INFITERRA

Brand Style Guide

Version 1.0

INFITERRA

Our Vision

The company's vision is to empower every IT organization in the world to thrive in the subscription economy

Our Mission

Infiterra's mission is to simplify and transform subscription service delivery, enabling IT distributors and MSPs to automate operations, integrate seamlessly, and expand efficiently.

Our Core Proposition

Transform and grow

The Logo

01

Our Logo

We are Infiterra.

Our name hints at the brand promise of infinite potential to transform and grow.

Our principal identity mark is a logotype featuring the brand name in Neulis Sans, a geometric sans serif font, and incorporates a stylized 'N' invoking the infinity symbol.

This logo is available for use in the following formats in the resource library:

– Vector (.eps / .ai)
– Raster (.jpg / .png)

Our 'Infinity N' marque

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Word Marque

Clearspace

A minimum clearspace margin must always be positioned around the logotype to ensure no interference from surrounding elements or marks.

This is determined by the size of our 'Infinity N' marque.

Logo Usage

Our core logotype colourway is dark purple with the 'N' in warm red.

Our logotype may also be used in mono colour from any of the colours in our primary colour palette.

It can also be used in white, dropped out of a solid colour – in this usage the 'N' is always white except for on dark purple.

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Logo Misuse

The examples opposite show incorrect use of the Infiterra Logo.

Such representations, or any other derivatives are prohibited.

Non-approved brand colourways

Rotation our 'N' marque

Removal of 'N' Marque

Incorrect logotype typeface

Distorted

Rearrangement of logotype

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The Infinity 'N'

02

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Our Infinity N

A stylised letter 'N' invoking the infinity symbol and the spirit of limitless transformation and growth.

