



INFITERRA

# Brand Style Guide

Version 1.0

## Our Vision

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

## Our Mission

Infiterro'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**

INFITERRA

# 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

INFITERRA

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.

A large version of the INFITERRA logo, featuring the word in dark purple with a red stylized 'N'.

The INFITERRA logo is displayed on a dark purple rectangular background. The letters are white, and the stylized 'N' is white.

The INFITERRA logo is displayed on a light grey rectangular background. The letters are dark purple, and the stylized 'N' is dark purple.

The INFITERRA logo is displayed on a red rectangular background. The letters are white, and the stylized 'N' is white.

The INFITERRA logo is displayed on a blue rectangular background. The letters are white, and the stylized 'N' is white.

The INFITERRA logo is displayed on a dark purple rectangular background. The letters are white, and the stylized 'N' is white.

The INFITERRA logo is displayed on a white rectangular background. The letters are red, and the stylized 'N' is red.

The INFITERRA logo is displayed on a light grey rectangular background. The letters are dark purple, and the stylized 'N' is dark purple.



# 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



IN FITERRA

# The Infinity 'N'

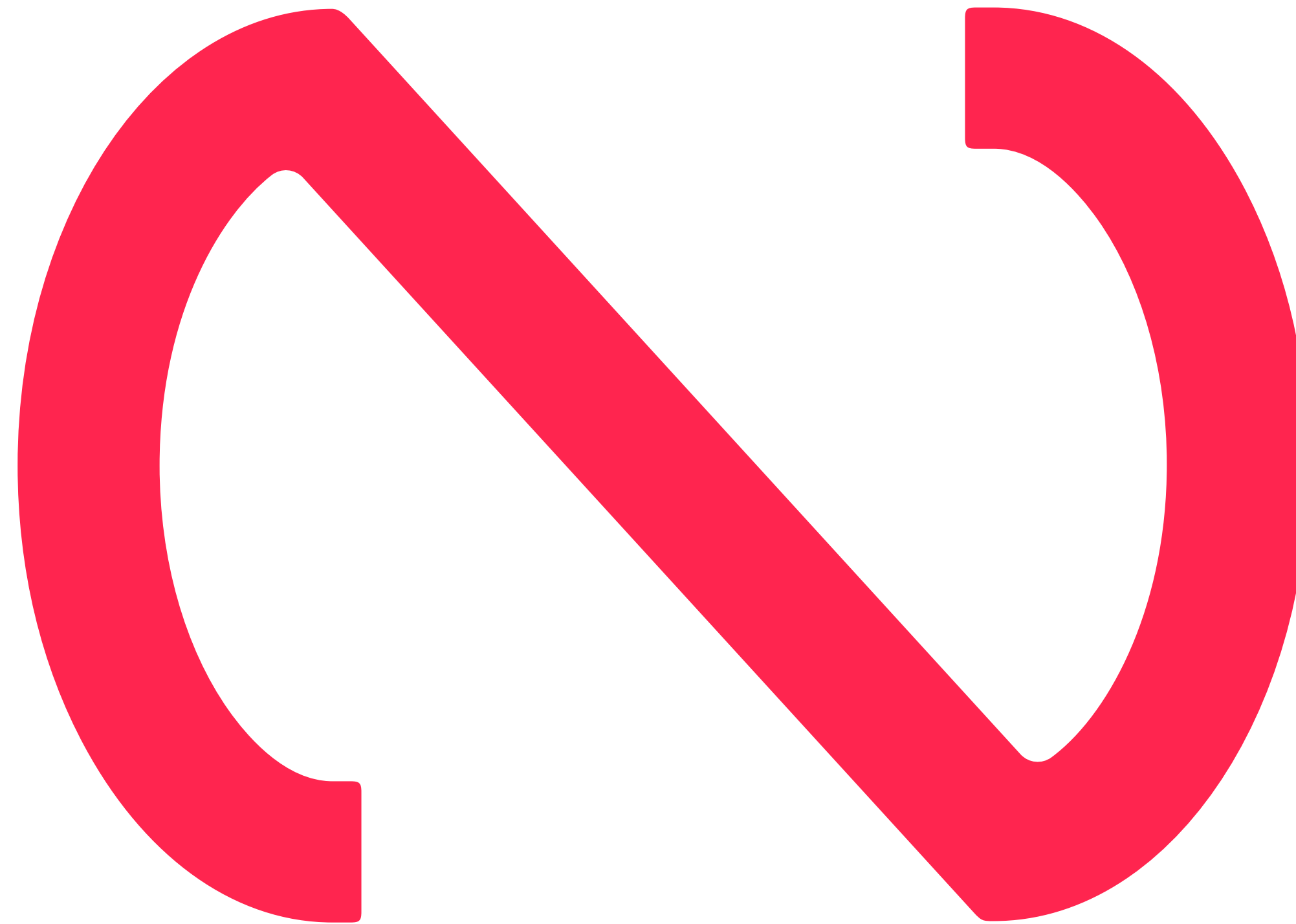
02

## 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.

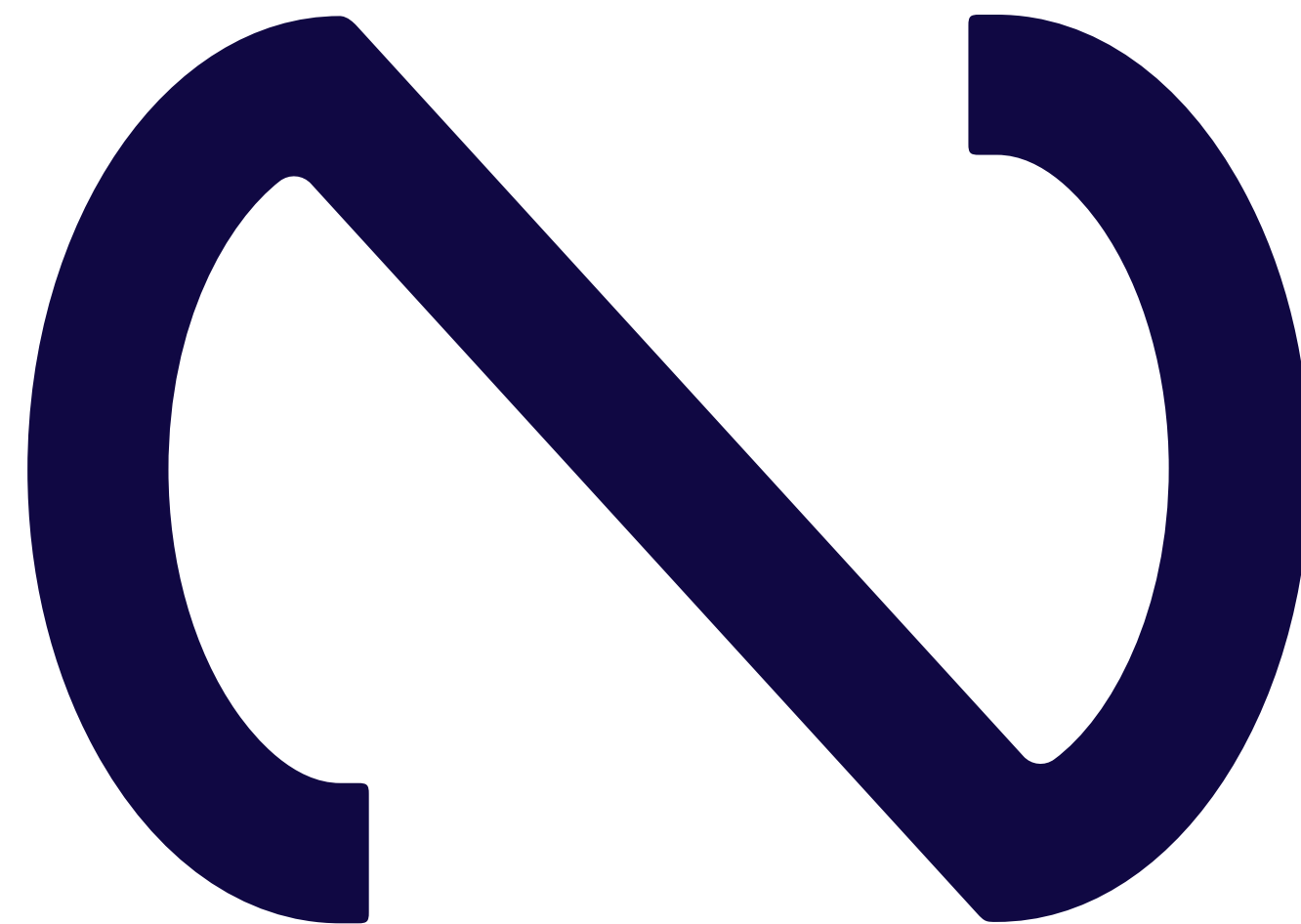
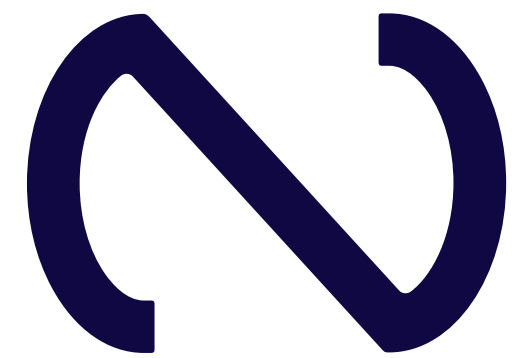
When using the device, it should be kept away from the logo to avoid visual repetition.



