



Visual Identity System Manual

July 2023

TABLE OF CONTENTS

Section One: Introduction

Mission Statement and Company Philosophy	2
Using This Manual	3

Section Two: Logo Standards

Logo Types	5
Clear Space and Minimum Scale	7
Unacceptable Uses	8

Section Three: Colors Standards

Primary Colors	11
Secondary Colors	12
Accent Colors.....	13

Section Four: Typography

Primary Fonts	15
Secondary Fonts	16

Section Five: Stationery

Letterhead, Envelope, and Business Card	18
Promotional Documents	19

Section Six: Packaging

Household Products	22
--------------------------	----

Section Seven: Web Presence

Company Website	24
Photography / Imagery	28

Section Eight: Branded Merchandise

Shirts, Totes, and Drinkware	31
------------------------------------	----

Section Nine: Building Signage

Vinyl Graphics	33
Dimensional / Channel Letters	34

Section Ten: Vehicle Graphics

Straight Trucks	36
Utility Vans and Passenger Vehicles	37

SECTION ONE

Introduction

Mission Statement and Company Philosophy 2
Using This Manual 3

Mission Statement

Infinity Renewable Energy's mission is to sustainably produce green products to consumers, promote the conservation of the earth's natural resources and to provide renewable sources of energy to industrial, commercial, governmental, and residential customers worldwide.

This is accomplished by combining state-of-the-art technology with our decades of expertise to provide excellent service and products to our clients and customers.

Company Philosophy

At Infinity Renewable Energy, Inc. we believe that reducing the use of fossil fuels can only happen with intelligent, innovative, and state-of-the-art energy producing technologies.

We believe the earth's natural resources can be preserved through the sustainable and thoughtful production of energy-saving products and appliances for all our commercial and residential customers worldwide.

We are focused on educating, promoting, and supporting the recycling and conservation efforts of our global community partners while maintaining a high level of individual customer service, and product support.

Our tagline "Then, Now, and in the Future" is a testament to our longevity, commitment and promise of working towards a cleaner world for all.

Using This Manual

This manual contains approved standard graphic elements of the Infinity Renewable Energy (iRE) visual identity system. It has been prepared and distributed to ensure the success of this identity. Please use and adhere to these guidelines, which are fundamental yet flexible enough to allow for individual expression. This manual takes the form of an Adobe Acrobat PDF file for viewing on Windows (PC) or Macintosh (Apple) computers. The file can be printed on 8.5" x 11" paper, preferably with a color printer.

The Infinity Renewable Energy name is recognized around the world. As one of the largest multinational energy companies in the world, iRE has built a prominent and credible brand for over 50 years. We all play an important role in maintaining and strengthening that brand.

By using the common set of graphic elements, colors, fonts, and symbols described in this guide, you can convey a consistent visual identity for all of the divisions, departments, and programs that make up iRE. We all benefit from this collective identity for the company.

The visual identity system helps everyone to quickly recognize iRE and immediately associate the stature of the company's brand with its numerous products, services, and programs. The purpose of this manual is to help members of the iRE team, as well as other authorized users, understand how to correctly use the company's logos, colors, and other brand elements.

Have Questions or Need Help?

The IRE Visual Identity System is maintained by the Communications and Marketing Departments. Visit our website at infinityre.com/marketing or contact us at marketing@infinityre.com to:

- Ask for brand elements that are part of the visual identity system
- Get answers about how to use elements of the visual identity system
- Discuss compliance, special permissions, and exemptions

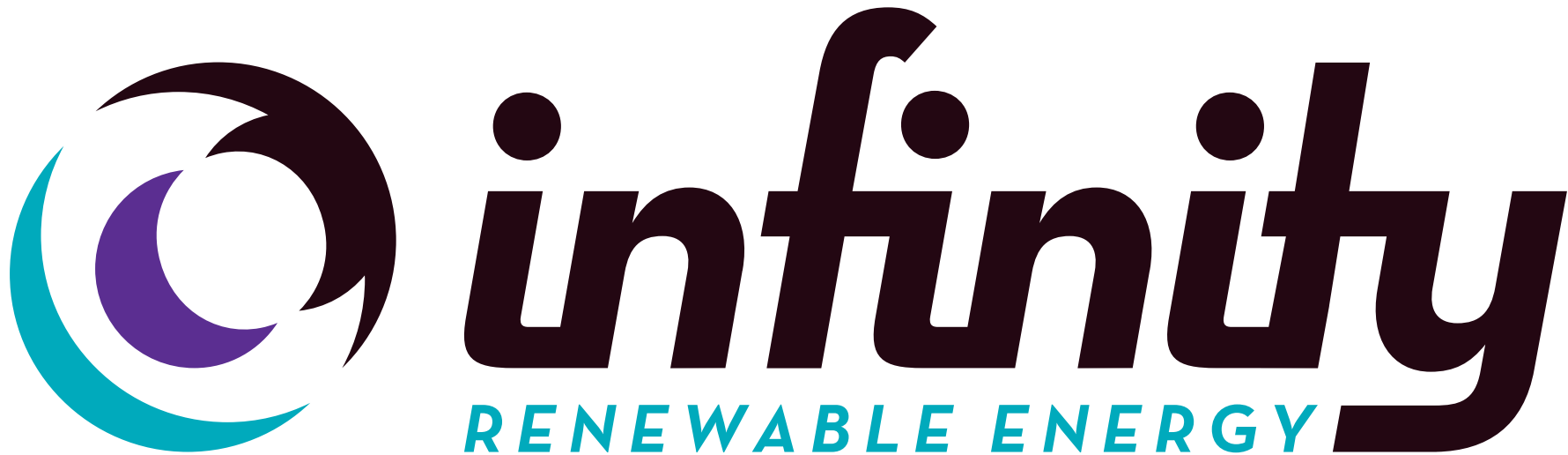


SECTION TWO

Logo Standards

Logo Types	5
Clear Space and Minimum Scale	7
Unacceptable Uses	8

Logo Types



Combination Logo

This is the primary and most commonly used element in the iRE visual identity system. The combination logo is made up of two components: the symbol logo and wordmark logo. The combination logo is used in nearly all applications unless there are size and production constraints. In those cases, the symbol logo or lettermark logo may be used. The wordmark logo is never used without being accompanied by the symbol logo.



Symbol Logo

This is the key element in the iRE identity system. It may not be modified in any way.



Wordmark Logo

This logo may not be used alone, it is essential to the iRE identity system. It may not be modified in any way and should only be placed next to the symbol logo.



Lettermark Logo

This is the primary logo for iRE branded appliances, products, and merchandise. It may not be modified in any way.

NOTE: Colored logos should never be mixed together with the greyscale versions.

Logo Types: Greyscale



Combination Logo

This is the primary and most commonly used element in the iRE visual identity system. The combination logo is made up of two components: symbol logo and wordmark logo. The combination logo is used in nearly all applications unless there are size and production constraints. In those cases, the symbol logo or lettermark logo may be used. The wordmark logo is never used without being accompanied by the symbol logo.



Symbol Logo

This is the key element in the iRE identity system. It may not be modified in any way.



Wordmark Logo

This logo may not be used alone, it is essential to the iRE identity system. It may not be modified in any way and should only be placed next to the symbol logo.



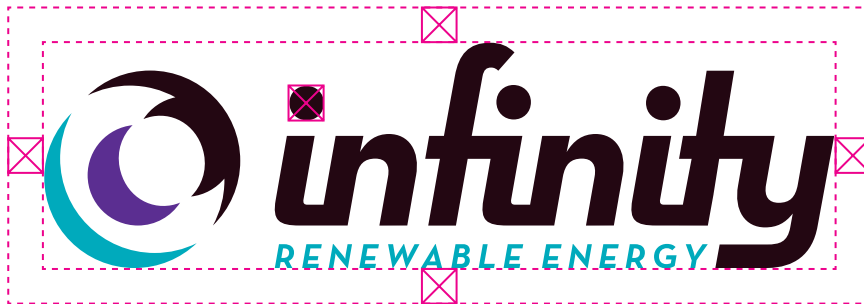
Lettermark Logo

This is the primary logo for iRE branded appliances, products, and merchandise. It may not be modified in any way.

NOTE: Greyscale logos should never be mixed together with the colored versions.

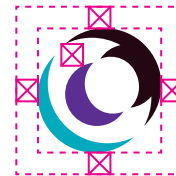
Clear Space

This refers to the area around elements in the visual identity system that must be free of other graphics or text.



