



BRAND MANUAL

It's the right choice

ADDRESS

Go Infinity

4785 Trofa

Portugal

CONTACT

Phone : +351 000 000 00

Fax : +351 000 000 000

Email : geral@goinfinity.eu

Website : <http://www.goinfinity.eu>

CONTENTS

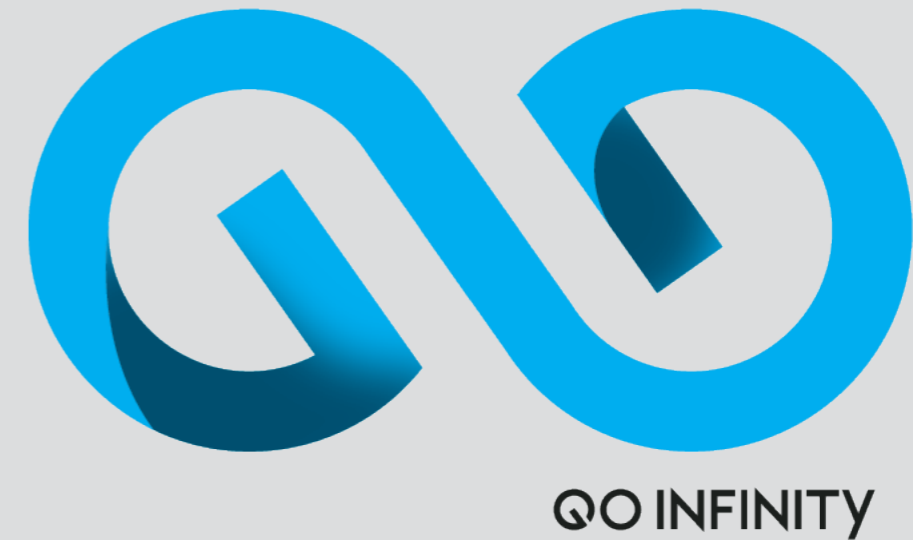
INTRODUCTIONS

The Following pages explain the multiple iterations of Go Inifinity corporate identity system, and the rules around using them correctly to create an inspiring and forward thinking brand.

Please follow the guidelines carefully. We have developed these guidelines to help to build and maintain a clear, consistent and succesful visual identity.

1.1.	PAGE 05	LOGO STRUCTURE
1.2.	PAGE 06	LOGO VARIATIONS
1.3.	PAGE 07	LOGO APPLICATION
2.1.	PAGE 09	PRIMARY COLORS
2.2.	PAGE 10	SECONDARY COLORS
2.3.	PAGE 11	GRADIENT COLORS
3.1.	PAGE 13	PRIMARY FONTS
4.1.	PAGE 15	THE LETTERHEAD
4.2.	PAGE 16	OTHER PRINTS
4.3.	PAGE 17	LOGO PLACEMENT

1.1. LOGO STRUCTURE



LOGO COMPOSITION

The "Go inifinity" Mark is composed by the symbol + logo.

1

CORPORATE LOGO

- 1.1. Logo Structure
- 1.2. Logo Concept
- 1.3. Logo Variations

1.2. LOGO VARIATIONS

LOGO VERTICAL



LOGO HORIZONTAL



LOGO DARK



LOGO LIGHT



1.3. LOGO APPLICATION

LOGO SCALE

LOGO VERTICAL

Minimum Size : Xmm x Xmm



Xmm

LOGO HORIZONTAL

Minimum Size : Xmm x Xmm



Xmm

LOGO SYMBOL

Minimum Size : Xmm x Xmm



Xmm

LOGO TEXT

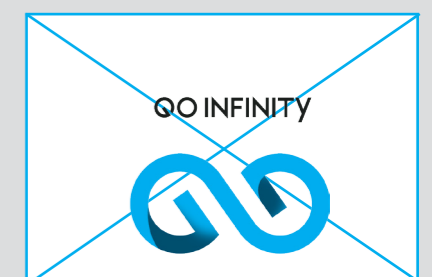
Minimum Size : Xmm x Xmm

GO INFINITY

Xmm

LOGO INCORRECT

1. Do not flip the logo text & logo symbol.
2. Do not flip the logo text & logo symbol.
3. Do not flip the logo text & logo symbol.
4. Do not flip the logo text & logo symbol.