Our 'Infinity N' marque may be used as an identity element in its own right, but should never replace the core logotype.
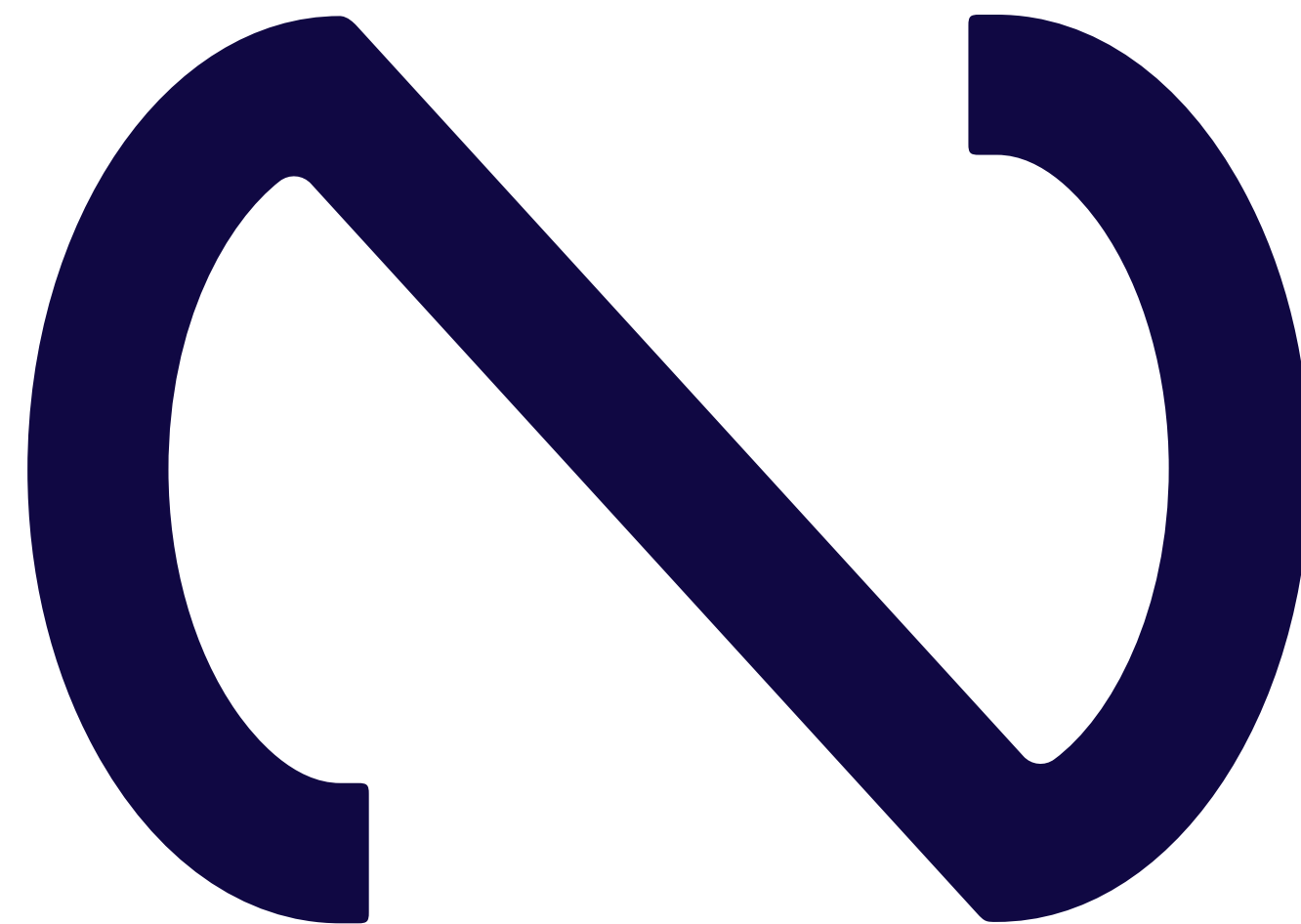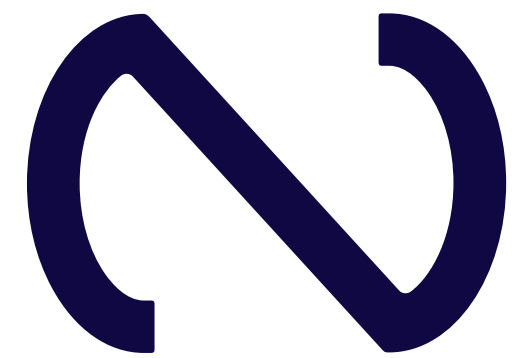
When using the device, it should be kept away from the logo to avoid visual repetition.
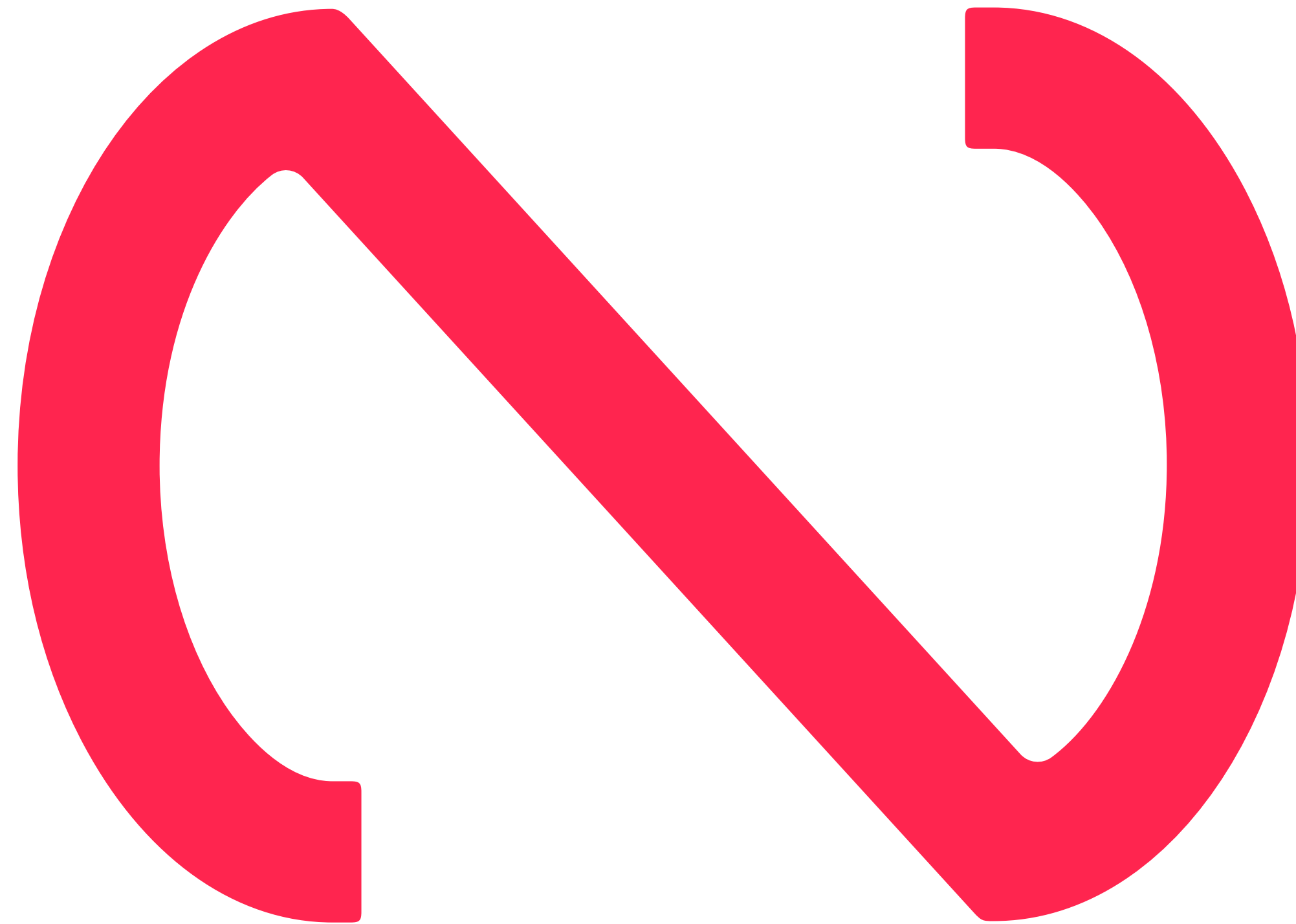
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Scalability and Use