## Scalability and Use

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

# The Limitless 'N'etwork

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



INFITERRA

# (grow)

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

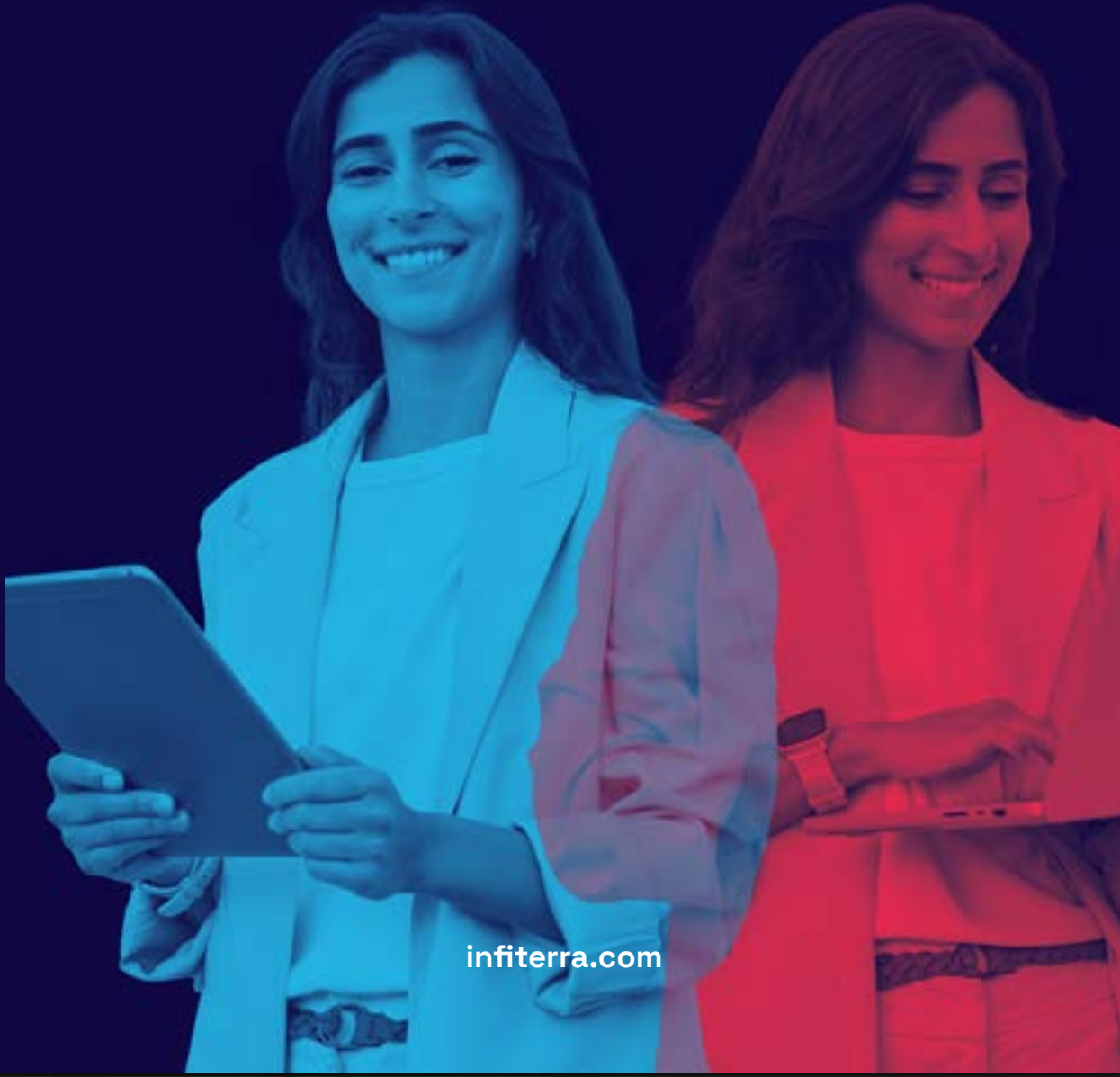
We are an open and dynamic cloud service  
ecosystem serving everyone efficiently  
through a unified supply chain.

