



Visual Brand Identity Guidelines

November 2019

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Introduction

Since its foundation in 1993, Infinet Wireless has come a long way from a small regional company, to one of the world's leading developers and manufacturers of wireless broadband access equipment.

In 2019, the company is launching innovative solutions lines, based on new frequency ranges, opening up opportunities for entering new markets and expanding its network of customers and partners. In order to comply with modern trends, it has decided to perform visual re-branding by developing a new identity and updating the website.

Previous logo

1. Logo

1.1. Logo design

The logo consists of the graphic symbol and the logotype (the name of the company, Infinet Wireless).

Infinet Wireless = infinity + wireless network

The basis of the logo symbol embraces the symbols of infinity, wireless network and two interacting device links.



Vertical configuration design



Horizontal configuration design

1.2. Full-color logo

The logo is available in horizontal and vertical configurations.

The vertical version is required on devices and some media materials where its vertical centering is suitable.

When it is necessary to place the logo on the left/right edge or when there is not enough vertical space, the horizontal name block is used.

In some cases, it is possible to use the only graphic symbol, without logotype (for example, on the mobile version of the website).

The full-color versions of the logo look good on a white and light neutral background. When placing the logo on a fractional or dark background, as well as a background that matches or closely resembles the color or saturation of the identity colors, it is necessary to use an inverse version of the logo.



Vertical logo



Graphic symbol



Horizontal logo

1.3. Monochrome version and inversion

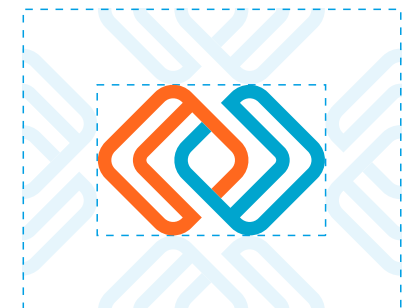
The monochrome version of the logo is required in cases when technical limitations prohibit the use of full-color.

If the background of the logo is black/dark and matches or closely resembles the color or saturation of the name colors, use the inversion.



1.4. Clear space

The clear space is a free space around the logo without any design elements, unless these design elements are a background, and this background is allowed by the rules of the logo usage. The space around the logo visually separates it from other graphics and eliminates the possibility of mixing it with other elements, preventing distortion of meaning.



1.5. Incorrect logo usage

When using the logo, the following is prohibited:

1. Distortion of proportions
2. Offset or transformation of elements
3. Turning
4. Use of non-branded colors
5. Violation of the protected area
6. Application of additional effects
7. Improper contrast of the sign and the background
8. Use of the sign on a fractional background



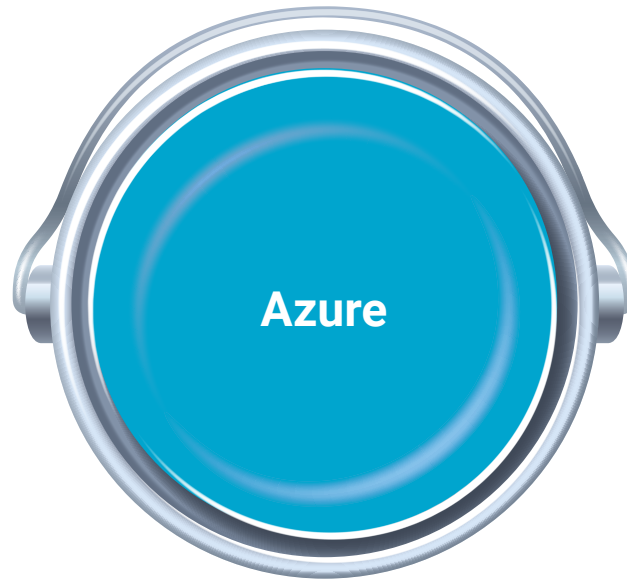
1.6. Selection of background and logo option

The logo looks really good when it is applied to an object with a white, dark or photographic, non-fraction background.



2. Color palette

The logo colors can be marked in several systems for different purposes.



PANTONE
165C

R: 236	C: 0%
G: 103	M: 70%
B: 26	Y: 95%
	K: 0%

PANTONE
312C

R: 0	C: 92%
G: 164	M: 0%
B: 206	Y: 16%
	K: 0%

PANTONE
7701C

R: 0	C: 98%
G: 86	M: 55%
B: 120	Y: 33%
	K: 19%

3. Typography

The typeface is an important element of the brand identity.