Main Combination Logo

The dot of the "i" in "infinity" indicates the required clear space.



Symbol Logo



Wordmark Logo

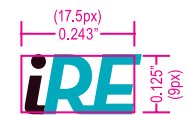
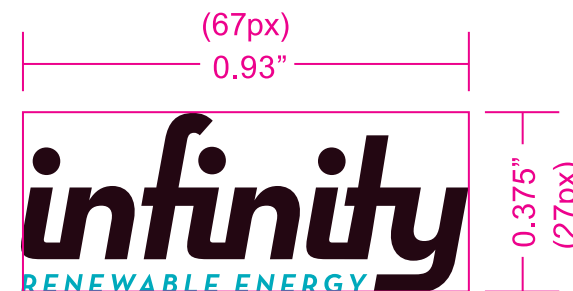
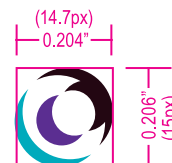
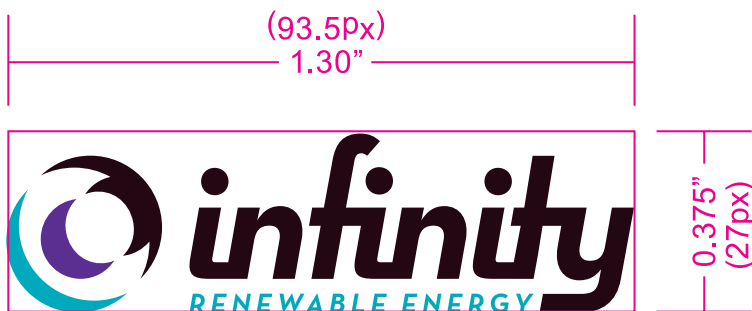


Lettermark Logo

The required space of these logos is indicated by the boxes and dotted lines.

Minimum Scale

The smallest logo sizes allowed to ensure that all iRE logos are clearly legible.



Unacceptable Uses

To clarify how to use our brand elements, we've created some examples of how the marks should NOT be used or changed. Although we are providing a range in this section, it is not complete; other unacceptable treatments and special cases of exemptions certainly exist. If you have questions about what can and cannot be done within the parameters of the visual identity system, please contact marketing@infinityre.com.

Main Combination Logo

1. Do not distort, resize, or modify any portion of the combination logo.
2. Do not crop any portion of the combination logo.
3. Do not tilt the combination logo.
4. Do not add an outline to the combination logo.
5. Do not alter alignment of any component of the combination logo.
6. Do not add colored backgrounds/images to the combination logo.
7. Do not change the font of the combination logo "infinity" text.
8. Do not change the font of the "Renewable Energy" text.

Symbol Logo

9. Do not distort any portion of the symbol logo.
10. Do not crop any portion of the symbol logo.
11. Do not tilt the symbol logo.
12. Do not add an outline to the symbol logo.
13. Do not add colored backgrounds/images to the symbol logo.
14. Do not add any elements the symbol logo.



Unacceptable Uses

Wordmark Logo

15. Do not distort or resize any portion of the wordmark logo.
16. Do not crop any portion of the wordmark logo.
17. Do not tilt the wordmark logo.
18. Do not add an outline to the wordmark logo.
19. Do not alter alignment of any component of the wordmark logo.
20. Do not add colored backgrounds/images to the wordmark logo.
21. Do not change the font of the wordmark logo “infinity” text.
22. Do not change the font of the “Renewable Energy” text.

Lettermark Logo

23. Do not distort or change any portions of the lettermark logo.
24. Do not crop any portion of the lettermark logo.
25. Do not tilt the lettermark logo.
26. Do not add an outline to the lettermark logo.
27. Do not add colored backgrounds/images to the lettermark logo.
28. Do not add any elements the lettermark logo.



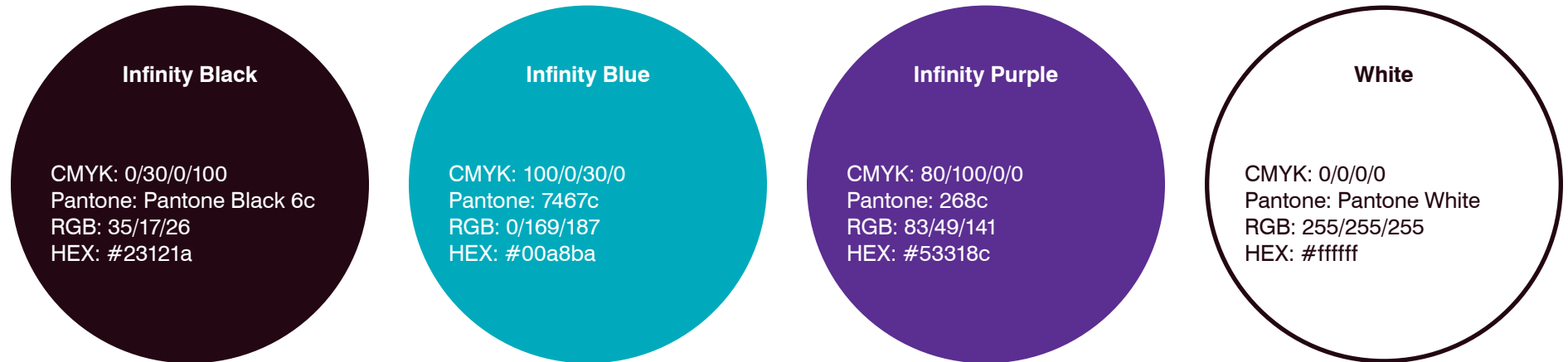
SECTION THREE

Colors Standards

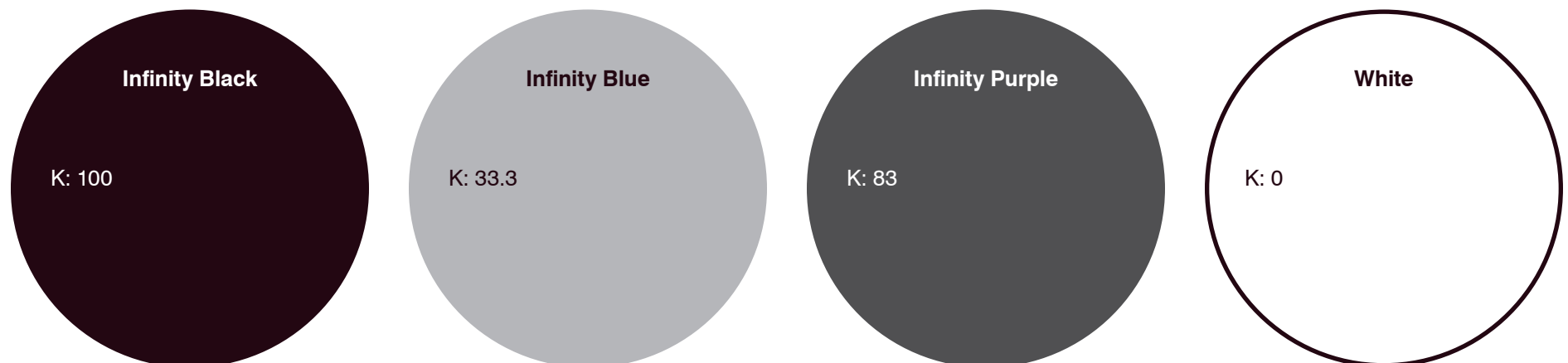
Primary Colors	11
Secondary Colors	12
Accent Colors	13

Primary Colors

The primary colors black, blue, purple, and white form the foundation of everything iRE. These colors are used to provide accessibility, simplicity and consistency throughout all brand communications.



