

INFINITE LAUNDRY

branding guidelines



LOGO

the basics

Our logo embodies our promise of continual business, openness of ideas, and of empowering what makes us and our clients unique. The rules for its proper use are outlined in this branding guideline manual.

- Only show the logo in purple or white.
- Don't alter, rotate, or modify the logo.
- Don't animate the logo.
- Don't anthropomorphize the logo.
- Don't use previous versions of the logo.
- Follow the clear space guidance below.



VERTICAL



LANDSCAPE



LOGO

space & size

When you're using our logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo.

To ensure the logo maintains its visual impact, do not go any smaller than the minimum size listed.



100%

150%

CLEAR SPACING



1" or 90px

MIN SIZE

100%

150%

CLEAR SPACING



1.5" or 135px

MIN SIZE

LOGO

color

The Infinite Laundry logo is always either purple or white. It must be legible and maintain the integrity of its form.

When placing the logo on an image, always use the appropriate version to maintain clarity and legibility.

Never show the Infinite Laundry logo in black or any color besides purple or white.

WHITE BACKGROUND



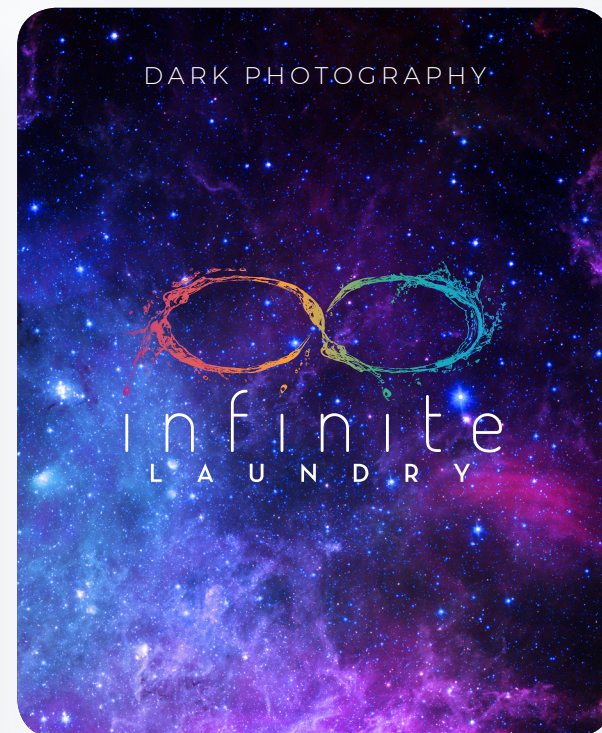
LIGHT PHOTOGRAPHY



PURPLE BACKGROUND



DARK PHOTOGRAPHY



LOGO

misuse

Though we value creativity on every level of our industry, our logo is not the place to get creative. Our logo is a representation of who we are and what we offer. As such, it needs to be respected in every use.

Please dont...

MODIFY COLORS



MODIFY LAYOUT



ADD ELEMENTS



MODIFY TYPOGRAPHY



OUTLINE



DISTORT OR ROTATE



COLORS

bright & bold

A look at every shade in the Infinite Laundry arsenal!

ELECTRIC

HEX #ffffff
RGB 255 255 255
CMYK 0 0 0 0
PANTONE 000 C

ELECTRIC

HEX #a62c8e
RGB 166 44 142
CMYK 38 97 2 0
PANTONE 248 C

INFINITE

HEX #3f2154
RGB 63 33 84
CMYK 84 97 36 31
PANTONE 2695 C

ULTRA LIGHT GRAY

HEX #f7f8fc
RGB 247 248 252
CMYK 2 1 0 0
PANTONE 7541 C

TIGER

HEX #ef6851
RGB 239 104 81
CMYK 1 74 70 0
PANTONE 7416 C

ROYAL

HEX #5e2b7d
RGB 94 43 125
CMYK 78 100 15 4
PANTONE 526 C

LIGHT GRAY

HEX #e8eaed
RGB 232 234 237
CMYK 5 3 2 2
PANTONE 7541 C

GOLD

HEX #eaaa58
RGB 234 170 88
CMYK 7 36 75 0
PANTONE 7411 C

ELECTRIC

HEX #743393
RGB 116 51 147
CMYK 67 96 0 0
PANTONE 2593 C

MEDIUM GRAY

HEX #dde1e3
RGB 221 225 27
CMYK 12 7 7 0
PANTONE 7541 C

JADE

HEX #1DA1F2
RGB 29 161 242
CMYK 69 26 0 0
PANTONE 2925 C

SAPPHIRE

HEX #383c91
RGB 56 60 145
CMYK 94 92 4 1
PANTONE 2756 C

DARK GRAY

HEX #637882
RGB 99 120 130
CMYK 65 45 40 9
PANTONE 8201 C

SKY

HEX #2da2d4
RGB 45 162 212
CMYK 72 20 4 0
PANTONE 298 C

MIDNIGHT

HEX #282964
RGB 40 41 100
CMYK 100 98 30 19
PANTONE 2766 C



TYPOGRAPHY

typeface

Dosis: Headlines for all formats.

Lowercase only.

Montserrat: Basic body copy and headlines for all formats. Uppercase only.

