

# Brand Toolkit

## v.01 — 2027

- 01 About us
- 02 Our logo
- 03 Typography
- 04 Colour
- 05 Imagery
- 06 Application
- 07 Animated assets
- 08 Appendix

## Brand toolkit Contents

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

## 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, 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**

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



# Powering startups

# 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.

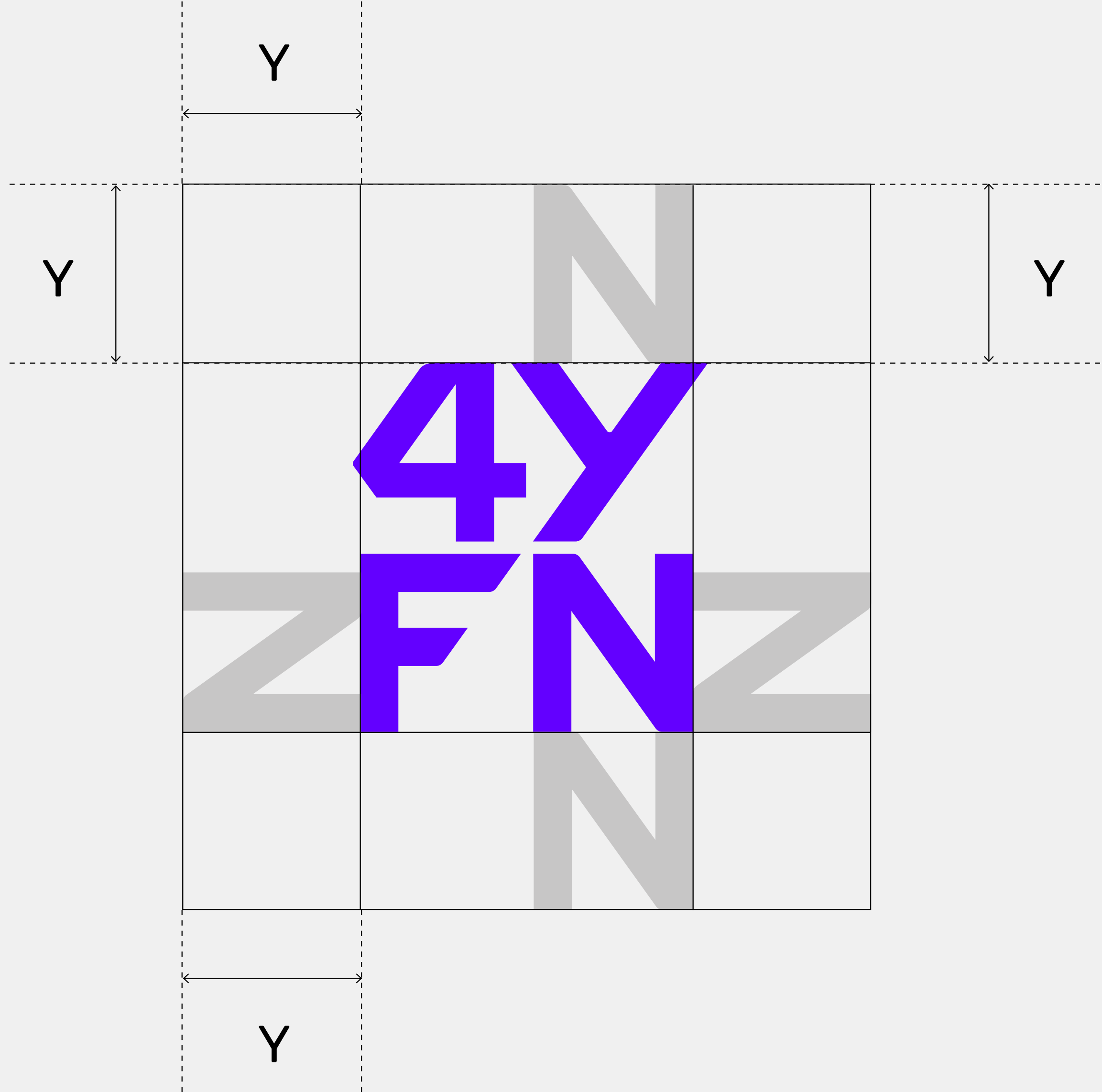
So, we need to make sure it is used correctly to represent us – exactly as we intend.

The image shows the 4Y FN logo in white on a solid blue background. The logo consists of the letters '4Y' stacked above 'FN'. The '4' and 'F' are connected at the bottom, and the 'Y' and 'N' are connected at the top. The letters are bold and sans-serif.

# 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.



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

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

Always separate 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.

#### Example lock up



4YFN White Logo



## Our logo Colour options

We have 3 different colour logos.

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

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.

4YFN Ultra Violet Logo



4YFN Black Logo



4YFN White Logo



4YFN Black Logo



## Our logo

### Lock up with Investors

This logo lockup should only be used when we are creating an asset addressed to investors.