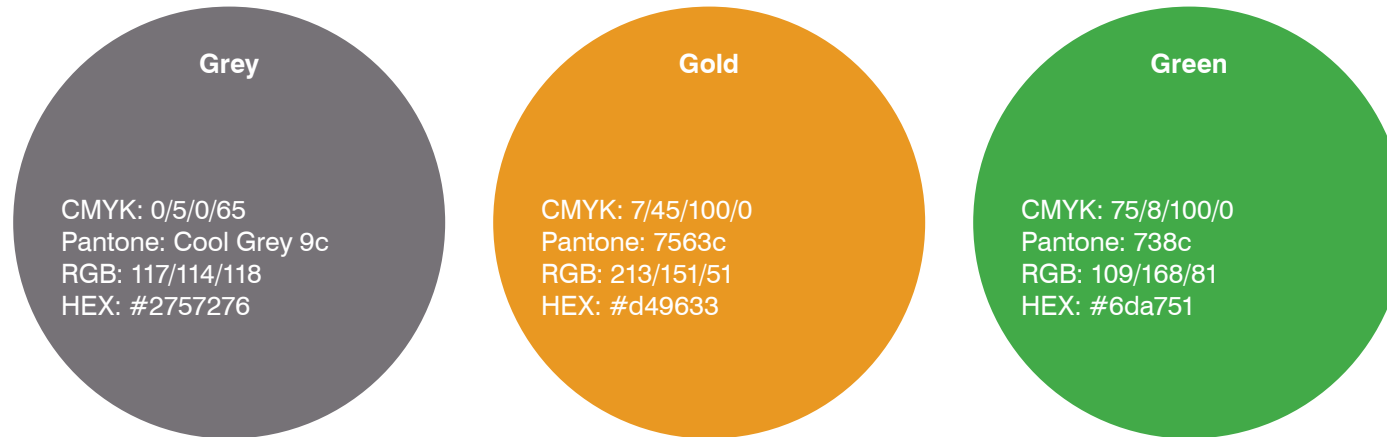
Greyscale Equivalents



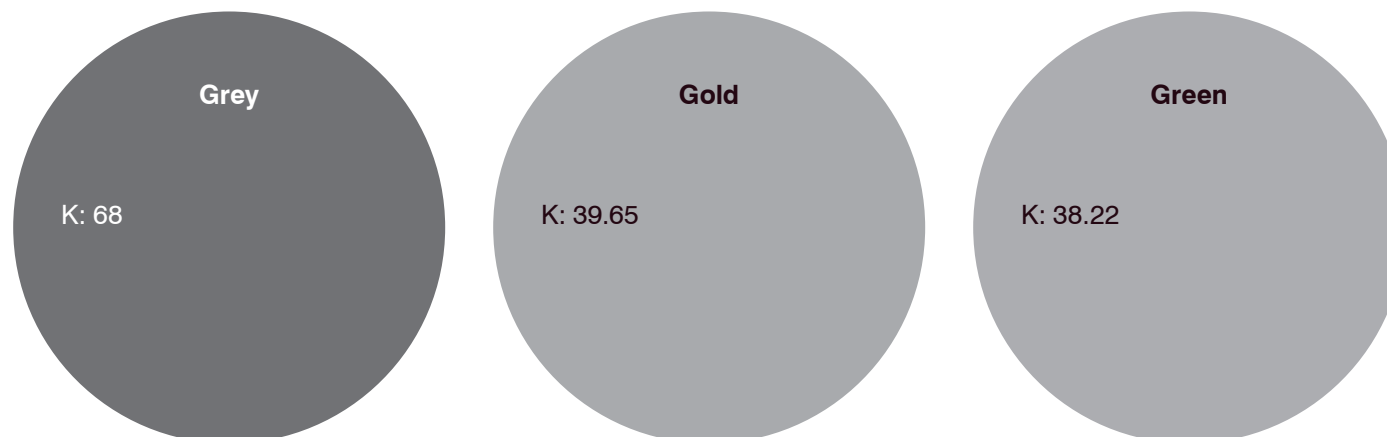
NOTE: Colored and greyscale versions of brand colors should never be mixed together.

Secondary Colors

These colors are meant to complement the primary color palette of the iRE Visual Identity System. These are recommended but not required to be used.



Greyscale Equivalents



NOTE: Colored and greyscale versions of brand colors should never be mixed together.

Accent Colors

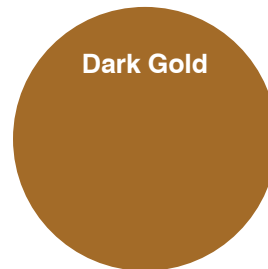
These colors are provided as an aid to designing communications that reflect the iRE brand in tone and style through consistent use of color. These colors may be used in support of primary and secondary colors, and should not be used prominently in any application.



CMYK: 59/75.9/0/0
Pantone: 7676c
RGB: 115/89/161
HEX: #2757276



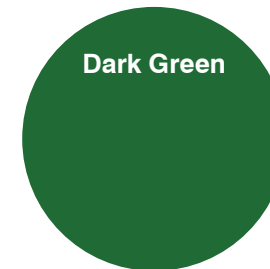
CMYK: 0/38.5/92/0
Pantone: 409c
RGB: 230/167/60
HEX: #d49633



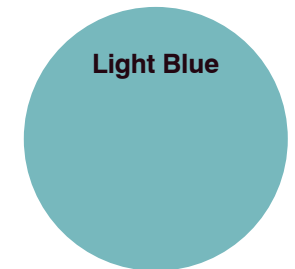
CMYK: 29.2/58/100/14.5
Pantone: 7573c
RGB: 149/107/49
HEX: #6da751



CMYK: 7/0/90.1/0
Pantone: 360c
RGB: 126/185/93
HEX: #2757276

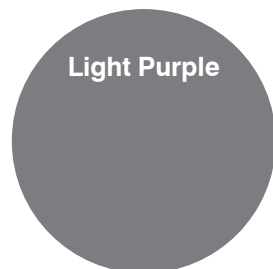


CMYK: 83.7/34.3/100/26.4
Pantone: 349c
RGB: 69/105/59
HEX: #2757276



CMYK: 53.1/10.9/25.5/0
Pantone: 503c
RGB: 141/183/187
HEX: #2757276

Greyscale Equivalents



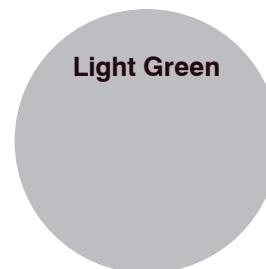
K: 62.49



K: 32.85



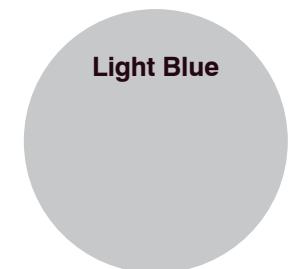
K: 68.57



K: 29.95



K: 82.78



K: 25.17

NOTE: Colored and greyscale versions of brand colors should never be mixed together.

SECTION FOUR

Typography

Primary Font	15
Secondary Fonts	16

Primary Font

The primary font family used by iRE is Neutra Text which makes up the main elements of the logo, tagline, and headlines. See details below:

Acceptable Uses

The primary font family is not required for any applications other than the iRE logo, tagline, and headlines in documents. However, you may choose to use it for the cohesive style they can lend to the design.

Unacceptable Uses

Do not use this font family or any of its members for large amounts of body copy text where readability and legibility are critical.

Need help obtaining fonts?

This font family is available for both Windows and Macintosh platforms and may be purchased from the following websites:

fontgreek.com
cufonfonts.com
wfonts.com
typewolf.com
cofonts.com

For more information visit our website at infinityre.com/marketing or contact us at marketing@infinityre.com

NEUTRA TEXT (Sans Serif)

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book Italic

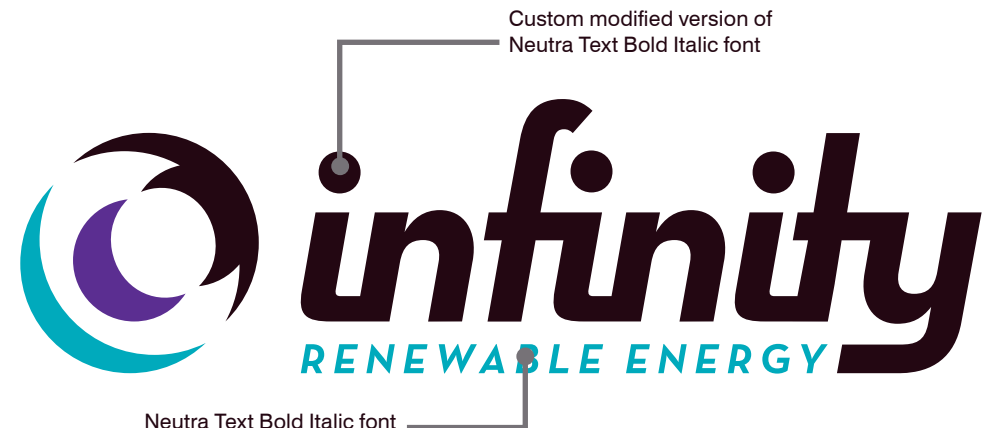
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Secondary Fonts

Swiss 721 BT and Plakette are the secondary typefaces used for iRE communications. They should be used for word processing, internal communications, legal text, and Web applications when the primary font family (Neutra Text) is not permitted for use. See details below:

Acceptable Uses: Swiss 721 BT

This secondary font family is used for word processing, internal communications, legal text or fine print, and general body copy found on documents and Web applications.

