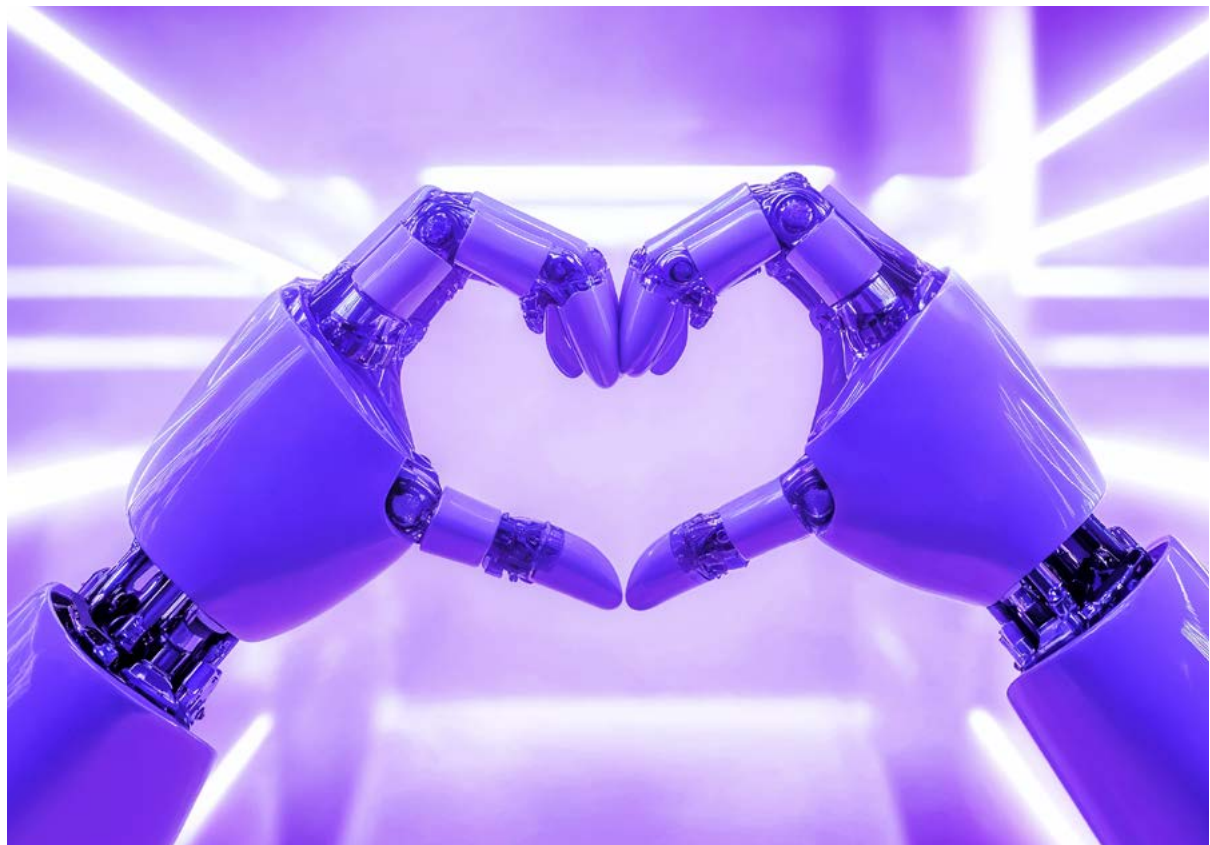
06   Application

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Application
Profile avatar

Our logo should be used for social media profile pictures.