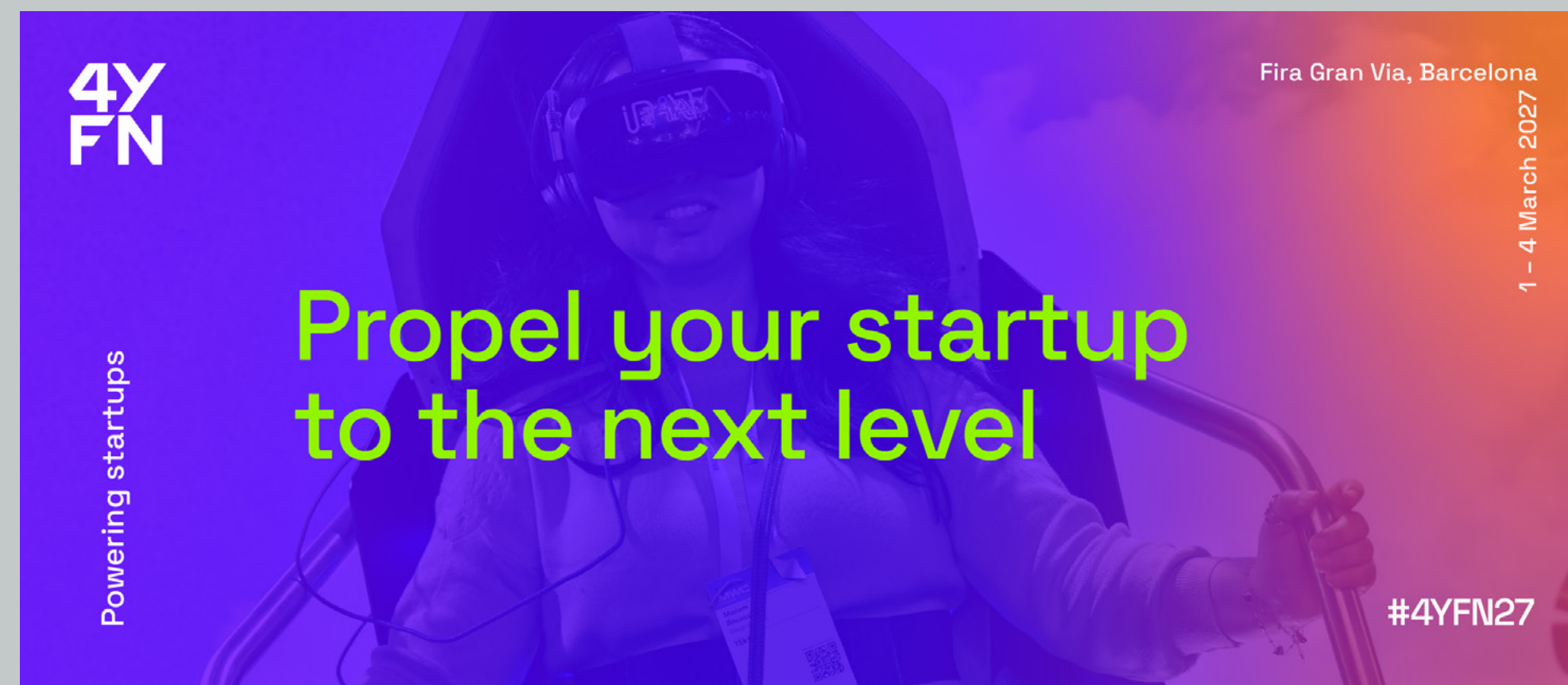
We have 4 different colour variations of this logo.

