Infinity Renewable Energy

Visual Identity Manual

Updated February 2022

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Introduction

Introduction

01

Mission & philosophy, vision for future, aesthetic, policy

The Identity of the brand is the personality of the company. This is what makes us stand out in the mind of the consumer and differentiates Infinity Renewable Energy from the competition.

The corporate identity manual is responsible for aligning all the rules of graphic applications of the brand. This includes fonts, colors logos, applications and imagery.

This is a reference tool that explains how a company presents itself to the world through design. Consistency is key to creating a seamless brand image. This guide allows employees to gather all the information so that everyone can have access to it and follow the same criteria when it comes to creating design for the company.

01.1

Mission & Philosophy

Clean. Affordable. Infinite.

At Infinity Renewable energy, we strive to provide our customers with reliable clean and cost efficient energy that promises a safer future and healthier today. We are committed to search for the best and most technologically advanced methods to bring our customers the best product. Our investors have backed our company because they believe in the work we do.

Our dedicated researchers and engineering teams have worked endlessly to provide our clients customers and the globe to a future worth saving.

Vision for future

Today we are facing a new world with a renewed focus. A focus on the health of our families, our communities, economy, planet.

At IRE, we believe this moment is also an opportunity for a great American environmental recovery by furthering an industry founded on clean energy. An industry that is set to spark growth and recovery for domestic job creation, environmental justice, and community investment.

Now is the time to create a future. One that celebrates American Ingenuity and allows us all to live and thrive in a world powered by clean energy.

Together we continue to build a resilient and responsible economy that provides sustainable and secure future for us all. IRE is the pioneer of global wave energy that provided more than 300 jobs and brought back an industry necessary for the community economy and global impact.

We have driven to create change that will reduce the carbon emission and create opportunities to become less reliant on fossil fuels and more on clean renewable energy at a cost efficient price to the customers.

Our vision is to create a world that runs entirely on green renewable energy. IRE develops and operates multiple facilities that range from home solar energy to city wide energy gathered from wind turbines. We have expanded to utilize the power that inherently exists in our ocean.
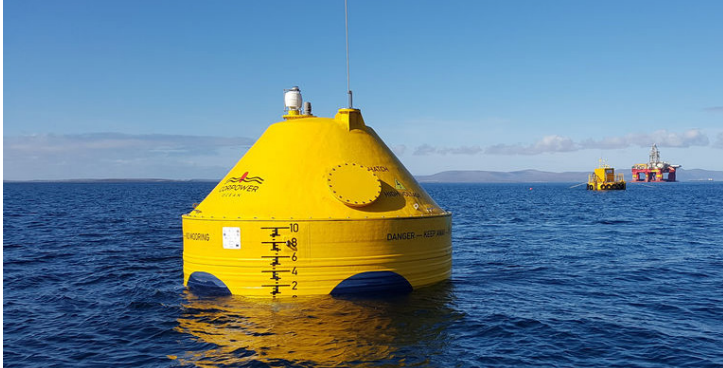
Aesthetic

The images below create the mood board the design team based the color pallet and general visual aesthetic of the company. IRE colors and feel is meant to evoke a feeling of calm, clean, fresh, trustworthy, and most of all minimalist feel.

A B C D E F
G H I J K L M
N O P Q R S T
U V W X Y Z

a b c d e f
g h i j k l m
n o p q r s t
u v w x y z

Aesthetic

The overall theme and design concept for this and throughout the other projects is to create a sleek, modern and impacting design scheme throughout to match the companies branding.

The minimalist design aesthetic embodies the phrase "less is more." With the minimalist design in all aspects of the brand, we are pushing the idea that only the essential elements are key and can speak for themselves. We create this aesthetic with San-serif fonts, clean airy light color pallets with pops of bright color for emphasis.

The white background is key in this design that allows us to add content without compromising the design. The logo was created and specified that it must maintain a white background. Instead of utilizing other colors and having a cushion around the logo to maintain the white, we have chosen to use white as a background for all main visuals. The only time this differs is for folder usage, or marketing materials that need to stand out. Minimalism is still used as the colors used are limited.

We take out any unnecessary lines, boxes, wording, patterns or colors to create that clean feel.

Corporate Typography

Corporate Typography

02

Logo, primary, secondary fonts & typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and unity across all Infinity Renewable Energy's communications.

We have selected Audiowide as the font for the logo, Avenir for all web and print content. Avenir next is used as a secondary font which should be used for context on all stationary and stationary text. All fonts are serif fonts that maintain the same look and feel across the entirety of the company.

Fonts will be needed to be downloaded if already not installed. All fonts are available for download on the company site through your employee portal.

Fonts should be in black for print excluding merchandise. Font colors can vary within specified colors for web for appropriate use to create a unified aesthetic for the site. Please see section 7 for more information on web colors and usage.

Logo Font

The typeface Audiowide comes in one size. The typeface can be used as official logo font and in significant bold headers for print on merchandise or promotional goods. I.E. pens, hates, stickers, buttons, stress balls, cups, bottles, chargers, bulbs, packaging.
The font can be found on Google Fonts.

Audiowide

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Font

Avenir

Light	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Book	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Roman	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Medium	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Heavy	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Black	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Secondary Font

Avenir Next

Ultra Light

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Regular

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x
y z
1 2 3 4 5 6 7 8 9 0

Medium

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890

Heavy

**A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w
x y z
1 2 3 4 5 6 7 8 9 0**

Tertiary Font

Avenir Oblique

Light	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Book	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Medium	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Heavy	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Type and Text Hierarchy

At Infinity Renewable Energy, type and text hierarchy is established by both weight and size. The weight of the fonts can make an impact when determining whether or not it should be bolder or not. Titles and headers should be the largest weight and size on the page.

Call outs or other text can vary depending on its importance or significance related to the context therein. Color can be used sparingly when establishing importances or variation but should be used infrequently.

Infinity Renewable Energy strives to maintain clean minimalist appearance. Using a single typeface in varying weights are the standard way the company achieves this.

The primary serif typeface for Infinity Renewable Energy printed applications is Avenir Book or avenir light for smaller scripts and legal print. Variations of the Avenir font can be used on the website depending on the circumstance and necessity.

Bold or Italic uses of the Avenir font should be used sparingly for impact in print. Avenir is a registered font and does not need to be downloaded for use.

Text Hierarchy Examples

Infinity Renewable Energy
Clean. Affordable. Infinite.

Infinity Renewable Energy
Clean. Affordable. Infinite.

Infinity Renewable Energy
Clean. Affordable. Infinite.

Infinity Renewable Energy
Clean. Affordable. Infinite.

Infinity Renewable Energy
Clean. Affordable. Infinite.

Infinity Renewable Energy
Clean. Affordable. Infinite.

Corporate Logos

Corporate Logos

03

Lettermark, symbol, wordmark, combination

A good logo is distinctive, appropriate, practical and graphic in its simplest form. The logo is meant to convey the company's intended message.

The concept behind Infinity Renewable Energy's various logos are created to evoke a sense of calm, security, clean, trust. The colors used in the logo are also the primary color palette.

The shape of the symbol logo has a similar appearance to an apostrophe or one half of a ying-yang. This is purposeful to match the brands vision of renewable movement and energy. The symbol logo's appearance looks as if it were an action shot taken.

The color Purple is used for all the official logo fonts as a color to signify authority in a calming manner.

The lettermark and wordmark logos are created in a linear font to mimic the simplistic yet recognizable minimalist shapes we see daily.

Specifications

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All logos should be used on a white background. For clarity and readability, height of logo should never be less than 1/8 of an inch for both print and web.

To ensure clarity and identity of the logo, clear space guideline mark areas where imagery should remain unobstructed. The clear space in the logos are identified with an X inside a box.

The logo and logo variations are available for use and downloadable on the company wide folder under LOGO. This is also where you are able to find other important downloadable imagery and vector formats of those icons, logos, etc.

When using the logo, please do not alter or modify any of the versions on the folder. No changes should be made to the original copy as seen on the previous page. If the icons in the folder differs from the document seen here, please contact HR for the correct version. Any significant changes to the logos are not permitted unless otherwise specified by the Executive Design Coordinator

Logo must not have anything inside of white space specified above. Logos must also not be manipulated in any of the following ways:

1. Distortion of logo
2. Color changes
3. Partially or fully obstructed logos
4. Blurred or out of focus
5. Non-white background
6. Gradient or be transparent versions

Wordmark

Infinity Renewable Energy

Infinity Renewable Energy

The wordmark logo is created from using the font Audiowave in regular.

The Y in infinity is elongated towards the left to the edge of the other letters. The upper part of the E in energy is elongated to meet the position of Y in energy.

The clear space is established by determining the width of the E in energy.

All logos should appear on a white background wit the exact specifications and formatting as seen here.
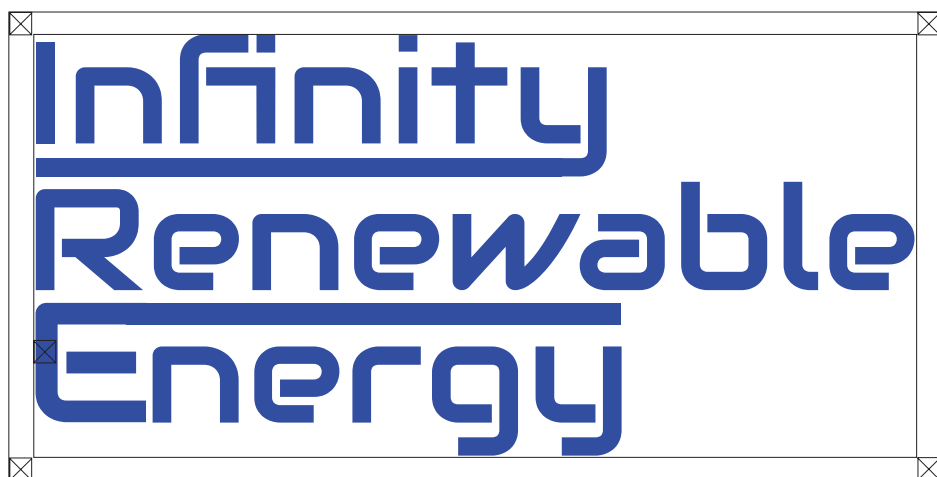
Unacceptable forms of the logo include:

Infinity Renewable Energy   **Infinity Renewable Energy**   **Infinity Renewable Energy**   **Infinity Renewabl Energy**
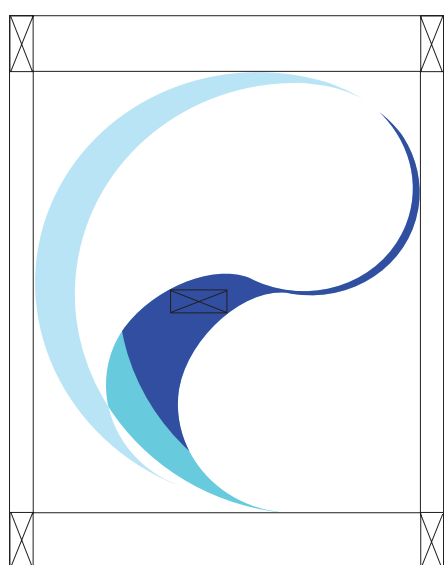
Symbol

The symbol logo is one apostrophe shaped symbol rotated slightly and repeated three times to create the various shapes and color overlaps. The empathy space in the middle (central apostrophe) is open to give the logo a clean open feel.