We can use our infinity 'N' marque at various scales and crops to create variety within the Infiterra identity.

This may be on it's own, or incorporated with typography as a visual 'quotation' marker to draw attention / or introduce content.

Automate
Accelerate
Achieve

We help IT Distributors and MSPs transform their operations through automation, unleashing the potential to grow.

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The Limitless 'N'etwork

Our infinity 'N' Marque
can also be duplicated to
create a network pattern.

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(grow)

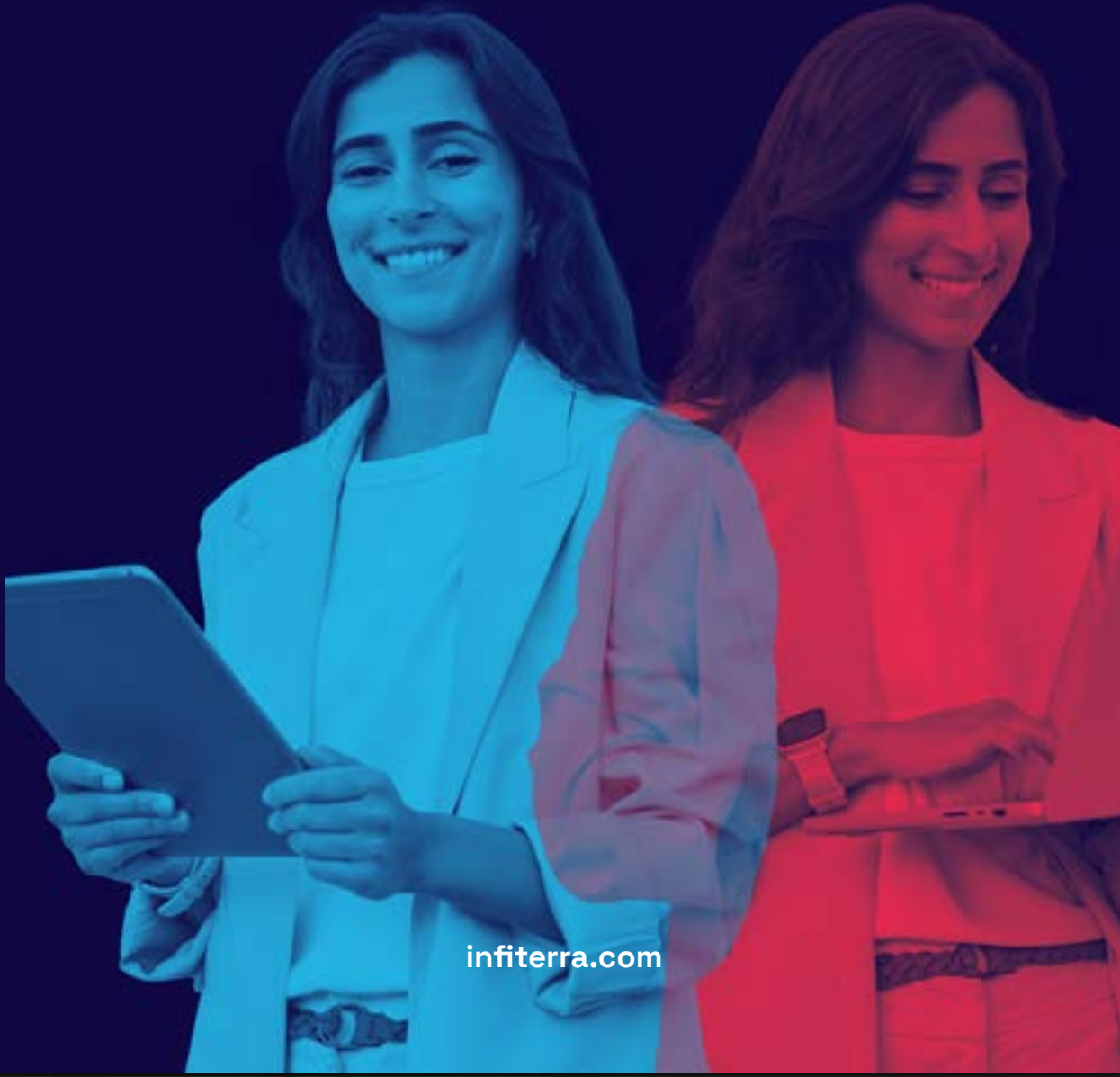Transform your operations and
unleash your potential to grow...

