



Visual Identity System Manual

Updated December 2021

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1.0 Introduction

At Infinity Renewable Energy, we believe in giving back to our Earth. We believe in a future where humans can live freely without fear of destroying the environment. But such a belief takes time to develop in a way that truly makes a difference. In the same way that the biggest of forests grew from the smallest of seeds, IRE believes that renewable energy starts through both our company and our customers. IRE prides itself on being a company our customers can trust. As such, the brand of IRE must always, with no exception, remain consistent, modern, and dependable. This manual provides guidelines for all graphic components of our visual identity system, and must be followed at all times.

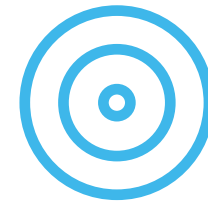
This VIS manual is saved as an Adobe PDF. It can be printed on 8.5" x 11" paper, preferably in color.

2.0 Logo Standards

2.1 Logo Specifications



Lettermark



Symbol



Wordmark



Combination

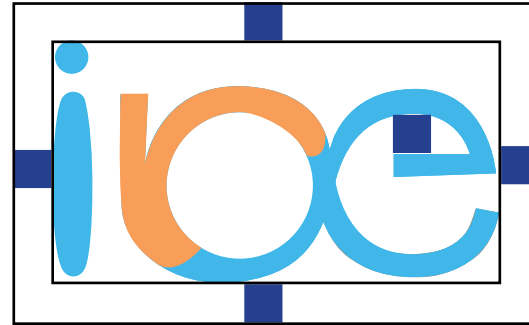
The Infinity Renewable Logos, in any and all forms, are integral to the face of the company; they will rarely, if ever, be absent from official IRE documents.

Please refrain from distorting the designs, changing the colors, or adding special effects. All logos are to be used on a white background.

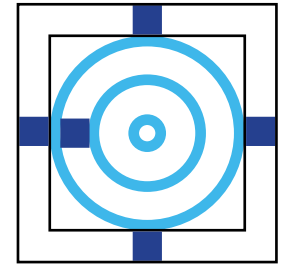
2.2 Logo Structures



Wordmark



Lettermark



Symbol

The clear space is determined by the distance between the symbol and wordmark logos, represented by a blue square.



Combination

The name of the company, Infinity Renewable Energy.

The symbols used in the combination logo are the symbol and wordmark logos. They are paired here, hence the name combination logo.



C: 64 M: 8 Y: 0 K: 0



C: 0 M: 45 Y: 72 K: 0

The minimum size for the lettermark logo is 0.3" high.
The minimum size for the symbol logo is 0.6" high.
The minimum size for the wordmark logo is 0.4" high.
The minimum size for the combination logo is 1.0" high.

3.0 Work Documents

3.1 Stationary Specifications



C: 64 M: 8 Y: 0 K: 0



C: 0 M: 45 Y: 72 K: 0

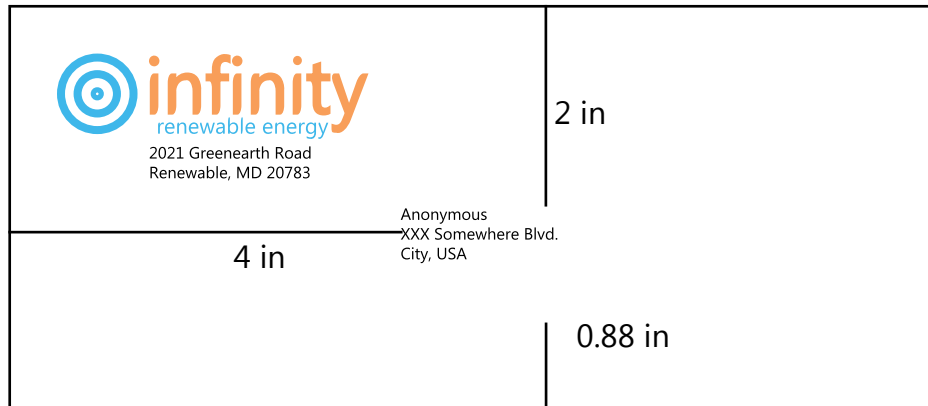


C: 99 M: 89 Y: 10 K: 1



All business cards must be comprised of 3.5" x 2" white cardstock, utilising Microsoft Tai Le font in black for all added text. Text and logos will remain centered.

3.2 Stationary Specifications (cont.)



All envelopes are to be sized 9.5" x 4" on white paper. All text is in Microsoft Tai Le in black. Further specifications are above.

All letterheads are to be printed on 8" x 11" white paper. Text is in Microsoft Tai Le, both in black and in white. Space for written text is pictured.