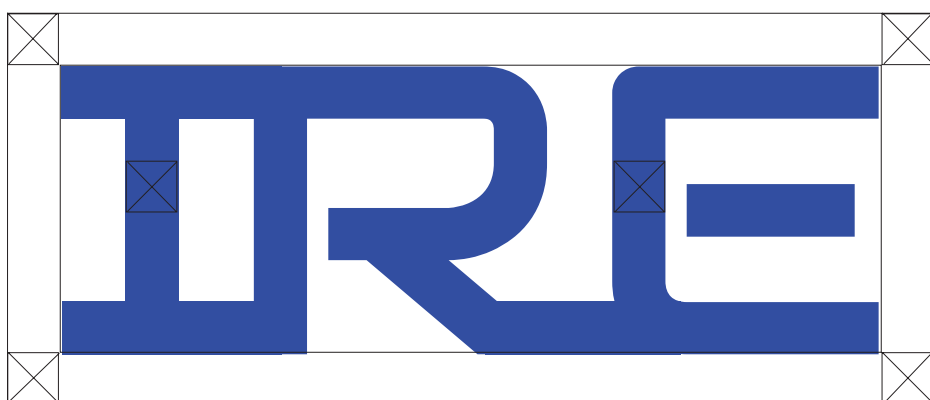Unacceptable forms of the logo include:
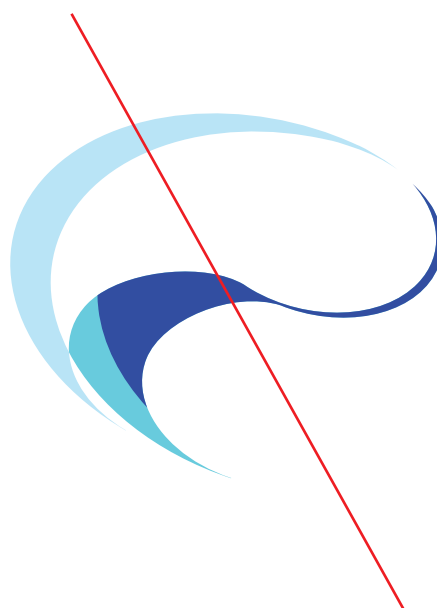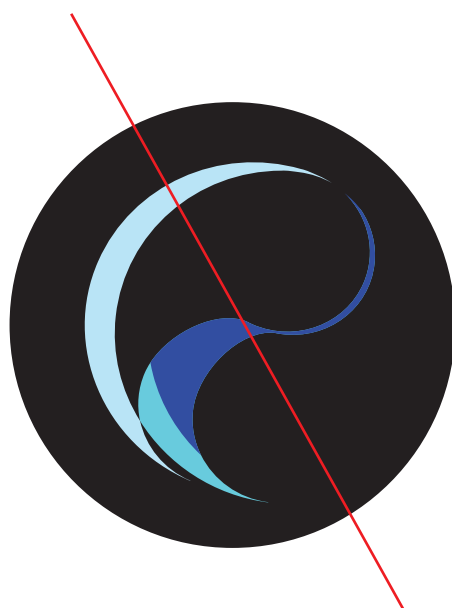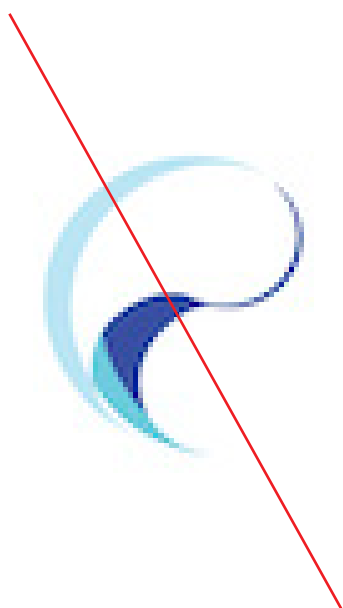
Lettermark

The font has been adjusted to create an uppercase I with elongated lines on the top and bottom. The I is also connected to the letter R. The letter R is connected to the letter E with a line which is the same width as the other letters. Clear space is established by the width of the letter I as well as the letter E. (same width).

Unacceptable forms of the logo include:
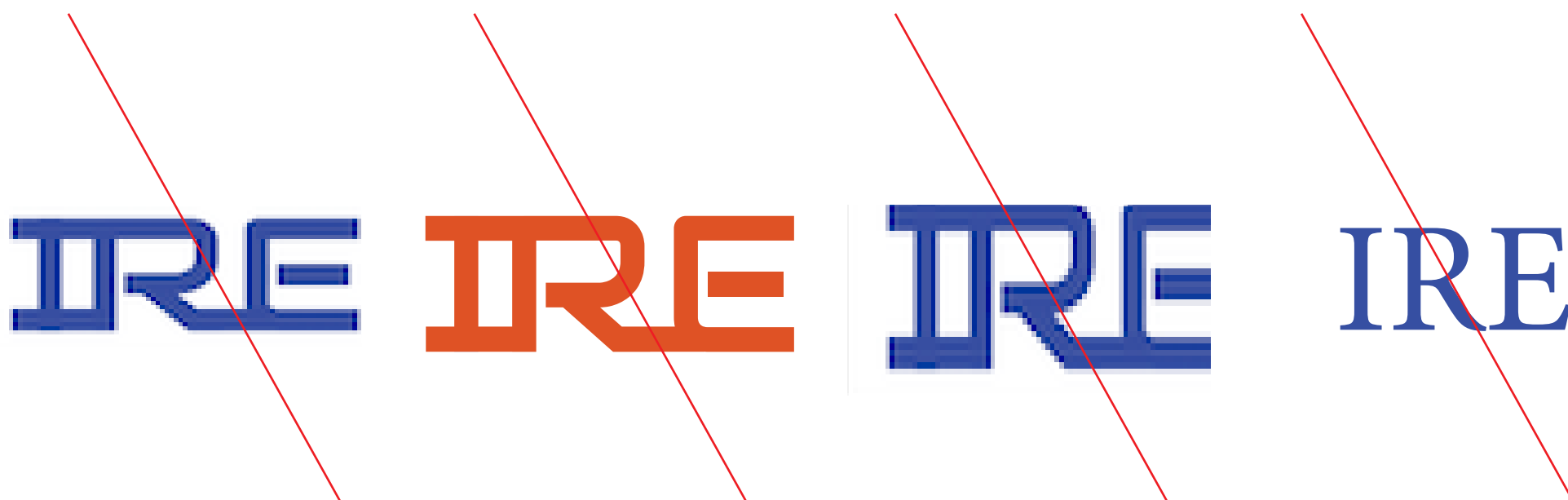
Combination

The combination logo is the symbol logo which is the same height as the wordmark logo. The clear space here is determined by the width of empty space within the lowercase n in 'renewable'.
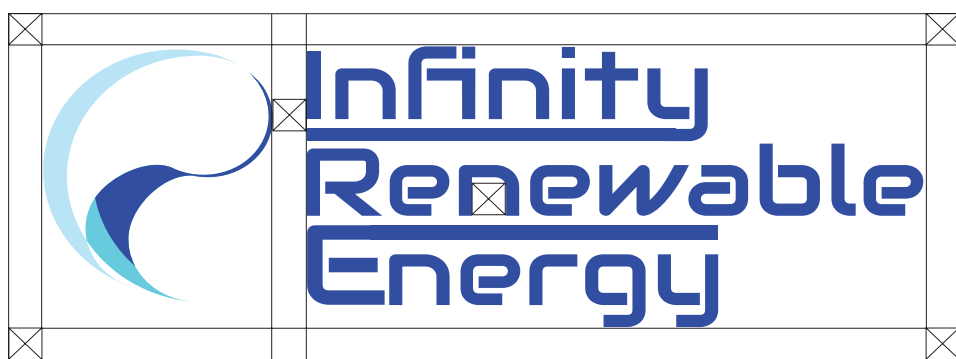
Unacceptable forms of the logo include:

Corporate Color System

Corporate Color System

04

Palettes, Codes, Usage

The color palette of Infinity Renewable Energy is meant to evoke a sense of cleanliness. The company strives for transparency as well as clean efficient energy sources. The pops of orange and yellow evoke a feeling of warmth as well as brightness that separates the brand from the competition.

The Company strives to be the newest and technology driven brand it is. Bright blues with accents of deep purples and subtle pops of orange and yellow do exactly that.

The 12 color palette is provided as an aid to designing print and web communications that reflect Infinity Renewable Energy's brand in tone and style through consistent color use. The primary colors are shown below (purple, blue 1 , blue 2). These colors should be used to design effective marketing pieces which utilize a variety of combinations and spreads.

Primary Color Palette

The primary color palette we have established consists of Purple, Blue 1 and Blue 2.

The cool color tones create a feeling of calm and assurance. The blue tones are also deliberate color choices meant to emulate both the sky and water. Infinity Renewable Energy achieves a feeling of clean. The color blue also evokes feelings of security and trust.

The purple is used to establish a subtle sense of regality. This is meant to signify the superiority of Infinity Renewable Energy over the competition. The purple is subtle but adds the right amount of contrast to the logo and other branding devices.

Colors play an important role in the IRE corporate identity. The colors shown are the primary colors that have been developed by the team.

The colors contribute to the cohesive and harmonious look of the brand's identity. Please consult with your design team or printer when using corporate colors so that they remain consistent.
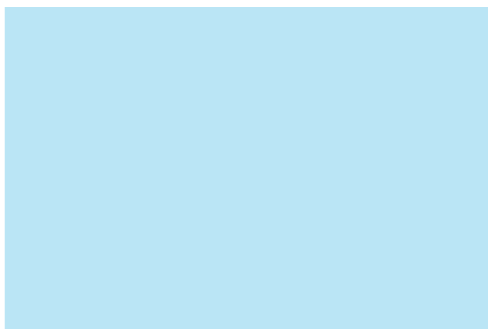
Purple

RGB	R55 G78 B162
CMYK	C90% M80% Y0% K0%
HEX	HEX 374EA2

Blue 1

RGB	R108 G204 B222
CMYK	C53% M0% Y12% K0%
HEX	HEX 6CCCDE

Blue 2

RGB	R185 G228 B244
CMYK	C25% M0% Y2% K0%
HEX	HEX B9E4F4

Color System

Neutral	Primary			Secondary	
Black	Purple	Blue 1	Blue 2	Yellow	Orange

Grey	L.Purple	Blue 3	Teal	Gold	Peach

Tertiary

Color	RGB	CMYK	HEX
Black	R35 G31 B32	C0% M0% Y0% K100%	HEX 231F20
Purple	R55 G78 B162	C90% M80% Y0% K0%	HEX 374EA2
Blue 1	R108 G204 B222	C53% M0% Y12% K0%	HEX 6CCCDE
Blue 2	R185 G228 B244	C25% M0% Y2% K0%	HEX B9E4F4
Yellow	R247 G212 B70	C4% M13% Y84% K0%	HEX F7D446
Orange	R223 G82 B38	C7% M83% Y100% K1%	HEX DF5226
Grey	R232 G234 B233	C8% M5% Y5% K0%	HEX E8EAE9
Light purple	R132 G152 B205	C49% M35% Y0% K0%	HEX8498CD
Blue 3	R35 G169 B204	C73% M14% Y13% K0%	HEX 23A9CC
Teal	R44 G138 B164	C80% M33% Y27% K1%	HEX 2C8AA4
Gold	R242 G221 B133	C6% M9% Y58% K0%	HEX F2DD85
Peach	R238 G131 B103	C2% M60% Y60% K0%	HEXEE8367

Color Usage

Use secondary and tertiary colors to accent and support primary color palette

Corporate
Imagery and graphics

Corporate
Imagery and graphics

05

Imagery, Graphics, and usage

The colors are used in various ways and should not be modified for any reason. Some of the graphics and patterns used for promotional and marketing goods can change colors to correspond with the color combinations on the previous page. Combinations can be altered within the 12 colors approved and specified on the previous page.