We are an open and dynamic cloud service
ecosystem serving everyone efficiently
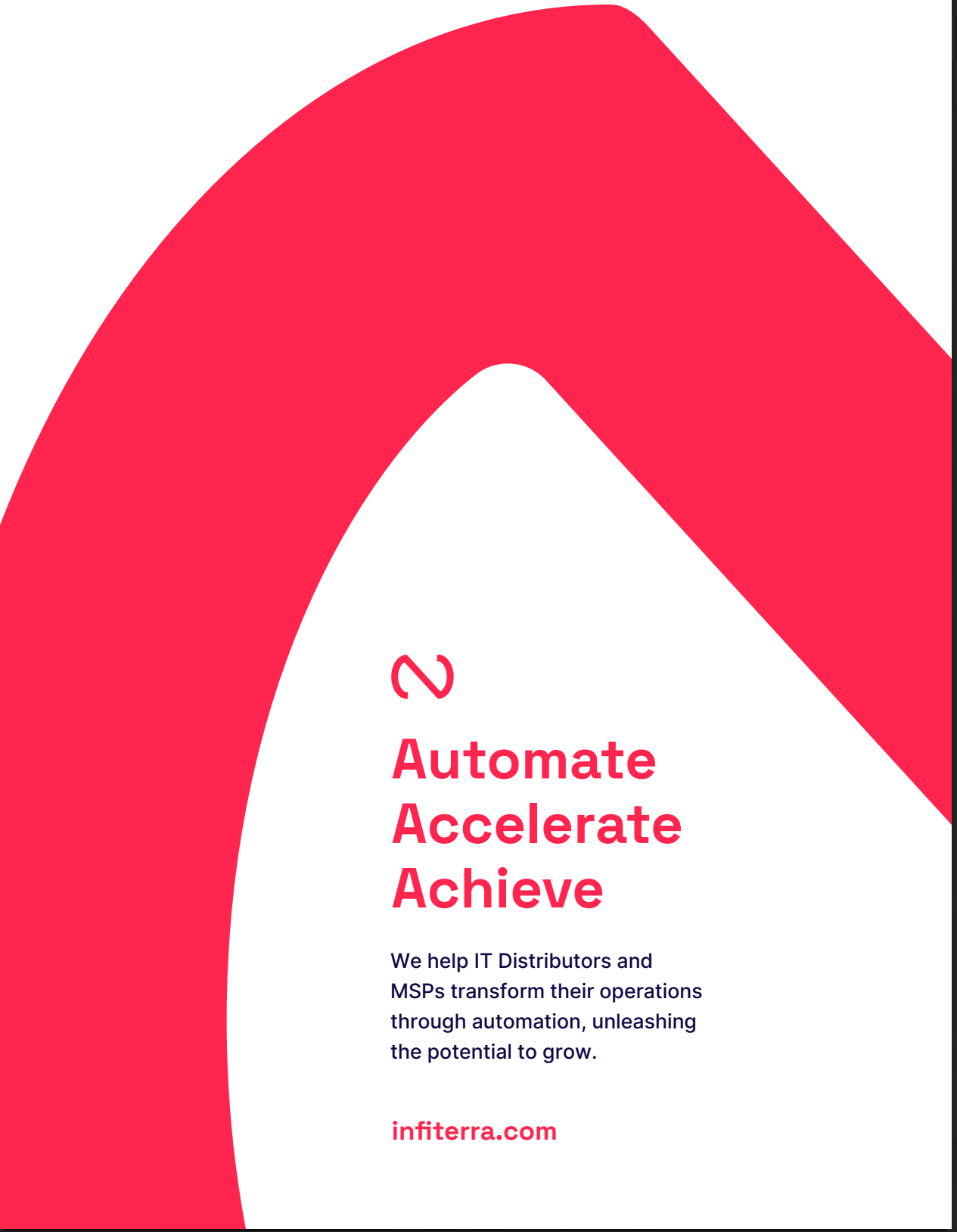through a unified supply chain.

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We are Infiterra-
Your subscription
commerce
platform

We help cloud service
distributors and MSPs
transform their
operations through
automation, unleashing
their potential to grow.

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INFITERRA

Automate
Accelerate
Achieve

We help IT Distributors and
MSPs transform their operations
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the potential to grow.

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Typography

03

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Brand Typefaces

Our brand typefaces are Space Grotesk for headlines and Inter for text.

