

open infra

001

Intro

Introduction

This document is the foundation of our visual identity. It contains guidelines and inspiration for for anyone that works with visual assets within the Infra brand.

Introduction

This document is made to help you create beautiful design within the open Infra brand. It contains all the guidelines and inspiration you need to capture the soul of our identity.

By the way, this document is also an example of the visual identity in action for your inspiration.

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Iconography

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Identity

Naming Convention

How we write our name

We write Open Infra in all texts.

Open Infra

We never write

O Infra

o infra

open infra

o-infra

Open-Infra

OpenInfra

IO

Identity

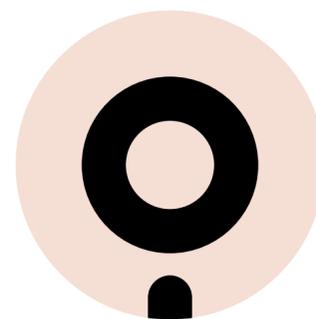
The Open Infra identity is represented by a Wordmark which is our primary logo, a Symbol and a Combomark.

open infra

open infra

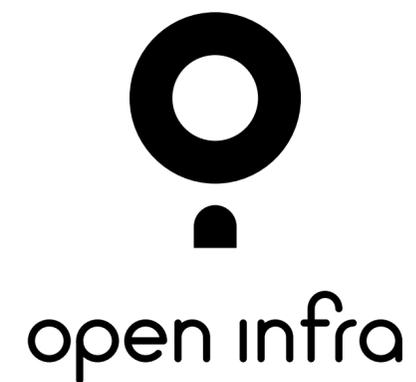
Wordmark – Primary

Two variants



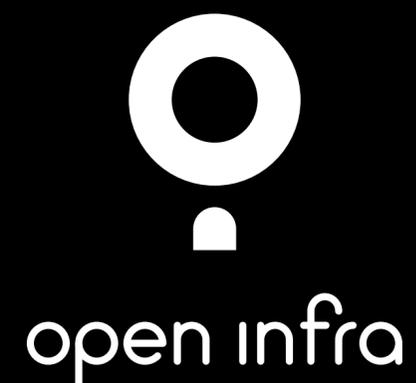
Symbol – Supporting

One variant

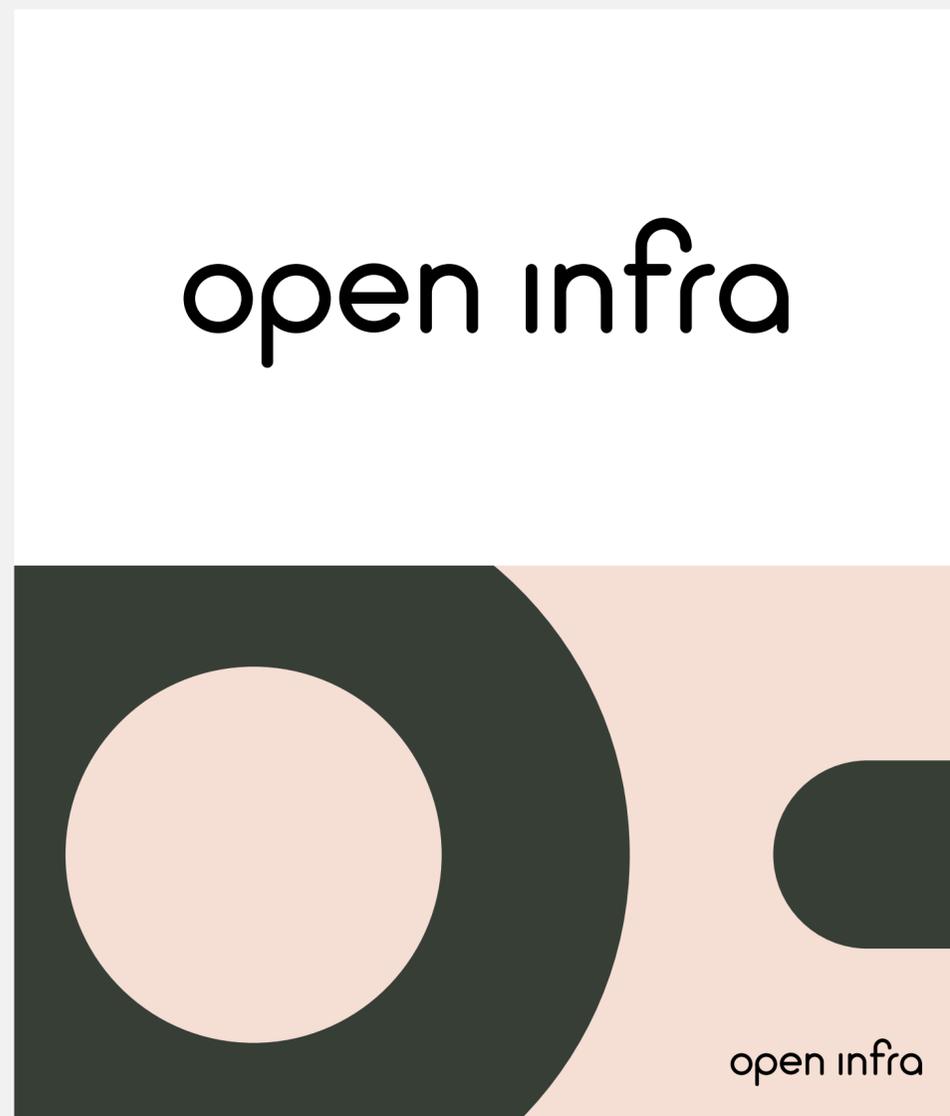


Combomark – Unique cases

Two variants

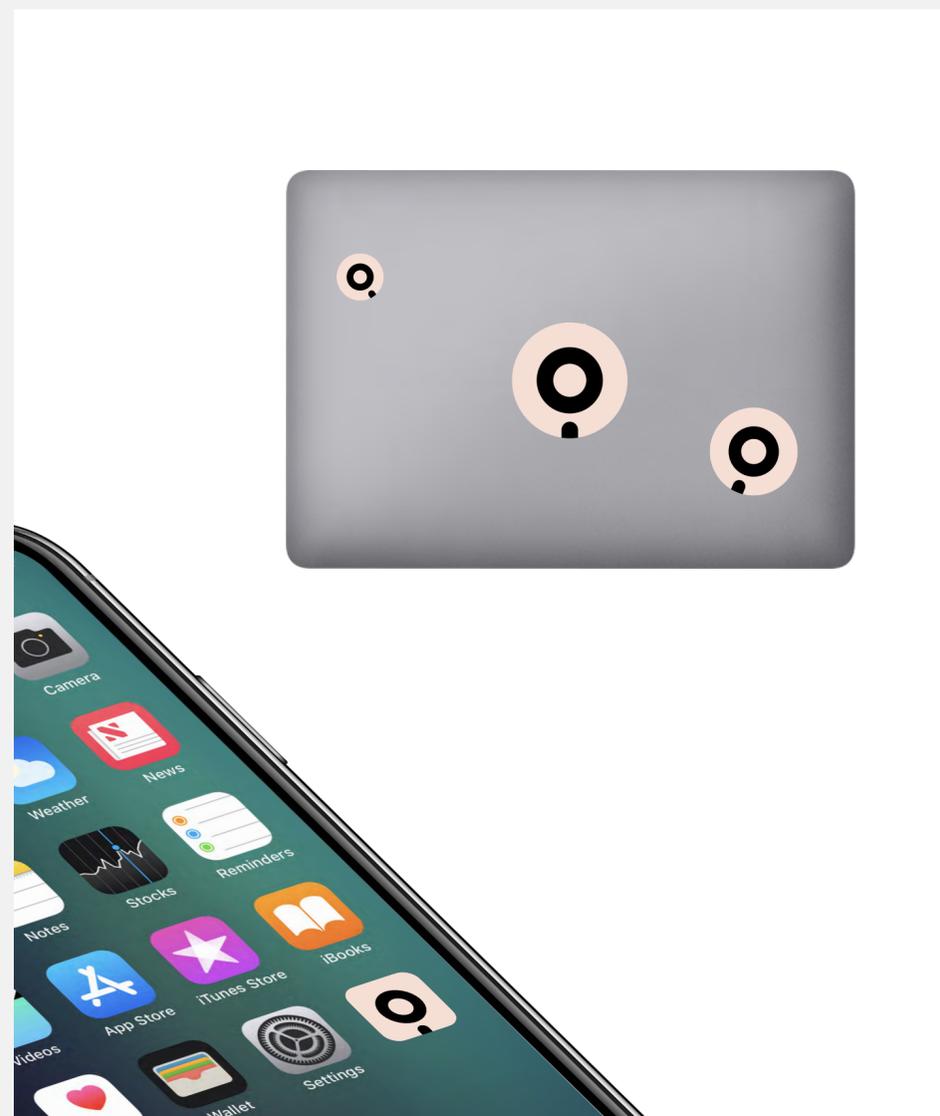


Usage basics



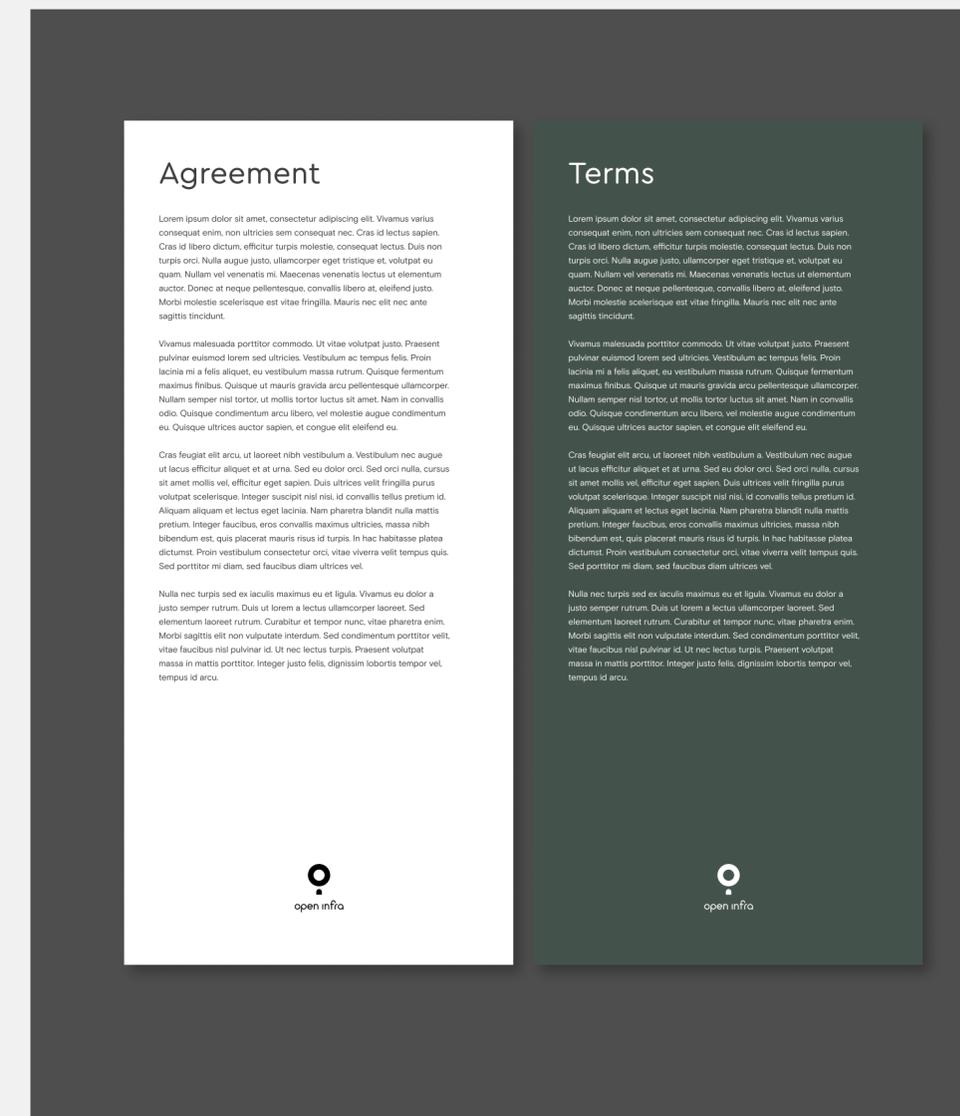
