

Parent Brand Guidelines  
2024

infotech<sup>®</sup>

**More than our logo, name, or slogan, our brand is the entire experience our prospects and customers have with our company, products, and services. It is the collection of promises we keep in order for the world to know us well.**

**The following pages map out the guidelines for communicating the most true and worthy attributes of Infotech's parent brand. Our standards have been developed to reinforce the foundation of a respected, lasting identity.**

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infotech®

A lowercase “i” reads both modern and approachable. The logomark, our most deployed asset, will always be lowercase.

The “t” and “h” have a custom shape to compliment the bridge element, and extend its curve.



infotech®

Closing the gap within the brand name makes for a more complete shape and thought. As both the logo and in text, Infotech should read as a single word.

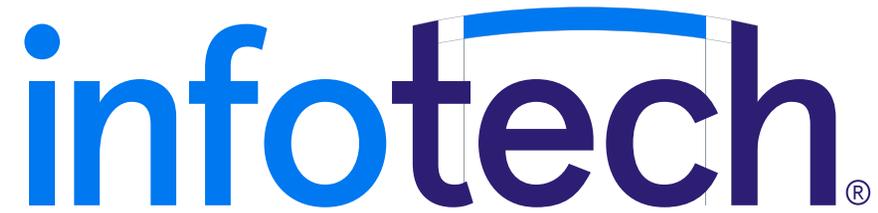
# Brand Identity

This is our primary logo. We'll use this in the majority of applications.



## Construction

The space between the bridge and the ascenders of the “t” and “h” should be equal to the width of said ascenders.



infotech®

The image shows the word "infotech" in a blue sans-serif font. A blue bridge arches over the letters "t" and "h". Thin vertical lines extend from the top of the bridge down to the ascenders of the "t" and "h", illustrating the construction rule mentioned in the text.

## Safe Area

Our logo needs breathing room. The safe area around the mark should be equal to the negative space in the top right corner of the “h”. No other elements should disrupt this area.



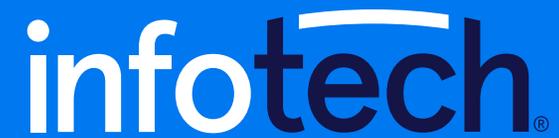
## Alternative Applications

Now that we've eliminated the space in our name, legibility is key. In instances where we can use more than one color, "info" should stand out more than "tech".

The color of the bridge should match "info". This draws the reader's eye from left to right, bridging the words.

The logo consists of the word "infotech" in a lowercase, sans-serif font. The letters "info" are white, and the letters "tech" are blue. A white horizontal bridge connects the top of the "o" and "t". A registered trademark symbol (®) is located at the end of the word.

Reversed-out, darkest background

The logo is identical to the one above, with "info" in white, "tech" in dark blue, and a white bridge connecting the "o" and "t". A registered trademark symbol (®) is at the end.

Reversed-out, medium background

infotech®

Single color logo

infotech®

Single color black and white

infotech®

Two color black and white

infotech®

Reversed-out black and white

infotech®

Single color reversed-out

infotech®

Reversed-out, for special circumstances



# Typography

Apercu Pro is a modern humanist typeface perfect for delivering complex information in a down-to-earth, consumable way.

Apercu Pro

# 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 1234567890

Headings

# 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 1234567890

White text on a colored background  
Small all-cap subheadlines

Apercu Pro

# 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 1234567890

Body Copy  
Used on white and light backgrounds

## Basic Rules

They say rules are made to be broken, but these rules are here to ensure our messages are clear, digestible, and most importantly, legible.

Overline	leading = text size example 8/8 tracking = loose example 50
Headline	leading = text size example 34/34 tracking = tight example -50
Body copy	leading = text size x 1.5 example 10/15 tracking = looser example -25
Large Paragraph	leading = text size x 1.3 example 20/26 tracking = looser example -25

INFORMATION SUPERHIGHWAY

# Bridging past, present, future

Having our thinking actively applied to projects over the last four decades means we bring something important to the table when we're solving new challenges: a history of outsmarting obstacles.

With each endeavor, we add to our toolkit, and advance our methods of problem solving. Using the fundamentals to support new thinking creates a connective tissue that binds where we're from to where we're going.

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Having our thinking actively applied to projects over the last four decades means we bring something important to the table

## Typography Usage Examples

Large headline and paragraph with lead-in sentence and tag for context.

