



INFINITY
RENEWABLE ENERGY

VISUAL IDENTITY SYSTEM MANUAL

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INTRODUCTION

The goal of this VIS manual is to establish a clear, consistent and unique visual identity for Infinity Renewable Energy. We understand the importance of a strong visual identity in conveying our mission, values, and commitment to renewable energy. Our brand identity reflects our dedication to innovation, sustainability, and excellence in the renewable energy sector.

This manual outlines the key elements of our visual identity, including our logo, colors, typography, imagery, and design principles. By adhering to these guidelines, we ensure that every communication piece, whether it's a website, brochure, presentation, or advertisement, accurately represents the essence of Infinity Renewable Energy.

Thank you for your commitment to upholding the visual integrity of the Infinity Renewable Energy brand. Together, we will continue to make a positive impact in the renewable energy industry and beyond.

MISSION STATEMENT

Infinity Renewable Energy is leading a quest towards a cleaner and brighter future through the use of technological advancements within the realm of renewable energy. With vigor and passion in providing a healthier ecosystem and accelerating the advancements in renewable energy technology, we will create a healthier earth. Through strong global partnerships, research and creation of new energy saving products anything is possible.

SAVE ENERGY TODAY FOR A BRIGHTER TOMORROW

LOGOS

COLOR LOGOS

SYMBOL



LETTERMARK



WORDMARK



COMBINATION



GRAYSCALE LOGOS

SYMBOL



LETTERMARK



WORDMARK



COMBINATION



CLEAR SPACE

SYMBOL



The clear space is made with a square that starts from the near the center of the logo. The top right corner touches the white, then the square extends to the outer edge of the circle where the bottom left corner of the square will touch.

LETTERMARK



The clear space is made using a rectangle that is made with the top half of the R. The rectangle is layed on its side on top and bottom, while the rectangle remains upright on the left and right side of the logo.

CLEAR SPACE

WORDMARK



The clear space is made using masquare created based off of the Y in "energy". On the left and right side of the logo the Y would be laying on its side. On the top and bottom of the logo the Y would remain upright.

COMBINATION



The combination logo is a combination of the symbol logo and the wordmark logo. The symbol logo is aligned next to the left of the wordmark logo. height of both logos will be ethe same. The distance between the two will be equal to the clear space made by the symbol clear space.

LOGO MINIMUM SIZE SPECIFICATION

No smaller than .25 inches in height and width for symbol logos.

At least 1.5 inches in width and .375 inches in height is recommended for both combination and wordmark logos.

For lettermark logos it is recommended to have at least .25 height and .3 width.

Using these measurements allow for the logos to maintain clarity and recognizability despite its small size.

SYMBOL



LETTERMARK



WORDMARK



COMBINATION



LOGO DONT'S



Do NOT squish the logos both length wise nor height wise.



Do NOT slant or italicize the logos.



Do NOT use a colored background behind the logo.

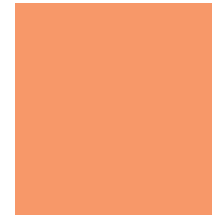
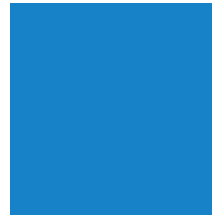
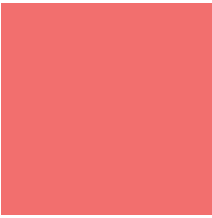
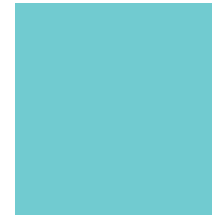
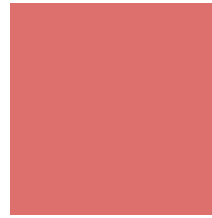
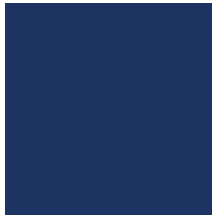
LOGO DON'TS



Do NOT stretch the logos both length wise nor height wise.



Do NOT violate the clearspace.



COLORS

PRIMARY COLORS



#e2744b

R 226
G 116
B 75

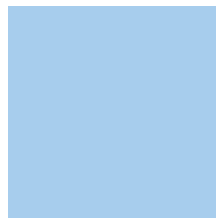
C 0
M 49
Y 67
K 11



#4693cf

R 70
G 147
B 207

C 66
M 29
Y 0
K 19



#a7cded

R 167
G 205
B 237

C 66
M 29
Y 0
K 19

The primary colors give a feeling of clean energy through the use of bright and bold colors. The blues give the impression of the endless skies and the orange give off the warmth of the sun.

