



# Infinity

Renewable Energy

VISUAL IDENTITY MANUAL

Life is Messy  
Let Your Energy be  
Clean



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## MISSION STATEMENT

Our mission is to provide consumers with clean renewable sustainable energy for their homes, business, and communities across the globe.



## OUR STORY

We are a cutting-edge high-tech fortune 500 company that produces renewable energy and does research into developing renewable energy solutions for commercial and residential use nationally and internationally. We are a clean energy company and we develop results for products such as solar cells, wind turbines, hydrogen based technologies and many other technologies that help reduce the use of fossil fuel.

In our past, we had only done business exclusively with large utility companies and government agencies nationally and internationally. We have been a major player in the energy sector for years. Therefore, we have not been a familiar name in the consumer market.

We are now promoting a new line of products that generate renewable energy such as solar panels and small-scale wind and hydro turbines to generate power for local municipalities and individual homes. We also envision high-efficiency appliances for the domestic market such as refrigerators, dishwashers, washing machines, and LED lights, etc.

# COMPANY LOGOS

Our new logos are extremely important in our rebranding and expansion efforts. There are four acceptable logos for IRE, the symbol, the lettermark, the wordmark, and the wordmark/symbol combination. These four types may be used on stationary, the company website, packaging, uniforms, trucks, and more. They may however only be used with specific specifications that are outlined further. The logos should only ever be used from the digital vector file, do not scan or use raster versions when creating items.

## WORDMARK LOGO

Use this logo when the combination logo is too large.

## LETTERMARK LOGO

The lettermark logo should be used primarily for interoffice purposes. It may never be used alone, either the wordmark or combination logo must be present elsewhere. For example, the lettermark is on the back of the business card while the combination logo is on the front. Also, the lettermark should not be used in place of letters in a word or sentence.

## COMBO LOGO

When possible, use the combination logo before using the wordmark or the lettermark logos. The combination logo best represents IRE and its re-branding mission.

## SYMBOL LOGO

The symbol logo should only be used alone when the wordmark is somewhere else and already established that it is IRE. For example, the symbol may be placed above an employee's name on their uniform since the wordmark logo is on the upper part of the back of the uniform. The only exception to this rule is the letterhead and envelope, the reason for this is to save space on letterhead header and envelope return address.

SYMBOL LOGO



LETTERMARK LOGO



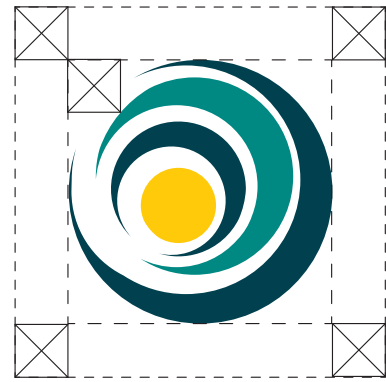
WORDMARK LOGO



COMBO LOGO



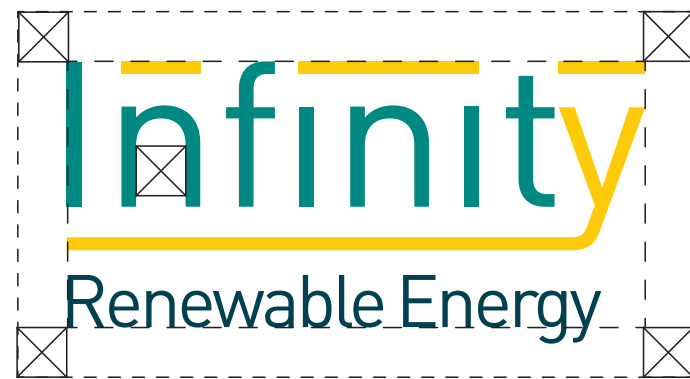
SYMBOL LOGO



LETTERMARK LOGO



WORDMARK LOGO



COMBO LOGO



# LOGO CLEAR SPACE & SPECKS

The clear space is proportionally determined by specific spaces within each logo. At no time shall any of the IRE logos be smaller than one inch vertically.

## SYMBOL LOGO

The symbol logo defines clear space by the space in the upper left hand corner as if the symbol was surrounded by a square.

