



Visual Identity Manual

*“The earth is our home, and it’s time
we committed to keeping it that way.”
-IRE founder*

As the name indicates, Infinity Renewable Energy is committed to creating infinite renewable energy with services and products that use and generate clean energy that can be derived from a clean, renewable resource. Infinity Renewable Energy is committed to creating a sustainable future with high-tech innovations and extensive conservation programs.

Infinity Renewable Resources is invested in clean energy innovation, from LED light bulbs to high-efficiency wind turbines. Over the years, IRE has committed to innovating and revolutionizing the world of clean, renewable energy with one goal: reducing humanity’s carbon footprint and creating a cleaner future.



More About Infinity Renewable Energy

Infinity Renewable Energy (IRE) is a Fortune 500 multinational energy company that specializes in research and production of sustainable energy sources and is known for producing high-tech and cutting-edge products to help reduce the use of fossil fuels; some of these products include solar cells, wind turbines, hydrogen-based technologies, and so much more.

Infinity Renewable Energy is not only interested in creating new solutions to sustainable energy demands but also in conservation and protecting the natural resources we already have; this is why Infinity Renewable Energy is committed to supporting conservation efforts done both locally and around the world as well as providing accessible education about the importance of sustainable living. Infinity Renewable is proud to be a global leader in the renewable energy industry and continues to meet the needs of its market both globally and locally.

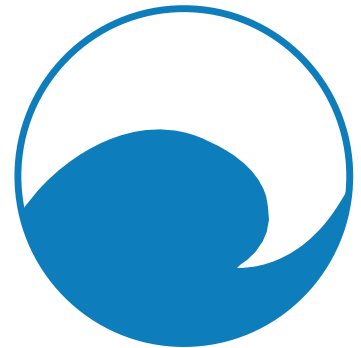


Logo Guidelines

Combination Logo



Symbol Logo



Wordmark Logo



Lettermark Logo



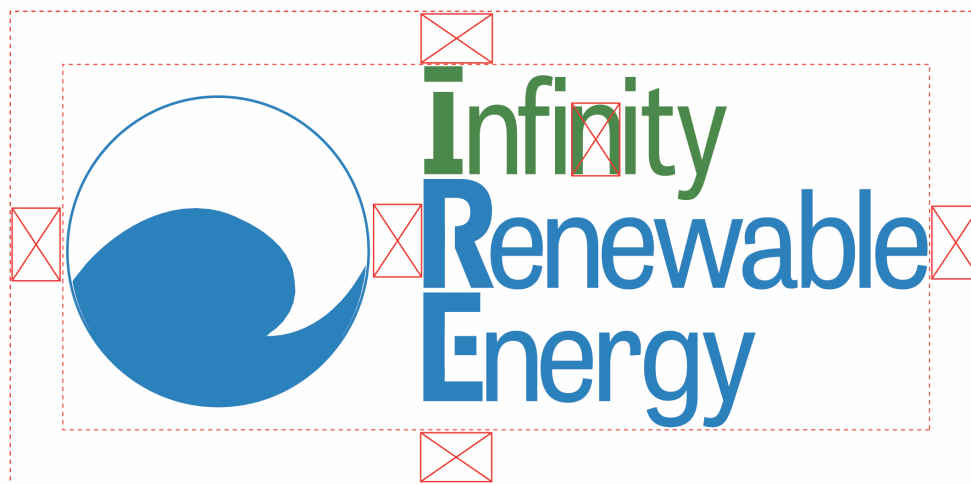


Minimum Combination

Combination Logo- 0.50 in x 1.15 in

Combination Logo Clear Space

Equals the width and height of the letter N. This applies to the space between the symbol and wordmark logo and the outer boundary.

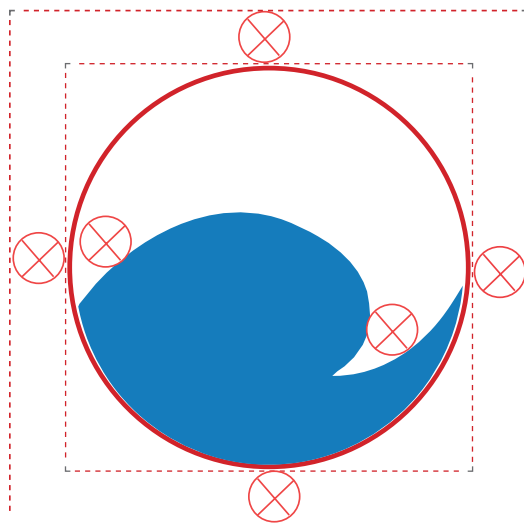


Minimum Logo Size

Symbol Logo - 0.25 in x 0.25 in

Symbol Logo Clear Space

Equals the space between the meeting points of the white and blue shapes within the logo.