These colors will primarily be seen and used in the main logos used for the brand.

SUPPLEMENTARY COLORS



#f2706e

R	242	C	0
G	112	M	54
B	110	Y	55
		K	5



#fab054

R	250	C	0
G	176	M	30
B	84	Y	66
		K	2



#1782c7

R	23	C	88
G	130	M	35
B	199	Y	0
		K	22

The supplementary colors can be seen used on a graph within our website. It is used for pops of color as needed on small or minor elements.

SECONDARY COLORS



#f79768

R 247
G 151
B 10

C 0
M 39
Y 96
K 3



#4166b0

R 65
G 102
B 176

C 63
M 42
Y 0
K 31



#3399cc

R 51
G 153
B 204

C 75
M 25
Y 0
K 20

This set of secondary colors can be seen used in stationery such as the business folder and the professional document.

SECONDARY COLORS



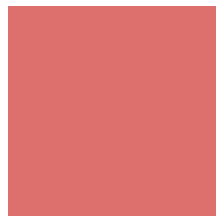
#71cbd0

R	113	C	46
G	203	M	2
B	208	Y	0
		K	18



#1d3463

R	29	C	71
G	52	M	47
B	99	Y	0
		K	61



#dd6f6d

R	221	C	0
G	111	M	50
B	109	Y	51
		K	13

The primary colors give a feeling of clean energy through the use of bright and bold colors. The blues give the impression of the endless skies and the orange give off the warmth of the sun.

These colors will primarily be seen and used in the main logos used for the brand.

TYPEFACES

FONTS

Font types will primarily be written Poppins (Bold, SemiBold, and Regular), Real Head Pro (Regular or Bold), and Acumin Variable Concept Regular.

Font size will variate depending on usage. It will primarily be between 10-14 pt for standard body text. Headers could reach extremely large pts such as 50

Poppins (Bold)
Poppins (SemiBold)
Poppins (Regular)

Real Head Pro (Bold)
Real Head Pro (Regular)

Acumin Variable Concept (Regular)

ALPHABET

Poppins (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins (SemiBold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ALPHABET

Real Head Pro (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Real Head Pro (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