## LETTERMARK LOGO

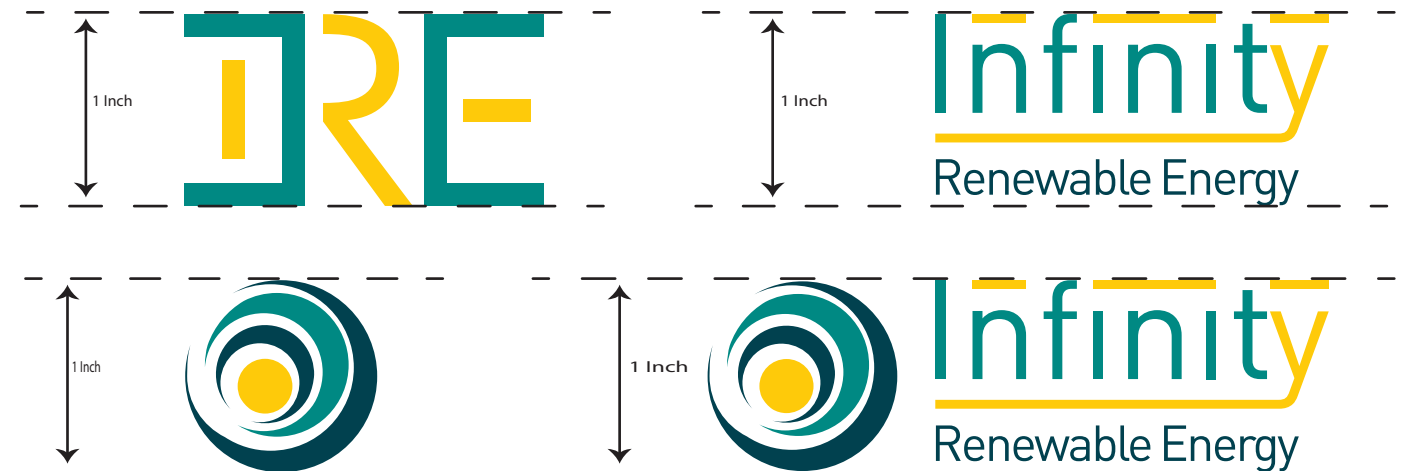
The lettermark logo defines clear space by the space between the yellow I and the green vertical bar of the R.

## WORDMARK LOGO

The wordmark logo defines clear space by the negative space within the letter n of the word infinity.

## COMBO LOGO

The combination logo defines clear space by the negative space within the letter n of the word infinity.

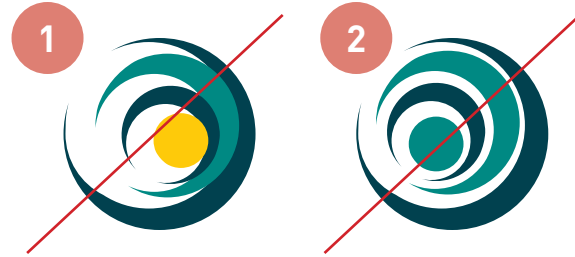




# UNACCEPTABLE LOGO USAGE

Our new brand identity relies on standards being observed at all times. The examples on these two pages demonstrate possible misuses of the IRE logos. Most important thing is to not alter the logos in any way.

1. Do not alter the logos
2. Do not change the colors
3. All logos can only be used on a white background, this includes overlapping of any other object
4. Do not place a stroke around the logos
5. The symbol should not be on the right of the wordmark
6. Do not use alternative imagery with logos
7. Do not cut off any part of the logos
8. Do not remove any part of the logos
9. The logos should never be solid black
10. Use gray scale when color is not available
11. The symbol should not be above the wordmark
12. The symbol should not be below the wordmark
13. The symbol should not be shown with the lettermark
14. None of the logos should be shown vertically
15. None of the logos should be shown at an angle of any kind
16. Do not vertically skew the logos
17. Do not horizontally skew the logos



# COLOR PALETTE

The primary, secondary, and contrasting company colors should be the only colors utilized for any and all graphics with the exception of photographs. Black is also acceptable for body copy. If the logo cannot be in color than it should be on a gray scale, not solid black.



## PRIMARY COLORS

The primary colors of IRE's are Dark Teal Blue, Light Teal Blue, and Goldenrod. Background color for all logos is white only. Body copy and verbiage is black.

## SECONDARY COLOR PALETTE

Secondary colors are variations of the primary colors. Example, the light bulb package used corporate colors with transparency thus creating multiple variations of the three main colors.

## CONTRASTING COLOR PALETTE

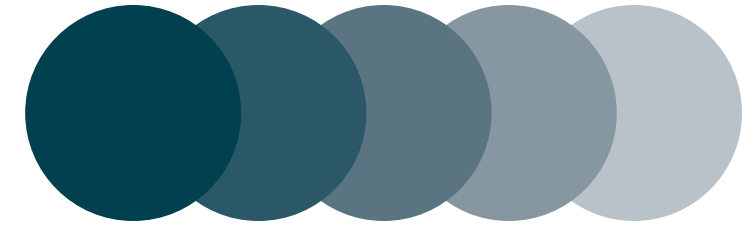
The only contrasting color that can be used is salmon. Do not use red, orange, pink, purple, or blue.

## THREE PRIMARY COLOR STRIPES

When at all possible, the three main colors of the company should be used as color stripes to help establish brand cohesion throughout the media platforms. If they are different widths or lengths, the Dark Teal Blue should always be the longest or the widest, with the Light Teal Blue next, and the Goldenrod after that. When all three are together, the Light Teal Blue should always be between the Dark Teal Blue and the Goldenrod. The Dark Teal Blue may be seen alone when necessary, such as the footer of the website.

