



**BRAND
IDENTITY
STYLE GUIDE**

INFINITY MEDIA CONCEPT

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INFINITY MEDIA CONCEPT

LOGO + USAGE GUIDELINES



LOGO

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Logotype

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Shape

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

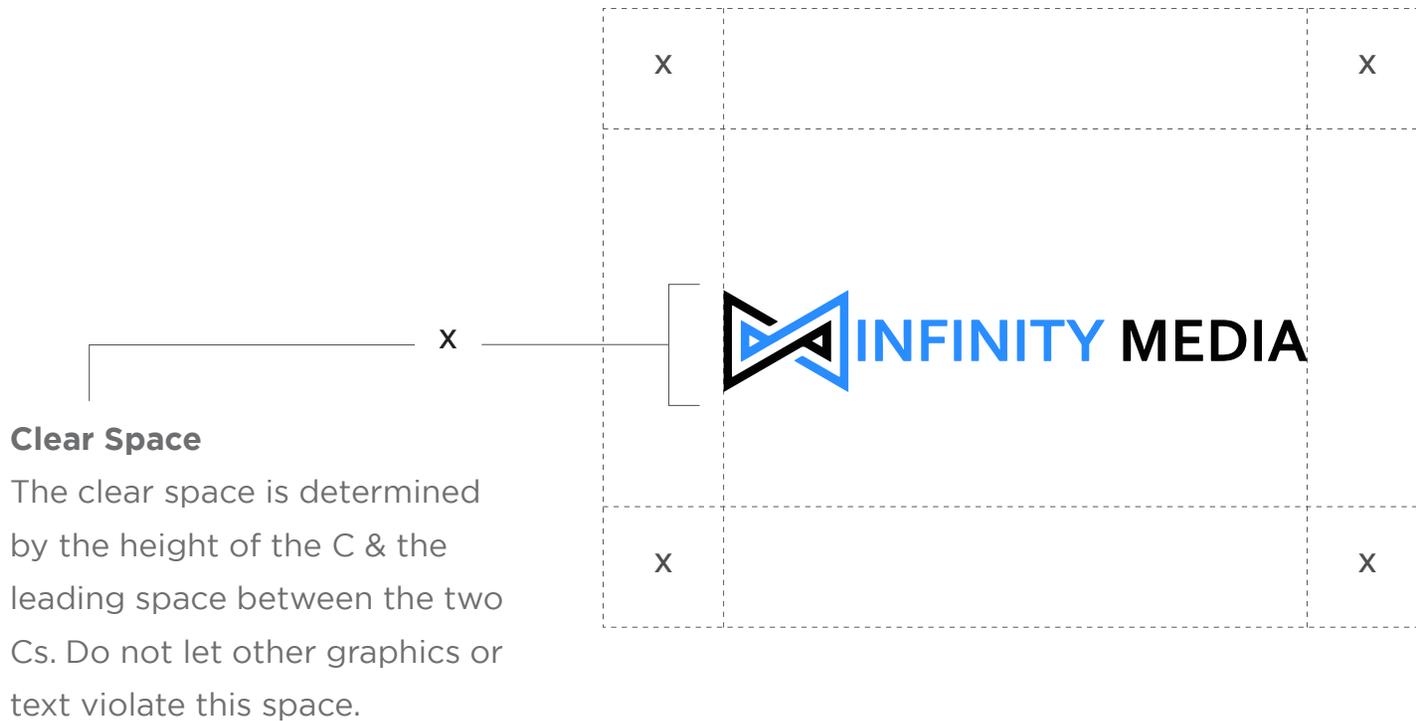


LOGO

CLEAR SPACE

A clear space is defined to maintained the signature's integrity. If the minimum clear space is not applied, the signature's impact will be compromised.

Do not allow any graphic elements, such as copy, photography or background patterns, to clutter up the clear space.



LOGO

COLOR PALETTE



COLOR VARIATIONS

One Color

The preferred colors for offset printing are Pantone® 186 C and black.