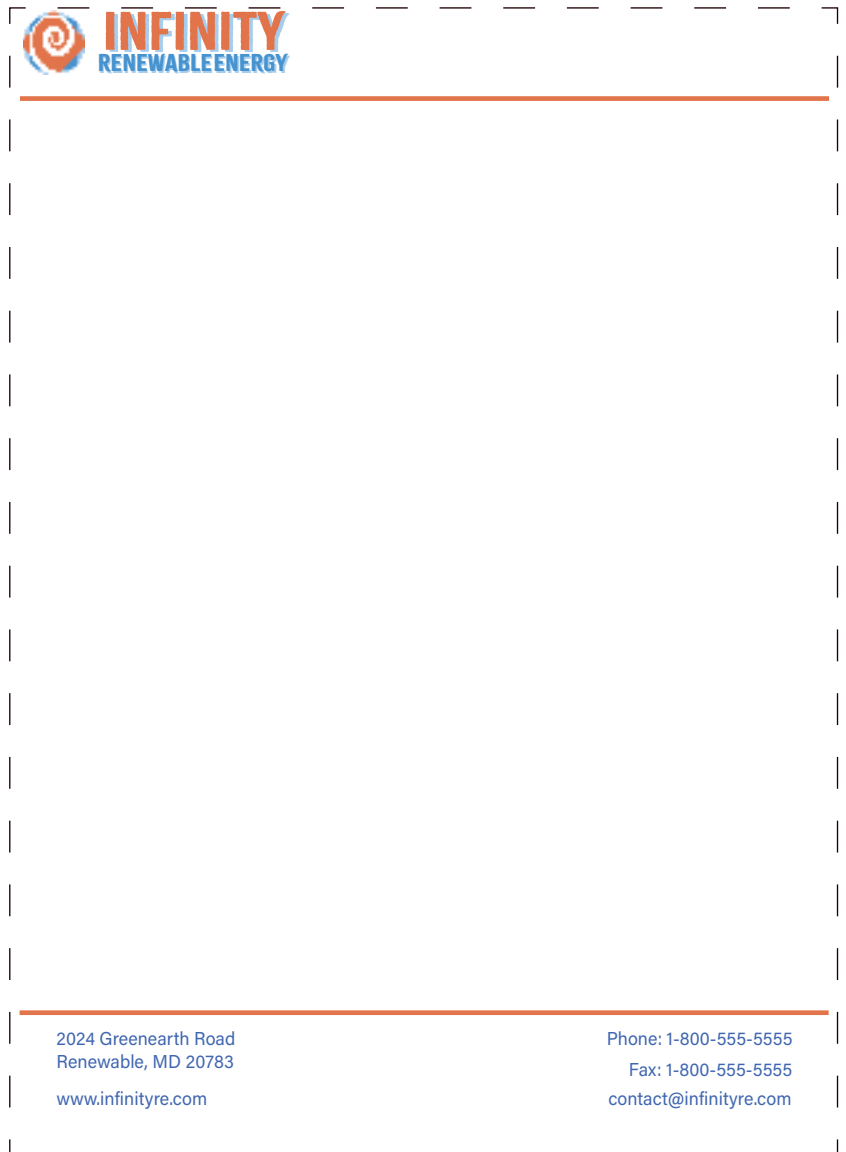
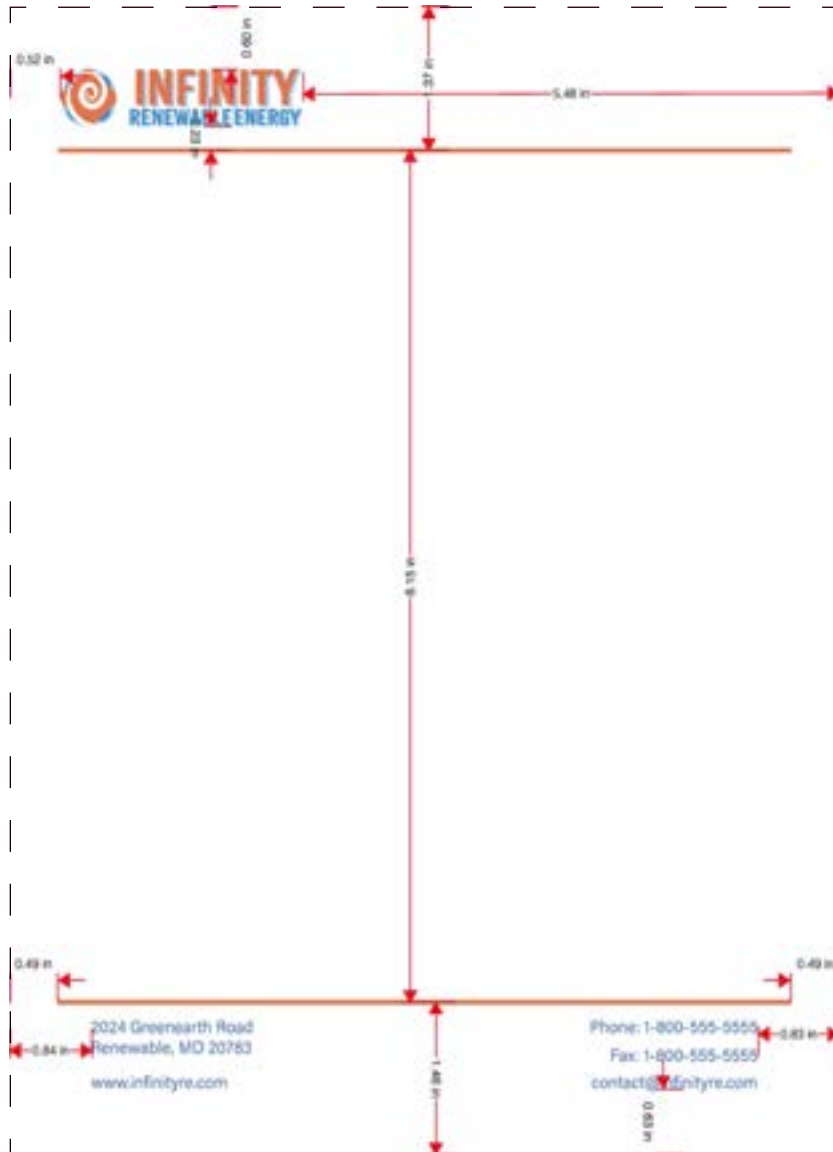
Acumin Variable Concept (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

