

DISCOVER NEW PERSPECTIVES



The Institute of Islamic Banking and Insurance (IIBI), serving the Islamic finance industry since 1991, has updated its logo and will introduce the new look over the last few months in 2007. The desire to update the logo was driven by a desire for a strong brand identity and ambitions to continue to grow internationally.

Initially Spring London (<http://www.springlondon.com>) were approached by the Institute of Islamic Banking and Insurance (IIBI) to look at redeveloping their current website. In addressing this, and through discussion, it was deemed appropriate to refresh the current IIBI branding to fit with their forward thinking ambition to enhance the IIBI's brand recognition both domestically and internationally.

In arriving at the solution a conscious decision was made to retain some elements of the current IIBI identity. The crescent, however obvious it may have seemed for an Islamic identity, was considered a valuable element to retain due to the IIBI brand equity it held, and of course the positive connotations of the crescent in an Islamic context. The challenge for Spring was to develop the identity that used a very established and well known symbol in a more contemporary and original manner. This has been achieved through the pairing of the traditional crescent shape with a contemporary approach to the typography, working closely with IIBI.

The result is made up of a three crescent symbol representing the IIBI's aims of education, promotion and assistance of Islamic banking and insurance practices — and incorporates the IIBI acronym — along with the new logotype. The Institute's slogan 'Discovering New Perspectives' has also been reintroduced and now forms an integral part of the IIBI brand. These elements can now combine in a variety of formats (and colours) across the IIBI's communications providing flexibility for the Institute's users. The new three crescent symbol and acronym placement simply have great stand out: it sits proud and looks upwards. The IIBI letters at an upwards angle reflects IIBI forward momentum and acknowledging the Creator.