

Section 2.0

# Our logo.

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## Logo

### Our logo

Our contemporary logo celebrates the strength of our solution and reflects our seriousness, our story and our professionalism.

The logo for Infodrive, featuring a large, bold, dark blue infinity symbol followed by the word "drive" in a lowercase, bold, sans-serif font.

# Logo construction

## Creating our logo

Our strong, solid logo combines the double 'o' in our name with the ideas of security and exchange, the two concepts at the core of our offer.



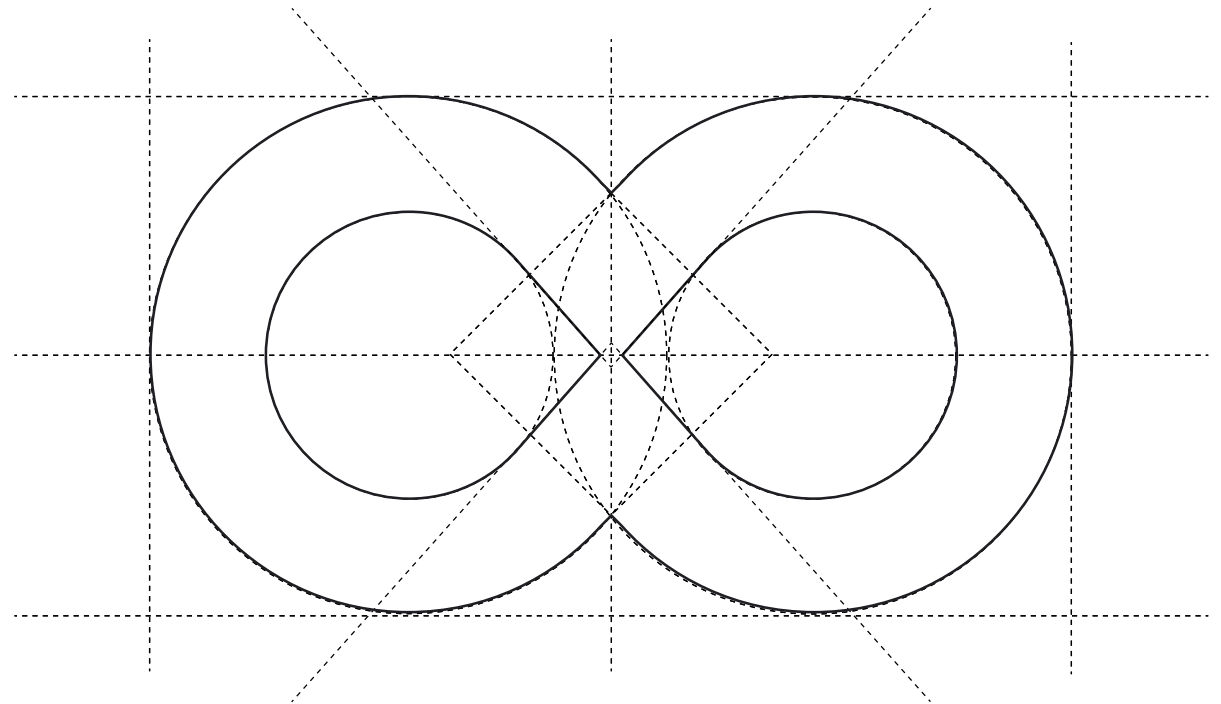
The double 'o'



A chain/security



Exchange/collaboration



# Logo construction

## Logo typography

The typographic approach to the logo must be respected in order for the logo to be easily read.



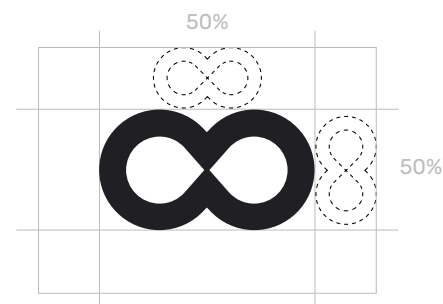
**Brand Guidelines**

Clearspace &amp; minimum sizes

# Clearspace & minimum sizes

When creating the logo, use the exclusion zone as shown. Use the white logo when applying it to photography.

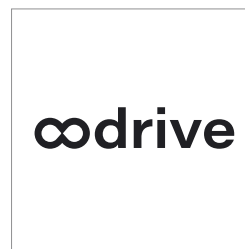
Exclusion zone



Minimum size



Square position



Favicon



## Incorrect usage

### Maintaining the identity

In order to preserve the integrity of the logo, please avoid executions which misuse, amend, or trivialise the identity.

For horizontal or vertical logos, avoid the following:

- Do not deform the logo.
- Do not compress the logo.
- Do not change the spatial relationships between the elements.
- Do not outline the logo.
- Do not change the logo colour.
- Do not stretch the logo.
- Do not change the position or orientation of the double 'o'.
- Do not alter the proportions of the logo.



**∞drive**



**∞drive**



**∞drive**



**drive∞**



**∞drive**



**8drive**



**∞drive**



**∞drive**



**∞drive**



**∞drive**



**drive**



**∞ drive**

## Logo background

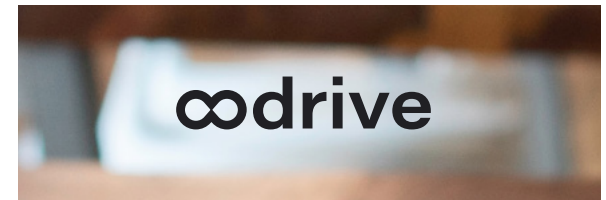
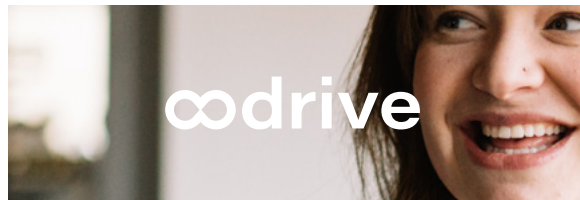
The lettermark is available in a shade of dark gray and white. The dark gray lettermark is our primary mark, but the white may be used when necessary for legibility.

The gradient chart at the bottom right shows tonal possibilities on flat backgrounds and photography. Use it as a guide to ensure lettermark legibility.

White background



Picture background



Dark background