The icons and icon variations are available for use and downloadable on the company wide folder under IMAGERY. This is also where you are able to find other important downloadable imagery and vector formats of those icons, graphs, patterns, photography, etc.

When using the icons, please do not alter or modify any of the versions on the folder. No changes should be made to the original copy as seen on the previous page. If the icons in the folder differs from the document seen here, please contact HR for the correct version. Any significant changes to the logos are not permitted unless otherwise specified by the Executive Design Coordinator.

Imagery and Graphics

To create a sense of unity and cohesiveness, the IRE design team has created various SVG illustrations and icons that can and should be used for various print web and merchandising or promotional materials.

These icons and images utilize a variation of the color palettes. As more icons are created, they will be added to the employee files that can be found on the employee portal for use. The icon colors can be changed to fit the document or promotional color palettes. Please consult your design director for final approval of your edited icons.

We encourage our employees to be creative and design their own icons. If you wish to do so, the icons must be created by you and contain the colors from either the primary, secondary, tertiary color palettes or a combination of the three.
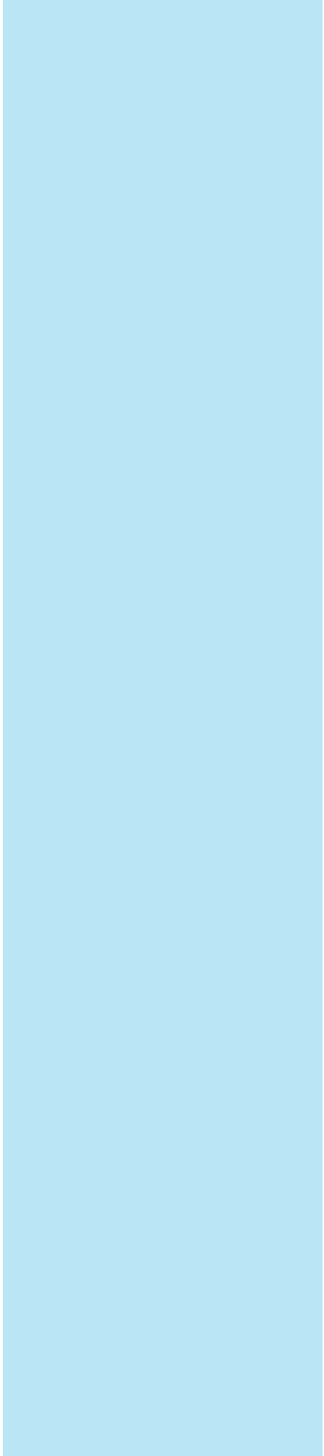
Please note that any of the icons must maintain their identity. If any changes are made, they must be saved to your hard drive and not to the company wide links.

Below are some icons with variations by utilizing different colors. The image sizes can change but should not be distorted in any way.
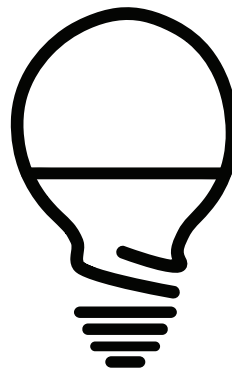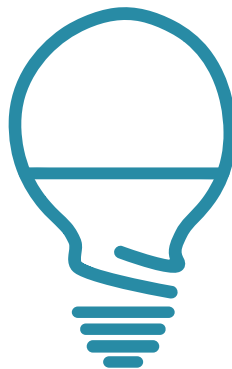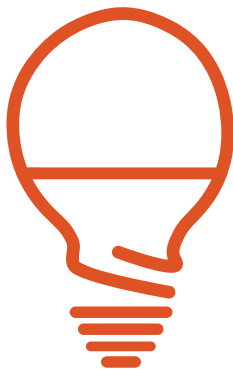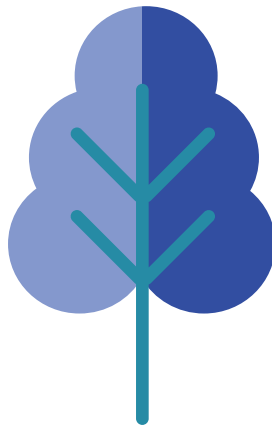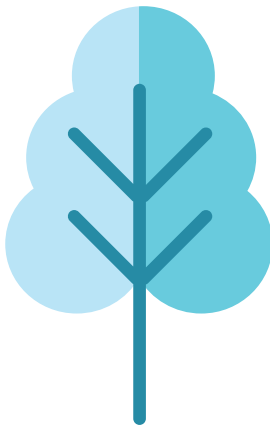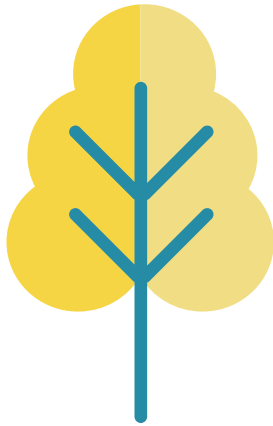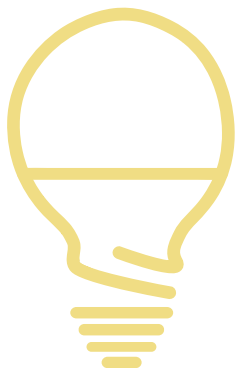
Photography

When used correctly, photography is a great way for branding and storytelling. When done well, it sends a powerful message.

Photos establish and solidify brand identity. The brand is the personality of the company which is created by touch points between it and the world. There must be a balance between illustration, print materials, and real-world imagery.

Infinity Renewable Energy strives to do it better than the competition. Interesting visuals, bold colors, and captivating images are simple ways we create these visual elements.

The more clearly IRE establishes its identity, the easier it will be to distinguish what images match the brand and brand aesthetic.

The photographs we use should be similar to the photography that can be seen in National Geographic. The images should be clean without noticeable editing.

All photographs should be taken in landscape form and have a recognizable vivid focal point.

The viewer should be able to feel the image.

The approved photography is available for use and downloadable on the company wide folder under IMAGERY. This is also where you are able to find other important downloadable imagery and vector formats of those icons, graphs, patterns, photography, etc.

Photography

Take notice of coloration differences, focal point, and imagery overall to get a better idea of photographs that match brand standards and those that do not.

Photography

Photography that does not follow brand standards

Photography that does follow brand standards

Corporate Stationery

Corporate Stationery

06

Letterhead, envelope, business card.

While it may not seem like a big deal, branding must be consistent throughout every aspect of the company. Creating a brand standard for stationery shows that thought was put into every detail of such a massive corporation.

Letterheads envelopes and business cards are the first way to show off a little bit of the company's personality. Most importantly, they are another form of communication that can affect how customers perceive us while interacting with our brand.
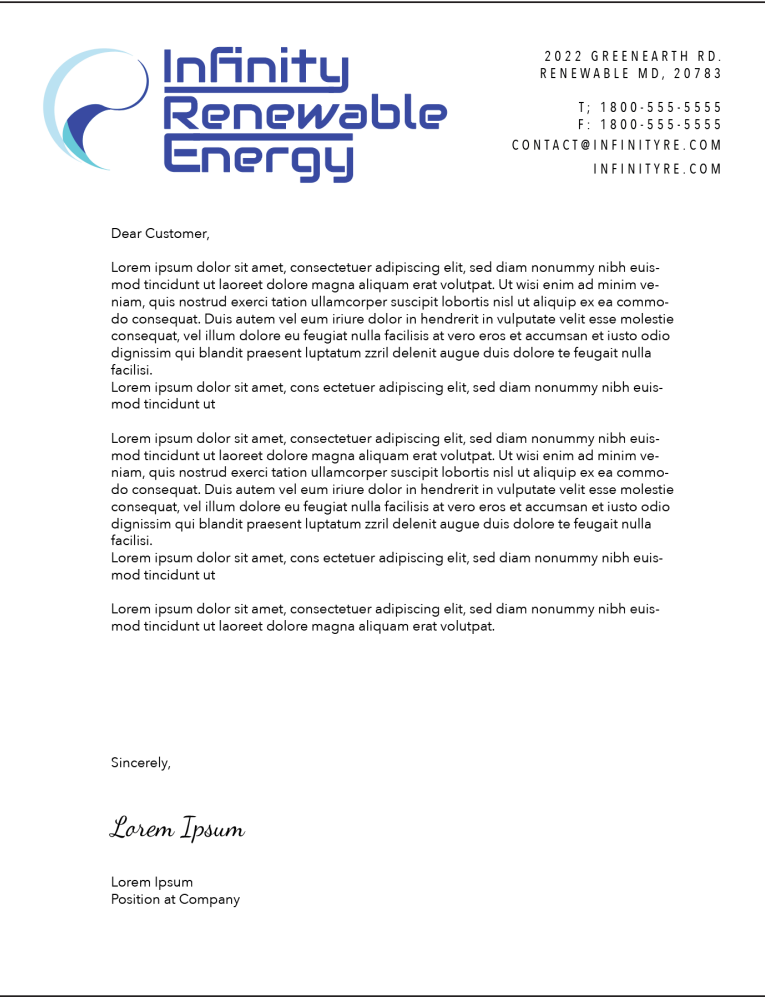
Like other marketing tools, branded stationery allows us to promote the company continuously and non-intrusively. These cost efficient marketing tools put Infinity Renewable Energy at the forefront of customers and business associates minds whenever they see our stationery
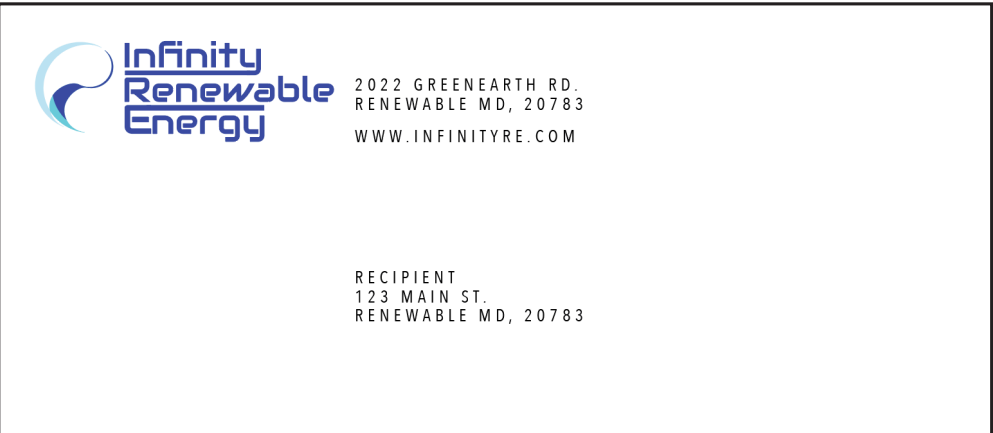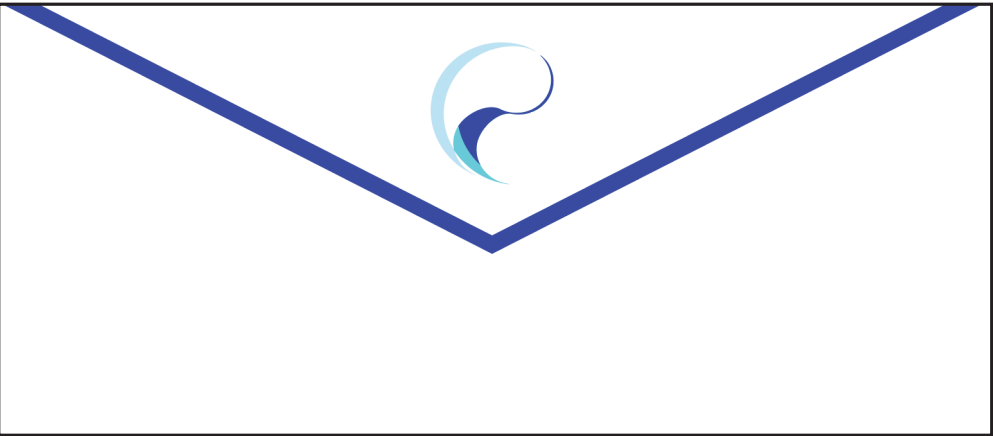
Samples