**We know this business is about relationships as much as it's about products.**

**Our teams weigh these with equal importance.**

Otate excesciis estem denis magnati dolorias ea nattiaecta verupieniet optatium, ut aut andae porehent volupta disquam, accus et omnis utem voluptur alignimpos aut quam quam dolor as nimost as debitat eni cum re dolorep udaepel iquunt que imporecti core arundita idem evendus que con et idemper ovideni millaboria conserepro.

Extra-large headline with specific information popped, using Infotech Blue 1 at 100% and an 80% tint.

**Innovation  
is a people  
business**

Large headline and bulleted list,  
with tag for context.

Factoid, large enough to  
not be missed.

## Software and services for expansive human potential.

- Lorem ipsum dolor sit
- Consectetur adipiscing
- Diam nonummy nibh  
euismod tincidunt ut  
laoreet dolore magna
- Oportet exscisiis estem
- Magnati dolorias nimost  
debitat eni dolore sit
- Que imporecti core  
arundita

# 44

**The number of  
states you can drive  
our roads in.**

# Primary Color Palette

## Blue One

PMS 2193  
CMYK 92 23 0 0  
HEX #0078F0  
RGB 0 120 240

## Blue Two

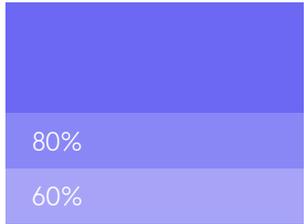
PMS 2372  
CMYK 97 99 0 14  
HEX #2D1E73  
RGB 45 30 115

## White

CMYK 0 0 0 0  
HEX #FFFFFF  
RGB 255 255 255

# Supporting Color Palette

## SECONDARY



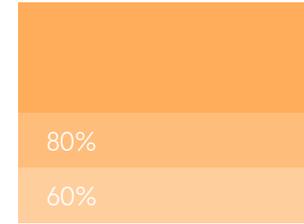
Ultra Violet

PMS 2124  
CMYK 62 49 0 0  
HEX #6C68f4  
RGB 108 104 244



Teal

PMS 3115  
CMYK 54 0 16 0  
HEX #00C2C2  
RGB 0 194 194



Orange

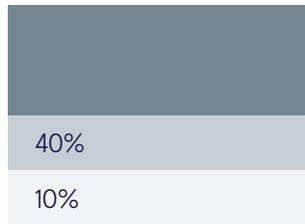
PMS 1365  
CMYK 0 27 63 0  
HEX #FFAD5B  
RGB 255 173 91

## NEUTRALS



Midnight

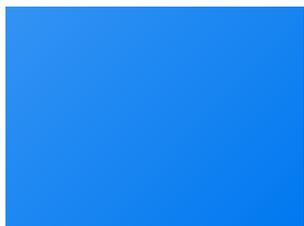
PMS 540  
CMYK 94 47 11 45  
HEX #141446  
RGB 20 20 70



Asphalt

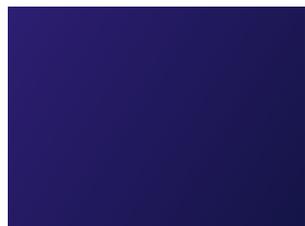
PMS 431  
CMYK 45 24 14 44  
HEX #738591  
RGB 115 133 145