Wordmark

Use it in most cases, respecting the clearspace.



Symbol

Use in enclosed mediums, like profile pictures or stickers.



Combomark

Use it for simple vertical layouts, centered.

Wordmark



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Black / Light backgrounds



open infra

White / Dark backgrounds

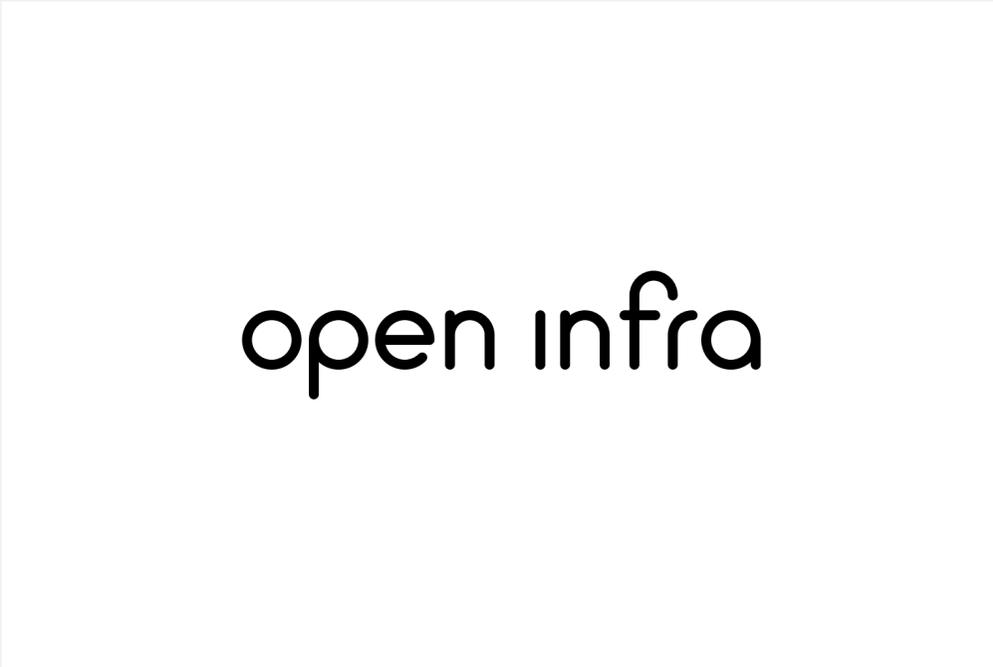
Our wordmark is designed to communicate an inviting feeling of simplicity and humanism. It has refreshing contrast to a many times complex industry. It's spacious and the shapes are round and soft.

Clearspace



The Wordmark comes with extra white space.
Respect this space when using the logo.

Examples



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The logo is always black or white, and used with colours or background images that create a high contrast.

Placement

The diagram illustrates the correct placement of the 'open infra' logo. It features a 5x5 grid of dark gray squares. The logo is placed in the top-left, top-right, bottom-left, and bottom-right squares, as well as in the center square. To the right of the grid are two vertical white panels. The top panel shows the logo in the top-left corner, and the bottom panel shows the logo in the bottom-right corner, demonstrating the required clear space around the logo.