Please use the small use logo as per page detailed on page 10.
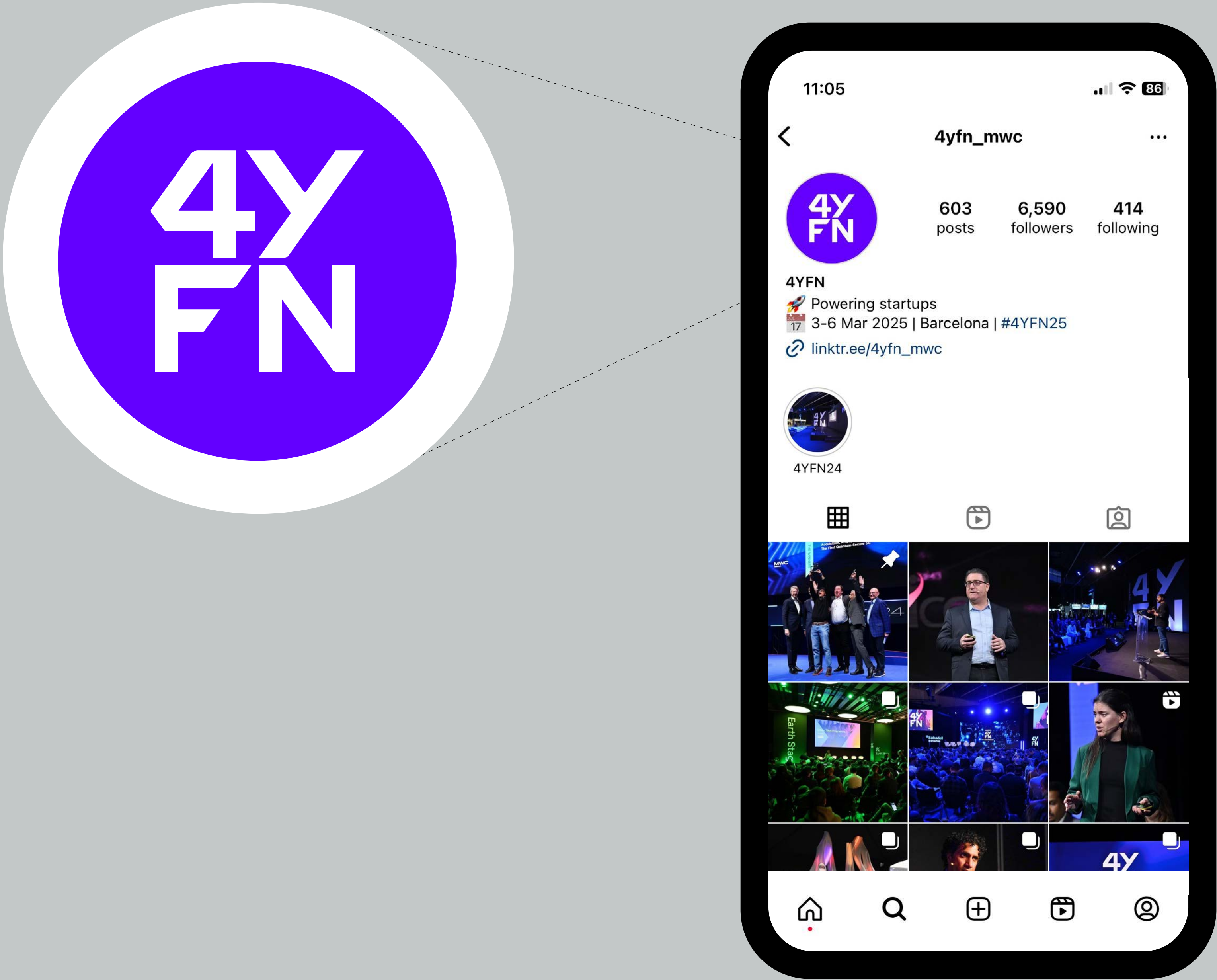
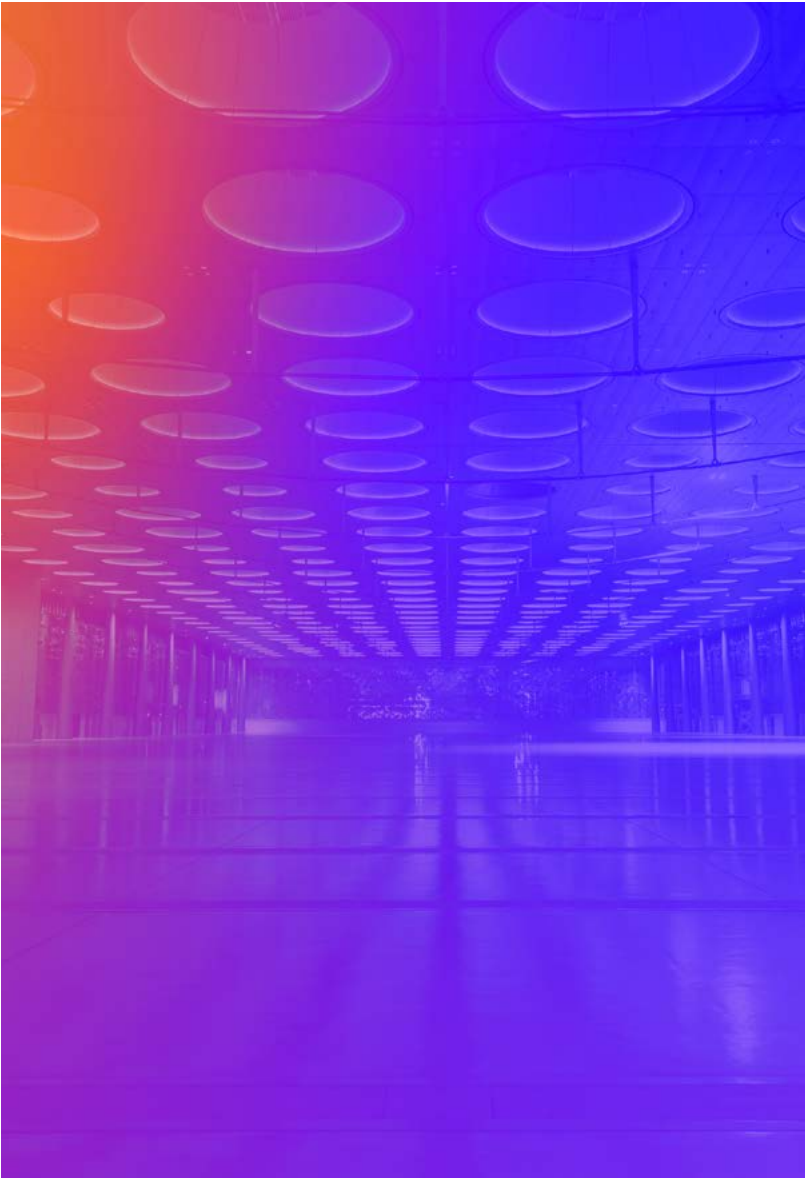# Application
LinkedIn banners and posts

Social Media platforms should uphold a consistent and engaging aesthetic, with all content following the brand guidelines. Animation should be used to elevate and energise posts.

Application
Imagery styling

Examples of imagery with the
colour gradient overlay applied.

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Application
Email signature

For our email signature, we use our system font Arial.

Please ensure that the safe space is not broken around our logo.

