



Brand Standards Guide

Introduction

This Brand Standards Guide will help you accurately portray Infinite's visual identity in all external and internal communications. The aim is to present a strong, uniform brand identity to all stakeholders of Infinite including Employees, Customers, Partners and the General Public. From writing style and tone to colour palette, typography, logos and layout, every element of a communication should reinforce the brand image of Infinite.

While this guide provides general guidelines, it cannot anticipate every graphic application of the Infinite brand. If you have a project that requires unspecified graphic treatment, please contact Infinite's corporate office at corporate-marketing@infinite.com for additional guidance.

Infinite Corporate Logo and Space Margin Guidance



●

i Height of small letter " i " (from the logo) has been taken to easily work out the standard space around the logo in order to maintain consistent breathing space.

The elements of the logo are fixed and should not be altered in any way.

Infinite Corporate Logo Variations



CMYK/ RGB Color Mode



CMYK/ RGB Color Reverse



Grey Scale



Single Color

Infinite Corporate Logo with Tagline



When using a Tagline with logo, please adhere to the protection space rules of the corporate logo. If you must use a Tagline, it should appear beneath the Infinite logo, but outside the protection space.

exciting times...infinite possibilities...

Tagline - Typeface Specification

abcdefghijklmnopqropuvwxyz
ABCDEFGHIJKLMOPQRSTUVWXYZ
0123456789

Arial Regular

Typography

Appl UI / Print Typeface

abcdefghijklmnopqropuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial Regular

abcde
ABCDE

abcdefghijklmnopqropuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial Bold

abcde
ABCDE

Highlighted Content Typeface

**abcdefghijklmnopqropuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Arial Black

**abcde
ABCDE**

PowerPoint Presentation Typeface

abcdefghijklmnopqropuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Calibri Regular

abcde
ABCDE

abcdefghijklmnopqropuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Calibri Bold

abcde
ABCDE

Color Palette

Primary Color Palette



Infinite Blue
C91 M30 Y0 K0
R0 G134 B203
HTML # 0086cb

PANTONE®
7461 EC



Infinite Green
C73 M0 Y41 K0
R24 G186 B171
HTML # 18baab

PANTONE®
3262 EC



Infinite Black
C0 M0 Y0 K100
R0 G10 B0
HTML # 000000

PANTONE®
PROCESS BLACK

Secondary Color Palette



Infinite Grey
C91 M30 Y0 K80
R88 G89 B91
HTML # 58595b



Infinite Grey
C73 M0 Y41 K60
R128 G130 B133
HTML # 808285



Infinite Grey
C0 M0 Y0 K40
R167 G169 B172
HTML # a7a9ac

Secondary Color Palatte can be used only to support graphics, layout and body content area.

Special Color Palette - may be used to highlight key messages on communication campaigns.



Infinite Orange
C0 M74 Y100 K0
R255 G102 B0
HTML # ff6600



Infinite Yellow
C0 M20 Y100 K0
R255 G202 B0
HTML # fca000

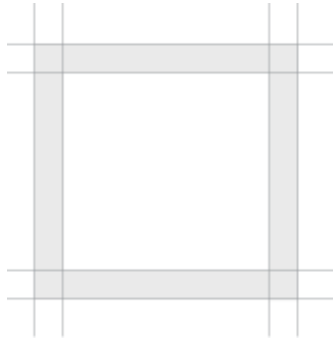
Prohibited Logo Manipualtion

Infinite Logo is a single identity.

Please **DO NOT** delete, add, change any shape / color / size of elements in logo. For any non-standard material and/or rendition of the logo thereof or constraints due to size and/or printing/production methodology, prior approval and guidance from the Corporate Marketing Team should be attained before the Infinite Logo and its brand elements are used.



Logo Placement & Clear Space



Grey Padding indicates the Logo Clear Space; an area where no other elements must encroach.

Logo Placement on image

On image, Logo can be placed with normal/ reverse mode with contrast and color balance. The logo needs to be visible.

Sample shown below for reference:



Logo Placement with Clear Space



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