



INFINITY **BRAND MANUAL**

This is a guide to the basic elements that make up Infinity. Have a read, it will help you get to know us a little better.

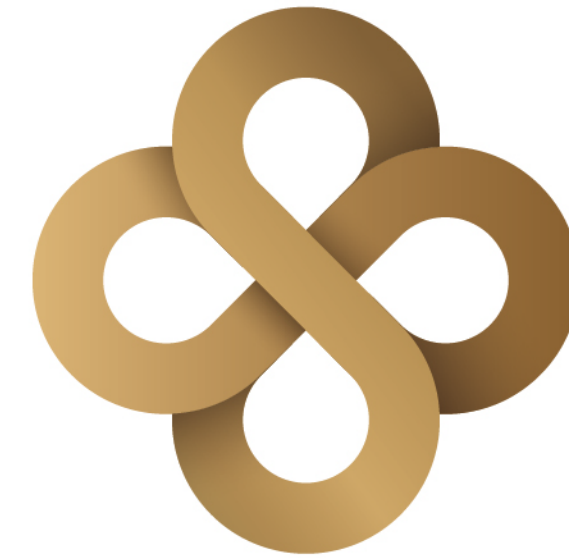


0.0	BRAND
1.0	LOGO
2.0	TYPOGRAPHY
3.0	COLOURS
4.0	IMAGERY



OUR LOGO

Our logo is a very valuable asset. We must treat it nicely. Never abuse our logo, it doesn't have arms so it can't fight back.



INFINITY
V E N T U R E S



USAGE

Always use, the logo with this spacing





Do's and don'ts.

You wouldn't wear one blue and one orange sock. Take a moment to think about how you apply the Infinity logo.

DO



DON'T





Our typeface.

Montserrat is a nice, simple font, good for anything from headlines to text.

Use Montserrat wherever possible.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;!£\$&@*) 0123456789



Secondary Typeface

ITC Avant Garde is the best
and the only option you have.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

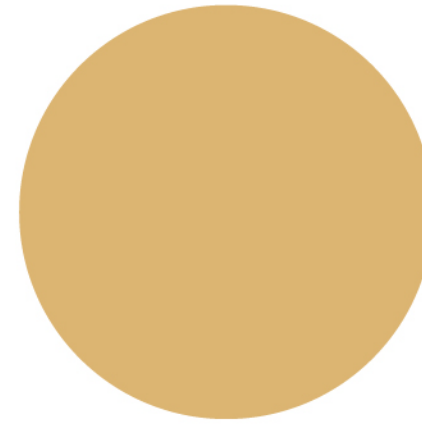
abcdefghijklmnopqrstuvwxyz

(.,:;?!£\$&@*) 0123456789

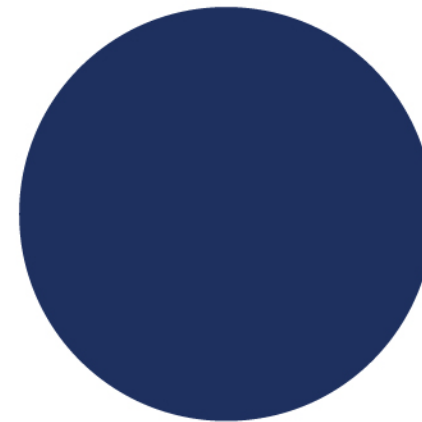


Our Colours

Our colours are what give us our personality. We're bright, bold, colourful and confident. They're simply loud and clear.



Hex color: #DCB572
CMYK: 14 28 64 0

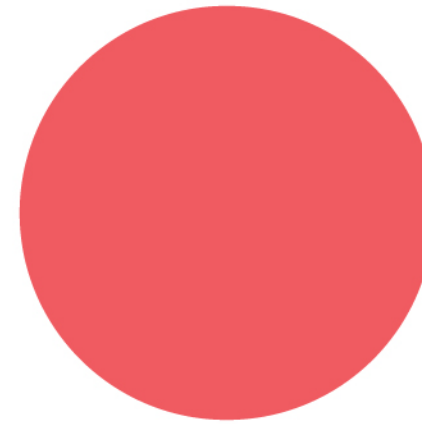


Hex color: #1F305F
CMYK: 100 90 35 25

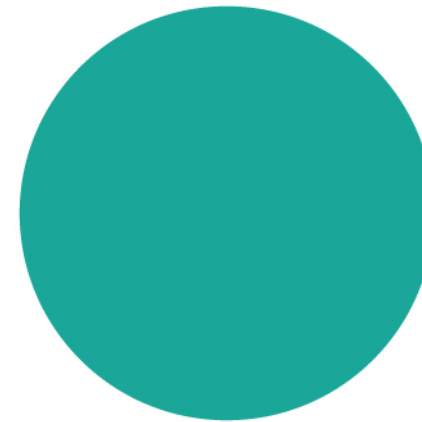


Secondary Colour

These colours only
appear in rainbows.



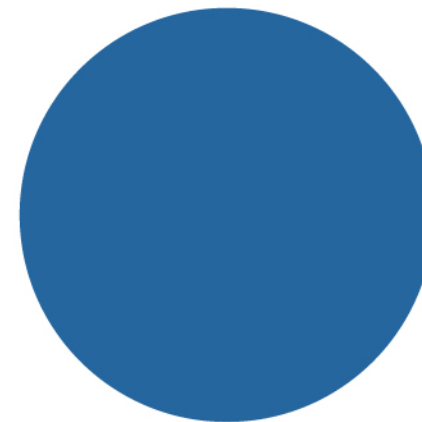
Hex color: #FF5A5F
CMYK: 0 70 58 0



Hex color: #00A699
CMYK: 94 0 48 0



Hex color: #FFF5E4
CMYK: 0 3 10 0



Hex color: #24669F
CMYK: 90 62 15 0



USAGE

Always use, the logo with this spacing





Imagery



Vector usage