



BRAND GUIDELINES

UPDATED OCTOBER 2024

INFINEX LOGO

Infinex logo is the combination of Infinex icon 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.

Do not use “Cantaloupe” version for lighter backgrounds.



“Cantaloupe” version for darker backgrounds



“White” version for grayscale themes



“Black” version for lighter backgrounds

INFINEX ICON

Infinex icon is a shorter version of Infinex logo.

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 icon. This keeps the logo from getting crowded by images, text, or other graphics that compromise its visual integrity.



x = height of the Infinex icon

PARTNER-LED LOGO LOCKUP

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 or greater than 3 times the height of the Infinex icon.



INFINEX COLORS

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



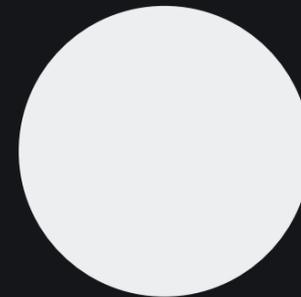
CANTALOUPE

HEX #FE6F39
RGB 254, 111, 57
HSL 16.4, 99%, 61%
CMYK 0, 56, 78, 0



BLACK

HEX #18191D
RGB 24, 25, 29
HSL 228, 9.4%, 10.4%
CMYK 17, 14, 0, 89



WHITE

HEX #EDEEF0
RGB 237, 238, 240
HSL 220, 9.1%, 93.5%
CMYK 1, 1, 0, 6