The diagram illustrates the layout of a letterhead. It is a vertical rectangle. The top section contains the infinity renewable energy logo (a blue target icon followed by the word 'infinity' in orange and 'renewable energy' in blue) and the address: 2021 Greeneearth Road, Renewable, MD 20783. Below the address is a large dashed rectangular box for written text. The bottom section is a solid blue bar containing contact information: Phone: 1-800-555-5555 • Fax: 1-800-555-555, E-mail: contact@infinityre.com • www.infinityre.com.

3.3 Folder Design



This folder must be used for all company transactions desiring it, from company distributions to customer distributions.

All fonts are in Microsoft Tai Le. This DOES NOT take into account the example insert OR the business card.



C: 64 M: 8 Y: 0 K: 0



C: 0 M: 45 Y: 72 K: 0



C: 99 M: 89 Y: 10 K: 1

3.4 Insert Design

In order for Infinity Renewable Energy to properly vocalize its many goals, educational and advertising inserts are needed. To the right is an example of one of our many inserts, meant to educate customers on solar power.

All fonts are in Microsoft Tai Le and Impact.



C: 64 M: 8 Y: 0 K: 0



C: 0 M: 45 Y: 72 K: 0



C: 99 M: 89 Y: 10 K: 1



Phone: 1-800-555-5555
Fax: 1-800-555-5555
E-mail: contact@infinityre.com
www.infinityre.com



The future is bright!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

How does it work?



Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

"Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

4.0 Packaging Designs

4.1 Packaging Specifications

At Infinity Renewable Energy, we care for creating a brighter, more Earth-conscious future. Thus, it is important for our many products to reflect this special care our company holds for the planet and for our customers. Pictured on the next page is an example of one of our many eco-friendly products, the new LED Light Bulb in Soft White.

All text shown is in Microsoft Tai Le and Franklin Gothic Medium.



C: 64 M: 8 Y: 0 K: 0



C: 0 M: 45 Y: 72 K: 0

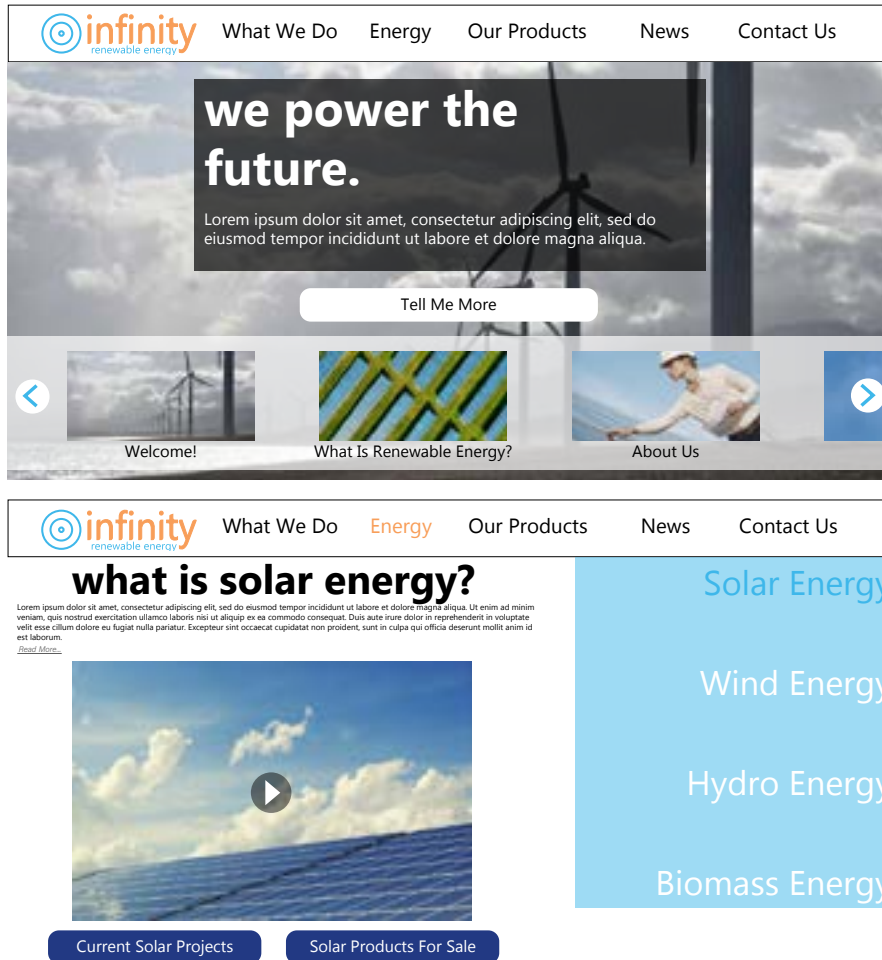


C: 99 M: 89 Y: 10 K: 1



5.0 Web Design

5.1 Webpage



C: 64 M: 8 Y: 0 K: 0



C: 0 M: 45 Y: 72 K: 0



C: 99 M: 89 Y: 10 K: 1



C: 67 M: 61 Y: 62 K: 49



C: 34 M: 1 Y: 1 K: 0




C: 5 M: 4 Y: 4 K: 0


The IRE website must always reflect our desire to not only create the most eco-friendly products in our time, but continue to change and grow as the field of alternate energy grows.