infiterra.com

INFITERRA

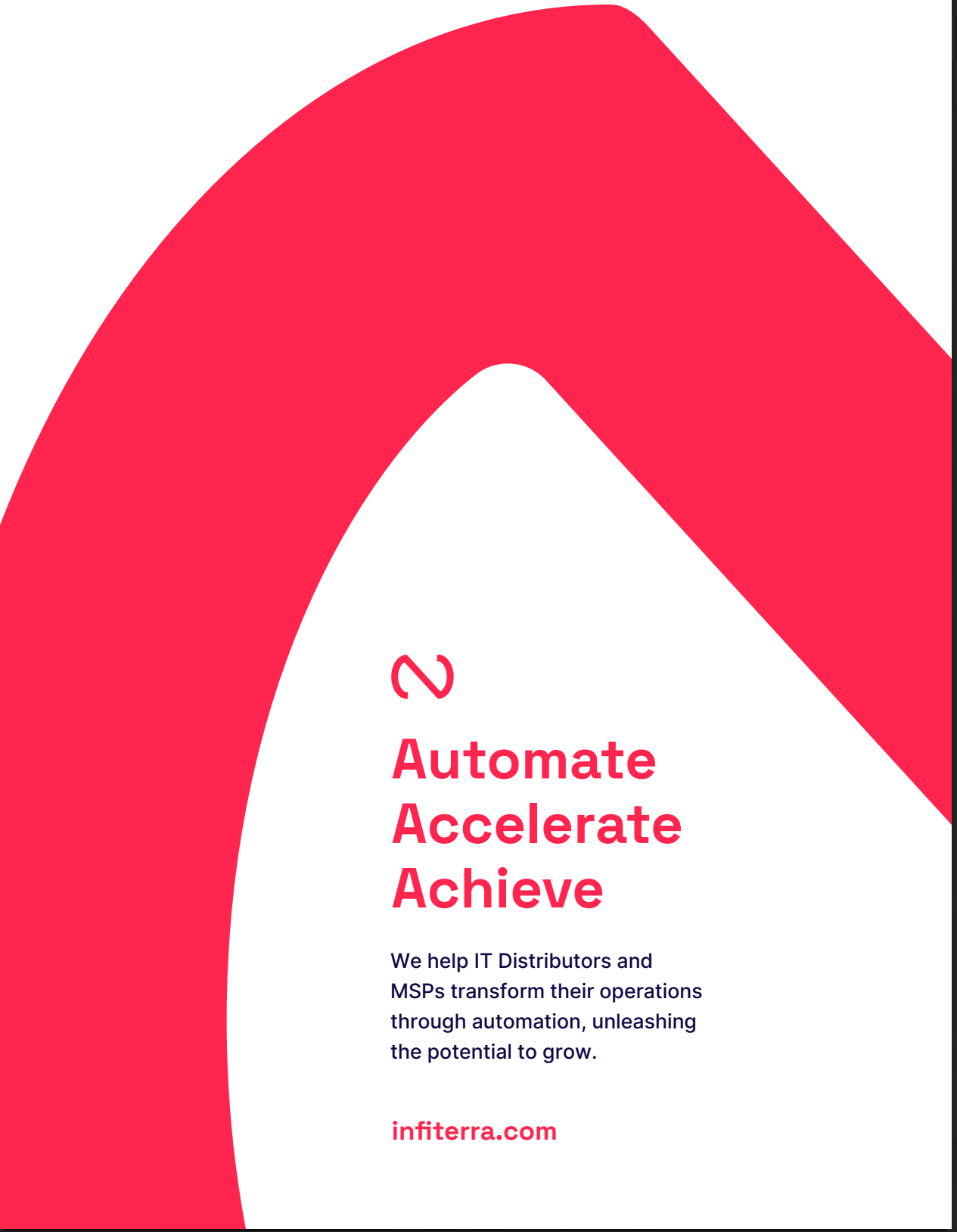
## We are Infiterra- Your subscription commerce platform