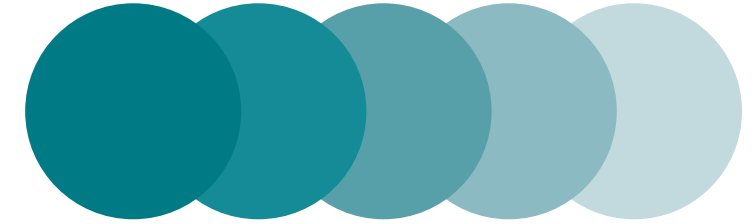
DARK  
TEAL BLUE

CMYK 100.60.50.40  
RGB 0.66.80  
Hex # 004250



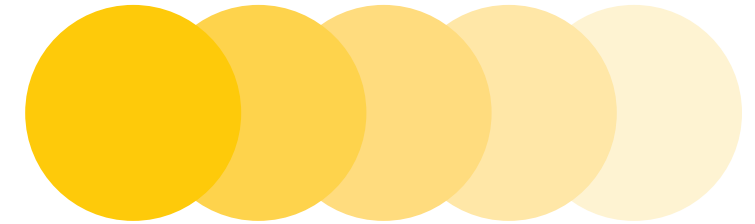
LIGHT  
TEAL BLUE

CMYK 90.20.40.10  
RGB 0.137.132  
Hex # 008a91



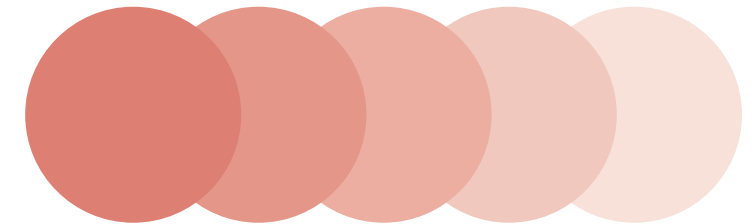
GOLDENROD

CMYK 0.20.100.0  
RGB 55.203.5  
Hex # ffc005



SALMON

CMYK 10.60.50.0  
RGB 33.127.115  
Hex # df8074



## COLOR COMBO OWNERSHIP

We do not own the three primary company colors, however we do own the combination of all three colors in the order of Dark Teal Blue, Light Teal Blue, Goldenrod or Goldenrod, Light Teal Blue, Dark Teal Blue.



# TYPEFACES

PRIMARY FONT • DIN-REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

---

SECONDARY FONT • DIN-LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

---

SECONDARY FONT • DIN-BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

BODY COPY • AVENIR LT STD, 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

---

ALTERNATE FONT • CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## TYPEFACE RULES

When the corporate typefaces/fonts are not available, only ever use san serif typefaces and fonts as a replacement. Do not ever use drop shadows or glows around text.



