



AFINITE

brand identity guidelines

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logo

## THE LOGO

The design of this logo takes an infinity symbol shape.

It tries to communicate a sense of professionalism and intelligence through the geometric shape and deep blue colour.

height ■ = ■



## LOGO VARIATIONS

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Based on different situations this logo is going to be used, here are some official variations to consider.

mono (black)



mono (aqua)



mono (sea)



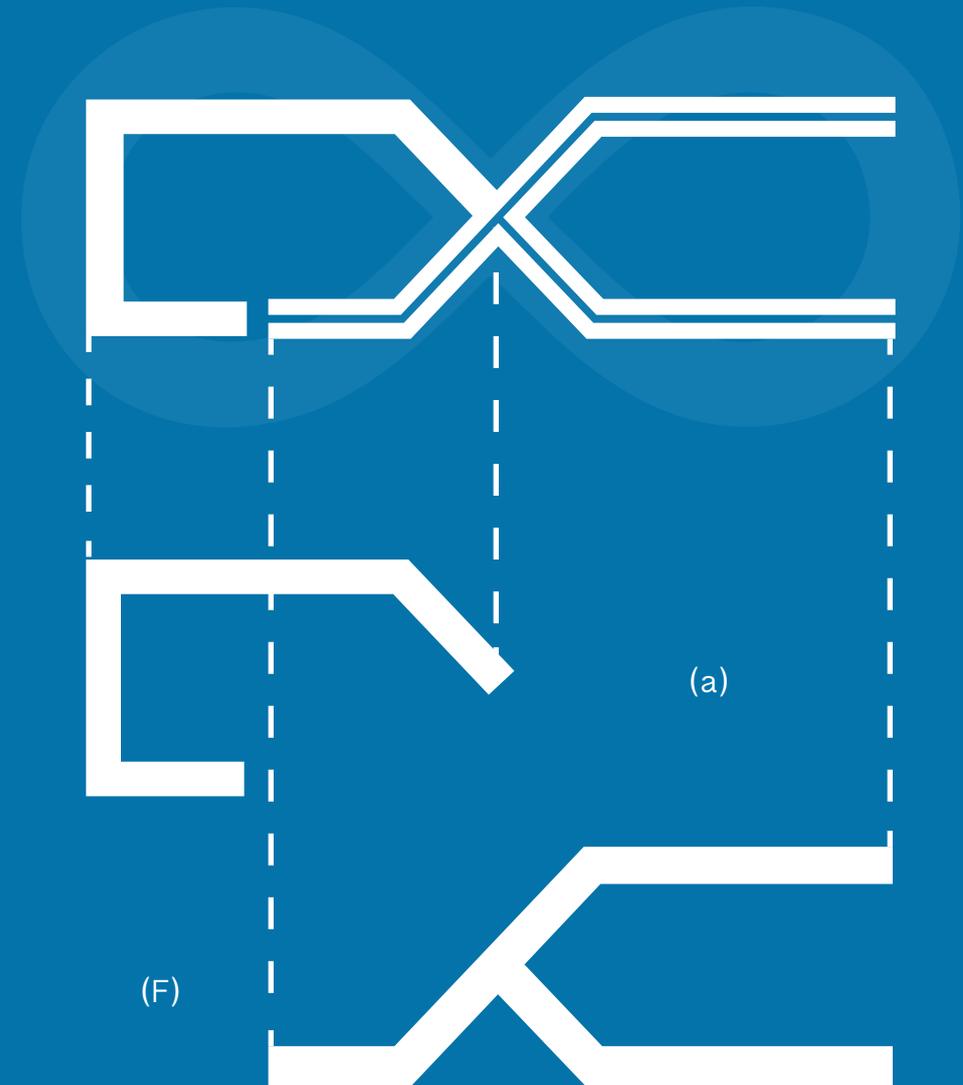
## CONCEPT

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The concept of this logo is an infinity symbol. It might sound strange in the first place to use an infinity concept for a company whose name is "aFINITE".

However, what has been discovered through the research is that the company is a growing IT company whose main business is providing professional IT services. The idea "finite" and the "infinite" characteristics of technology creates great contrast and make the logo more memorable.

\*the diagram on the right side demonstrates how the "a" and "F" fits into the design of this infinity symbol.



# TYPOGRAPHY

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The design of the logo is trying to communicate a sense of efficacy and professionalism. That's why from the icon to the text, all elements need to have a nice cut and clean edges.

\*the capital letter "A" is customily made in order to better fit in the design of the brand.

AFINITE

AFINITE

AFINITE

kannada MN - regular - brand name text

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

0123456789

# COLOUR

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The choices over blue are intend to communicate a sense of intelligence and high-tech. Two variations of the blue over text and icon emphasizes the idea of "connection".



sea

**PANTONE 307 U**

RGB 4 115 170

CMYK 89 50 12 0

HEX #0473AA



aqua

**PANTONE 638 U**

RGB 42 182 223

CMYK 68 6 5 0

HEX #2AB6DF

## SCALE



Due to the design of the icon, this logo has its limit in down-sizing.

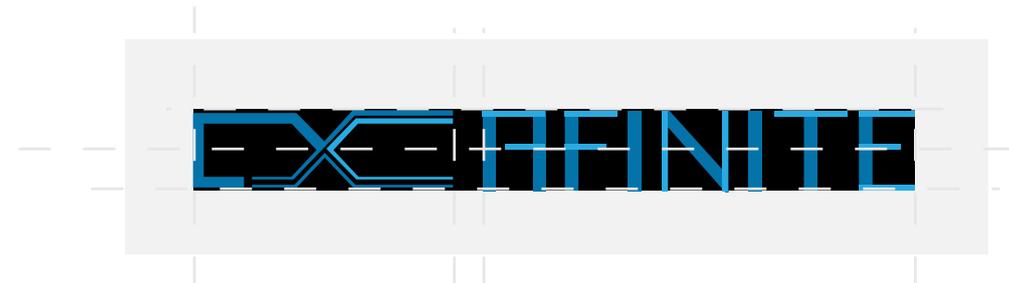
After getting under 1.38cm - W, 0.39cm - H, it starts to lose the “tube” details on the right side of the icon. And it won’t recover even though the icon is scaled up once again.



## MARGINS



Please keep at least 1/4 logo size (both width and height) margin when associating logo with other design elements.



# IMPROPER USAGE

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In order to maintain the consistency of the brand, please avoid all following usages of this identity.

do not stretch



do not rotate



do not outline



do not change colour



do not rearrange



do not use lower-case