## GRADIENTS



Gradient

Infotech Blue 1  
/  
Ultra Violet  
Angle -45°



Gradient

Infotech Blue 2  
/  
Midnight  
Angle -45°



Gradient

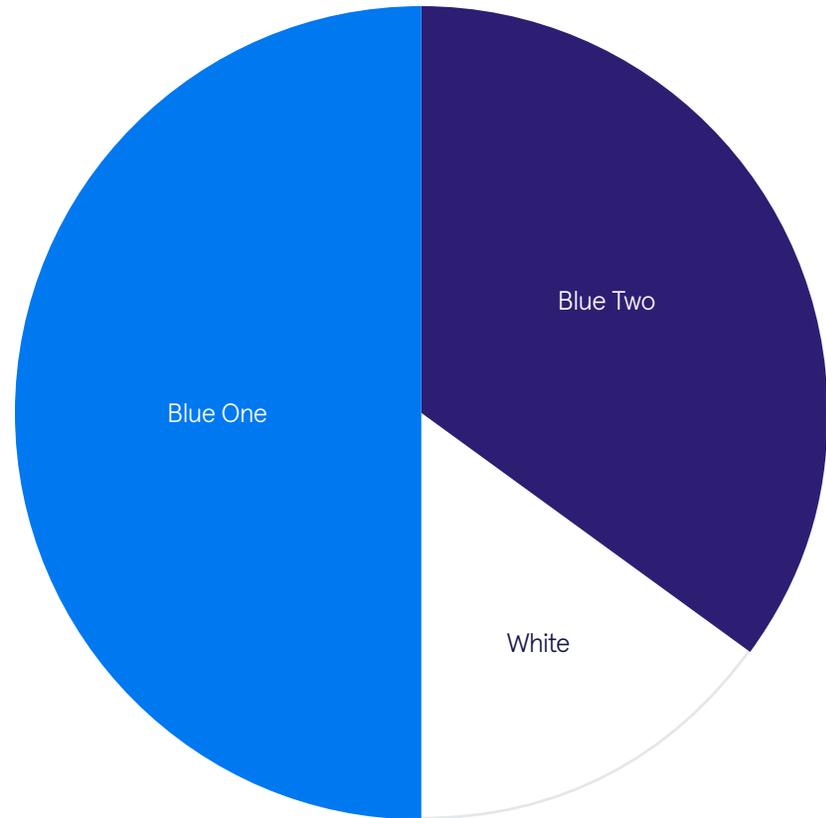
Asphalt 2%  
/  
Asphalt 8%  
Angle -45°

# Color Usage

## PRIMARY

Blue One represents technology, trust, and stability, while Blue Two conveys confidence, integrity, and knowledge. Together they create a balanced union.

When taking into account specific scenarios and applications, the balance of color should always feel more Blue One-centric.



## NEUTRALS

Our neutral colors are utility colors. They add depth and richness to the palette, but their main role is to support the primary and secondary palette.



Midnight is reserved for text and ensuring the logo stands out on darker backgrounds.

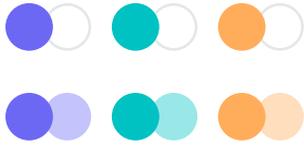


Asphalt is especially useful in digital use cases for UI elements and ensuring layouts aren't too stark white.

## SECONDARY COLORS

Secondary colors should not be combined with other secondary colors. They can be paired with tints of themselves, neutrals (such as Midnight) and the primary palette when used as an accent color.

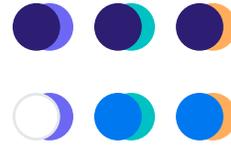
### DO



Secondary color with white or a tint



Secondary color with Midnight accent or text



Primary color with a secondary color accent

### DON'T



Combining secondary colors can feel too playful and immature.

## FULL-BLEED COLOR AND TEXT

These are the five background colors that can be used with tinted text. The foreground text is always a tint of the background color with the exception of Blue Two. An exception is made here



Background Blue One  
Text Blue One - 40% tint



Background Blue Two  
Text Blue One - 60% tint



Background Ultra Violet  
Text Ultra Violet - 40% tint



Background Teal  
Text Teal - 30% tint



Background Orange  
Text Orange - 30% tint

# Brand Construction

The logo for 'infotech' is displayed in a light grey, lowercase, sans-serif font. The letters 'i', 'f', 'o', and 't' are solid grey. The letter 'e' is partially blue, with its top half and the right side of its middle bar in blue. The letter 'c' is also partially blue, with its top half and the right side of its middle bar in blue. The letter 'h' is solid grey. A blue curved line arches over the top of the 'e' and 'c'. A registered trademark symbol (®) is located at the end of the word.

infotech®

# The Infotech logo isn't stand-alone, it visually informs our entire brand.

From the bridge of the mark to the crossbar of the “f”, the construction and forms within our mark inspire the rest of our brand elements.



**A symbol of key  
fundamentals.**



## Connectivity

Whether getting people from A to B (via roads and bridges), connecting customers with solutions, or bringing together the brightest minds in the industry, connectivity is key.



## Reach

Infotech is far from lightweight. We have an unmatched breadth of offerings .



## Momentum

Infotech is on a journey that has lasted over 40 years, standing still isn't in our nature.



## Achievement

Infotech strives to find solutions, overcome inadequacies, and streamline the most complex issues within our industry.

## In Application

As a graphic device, the bridge is a powerful way to add feelings of connectivity, progression, accomplishment, and scale. When overused, it can become gimmicky, so limit use to instances where it acts as a binding agent between people and Infotech, or just the people themselves.