Our primary typefaces for any purposes are Roboto and Montserrat typeface families.

It is recommended to use Roboto as text type (Regular, Light fonts and sometimes Italic, Medium and Bold fonts) and Montserrat (Bold, SemiBold fonts) as display type.

If it is not possible to use the primary typefaces (for example, in presentations), use the Arial typeface family.

Condensed and Extended font versions are not recommended. If necessary, it is better to reduce the size or interline to fit the text in a given space on the page

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
Аа Бб Вв Гг Дд Ее Жж Зз
Ии Йй Кк Лл Мм Оо Пп Рр
Сс Тт Уу Фф Хх Цц Чч Шш
Щщ Ъ Ээ Юю Яя 1 2 3 4 5 6
7 8 9 0 ' ? ' " ! " (%) [#] { @
} / & \ < - + ÷ × = > : ; , . ***

Montserrat Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz Аа Бб Вв Гг
Дд Ее Жж Зз Ии Йй Кк Лл Мм
Оо Пп Рр Сс Тт Уу Фф Хх Цц Чч
Шш Щщ Ъ Ээ Юю Яя 1 2 3 4 5 6
7 8 9 0 ' ? ' " ! " (%) [#] { @ } / &
\ < - + ÷ × = > : ; , . ***

Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz Аа Бб Вв Гг Дд Ее Жж
Зз Ии Йй Кк Лл Мм Оо Пп Рр Сс Тт Уу Фф Хх Цц
Чч Шш Щщ Ъ Ээ Юю Яя 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%) [#] { @ } / & \ < - + ÷ × = > : ; , . *

Roboto Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz Аа Бб Вв Гг Дд Ее Жж
Зз Ии Йй Кк Лл Мм Оо Пп Рр Сс Тт Уу Фф Хх Цц Чч
Шш Щщ Ъ Ээ Юю Яя 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%) [#] { @ } / & \ < - + ÷ × = > : ; , . *

Roboto Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz Аа Бб Вв Гг Дд Ее Жж
Зз Ии Йй Кк Лл Мм Оо Пп Рр Сс Тт Уу Фф Хх Цц Чч
Шш Щщ Ъ Ээ Юю Яя 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%) [#] { @ } / & \ < - + ÷ × = > : ; , . *

Roboto Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz Аа Бб Вв Гг Дд Ее Жж
Зз Ии Йй Кк Лл Мм Оо Пп Рр Сс Тт Уу Фф Хх Цц
Чч Шш Щщ Ъ Ээ Юю Яя 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%) [#] { @ } / & \ < - + ÷ × = > : ; , . *

Roboto Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Аа Бб Вв Гг Дд Ее
Жж Зз Ии Йй Кк Лл Мм Оо Пп Рр Сс Тт Уу Фф Хх
Цц Чч Шш Щщ Ъ Ээ Юю Яя 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%) [#] { @ } / & \ < - + ÷ × = > : ; , . *

Roboto Bold

4. Identity graphic elements

4.1. Set of icons

A set of branded icons is used to maintain the identity on the website, marketing products, in presentations, etc.



Device



Team



Search, problem



Flexibility



Performance



Reliability



Signal, frequency



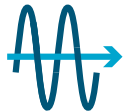
Speed



Mechanism,
(concerted)



Distance



Resistance to
interferenc



Network



Worldwide



Office, corporation



Objective,
decision



Operability,
check list



InfiMonitor



InfiMonitor



Partners



High quality



Point-to-Point



Point-to-
Multipoint



Severe weather
conditions



Awards,
quality



Production



Interaction,
dialogue



Geography



Support



Presentation



Download



Savings,
profit



Idea,
innovation



Savings,
profit



Integration



Enterprise,
energy industry



Transport



Fossil mining,
energy industry



Telecommunica-
tions



Oil mining
and productio



Video
surveillance



Document,
specification



InfiNet Wireless
Academy



Webinar



Favorable ratio



Transport, delive



Simple and easy
installation



Data transfer
speed



Agility



Functioning



Technology

Like the full-color logo, full-color icons look best on a white (close to white) background. Against the background of other

colors/photographic background, it is required to use inversion of icons.



