

INFINITY FESTIVAL

2022 STYLE GUIDE



LOGOS



Full-color version

Primary Logo Lockup: "Squircle" brandmark + wordmark



Single-color version - white



Single-color version - black



"Squircle" brandmark

For use where lockup is not needed (i.e.: watermark, promotional items, lower thirds, etc.)

[Click HERE for Logos](#)

TYPOGRAPHY

COLOR PALETTE



HEADLINE

Helvetica Neue Bold, -50 kerning,
very tight, ALL CAPS



SUBHEADING

Helvetica Neue Light, -25 kerning
ALL CAPS
Sizing guide: 3/4 height of headline



Body copy

Roboto Regular
Sentence case
Sizing guide: 4/5 height of subheading

HEX

#ff0090

RGB

R 255 G 0 B 144

CMYK

C 0% M 100% Y 44% K 0%

MAIN BRAND - MAGENTA

HEX

#ff4106

RGB

R 255 G 65 B 6

CMYK

C 0% M 75% Y 98% K 0%

**ACCENT COLOR #1
DARK ORANGE**

HEX

#ffc000

RGB

R 255 G 192 B 0

CMYK

C 0% M 25% Y 100% K 0%

**ACCENT COLOR #2
YELLOW**

HEX

#d9d9d9

RGB

R 217 G 217 B 217

CMYK

C 0% M 0% Y 0% K 15%

**ACCENT COLOR #3
LIGHT GRAY**

GRADIENTS



Use for Background with White "Squircle" or Primary Logo Lockup. Gradients should always feature pink on the left side or top left corner. Descriptive word can replace "Hollywood" in Primary Logo Lockup, using Helvetica Neue Light. Logo and type are white.