The Colors

2.1. PRIMARY COLORS

The correct use of Go Infinity's main palette colors makes it easy to recognize. Therefore it is necessary that it be rigorously represented.

2

THE COLORS

- 2.1. Primary Colors
- 2.2. Secondary Colors
- 2.3. Gradient Colors

BLUE**COLOR CODES**

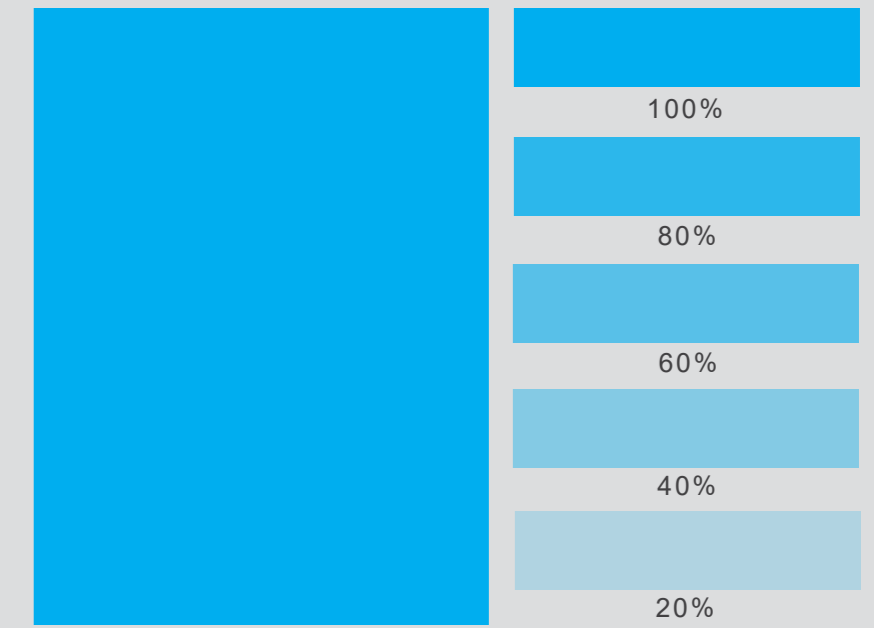
CMYK : C010 M020 Y030 K040

PANTONE : 888C

HKS : 100K

RGB : R000 G000 B000

WEB : #0000000

**DARK GRAY****COLOR CODES**

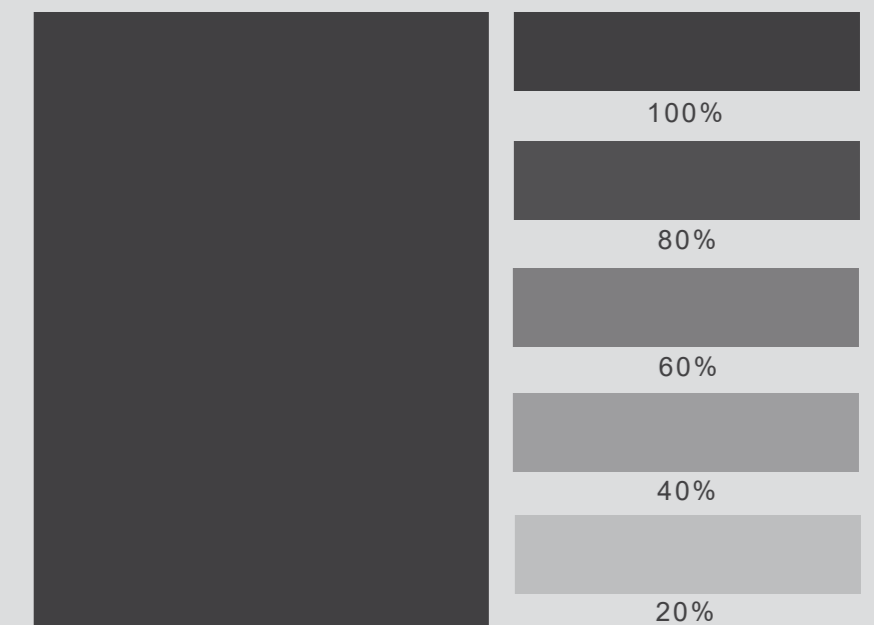
CMYK : C010 M020 Y030 K040

PANTONE : 888C

HKS : 100K

RGB : R000 G000 B000

WEB : #0000000



2.2. SECONDARY COLORS

BLUE MODERN

COLOR CODES

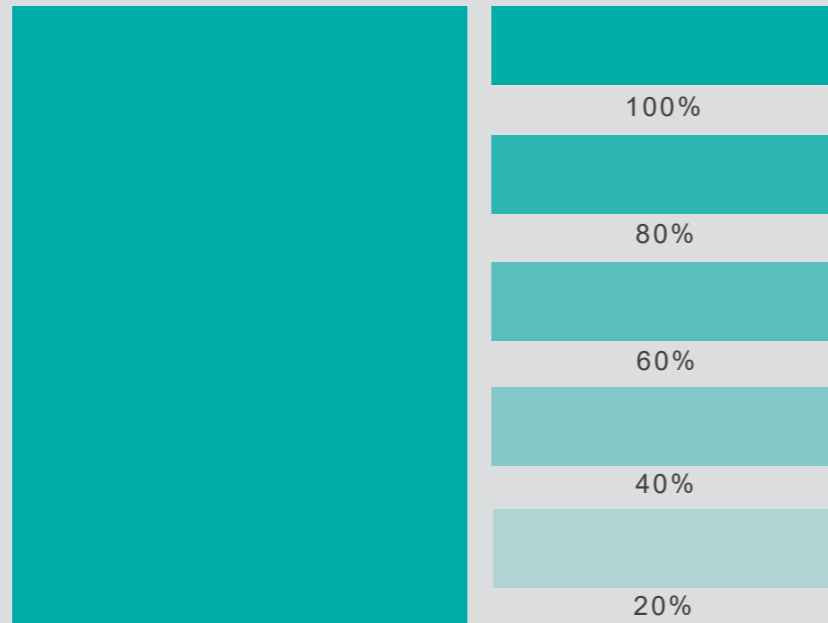
CMYK : C010 M020 Y030 K040

PANTONE : 888C

HKS : 100K

RGB : R000 G000 B000