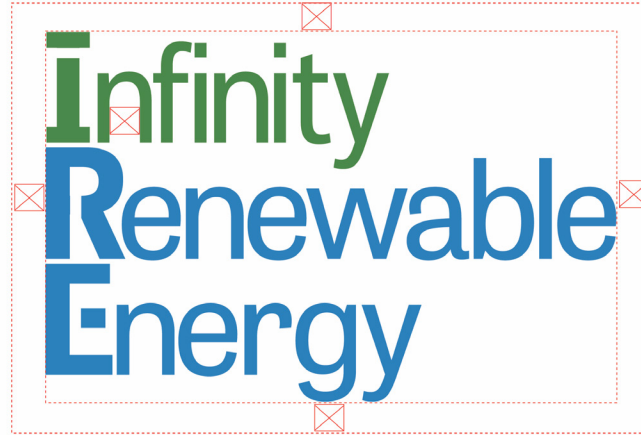


Minimum Logo Size

Wordmark Logo- 0.50 in x 0.75 in

Wordmark Logo Clear Space

Equals the clear space between the letter N.

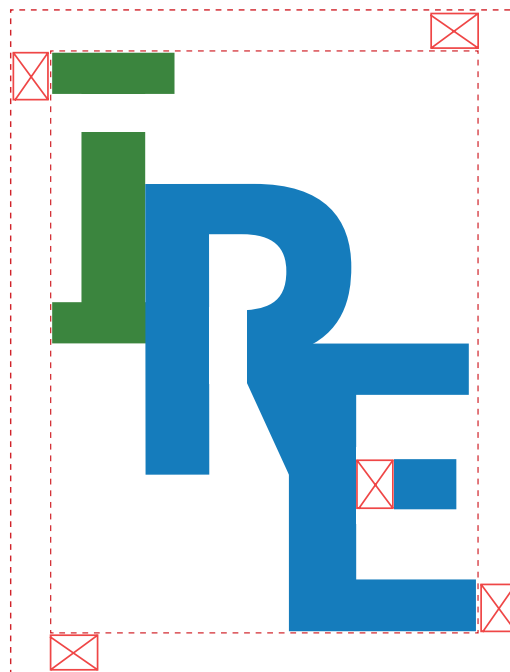


Minimum Logo Size

Lettermark Logo - 0.75 in x 0.50 in

Lettermark Logo Clear Space

Equals the space between the middle line in the letter E.



Logo Guidelines - Errors to Avoid

Do not change, edit, crop, or distort the logo designs in any way!

This includes:

- Changing the font
- Rotating the logo design
- Distorting the size or shape of the logo
- Changing the color of the logo
- Cropping any logo design elements
- Adding background graphics or color

Examples of Unacceptable Logo Usage

Logo Rotation



Change of Font

Infinity
Renewable
Energy

Color Changes



Logo Distortion



Letterhead Design

Company letterhead should always be in this simple design with the IRE combination logo at the top center of the letterhead and company info including, email, URL, address, phone number, and fax number located at the bottom center of the letterhead. The center of the stationary should always remain free of additional designs.