All stock images present are taken from Pexels. All text present is in Microsoft Tai Le.


The News and Our Products pages are designed with the combination logo in mind. When the combination logo is clicked, viewers will be taken back to the homepage. Please refrain from using any other logo.



 **infinity** our products
renewable energy

Appliances Cars Generators More 

Voted Product of the Month


[Open Gallery](#)

2022 Thor 3
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- Fully-charged Electric Battery
- Aerodynamic, Strong Exterior
- Runs Without Fuel
- Large, Inviting Interior


The best price of the holiday season
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Starting From
\$30,000
Used from **\$20,000**
[Learn More...](#)

Retailers Near You


[Get A Local Price](#)

[Schedule a Test Drive](#)

 **infinity** news
renewable energy

Work/Life Educational Just For Fun See More

Hot


Upcoming IRE Charity Gala is Completely Eco-Friendly
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor...
[Read More...](#)

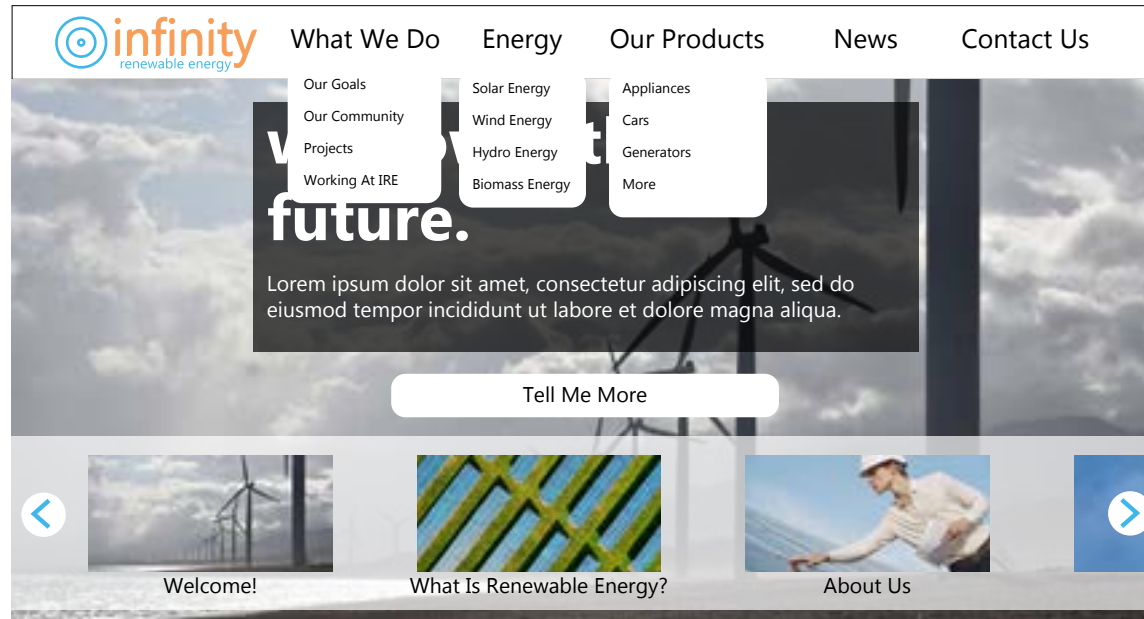
More
Going Nuclear: What To Know About Nuclear Power
Ut enim ad minim veniam, quis nostrud exercitation ullamco...
[Read More...](#)

IRE LED Lightbulb: The Perfect Eco-Friendly Stocking Stuffer!
Laboris nisi ut aliquip ex ea commodo consequat...
[Read More...](#)