Unacceptable Uses: Swiss 721 BT

Do not use this font family as the primary font for names and titles of iRE documents, packaging, and other products.

Acceptable Uses: Plakette

This secondary font family is only used to increase contrast, improve hierarchy, or to emphasize particular information on packaging.

Unacceptable Uses: Plakette

Do not use this font family or any of its members for large amounts of body copy text where readability and legibility are critical.

Need help obtaining fonts?

This font families are available for both Windows and Macintosh platforms and may be purchased from the following websites:

fontspring.com
myfonts.com
typewolf.com
fontgreek.com
cufonfonts.com

For more information visit our website at infinityre.com/marketing or contact us at marketing@infinityre.com

SWISS 721 BT (Sans Serif)

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PLAKETTE (Sans Serif)

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Heavy

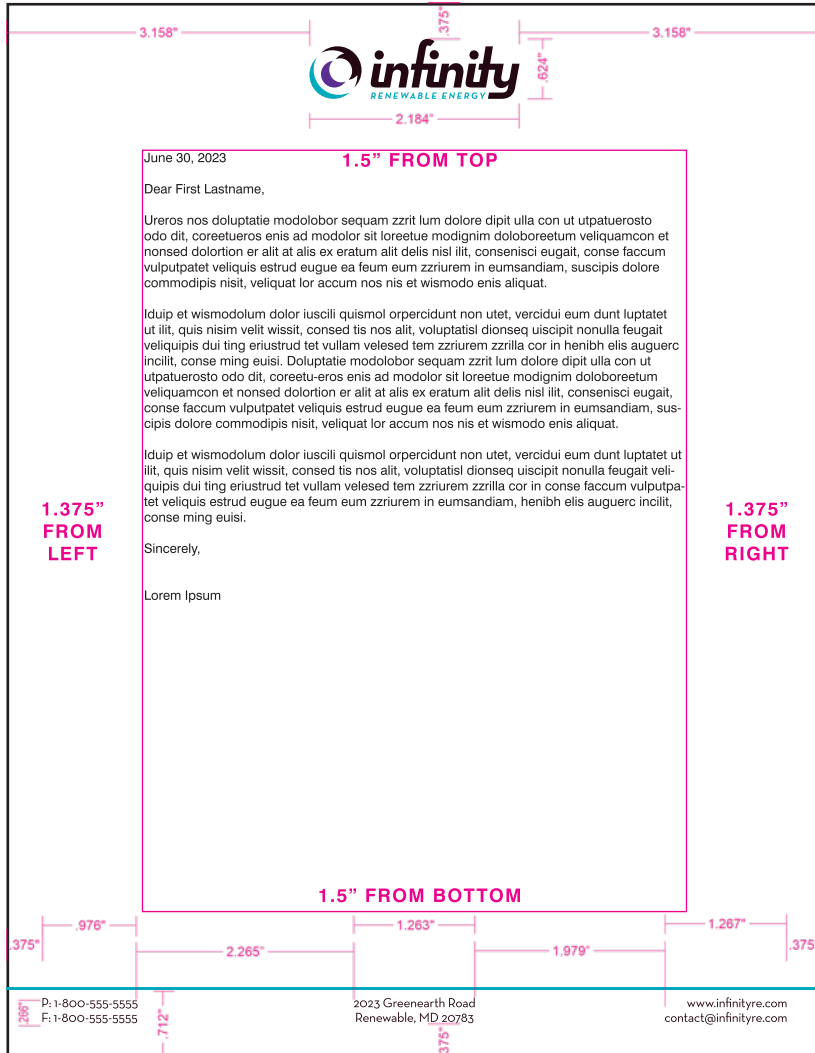
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECTION FIVE

Stationery

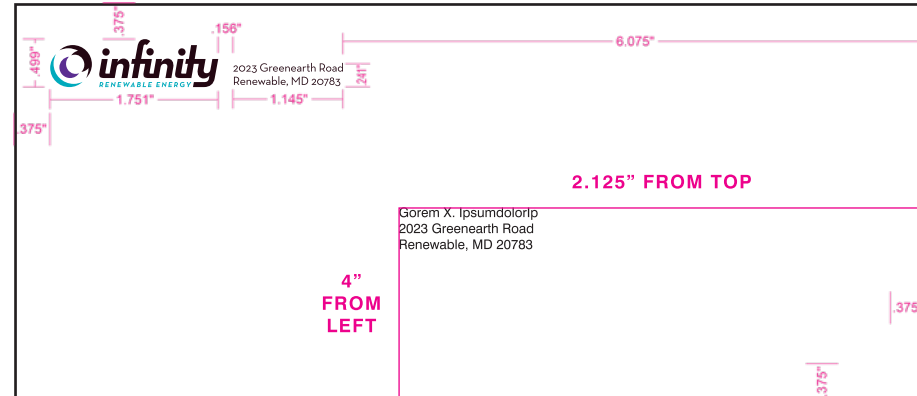
Letterhead, Envelope, and Business Card	18
Promotional Documents	19

Letterhead, Envelope, and Business Card



Standard Letterhead

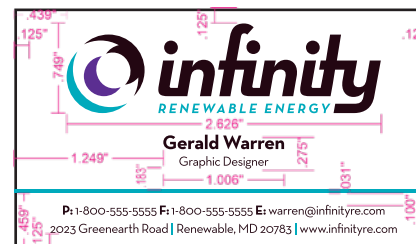
Size: 8.5" x 11" (Actual size not shown)
 Margins: 1.5" top and bottom, 1.375" left and right
 Font: Swiss 721 BT Roman at 10/12 point size



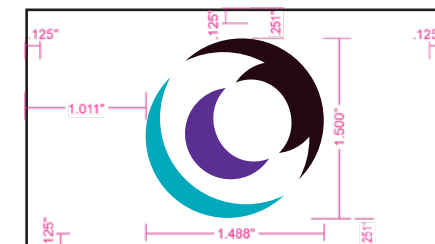
Standard Envelope

Size: 9.5" x 4.125" (Actual size not shown)
 Margins: 2.125" from top and 4" from left
 Font: Swiss 721 BT Roman at 10/12 point size

Front Side



Back Side



Standard Business Card

Size: 3.5" x 2" (Actual size not shown)
 Margins: .125" on all sides
 Font: Neutra Text Bold at 12 point size and Neutra Text Book at 8 point size

Paper Specifications:

Letterhead/Envelopes use Dynamic opaque white, 24 lb. stock
 Business Cards use Dynamic opaque white, 80 lb. cover stock

Promotional Documents

The visual identity system applies to all forms of printed and online promotional, marketing and communications materials including but not limited to flyers, brochures, advertisements, etc. Regardless of printing method, material and number of colors used.

NOTE: The examples shown on this page and the next page are for reference and are not templates to be used for future documents.

Design Guidance

The iRE combination or symbol logo must appear on the front of all printed communications.

Any background color is acceptable as long as it is harmonious with the primary, secondary, and accent colors provided in this manual. Any logo that appears in a printed communication must have a solid white background behind it that meets the clear space requirements.

Graphic elements can be used to aid the visual identity system and help enhance the look of promotional materials. Graphic elements are defined as a shape, style, texture, or pattern without adjacent words or text. Consider using round, circular, oval, or swoosh like elements to represent the idea of renewable energy and the infinity symbol without being obvious or overstated. Also consider grids lines that resemble the patterns found on solar panels and other products.

The iRE logos are not required to be present on the back of printed communications. Only the iRE website URL is required.

For more information visit our website at infinityre.com/marketing or contact us at marketing@infinityre.com

Our Endless Energy Sources

WIND ENERGY

What is Wind Energy?
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut a tincidunt lorem. Integer eu libero facilisis, molestie ipsum et, pretium risus. Curabitur non commodo ante. Maecenas fringilla odio lacus, nec venenatis erat condimentum. Vestibulum feugiat nisi ut sapien commodo tincidunt. Pellentesque habitant morbi tristique senectus et netus et malesuada ac turpis egestas. Donec efficitur cursus interdum. Suspensisse maximus euismod enim, ac volutpat neque tempor sed. Donec eget mattis tortor. Praesent non libero turpis. Vivamus id velit id ipsum pretium imperdiet. Nunc lacinia eu arcu vitae.