STATIONERY

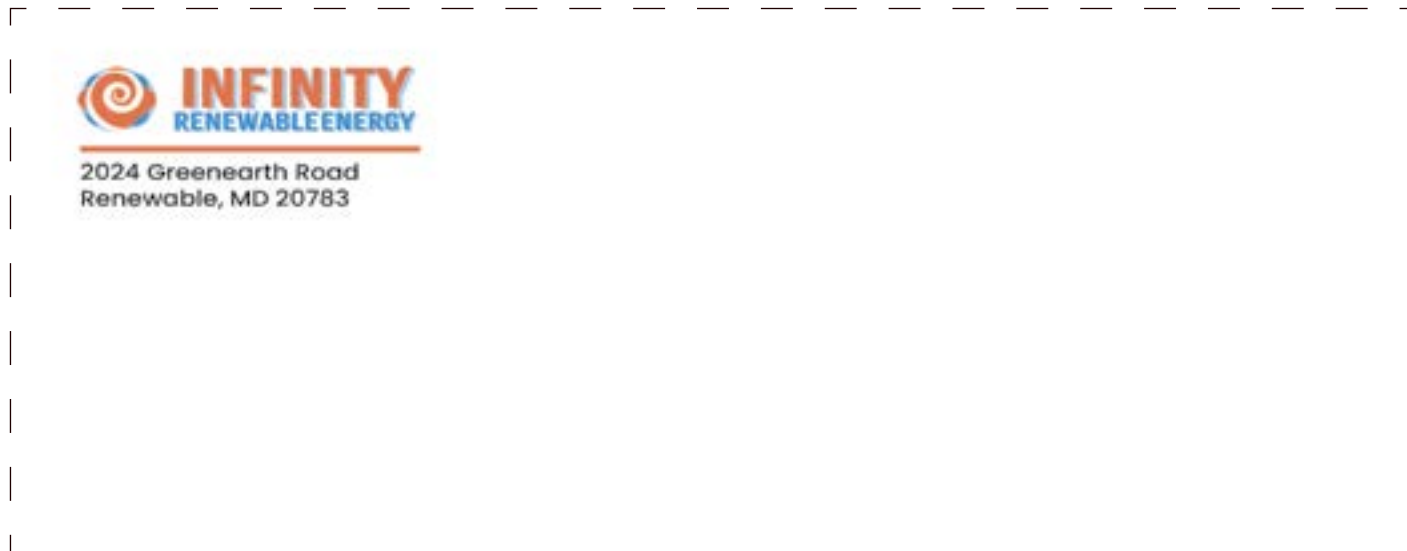
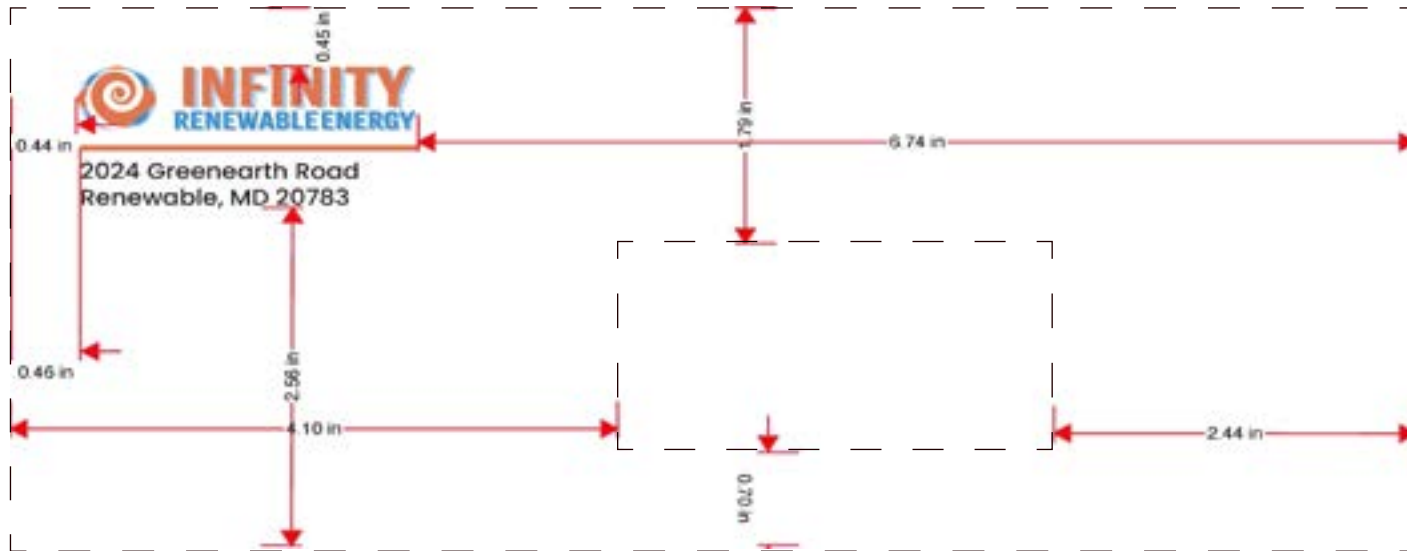
LETTERHEAD