Pere Duran
Director
4YFN
+34 (0)1234 123 123

4yfn.com

Reply | Forward

N

Arial Bold 10pt
Arial Regular 10pt
115% Line height

Space 10pt height

07   Programme assets

Programme assets
Programme icons

University &
Spin-off hub

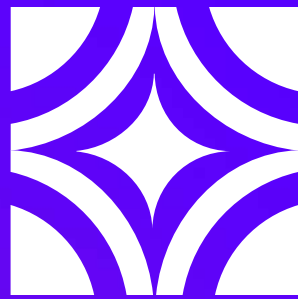Founders

Investors

Corporate
Innovators

Fintech

Green Tech

Digital Health

Our programme icons link back to the theme for this year - AI XL. By utilising the 'spark' shape commonly used to refer to AI we have created a set of 7 unique icons for each programme.
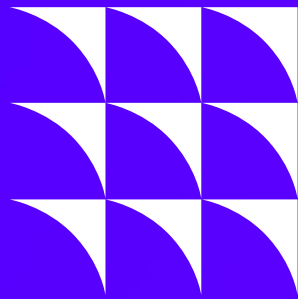
When using the icons without the text, the programme title must have been used elsewhere in a headline to indicate which programme you are referring to.
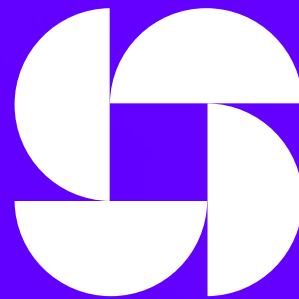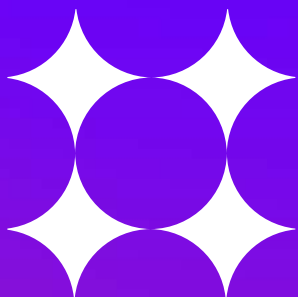
Programme assets
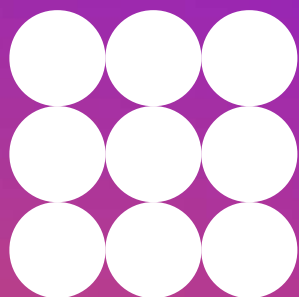# Icon clear space

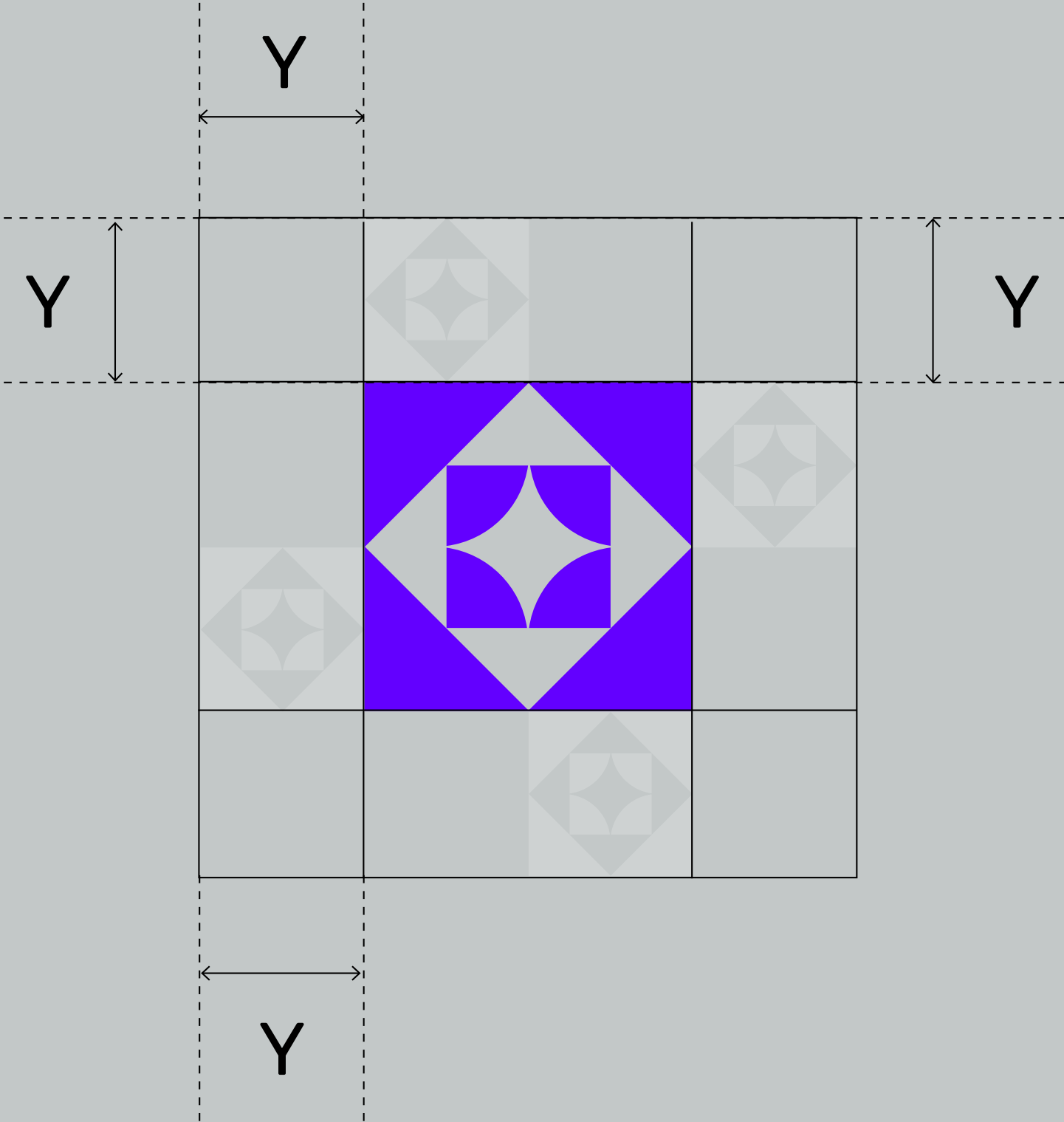Our icons should have a clear space equal to 50% of the size of the square icon.