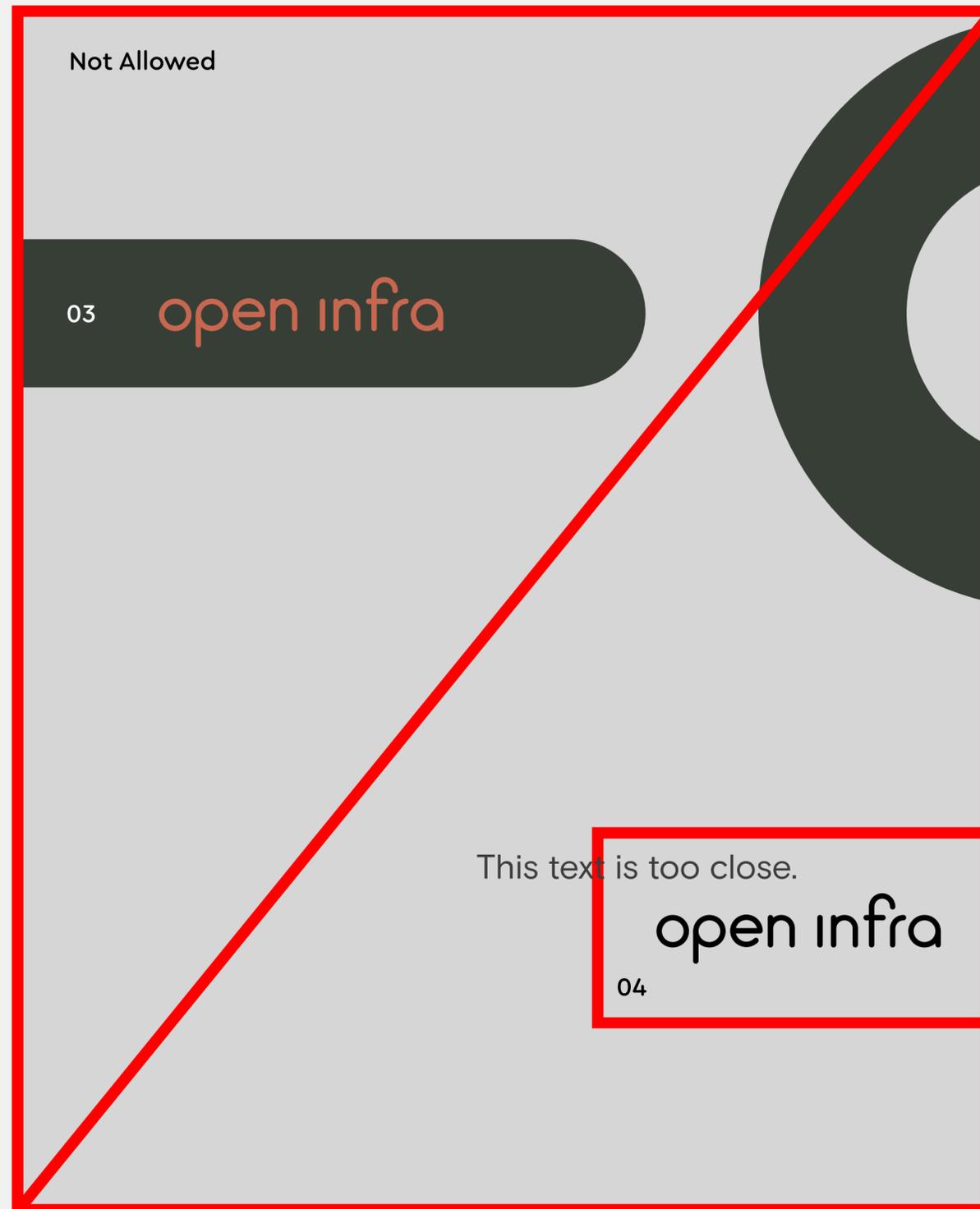
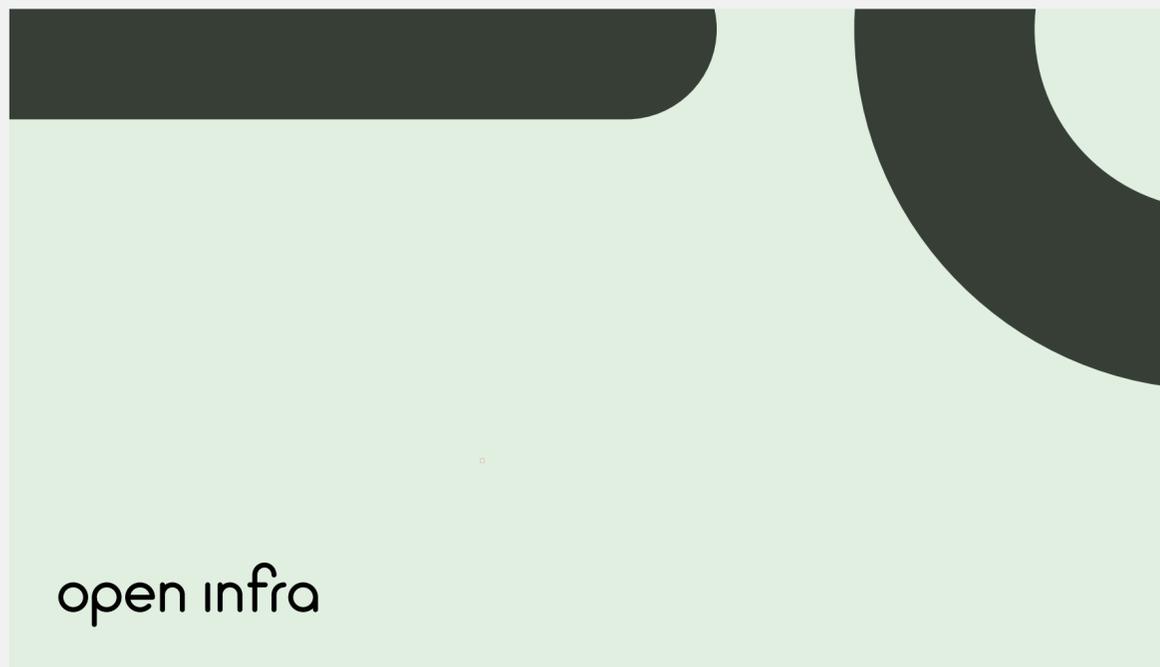
Place the logo in one of the four corners and preserve the safe sapce around it.

Do's & Dont's

01



02



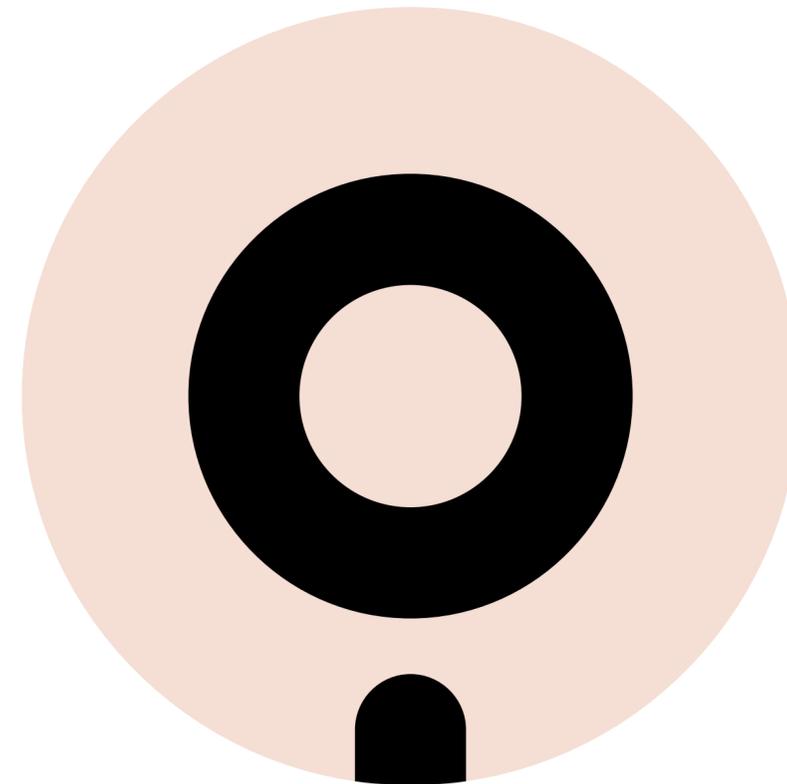
01 – Place in layouts, respecting clearspace and choosing a high contrast variant.

02 – Use together with the graphic element

03 – Place within the graphic element or change colour.

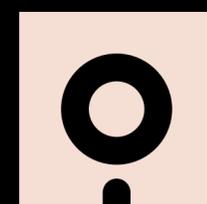
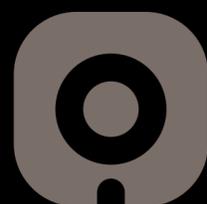
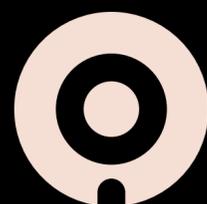
04 – Crop or place content within.

Symbol



The Open Infra symbol is a two-element circular crop from the wordmark. The symbol puts emphasis on openness, simplicity and connectivity.

Adaptation



Accepted cropping

The symbol is used in cases where the wordmark will not fit. For example app icons and social media profile pictures.



Notes

Stocks

Reminders



App Store



iTunes Store

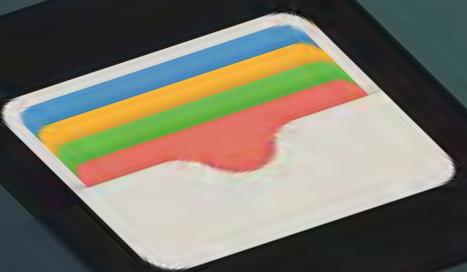


iBooks

Videos



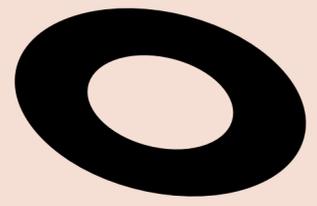
Health



Wallet



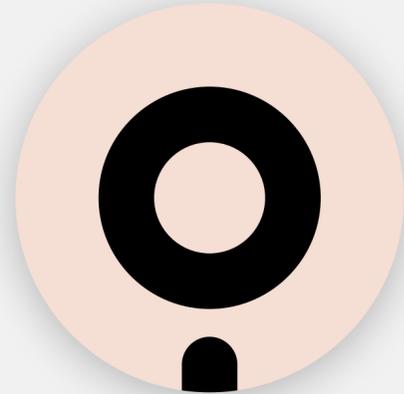
Settings



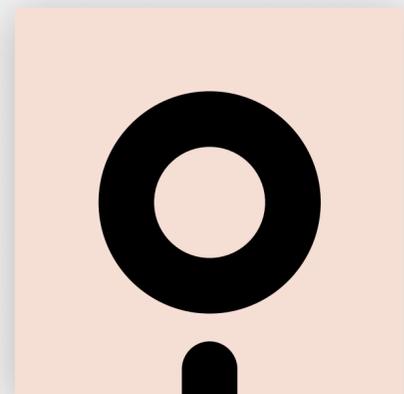
Open Infra

Do's & Dont's

Allowed



01



01 - Use the symbol as a standalone element and it's ok for it to be cropped in the range of it's container, like a profile userpic.

