

Infrascale

Brand Guidelines

- 01 Logo
- 02 Colors
- 03 Typefaces
- 04 Icons
- 05 Templates
- 06 Server Images
- 07 UI / UX Elements




01



Logo




Primary - Logo



	CMYK: 0, 99, 97, 0 RGB: 236, 33, 39 HEX: #EC2127	Panton Color: Graphic: PANTONE 485 C Industrial: PANTONE PQ-485C
	CMYK: 57, 48, 48, 14 RGB: 113, 114, 114 HEX: #717272	Panton Color: Graphic: PANTONE 424 C Industrial: PANTONE PQ-424C
	CMYK: 7, 68, 68, 90 RGB: 0, 0, 0 HEX: #000000	Panton Color: Graphic: PANTONE Black 6 C Industrial: PANTONE PQ-Black6C




Dark Bg - Logo



	CMYK: 0, 99, 97, 0 RGB: 236, 33, 39 HEX: #EC2127	Panton Color: Graphic: PANTONE 485 C Industrial: PANTONE PQ-485C
	CMYK: 0, 0, 0, 40 RGB: 167, 169, 172 HEX: #A7A9AC	Panton Color: Graphic: PANTONE Cool Gray 6 C Industrial: PANTONE PQ-CoolGray6C
	CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: #ffffff	Panton Color: Graphic: PANTONE White Industrial: PANTONE White

Gray Scale - Logo



	CMYK: 0, 0, 0, 40 RGB: 167, 169, 172 HEX: #A7A9AC	Panton Color: Graphic: PANTONE Cool Gray 6 C Industrial: PANTONE PQ-CoolGray6C
	CMYK: 57, 48, 48, 14 RGB: 113, 114, 114 HEX: #717272	Panton Color: Graphic: PANTONE 424 C Industrial: PANTONE PQ-424C
	CMYK: 0, 0, 0, 90 RGB: 64, 64, 65 HEX: 404041	Panton Color: Graphic: PANTONE White Industrial: PANTONE White

Alternate View - Logo



01

Logo with Tagline

Primary Logo



	CMYK: 0, 99, 97, 0
	RGB: 235, 32, 38
	HEX: #EB2026
	CMYK: 57, 48, 48, 14
	RGB: 112, 113, 113
	HEX: #707171
	CMYK: 75, 68, 68, 90
	RGB: 0, 0, 0
	HEX: #000000
	CMYK: 60, 51, 51, 20
	RGB: 102, 102, 102
	HEX: #666666

Dark Bg Logo



	CMYK: 0, 99, 97, 0
	RGB: 235, 32, 38
	HEX: #EB2026
	CMYK: 57, 48, 48, 14
	RGB: 112, 113, 113
	HEX: #707171
	CMYK: 0, 0, 0, 0
	RGB: 255, 255, 255
	HEX: #FFFFFF
	CMYK: 38, 30, 31, 0
	RGB: 164, 164, 164
	HEX: #a4a4a4

Gray Scale Logo



	CMYK: 0, 0, 0, 40
	RGB: 167, 169, 171
	HEX: #A7A9AB
	CMYK: 57, 48, 48, 14
	RGB: 112, 113, 113
	HEX: #707171
	CMYK: 0, 0, 0, 90
	RGB: 64, 64, 65
	HEX: 404041
	CMYK: 60, 51, 51, 20
	RGB: 102, 102, 102
	HEX: #666666