Lato: Basic body copy and headlines for all formats.

Helvetica: Basic body copy and headlines for email only.

DOSIS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MONTSERRAT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LATO

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

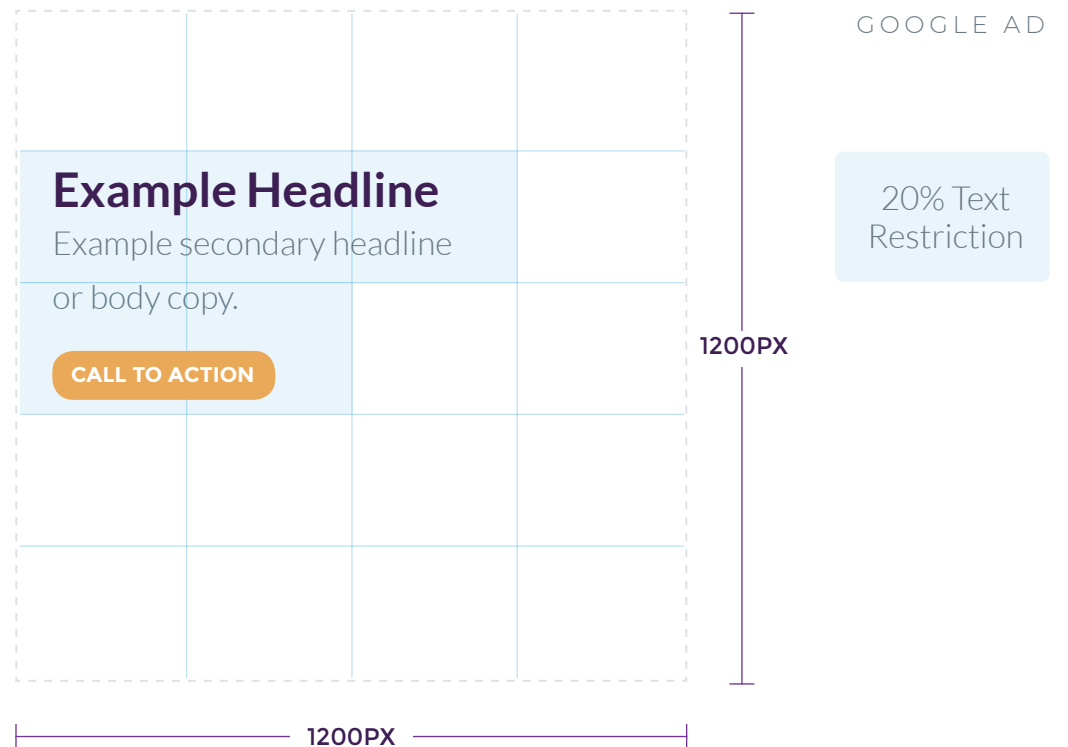
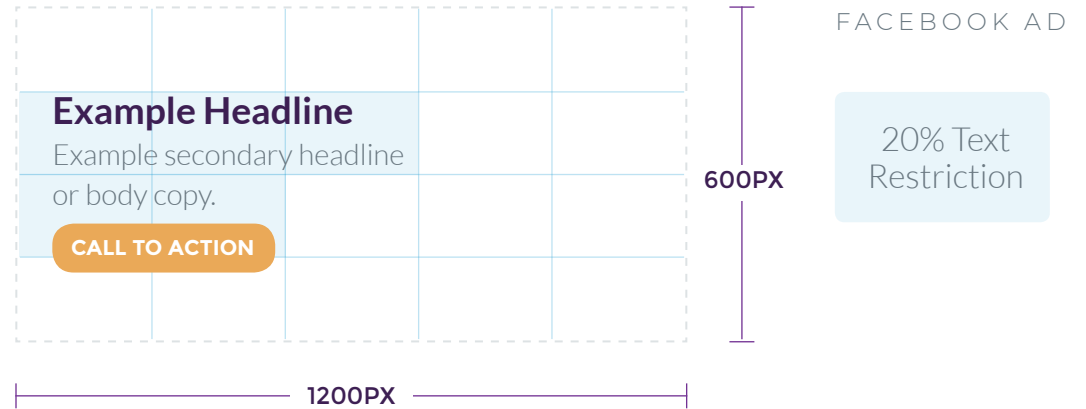
SOCIAL

image sizes

Facebook: 600px X 1200px landscape.

Google: 1200px X 1200 square.

Restrictions: The file size limit for both is 5120KB. Text may cover no more than 20% of the image.



COMPLIANCE

certifications

These certifications grant businesses searching for commercial laundry a feeling of protection for whatever industry they are in. Whether you require surgical towels for a hospital and require them to be clean from bacteria or floor mats for an automotive shop that prevent slip and fall injuries, these certifications have your business covered to prevent these accidents from occurring.

TRSA HYGIENICALLY
CLEAN



TRSA HYGIENICALLY
CLEAN HEALTHCARE



TRSA FOOD
SAFETY



TRSA FOOD
SERVICE



TRSA
HOSPITALITY



TRSA CLEAN
GREEN



CLEAN GREEN
TRSA CERTIFIED

NFSI



OSHA



HLAC



**ACCREDITED
LAUNDRY**