

IFU HEADLINE.
A TYPOGRAPHY FOR SUSTAINABLE INVESTMENTS
The typeface was developed as part of rebranding The Investment Fund for Developing Countries. IFU wanted to simplify their fund portfolio and sharpen the strategy of delivering capital for sustainable investments. The new typeface unifies the brand voice across the IFU's fund portfolio and across all brand touch points. We wanted the typeface to draw out the uniqueness of IFU and bring out the brand personality in a way that feels fresh and light while maintaining the evolutionary feel. The result is a headline type that balances nicely three main principals — investment impact, danish heritage and the vibrance of the cultures and countries they invest in.

INSIGHT
As part of discussing the attributes of the new typeface with IFU's CEO, we went deep down into the nitty gritty details of each glyph. Suddenly, all the technical discussions were brushed aside and the essence of the rebrand was nicely coined in this remark: "This feeling of scandinavian samba is really what we're all about!". And so, 'Samba Sans' became the working title for the design team throughout the process. We had to change the name in the end — 'IFU Headline' was deemed a more fitting name for a typeface that carries the voice of sustainable investments across the globe. True, but the 'Samba' spirit of the typeface lives on.

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AT COST		+507
LOANS AT COST	(29)	+79
PROJECTS AT COST	3,306	+646
ADJUSTMENTS	538	-104
PROJECTS, NET ¹	306	+485
BONDS, NET	(50)	+132
THE YEAR	3,802	+89
DURING THE YEAR	3,970	±0
EQUITY CAPITAL		+514
BALANCE		+560

**COMMITTED
INVESTMENTS
TOTAL
DKK 202
BILLION**



59 7/64

FRACTIONS

KM3

INFERIOR

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SUPERIOR

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£927456

€60513