4YFN Ultra Violet Logo



4YFN Ultra Violet and Blue Logo





## 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.



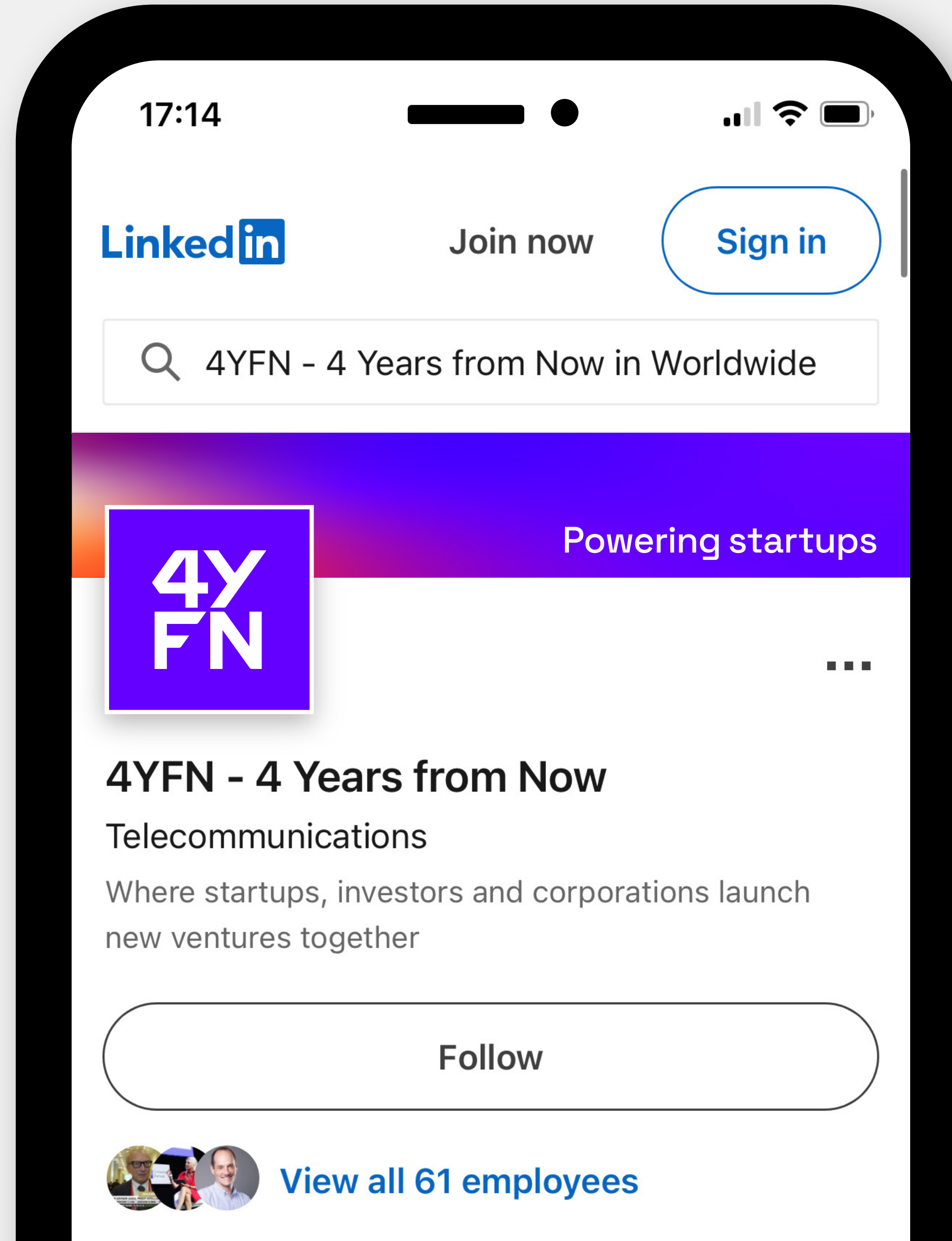
### Note

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

4Y  
FN

4Y  
FN

4Y  
FN



## 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.

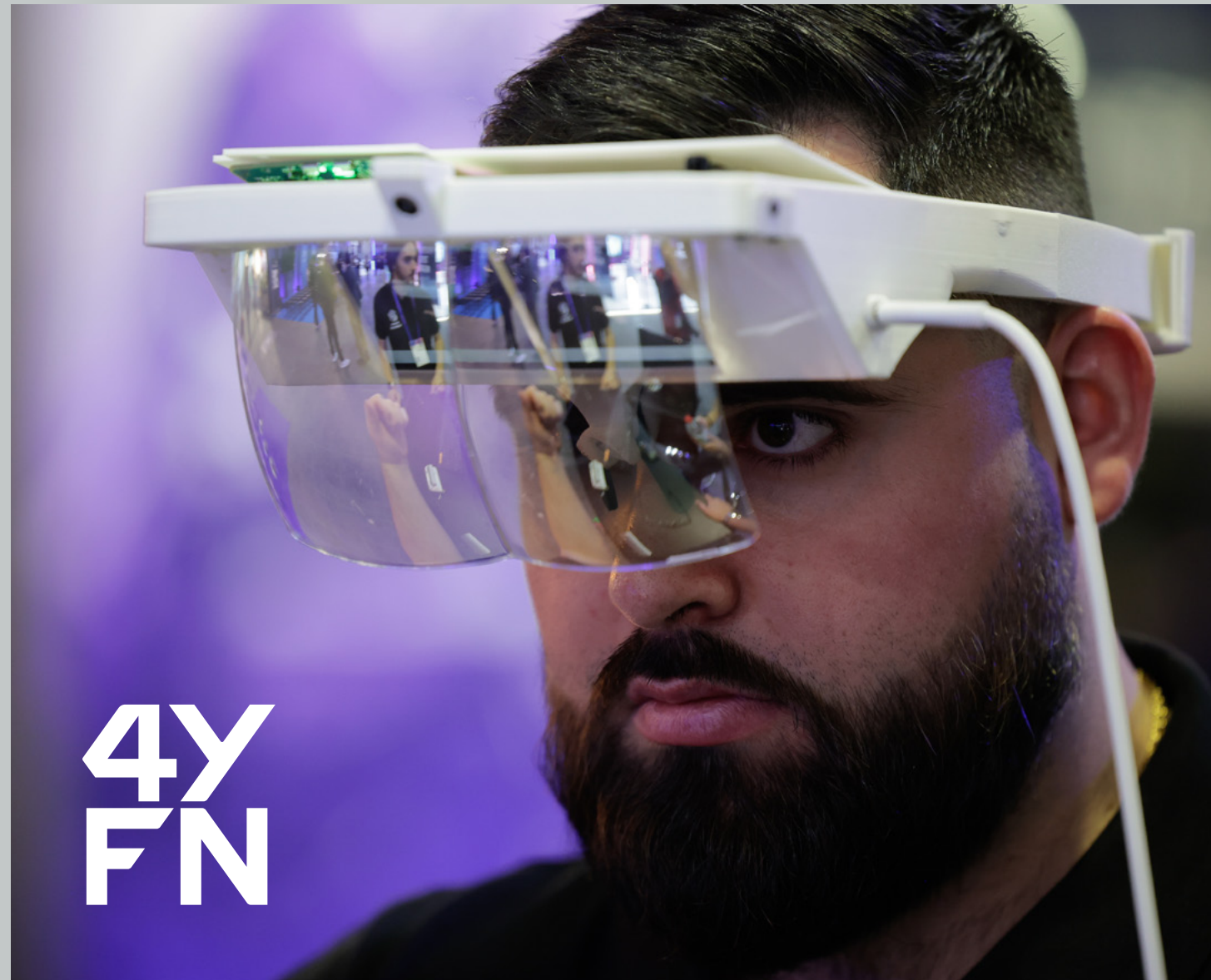
The minimum size is 8mm for print and for digital it is 20px.



## 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.

F G S M A H U

03 Typography

T U V W X Y Z

f g h i j k l m n o

# Space Grotesk

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890  
@. + # 0 ^ % \$ & ™ ! ’ ’

abcdefghijklm  
opqrstuvwxyz

1234567890  
@. + # 0 ^ % \$ & ™ ! ’ ’

Font weights

Medium  
Regular

## Typography Title & heading font

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](#)

Brand Toolkit  
v.01 – 2027



# Rubik

## Typography Body copy font

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

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.

abcdefghijklmn  
opqrstuvwxyz

1234567890  
@.+#ø^%\$&™!"

**Licensing Rubik**  
Rubik is a free Google font and is widely available for most Windows and Macintosh machines.  
[Download here](#)



# Arial

## Typography System font

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

Font weights

**Bold**  
**Regular**

abcdefghijklmn  
opqrstuvwxyz

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.

1234567890  
@. + # Ø ^ ° % \$ & ™ ! ”

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

# 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



## Primary palette

<b>4YFN Hero Ultra Violet</b>	
CMYK	82 97 0 0
RGB	99 0 255
HEX	6300FF
Pantone	267 C

<b>4YFN Coral</b>	<b>4YFN Electric Green</b>	<b>4YFN Electric Blue</b>
CMYK	CMYK	CMYK
0 83 80 0	46 0 90 0	75 0 5 0
RGB	RGB	RGB
236 97 58	153 255 0	0 181 236
HEX	HEX	HEX
FF6131	99FF00	00B5EC
Pantone	Pantone	Pantone
Warm Red C	375 C	306 C