Connecting groups



Bridging people to the company

## In pursuit of what's right

Ene poriore mquatia quatiatur sae vel mintess iminim eaqueac temporit eumquam et laut fuga. Et ut que deliqui od qui cus aceribus. Unt apit, a dollorion perchid eum comniata voloriam.

Lab ipsuntota pro vendis enimill acepeli bustios autempo riorrum autemporum ullauta tentini.

Loremipsun.com



Framing content



## Software and services for expansive human potential

Ene poriore mquatia quatiatur sae vel mintess iminim eaqueac temporit eumquam et laut fuga. Et ut que deliqui od qui cus aceribus. Epudia arum ellestrum quias sequis rerum esenimet,

infotech.

12.19.2019

## Innovation is a people business

Ene poriore mquatia quatiatur

infotech.

# Supporting Graphics

Supporting graphics are used to create visual interest. These should be used sparingly and with intention.

These graphics, beyond catching the eye, convey the idea of convergance, transportation, and transference of data, to name a few.

When using supporting graphics, at least one primary color should be used. In addition, either another primary color or a complimentary secondary color sould be used. A primary color plus a tint of the same color can be used for a more subtle effect.



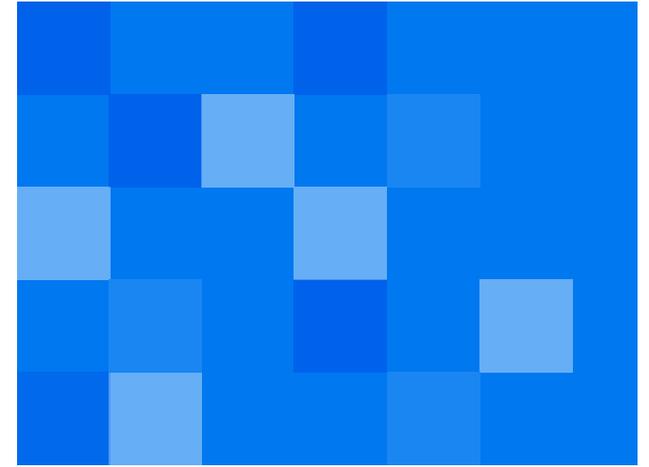
Primary Color x2



Primary Color + Secondary Color



Primary Color + Primary Color Tint



# Application Examples

## In pursuit of what's right

Ene poriore mquatia quatiatur sae vel mintess imi eaqueac temporit eumquam et laut fuga. Et ut que deliqui od qui cus aceribus.Epudia arum ellestrum quias sequis reresenimet.



## In pursuit of what's right

Ene poriore mquatia quatiatur sae vel mintess imi eaqueac temporit eumquam et laut fuga. Et ut que deliqui od qui cus aceribus.Epudia arum ellestrum quias sequis reresenimet.



## In pursuit of what's right

Ene poriore mquatia quatiatur sae vel mintess imi eaqueac temporit eumquam et laut fuga. Et ut que deliqui od qui cus aceribus.Epudia arum ellestrum quias sequis reresenimet.



12.19.2019

## Innovation is a people business

Ene poriore mquatia quatiatur sae vel mintess imi eaqueac fuga.



12.19.2019

## Those who have a working relationship with numbers are well familiar with the idea of infinite possibility.

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Diam nonummy nibh euismod tincidunt ut laoreet dolore
- Aliquam erat volutpat.
- Oate excecisi estem denis
- Magnati dolorias nimost debeat eni dolorep udaepel iquunt
- Que i mprecti core arundita



# Photography

Photography is paramount to effective storytelling. Our goal is to create scenes that deliver on our values, convey emotion and create intrigue for the viewer.



When the subject isn't a person or people, structural lines that payoff the logo and branding elements will also communicate an appreciation for the awesome scale of human potential. Shots should feel modern, but real. Highway circuitry can be art if you look at it the right way.

Black and white photography is to be used sparingly, and only when conveying a sense of history or heritage.





Images are cropped creatively to build intrigue and create a more immersive “fly on the wall” experience.



People are our heroes. Photos should be thoughtfully framed to highlight them vividly.



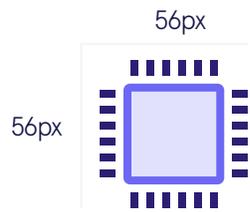
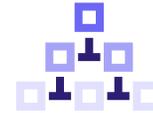
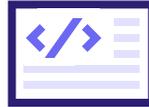
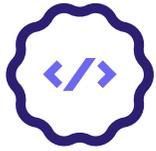
# Icons

Background mosaic tiles add prominence and weight to the icons. When more than 3 or 4 icons are necessary this background tile is removed to avoid that section feeling cluttered.