These offer a simple, modern and clear face for our brand communications, with an ownable character.

Due to its characterful nature, Space Grotesk is to be used for headlines only and should never be used in blocks of text.

Both of these fonts are available from Google Fonts.

Headlines

Space Grotesk

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ¿ ? ¡ ! AND @ ' ' " " « »
% * ^ # $ £ € ¢ / ( ) [ ] { } . , ® ©

Body

Inter

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ¿ ? ¡ ! AND @ ' ' " " « »
% * ^ # $ £ € ¢ / ( ) [ ] { } . , ® ©

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ¿ ? ¡ ! AND @ ' ' " " « »
% * ^ # $ £ € ¢ / ( ) [ ] { } . , ® ©

Regular Italic (Notes only)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa Aa

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Hierarchy

We prefer to left align our text where possible. It helps with legibility and flow of content.

Body copy should appear in Inter Light with tracking of +10 with optical kerning and leading should be +5.

For example if type is 18pt, the leading would be 23pt. It keeps things tidy and concise whilst retaining readability.

Here, we can choose to have our infinity 'N' to act as visual 'quotation' marker to draw attention / or introduce text as an Infiterra branded piece of content – always first in the hierarchy.

Automate Accelerate Achieve

Transform your operations and unleash your potential to grow...

We are an open and dynamic cloud service ecosystem serving everyone efficiently through a unified supply chain.

infiterra.com

'N' brand marker
Same stroke width as headline type for consistency

Headline: Space Grotesk Bold
Tracking +25 (Optical Kerning)
+5 Leading

Subhead: Inter Medium
Tracking +10 (Optical Kerning)
+5 Leading

Body copy: Inter Light
Tracking +10 (Optical Kerning)
+5 Leading

Sign off / URL: Space Grotesk Bold
Tracking +25 (Optical Kerning)
+5 Leading

Creating Definition

Our infinity 'N' is visually
defining and behaves in the
same way, transforming into
an ownable 'bracket' device
to bring to life our narrative.

(N)
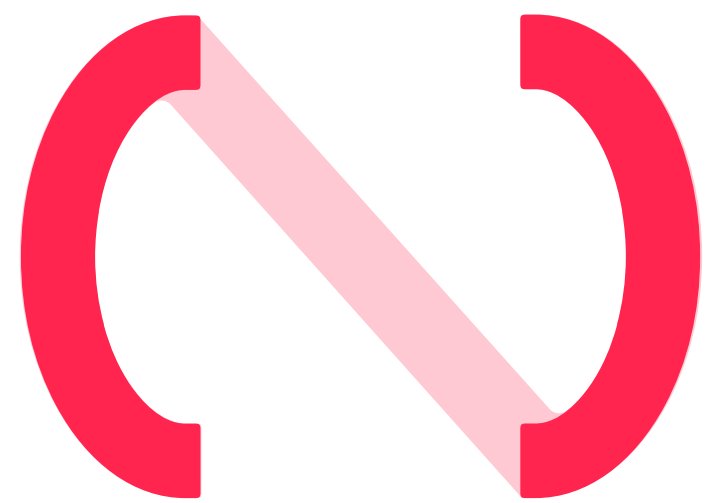
(grow)

Please Note: The brackets are only for headlines
with a maximum of 3 words to create a visual punch.

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Creating Definition

How to build the bracket system:

– Set your statement in Space Grotesk Bold
(our primary brand font).

– Scale the bracket proportionally (don't
stretch or squeeze the bracket) so it's
stroke weight matches the weight of the
type for visual consistency and flow.

– For spacing, the brackets should always
be a double stroke width away from the
words for breathing space.

– Finally, the type sits on the baseline of the
inner curve of the bracket for balance.

(grow)

Baseline type alignment
to bracket inner curve

Stroke width of type for bracket proportional scaling

Double stroke width
for bracket spacing

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Creating Definition

When using multiple words, the bracket follows a simple principle – opening and closing a statement / process.

For the creation of more animated words, please contact the marketing team.

(automate accelerate achieve)

(automate accelerate achieve)

If type needs to be stacked (for mobile use for example): The bracket follows the same principle – opening and closing at the start and end of the stack.

Colour and Imagery

05

Colour Palette

The brand palette conveys Infiterra's power to transform customer operations while projecting solid professional qualities allied to an engaging and open character.

Infiterra Red

C:0 M:95 Y:60 K:0

R:255 G:37 B:79

#FF254F

Pantone 1787c

Drive and Energy

Infiterra Dark Purple

C:100 M:100 Y:33 K:50

R:16 G:8 B:67

#100843

Pantone 2765c

Trust and Authority

Accent Cyan

C:67 M:4 Y:2 K:0

R:36 G:187 B:234

#24BBEA

Pantone 298c

Open Optimism

Mist Grey

C:2 M:1 Y:1 K:0

R:245 G:245 B:245

#F5F5F5

Nuance

White

C:0 M:0 Y0 K:0

R:255 G:255 B:255

#FFFFFF

Clarity

Photography

Our photographic style is human and approachable. We show people in thoughtful poses interacting with technology or facing the viewer directly and with confidence.

