

INFINITY FESTIVAL

2023 STYLE GUIDE

**For Silicon Beach
& Monolith Awards**



IF Logo Lockup – Silicon Beach



Full-color version – black text
Primary Logo Lockup: squircle brandmark + wordmark



Single-color version - white



Full-color version – white text
Primary Logo Lockup: Squircle brandmark + wordmark



Single-color version - black

[Click HERE for Logos](#)

IF Squircle Brandmark – Silicon Beach



Squircle brandmark - magenta



Squircle brandmark - white



Squircle brandmark - black

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

[Click HERE for Logos](#)

IF Logo Lockup – Monolith Awards



Full-color version – black text
Primary Logo Lockup: Squircle brandmark + wordmark



Single-color version - white



Full-color version – white text
Primary Logo Lockup: Squircle brandmark + wordmark



Single-color version - black

[Click HERE for Logos](#)

IF Squircle Brandmark – Monolith Awards



Squircle brandmark - lavender



Squircle brandmark - white



Squircle brandmark - black

For use where full lockup is not needed (i.e.: panel titles, 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
#ff0198

RGB
R 255 G 1 B 152

CMYK
C 0% M 100% Y 40% K 0%

MAIN BRAND - MAGENTA

HEX
#ec5129

RGB
R 236 G 81 B 41

CMYK
C 0% M 61% Y 76% K 7%

ACCENT COLOR #1
ORANGE

HEX
#6678b3

RGB
R 102 G 120 B 179

CMYK
C 30% M 23% Y 0% K 30%

ACCENT COLOR #2
LAVENDER

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 primary logo lockup or white Squircle outline. Gradient background as a whole can be adjusted to various ratios and can be flipped horizontally and/or vertically (as above.) Please do not crop color. Type on gradient backgrounds should always be white.

Click [HERE](#) for Gradient Background Files