02 - Do not combine the symbol with logo.

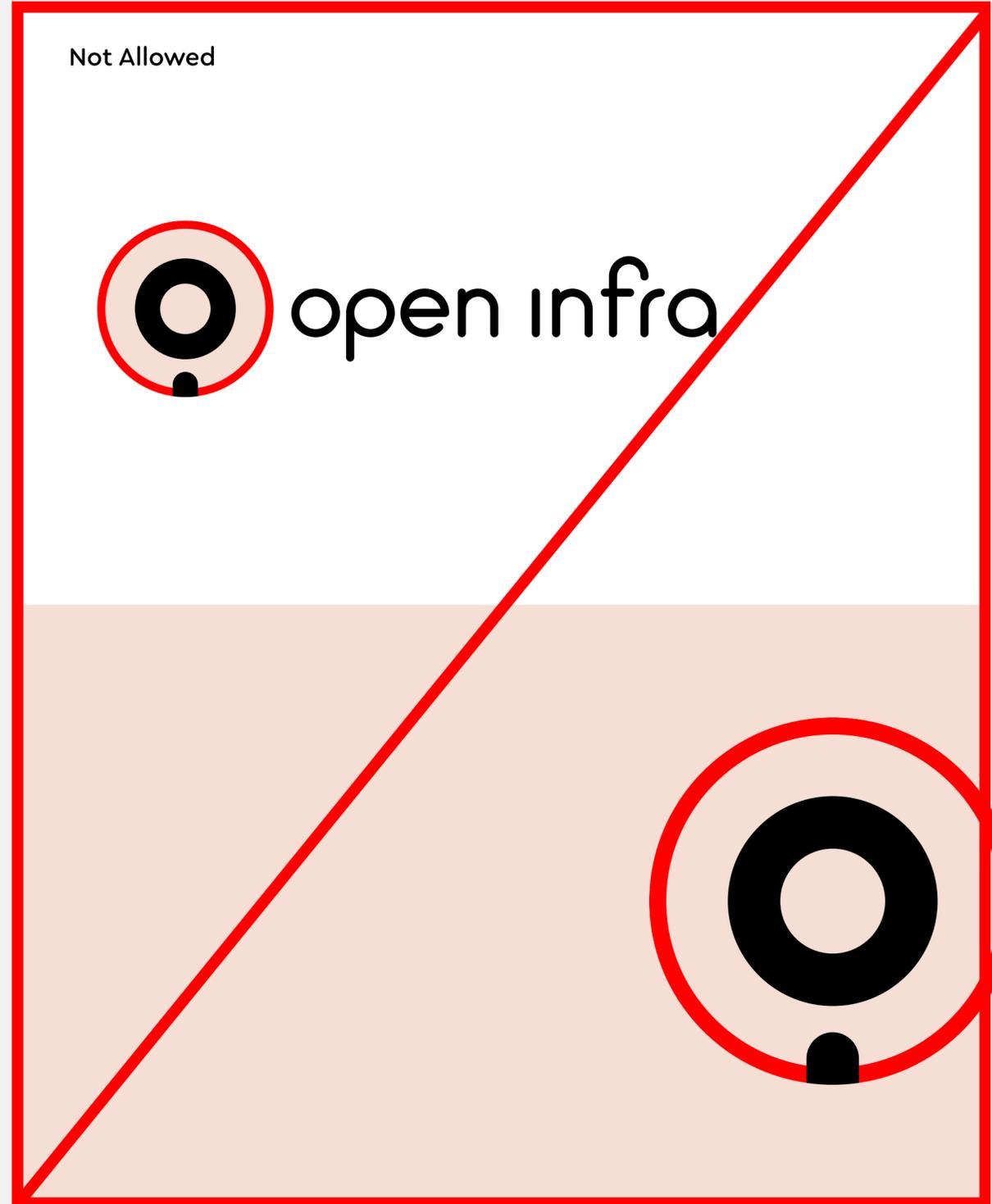
03 - Do not crop the symbol from the sides or use it in layouts.