# 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.

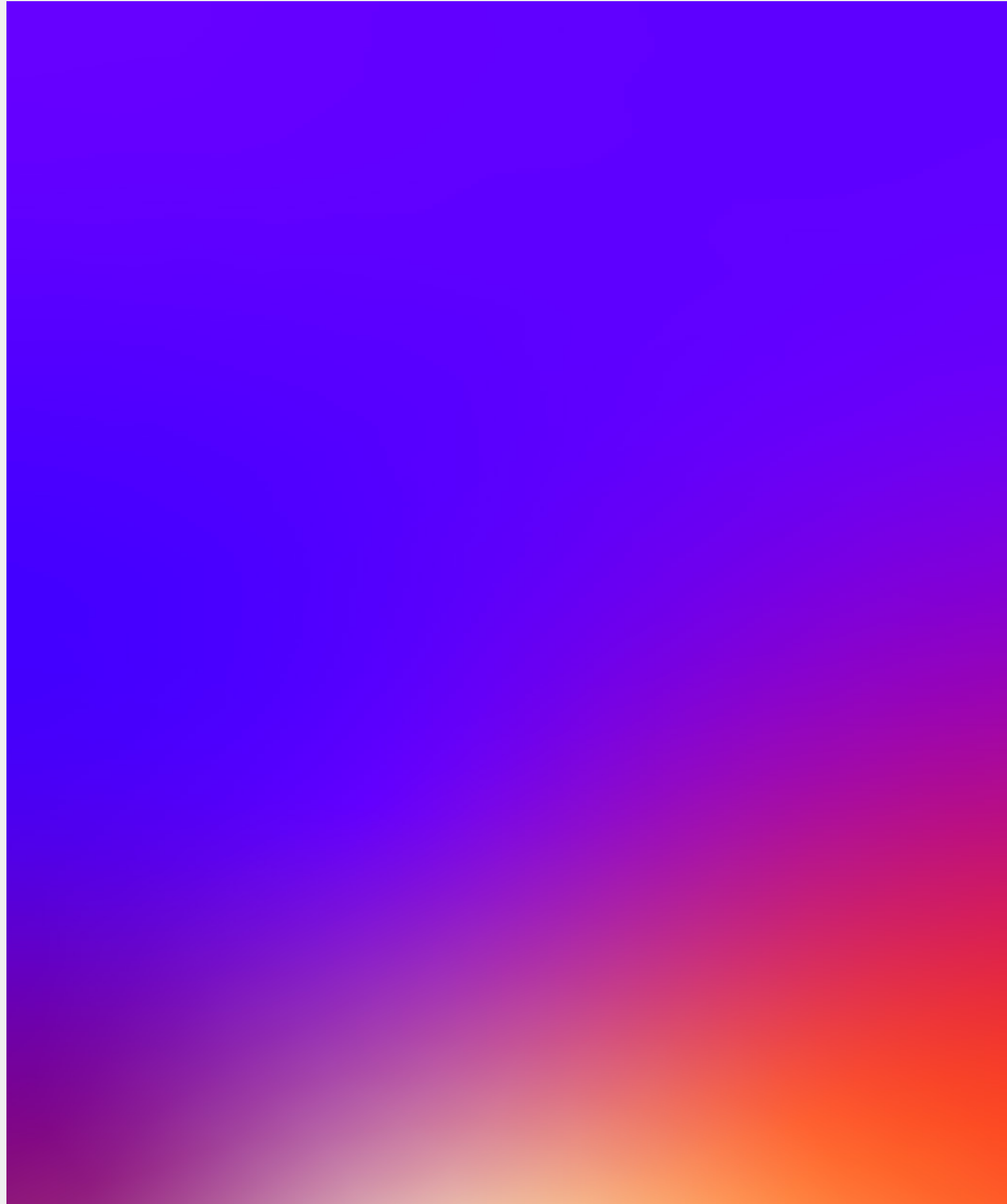
## Neutral palette

<b>4YFN White</b>	<b>4YFN Off-White</b>	<b>4YFN Grey</b>	<b>4YFN Black</b>
CMYK	CMYK	CMYK	CMYK
0 0 0 0	7 5 6 0	48 37 37 18	60 40 40 100
RGB	RGB	RGB	RGB
255 255 255	240 240 240	133 133 133	0 0 0
HEX	HEX	HEX	HEX
FFFFFF	F0F0F0	858585	000000

## Gradient blend colours

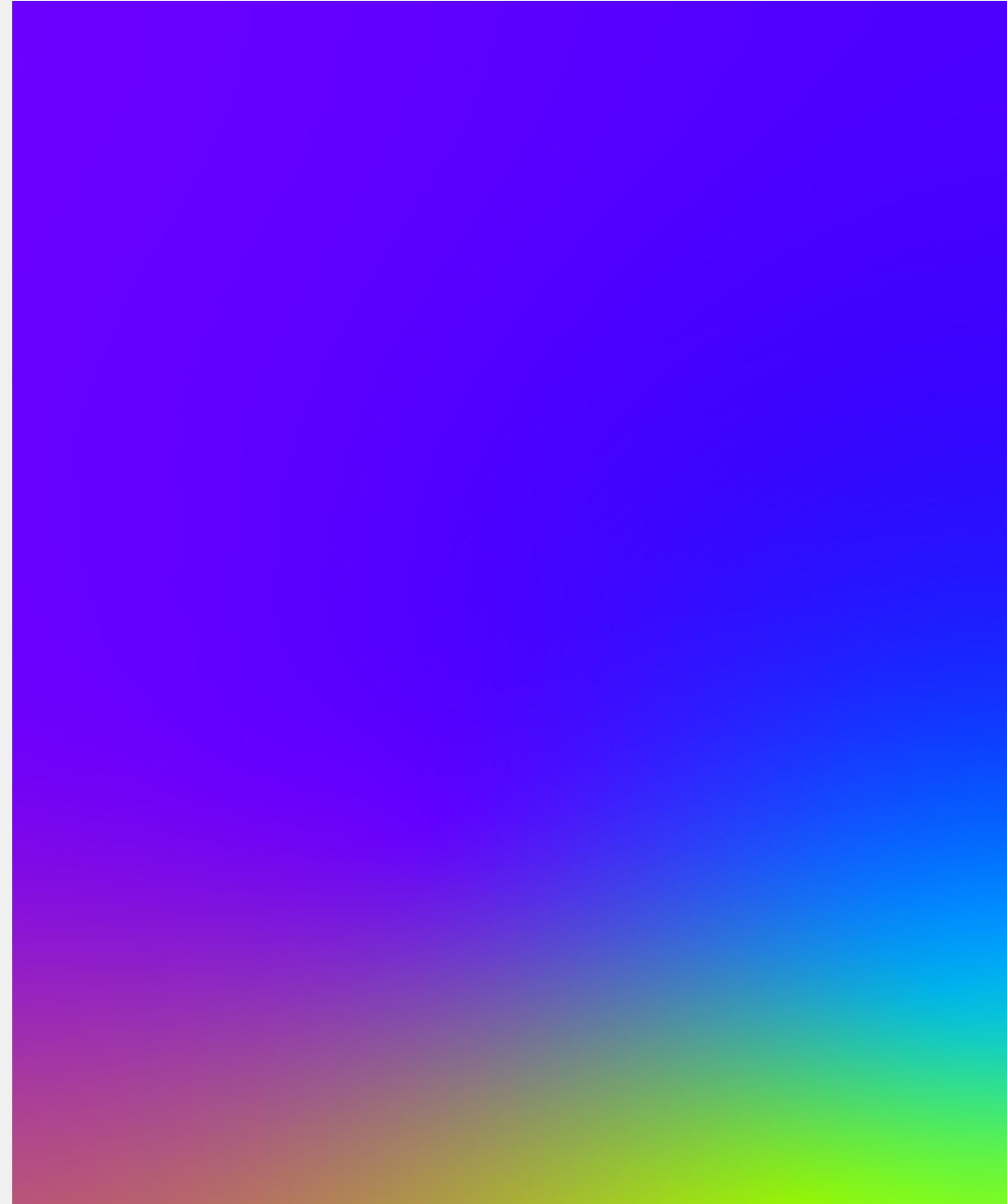
<b>4YFN Light Yellow</b>	<b>4YFN Deep Violet</b>
CMYK	CMYK
1 0 27 0	53 100 1 0
RGB	RGB
255 248 204	144 28 128
HEX	HEX
FFF8CC	901C80

