

BRAND GUIDELINES

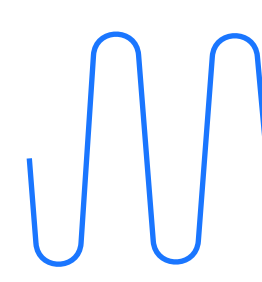
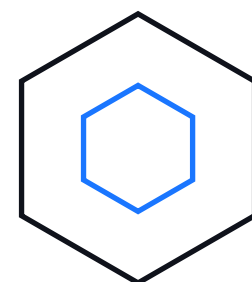
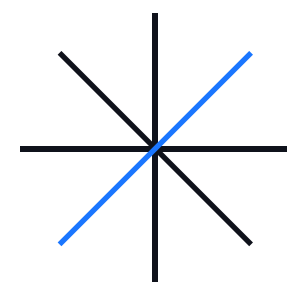
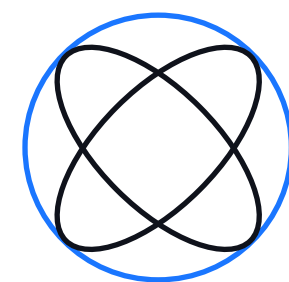


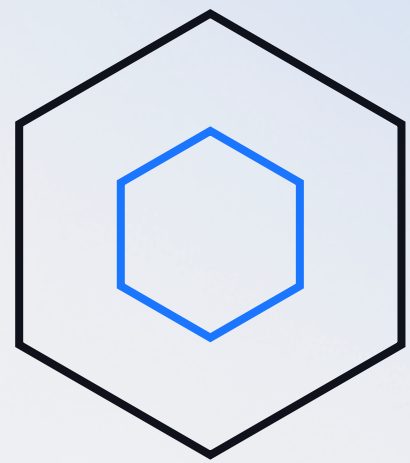
INTRO



Building a successful brand takes consistency. It's about constantly reinforcing what we stand for across all touch points, so our audience grows to recognize our brand and love to interact with it at every level.

This brand guide contains the building blocks of the Infinite Athlete brand and outlines how to express them visually. By using these guidelines as a framework for developing our communications, and as a critical resource for developing any marketing materials, we ensure that the Infinite Athlete brand delivers a singular, clear, consistent and powerful message to the world.





LOGO



Primary Logo

The Primary logo is the visual foundation for Infinite Athlete and it is the most critical component of our brand communication system.

Clearspace

A margin of clear space equivalent to “x” is drawn around the primary logo to create the invisible boundary that should be used when placing the logo.



Vertical Logo

The vertical logo may be used in cases where less horizontal space is available.

Clearspace

A margin of clear space equivalent to “x” is drawn around the vertical logo to create the invisible boundary that should be used when placing the logo.

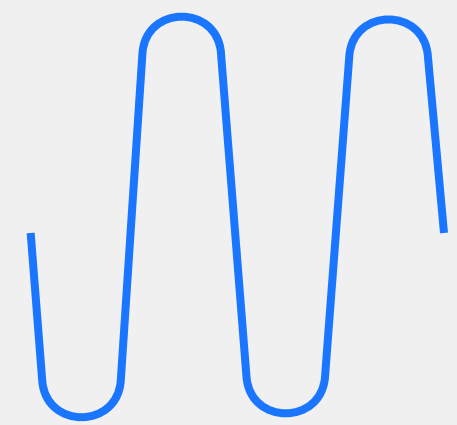




Color Usage

No matter the version of the logo is used, the Infinite Athlete logo or icon must always be shown using the primary brand colors of black or white.





COLOR



Primary Palette

The primary brand palette should be used in most scenarios to build consistency and brand awareness. Our brand colors are bright and vibrant to contrast and attract attention.

Space

HEX	#0F131B
RGB	15, 19, 27
CMYK	80, 71, 60, 78

White

#000000	#FFFFFF
14, RGB	255, 255, 255
0, 0 CMYK	0, 0, 0, 0

Infinite Blue

HEX	#1B76FF
RGB	27, 118, 255
CMYK	78, 56, 0, 0
PMS	2727 C

Cosmic Pink

HEX	#FF3EB5
RGB	255, 62, 181
CMYK	3, 84, 0, 0
PMS	806 C

THANK YOU!

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INFINITEATHLETE.AI