One Color Negative

The one color negative logo may be used on dark backgrounds—100% to 60% tint and photographic backgrounds that create enough contrast for the logo to stand out.

Black and White

The black and white logo may be used only positive and never reverse. The logo should not appear in a screen tint of black.

Do not use the black and white logo for any print jobs where color is available.

LOGO



Pantone® 186

Used primarily when printed on promotional material: stationery, packaging, presentation folders, direct mail.



4-color CMYK

Used primarily for desktop printing: any kind of 4-color print materials.



RGB

Used for all forms of digital and electronic media and on the web.



1-color negative

Used primarily on dark backgrounds that create enough contrast for logotype to stand out (100% to 60% screen tint).



1-color positive

Used primarily for limited color jobs when the full color signature cannot be achieved.

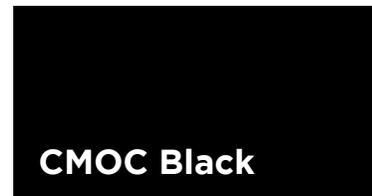


Negative color

Used sparingly, should be; only for limited use where the logo is needed in a simplified and subtle way.

MAIN COLOR PALETTE

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PMS —
C0 M0 Y0 K0
R0 G0 B0
#000000



PMS —
C71 M43 Y0 K0
R41 G141 B255
#298dff



PMS —
C0 M0 Y0 K0
R255 G255 B255
#ffffff



PMS Cool Gray 4
C27 M21 Y22 K0
R187 G187 B187
#bbbbbb

COLOR PALETTE

TYPOGRAPHY



PRINT FONT

The Gotham font family is the primary font to be used for brand collateral and other print materials. Gotham Thin should be used for secondary headlines and body, Gotham Bold is to be used for all main headlines.

Abcd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*

Gotham Bold

Used for Heading 1 and Heading 2. Most often in CMOC Red, White, or as a watermark.

Abcd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*

Gotham Medium

Used for Heading 3 and Heading 4 Titles. Most often in CMOC Red, White, or Black.

Abcd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*

Gotham Thin

Used for body copy, image and chart captions in CMOC Dark Grey..

OFFICE DOCUMENTS FONT REPLACEMENT

For the office documents such as Microsoft Word and Powerpoints, we require usage of Calibri font to guarantee the consistency across all systems. It also provides editing accessibility for non-creative teams and individuals.

Abcd

Calibri Bold

Used only for documents that will be handed off to non-creative teams to edit (i.e., PowerPoint presentations).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

Abcd

Calibri Regular

Used only for documents that will be handed off to non-creative teams to edit (i.e., PowerPoint presentations).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

GRAPHIC ELEMENT



GENERAL

Imagery plays an important role in Infinity Media brand as integral part of its own brand identity and also part of an authority leadership content Infinity Media produces. This content includes programs, initiatives, and campaigns; online and live events; reports, white papers, infographics; Infinity Media website, microsites, print digital publications, marketing and advertising; co-sponsored content, etc. To ensure brand integrity of the Infinity Media assets, it is important that the imagery can be described as:

Bold: This is the marketing industry. Bold imagery captivates viewers.

Clever: Clever and playful uses of imagery, whether it is a metaphor or simply a goofy character.

Practical: If layering type over your imagery, Photoshop shades of light or dark to increase the contrast and readability. Be subtle and elegant or else this tactic will look outdated and cheesy.

Modern: Use modern and on-trend images and techniques to best represent the brand

GRAPHIC ELEMENT

GRAPHIC ILLUSTRATIONS

Graphic illustration is an effective way to visually convey business concepts and ideas otherwise impossible to illustrate with photography.

Graphic illustration is widely used across such types of applications as Infinity Media powerpoints, reports and infographics.

The style of graphic illustrations we use is flat, minimalistic and concise.

Always include colors from Infinity Media's main color palette for creating the connection with the brand.