## Primary gradient



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

## Secondary gradient



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

# 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.

# 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.



## 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.

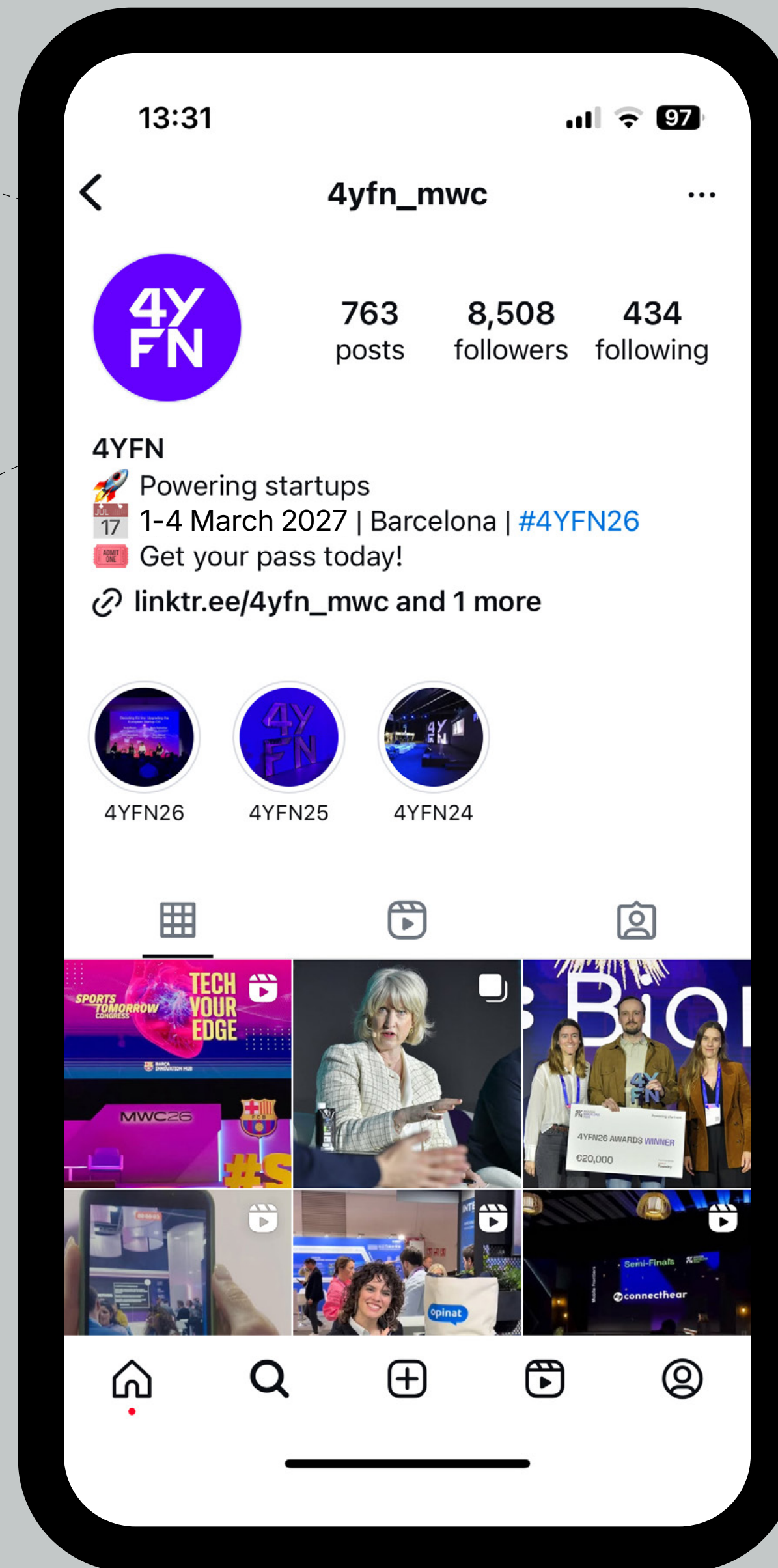
# Imagery Selection

Images of past 4YFN events can be found [here](#)

Please email [communities@4YFN.com](mailto:communities@4YFN.com) for the image library password.