E-mail: contact@infinityre.com
URL: www.infinityre.com

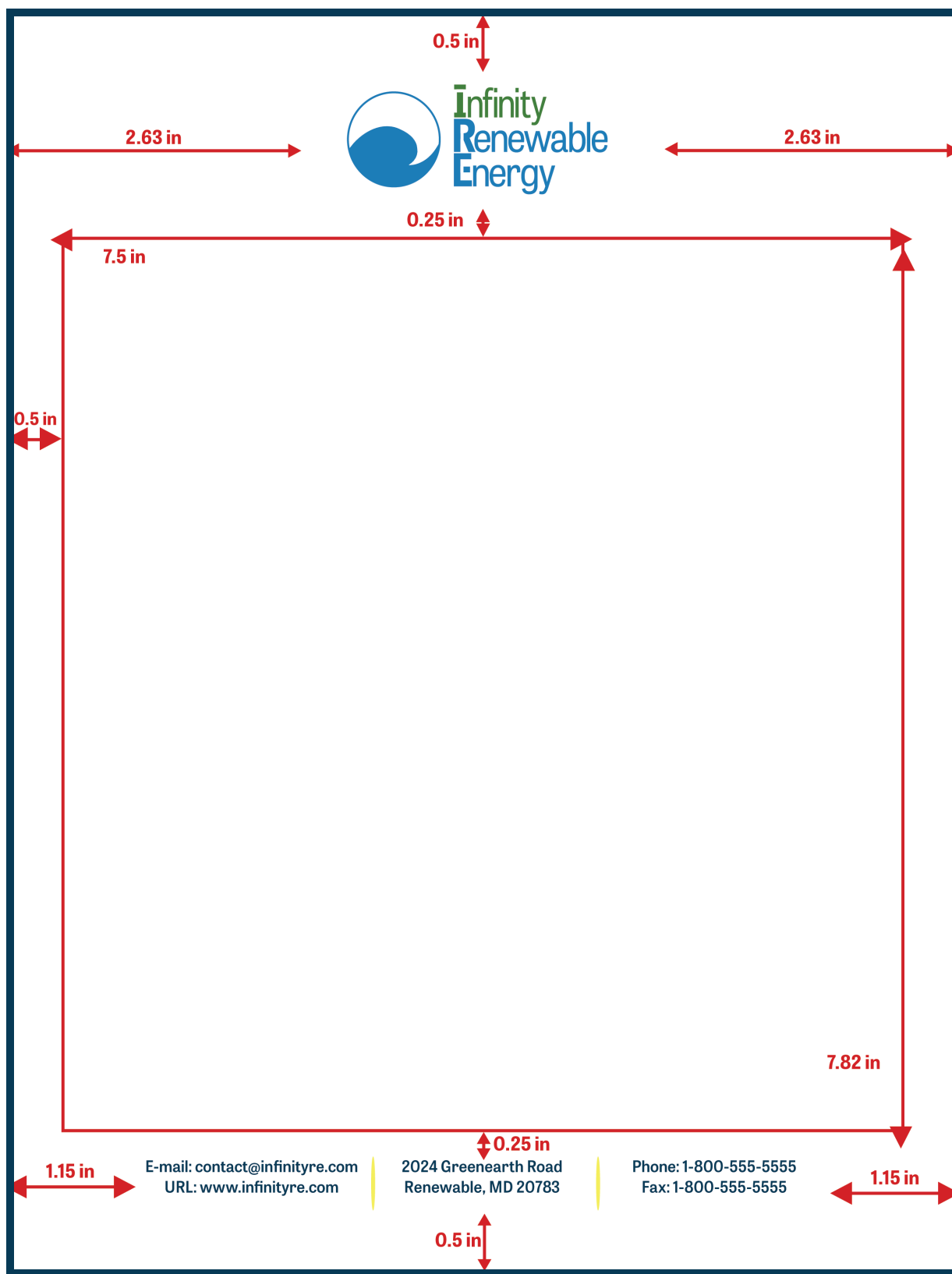
2024 Greeneearth Road
Renewable, MD 20783

Phone: 1-800-555-5555
Fax: 1-800-555-5555



Letterhead Design Measurements

See the following page or the guidelines on how to properly space all design elements and text elements in the letterhead.