02



Colors

Infrascale Primary Colors



CMYK: 0, 67, 67, 20
RGB: 204, 68, 67
HEX: #CC4443



CMYK: 0, 58, 59, 17
RGB: 212, 88, 86
HEX: #d45856



CMYK: 74, 58, 55, 38
RGB: 62, 74, 79
HEX: #3e4a4f



CMYK: 75, 61, 58, 48
RGB: 52, 62, 65
HEX: #343e41



CMYK: 19, 3, 0, 65
RGB: 71, 85, 88
HEX: #475558



CMYK: 28, 9, 0, 61
RGB: 71, 90, 99
HEX: #475a63



CMYK: 15, 3, 0, 55
RGB: 97, 111, 114
HEX: #616f72



CMYK: 1, 1, 0, 17
RGB: 209, 210, 212
HEX: #d1d2d4

Additional Infographic Colors



CMYK: 16, 0, 67, 27
RGB: 156, 185, 61
HEX: #9cb93d



CMYK: 0, 0, 60, 27
RGB: 186, 186, 74
HEX: #baba4a



CMYK: 73, 23, 0, 9
RGB: 62, 179, 231
HEX: #3eb3e7



CMYK: 79, 28, 0, 40
RGB: 32, 110, 153
HEX: #206e99



CMYK: 0, 35, 80, 20
RGB: 204, 133, 41
HEX: #cc8529

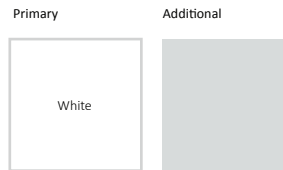


CMYK: 0, 0, 11, 7
RGB: 237, 237, 210
HEX: #ededd2

02

Application Colors

Main



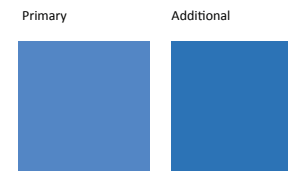
Infrascale Red



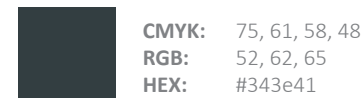
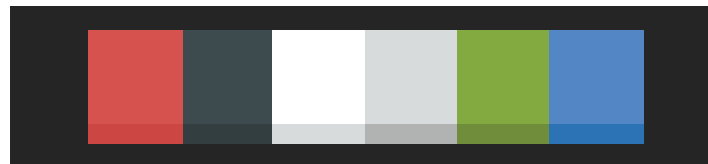
Infrascale Gray