4.2. Map of Presence

OUR PRESENCE

SALE/SUPPORT OFFICES

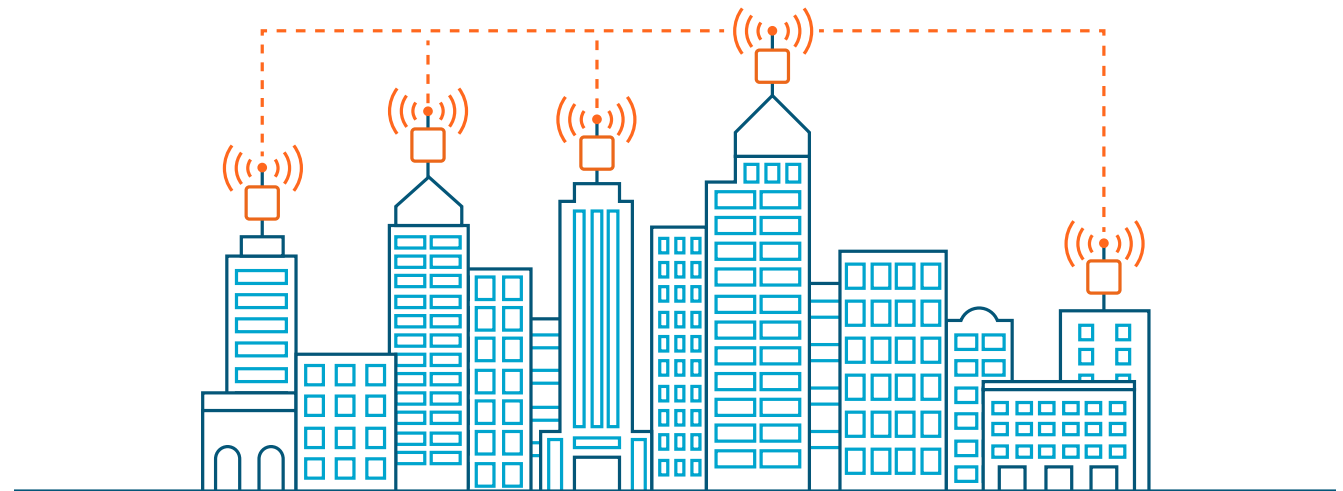


4.3. Schemes/illustrations

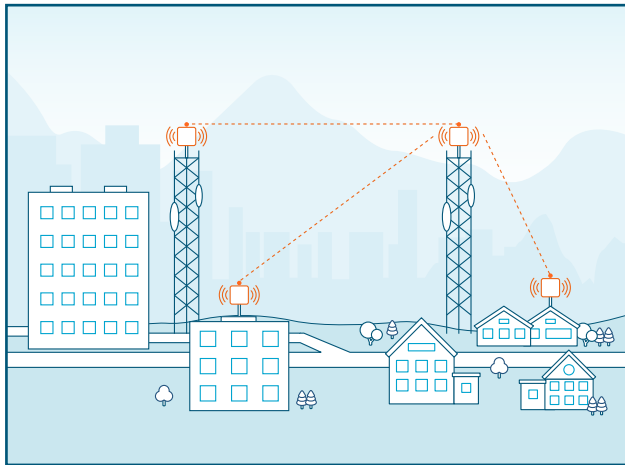
The illustrations and infographics are performed in a linear style in the brand colors.