WEB : #0000000



DARK GRAY

COLOR CODES

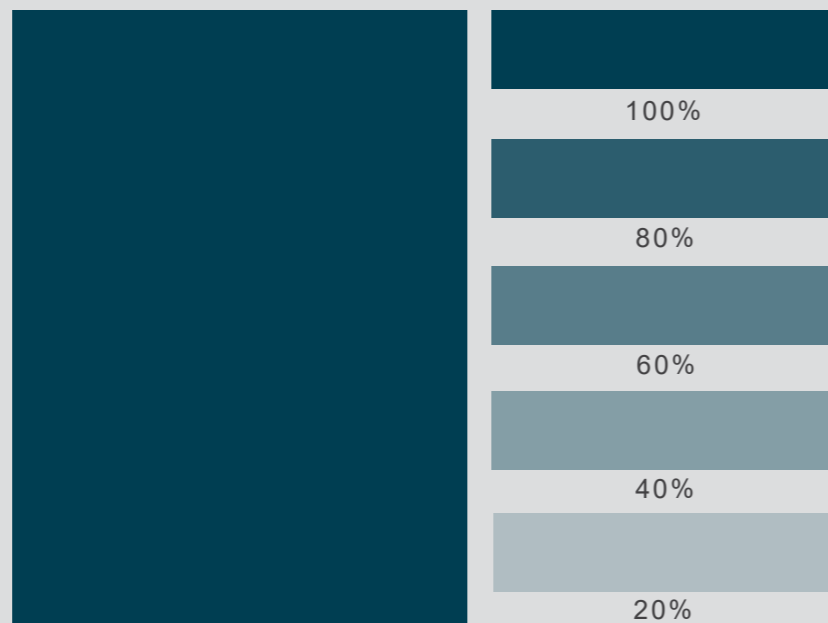
CMYK : C010 M020 Y030 K040

PANTONE : 888C

HKS : 100K

RGB : R000 G000 B000

WEB : #0000000



2.3. GRADIENT COLORS

GRADIENT 1

COLOR CODES

CMYK : C010 M020 Y030 K040

PANTONE : 888C

HKS : 100K

RGB : R000 G000 B000

WEB : #0000000

COLOR CODES

CMYK : C010 M020 Y030 K040

PANTONE : 888C

HKS : 100K

RGB : R000 G000 B000

WEB : #0000000



GRADIENT 2

COLOR CODES

CMYK : C010 M020 Y030 K040

PANTONE : 888C

HKS : 100K

RGB : R000 G000 B000

WEB : #0000000

COLOR CODES

CMYK : C010 M020 Y030 K040

PANTONE : 888C

HKS : 100K

RGB : R000 G000 B000

WEB : #0000000



3.1. PRIMARY FONT

The font family ALLER, was chosen to be the alphabet of Go nifnity.