Letterhead

Envelope Front

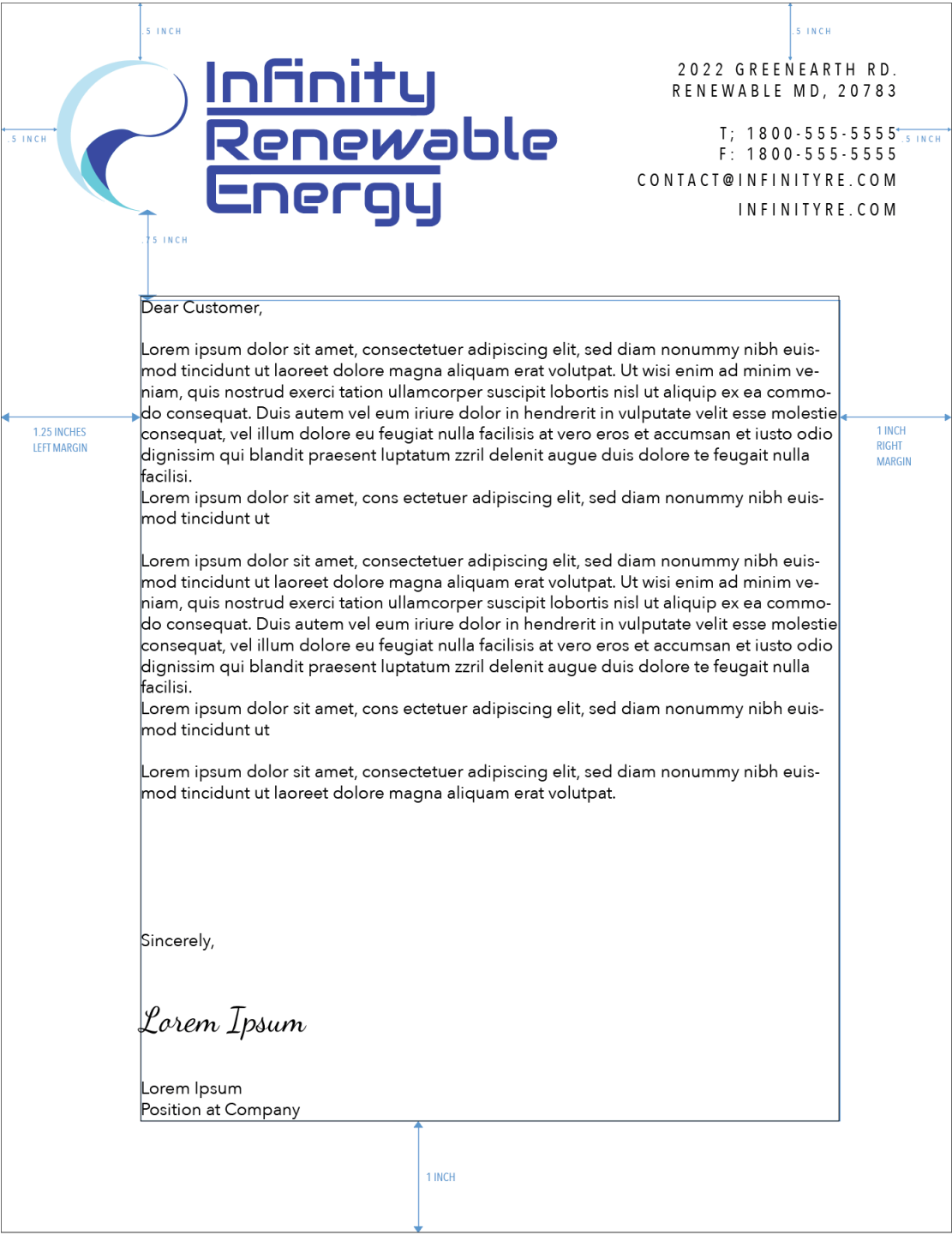**Envelope Back**

Business card

06.1

Letterhead

Infinity Renewable Energy master brand signature with infinite rule Vector file imported at 15%.

Purple, Blue 1, Blue Two print specifications for combination logo. The information is in the typeface Avenir Next in Regular weight. The main context of the document is in Avenir, weight Book. The individual signature can be created via docusign or a scanned version of the employees actual signature can be used as well.

.5 inch margin to the left of the logo and above the logo as well as above and to the right of the contact information to the left. .75 inch clearance between the text and bottom of the logo.
1.25 inch margin to the left of the page for the text and a 1 inch margin to the right. The bottom of the page will have a one inch margin.

If more room is needed to include all the text in the document, a second document will be needed. The documents and layouts are available for use and downloadable on the company wide folder under DOCS. This is also where you are able to find other important documents such as memo sheets, invoices, personal stationary and more.

When initially creating a personal letterhead, please save any altered versions to your personal computer and folders. No changes should be made to the original copy as seen below. If the document in the folder differs from the document seen here, please contact HR for the correct version. Any significant changes to the document will not be approved and must maintain the same format with the same specifications as provided here.