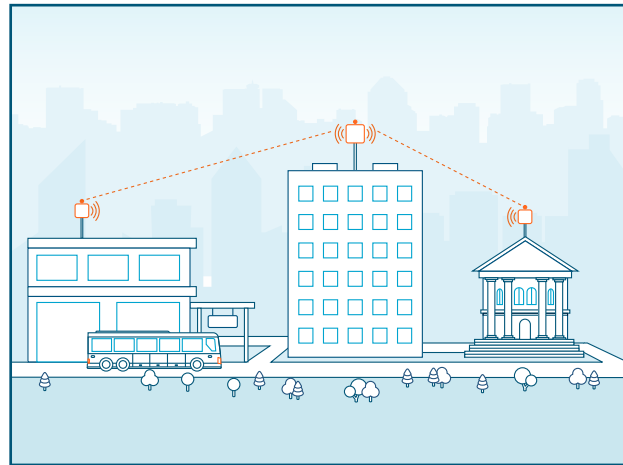
Point-to-Point Network Topology



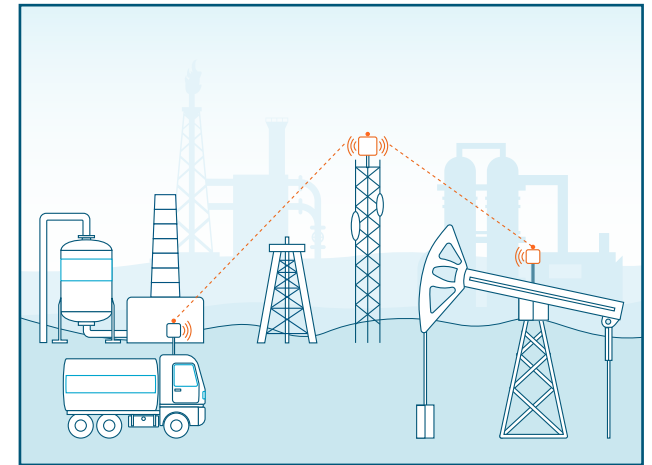
Point-to-Multipoint Network Topology



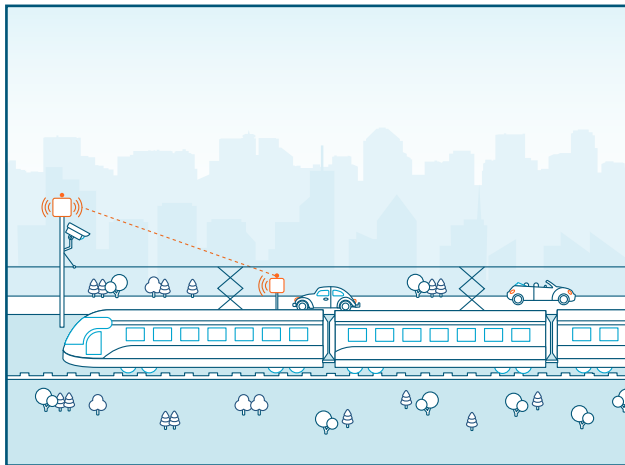
Telecommunications



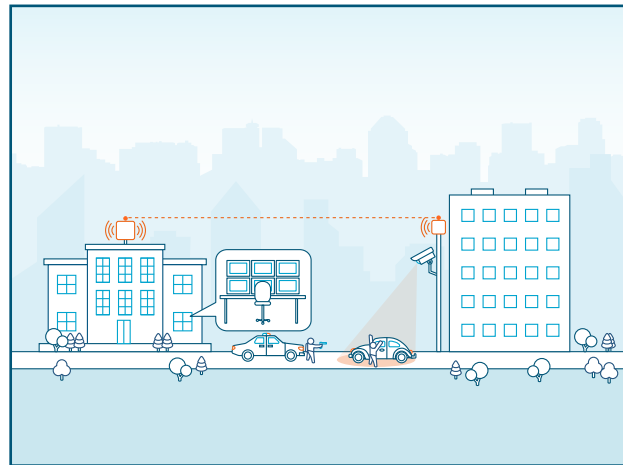
Enterprises and organizations



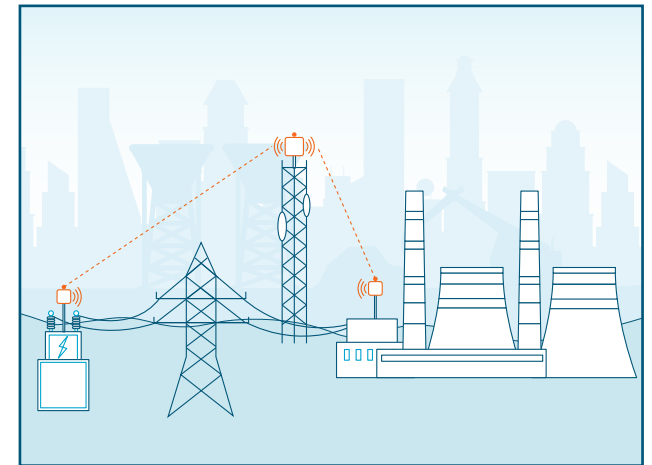
Oil industry



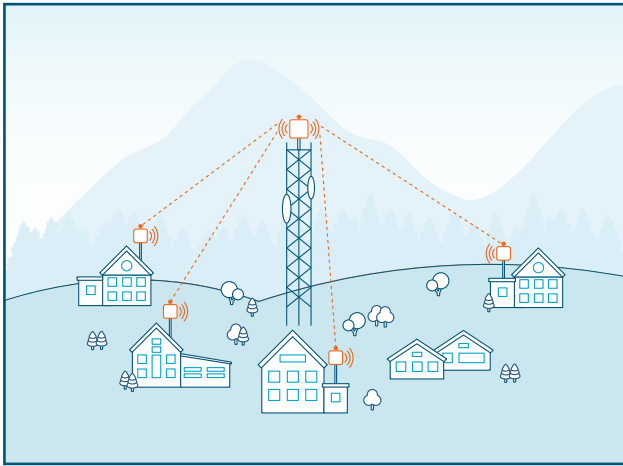