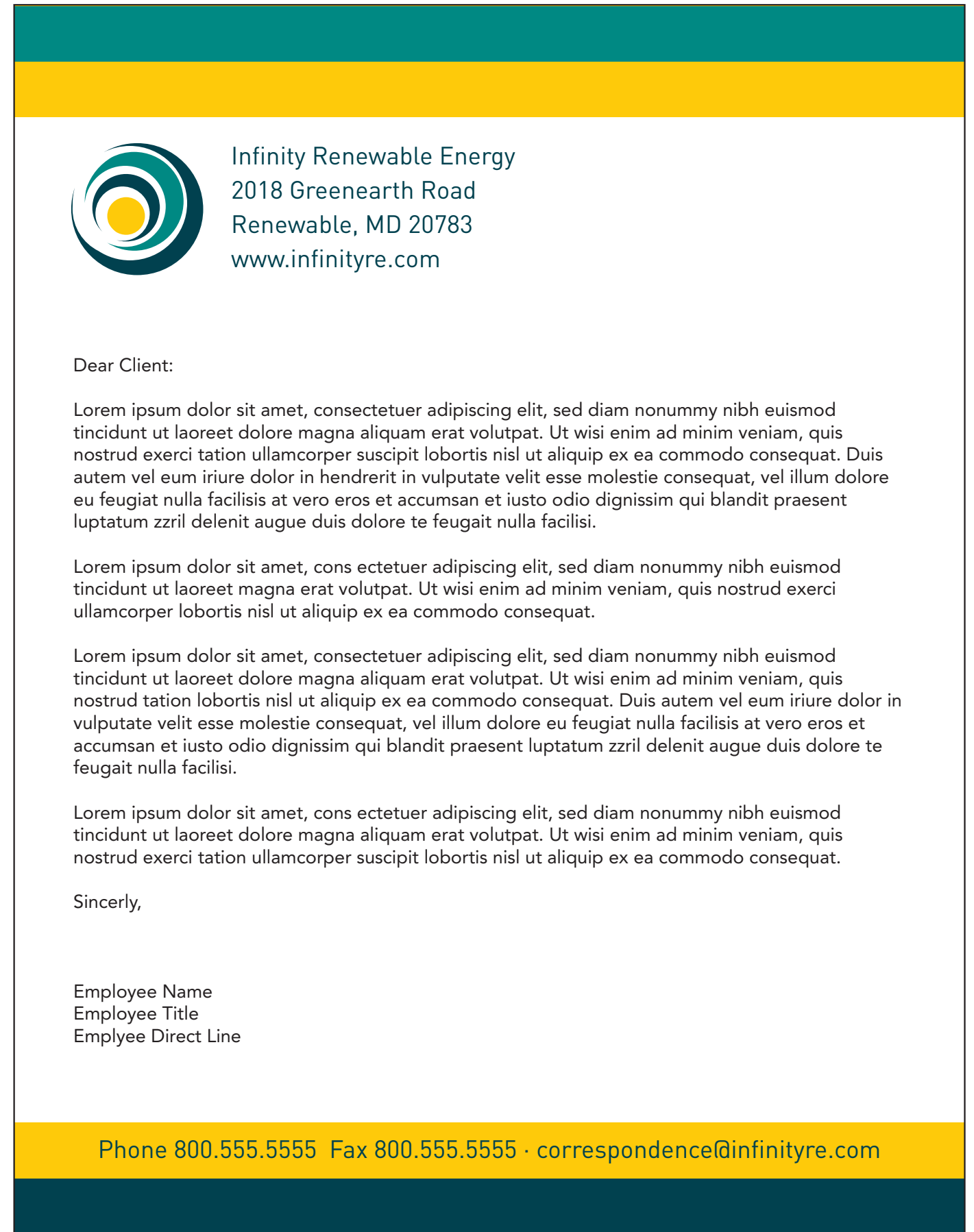
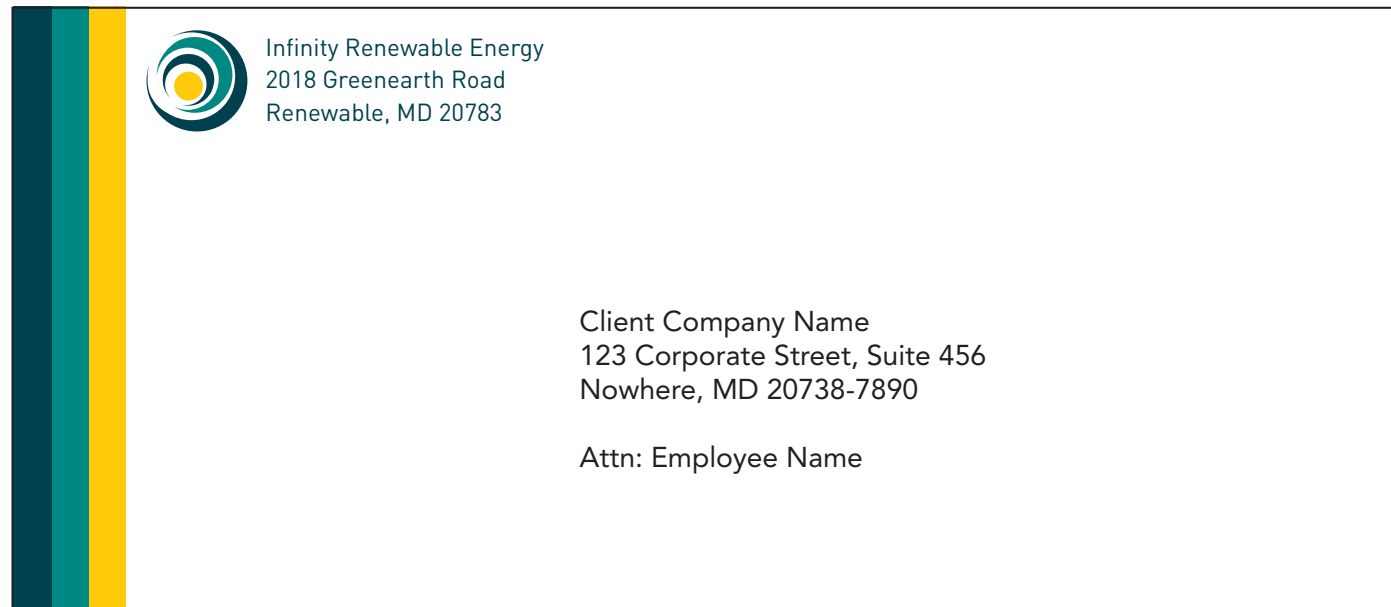
# STATIONARY

The stationary for IRE utilizes the principals and rules that have already been outlined in this manual. The letterhead and envelope have the symbol logo, this is the only exception to the rule that the symbol logo cannot be used alone.

Each business card must have the employees name and title on the card as well as their email address.