Benefits of using Wind Energy
 Morbi lacus risus, feugiat in tincidunt sit amet, lobortis ut tortor. Vestibulum non nisi sit amet diam euismod aliquet nec nec ligula. Morbi iaculis velit eget diam tempor pretium. Sed et sollicitudin

mauris. Mauris et molestie metus. Fusce augue arcu, vulputate id pellentesque. Nullam scelerisque, metus et volutpat blandit, augue nisi aliquet tortor, ut pellentesque augue orci eu du. Cras sed magna non eros elementum vestibulum. Duis facilisis neque elit, et sagittis est suscipit sed. Donec ullamcorper ultricies convallis. Vestibulum quis aliquam sapien. Phasellus gravida magna ut posuere faucibus.

Wind Energy Around the World
 Quisque consequat est eu volutpat viverra. Integer ullamcorper nunc at purus ornare rutrum at sed neque. Sed dictum iaculis ex sed finibus. Nulla venenatis blandit leo aliquam dapibus. Cras maximus ligula id turpis cursus imperdiet eget sed nisi. Sed ornare eu tellus sit amet ornare. Nulla sit amet mi dolor. Donec at enim finibus, varius magna et, aliquet nunc. In mollis efficitur leo, nec euismod ipsum ullamcorper vitae, ut diam id, fusce lacinia placerat blandit quis elementum.

Etiam rhoncus, arcu nec venenatis hendrerit, mauris arcu posuere nisi, non pulvinar tellus lacus finibus nisi. Phasellus volutpat leo ut dictum ultricies. Sed egestas quam eu sodales suscipit. Nam mattis gravida lectus quis pharetra. Quisque lorem diam, ultricies et cursus porta, efficitur nec nisi.

The Future of Wind Energy
 Aenean ullamcorper felis ut diam mattis, id consectetur nunc tincidunt. Proin non neque eu nibh malesuada efficitur. Nam non erat sit amet nibh vehicula pretium. Pellentesque et faucibus erat. Aliquam a tellus ut nisl congue tempor. Blikuan purus turpis, malesuada et lobortis at, luctus et turpis. Maecenas tortor orci, suscipit sit amet cursus quis, dictum eu erat at sed neque. Praesent non libero turpis nec nec ligula. Facilisis neque elit, et sagittis est suscipit sed.

infinity
 RENEWABLE ENERGY
 ©2023 Infinity Renewable Energy, Inc.

Standard Promotional Document

Size: 8.5" x 11" (Actual size not shown)

Margins: .5" on all sides

Font: Neutra Text Bold and Swiss 721 BT Roman

Promotional Documents



Standard Presentation Folder

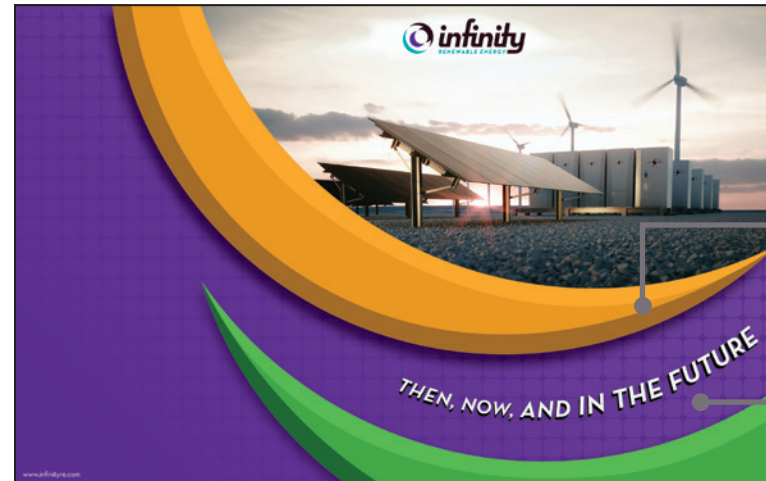
Size: 9.5" x 12" folded/19" x 12" unfolded (Actual size not shown)

Text Margins: .25" on all sides

Font: Neutra Text Bold Italic and Neutra Text Book

Paper Specifications:

Dynamic opaque white, 14pt gloss cardstock



Outside Cover



Inside Folder

Folder Type: 2-Pocket with business card holder on left side

SECTION SIX

Packaging

Household Products 22

Household Products

The iRE visual identity system applies to all forms of printed packaging materials for all products and appliances regardless of printing method, material, and number of colors used.

NOTE: The example shown on this page is for reference and is not a template to be used for future packaging.

Design Guidance

The iRE combination must appear on at least four sides of the packaging where it is permitted.

Any background color is acceptable as long as it is harmonious with the primary, secondary, and accent colors provided in this manual. Any logo that appears in a printed communication must have a solid white background behind it that meets the clear space requirements.

Images of the product and other graphic elements can be used to aid the visual identity system and help enhance the look of the packaging. Graphic elements are defined as a shape, style, texture, or pattern without adjacent words or text. Consider using round, circular, oval, or swoosh like elements to represent the idea of renewable energy and the infinity symbol without being obvious or overstated. Also consider the use of gradients to depth to the design.

For more information visit our website at infinityre.com/marketing or contact us at marketing@infinityre.com