We use double exposure imagery to create a sense of movement and transformation, to tell a story.

In a double image, one is set behind the other to imply a before and after narrative which ends in direct eye contact with the viewer.

Single shot imagery is also available for smaller more content heavy areas.

Our demographic is aged 35-55 and diverse, smart and professional but not formal.

Photography is available from the image library.

We avoid dull offices with workers at screens – our ambitions are higher.

Examples of Double Exposures on brand backgrounds
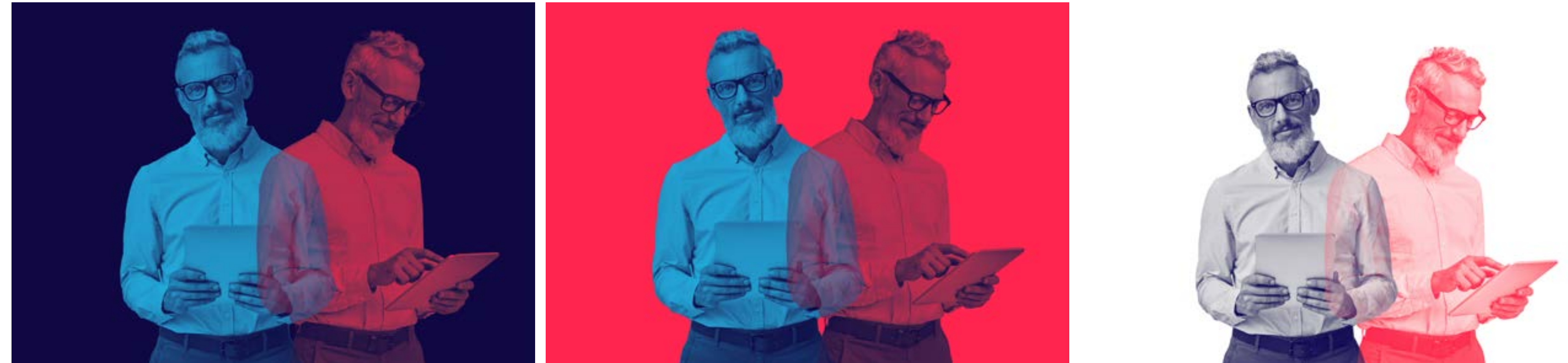
Examples of Single Exposures on brand backgrounds
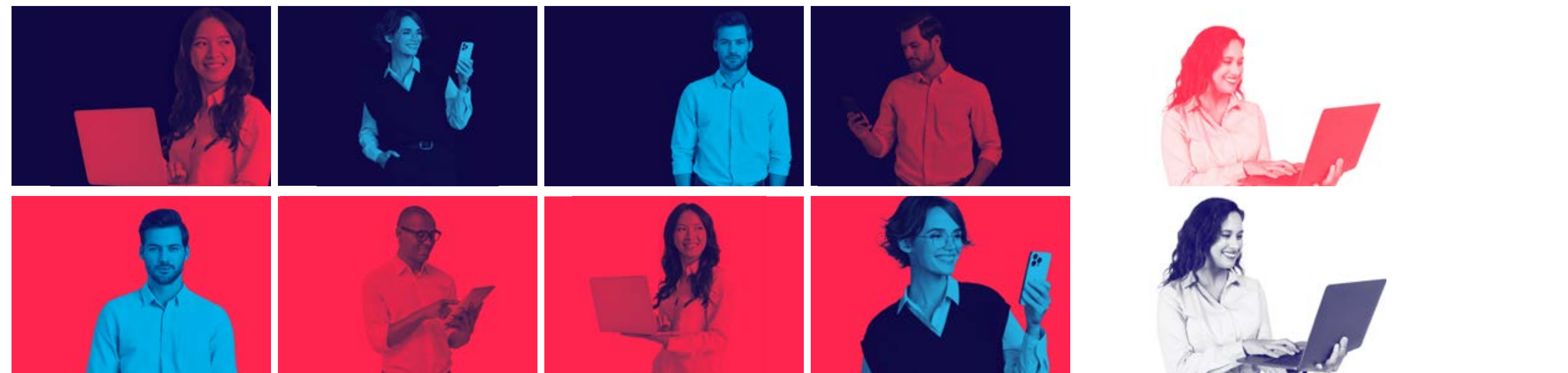
Iconography
and infographics

06

Iconography

We can use elements from our infinity 'N' to create bespoke icons to help articulate our narrative / USPs.