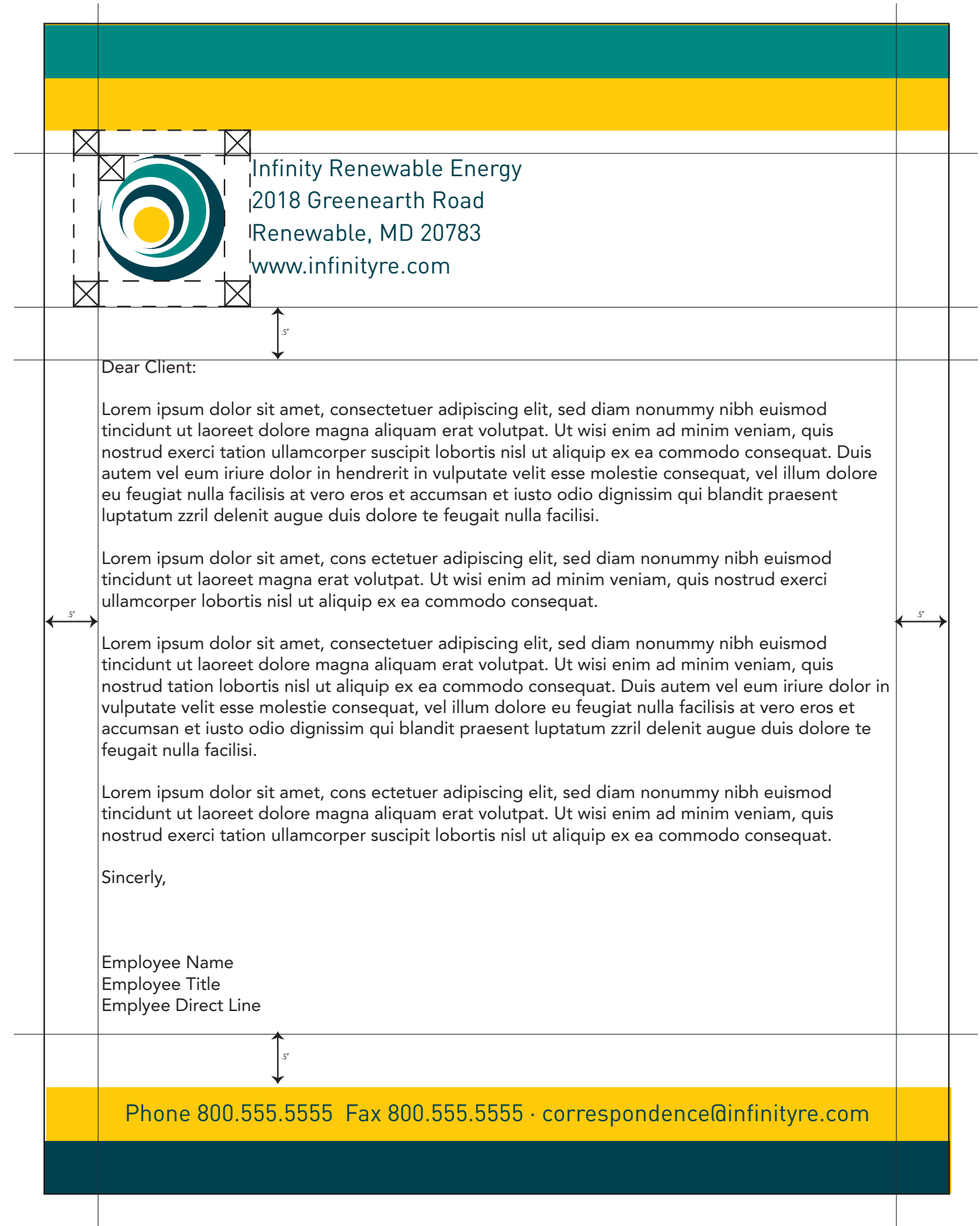
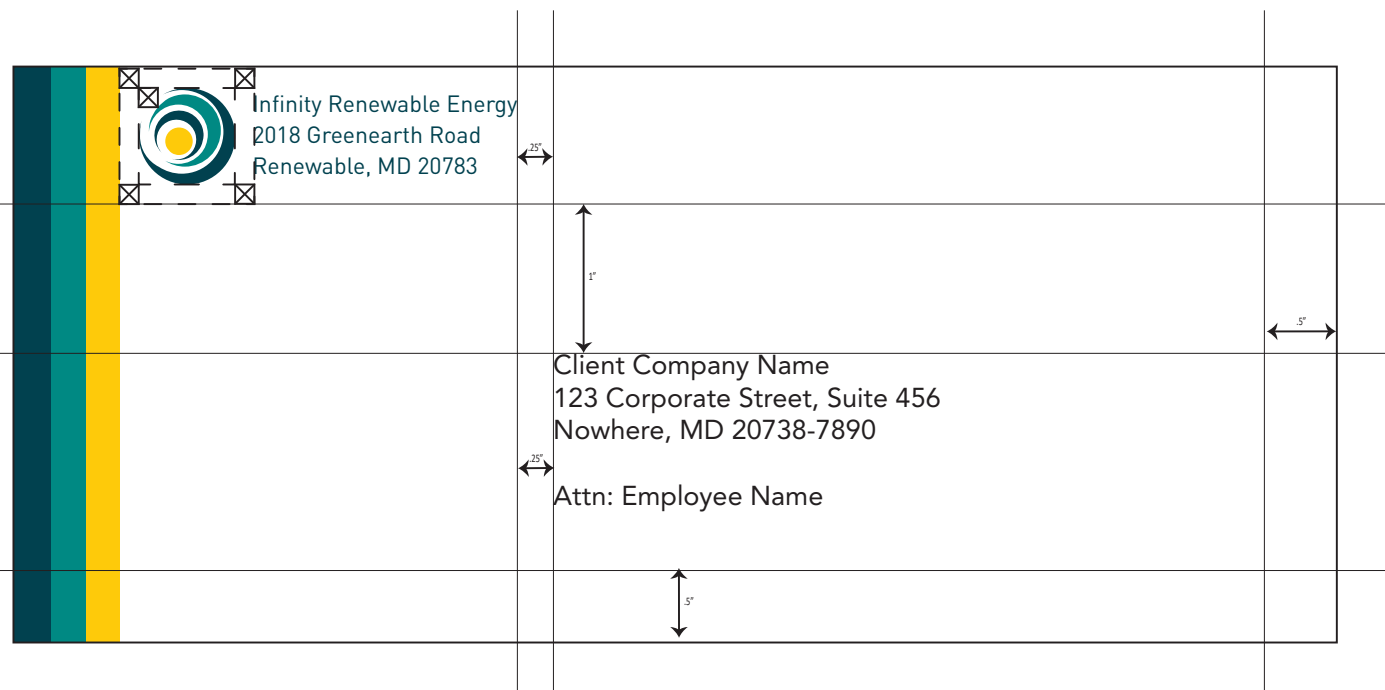
The envelope address should never have more than four lines. Always place suite or apartment numbers on the same line as the street address. Should the envelope need to reach a particular person at its destination, then that person's name should be the last line with a space between it and the address.