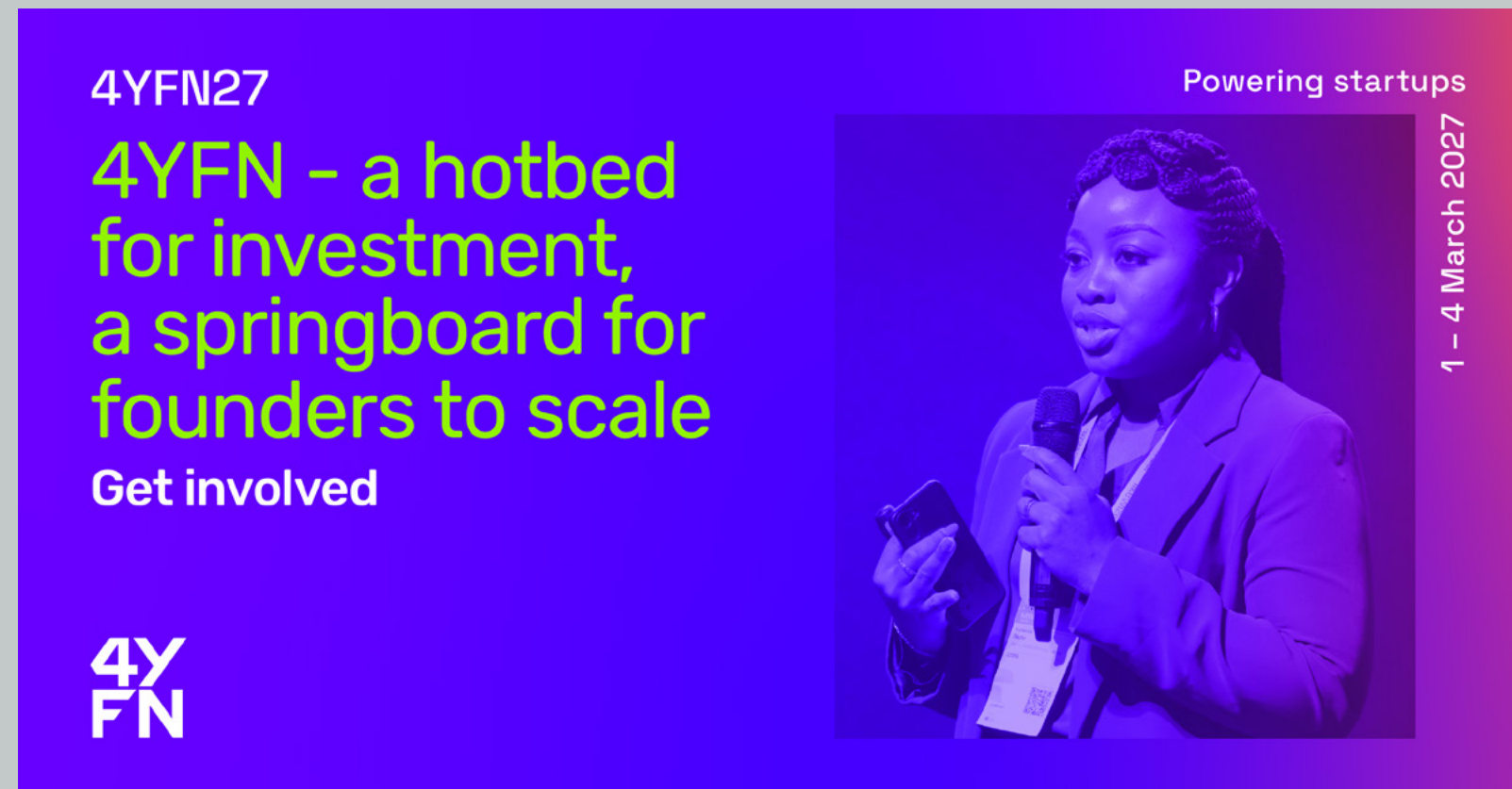
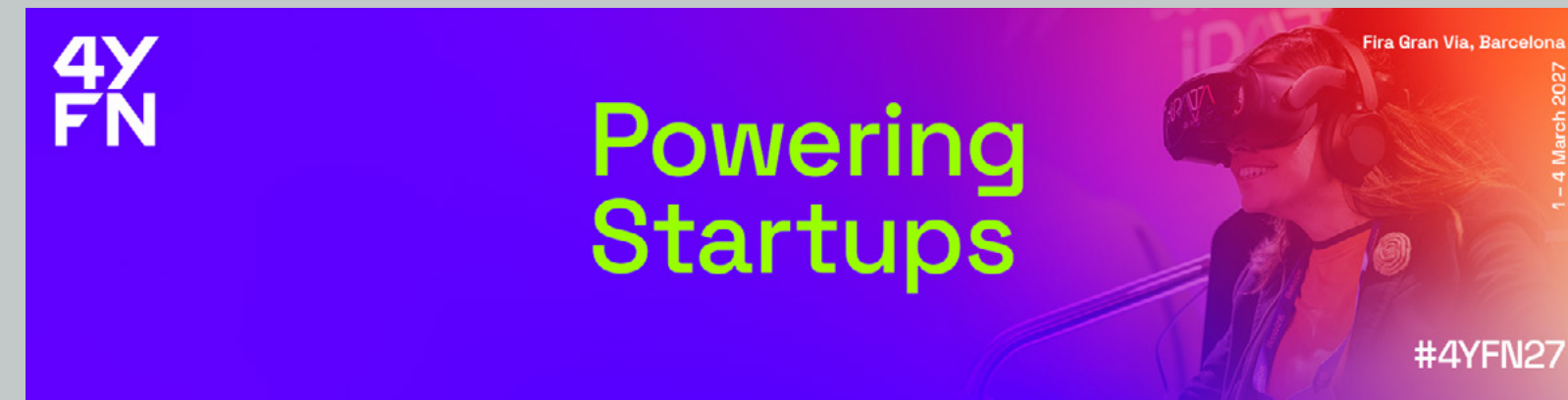
# 06 Application



## 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.



- ▶ Sent Items
- 🗑 Deleted Items
- 📁 Archive
- 📄 Notes
- Conversation Hist...

# 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.

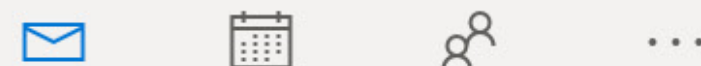


**Pere Duran**  
Director  
4YFN  
+34 (0)1234 123 123  
4yfn.com



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

[Reply](#) | [Forward](#)