Envelope Design

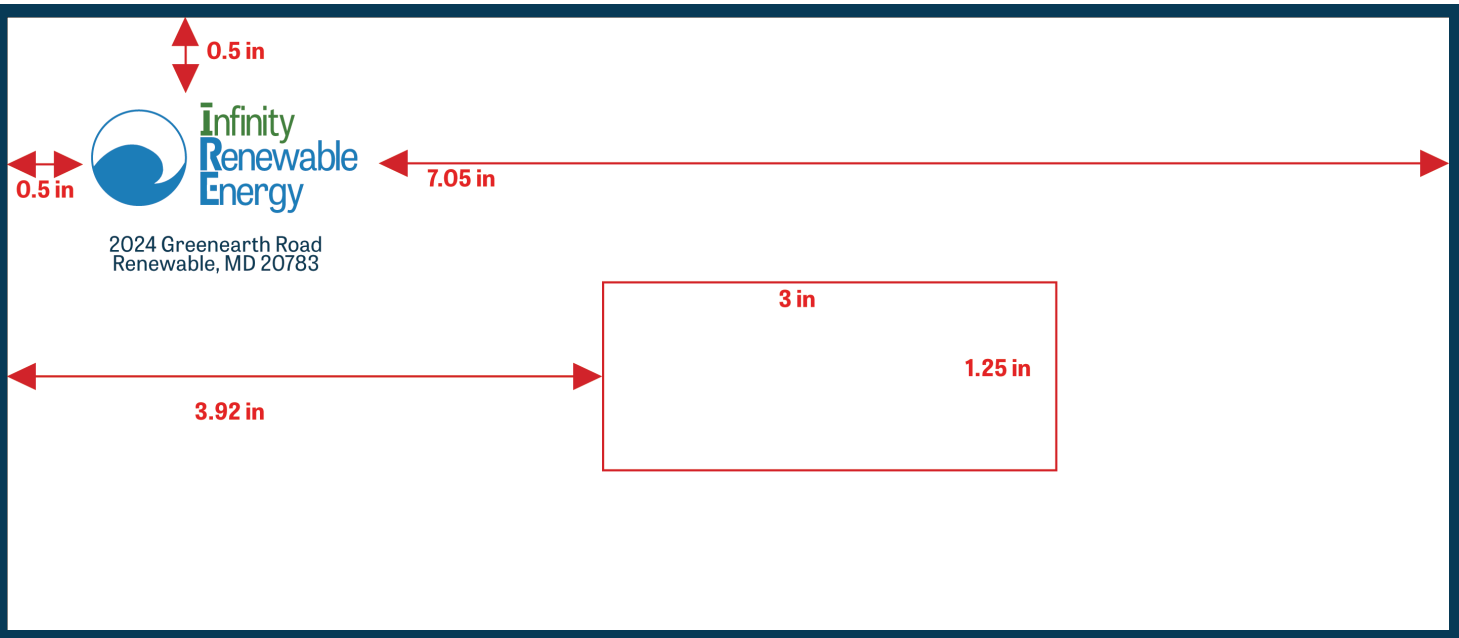
Company mailing envelope stationary, similar to the letterhead, is simple in it's design with the only acceptable graphic being the company logo located in the top left corner of the envelope. The company return address is located directly below the logo. The only acceptable logo to be used on the envelope stationary is the combination logo with the proper clear space.

Envelope Design Measurements

See the following page for the correct margins and measurements required for the correct implementation of the company envelope stationary design.



2024 Greeneearth Road
Renewable, MD 20783



Business Card Design

The official IRE business card design includes the combination logo located at the top middle of the card with this being the only design element allowed on the business card. The card also includes text that can be changed to personalize the card. However, apart from name and job title no other text should be altered.

Business Card Design Measurements

See below for the correct margins and measurements required for the correct implementation of the company business card design.