It is important to keep this area clear so that the icon is visible and prominent.

University &
Spin-off hub

4Y
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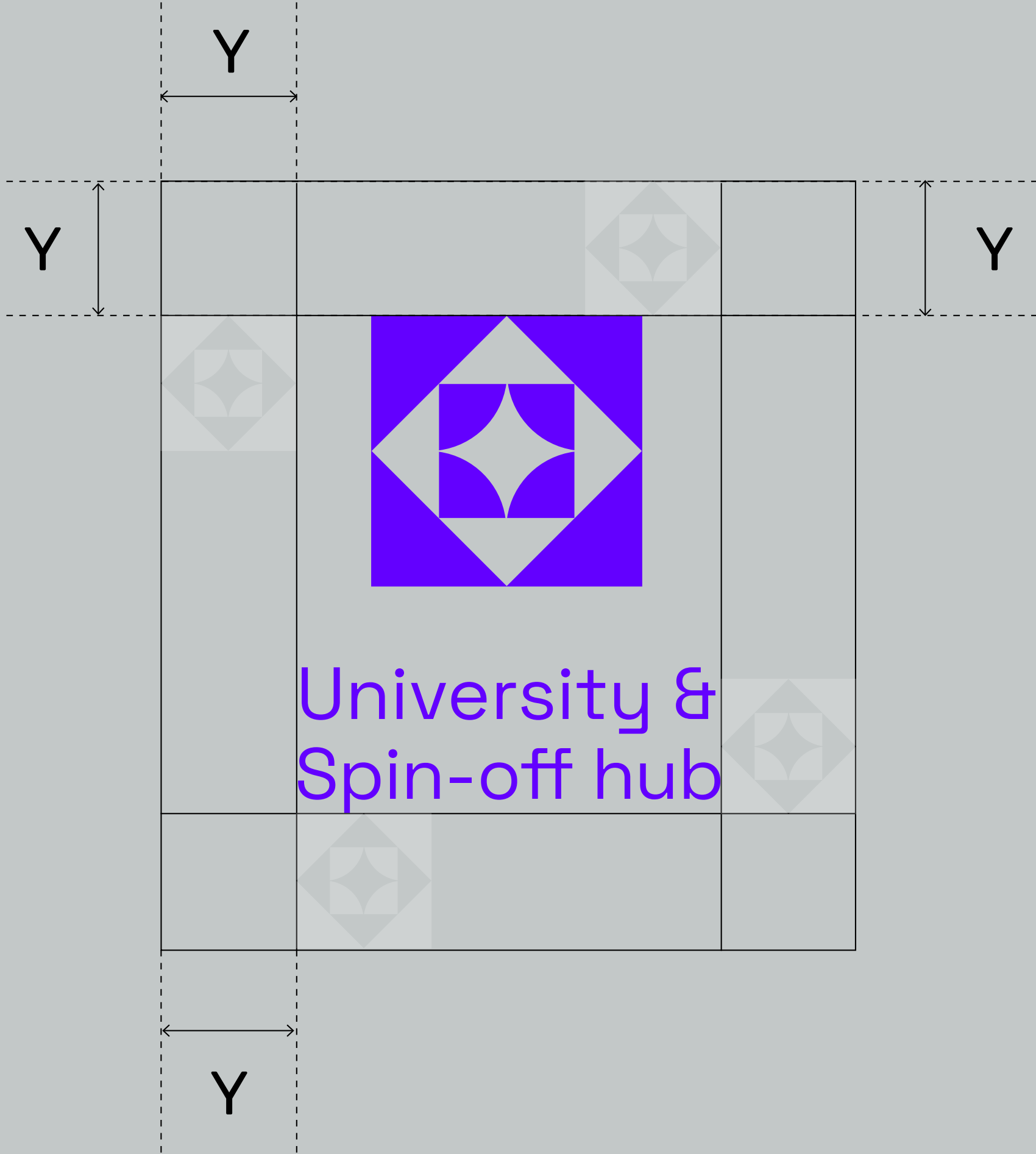
Programme Assets
Icon colours

Where possible the icons should be used in white on either a gradient or colour background.

If it is not possible the icons can be used in the hero Ultra Violet.