Not Allowed

02



03



Combomark



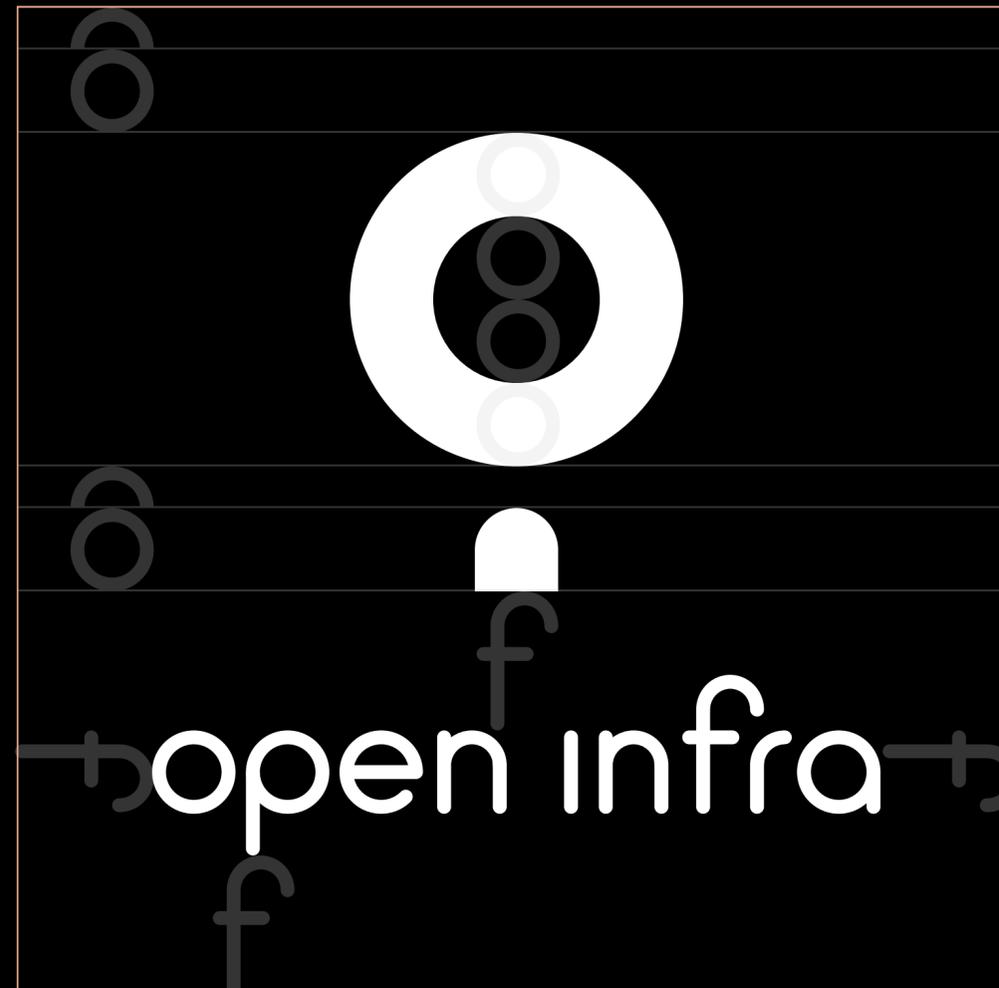
Black / Light backgrounds



White / Dark backgrounds

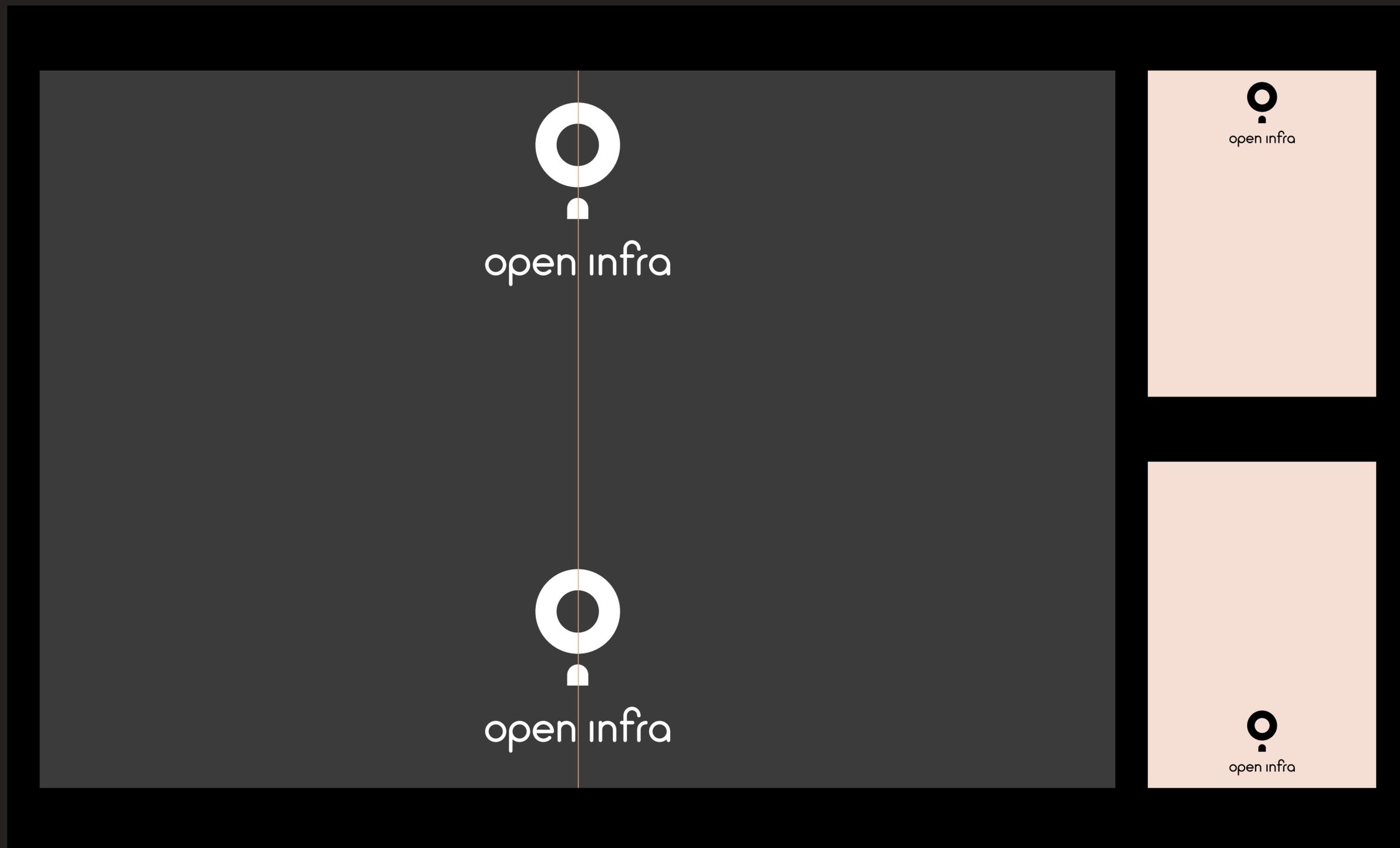
Our combomark consists of the wordmark and a floating crop of the graphic element. Use it in carefully selected layouts.

Clearspace



The combimark comes with extra white space. Respect this space when using.

Placement



Always keep the combomark horizontally centered.

Do's & Dont's

01



Allowed

Låt oss
snacka fiber



01 – Use centered in a layout, respecting clearspace.

02 – Do not combine with the graphic element.

03 – Do not place in corners or change colour.

Not Allowed

02

03



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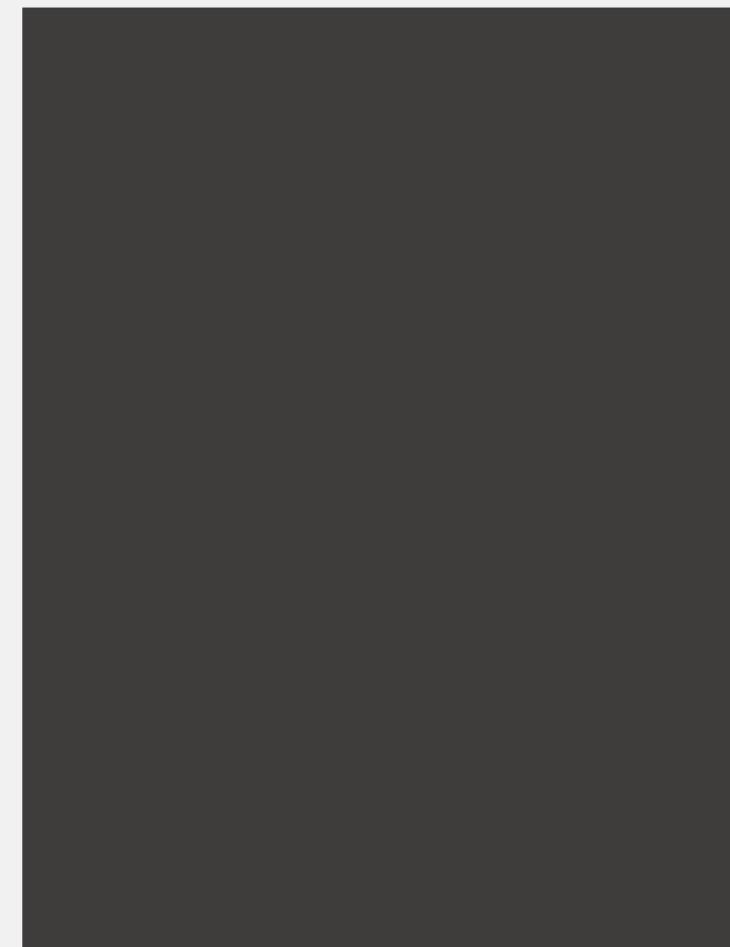
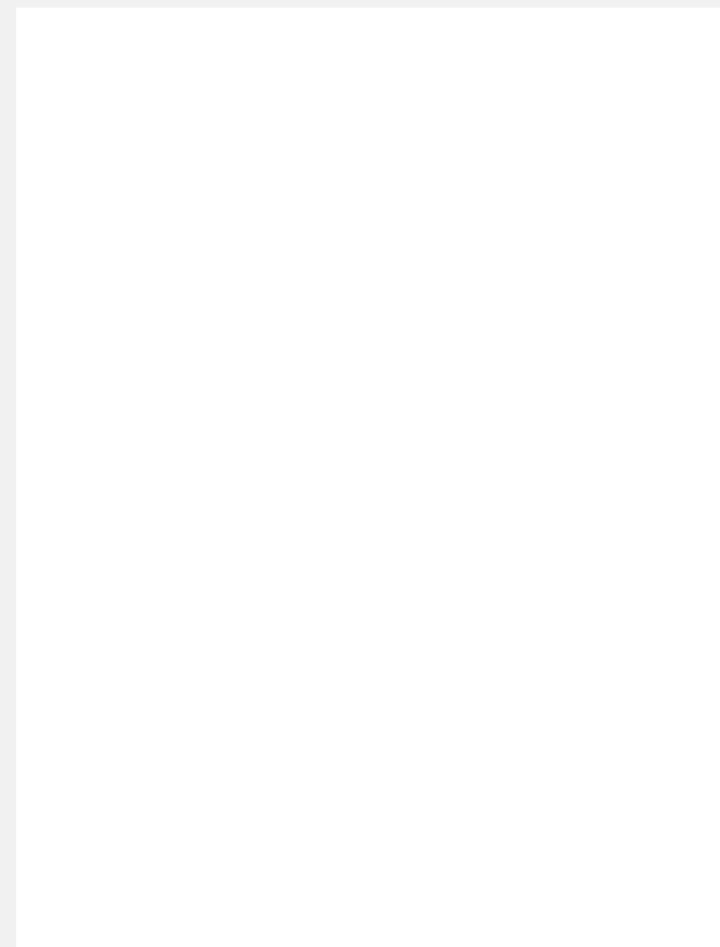
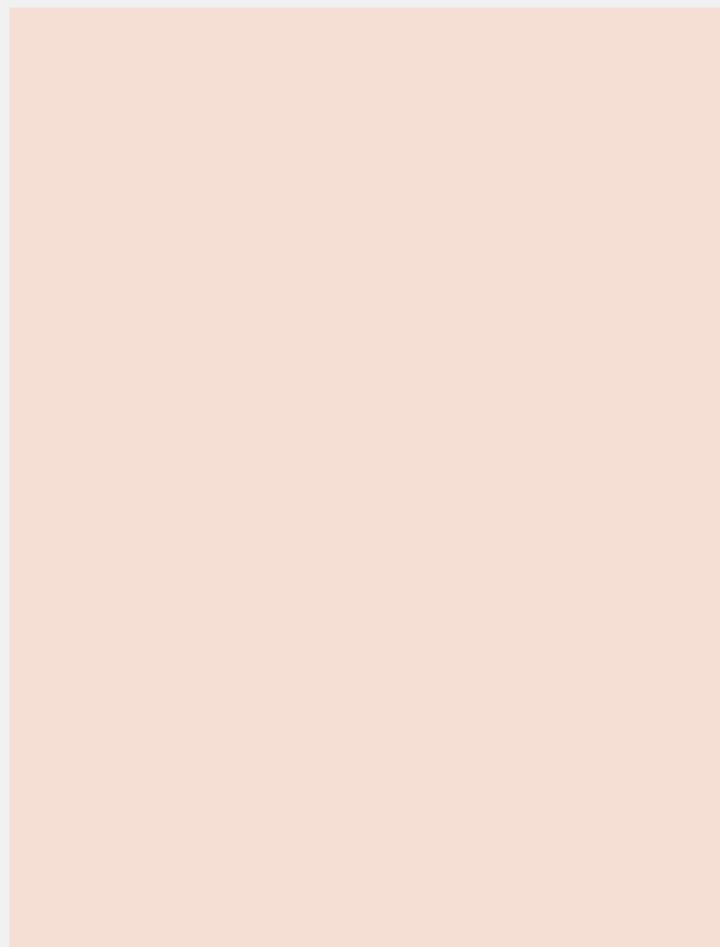
003

Colours

Colours

Our palette consists of 7 main colours, supported by 14 sub-tones. They are inspired by natural materials to give that soothing feeling, and combined in a way that demonstrate professionalism.