Infinity Renewable Energy

2022 GREENEARTH RD.
RENEWABLE MD, 20783

T; 1800-555-5555
F: 1800-555-5555
CONTACT@INFINITYRE.COM
INFINITYRE.COM

Dear Customer,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

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

Sincerely,

Lorem Ipsum

Lorem Ipsum
Position at Company

5 INCH

1.25 INCHES
LEFT MARGIN

1 INCH
RIGHT
MARGIN

1 INCH

Infinity
Renewable
Energy

2022 GREENEARTH RD.
RENEWABLE MD, 20783

T; 1800-555-5555
F: 1800-555-5555
CONTACT@INFINITYRE.COM
INFINITYRE.COM

Dear Customer,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sincerely,

Lorem Ipsum

Lorem Ipsum
Position at Company

Envelope

When initially creating a personal envelope, please save any altered versions to your personal computer.
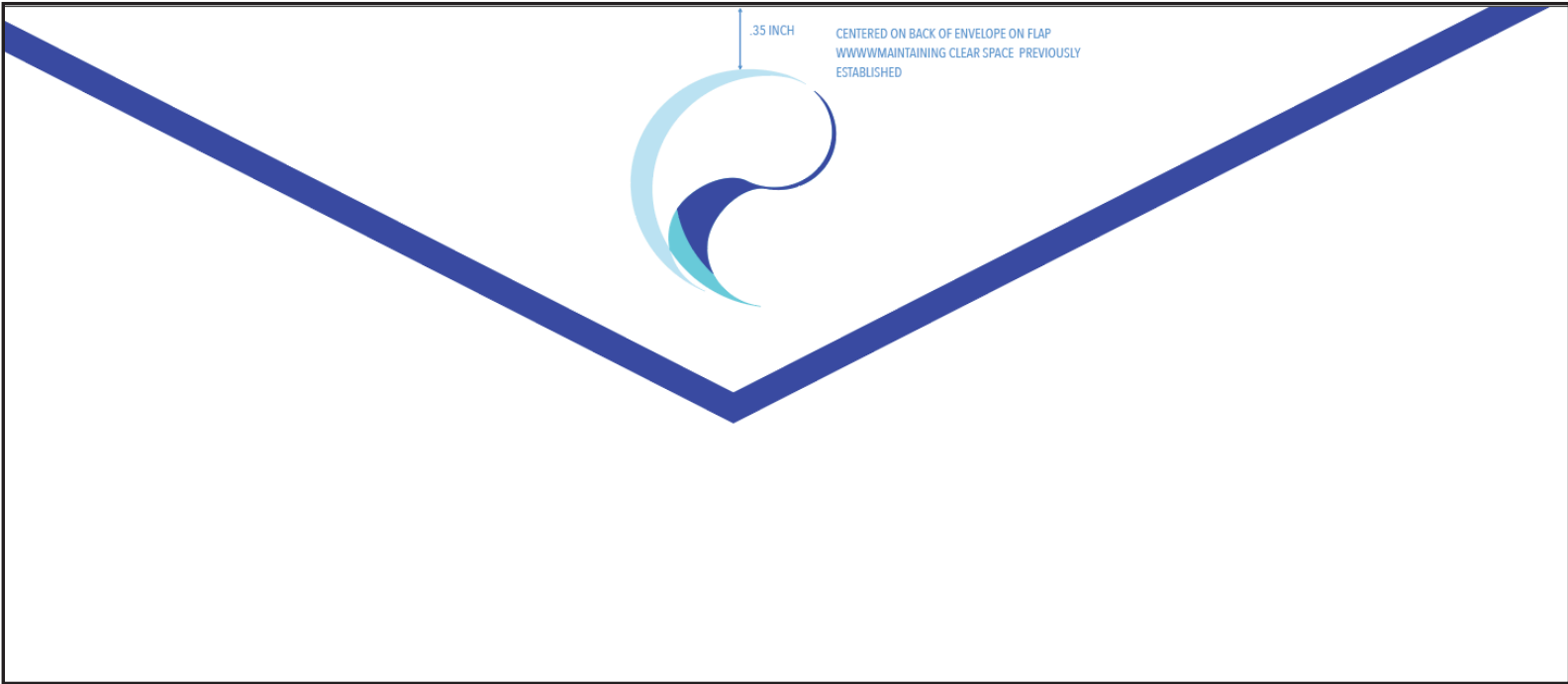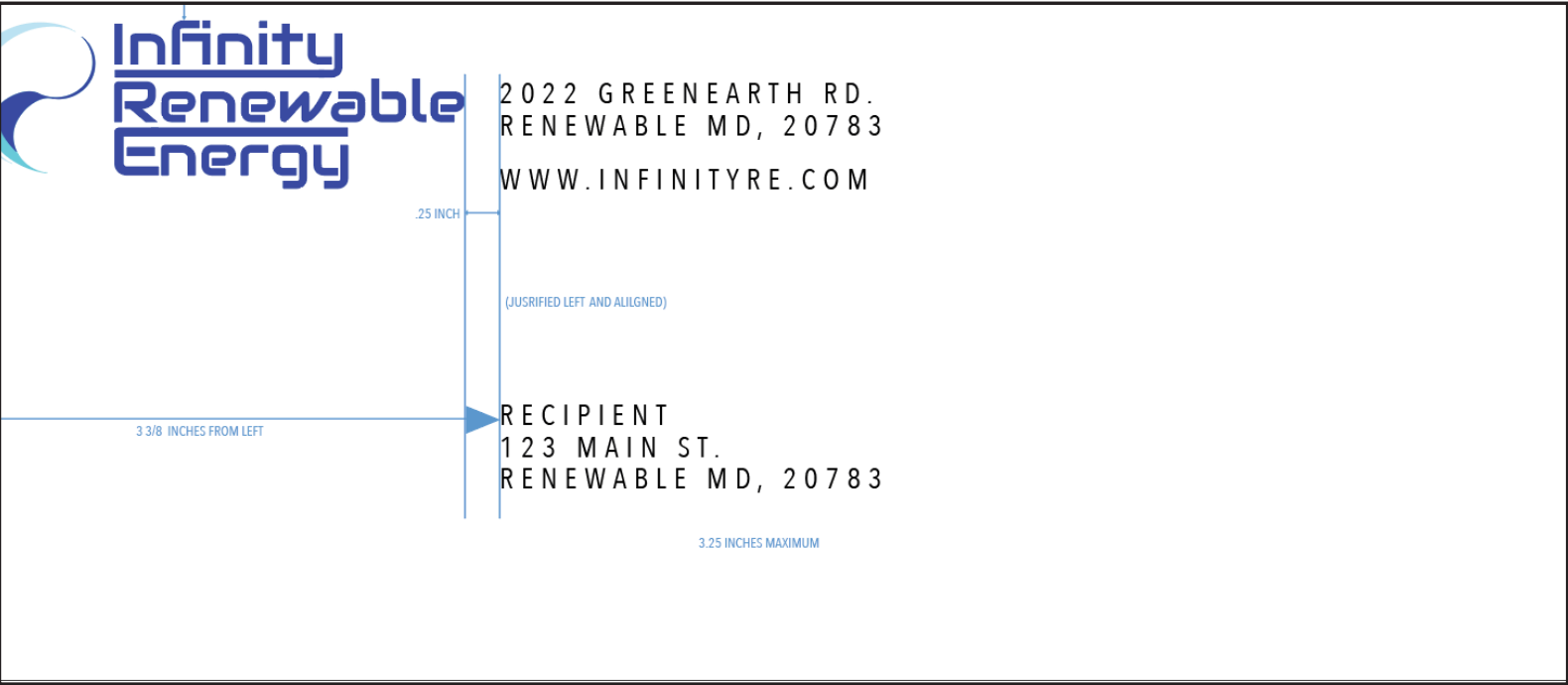
Infinity Renewable Energy master brand signature with infinite rule Vector file imported at 5%.

Purple, Blue 1, Blue Two print specifications for combination logo. The information is in the typeface Avenir Next in Regular weight.
Specifications for the envelope cannot be changed or altered. Individuals such as recipient and sender information can be changed but maintain the same position and general layout.

The logo must remain in the top left corner of the page .35 inch from the top and to the left. There must be a .25 inch clear space that separates the contact information from the combination logo. All text must be justified to the left in all capitals.

Infinity Renewable Energy master brand signature with infinite rule Vector file imported at 5%.

Purple, Blue 1, Blue Two print specifications for combination logo. The line indicating where the envelope flap begins will be in the color Purple.

Specifications for the envelope cannot be changed or altered. Individuals such as recipient and sender information can be changed but maintain the same position and general layout.

The logo must remain in the center of the page.

If more room is needed to include all the text in the document, a second document will be needed. The documents and layouts are available for use and downloadable on the company wide folder under DOCS. This is also where you are able to find other important documents such as memo sheets, invoices, personal stationary and more.

Infinity Renewable Energy

2022 GREENEARTH RD.
RENEWABLE MD, 20783

WWW.INFINITYRE.COM

.25 INCH

(JUSRIFIED LEFT AND ALILGNED)

3 3/8 INCHES FROM LEFT

RECIPIENT
123 MAIN ST.
RENEWABLE MD, 20783

3.25 INCHES MAXIMUM

.35 INCH   CENTERED ON BACK OF ENVELOPE ON FLAP
WWWMAINTAINING CLEAR SPACE PREVIOUSLY
ESTABLISHED

Infinity Renewable Energy

2022 GREENEARTH RD.
RENEWABLE MD, 20783

WWW.INFINITYRE.COM

RECIPIENT
123 MAIN ST.
RENEWABLE MD, 20783
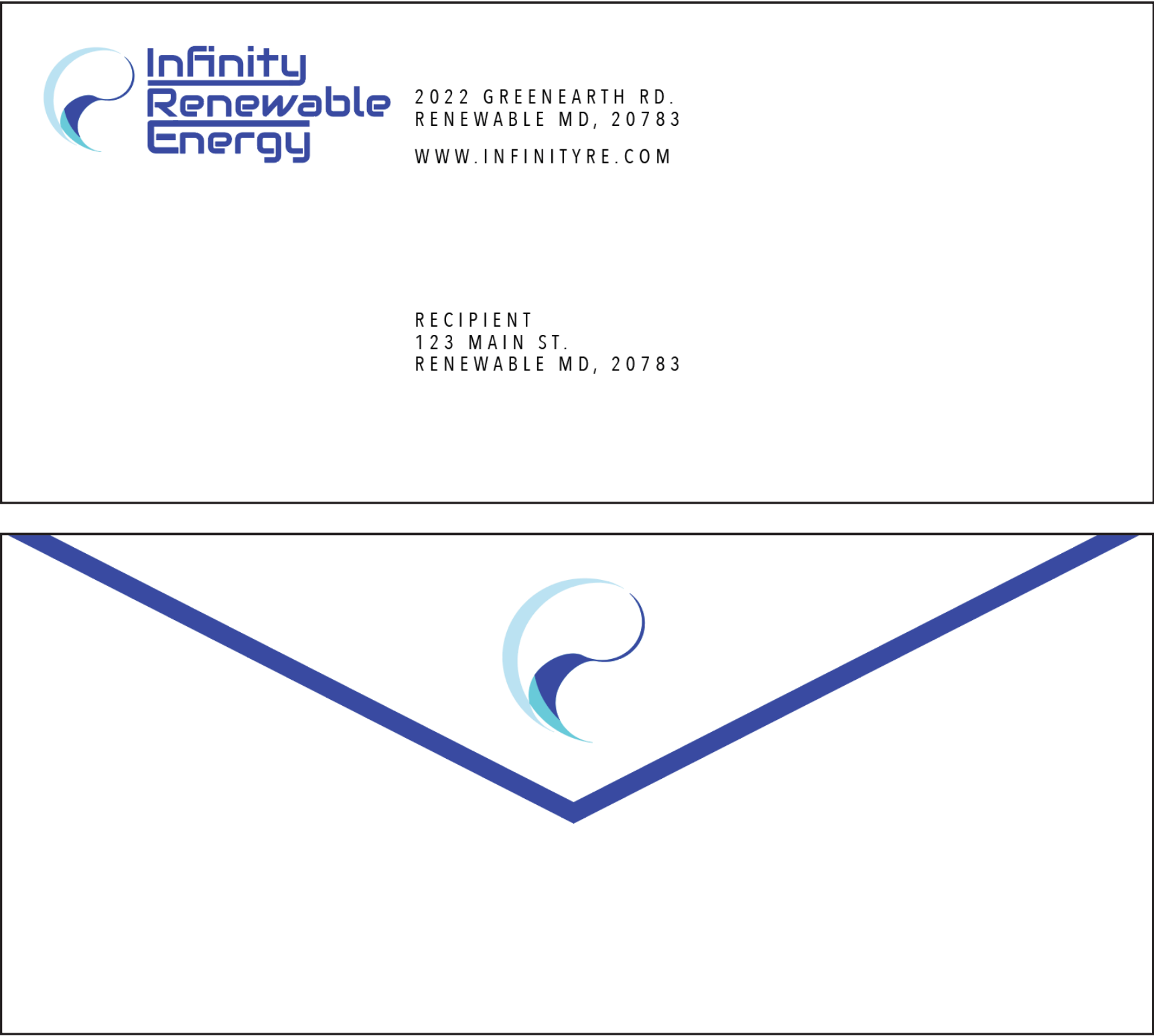
Business Card

Infinity Renewable Energy master brand signature with infinite rule Vector file imported at 28%.
Purple, Blue 1, Blue 2 print specifications for combination logo. Only the combination logo will appear on the front side.
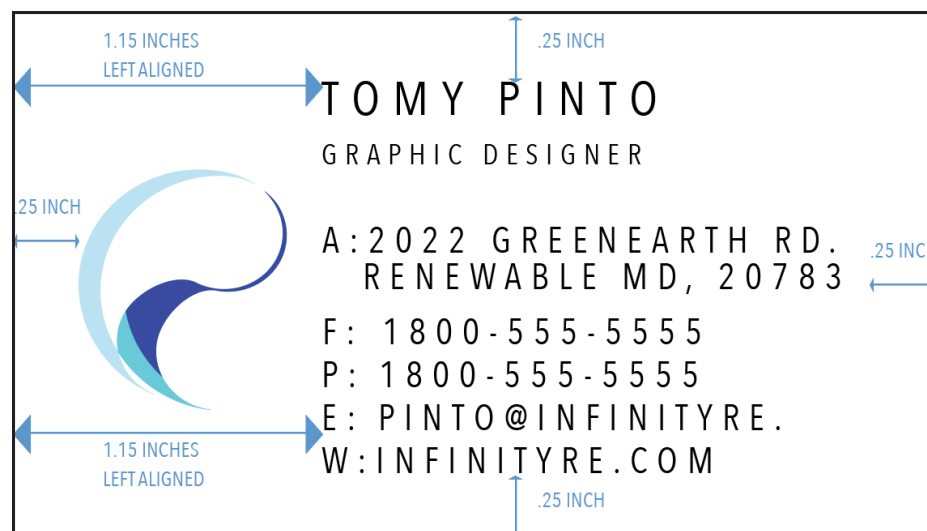
The business card itself is a standard sized card on Eggshell White 80 lb. glossy front cover stock.