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



infiterra.com

INFITERRA



∞

## Automate Accelerate Achieve

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

infiterra.com



# Typography

03

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 @ ‘ ’ “ ” « »  
% \* ^ # \$ £ € ¢ / ( ) [ ] { } . , ® ©

Aa

Body

Inter

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

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

*Regular Italic* (Notes only)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Aa

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  
Infitererra 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.

infitererra.com

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

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

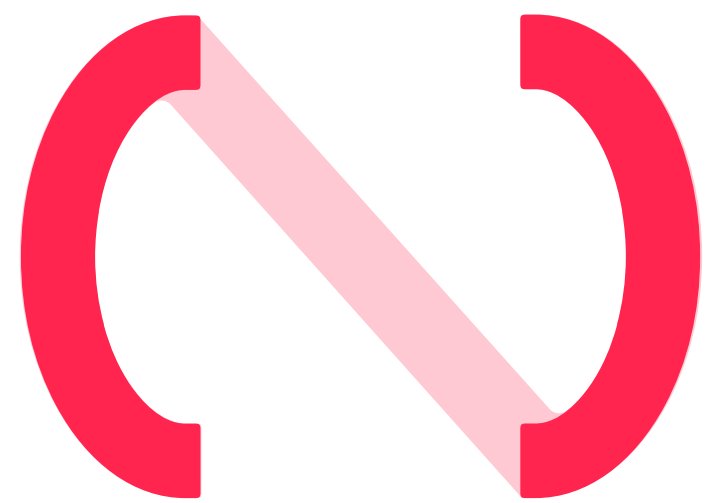
Subhead: Inter Medium  
Tracking +10 (Optical Kerning)  
+5 Leading

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.



(grow)

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

## 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.



## 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 Y:0 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.

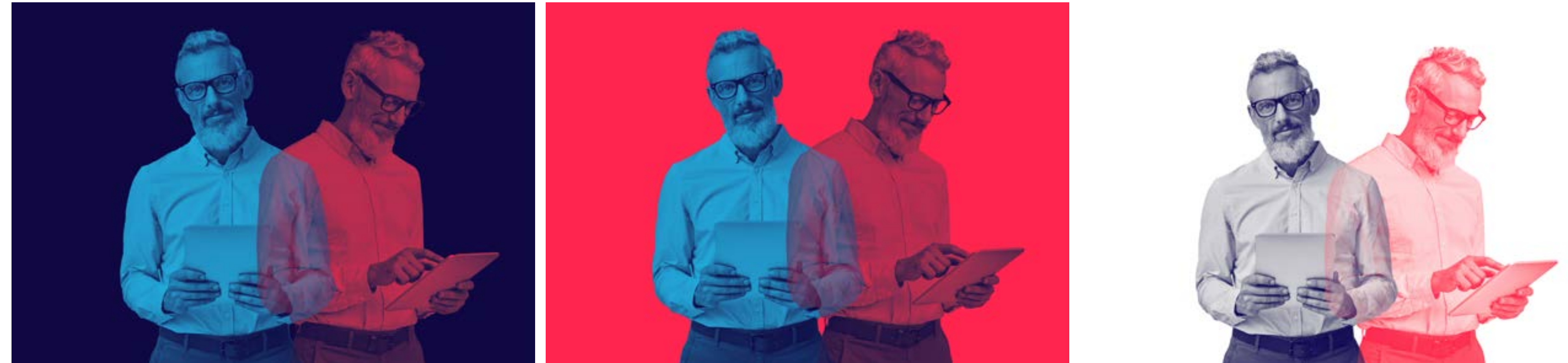
Single shot imagery is also available for smaller more content heavy areas.