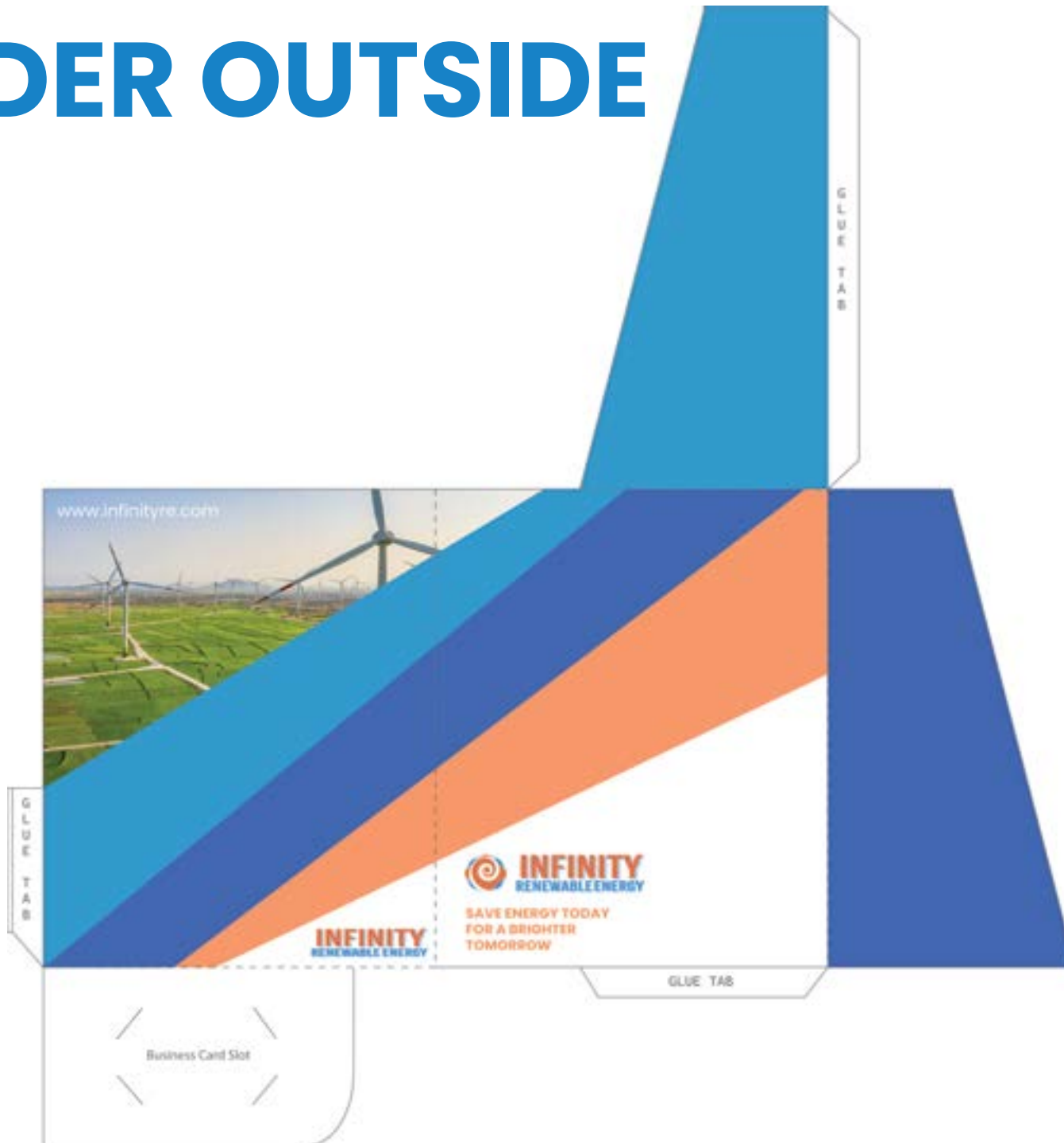
BUSINESS CARD



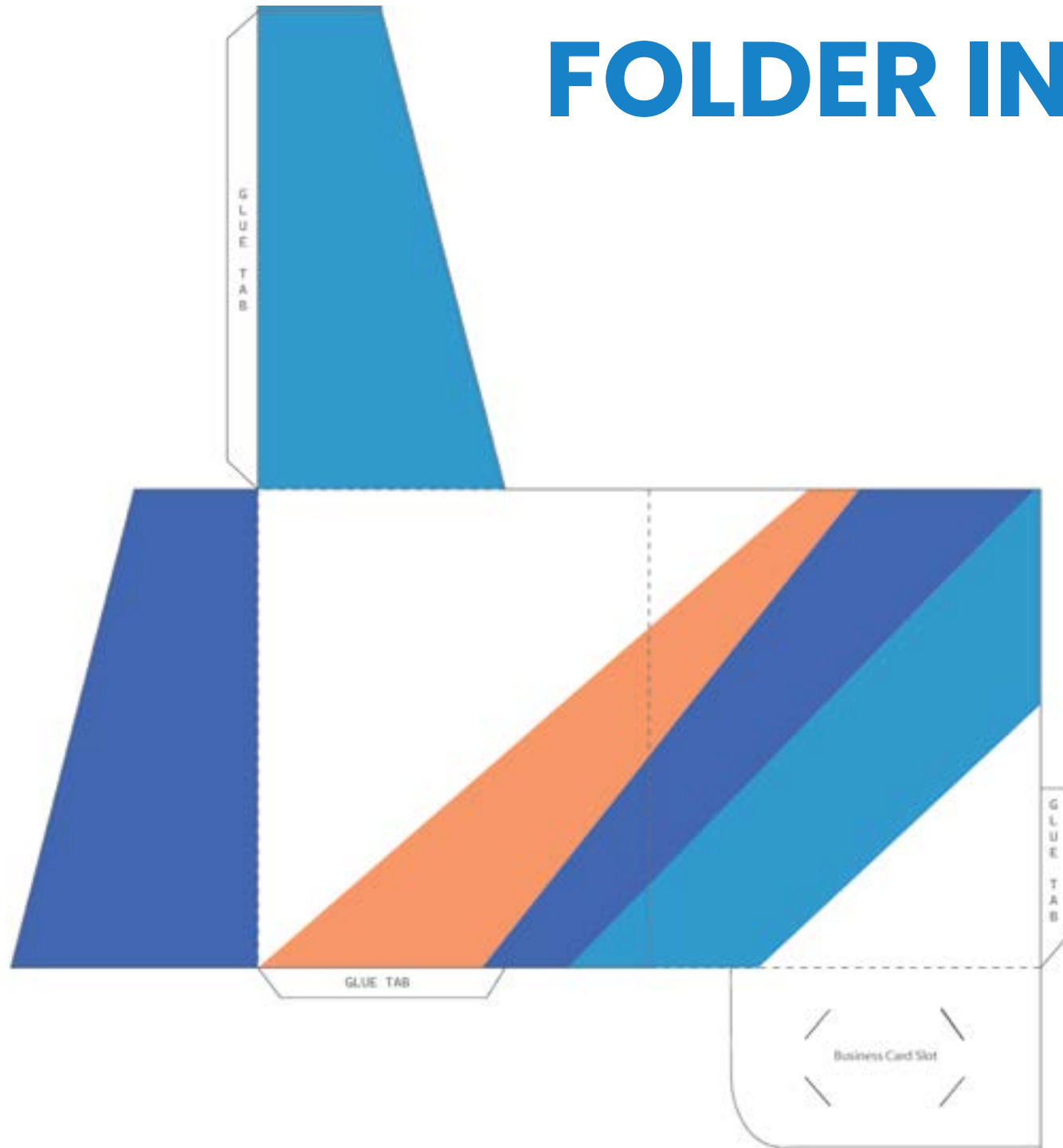
ENVELOPE



FOLDER OUTSIDE



FOLDER INSIDE



PROFESSIONAL DOCUMENT



INFINITY RENEWABLE ENERGY

SAVE ENERGY TODAY FOR A BRIGHTER TOMORROW



OUR PRODUCTS AND SERVICES INCLUDE BUT ARE NOT LIMITED TO:



Solar Panel and battery bank Installation



Energy Efficient lighting systems



High efficiency heating & cooling

2024 Greenworth Road
Baltimore, MD 20783
does@infinityre.com
Phone: 1-800-555-5555
Fax: 1-800-555-5555
www.infinityre.com

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The professional document will consist of a side bar with the main points of the document. The lettermark logo will be displayed above the side bar with a white background. The titles and headers of each paragraph will be of a different color from the body text. The titles and headers will also be two points larger than the body text.