ALLER FONT

ALLER

FONT DOWNLOAD LINK :
[https://www.fontsquirrel.com/
fonts/aller](https://www.fontsquirrel.com/fonts/aller)

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
12345678910

BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
12345678910

3

TYPOGRAPHY

3.1. Primary Font

4.1. THE LETTERHEAD

4

STATIONARY

- 4.1. The Letterhead
- 4.2. Other Prints
- 4.3. Logo Placement


COMPANY LETTER

PAPER SIZE :

11x29.7 inc / a4 paper size

BACKGROUND :

white clear

	
<p>Dear Mr.Managing Director Portugal</p>	
<p>Lorem ipsum dolor sit amet, consectetur ad- ipiscing elit. Nam efficitur et est ac bibendum. Phasellus quis ornare nulla. Integer facilisis nisl vitae ornare feugiat. Fusce mattis ut elit sit amet consectetur.</p>	
<p>Praesent nunc erat, ullamcorper a pellen- tesque vitae, sodales quis risus. Etiam dignis- sim neque turpis, ut gravida enim interdum non. Ut sagittis mi scelerisque arcu maximus, vitae vulputate mi consectetur.</p>	
<p>Curabitur quis aliquet urna. Integer dolor tel- lus, vehicula accumsan justo eu, volutpat viverra lorem. Quisque finibus bibendum ip- sum id eleifend. Sed blandit at lectus aliquam semper. Fusce faucibus et ex hendrerit conval- lis. Aenean sit amet tempus erat.</p>	