On the letterhead, the signature should never be on a second page by itself.



# STATIONARY SPECKS

For both the letterhead and envelope, they will be mass produced by a professional printer and the employees will not have to worry about the measurements for the return address. Employees must follow the measurement guidelines for the envelope address and the letterhead content and signature. See the images for measurements as well as clear space specifications.

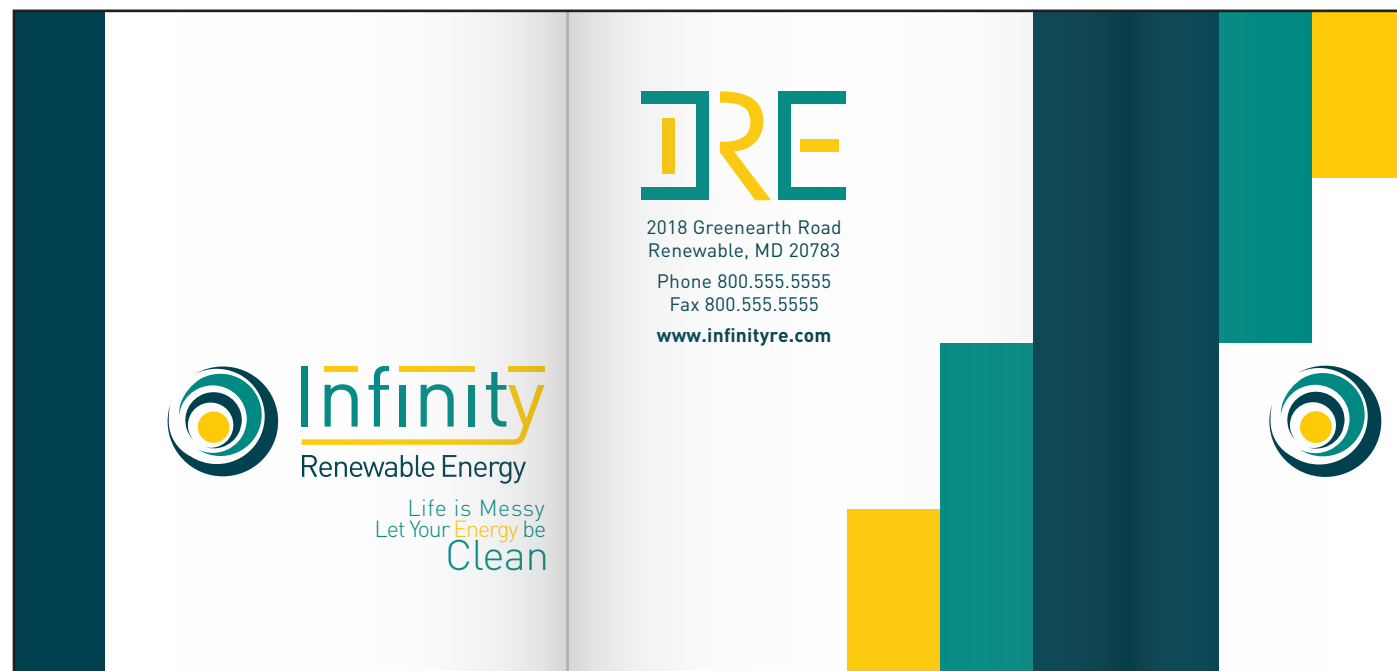


# FOLDERS

The IRE folder will be used to distribute company materials for current and potential clients. It will be used on various occasions in national and international events to distribute information such as promotional material, annual reports, and product information etc.