LED Light Bulb Package

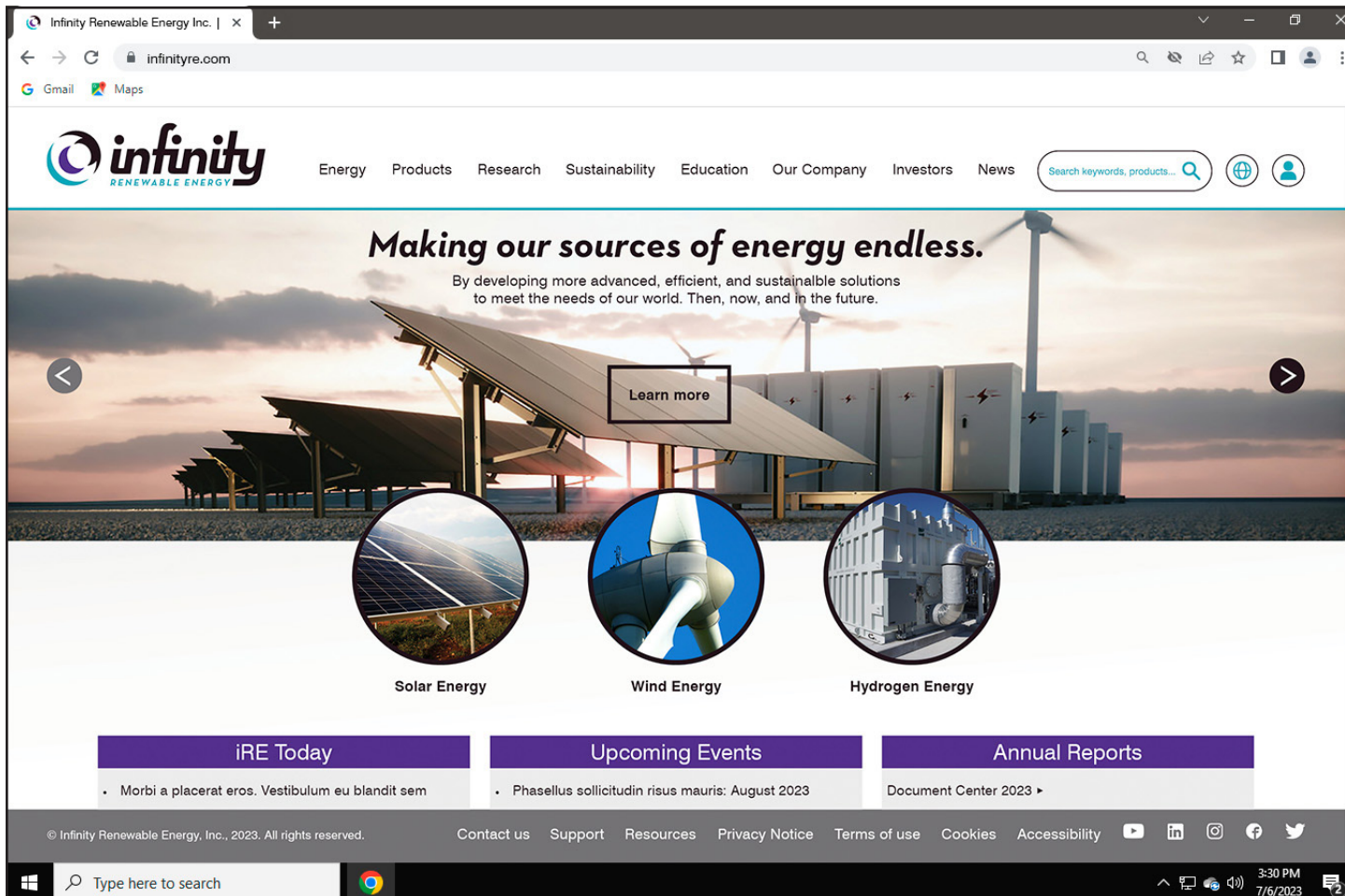
SECTION SEVEN

Web Presence

Company Website	24
Photography / Imagery	28

Company Website

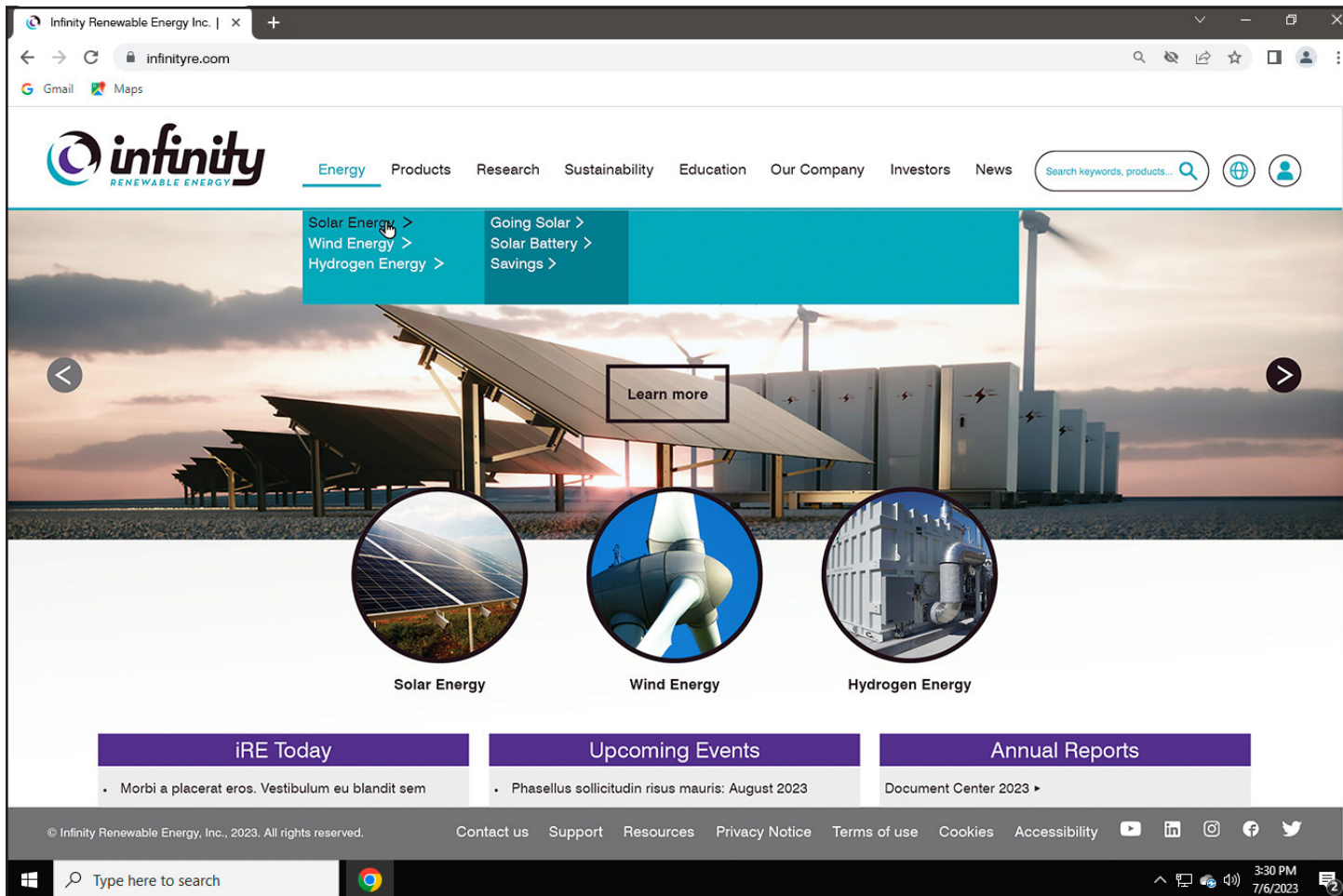
The visual identity system applies to all forms of electronic, digital or online communications including emails, digital ads, e-newsletters and all other forms of electronic promotion or digital communications.



Company Home Page

All digital layouts should conform to grids that are used for their respective screen sizes. Each page can be treated as different sections stacked on top of one another. For the sections that require greater emphasis, images can be full bleed, breaking the grid if necessary.

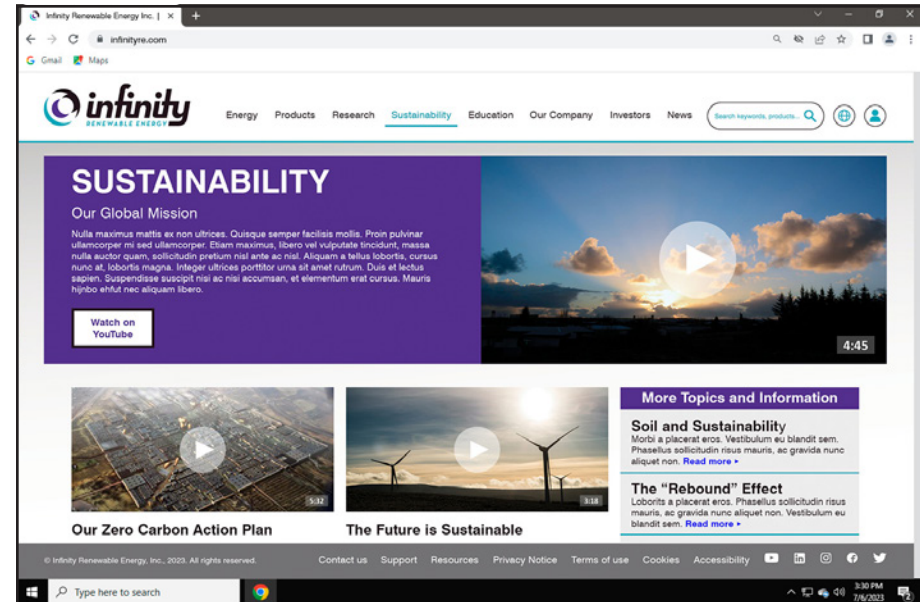
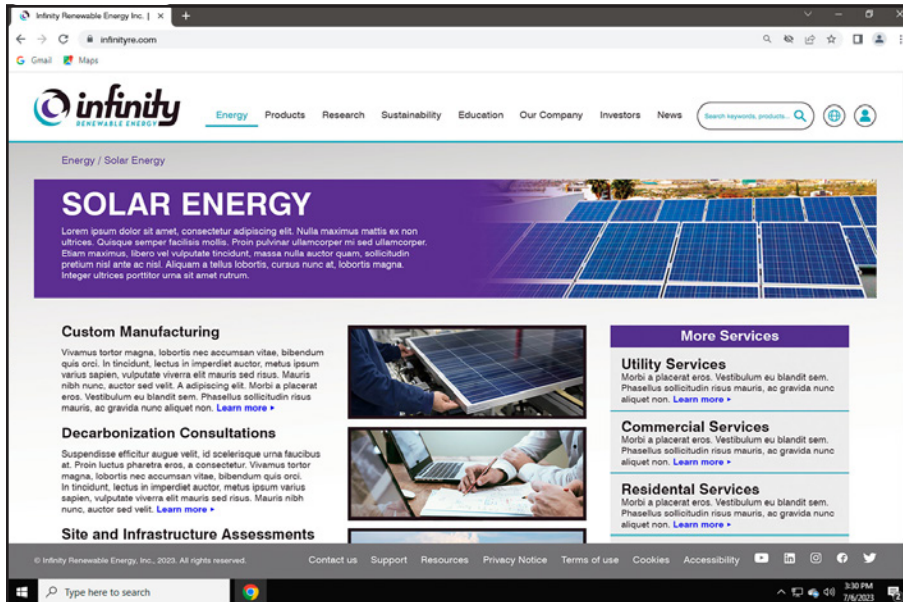
Company Website



Company Home Page Drop-Down Menus

The first tier of the drop-down menus should align with the bottom edge of the header. Second and third tiers should appear to the right of the previous tier moving from left to right.

