

Identity Guide



Logotype

Our logo is the foundation of our visual identity. It was designed to foster brand recognition, inspire trust, and build credibility.

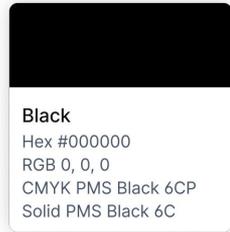
Please follow these guidelines to make sure our logo always looks its best and maintains integrity.

Primary logo configuration



Logo colors

The online representation of our brand blue will be the most vibrant. It is expected that the print versions will be less so. When printing the Infinitus logo, please make sure to select the correct logo file for the correct printing format. CMYK or 4-color process is for digital printing. A solid Pantone color is used for spot printing. Files for each format are available and labeled accordingly.



Anatomy

This is the primary configuration of our logo. It consists of an icon and wordmark. The distance between the two components or the proportions of them in relation to each other should not be altered.



Primary mark, color

Our logo should have black type on lighter backgrounds and white type on darker backgrounds.
The blue, if it is used, never changes.



Primary mark, color

The logo should only be placed over a background color or an area of an image that is simple and high-contrast enough to maintain the visual impact of the blue and readability of the type.



Primary mark, monochrome

If the mark is run over a background where the logo blue color will be a conflict or if there is a substantial amount of the brand blue in the background, a monochrome version of the mark may be used.

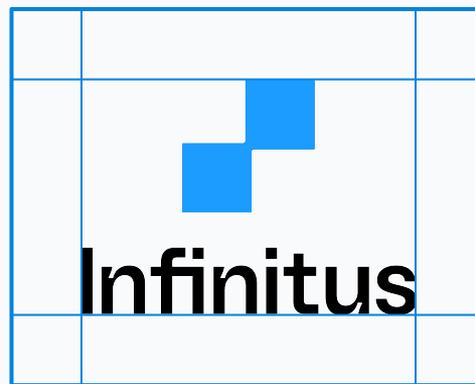


Logo lockups

The horizontal logo is the primary configuration and should be used in most applications. The stacked logo is for display when the only available space is more square and visibility of the name can be maximized by a stacked version. Clearspace around the logo is equal to the size of one of the squares in the icon.

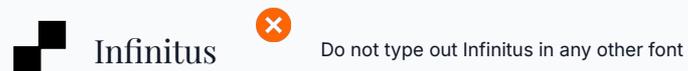
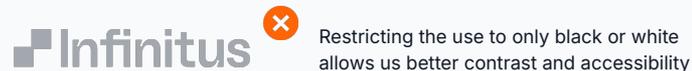
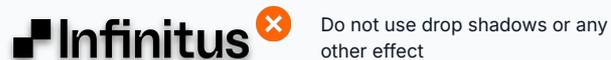
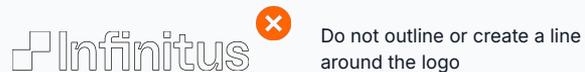


Horizontal logo (primary lockup)
Minimum clearspace shown.



Stacked logo (only when the ratio of available horizontal
space is reduced). Minimum clearspace shown.

Logo misuse



Text lockup

When combining the Infinitus logo with additional text, text should be A) slightly smaller than the wordmark, B) sentence case, and C) baseline aligned. Messages should reflect intelligent engineering and should not veer toward “hand crafted” or use playful emojis next to the logo.

DO

Powered by  **Infinitus**

Built by  **Infinitus**

DON'T

Made by  **Infinitus**

crafted by  **Infinitus**

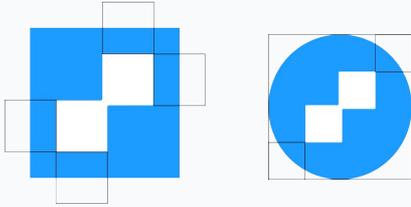
Made with  by  **Infinitus**

Our icon

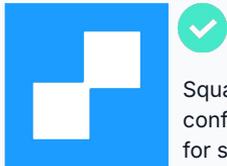
The icon can be used on it's own in instances where there is strong brand recognition, or the brand name or full logo lockup close by. The primary way to use the icon is in our brand blue, but black or white versions can also be used depending on the background color. The same readability rules apply to the icon as the full logotype. Social media avatars have specific instructions for how to display the icon. See the next slide for details.



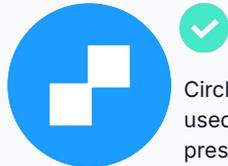
Icon use in container



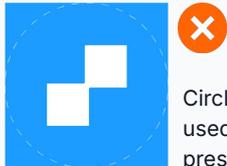
The icon requires a different configuration if it is used for a square presentation vs. a circular presentation to optimize placement of the mark in the space. Please make sure to use the appropriate configuration to avoid awkward placement.



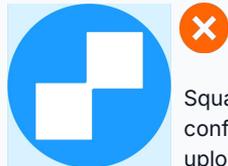
✓
Square configuration used for square presentation



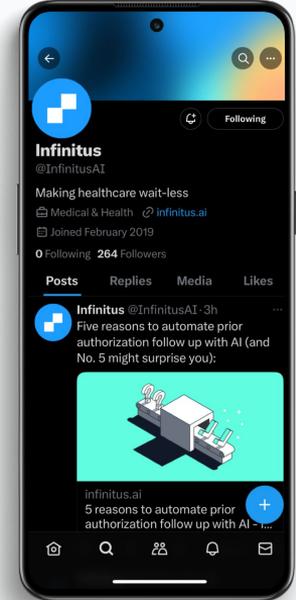
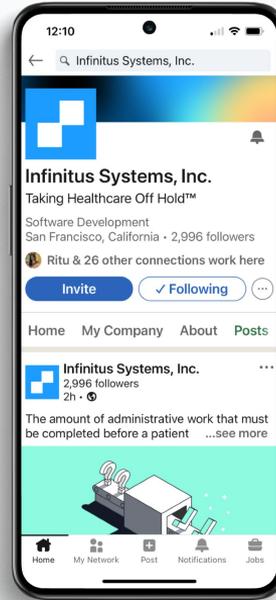
✓
Circle configuration used for circle presentation



✗
Circle proportions used for square presentation



✗
Square configuration uploaded to circle presentation





Thank you for your help in preserving our brand standards. We'll continue to update this guide as we establish new rules for the brand.