Primary



The primary palette consists of the three colors we let take the most room. Use them for backgrounds, text and graphics in contrast to each other. Always make sure at least one of them takes more space than the secondary colours or sub-tones.

Open Infra Clay

RGB	245, 222, 212
HEX	#F5DED4
CMYK Coated	4, 15, 17, 0
CMYK Uncoated	4, 14, 16, 0
PMS	489 C

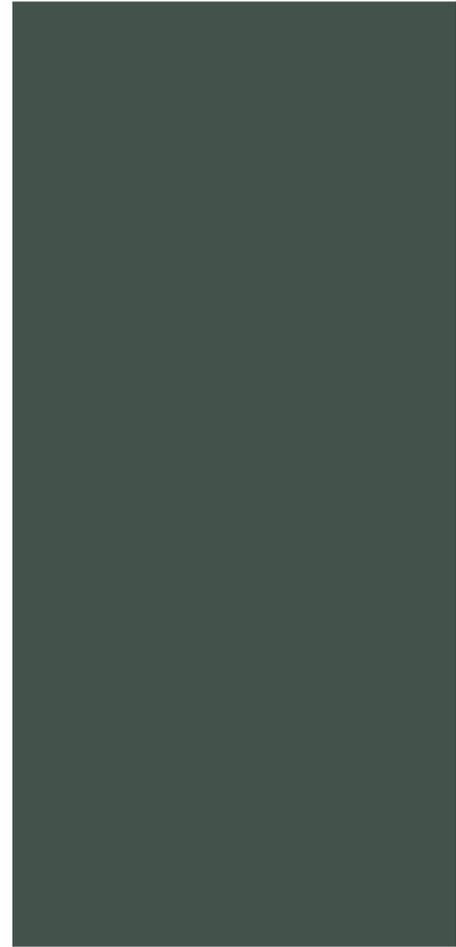
White

RGB	255, 255, 255
HEX	#FFFFFF
CMYK Coated	0, 0, 0, 0
CMYK Uncoated	0, 0, 0, 0
PMS	

Open Infra Underground

RGB	63, 60, 60
HEX	#3F3C3C
CMYK Coated	64, 62, 52, 57
CMYK Uncoated	62, 61, 51, 59
PMS	Black 7 C

Secondary



Forest

RGB 68, 82, 76

HEX #44524C

CMYK Coated 68, 47, 50, 45

CMYK Uncoated 74, 46, 55, 45

PMS 560 C



Mint

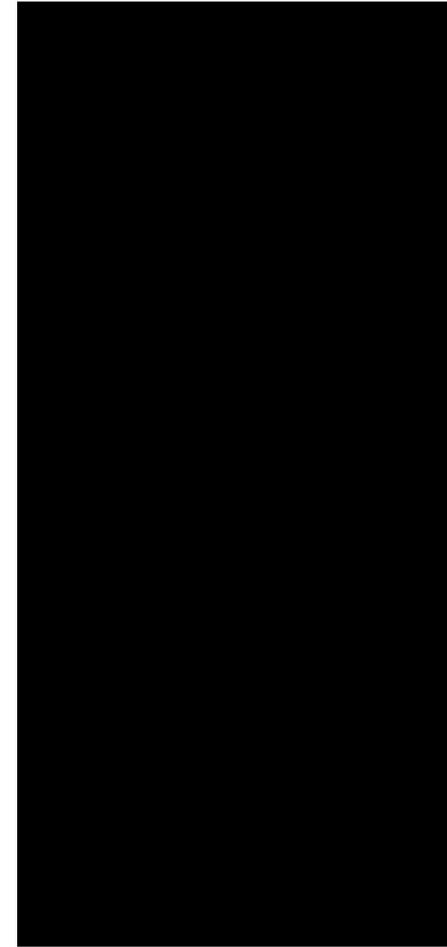
RGB 231, 242, 231

HEX #E7F2E7

CMYK Coated 12, 0, 13, 0

CMYK Uncoated 14, 0, 13, 0

PMS 7464 C



Black

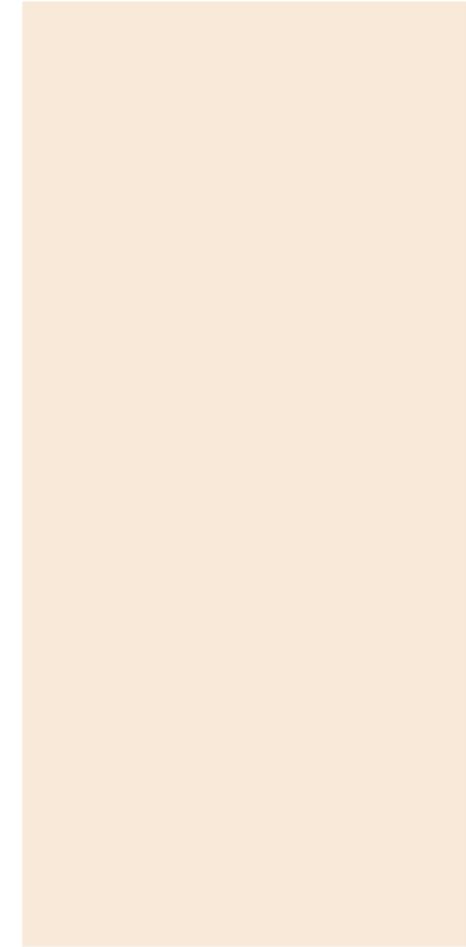
RGB 0, 0, 0, 0

HEX #000000

CMYK Coated 0, 0, 0, 100

CMYK Uncoated 0, 0, 0, 100

PMS Black 6 C



Beach

RGB 248, 233, 216

HEX #F8E9D8

CMYK Coated 3, 10, 17, 0

CMYK Uncoated 3, 10, 17, 0

PMS 7506 C

The secondary colours are used to give some extra personality to your designs. Use them with the Shapes (see next chapter) or as plain backgrounds.

Sub-tones



Open Infra Clay Dark

RGB 228, 164, 137
 HEX #E4A489
 CMYK Coated 10, 42, 44, 2
 CMYK Uncoated 10, 37, 44, 2
 PMS -



Open Infra Clay Darkest

RGB 200, 103, 80
 HEX #C86750
 CMYK Coated 17, 67, 60, 6
 CMYK Uncoated 20, 65, 67, 6
 PMS -



Open Infra Underground Light

RGB 92, 85, 85
 HEX #5C5555
 CMYK Coated 56, 54, 48, 42
 CMYK Uncoated 56, 55, 47, 42
 PMS -



Open Infra Underground Dark

RGB 37, 33, 33
 HEX #252121
 CMYK Coated 70, 69, 59, 78
 CMYK Uncoated 70, 69, 59, 78
 PMS Black 3 C



Mint Light

RGB 241, 250, 241
 HEX #F1FAF1
 CMYK Coated 5, 0, 6, 0
 CMYK Uncoated 6, 0, 6, 0
 PMS -



Mint Dark

RGB 224, 239, 224
 HEX #E0EFE0
 CMYK Coated 17, 0, 18, 1
 CMYK Uncoated 20, 0, 18, 3
 PMS -



Forest Light

RGB 120, 134, 120
 HEX #788678
 CMYK Coated 54, 33, 44, 17
 CMYK Uncoated 61, 32, 50, 17
 PMS 5555 C



Forest Dark

RGB 54, 62, 54
 HEX #363E36
 CMYK Coated 70, 52, 57, 60
 CMYK Uncoated 78, 51, 59, 60
 PMS 8522 C



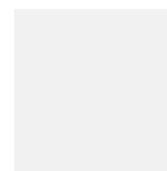
Beach Light

RGB 251, 245, 237
 HEX #FBF5ED
 CMYK Coated 2, 4, 9, 0
 CMYK Uncoated 2, 4, 9, 0
 PMS -



Beach Dark

RGB 148, 134, 118
 HEX #948676
 CMYK Coated 32, 39, 42, 10
 CMYK Uncoated 32, 39, 46, 10
 PMS -



Grey Lightest

241, 241, 241
 HEX #F1F1F1
 CMYK Coated 0, 0, 0, 7
 CMYK Uncoated 0, 0, 0, 10



Grey Light

214, 214, 214
 HEX #D6D6D6
 CMYK Coated 0, 0, 0, 20
 CMYK Uncoated 0, 0, 0, 25



Grey Dark

129, 129, 129
 HEX #818181
 CMYK Coated 0, 0, 0, 60
 CMYK Uncoated 0, 0, 0, 70



Grey Darkest

78, 78, 78, 78
 HEX #4E4E4E
 CMYK Coated 0, 0, 0, 75
 CMYK Uncoated 0, 0, 0, 85

Sub-tones are used for low contrast graphic application as well as digital states.