Company Website



Energy Source Pages with Articles

All visual identity system applies to all images and articles. Content should be associated by proximity, avoiding large areas of whitespace.

For headings, bring headings closer to the content they relate to and leave adequate space above headings to separate them from the previous content on all sides.

For tables, the height of tables should be contained so several items are visible at one time or within a screenshot if possible.

Sustainability/Media Pages with Videos

The visual identity system applies to all forms of video. Content should be associated by proximity, avoiding large areas of whitespace.

For headings, bring headings closer to the content they relate to and leave adequate space above headings to separate them from the previous content on all sides.

For tables, the height of tables should be contained so several items are visible at one time or within a screenshot if possible.

Company Website

The screenshot displays the website for Infinity Renewable Energy Inc. The browser address bar shows 'infinityre.com'. The navigation menu includes 'Energy', 'Products', 'Research', 'Sustainability', 'Education', 'Our Company', 'Investors', and 'News'. A search bar is located to the right of the menu. The main content area features a large purple banner with the text 'SAVE MORE WATER AND ENERGY NOW' and a sub-headline 'Introducing the iRE Washer and Dryer Collection'. Below the banner are four product categories: Washers, Dryers, Top Load Laundry, and Front Load Laundry, each with a representative image and a brief description. The footer contains copyright information and various links like 'Contact us', 'Support', and 'Resources'.

Infinity Renewable Energy Inc. | x +

infinityre.com

Energy **Products** Research Sustainability Education Our Company Investors News

Search keywords, products...

Products / Appliances / Laundry

SAVE MORE WATER AND ENERGY NOW

Proin pulvinar ullamcorper mi sed ullamcorper. Etiam maximus, libero vel vulputate tincidunt, massa nulla auctor quam, sollicitudin pretium nisl ante ac nisl.

[See all iRE washers and dryers](#)

Introducing the iRE Washer and Dryer Collection

Washers
Wash everything without waste.

Dryers
Heat with the most efficiency.

Top Load Laundry
More washing capacity than ever before.

Front Load Laundry
Care for any fabric from home.

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Type here to search

3:30 PM 7/6/2023

Product Pages

The iRE visual identity system apply to all content on the product pages. Care should be taken to make sure enough content is visible per viewport so users do not need to scroll excessively.

For headings, bring headings closer to the content they relate to and leave adequate space on all sides.

For tables, the height of tables should be contained so several items are visible at one time if possible.

Photography / Imagery

Photography (and videography) play a critical role in the iRE visual identity system. The imagery we produce to portray the company, products, ourselves or our stories should be professional, diverse, deliberate, and as distinctive as any other element of the identity system.

To clarify how to use photography, imagery, and videography to represent the company, we've created some examples. However, it is not complete; other acceptable and unacceptable imagery and special cases of exemptions certainly exist.

Guidance

Always choose images that respectfully portray individuals, and that do not reinforce stereo-types or use objectifying or sexualized imagery.

Be bold and striking. Highlight the subject or the action by keeping composition simple. Select photos that incorporate negative space to invite the eye to the main focus.

Mixing wide and close-up shots in layout builds visual interest and hierarchy. Straight, head-on shots as well as bird's-eye view can also create a clean and graphic sensibility.

Images should have rich blacks and crisp highlights, while holding shape and detail, never blown out. They should be accurate depictions of the product or service being performed. Color should feel natural and vibrant, not over-saturated. Only use professional high quality and high resolution imagery of every person, product, or action.

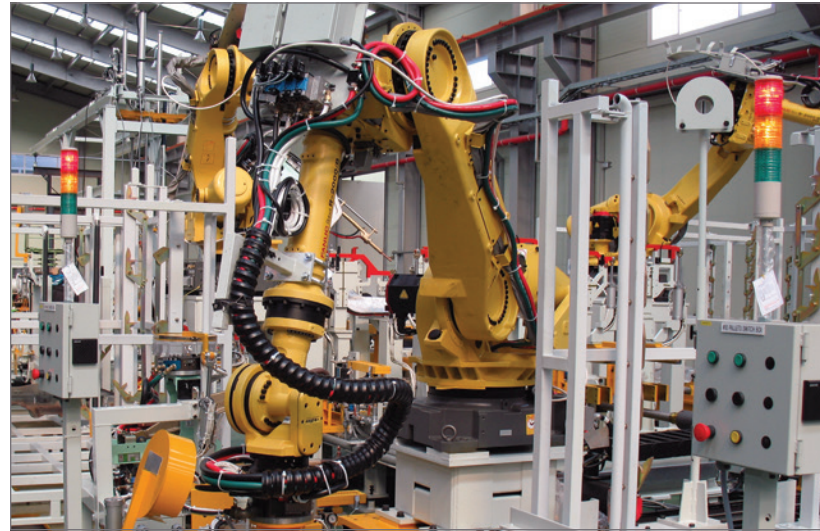
When selecting images for online use, be mindful of possible text placement and use centrally focused images if possible. In most instances, the top and bottom of the image will be where copy and metadata may be placed.

Accommodate for responsive screen sizes which may alter the aspect or crop of an image too, centrally weighted images will have the most likelihood of not being affected adversely by this.

For more information visit our website at infinityre.com/marketing or contact us at marketing@infinityre.com



Photography / Imagery



SECTION EIGHT

Branded Merchandise

Shirts, Totes, and Drinkware 31

Shirts, Totes, and Drinkware

The visual identity system applies to all forms of company branded items including apparel, totes, or any other product or merchandise.

All merchandise must be purchased through an authorized iRE supplier. We only use suppliers whose products are sustainably sourced, produced or suppliers that use only recycled materials.

To find your authorized supplier, visit www.logostore-globalid.com and select your country from the drop-down menu to view your suppliers. Before ordering any iRE-branded items, you must receive approval from the Office of Trademark Licensing.

NOTE: All items shown here are for design example purposes only, and may not be available to order. Custom lead-times and minimum order quantities will apply to all items.

Design Guidance

You may use the either the full color or greyscale versions of the iRE combination logo, symbol logo, or lettermark logo on branded merchandise. All merchandise must be white, off-white, natural canvas or have an area of white, such as a patch that is white and exceeds the clear space by at least 10 percent of the recommended clear space.

For more information visit our website at infinityre.com/marketing or contact us at marketing@infinityre.com



SECTION NINE

Building Signage

Vinyl Graphics	33
Dimensional / Channel Letters.....	34

Vinyl Graphics

The visual identity system apply to all forms of screen printed, digitally printed, and plotter cut vinyl graphics for building identification and regulatory purposes.

NOTE: The examples shown on this page are for reference and are not templates to be used for future vinyl graphic projects. They show the preferred methods for displaying the iRE logos.

Preferred Production Methods Based on Application

1. Plotter cut vinyl in three colors for opaque glass, walls, or surfaces
2. Printed 4-Color Process with white outline for clear glass
3. Plotter cut white vinyl for clear glass or painted walls, or surfaces
4. Plotter cut black vinyl for opaque glass or painted walls, or surfaces

Design Guidance

Only the iRE combination logo should be used when identifying an Infinity Renewable Energy building on the exterior.

The combination, symbol, or lettermark logos may be used on the interior of an Infinity Renewable Energy building.

Vinyl is the preferred material for graphics being applied to exterior/interior glass and interior walls and surfaces. Printed or colored vinyl should match the brand colors as closely as possible.

Always consider the entire 360 degree area of where the graphic will be applied and how the surrounding environment could impact the effectiveness of the design. Also, be mindful of how the brand colors will appear during the daylight and nighttime hours.

NOTE: White and Black versions of the iRE logos are only permitted when the application, law, code, or visual hierarchy calls for it.

For more information visit our website at infinityre.com/marketing or contact us at marketing@infinityre.com



Dimensional / Channel Letters

The visual identity system apply to all forms of dimensional, cabinet, or fabricated channel letter signage regardless of mounting method and illumination type for building identification.

NOTE: The examples shown on this page are for reference and are not templates to be used for future building sign projects.

Design Guidance

Only the iRE combination logo should be used when identifying the exterior of an Infinity Renewable Energy building.

