

FINITLESS

BRAND GUIDELINES

THE LOGO

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THE IDEA

$N + \infty$

“The idea is letter N plus infinity symbol”.

BRAND STAMP

The brand stamp is an extension of the brand itself. This stamp can be used with or without the main logo.
The brand stamp must be resized proportionately, never to be stretched.
Use the brand stamp files supplied, under no circumstances should the icon be modified or recreated.



COLOUR



GRADATION

BLUE TO PINK

RGB 0, 204, 255

TO

RGB 255, 0, 255

BLACK

CMYK 100, 100, 100, 100

RGB 0, 0, 0

HEX #000000

WHITE

CMYK 0, 0, 0, 0

RGB 255 255, 255

HEX #FFFFFF

TYPOGRAPHY

FONT

Titles

BEASIGNE

Regular

Sentence Case

abcdefghijklm

nopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789

THE END