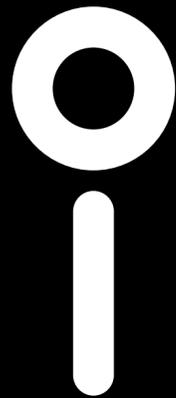
004

Shapes

Shapes

Our shapes are used as a decorative element to create interesting layouts and designs.

Shapes Placement



The shapes start from the I in the wordmark that has been enlarged and cropped. The I can be rotated in 90° steps and placed freely within the crop area.



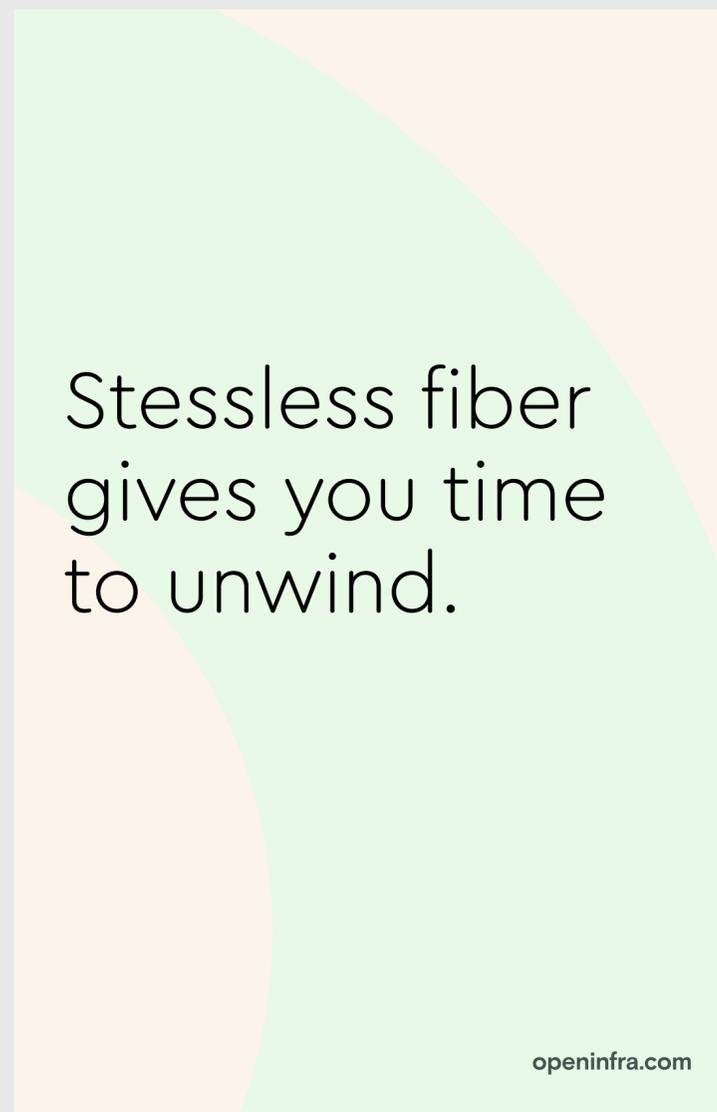
Shapes Examples



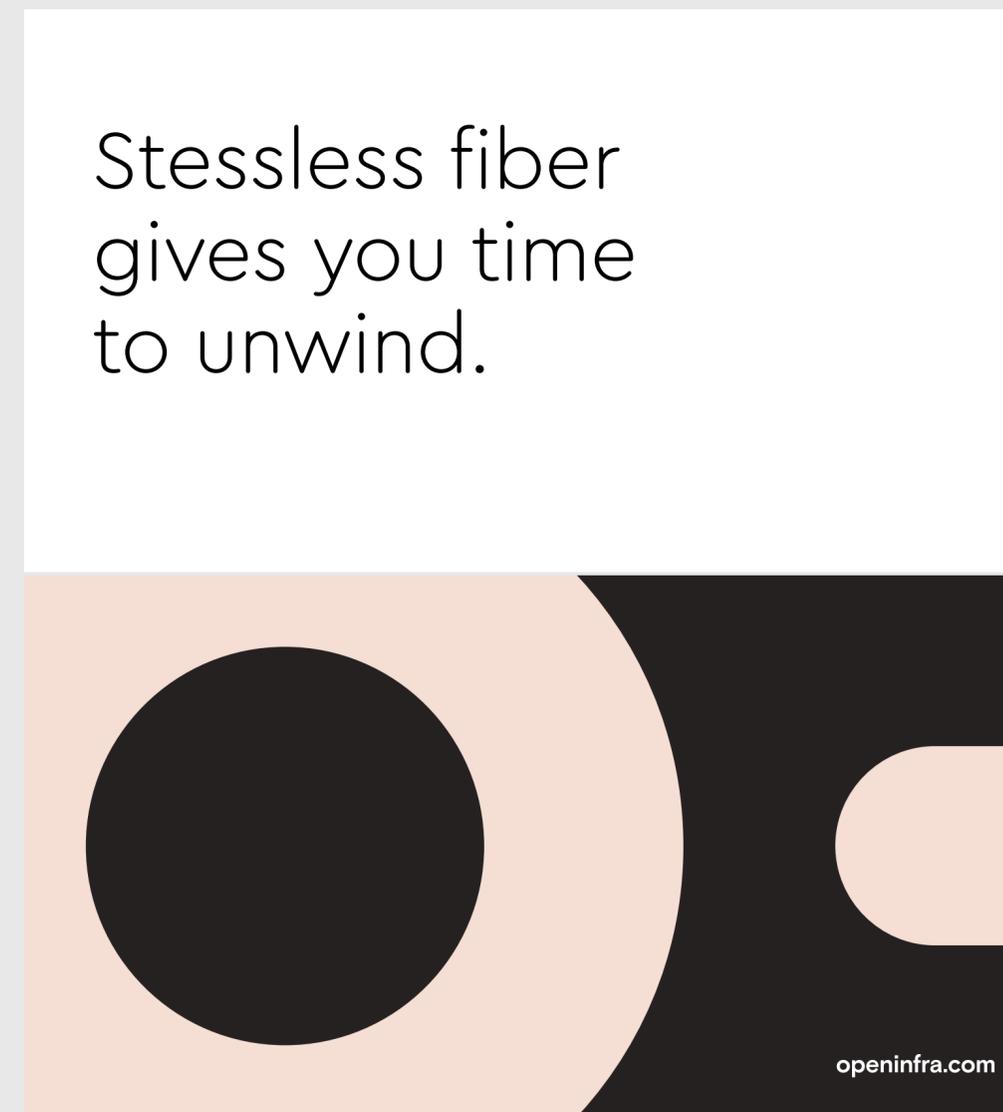
Strive to create symmetry and balance in the way you crop the shapes. Always use at least one of the primary/secondary colours.

Shapes Examples

When using the shapes with text, make sure to use colors that create a low contrast between the shape and the background. When using high contrast shapes, put the text in a separate space.



Text placement on low contrast shapes



Text placement on high contrast shapes

005

Typography

Typography

The typeface is the voice of our visual identity. How you use it is key to deliver our message in the right way.

Cera Round Headlines

240px / H1

A01 Light

64px / H2

Abc012 Regular

32px / H3

Abc012 Medium

Cera Round has a lot in common with the wordmark. It is round, airy and humble. We use **Cera Round Light** for large headlines, and as it scales down we increase the weight to give the same visual impression.

Basis Grotesque Body

24px

Abc012 Regular

Abc012 Bold

Now you can get **internet through fiber**. Which basically means that you have the quickest information transfer that is physically possible. All you have to do now is to choose the company you want to provide the internet connection.

16px

Abc012

Abc012

14px

Abc012

Abc012

12px

Abc012

Abc012

10px

Abc012

Abc012

Basis Grotesque Regular is the typeface for body text. Make sure to use a balanced read width.

Basis Grotesque bold is used to put emphasis on certain words.

Letter spacing & Line Height

Cera Round Light
Letter spacing: -2%
Line Height: 100%

Big title on
two rows

Cera Round Regular
Letter spacing: -1%
Line Height: 125%

Medium title on two
rows or more

Cera Round Medium
Letter spacing: -1%
Line Height: 145%

Small title on two rows or more
looks like this

Basis Grotesque
Letter spacing: 0%
Line Height: 140%

Now you can get **internet through fiber**. Which basically means that you have the quickest information transfer that is physically possible. All you have to do now is to choose the company you want to provide the internet connection.

In use examples

Finally...

Your fiber has arrived.

Now you can get internet through **fiber**. Which basically means that you have the quickest information transfer that is physically possible.

So, until we come up with anything that is faster than the speed of light, you can relax. All you have to do now is to choose the company you want to provide the internet connection.