IRE WEBSITE & ONLINE PAGES

The website provides a fresh feeling with bright green imagery. The bold blue colors help it stand out. Black bars are used to help with easy identification of the navigational tools and links. Arrows are prominently displayed with text to click on for getting to additional info. The contents of the site represent the vast amount of information on products, services, and knowledge the company has.

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Infinity Renewable Energy strives to accelerate the advancements in renewable energy technology for a cleaner and better earth.

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[HYDRO](#)
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- HEATING & COOLING
- AIR SEALING
- SOLAR PANNEL INSTALLATION
- BATTERY BANK INSTALLATION**
- LIGHTING SYSTEMS REWORK
- TURBINE INSTALLATION
- BLADE REPAIR



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[PRODUCTS >> SOLAR PANELS](#)

SOLAR PANELS



Infinity Renewable Energy Tempore Siminul Lorest Qui

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Benefits for Businesses and Landowners

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[SERVICES](#) >> [BATTERY INSTALLATION](#)

BATTERY BANK INSTALLATION



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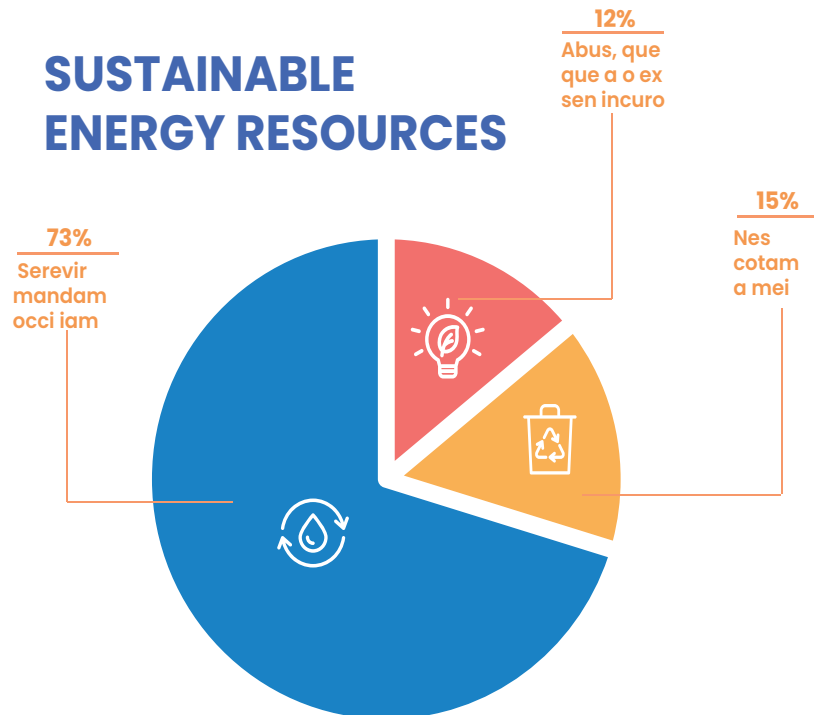
RESEARCH



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[RESEARCH >> SUSTAINABLE ENERGY](#)

