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

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

Single-color version - white

Single-color version - black

Click HERE for Logos
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

**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

Color Palette

**MAIN BRAND - MAGENTA**
- HEX: #ff0198
- RGB: R 255 G 1 B 152
- CMYK: C 0% M 100% Y 40% K 0%

**ACCENT COLOR #1 ORANGE**
- HEX: #ec5129
- RGB: R 236 G 81 B 41
- CMYK: C 0% M 61% Y 76% K 7%

**ACCENT COLOR #2 LAVENDER**
- HEX: #6678b3
- RGB: R 102 G 120 B 179
- CMYK: C 30% M 23% Y 0% K 30%

**ACCENT COLOR #3 LIGHT GRAY**
- HEX: #d9d9d9
- RGB: R 217 G 217 B 217
- CMYK: C 0% M 0% Y 0% K 15%
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