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

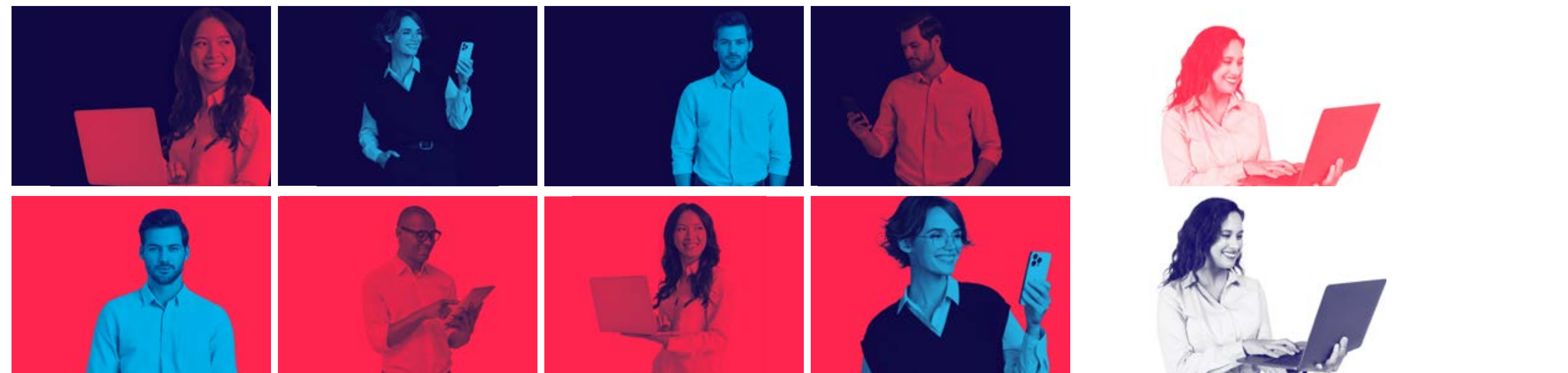
Photography is available from the image library.