Accent color + primary color



Digitally, line weight is 3px



## Ethos

Think of all the tech companies that can say they've been leading their industries for over 40 years. That's a pretty respectable neighborhood we live in.

Our longevity and reputation are the direct results of entrusting our wildly daunting challenges to a most worthy team. As long as volume and variables exist, accurate information will always be vulnerable. But with the right minds solving for certainty, problems are simply outmatched.

In this most unforgiving of disciplines, we are a 40 year old technology company because of visionaries who continue to unlock the potential of data



we are  
infotech®

**Our pillars support every function of the brand. If an initiative or decision is being made that doesn't align with these pillars, it can erode brand equity and consumer trust, and should be reconsidered.**

# Integrity

Born from a need to outsmart dishonesty and misinformation, we have a built-in quality every business wishes

# Insights

The ability to pull the linear truth out of mountains of data makes us an invaluable resource to anyone in

# Innovation

Using statistical analysis in the pursuit of justice was the first in a long line of our trailblazing endeavors. Everything we do is centered around breaking new ground.

**We're a brand with an unmatched resumé, and an origin story no one else can tell. With a simple framework in place, we can ensure our messaging is as effective as anything else we do.**

Our customers come to us for answers to complex problems.

When they meet an Infotech message, it should feel educational. Like talking to the one person in the world who could get you excited

We should sound like experts who are confident navigating

They should feel understood. Details are crucial.

They should believe that working with us is like getting first pick for a softball team. “This is who I want to

At our core is deep, experienced, next-level thinking. It helps our customers trust the answers they’re getting.

## Tone

The tone of our communications will depend largely on who we're talking to, and the vessel of delivery, but it will always serve a specific end:

**To make important  
information clear  
and accessible to all.**

# Clear, conversational, dizzily smart

## Spirit Animal: Alton Brown

Seasoned, friendly certainty brings relief and confidence. It is not all data, it is not all aspiration. It is a way of pairing the two to create messages that can be both trusted and believed in.

As masters of information, we're here to engage our audience through the power and possibility of data. Our voice should position us as industry authorities capable of making complex subjects accessible and inspiring. This begins and ends with considering the audience, crafting messages with the intention of engaging them in the work we do. Our messages should be created with the intention of unlocking new curiosities in anyone who meets us.

# Brand Attributes

Persistent personality traits that surface (in varying degrees) throughout our communications.

## True values

Integrity

Expertise

Accuracy

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Aspirations worth believing in are worth saying out loud. Look for opportunities to connect Infotech's principles to the products and services we offer.

## Fact-forward

Truth

Validation

Inspiration

---

As a delivery system for data, factoids are a perfect metaphor for Infotech's understanding of how to move and package information. Integrate bitesized facts and stats to give a sense of the scale of our accomplishments and ambitions.

**People**  
**Capability**  
**Vision**  
**Dedication**

---

There are people behind every one of our accomplishments. Make them a part of the story to highlight the thinking and innovation each Infotech-er contributes every day.

**Balance**  
**Curiosity**  
**Intelligence**  
**Precision**

---

Tying more clinical language to Infotech's driving purpose and vision gives a deeper sense of the "why" behind everything we do.

**Tenacity**  
**Collective**  
**Confident**  
**Energy**

---

Nothing about the brand should feel stagnant, this is a brand in motion. Lean toward language that amplifies the active problem-solving nature of the company at large.

## Brand Attitude

The sticky qualities that begin to define your personality.

# What it is

Informational  
Seasoned  
Unflappable  
Inspired  
Educational

Future-minded  
Curious  
Exact  
Ambitious  
Driven

Clever  
Confident  
Approachable  
Warm

# What it isn't

Amped  
Mousy  
Textbook  
Excitable

Bubbly  
Bland  
Whimsical  
Clinical

Superior  
Lightweight  
Stuffy  
Casual



# Expansive human potential



# Important Distinctions

It's ingenuity before it's solutions

It's aim before it's strive

It's technique before it's approach

It's attract before it's appeal

It's foundation before it's core

infotech<sup>®</sup>

Assembled for Infotech by Bukwild.

Please contact [marketing@infotechinc.com](mailto:marketing@infotechinc.com) with any inquiries.