Rail transport



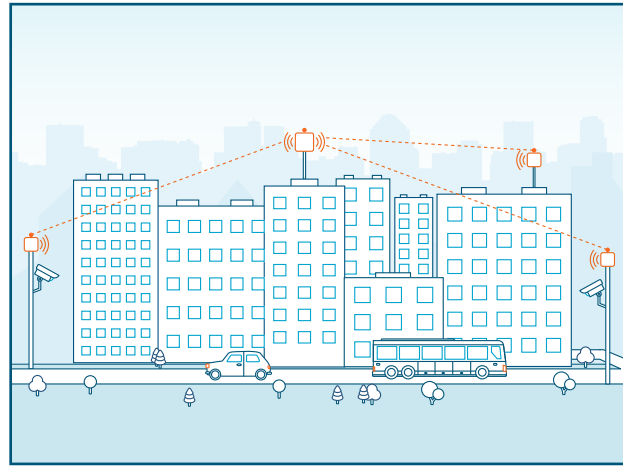
The government, authorities



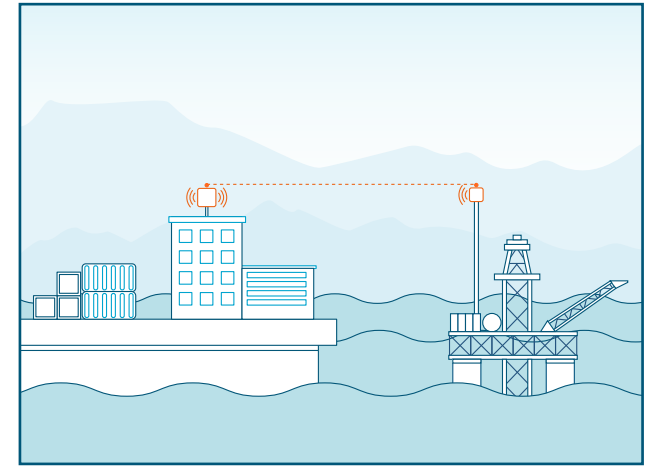
Energy industry



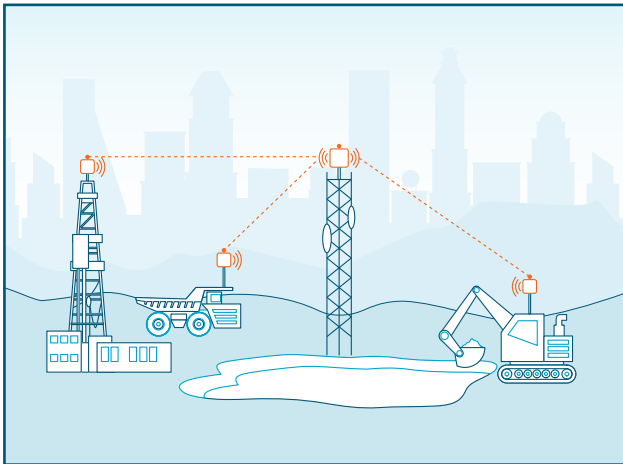
Remote areas



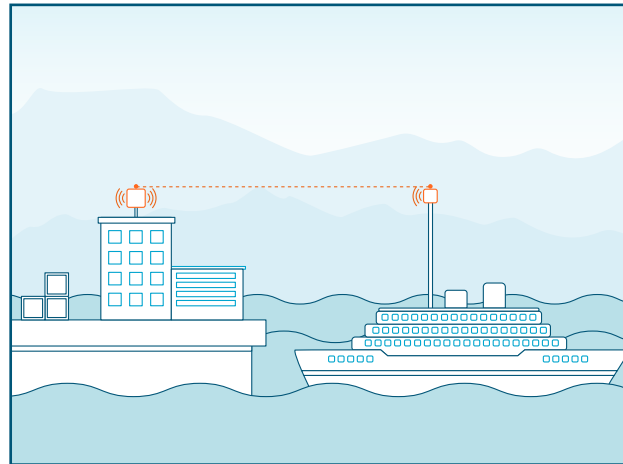
Public safety



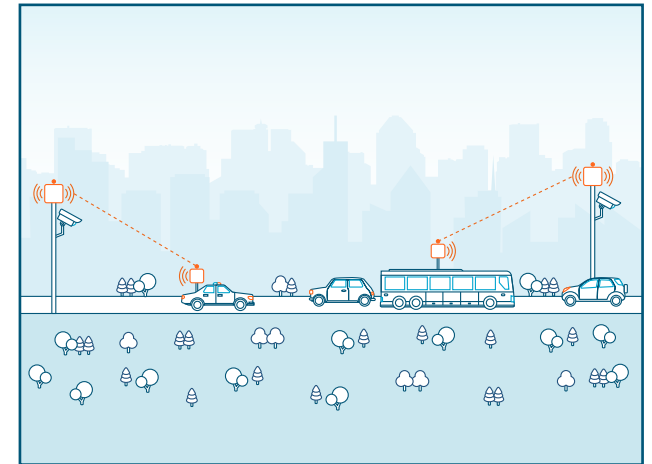
Oil industry



Mining industry



Sea transport



Transport

5. Brand identity usage