Combination logo is centered vertically on the page with a .25 inch margin on either side of the logo.

The business card will be created for each individual as necessary. Business cards can be obtained by reaching out to your superior and will be ordered and received 1-5 business days after initial request. Forms to fill out must include name, position, address, fax, phone number with extensions, and email. No other information is required for the business card.

The logo is centered vertically on the page with a .25 inch clear space. Names are left aligned 1.15 inch from left and .25 inch from the top. Contact information is 1.15 inches from the left, left aligned and must not go outside .25 inch margin to left and below. All text is to remain in CAPS and be in the font Avenir Next. Weights of the name and contact information are regular while the position in the company will be in ultra light.

Once the business card request is submitted, please follow up with your superior for more information.

.25 INCH

.25 INCH
CENETERED ON PAGE

Infinity Renewable Energy

1.15 INCHES
LEFT ALIGNED

.25 INCH

T O M Y   P I N T O

G R A P H I C   D E S I G N E R

.25 INCH

A : 2 0 2 2   G R E E N E A R T H   R D .
   R E N E W A B L E   M D ,   2 0 7 8 3

.25 INCH

F :   1 8 0 0 - 5 5 5 - 5 5 5 5
P :   1 8 0 0 - 5 5 5 - 5 5 5 5
E :   P I N T O @ I N F I N I T Y R E .
W : I N F I N I T Y R E . C O M

1.15 INCHES
LEFT ALIGNED

.25 INCH

TOMY PINTO

GRAPHIC DESIGNER

A: 2022 GREENEARTH RD.
   RENEWABLE MD, 20783
F: 1800-555-5555
P: 1800-555-5555
E: PINTO@INFINITYRE.
W: INFINITYRE.COM

Web Specifications

Website Specifications

07

Web Specifications

The brand identity is made up of many different elements. Visually, our colors fonts and images work together to create a clean clear and minimalist mood. The functionality and overall style of our website and other online assets contribute to it.

Like every visual aspect of the company, the website is no different. The following pages are examples of the current web page. While we strive to create an exciting, bright, and creative web page, we try not to repeat one exact layout. Each specific page can be recognizable, but should not repeat one layout format. Certain sub pages on the site must remain that specific format for continuity and clarity. A basic format similar to the energy page is an example of this.

Fonts, header placements, color usage, etc., must maintain the same format and feel

Website Homepage

On the home page we chose a bold illustration that would encapsulate the overall aesthetic as well as give a clear visual what the company does.   When creating the city setting, different colors so that it shows depth and differentiates the different buildings. It also alludes to the versatility of the different aspects of IRE. The colors in the buildings match the colors in the logo with a few additional colors.

The IRE letter mark symbol is featured at the top right hand corner of every page. It is larger than the tabs at the top as to not fall in the background and be easily identifiable. The background is white so it would not conflict with the logo or be distracting with odd color breaks. (Variations occur on contact page)

There is a blue call out box titled project ocean that would be clickable and lead the viewer directly to that page. It is featured on the home page because it is the newest energy tech. Development for the company. This matches the company's concept of being a powerhouse for the latest and greatest enviro. Tech.

2022 Infinity Renewable Energy

Home   Energy   Projects   Products   About

Clean.
Affordable.
Infinite.

Project Ocean.

Our latest techonological
development in renewable energy.
Click **here** to read more.

Infinity Renewable Energy

Our mission is to provide the highest
quality cost effective renewable energy
power products and services to
those chosing to reduce energy costs
and carbon footprint.

Tabs:
When scrolling over each of the tabs, the text changes to dark blue
and the text is bolded (as seen in building). A menu drops down with
the various pages to visit. The pages are in white. When clicked, the
page you are on turns blue indicating which page you are on.

When on the clicked tab page, (I.e. Products>appliances) options will
appear on the screen. Those options will also be clickable and lead to
the product's individual page. (More info below).

07.1

Homepage Drop-downs

Tabs on page:

HOME:
    (Return to home page)
ENERGY:
    Solar
    Wind
    Nuclear
    Hydro
    Wave
    Future
PROJECTS:
    Ocean
    Future
    Research
PRODUCTS:
    Appliances
    Home
    Office
    Electronics
    Vehicles
ABOUT:
    Mission
    Diversity
    Investors
    Careers
    Installation
    FAQ
    Contact

Energy
Solar, wind, nuclear, hydro, wave, future

The energy home page has six different areas in gray boxes with clickable links to the various energy solutions. The clickable aspect is in orange and is bolded when hovered over. Underneath each energy, would be a brief description. The description does not need to be the whole length of the current text, but may not exceed it. Same for the plain text boxes to the left. The tree images were created and may be imagery to match the description to the left or right respectively. Since it is renewable, the unboxed text could possibly be about the environment or how these energies are Eco-friendly.. Hence the trees. I did not want the trees to be realistic but in a similar style to the buildings. The colors are the same colors used throughout.

The purple box around energy as it is a 'home' page and needs to be different from the others. I used a 6 column, 7 row grid for construction of the layout of this page.

Wave:
The wave energy page has a 3 2 1 layout, meaning the columns get smaller moving to the left. I kept the same alignment for the title and subtitle on the page. The image is a virtual reconstruction of the machines used.

The "5 reasons why" title can be changed to anything such as facts, info, links to outside, a video menu, etc. The list below can also change content but should stay within that same format.

Solar:
More straightforward, the page mostly is to advertise for the installation of solar energy. Since today, most people know what it is, it does not make sense for a company to explain it Wave energy is newer, and should give more information to the web viewers.

The yellow box itself is clickable (click is bolded when mouse arrow is contained anywhere within the box) and will direct the viewer to a contact page. More information about that page below under the About, contact section.

**The other pages under energy would be similar to solar giving a brief description but mainly to give the viewer an idea how it is used and where etc.
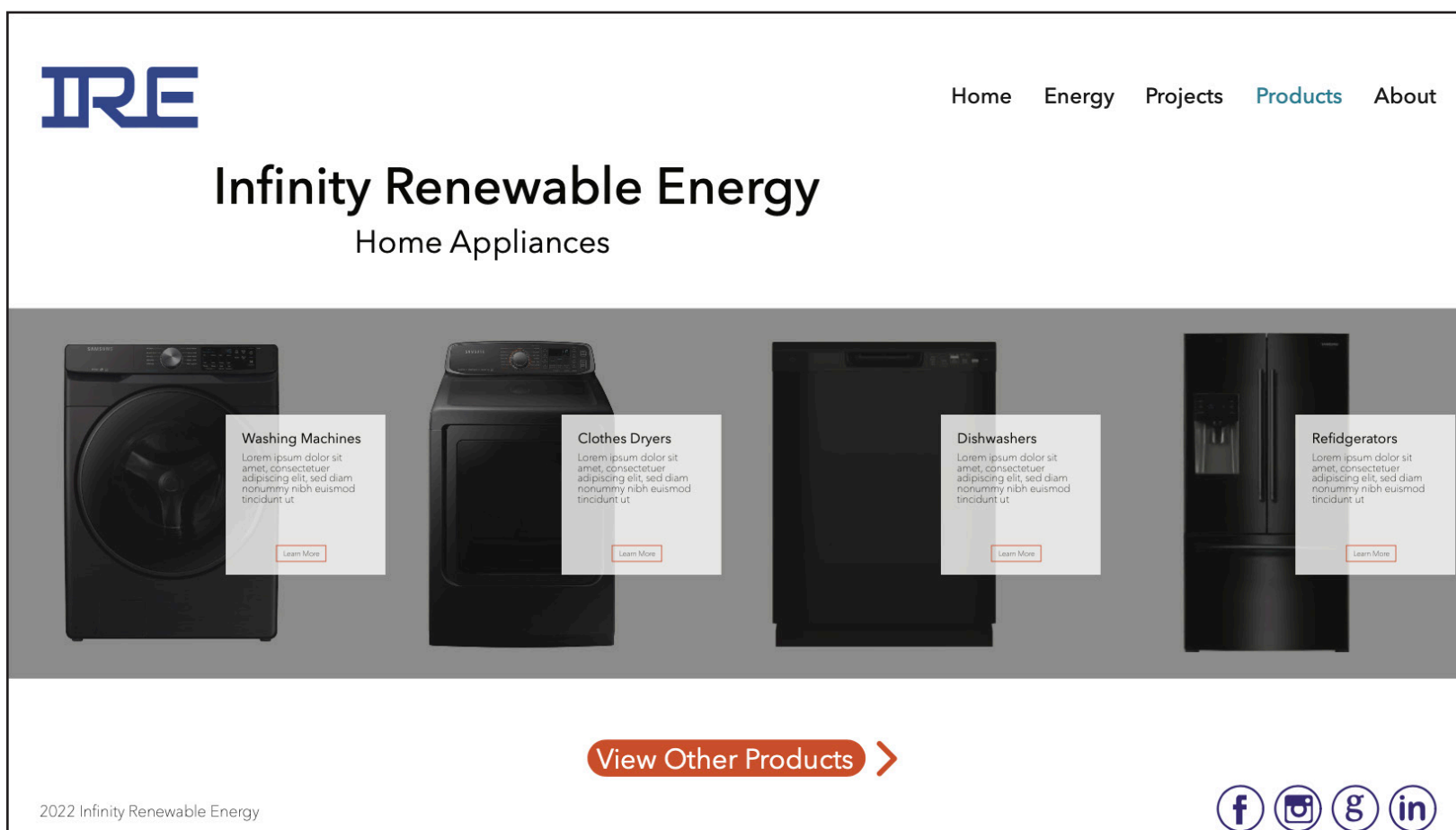
Photography Usage for Web

The photography is used on the web strategically to make a point and to add more visual depth to the website. Please refer back to section 5.2 for more information on corporate imagery and photography usage and specifications

Appliances on white background with black opacity overlay.

