MINI BRAND GUIDELINES

For use by external organisations

infigo

Infigo logo

When applying our logo on white background, please use the original version (navy and coral).

When applying our logo on dark colour background, please use the white single colour version.

When applying our logo on light colour background, please use the navy single colour version.

Clear space

There should always be space around the logo, to avoid it conflicting with other elements. This is half the height of the logo.

Please

Don't change the logo colours (only use the allowed versions)

Don't move the logo elements around, or change the orientation of them

Don't contract, stretch or distort the logo

Don't change the opacity of the logo

Make sure there is always the correct gap around the logo

Our palette

Our primary colour for all body text and headings is Primary Navy. If text is on a Primary Navy background, white should be used for body copy and the Primary Coral for headings.

The Primary Coral can be used to highlight any important text or headings.

The Secondary Purple and Blue can also be used to highlight important text or headings. If text is on a Primary Navy background, the Secondary Yellow can also be used to highlight important text or headings.

Primary Navy
002E47
RGB: 0 / 46 / 71
CMYK: 100 / 76 / 45 / 47
Pantone 7463 C

Primary Coral
FF6867
RGB: 255 / 104 / 103
CMYK: 0 / 72 / 49 / 0
Pantone 2345 C

Secondary Pale Blue
98C1D9
RGB: 152 / 193 / 217
CMYK: 45 / 13 / 11 / 0
Pantone 644 C

Secondary Purple
4344A2
RGB: 67 / 68 / 162
CMYK: 86 / 78 / 0 / 0
Pantone 2117 C

Secondary Yellow
FFE000
RGB: 255 / 224 / 0
CMYK: 2 / 8 / 91 / 0
Pantone Yellow C

Secondary Blue
3483AC
RGB: 52 / 131 / 172
CMYK: 78 / 37 / 19 / 4
Pantone 2454 C

Secondary Coral
FFA89B
RGB: 255 / 168 / 155
CMYK: 0 / 45 / 33 / 0
Pantone 3572 C

Tertiary Blue
CADFEB
RGB: 202 / 223 / 235
CMYK: 25 / 6 / 6 / 0
Pantone 657 C

Tertiary Coral
FFD2CC
RGB: 255 / 210 / 204
CMYK: 0 / 25 / 16 / 0
Pantone 706 C

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