

LOGO GUIDE



## Our Logo

Our logo is one of the most recognizable parts of our brand. That's why we want to protect it and ask you to follow the rules whenever you use it.

- Only use the IE logo in full color (IE red and gray), white or in cases where appropriate, black.
- Only use the full color version when all letters and our IE mark are easily visible and there is enough contrast to maintain legibility.
- Don't alter, rotate, stretch, shrink or modify the logo in any way.
- Let the logo breathe. Make sure the spacing around the logo has at least 1 "I" of space on all sides.
- Don't use the logo any smaller than 85 px wide.



## Logo File Types

The Infinitum Electric logo is available in the following sizes and file types:

- AI
- EPS
- SVG
- PDF
- JPG
- PNG

### **Please start with an AI, EPS or SVG of our logo.**

These are vector-based files and will allow the logo to scale smoothly without creating any fuzziness. This ensures the logo will be high resolution and display best on all types of design, both digitally and in print.

We have included the following sizes for JPG and PNG files. There are also files at 2x of each size when you need to maintain the same ratio and use on a computer with retina display. *If you need a smaller size, try larger and scale down.*

- 500x200
- 800x320
- 1200x470

If you need a specific size and cannot use any of the above or vector-based files, please reach out to Michele at [michele@infinitumelectric.com](mailto:michele@infinitumelectric.com) with the exact dimensions and file type needed.



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