4.2. OTHER PRINTS

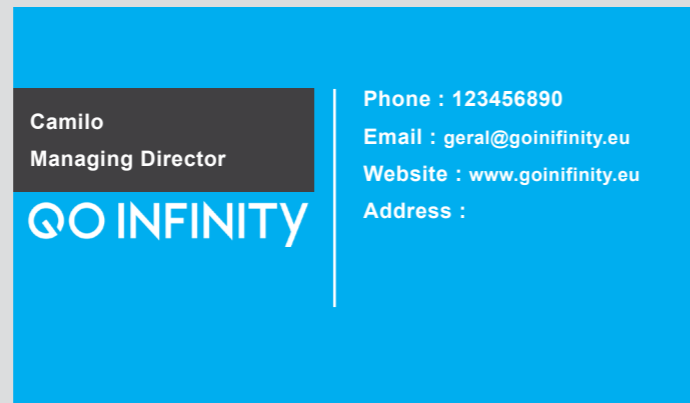
BUSINESS CARD

PAPER SIZE :
5x4 inc size

FRONT SIDE

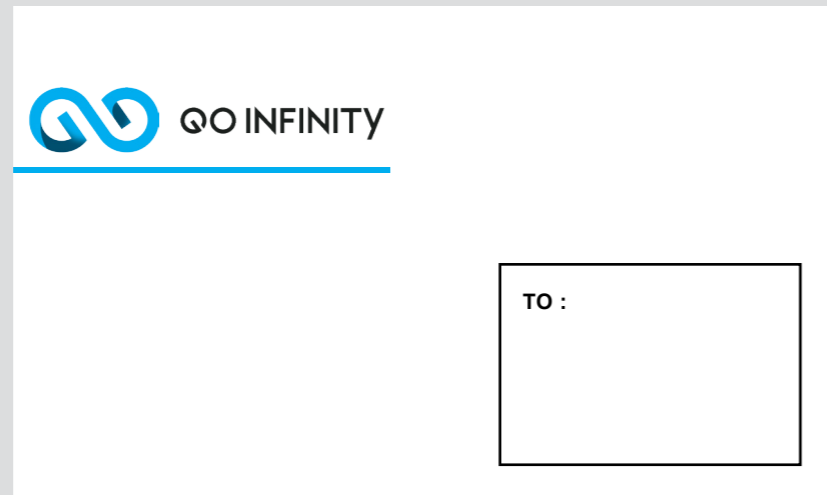


BACK SIDE



ENVELOPE

PAPER SIZE :
7x5 inc size

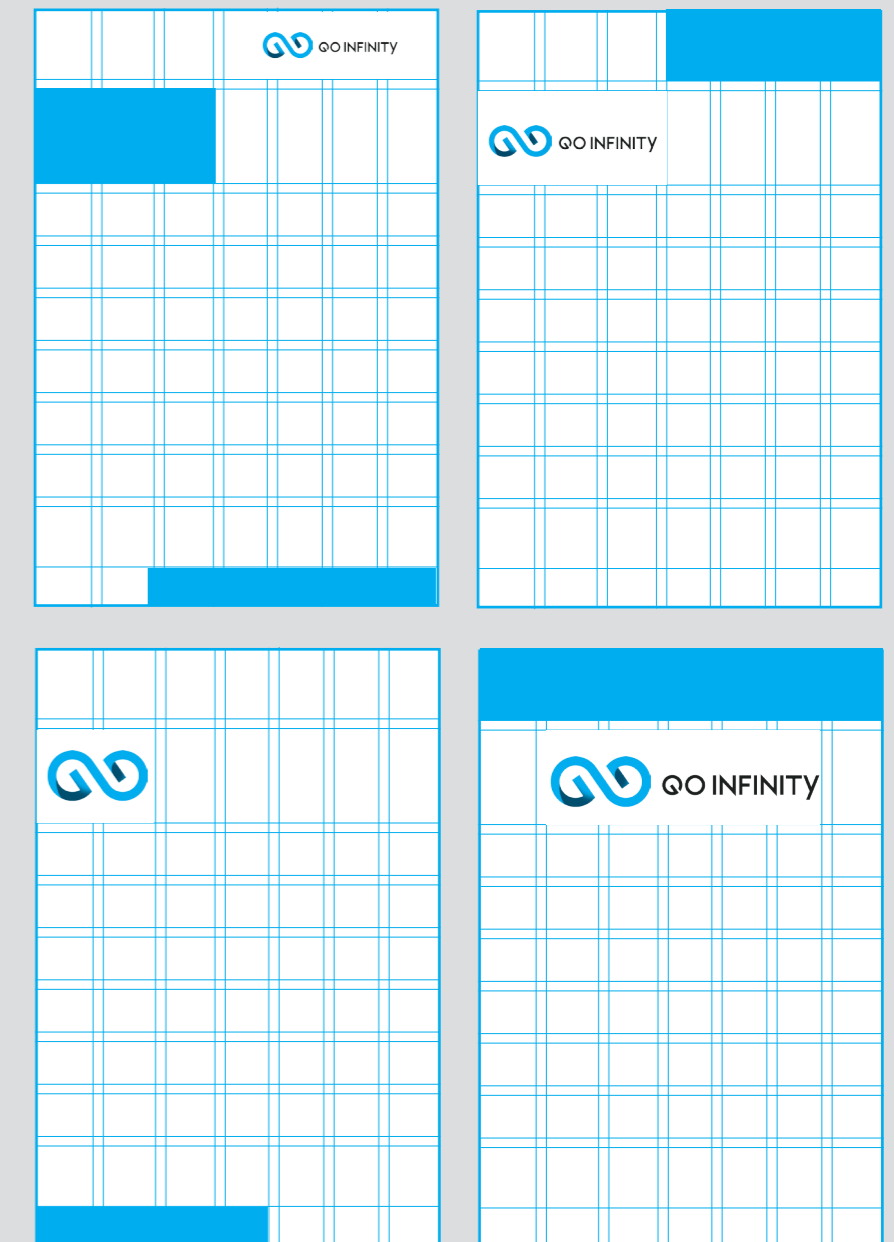


4.3. LOGO PLACEMENT

ALTERNATIVES

MEDIA USAGE :

1. FLYER
2. POSTER
3. BROCHURE
4. NEWSLETTER
5. POSTCARD



**ITS
THE
RIGHT
CHOICE**

 ADDRESS

Go Infinity

4785 Trofa

Portugal

 CONTACT

Phone : +351 000 000 00

Fax : +351 000 000 000

Email : geral@goinfinity.eu

Website : <http://www.goinfinity.eu>