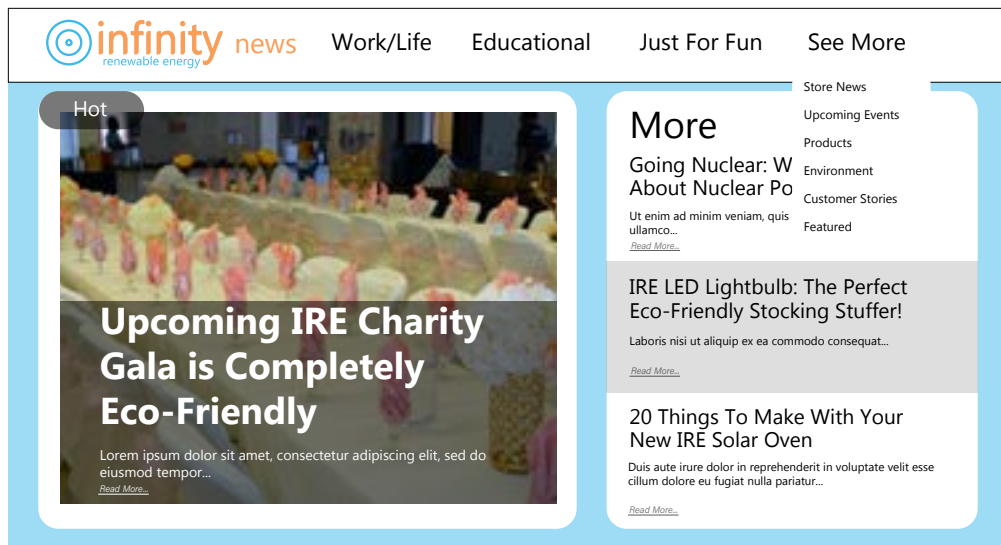
20 Things To Make With Your New IRE Solar Oven
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur...
[Read More...](#)



5.2 Rollouts



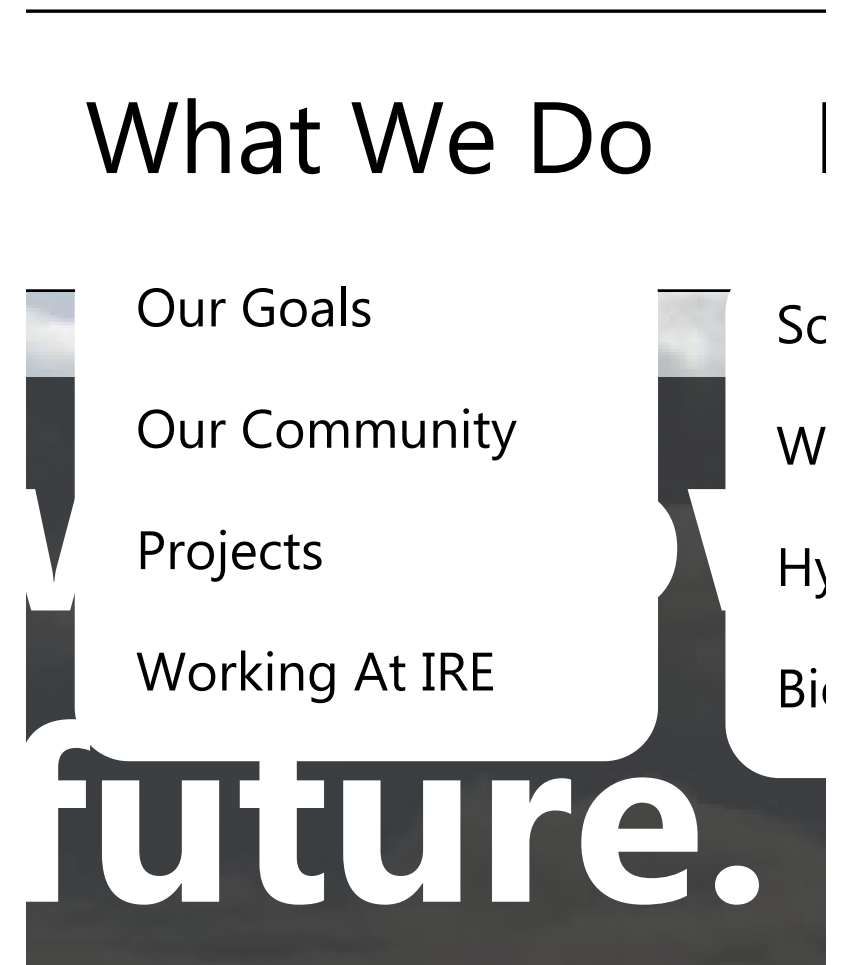
The IRE website is used not only to educate and advertise, but also to form a trusting bond with our partners, customers and future customers. As such, it is naturally a very expansive site. Rollouts must be implemented in order for customers to properly navigate themselves while visiting our website.



In addition to the homepage, the News section also uses rollout menus.

All rollouts are to appear as a white rectangle with rounded edges.

It is important that visitors not be visually distracted while on the IRE website. Thus, please refrain from tampering with the appearance of the rollout menus in any way. Please refrain from changing colors, changing the shape, or adding special effects.



A closeup of a rollout menu on the homepage. Notice the white interior and rounded edges.

6.0 Miscellaneous Applications

6.1 Uniforms

Company uniforms must always ensure consistent company identification in every manner. As such, each uniform will have the symbol logo emblazoned in the top left area of the uniform. No other logos may be used.



6.2 Transportation



Due to the shape of the IRE cars' doors, the combination logo is best suited for IRE transportation designs. Please refrain from using any other type of logo.

In turn, as all logos must only be used on a white background, all IRE transportation must be painted white.