Programme Icon White

University &
Spin-off hub

Programme Icon Ultra Violet

University &
Spin-off hub

Programme assets
Programme images

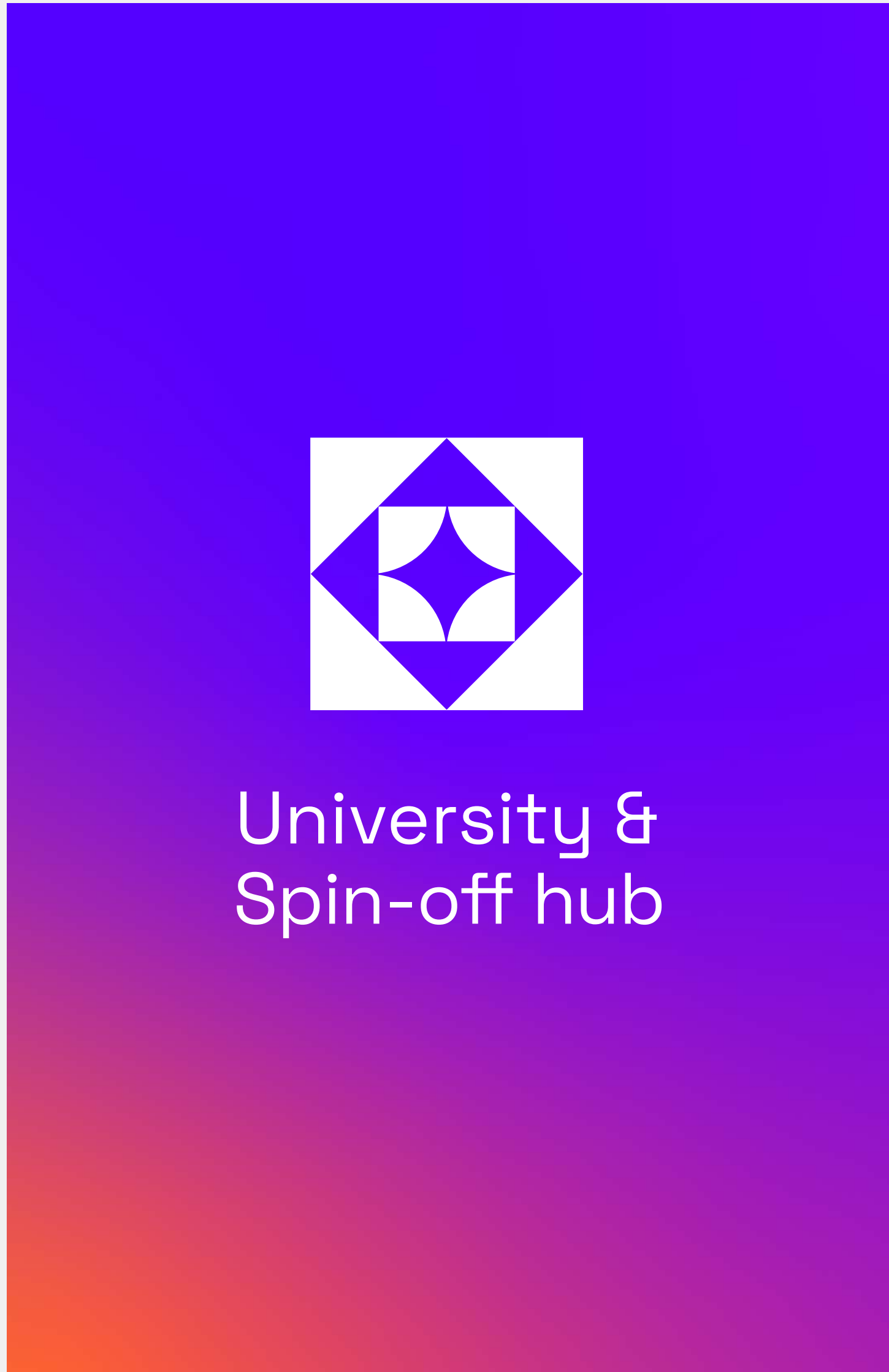Alongside the programme icons we have a selected image to represent each programme.

University & Spin-off hub hero image

University & Spin-off hub
Where scientific excellence and innovation come together

Founders hero image

Founders
Welcome to the ultimate journey of innovation and growth

Programme assets
Programme images

Investors hero image

Investors

An unparalleled opportunity to connect with
top corporate VCs and raise funds

Corporate Innovators hero image

Corporate Innovators

Leading collaborations at the edge
of innovation

Programme assets
Programme images

Fintech hero image

Fintech

Join the AI-charged transformative
path to user-centric Fintech

Green Tech hero image

Green Tech

The quest for scalable sustainability
starts here

4Y
FN

Programme assets
Programme images

Digital health hero image

Digital Health

Navigating Tomorrow's Healthcare:
Unleashing Cutting-Edge Technologies

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08 Animated assets
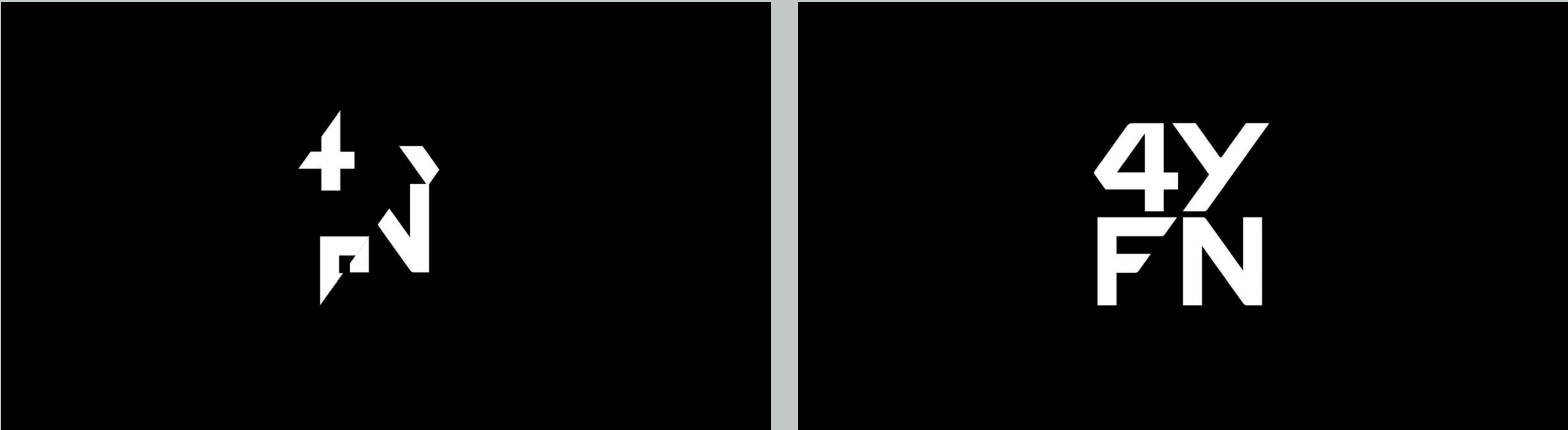
Animated assets
Introduction