SUSTAINABLE ENERGY RESOURCES



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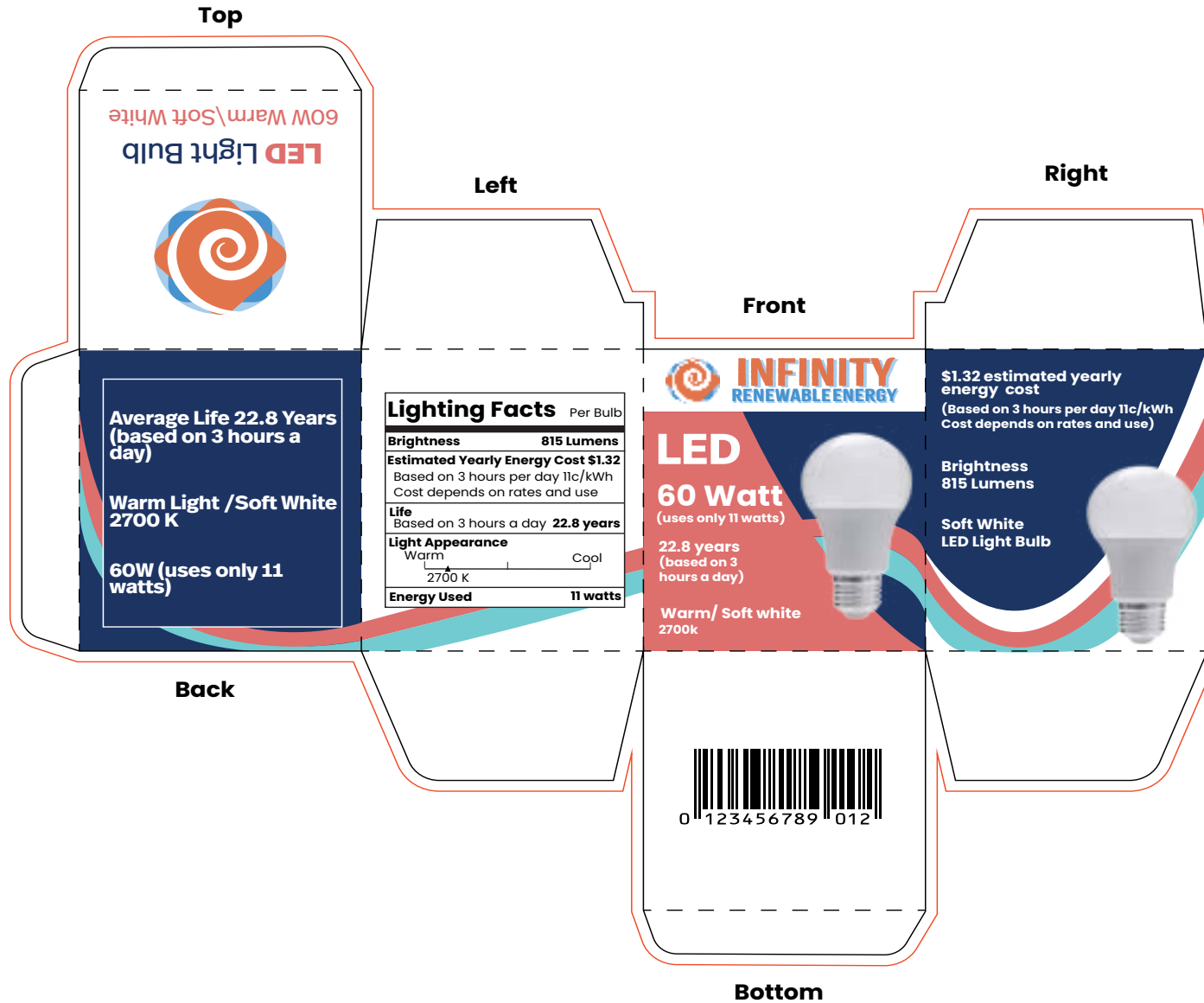
PACKAGING

Packaging will often have a swirling design of some sort. This is to give it the same feeling that the logo itself gives with its own swirl. The eyes will loop around the swirling pattern as it gives interest. A logo will also be prominently displayed on at least one side of the box and name the company.

Font will likely consist of Poppins and Real Head Pro. The titles often will be bold with subsets being semi-bold. Information that is deemed more important will be more prominently displayed through the usage of bolder font and larger point size.

Colors will most likely be pulled from a secondary set of colors.

LIGHTBULB PACKAGING





LED Light Bulb
60W Warm/Soft White



INFINITY
RENEWABLEENERGY

LED

60 Watt
(uses only 11 watts)

22.8 years
(based on 3
hours a day)

Warm/Soft white
2700k



\$1.32 estimated yearly
energy cost
(Based on 3 hours per day @ 10¢/kWh
Cost depends on rates and use)

Brightness
815 Lumens

Soft White
LED Light Bulb



LED Light Bulb
60W Warm/Soft White

Average Life 22.8 Years
(based on 3 hours a day)

Warm Light /Soft White
2700 K

60W (uses only 11 watts)

Lighting Facts

	Per Bulb
Brightness	815 Lumens
Estimated Yearly Energy Cost	\$1.52
Based on 3 hours per day (10 kWh)	
Cost depends on rates and use	
Life	22.8 years
Based on 3 hours a day	
Light Appearance	Cool
Warm	
2700 K	
Energy used	11 watts



Average Life 22.8 Years
(based on 3 hours a
day)
Warm Light / Soft White
2700 K
60W (uses only 11
watts)

\$1.32 estimated yearly
energy cost
(based on 3 hours per day, 100kwh
cost depends on rates and use)
Brightness
815 Lumens
Soft White
LED Light Bulb

IMAGERY