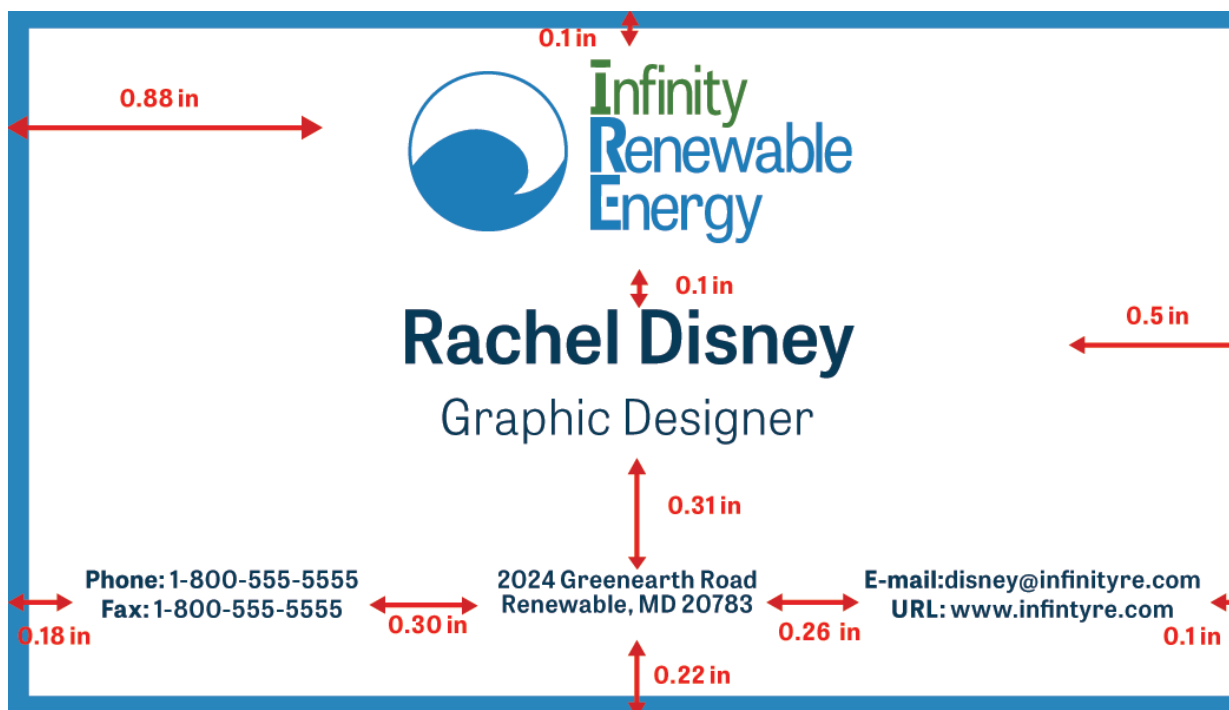
Rachel Disney

Graphic Designer

Phone: 1-800-555-5555
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**2024 Greenearth Road
Renewable, MD 20783**

E-mail: disney@infinityre.com
URL: www.infintyre.com



Tablet Gothic

Minimum Leading Spacing - 20 pt

Maximum Leading Spacing- 30 pt

Minimum Font Size - 12 pt

Maximum Font Size - 60 pt

Header Sizing - 20 pt - 35 pt

Body Text Sizing - 12 pt - 17 pt

Kerning - Default Settings

Tablet Gothic Use Cases

Used in all IRE Logos

All main header content

Body text



Main Brand Font

Tablet Gothic - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Tablet Gothic - Semi Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Tablet Gothic - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9



Chaparral Pro

Minimum Leading Spacing - 20 pt

Maximum Leading Spacing- 30 pt

Minimum Font Size - 12 pt

Maximum Font Size - 60 pt

Header Sizing - 20 pt - 35 pt

Body Text Sizing - 12 pt - 17 pt

Kerning - Default Settings

Chaparral Pro Use Cases

Supplemental text font

Product information text

Technical fine print



Secondary Brand Font

Chaparral Pro - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Chaparral Pro - Semi Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Chaparral Pro - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9



Primary Brand Colors

IRE Green

RGB

R - 64
G - 133
B - 63

CMYK

C - 78
M - 26
Y - 100
K - 11

HEX Code

#40853f

IRE Blue

RGB

R - 8
G - 124
B - 186

CMYK

C - 85
M - 44
Y - 4
K - 0

HEX Code

#087cba



Secondary Brand Colors

Light Green

Fresh Green

RGB

R - 99
G - 189
B - 87

CMYK

C - 64
M - 0
Y - 89
K - 0

HEX Code

#63bd57

Yellow

Sunny Yellow

RGB

R - 255
G - 255
B - 87

CMYK

C - 5
M - 0
Y - 77
K - 0

HEX Code

#ffff57

Dark Blue

Ocean Blue

RGB

R - 11
G - 59
B - 86

CMYK

C - 98
M - 74
Y - 43
K - 34

HEX Code

#0b3b56



Correct Use Cases for Primary Brand Colors

IRE Green

The primary colors for the Infinity Renewable Energy Brand consist of two simple colors green and blue further on referred to as IRE Green and IRE Blue. These colors are the only acceptable colors to be used while creating any of the IRE logos. Any other colors used goes against the VIS Guidelines. These colors are also allowed to be used in a color pallet for other designs such as packaging, promotional materials, internal company letterhead, stationary, and so on. A clean and simple color pallet of IRE Green, Blue and white to best reflect the ideals IRE wants to convey to its market.

IRE Blue





Correct Use Cases for Secondary Brand Colors

Light Green - Fresh Green

Yellow - Sunny Yellow

The secondary colors, Light Green and Yellow, which will further on be referred to as Sunny Yellow and Fresh Green, are the supplemental colors in the brand approved color pallet. These colors should never be used in the IRE logos! However, these colors can be used in additional graphics, packaging, promotional materials, internal company stationary, and other visual marketing content. These colors are meant to support and further convey the idea of simplicity, cleanliness, energy, and nature. While Fresh Green can be used in a variety of ways without becoming visually overwhelming the Sunny Yellow should be used minimally.

Dark Blue - Ocean Blue

This secondary color also functions as the primary text color, however if the background of the text is too dark, white is an acceptable alternative. This secondary color can be used in designs for other IRE graphics, product packaging, promotional materials, stationary etc. However, this color should be used mainly as an accent color or in some cases a background only.