When creating animations for our brand, it is essential to maintain consistency with our established identity. As a first port of call, **please adhere to all preceding sections of the brand guide**. These foundational elements provide the framework for crafting animations that align seamlessly with our brand's look and feel.

This section builds on those principles, offering specific animated assets to use and build on.

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Animated assets
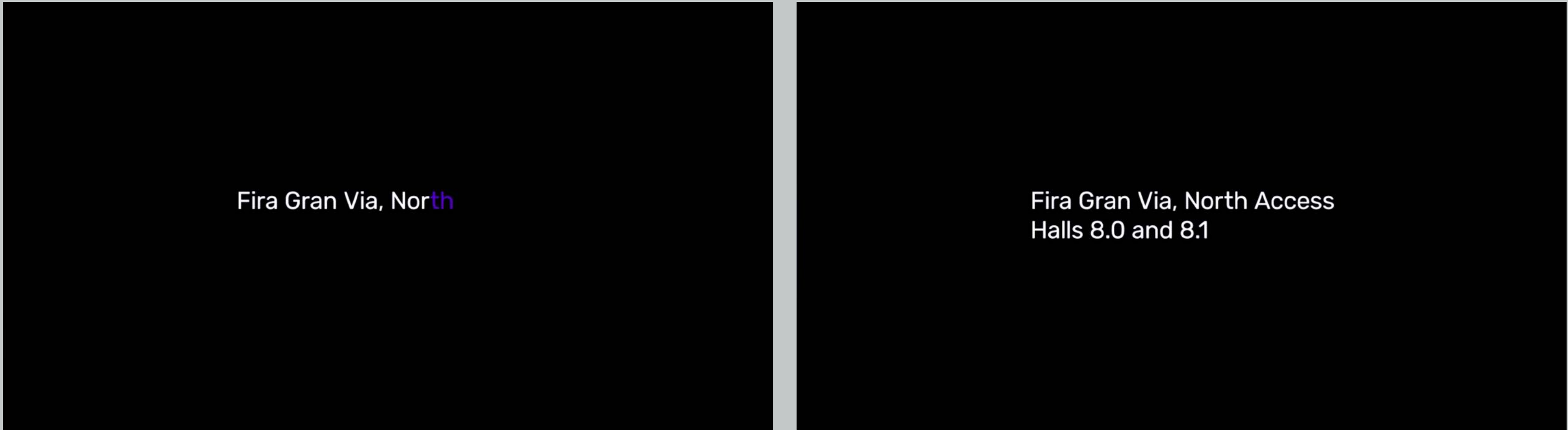# Master 4YFN
animated logo

Master 4YFN logo animation

Bespoke motion applied to the 4YFN
master logo. Animates smoothly in
and out.

4Y
FN

Animated assets
Body copy

Body copy animation

Fira Gran Via, North

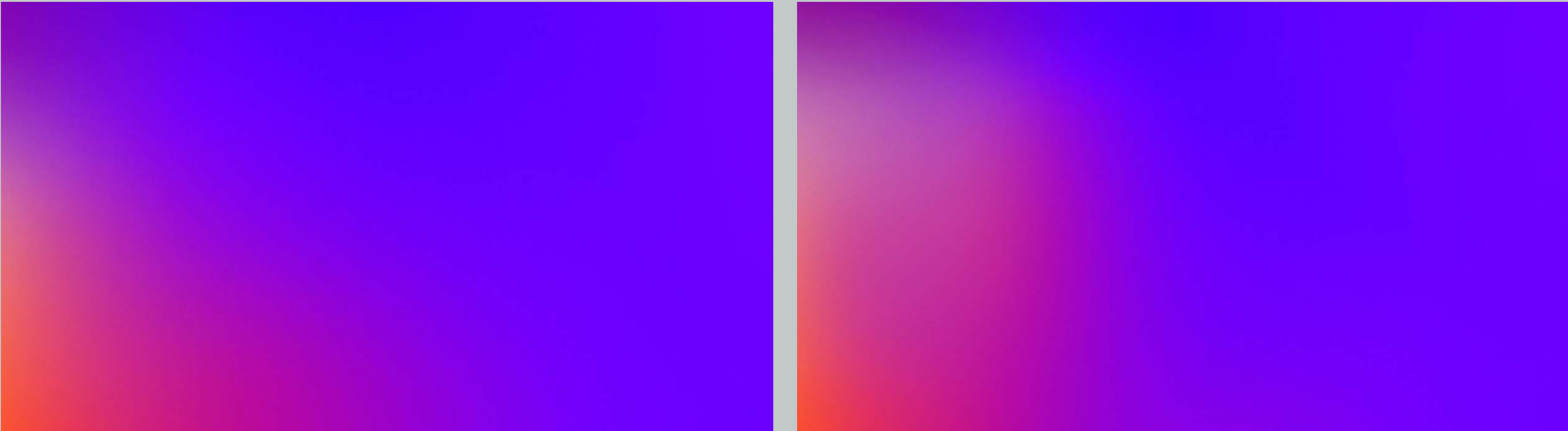Fira Gran Via, North Access
Halls 8.0 and 8.1