Folders can be very boring, therefore, our folder has a flap that folds over the front cover with the symbol logo and three stripes. When the flap is open, the symbol is in the same place on the cover, creating the illusion that it is in multiple places.

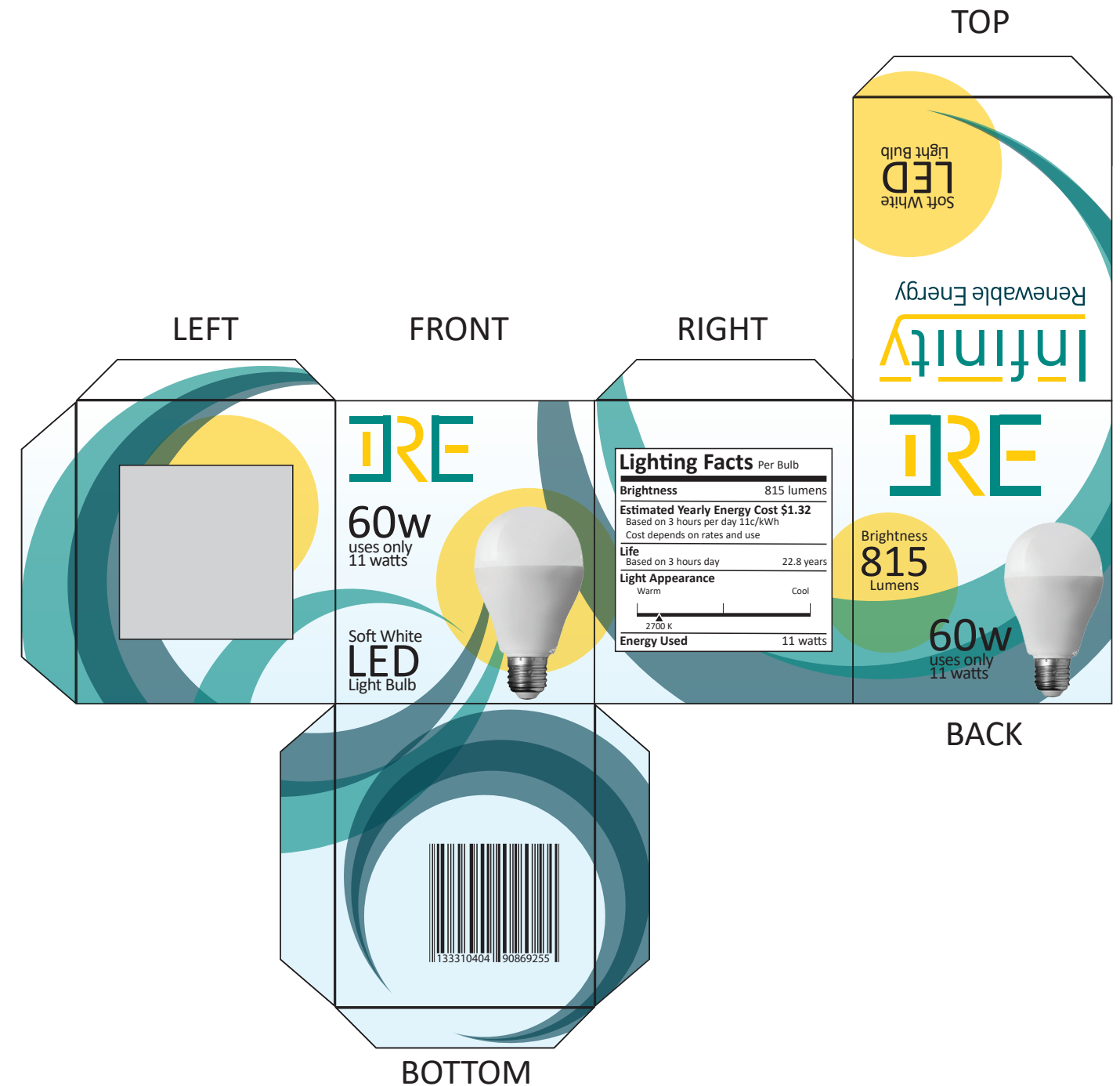
As additional folders are created for IRE, always include some type of unique item to set it apart from other companies, such as a cutout or flap.



# PACKAGING

IRE is expanding their business into the retail market. We have introduced many household and commercial products that save the consumer money as well as help protect the environment.

As we branch out and sell more and more products, it is essential that we maintain visual cohesion. The sample package of the Soft White LED Light Bulb adheres to the overall IRE color scheme. Additionally, the symbol logo was deconstructed in such a way that it is no longer recognizable as an IRE logo and placed in an overlapping esthetically pleasing manner using various transparencies. This is how all future packaging is to be created. Placement of shapes at creators discretion.