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

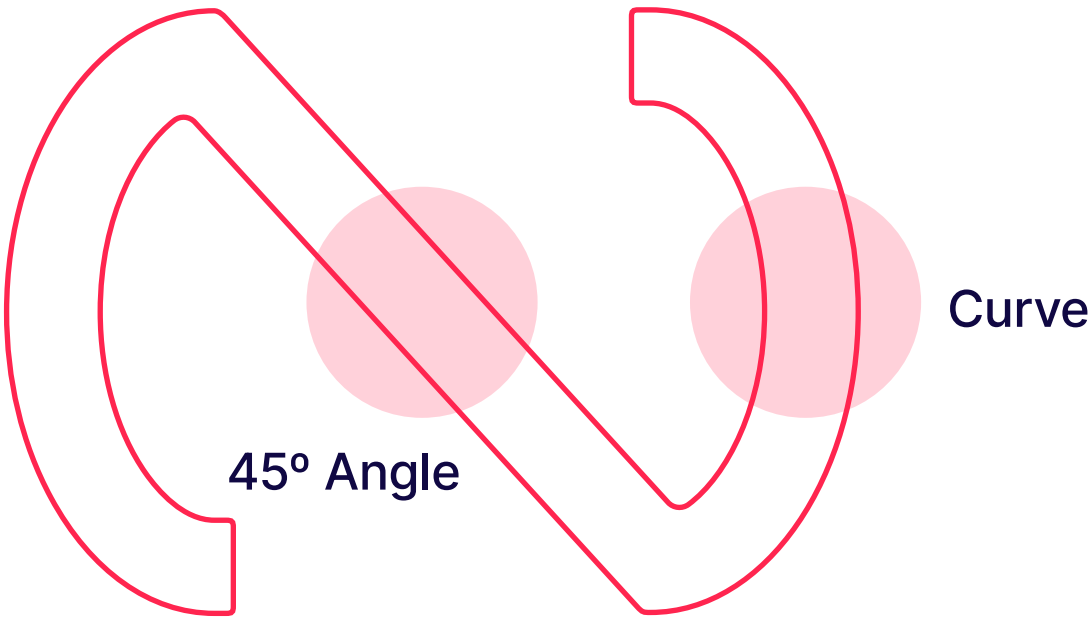


# Iconography and infographics

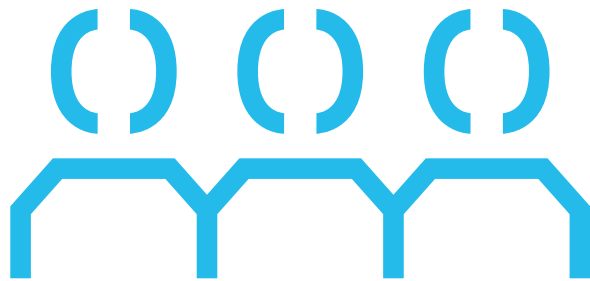
06

Iconography

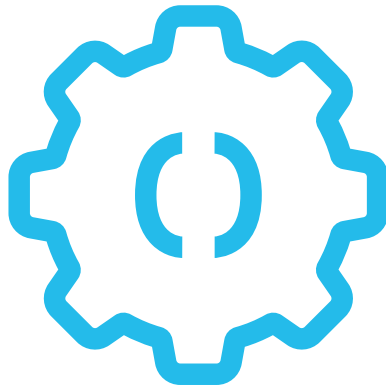
We can use elements from our infinity 'N' to create bespoke icons to help articulate our narrative / USPs.



Cloud Distribution



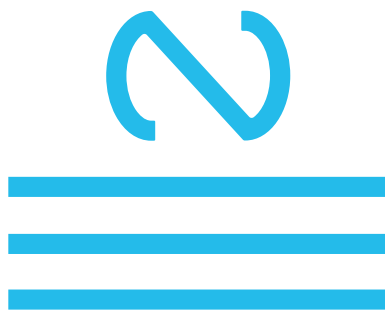
End Users



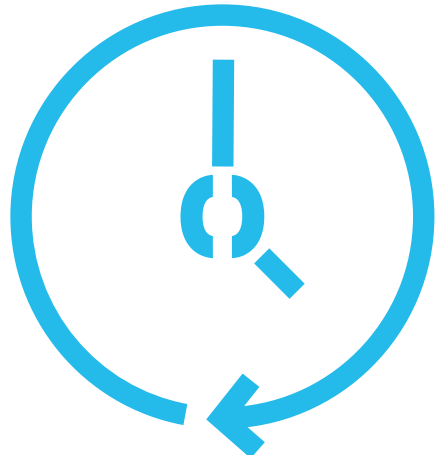
Automation



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.

INFITERRA

Tatemporem harum quam exped magnat et re ea plab ipid enes modiore

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INFITERRA

How our process works for Cloud Distributors

We empower distributors with fast time-to-market, multi-tier reseller enablement, and easy on-boarding.

01

Self-service order entry

02

Subscription management and provisioning

03

Billing and invoicing

Document title goes here | Month 2024 | 19

INFITERRA

How our process works for Cloud Distributors

We empower distributors with fast time-to-market, multi-tier reseller enablement, and easy on-boarding.

Connect to any vendor

Customers

Vendor Connectors

Subscription Management

Back-office Integrations

Sales and Service

Integrate with your ERP, PSA and CMS systems

Document title goes here | Month 2024 | 20

INFITERRA

How our process works for Cloud Distributors

We empower distributors with fast time-to-market, multi-tier reseller enablement, and easy on-boarding.

Simplify your billing processes, integrate your legacy systems seamlessly and ensure security with our sophisticated solutions. Effortlessly handle complex billing scenarios, enrich your vendor portfolio, and streamline operations. Plus, stay ahead of the competition while meeting the ever-evolving needs of your partners and customers.

Simplify your billing processes, integrate your legacy systems seamlessly and ensure security with our sophisticated solutions. Effortlessly handle complex billing scenarios, enrich your vendor portfolio, and streamline operations. Plus, stay ahead of the competition while meeting the ever-evolving needs of your partners and customers.

Document title goes here | Month 2024 | 11

INFITERRA

(accelerate)

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INFITERRA

How our process works for Cloud Distributors

We empower distributors with fast time-to-market, multi-tier reseller enablement, and easy on-boarding.

Simplify your billing processes, integrate your legacy systems seamlessly and ensure security with our sophisticated solutions. Effortlessly handle complex billing scenarios, enrich your vendor portfolio, and streamline operations. Plus, stay ahead of the competition while meeting the ever-evolving needs of your partners and customers.

Simplify your billing processes, integrate your legacy systems seamlessly and ensure security with our sophisticated solutions. Effortlessly handle complex billing scenarios, enrich your vendor portfolio, and streamline operations. Plus, stay ahead of the competition while meeting the ever-evolving needs of your partners and customers.