Images taken by the project ocean team of the machinery used to collect data about wave energy.
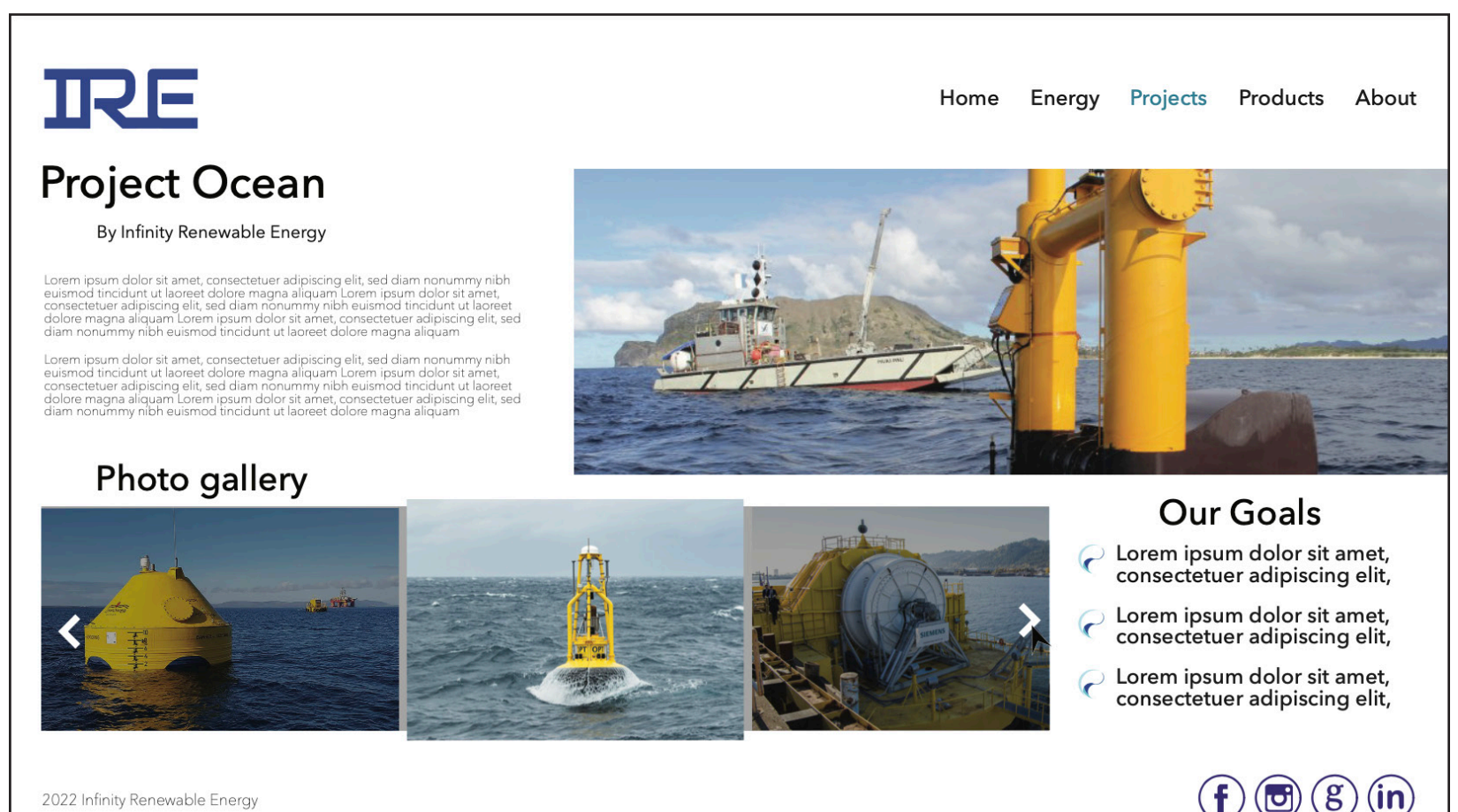
Specifics for Product Layout

01 | The name of the product specifically. If the product does not have a name, use full name of the company.

02 | Product type.

03 | Description of the product of main interest and concern to prospective customers.

04 | Necessary or legal information that is of less interest but still required for the product.

05 | Image of product. If multiple options are available, have scroll through with varying colors, sizing options etc. for that product

Materials

Marketing Materials

08

Folder, document, packaging

Marketing materials such as folders, brochures, documents for distribution, packages, etc. all must maintain and match the companies achieved aesthetic.

Folders used either by the company or given to prospective customers must be memorable and easily identifiable for brand recognition and brand identity.

Bold colors are used on the folder that maintain a minimalist aesthetic but in a more eye catching way.

The various combination that our color palette can create allows for you as a designer to use any of the colors to create a visually unique and bold appearance.
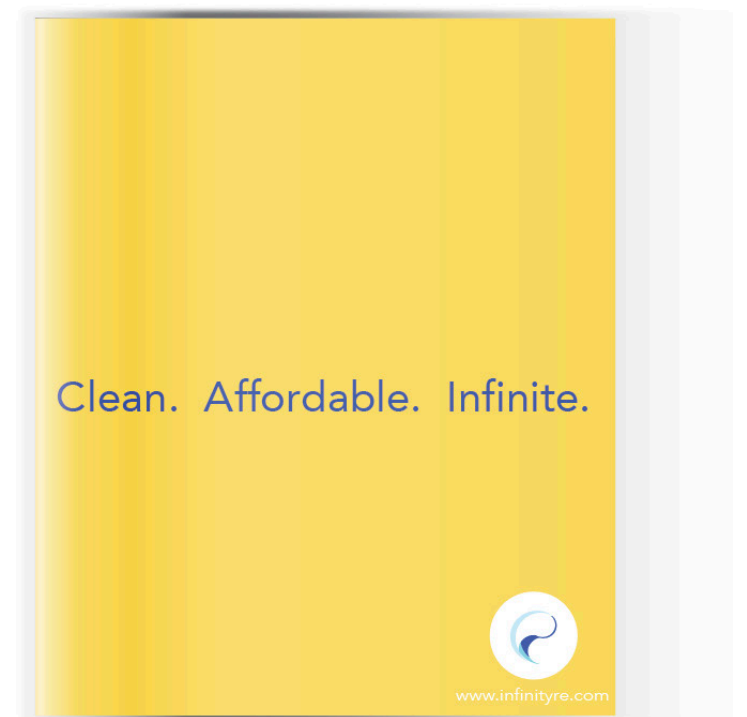
Folder

The concept of the design is to emulate a clean and sophisticated look that would be eye catching to those receiving the promotional material. It also needs to be functionary in order to hold all the necessary documents and marketing materials such as business cards of panflits. The color choices are Yellow and Purple.

Since Infinity Renewable Energy uses the latest technology, it makes sense to have this machine on the cover as well as a full spread inside the folder. The slogan Clean. Affordable. Infinite perfectly exemplifies the companies mission to create a cleaner energy source.

Document

Clean. Affordable. Infinite.

With Infinity Renewable Energy

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.
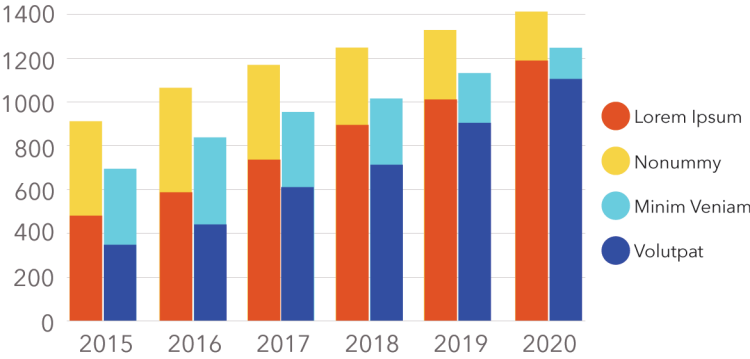
Nonummy

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

Minim Veniam

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Volutpat

Nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor.

- Lorem Ipsum
- Nonummy
- Minim Veniam
- Volutpat

2022 Greenearth Rd.
Renewable MD, 20783

Infinity Renewable Energy
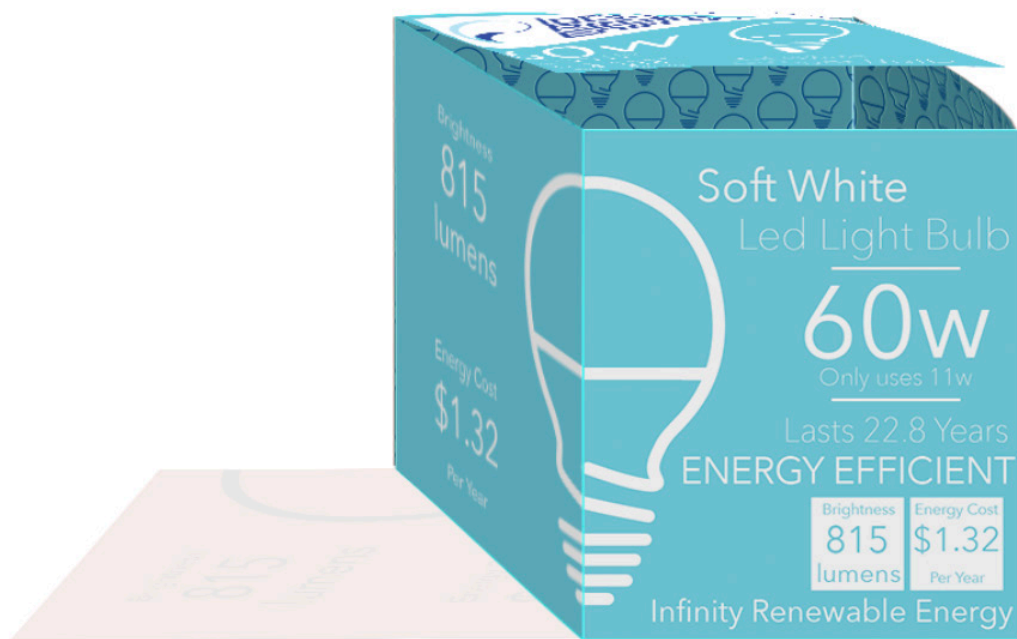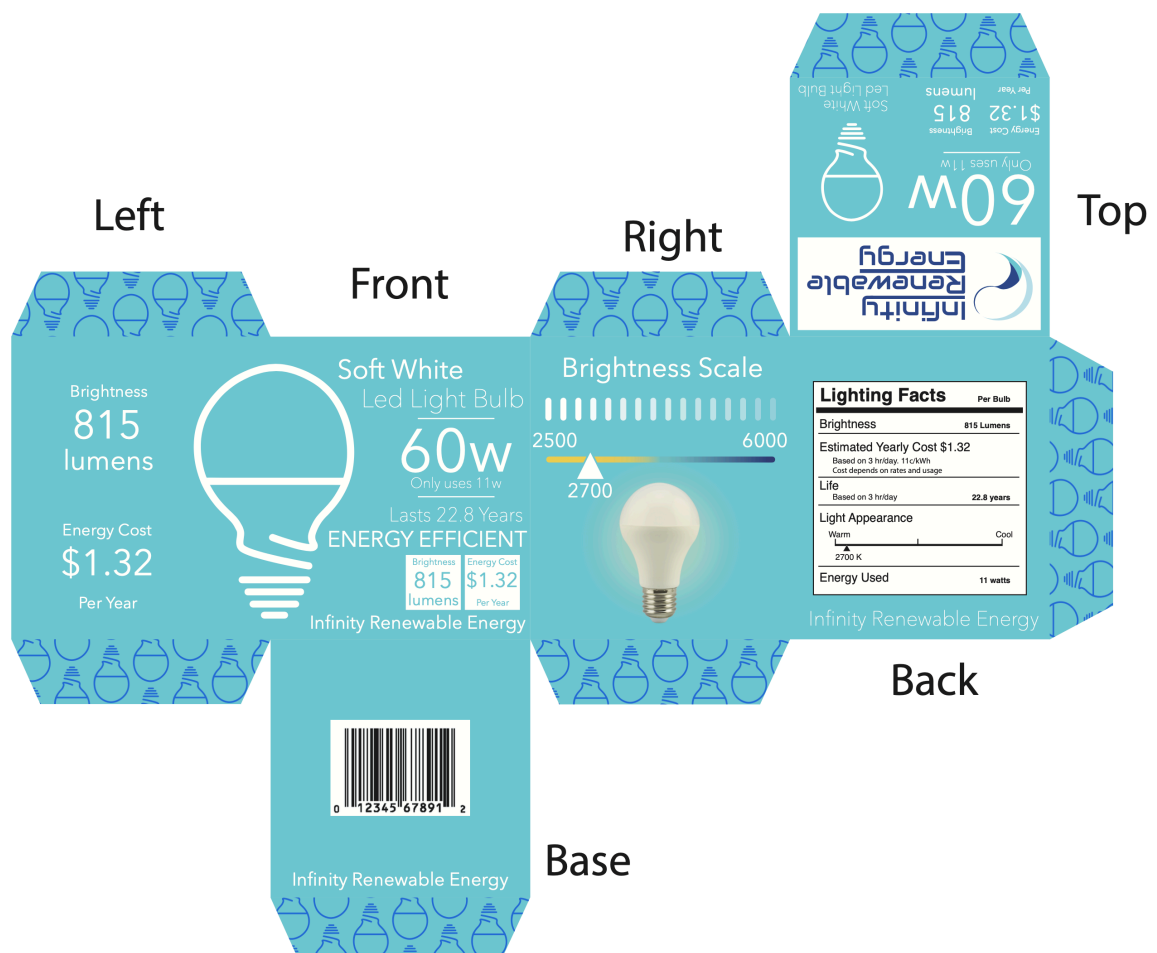
Packaging