Curve

45° Angle
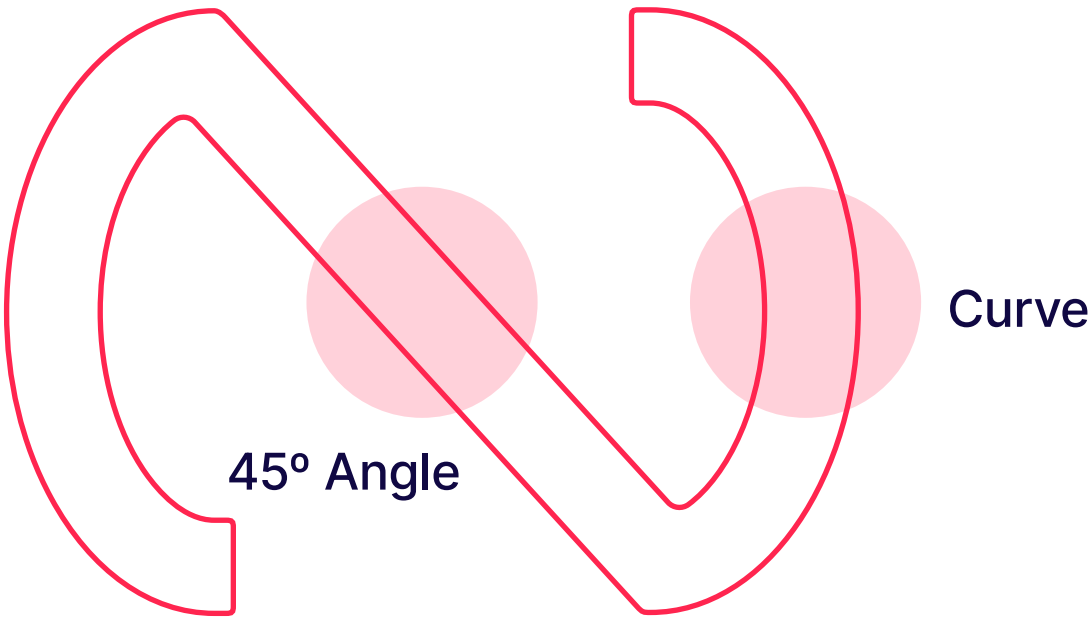
Cloud Distribution
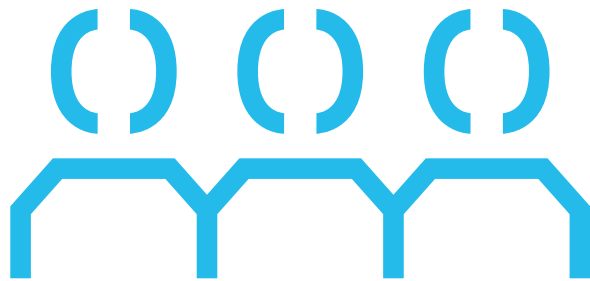
End Users
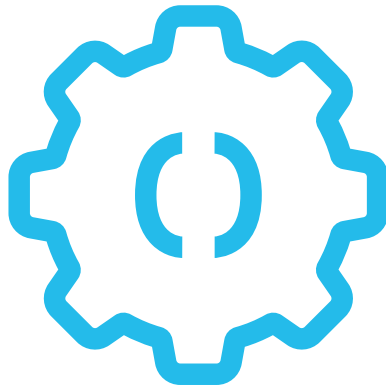
Automation

Adding Value
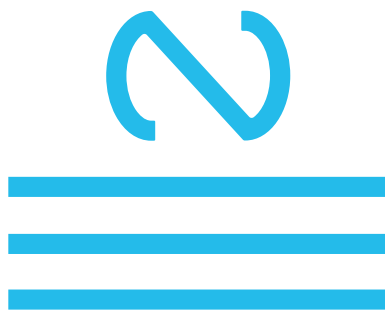
Subscription Platform
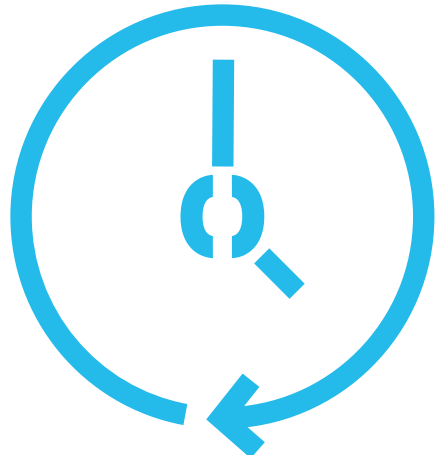
24/7 Support

Brand
Application

Example Document Styling: Covers

Introducing the brand:
Core colour and photography brand assets at scale for instant brand association.