Website Header Guidelines

The website for Infinity Renewable Energy should be simple and clean in its layout and design elements. The menu should contain the following buttons should display the following: Home, Products, Services, and Community.

The Home button should display the following in the drop down menu: About Us, F&Q's, Careers, and Outage Reports.

The Products button should display the following in the drop down menu:
Housing Products, Commercial Products, Industrial Products, and Customer Support.

The Services button should display the following in the drop down menu:
EV Charger Installation, Solar Panel Installation, Wind Turbine Installation, and Get a Quote.

The Community button should display the following in the drop down menu: Community Outreach, Global, Local, and Education Resources.

The IRE website header should also contain the Combination IRE logo in the top left of the menu bar.

The header approved colors are: Ocean Blue, Fresh Green, and white.

The header text is Tablet Gothic - Bold.

The header drop down menu text is Chaparral Pro - Regular

Website Footer Guidelines

The footer must be present at the bottom of all website landing pages.

The footer must contain the following text:

About Us, Terms of Use, News, Privacy, and Client Portal

© Infinity Renewable Energy, 2023, All Rights Reserved

In addition the footer should also contain relevant links and with icons to IRE's various social media accounts.

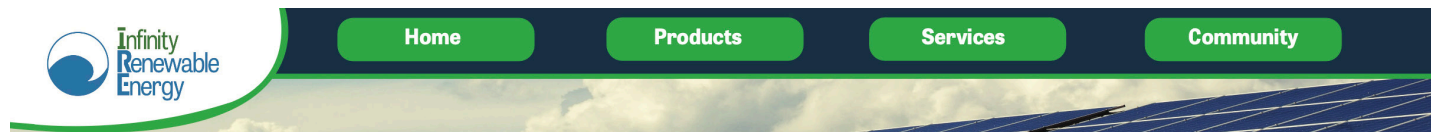
The footer should be in the color - Ocean Blue

The footer text should be Tablet Gothic -Regular

The footer text color should be - White

All social media linked icons should be in white outlines.

Correct Formats for a Header and Footer



[About Us](#) [Terms of Use](#) [News](#) [Privacy](#) [Client Portal](#)

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Approved Tone and Images

The company tone for any marketing or promotional text should always be friendly and optimistic, never aggressive or negative. The company's tone should reflect the values associated with the company, which include optimism about the future with the goal of creating a better and cleaner future. The language should always be simple, with direct and efficient wording. The colors in the images should have cool color tones to match the colors of the company. In some cases showing examples of trash or pollution are acceptable however these images should still follow the color guidelines for images and these should only be used in specific marketing campaigns, such as raising awareness.

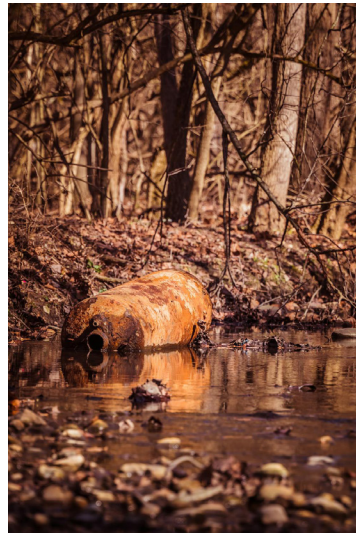
Examples of Approved Images



Imagery to Avoid

Images associated with Infinity Renewable Energy should be consistent with the company's tone, with all imagery being clean, bright, and related to clean energy and nature. Dark, trashy, or other images inconsistent with the company's brand identity are prohibited. Any images that consist of a warm color palette, such as orange, red, yellow, or brown, do not adhere to the colors of the Infinity Renewable Energy brand. Also while imagery of pollution can be effective to raise awareness these images should be used sparingly and still remain consistent with the brand approved colors.

Examples of Unacceptable Images



Approved Logos for Packaging

Combination Logo



Symbol Logo



Packaging for all Infinity Renewable Energy products should include at least one IRE logo, the Combination, or the Symbol Logo. Clear Space guidelines for the logos should always be followed, and the colors or fonts should never be altered. Refer to the Logo Guidelines sections of the VIS Manual for more details.

Primary and secondary brand colors are acceptable for all product packaging, with Ocean blue and white being the primary background colors and the other colors acting as accent colors.

All packaging designs should never be visually overwhelming, with large graphics, large print, and clashing colors. They should be modern, minimal, and clean, with simple, rounded shapes, lines, and gradients.

Example of Acceptable Packaging Design





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