Depending on wattage or other information about the light bulb, the coloring of the package will change. EX: 80 w light will be in Yellow with the light orange patter inside the box.

Left

Right

Top

Front

Back

Base

Specifications

Exact patterns to create the box can be found on company folder site under PATTERNS> PACKAGING

Apparel

Apparel

09

Corporate Wearables

Brand apparel is necessary for any business. It creates brand awareness, familiarity, and promotes company culture.

Customers and potential customers tend to associate branded apparel with large established companies. That image boosts our company's professionalism and expertise in the eyes of our customers. As a result, they will feel confident and secure working with our company.

Providing our employees with branded apparel is a perfect way to tie us all together. It creates a sense of unity and togetherness which immediately boosts our company culture, in any and every location.

When our customers have a positive experience with our brand, they are more likely to return. People associate brands with their experiences.

Consistently pleasing our customers and giving them a fully branded and memorable experience is key to return business.
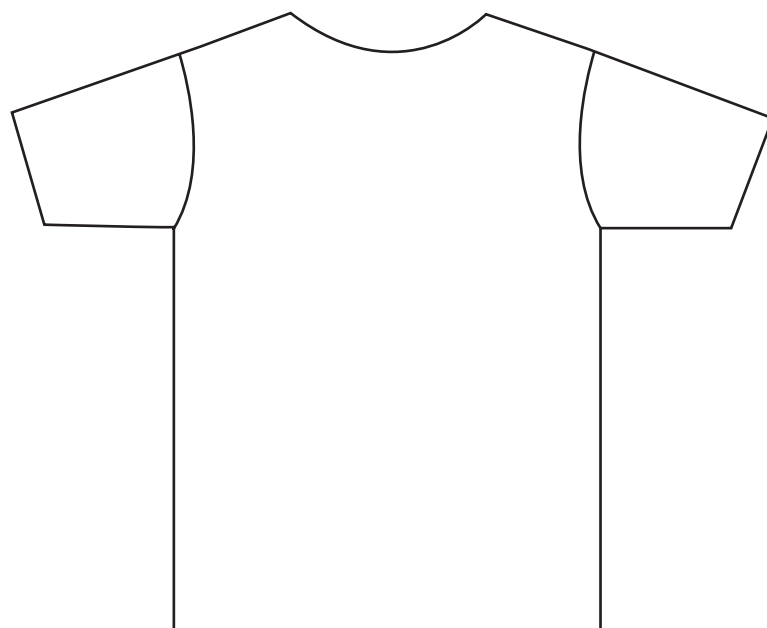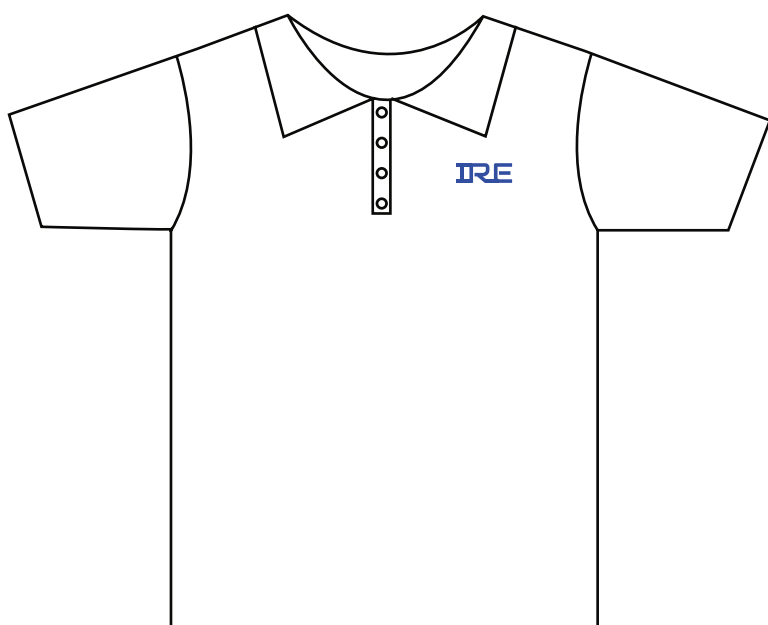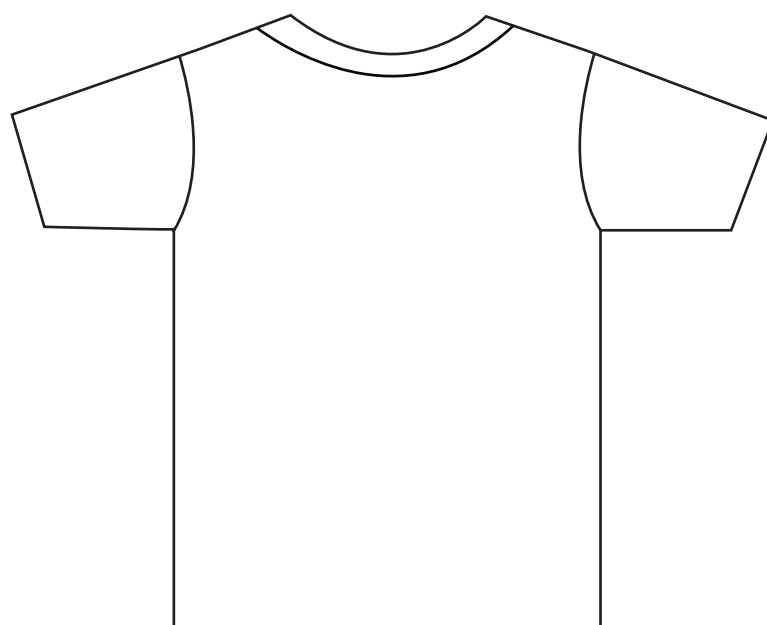
Shirts

Front of T-Shirt

Back of T-Shirt

Standard T shirt design. Letter mark logo appearing on the front of the shirt. All shirts are in white and do not come in other color options at this point.

Front of Polo Shirt

Back of Polo Shirt

Standard Polo shirt design. Letter mark logo appearing on the front of the shirt. All shirts are in white and do not come in other color options at this point.

Jackets

Standard Hoodie jacket design. Letter mark logo appearing on the front of the shirt. All shirts are in white and do not come in other color options at this point.

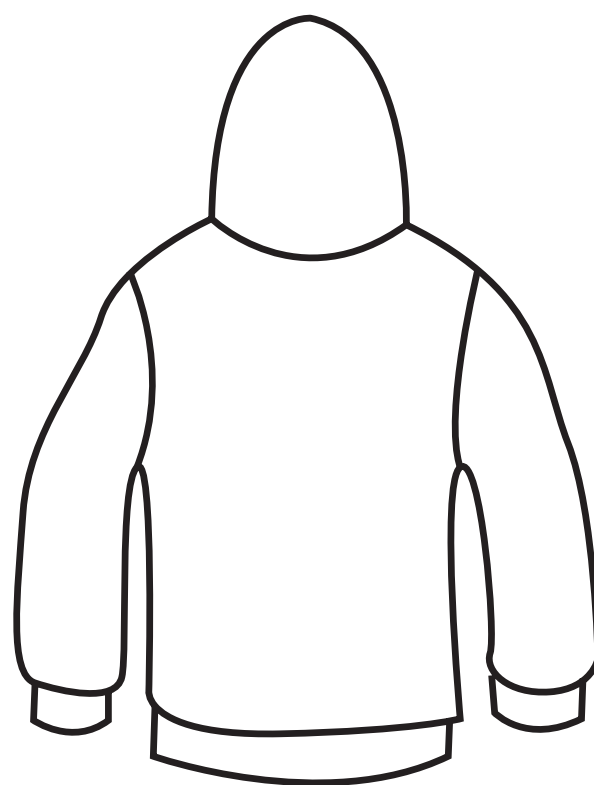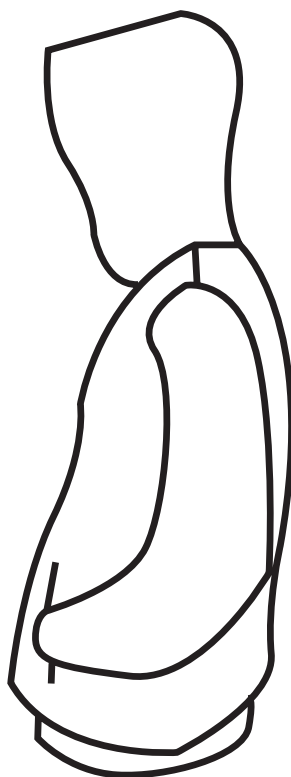# Transportation

Transportation

10

Vehicles

Beautifully designed graphics have the
ability to capture the attention of the people.
They make it easier for businesses to convey
the message in an interesting way.

By including the company name and logo on
Vehicle Graphics, a business can achieve its
branding objectives.

We wrap our transportation vehicles with
information that would make it easy for
potential customers to identify and reach
out to us. One of the best ways to market
is to create a strong branding identity and
use it over and over so customers know us
by name, logo, symbol, color, anything that
makes us unique.

Vans

Infinity Renewable Energy
1800-555-5555
2022 Greenearth Rd.
Renewable, MD 20873

Clean. Renewable. Infinite.

The white transportation vans are shown in white with the logo, information, slogan on the van. The phone number is reversed on the hood to be legible in a rear view mirror.

1800-555-5555
1800-555-5555
2022 Greenearth Rd.
Renewable, MD 20873

infinityre.com