# 07 Animated assets

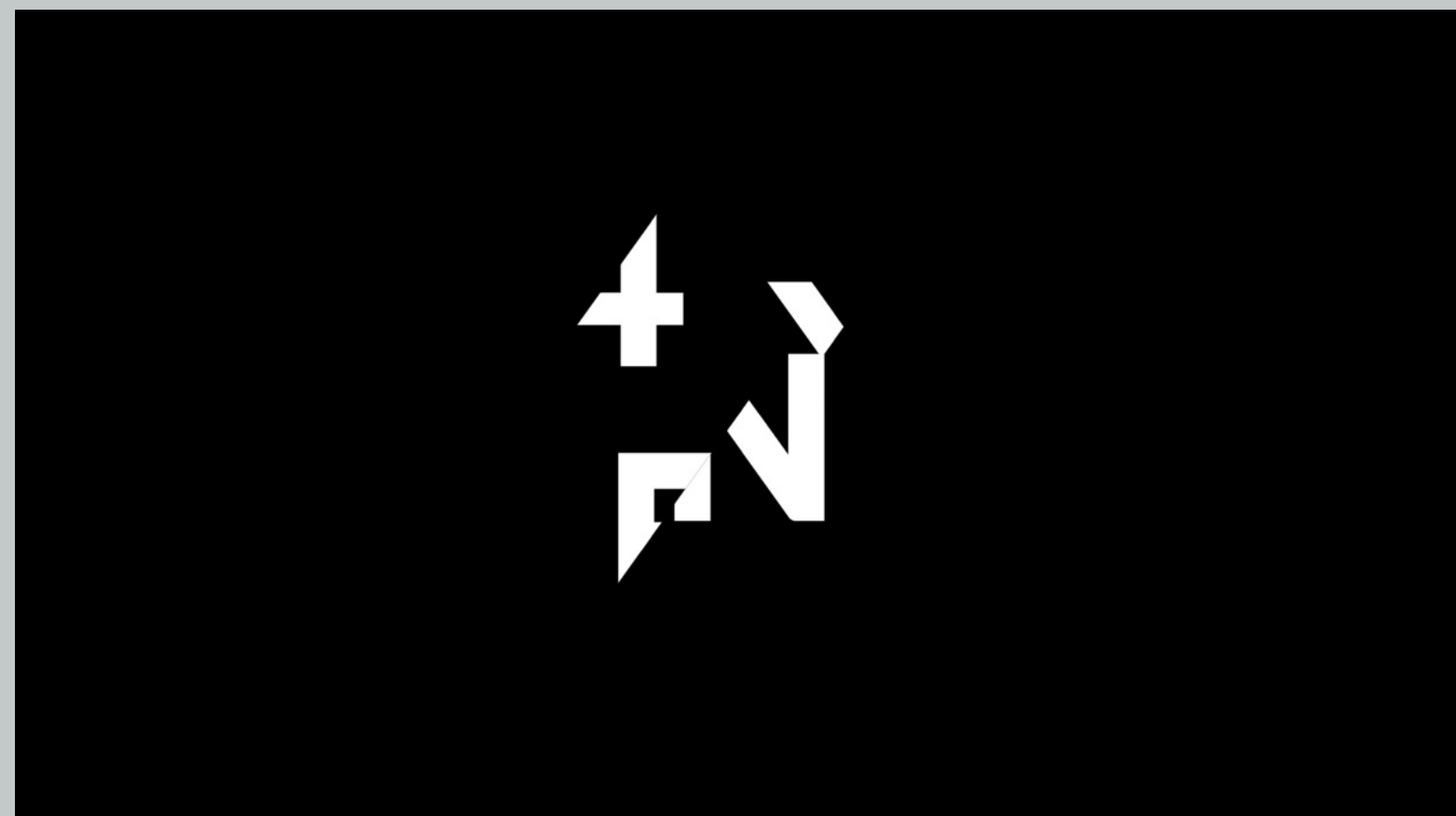
## Animated assets Introduction

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.

## Animated assets Master 4YFN animated logo

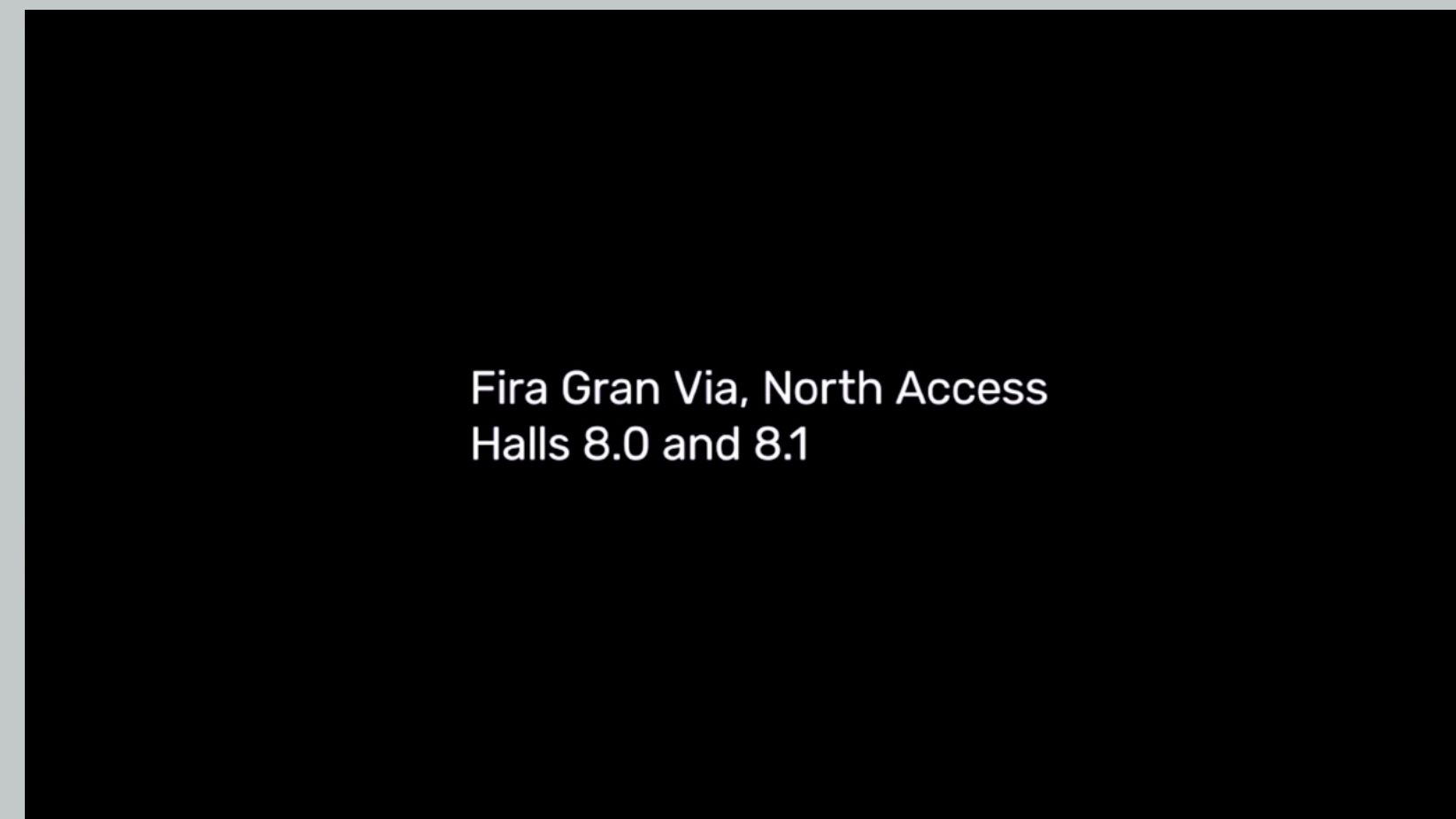
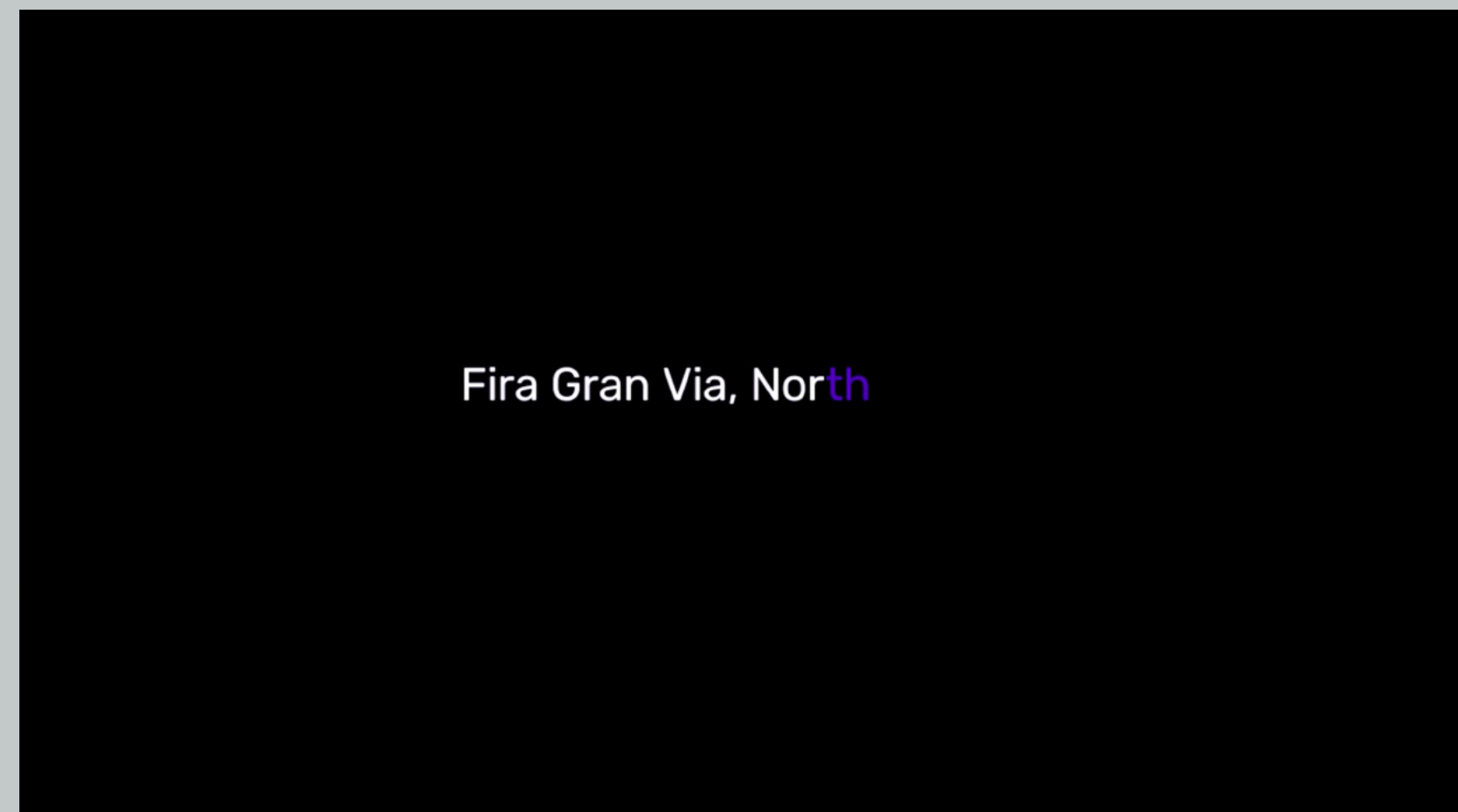
Master 4YFN logo animation