Infrascale Blue



Pallete



03

Typefaces

Web

Website, Landing Page

Headline
Headline BOLD
Sub-headline
Body

HelveNueThin
HelveticaNeue Medium
Century Gothic
Calibri

Print

Adobe Illustrator, EPS

Headline
Sub-headline
Body

HelveticaNeueLTPro
HelveticaNeueLTPro
Calibri

Document

MS Power Point, Word, Excel

Headline
Sub-headline
Body

Century Gothic
Century Gothic
Calibri

Application

Web, Dashboard

Headline
Body

Open Sans
Open Sans

HelveNueThin

Abcdefg Hijklm

ABCDE GHIKLM

HelveticaNeue Medium

Abcdefg Hijklm

ABCDE GHIKLM

Century Gothic

Abcdefg Hijklm

ABCDE GHIKLM

Calibri

Abcdefg Hijklm

ABCDE GHIKLM

Open Sans

Abcdefg Hijklm

ABCDE GHIKLM

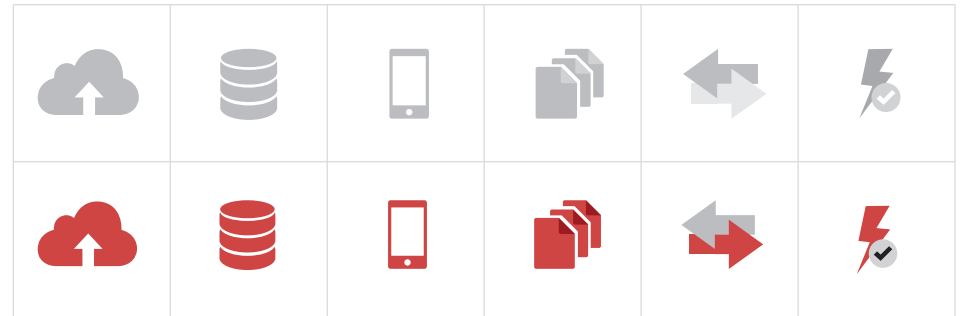
04



Icons

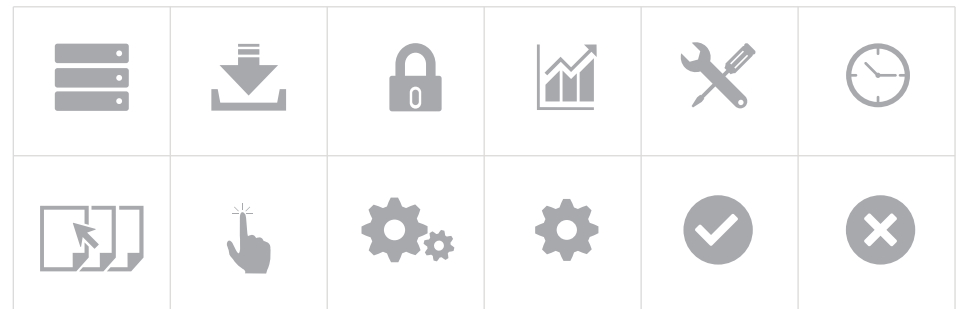
Platform

Icons



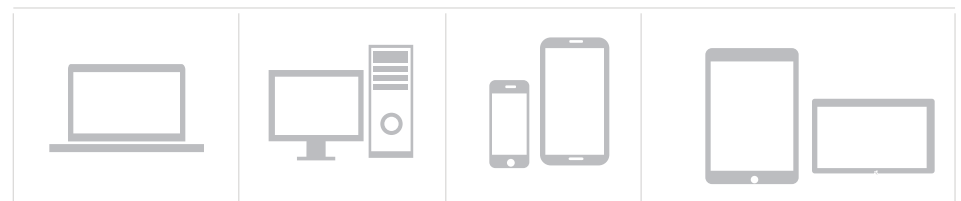
Other

Icons



Device

Icons



Social

Icons



05

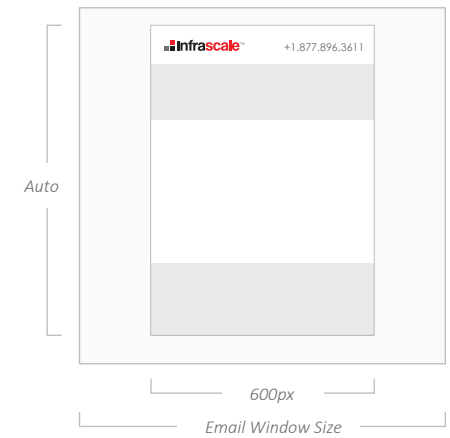
Templates

WEB

Website & Landing Pages

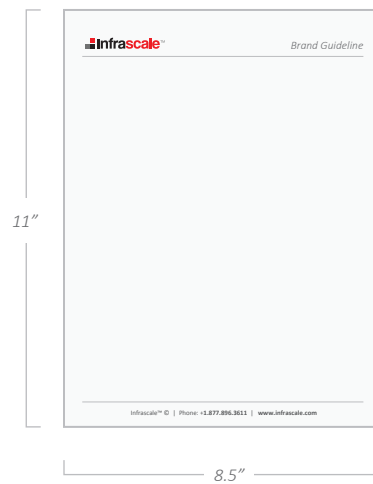


Email



PRINT

Standard Documents



PowerPoint presentation

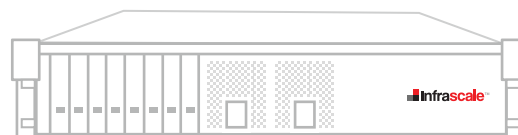


06

Server Images



Virtual



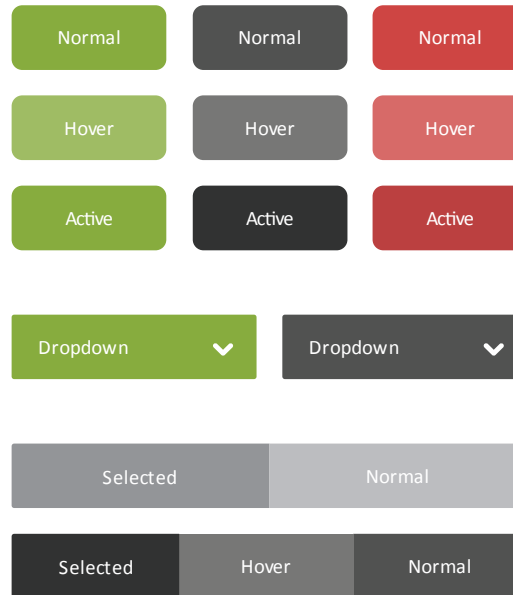
VMware



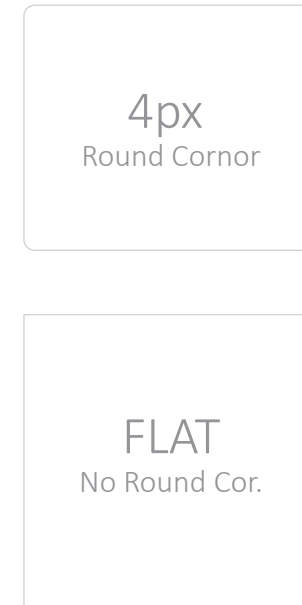
07

UI / UX Elements

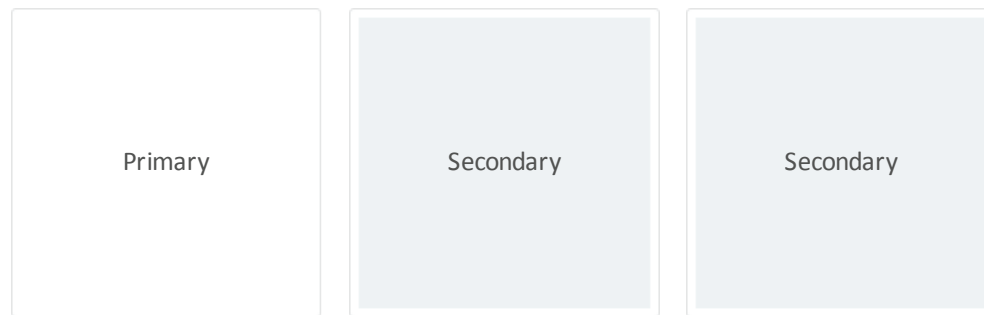
Button Styles



Border Styles



Background



08



UI / UX Elements

Alert Styles

-  An example alert style
-  An example alert style
-  An example alert style

Text Styles

- H1 Heading
- H2 Heading
- H3 Heading
- H4 Heading
- H5 Heading
- H6 Heading

Form Elements

-
-
-
-
- ▼

Table Style

PANEL HEADING TITLE	
21	Some text
120	Some text
185	Some text