GRAPHIC ELEMENT

PHOTOGRAPHY

Photography style for Infinity Media as an organization is reflecting reflecting its values, mission, status and audience.

- **Style:** Clean and in-focus, sharp and crisp
- **Content:** Business leaders collaborating, having a dialogue or exchanging opinions. Image to reflect global and diverse nature of Infinity Media membership base. The details of the photo such as interior, furniture, clothing, devices and electronics used - are modern, and up-to-date.
- **Composition:** The powerful and interesting composition, cropping and angle of the photo is dictated by the need of the creative and meda. We also like to use image composites as a powerful way to convey a message.
- **Effects:** For certain type of collateral we allow to use such effects as color shading to allow the white text over the image.



GRAPHIC ELEMENT

PHOTOGRAPHY

Icons play a large role in the Infinity Media website and authority leadership content.

Icon's primary role is to guide a visitor or a reader through the content. Do not tamper with the vector files of the icons. They have been designed to have equal stroke weights and be of equal proportions to one another.

If additional icons are to be created, keep in mind the following:

- The size of the icon must be made equal to existing icons (compare to a similar vertical or horizontal icon in our library of Infinity Media icons).
- The icon's stroke must be of equal weight to the existing icons.
- Design balanced icon imagery that is a mixed use of positive and negative space.



Search



Calendar



Blog



Infographic



Program



Event



Report



Media



Expert



Survey



Publication



Resources



Press



News



Executive



Microsite



Add



Advisory



Partner



Video Series



Dinner



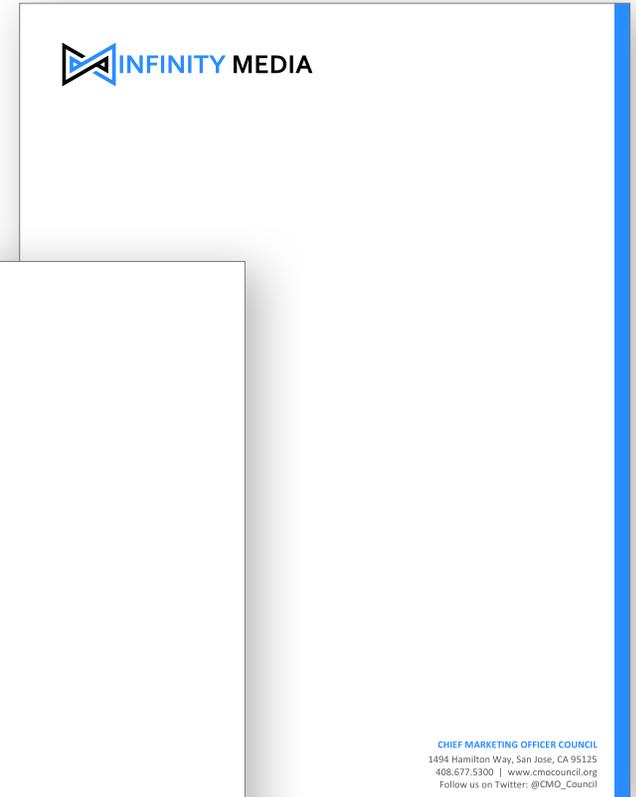
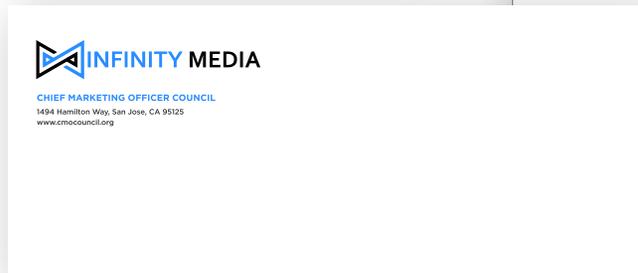
Webcast

GRAPHIC ELEMENT

STATIONERY

CMO COUNCIL stationery includes:

- Business Cards
- Letterhead
- Return Envelope



External Use

Internal Use