# WEBSITE

While the functionality of a website is important. We feel that the look is equally important. The IRE website should be consistent with the IRE brand and follow all the rules laid out in this manual. The combination logo should always be used on the website and no other. Maintain the three color stripes in the header of the webpage. There should never be any ambiguity as to what our company offers on the website.

The layout and formatting of content between the header and footer is up to the discretion of the web master, so long as it is consistent across the entire website.



Life is Messy, Let Your Energy be Clean!

Polycrystalline Solar Panels

Home | Solar | Wind | Hydrogen | Electric | Household | About | Contact | Locations

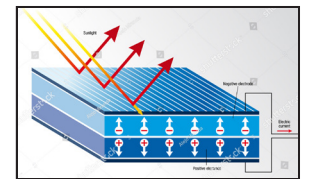


- Impulse
- Pelton
- Turgo
- Crossflow
- Reacti
- Propel
- Francis
- Gravity
- Reverse Screw
- Overshot

## Polycrystalline Solar Panels Most Popular Panel for Commercial Locations

Pololor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit aliquip ex ea commodo consequat. Duis autem vel eum iriure dicit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

How it all works



Professional Installation is included in the cost  
[Learn More](#)



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Life is Messy, Let Your Energy be Clean!

800.555.555

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## Welcome to Infinity Renewable Energy

### Clean Sustainable Energy for a Cleaner Future!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.



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Life is Messy, Let Your Energy be Clean!

Crossflow Impulse Wind Turbine

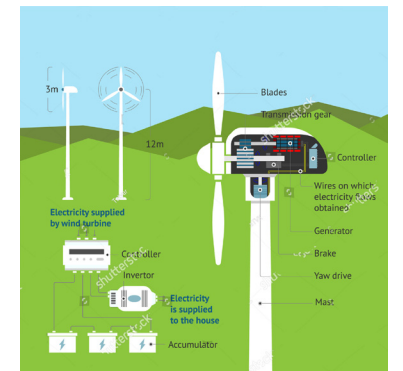
Home | Solar | Wind | Hydrogen | Electric | Household | About | Contact | Locations



## Crossflow Impulse Wind Turbine Our Most Popular Turbine for Commercial Locations

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci.

How it all works



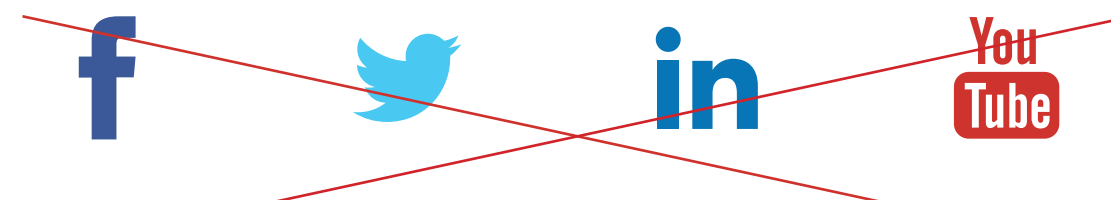
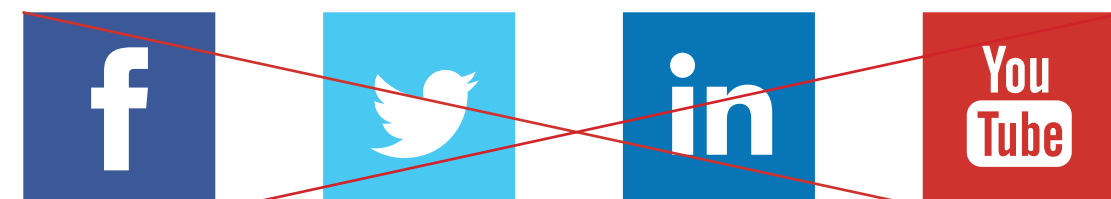
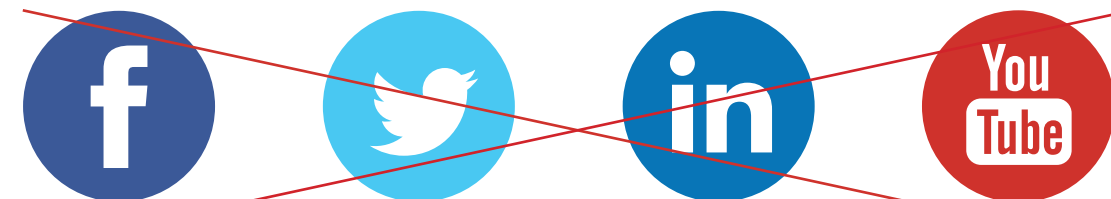
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# SOCIAL MEDIA

As a fortune 500 company, our image can sometimes look cold and uninviting to consumers, therefore we use social media as a way to warm up our image.

IRE only has social media on four platforms, Facebook, Twitter, LinkedIn, and YouTube. Always show in that order. Only black and white social media icons may be used. Only circle or square icons may be used. Full color, or icons not inside a circle or square may not be used. When placing on a dark background, the icons may be reversed so that the circle or square is white and the social media logo is black or the color of the dark background.





# NOTES





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