Vinyl is the preferred material for graphics being applied to the faces/lenses of channel letters. Paint is recommended for the trim caps, returns and raceways used in mounting the sign. All colored vinyl or paint should match the brand colors as closely as possible.

Always consider the entire 360 degree area of where the graphic will be applied and how the surrounding environment could impact the effectiveness of the design. Also, be mindful of how the brand colors will appear during the daylight and nighttime hours.

Sign Illumination at Night

Brand colors must be maintained if at all possible when the sign or signs are illuminated at night. Please consider the lighting options that will maintain all the brand colors. Example: a painted dimensional logo would require an external lighting option. Only as a last resort should the combination logo be illuminated in white.

For more information visit our website at infinityre.com/marketing or contact us at marketing@infinityre.com



Direct Mounting

Dimensional or Individual channel shapes and letters are directly mounted to the building facade. Logo is painted or plotter cut vinyl is applied to the faces.



Raceway Mounting with Capsules

Capsules for the symbol logo and “Renewable Energy” text with individual channel letters for “infinity” text. All mounted directly to the building facade. Plotter cut vinyl is applied to faces of capsules and channel letters.



Mounting with Collector Plate

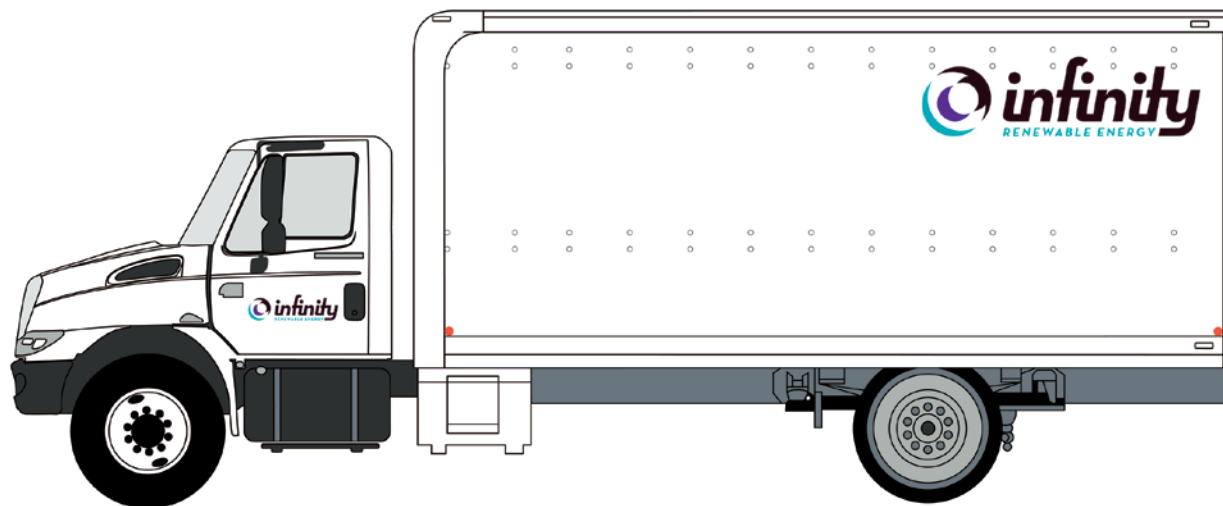
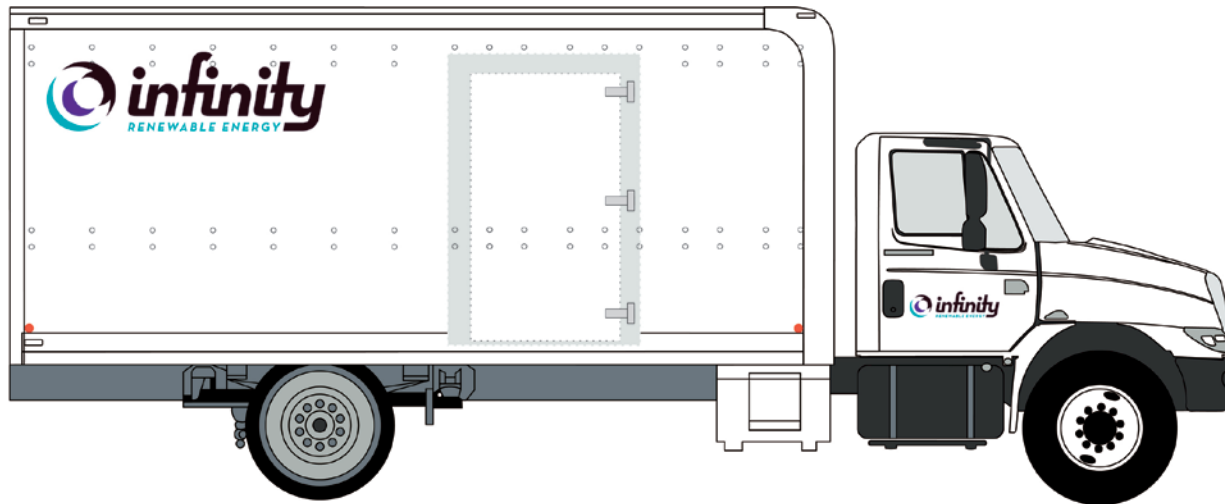
Dimensional or individual channel shapes and letters are attached to collector plate first and then mounted to building facade. Logo is painted or plotter cut vinyl is applied to the faces.

SECTION TEN

Vehicle Graphics

Straight Trucks	36
Utility Vans and Passenger Vehicles.....	37

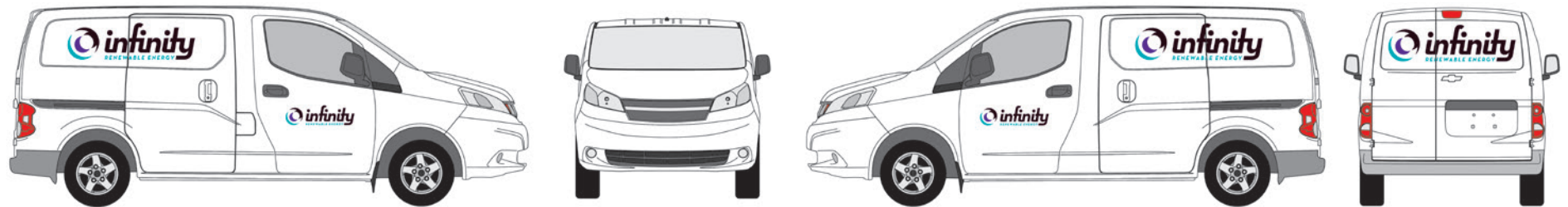
Straight Trucks



Straight Trucks

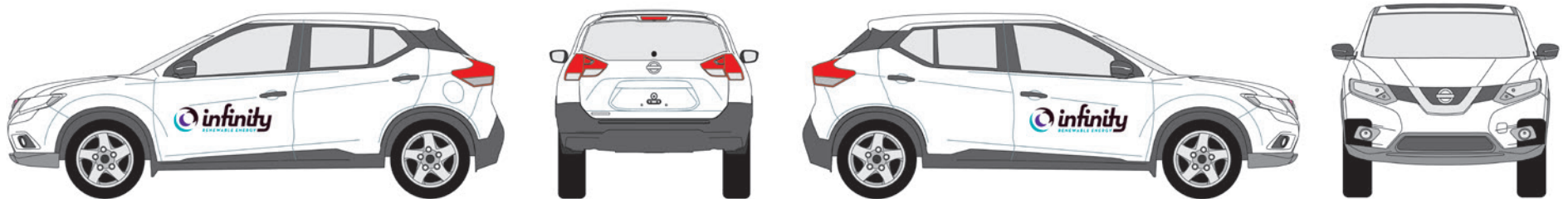
This example shows the typical position of vinyl graphics on a large over-the-road vehicle using only the iRE Combination logo. This example is for reference only and is not a template for future vehicle graphics. Please see Sections Six, Eight, and Nine for more details and guidance.

Utility Vans and Passenger Vehicles



Utility Vans

This example shows the typical position of vinyl graphics on a utility or delivery vehicle using only the iRE Combination logo. This example is for reference only and is not a template for future vehicle graphics. Please see Sections Six, Eight, and Nine for more details and guidance.



Passenger Vehicles

This example shows the typical position of vinyl graphics on a passenger sized vehicle using only the iRE Combination logo. This example is for reference only and is not a template for future vehicle graphics. Please see Sections Six, Eight, and Nine for more details and guidance.