Simple typewriter animation in and out.
With a delay so that a purple version of
the copy can animate in and out before
and after and serve as a highlight.

Animated assets
Gradient

Gradient animation

A simple looping displacement map can be added to any gradient. The design file needs to be uploaded to the working file AE comp and exported.

Animated assets
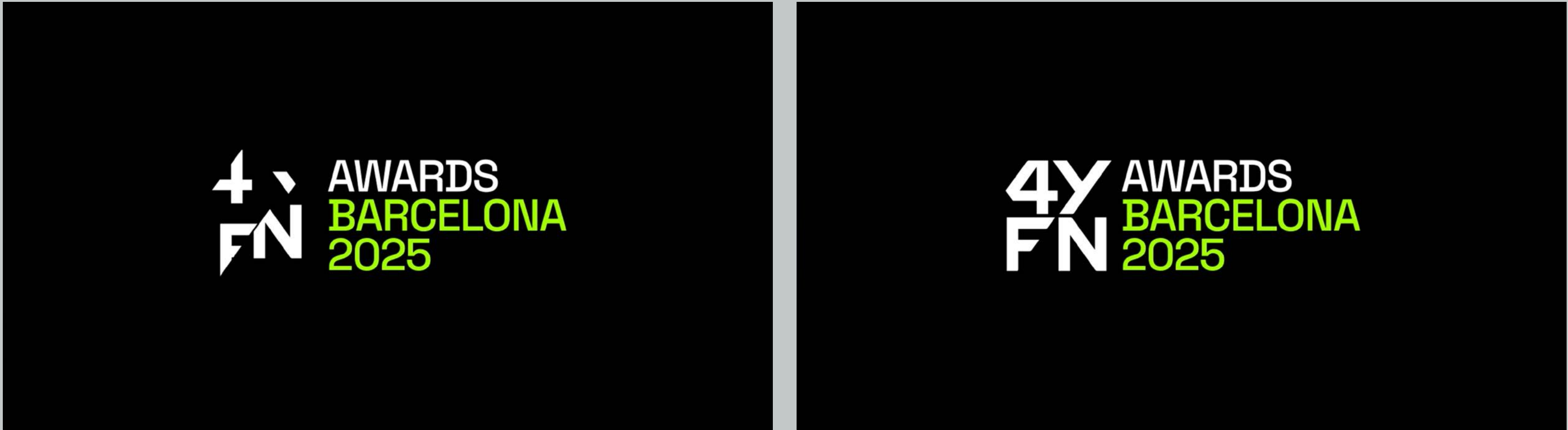# Headline

Headline animation

Simple typewriter animation in and out.
With a delay so that a purple version of
the copy can animate in and out before
and after and serve as a highlight.

Think Bigge

Think Bigger

4Y
FN

Animated assets
Logo motion 1

Logo motion 1 animation

Bespoke motion applied to the 4YFN.

Animates smoothly in and out.

4Y
FN

Animated assets
Sub-headline with
highlight

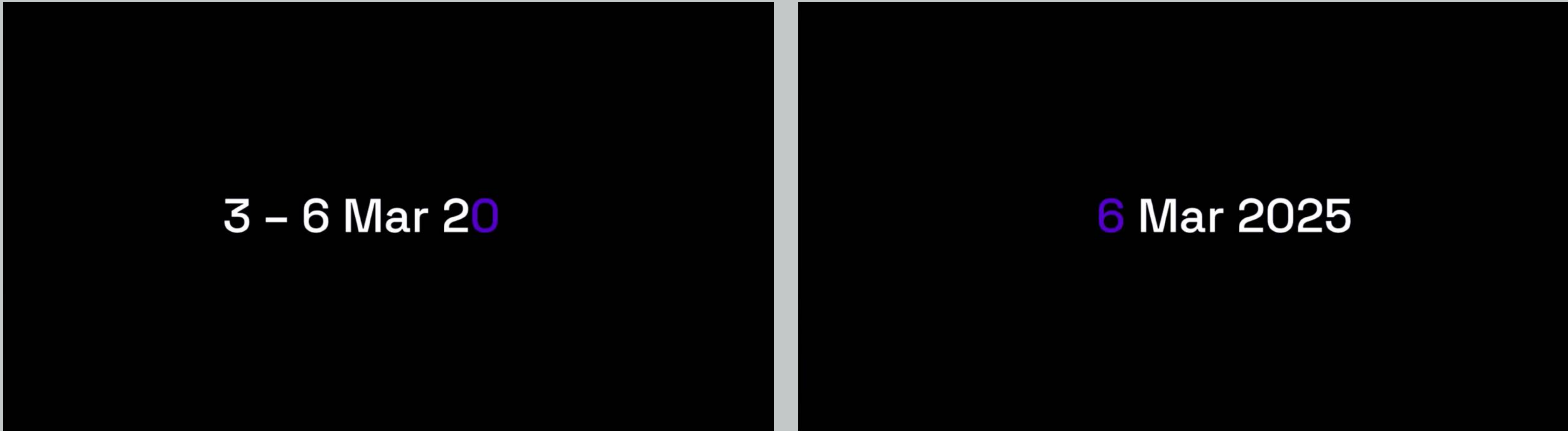**Sub-headline with highlight animation**

Simple typewriter animation in and out. With a delay so that a purple version of the copy can animate in and out before and after. Added green text box to highlight information. Animates in and out and reveals purple lettering.

