infi∞ity
LABS™

Brand Style Guide

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LABS™

Innovators. Entrepreneurs. Creators.™

We are an innovation-focused technology firm that fosters an entrepreneurial mindset to solve our world's hardest problems.

Start up of the Year | Two-Time Business of the Year | 'Best Places to Work' Winner

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The Infinity Labs logo is a wordmark comprised of a slightly modified version of the Greycliff CF font. This logo should be included in all of our marketing and product efforts.

Alternate Logos

This is Infinity labs secondary logo, this logo is the second choice if the primary logo can not be used.

i∞ LABS™

Our monochromatic logos should only be used when absolutely necessary.

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Our alternate primary logo should be used on a light background instead of a dark background.

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The dark monochromatic logo should be used on a light background and used only when the primary alternate logo can not be used.

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Secondary Logo

Secondary Logo on dark background

Secondary Logo on Light background

When the primary logo cannot be scaled down to the required size the secondary logo should be used, this logo is primarily used for social media, favicons etc. but can be used for marketing/other brand materials if needed.
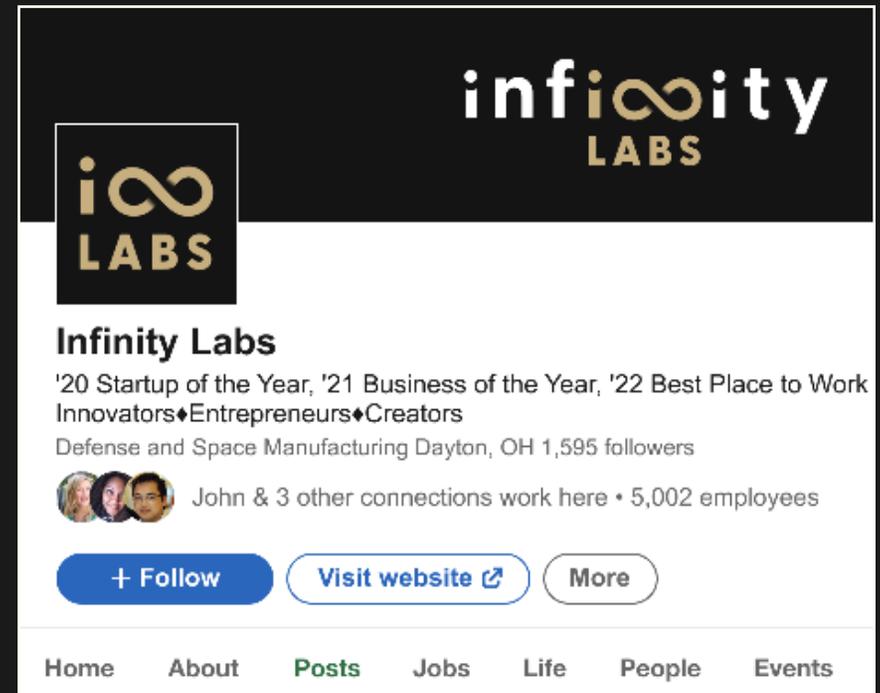
Example of secondary logo in use on LinkedIn

Logo Clear Space

To ensure legibility of the logo it is recommended to provide a minimal clear space. This ensures that no competing elements such as photography, type, background patterns, or other logos that may take away attention from the brand. Using the logo in a consistent manner across all mediums will reinforce the recognition of the Infinity Labs brand. The recommended clear space for the Infinty Labs logo can be defined by the "f" in Infinity.

Logo Misuse

1.) Do not
Distort/stretch the logo in any way.

2.) Do not
Rotate the logo.

3.) Do not
Change the colors of the logo.

**4.) Do not**
Outline the logo.

1

2

3

4
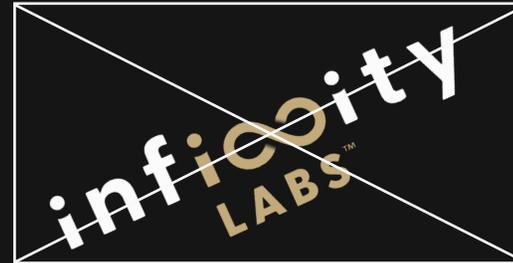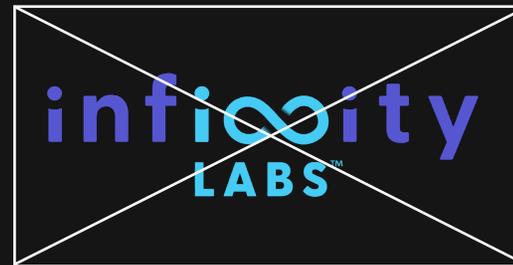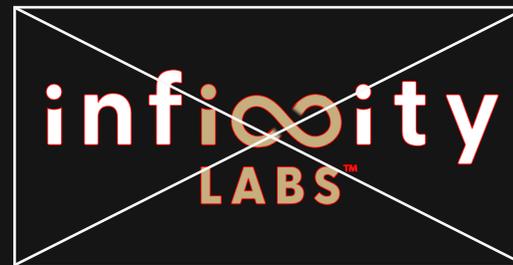
Logo Uses

The primary logo should be the first choice whenever possible. Other logo options are availiable for use when the primary logo may not be applicable.

For lighter backgrounds our color reverse logo or our black logo should be used. For Dark backgrounds use our primary logo or our white logo.

Primary Color Palette

30%
CMYK: 2% 0% 0% 0%
RGB: 248, 248, 249
Hex: f8f8f9
Pantone P 179 - 1 U

10%
CMYK: 24% 28% 57% 1%
RGB: 198, 174, 126
Hex: c6ae7e
Pantone P 9 - 11 U

60%
CMYK: 73% 67% 66% 81%
RGB: 21, 21, 21
Hex: 151515
Pantone P Process Black C

Secondary Color Palette

30%
CMYK: 73% 67% 66% 81%
RGB: 21, 21, 21
Hex: 151515
Pantone P Process Black C

10%
CMYK: 24% 28% 57% 1%
RGB: 198, 174, 126
Hex: c6ae7e
Pantone P 9 – 11 U

60%
CMYK: 0% 1% 3% 0%
RGB: 255, 251, 245
Hex: f8f8f9
Pantone P 179 – 1 U

Typography

Headline

We use Greycliff CF Heavy for all of our headlines. All headlines should be between 60-80pts depending on the space needed.

Secondary Headline

We use Greycliff CF Demi Bold for all of our secondary headlines. Sizing for the secondary headline should be 40pts and should only exist with a Headline.

Copy

For all copy text it is recommended to use Greycliff CF Regular. The sizing of the copy text should be 15pts, unless space restrictions require a smaller size between 11-14pts

Greycliff CF Heavy

Example of Headline: 80pts/Line-height: 85pts/Letter-spacing: 0pts

Greycliff CF Demi Bold

Example of Secondary Headline: 40pts/Leading: 50pts/Letter-spacing 0pts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Example of Copy Text: 15pts/Line-height: 18pts/Letter-spacing: 0pts

Contact

If you have any questions or concerns or need help obtaining any of the documents associated with this guide, please feel free to consult Justin Pasterz at justin.pasterz@i-labs.tech

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