

**n**frastructure

Full color version

The logo consists of the word "nfrastructure" in a bold, sans-serif font. The letter 'n' is white with a blue dot above it. A thick blue horizontal line underlines the entire word.

Black version

The logo consists of the word "nfrastructure" in a bold, black, sans-serif font. The letter 'n' is white with a black dot above it. A thick black horizontal line underlines the entire word.

Clear space



Minimum size for *print* application



Minimum size for *electronic* application



## logo usage guidelines

### Color

The logo color breakdowns are as follows:

- 2 color: black + Pantone 300U\*
- Process colors/CMYK/four-color process printing

The CMYK breakdown is:

cyan	100%
magenta	44%
yellow	0%
black	0%

- The RGB breakdown is:

Red	9
Green	90
Blue	166

*\*Every effort should be made to match the Pantone 300U (uncoated) chip, even when printing in four color process, on coated paper and various other media.*

### Clear Space

Maintaining clear space around the logo will maximize its visual impact. Use the height of the 'f' in the logo as a guide, and keep that area clear of type and other logos.

### Minimum Size

To maintain legibility, the logo should not be reproduce below 1.25" wide for print applications and 125 pixels wide for electronic applications

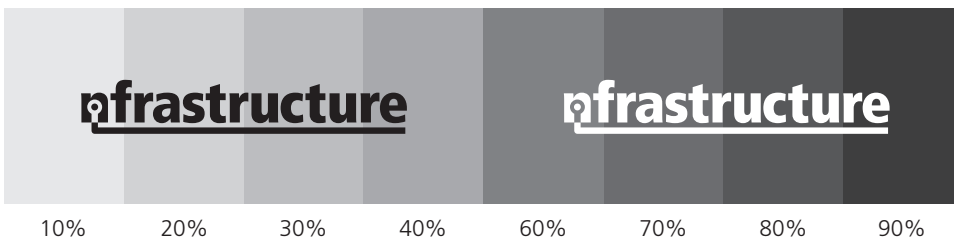
White version on solid dark color background



Black version on solid dark color background



Black and white versions over toned background



## logo usage guidelines

### Color

Whenever possible the logo should be represented in full color, and should appear consistent in every application and on various materials.

### Logo Use With Color

The logo is provided in both full black and full white versions. The white version should be used on dark colored backgrounds and the black version should be used on light colored backgrounds.

### Logo Use With Photography

When used with photography, a solid color version of the logo should be used, either full black or full white. If possible, the logo should be placed in an area with the least amount of contrast. If necessary, the logo can be placed in a white box and then be placed over areas of high contrast.



Examples of logo used with photography

## logo usage guidelines

Do **not** tint back or change the color



Do **not** stretch or condense the logo



Do **not** rotate or tilt the logo



Not enough contrast



### Incorrect usage

Consistent use of the logo is very important in maintaining a uniform look. Here are some general guidelines to follow:

- Do not change the colors or tint back the logo. Only use the logo in the versions provided
- Do not stretch or condense the logo
- Do not rotate or tilt the logo.
- Make sure there is enough contrast between the logo and the background it is on.

The logo consists of the word "nfrastructure" in a bold, sans-serif font. The letter 'n' is white with a blue dot above it. A blue horizontal line underlines the text, starting from the 'n' and extending to the right.

nfra\_2C\_final\_PMS300U.eps

The logo consists of the word "nfrastructure" in a bold, sans-serif font. The letter 'n' is white with a blue dot above it. A blue horizontal line underlines the text, starting from the 'n' and extending to the right.

nfra\_4C\_final.eps (This is CMYK otherwise known as 4-color process)

The logo consists of the word "nfrastructure" in a bold, sans-serif font. The letter 'n' is white with a white dot above it. A black horizontal line underlines the text, starting from the 'n' and extending to the right.

nfra\_BK\_final.eps

The logo consists of the word "nfrastructure" in a bold, sans-serif font. The letter 'n' is white with a white dot above it. A white horizontal line underlines the text, starting from the 'n' and extending to the right. The entire logo is set against a solid black background.

nfra\_WHITE\_final.eps

The logo consists of the word "nfrastructure" in a very large, bold, sans-serif font. The letter 'n' is white with a blue dot above it. A blue horizontal line underlines the text, starting from the 'n' and extending to the right.

nfra\_4C\_final.jpg (Shown here at 100%)

## logo usage guidelines

### File Formats

All files are prepared as Illustrator eps files (vector). No fonts are necessary. The eps files are scalable and can be used very large without sacrificing quality. It is always preferable to use eps files when available.

For your convenience, the logo has also been supplied as a jpg.

Use the jpg file on the Web or in Microsoft Word or PowerPoint.