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Animated assets
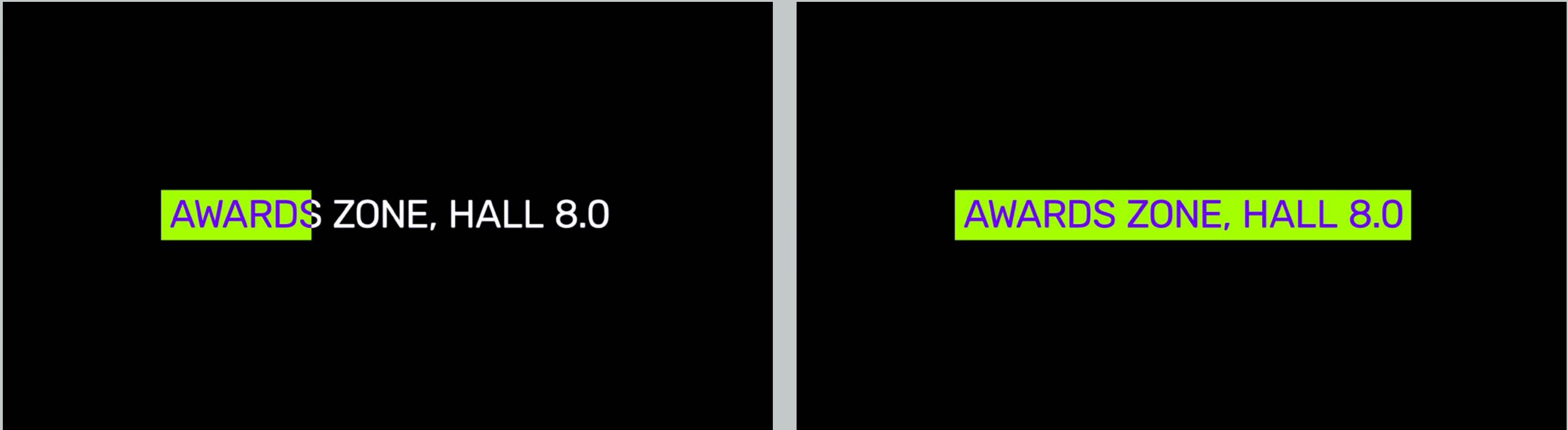# Sub-headline

Sub-headline animation

Simple typewriter animation in and out.
With a delay so that a purple version of
the copy can animate in and out before
and after and serve as a highlight.

3 – 6 Mar 2**0**

6 Mar 2025

Animated assets
Sub-headline bold
with highlight

Sub-headline bold with highlight animation

AWARDS ZONE, HALL 8.0

AWARDS ZONE, HALL 8.0

Simple typewriter animation in and out. With a delay so that a purple version of the copy can animate in and out before and after. Added green text box to highlight information. Animates in and out and reveals purple lettering.

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Animated assets
Download package

Click on the 'download package' icon
on this page to access all the animated
examples and working files shown in
these guidelines.

Download Package

4Y
FN
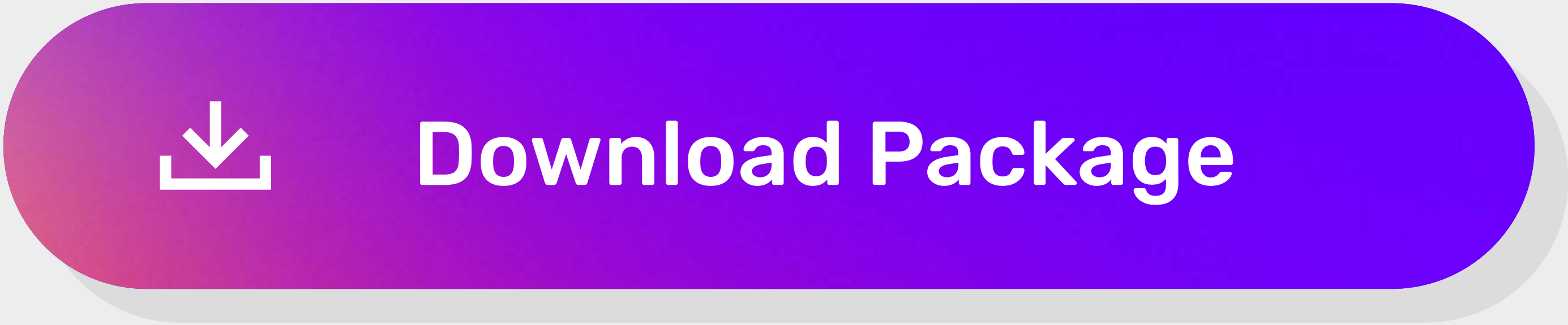
Thank You

Contact
For more information about
our brand or this toolkit, please
contact brand@gsma.com

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