Vendor Connectors

Catalog Management	Pricing and Promotions	Customer Management	Subscription Management
Self-Service Portal	Provisioning	Billing and Invoicing	Payments
Taxation	Alerts	Credit Management	Dashboard and Reports

Back-office Integrations

Document title goes here | Month 2024 | 21

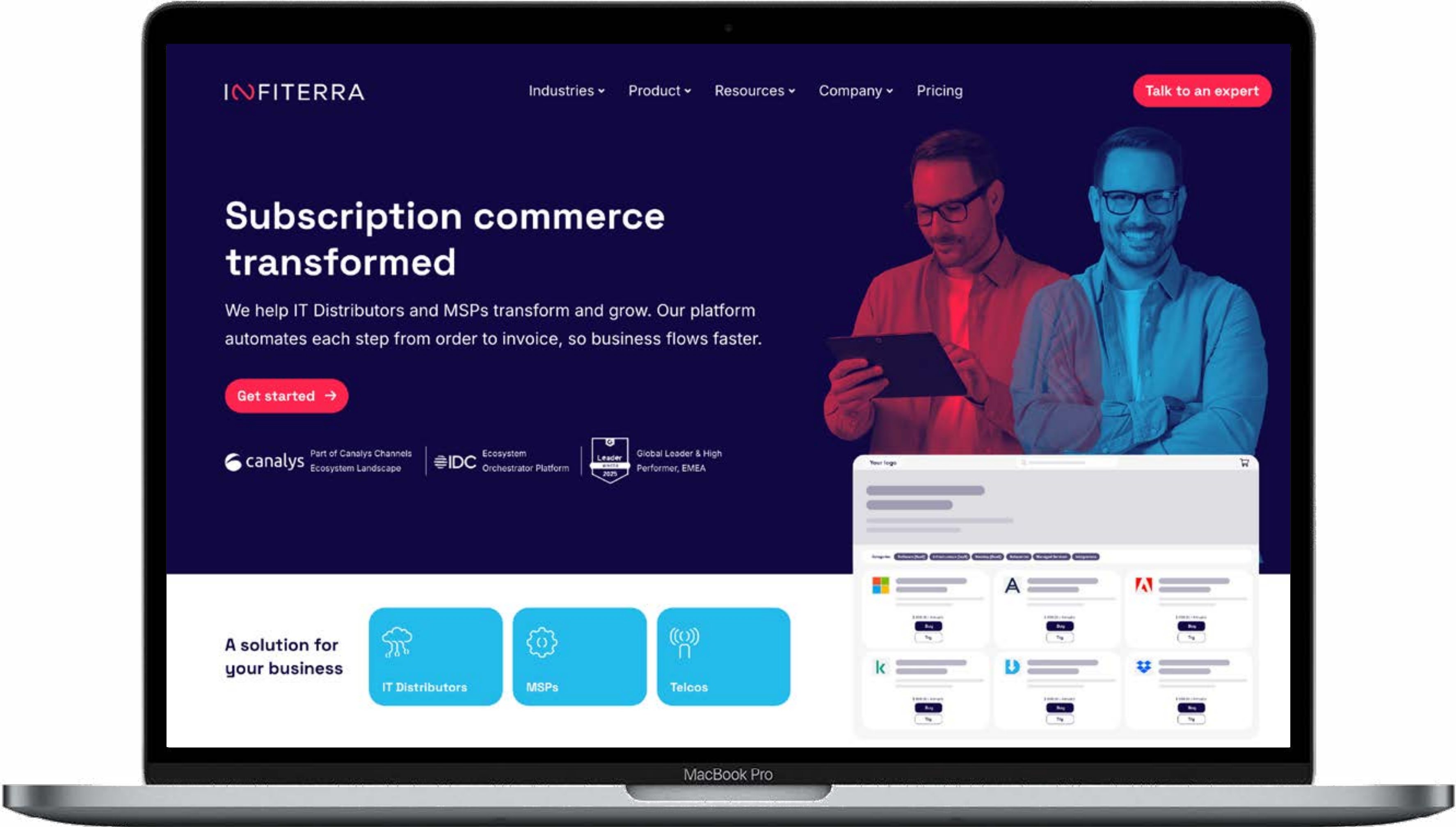
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## Example Document Styling: All page run

## Example of how the pages present together









## 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](mailto:marketing@infiterra.com)

