



**BRAND GUIDELINES AND STYLE GUIDE**  
JUNE 2015

# 01

## VISUAL IDENTITY ISOTYPE

The corporate symbol is a key factor in Infinite Leap's identity. Clarity and coherence when implementing it is essential for the correct application of the corporate identity system.



## VISUAL IDENTITY

### ISOLOGOTYPE



The isologotype is the main brand advocate, it transmits the basic qualities and elements of the brand.

This is the main and easiest way for anyone to identify Infinite Leap.

It should always be used when possible.

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## ISOLOGOTYPE VERSIONS



Positive version with tagline



Negative version with tagline

03

## ISOTYPE APPLICATIONS

The isotype can be used in situations where the main logo has already been presented, and in order to improve the aesthetic of the marketing material. It is easier to use in reduced spaces and will start to make a connection between Infinite Leap and the Moebius band.



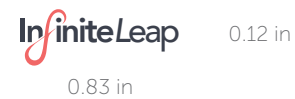
# 04

## SECURITY AREA AND MIN. SIZING



Reference module for security area

Minimum size for placement



# 05

## BRANDS COEXISTENCE

When related brands are placed together, all of the introduced isologotypes should have the same type size, in order to show an homogeneous design.

x InfiniteLeap x

x Performance<sup>RT</sup> x  
METHODOLOGY

x Queue<sup>RT</sup> x

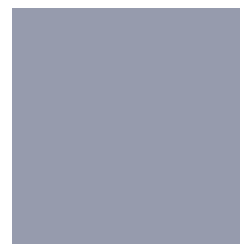
# 06

## COLOR PALETTE



**PRIMARY COLOR**  
(Titles and general application)

# InfiniteLeap



**CMYK**

C71 M61 Y46 K45

C0 M74 Y53 K0

C41 M33 Y20 K3

C76 M60 Y0 K0

**RGB**

R67 G68 B79

R238 G96 B97

R161 G162 B181

R85 G110 B238

**HTML**

#43444F

#EE6061

#A1A2B5

#556EEE

## SUPPORT COLORS

**CMYK**

C20 M88 Y75 K10

C89 M74 Y0 K0

**RGB**

R186 G56 B56

R48 G71 B186

**HTML**

#BA3838

#3047BA





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## TYPOGRAPHY

NUMBERS ONLY TYPEFACE

PROXIMA  
NOVA

LIGHT

1 2 3 4 5 6 7 8 9 0 # \* /

REGULAR

1 2 3 4 5 6 7 8 9 0 # \* /

SEMIBOLD

1 2 3 4 5 6 7 8 9 0 # \* /

BOLD

1 2 3 4 5 6 7 8 9 0 # \* /

MAIN TYPEFACE

MONTERRAT

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

SECONDARY TYPEFACE

RALEWAY

LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z



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## PATTERNS

Any of these patterns can be used for any marketing purposes, when there's a need of an interesting but seamless background that still communicates the brand.

# 09

## BUSINESS CARDS

These are the standard business cards that can be used for any member working for Infinite Leap.



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## LETTERHEAD



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## EMAIL SIGNATURE

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President

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**InfiniteLeap**

RESULTS IN REAL-TIME

Name

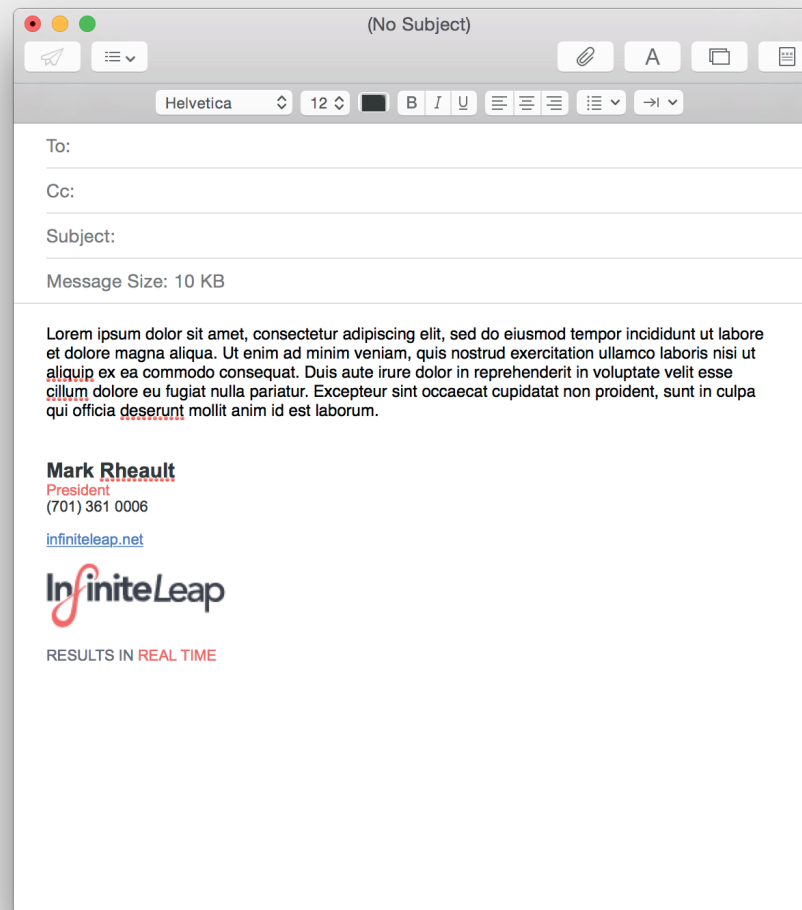
Position

Telephone #

Company URL

Isologotype

Tag Line



Example of email with signature

