



STYLE GUIDE 2019

STYLE • COLORS • FONTS • MEASUREMENTS

WWW.INFINITYFESTIVAL.COM



**INFINITY
FESTIVAL**
HOLLYWOOD

FULL LOGO - HORIZONTAL

The full logo for INFINITY FESTIVAL 2019 features an updated logomark and logotype, complete with a revised color palette - based on the original vibrant red from IF 2018. The logo should be displayed with a 30% margin on all sides. The colored version is a linear gradient travelling diagonally from bottom left to top right, starting with the deep red and finishing with the vibrant pink.



#E62227
3% 99% 98% 0%
485 XGC

#CB0079
0% 100% 16% 0%
233 C

#8A54A2
52% 79% 0% 0%
3559 C

#80BDE7
47% 12% 0% 0%
291 U

#FFFFFF
0% 0% 0% 0%
P 75-1 U

#000000
0% 0% 0% 100%
20-0194 TPM

HORIZONTAL LOGO VARIATIONS

For the sake of simplicity and elegance, the full logo comes in 1 color variation, complemented by options in black or white. In case the situation calls for different logomark types, the colored logo exist both as a “cut-out” and a filled out shape.



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#80BDE7
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291 U

#FFFFFF
0% 0% 0% 0%
P 75-1 U

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0% 0% 0% 100%
20-0194 TPM

FULL LOGO - VERTICAL

Certain occasions may require a different form factor for the full logo. The logo therefore comes in a vertical variety as well. Similarly to its horizontal sibling, this one requires 30% margin on all sides.



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3% 99% 98% 0%
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47% 12% 0% 0%
291 U

#FFFFFF
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P 75-1 U

#000000
0% 0% 0% 100%
20-0194 TPM

VERTICAL LOGO VARIATIONS



**INFINITY
FESTIVAL**
HOLLYWOOD



**INFINITY
FESTIVAL**
HOLLYWOOD



**INFINITY
FESTIVAL**
HOLLYWOOD



**INFINITY
FESTIVAL**
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HOLLYWOOD

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3559 C

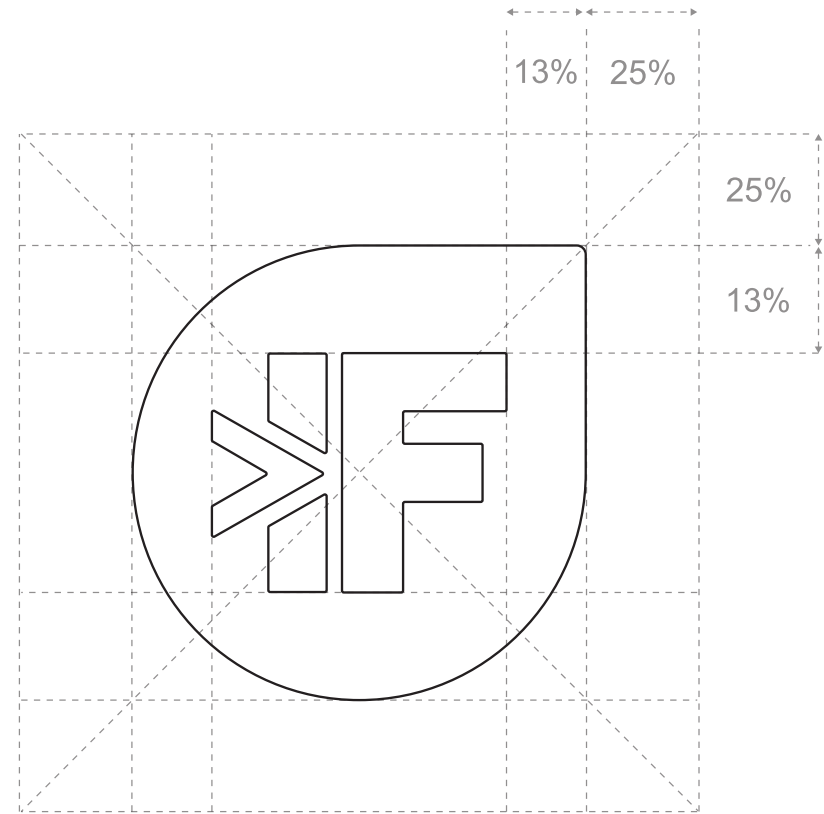
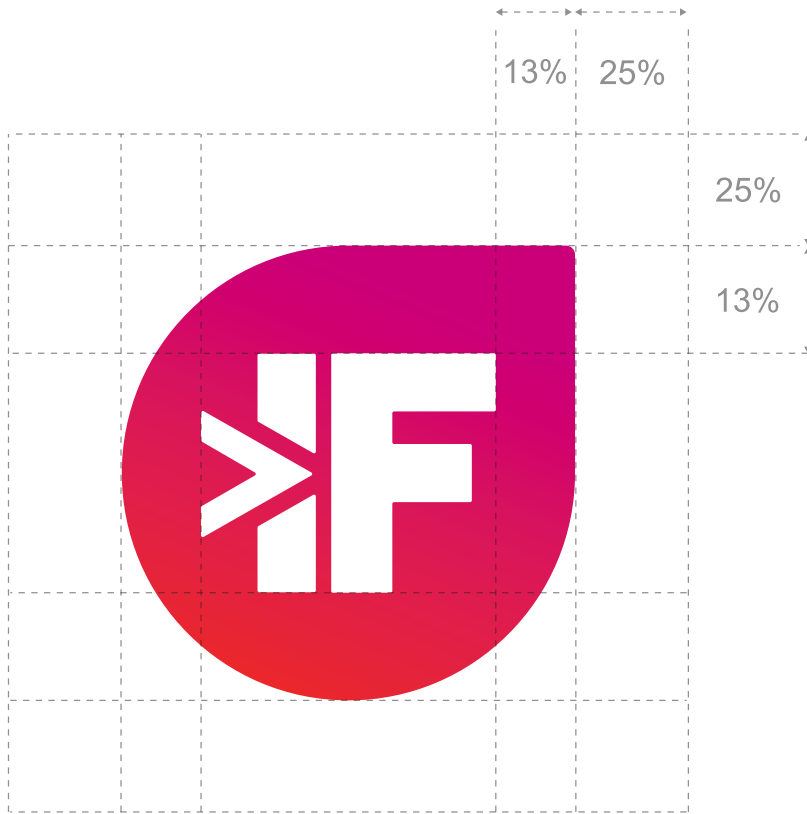
#80BDE7
47% 12% 0% 0%
291 U