Example Document Styling: Section Break / Sub-Section Break

Within document to segment / break pace / pause:
Core brand colour to differentiate from content pages and use of brand assets / narrative / photography.

Example Document Styling: Content Pages

Holding content / structure:
Lighter / subtler brand implementation, content driven pages with less colour.

Example Document Styling: All page run

Example of how the pages present together

Website

INFITERRA
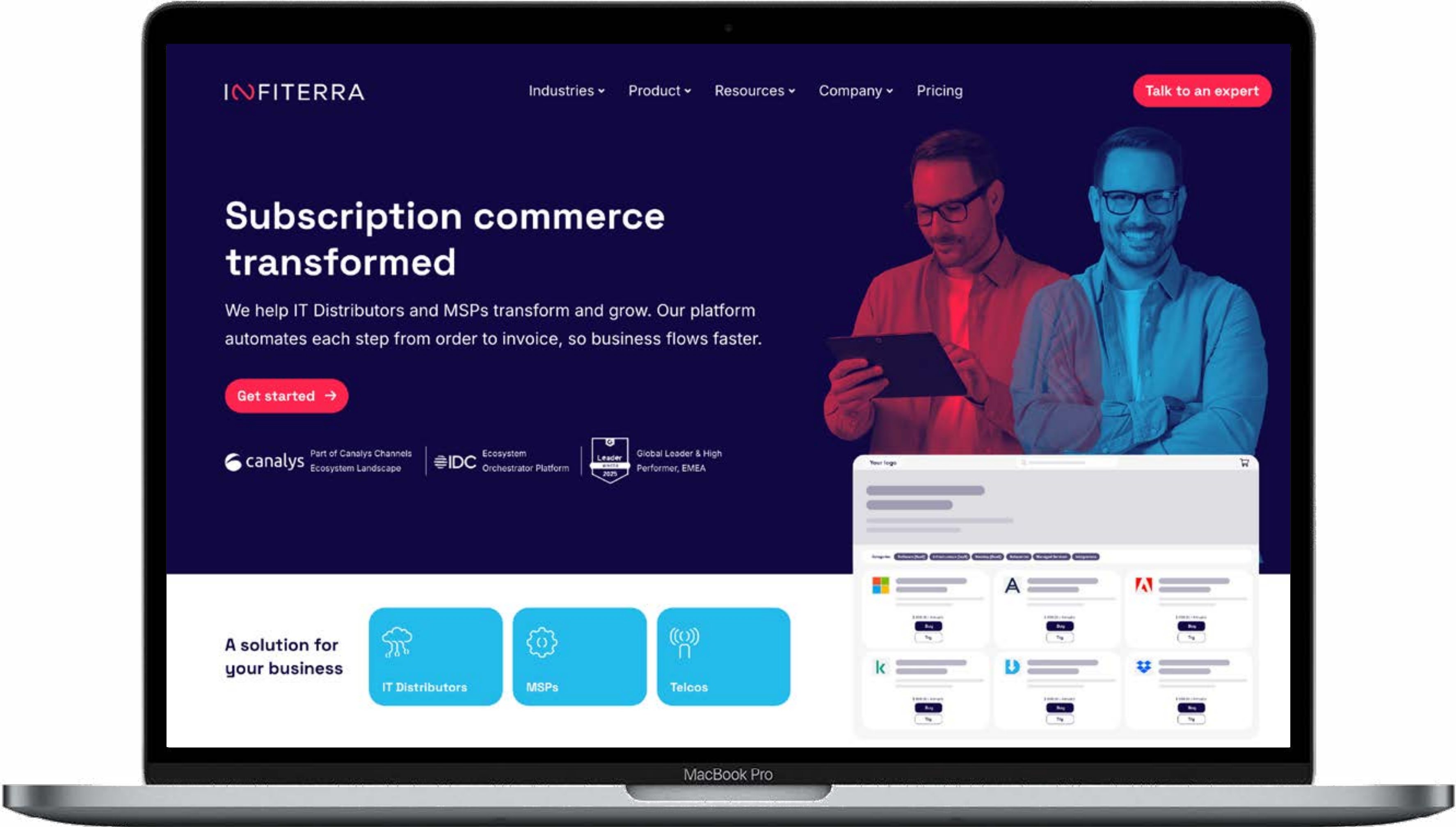
Help and Feedback

The value of our brand will grow best when it is applied consistently. These guidelines set out the approved ways to use the elements of our brand. Copies of the brand assets and materials may be downloaded from our Sharepoint server.

Please contact the marketing team for help or guidance in using the brand elements on your projects.

Our brand must be durable but it is not rigidly fixed. We will continue to evolve our proposition so that it stays fresh and vital as we pursue our mission. We welcome your feedback and ideas for development.

marketing@infiterra.com