

Brand guidelines

Infinex logo

The primary Infinex logo is the combination of Infinex logomark and the wordmark.

When featuring the Infinex logo on darker backgrounds use the Cantaloupe version or White version for grayscale themes. For lighter backgrounds use the Black version.



Cantaloupe version for darker backgrounds



White version for grayscale themes



Black version for lighter backgrounds

Infinex icon

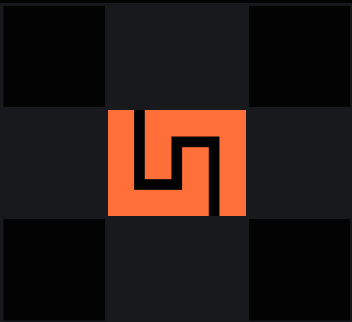
Use the icon on its own only if you do not have enough space for the full logo or in cases when the Infinex brand has already been established.

While the icon can exist without the wordmark, the wordmark should never exist without the icon.



Clear space

The amount of clear space around the logo should be equal to or greater than the height of the Infinex logomark.



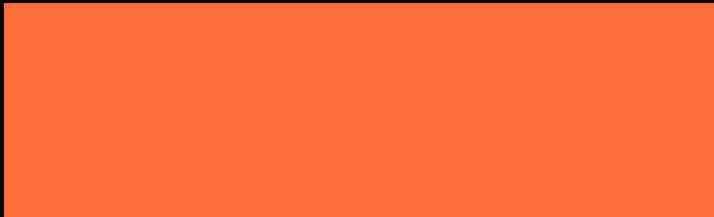
Brand partnerships

Separate the logos with a line glyph with spacing from the line equal to the width of the Infinex icon on either side. The height of the line should be equal to the height of the Infinex icon. The line should be neutral in color.



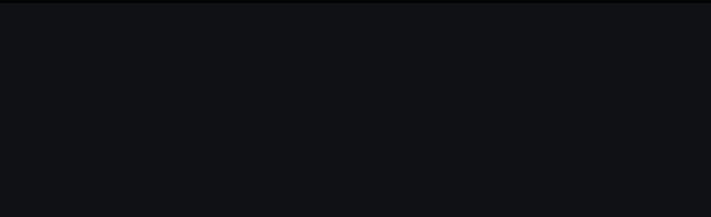
Infinex colors

Our 3 core colors—Infinex Cantaloupe, Black and White—are the foundation of our visual identity.



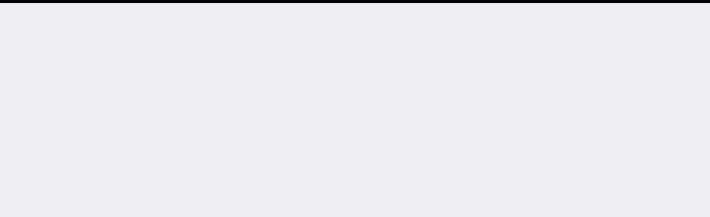
Cantaloupe

Hex	#FE6F39
RGB	245, 111, 57
HSL	16, 99, 61
CMYK	0, 70, 82, 0



Black

Hex	#101114
RGB	16, 17, 20
HSL	225, 11, 7
CMYK	75, 69, 64, 81



White

Hex	#ECEE1
RGB	236, 238, 241
HSL	216, 15, 94
CMYK	6, 4, 3, 0