#FFFFFF
0% 0% 0% 0%
P 75-1 U

#000000
0% 0% 0% 100%
20-0194 TPM

LOGOMARK

The logomark is the symbol component of the logo. For this year, IF has gone with the “edged sphere”, which represents the fusion of two seemingly different worlds - the tech hub of Silicon Valley and the entertainment capital in Hollywood. The angular aspect represents the “bits” making up all algorithms of the tech world, and the spherical aspect represents the camera lens that made all of Hollywood possible.



<p>#E62227 3% 99% 98% 0% 485 XGC</p>	<p>#CB0079 0% 100% 16% 0% 233 C</p>	<p>#8A54A2 52% 79% 0% 0% 3559 C</p>	<p>#80BDE7 47% 12% 0% 0% 291 U</p>	<p>#FFFFFF 0% 0% 0% 0% P 75-1 U</p>	<p>#000000 0% 0% 0% 100% 20-0194 TPM</p>
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LOGOMARK VARIATIONS



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3% 99% 98% 0%
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233 C

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#FFFFFF
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P 75-1 U

#000000
0% 0% 0% 100%
20-0194 TPM



LOGOTYPE

The textual component of the logo, the logotype, is a combination of two fonts: **Paralucent Heavy** for the title, and **Pragmatica** for the location text.



#E62227 3% 99% 98% 0% 485 XGC	#CB0079 0% 100% 16% 0% 233 C	#8A54A2 52% 79% 0% 0% 3559 C	#80BDE7 47% 12% 0% 0% 291 U	#FFFFFF 0% 0% 0% 0% P 75-1 U	#000000 0% 0% 0% 100% 20-0194 TPM
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LOGOTYPE VARIATIONS

**INFINITY
FESTIVAL**
HOLLYWOOD

**INFINITY
FESTIVAL**
HOLLYWOOD

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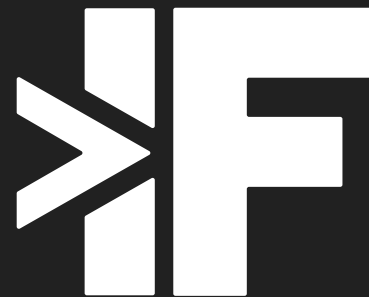
#80BDE7
47% 12% 0% 0%
291 U

#FFFFFF
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P 75-1 U

#000000
0% 0% 0% 100%
20-0194 TPM

THE IF MARK™

As with any style guide, some aspects are consistently subject to change. However, the IF mark™ is the official trademark of INFINITY FESTIVAL and does not change beyond recognition.





PRO PASS

JOHN SMITH

CHIEF TECHNOLOGY OFFICER
MASTER TECHNOLOGIES INC



**INFINITY
FESTIVAL**
HOLLYWOOD

FONTS • MOTTO

INPUT MONO LIGHT

STORY ADVANCED BY TECHNOLOGY

STORY ADVANCED BY TECHNOLOGY

STORY ADVANCED BY TECHNOLOGY

STORY ADVANCED BY TECHNOLOGY

STORY ADVANCED BY TECHNOLOGY

FONTS • WEB

HEADERS: MONTSERRAT BOLD

SUB-HEADERS: MONTSERRAT

BODY: ROBOTO REGULAR

THIS IS A HEADER

THIS IS A SUB-HEADER

Here is an example of the body text. Sometimes it might be in **bold** or *italic*.

Lorem ipsum dolor sit amet, consectetur 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, consectetur 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

FONTS • DECKS & ONE-SHEETS

HEADERS: PARALUCENT

SUB-HEADERS: ONE-DAY

BODY: ROBOTO

DATA & STATISTICS: RUBIK MEDIUM

THIS IS A HEADER

THIS IS A SUB-HEADER

Here is an example of the body text. Sometimes it might be in **bold** or *italic*.
Lorem ipsum dolor sit amet, consectetur 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, consectetur 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

THIS IS DATA %

THIS IS DATA %