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

## Animated assets Body copy

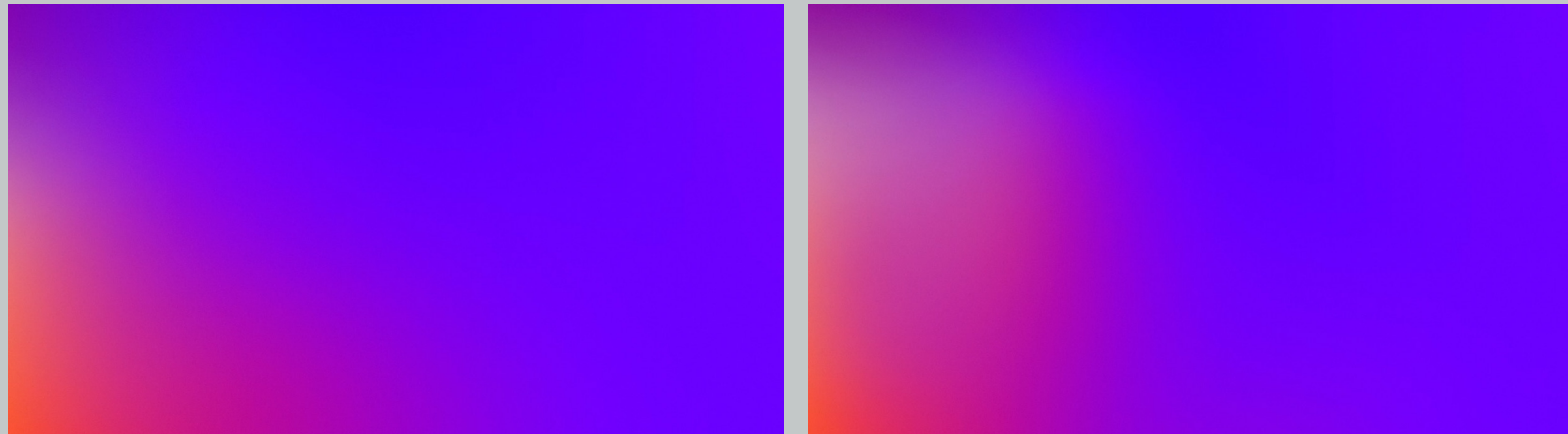
Body copy animation



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.

## 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.

## Animated assets Logo motion 1

Logo motion 1 animation



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

## Animated assets Sub-headline

Sub-headline animation

3 – 6 Mar 20

6 Mar 2025

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.

# 08 Appendix

# 01 Hashtag

## 4YFN 27 Theme Appendix Contents

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

# #4YFN27

## Hashtag

Typeset in Space Grotesk Medium, our event hashtag directs attendees to our social media feeds for a deeper interaction with the brand. The hashtag is updated every year.

Always use clearly on communication materials.

# #4YFN27

## Assets

### Download package

Click on the 'download package' icon on this page to access the 4YFN logo, 4YFN Investors logo and 2027 Hashtag as well as all the animated examples and working files, shown in these guidelines.



**Download Package**

# Thank You

## Contact

For more information about our brand or this toolkit, please contact [brand@gsma.com](mailto:brand@gsma.com)