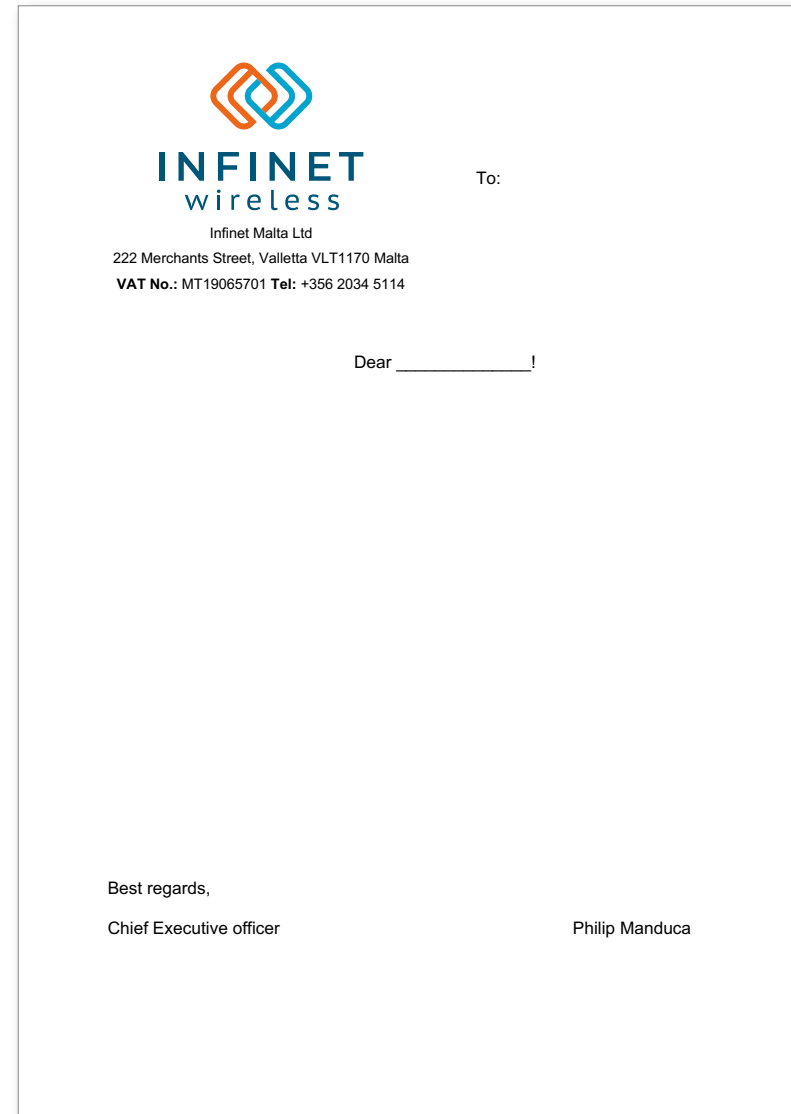
5.1. Device

The main identity media and the main point of contact with the consumer is the device itself, on which the vertical version of the logo is applied.



5.2. Letterhead

For business correspondence, it is recommended to use the brand letterhead.



5.3. Business Card

The identity is printed on two sides of a business card.