What happens next?
Put on a pot of coffee, plug in the router, and download the app. The rest will follow.

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Your fiber has arrived.

Now you can get internet through **fiber**. Which basically means that you have the quickest information transfer that is physically possible.

So, until we come up with anything that is faster than the speed of light, you can relax. All you have to do now is to choose the company you want to provide the internet connection.

What happens next?
Put on a pot of coffee, plug in the router, and download the app. The rest will follow.

open infra

When working with Cera Light for headlines, think big. Work with high contrast between body text and title.

open infra

Stressless
fiber gives
you time to
unwind.

We believe that people already know how amazing the internet is, so we want to help our consumers slow down and unwind from their high paced lives.

openinfra.com

AFA JCDecaux

Arial Regular is our
Fallback typeface

Arial Regular
Letter spacing: 0
Line Height: 100%

Big title on
two rows

Arial Regular
Letter spacing: 0
Line Height: 125%

Medium title on two
rows or more

Arial Regular
Letter spacing: 0
Line Height: 140%

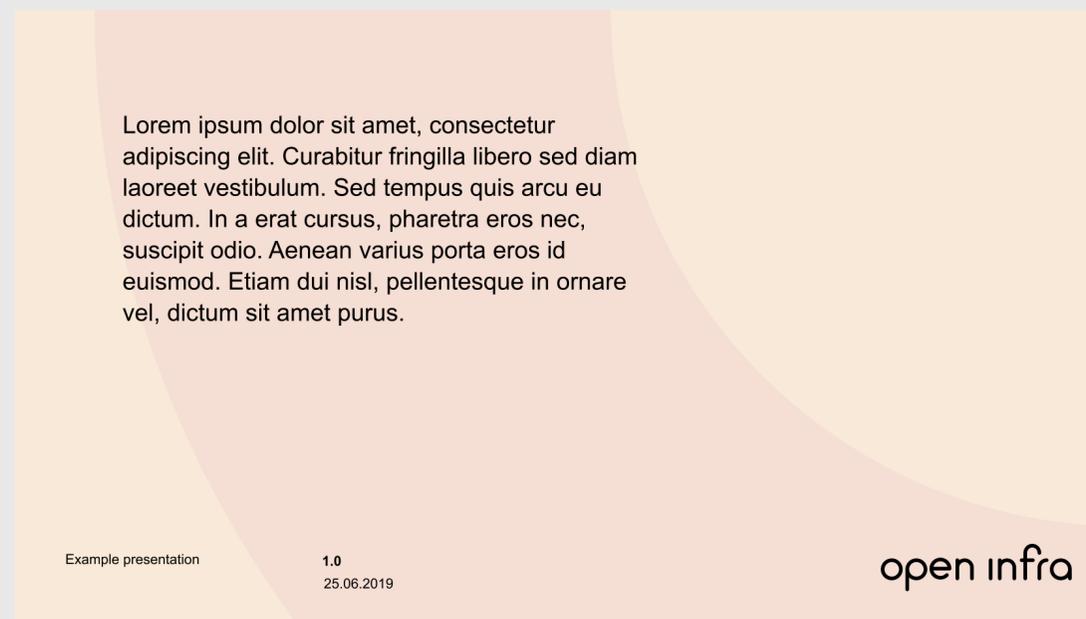
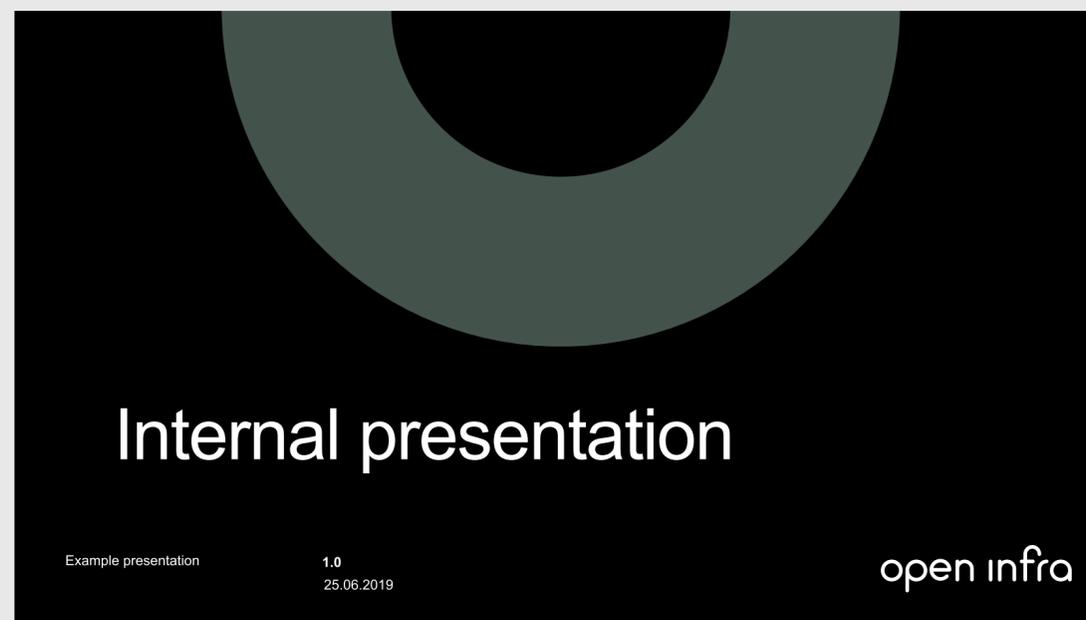
Small title on two rows or more
looks like this

Arial Regular
Letter spacing: 0%
Line Height: 140%

Now you can get **internet through fiber**. Which basically means that you have the quickest information transfer that is physically possible. All you have to do now is to choose the company you want to provide the internet connection.

Arial Regular is the fallback typeface we use when Cera Round is not available. It's limited to internal communication and working documents.

Examples



Example document

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur fringilla libero sed diam laoreet vestibulum. Sed tempus quis arcu eu dictum. In a erat cursus, pharetra eros nec, suscipit odio. Aenean varius porta eros id euismod. Etiam dui nisl, pellentesque in ornare vel, dictum sit amet purus. Nulla accumsan ante enim, tincidunt ultricies ex efficitur non. Sed id urna in leo varius mollis vel quis ante. Maecenas gravida urna non nisi iaculis aliquam. Maecenas eget venenatis arcu, eu rutrum leo.

Sub headline

Aliquam tincidunt ornare ligula sed rutrum. Nam sit amet purus eu odio accumsan sollicitudin at id lacus. Sed vel varius nisi. Quisque ullamcorper ante est, eget malesuada mauris auctor ac. Nullam dictum imperdiet malesuada. Vivamus ante metus, aliquet vel eleifend sit amet, fermentum et sapien. Duis sed sollicitudin sem, eget semper libero. Praesent blandit ante non ipsum dictum aliquet. Pellentesque in fringilla leo, quis feugiat libero. Aenean porttitor euismod semper. Aenean rutrum, urna a euismod mattis, sem turpis facilisis metus, tincidunt vestibulum tortor sapien vel lorem. Cras in lectus ut dui tincidunt interdum. Vestibulum et ipsum non urna placerat vehicula. Suspendisse euismod accumsan turpis at hendrerit. Morbi egestas nibh ullamcorper mi venenatis, vel mollis elit cursus.

Nam posuere orci a tristique facilisis. Phasellus vitae velit leo. Aliquam rhoncus lacus dui, non ultricies augue congue sed. Sed mollis porttitor ipsum, non tempor erat gravida non. Fusce non nibh at mi commodo aliquam. Fusce non nisi pretium, porttitor nulla quis, volutpat metus. Sed vestibulum elit sed arcu condimentum, maximus egestas tortor cursus. Aenean id felis vitae nisl efficitur tincidunt vitae eu odio. Praesent non tortor eget neque cursus ultricies dictum ac massa. Donec in nisi nibh. Quisque felis lorem, tristique at viverra ac, sodales non libero. Cras vitae ex tincidunt, elementum mauris ac, tempor neque. Nulla tincidunt consequat nisl, non molestie nibh faucibus eu. Sed consequat commodo dui, ut condimentum purus ullamcorper ultrices. Vestibulum quis ipsum mauris. Fusce eu ligula placerat, dignissim arcu at, hendrerit dui.

Example document

1.0

25.06.2019

open infra

006

Imagery

Imagery

Our image style is about portraying what we do in a visually unique way, and combining that with what really matters in peoples life.

Fiber

Traveling light



We use a stream of light projected onto different materials and surfaces. It represents the fiber, discretely traveling through the ground and into your home. We use a mix of close-ups to be used as abstract textures and more descriptive images where the light is projected close to the home environment.

Unwinding



Stressless fiber makes room for the important things in life. Having fast and reliable internet gives you the possibility to actually spend less time by the screen. That's why our images focus on relaxing, yet active unwinding.

In use example



Stressless
fiber gives
you time to
unwind.

We believe that people already know how amazing the internet is, so we want to help our consumers slow down and unwind from their high paced lives.



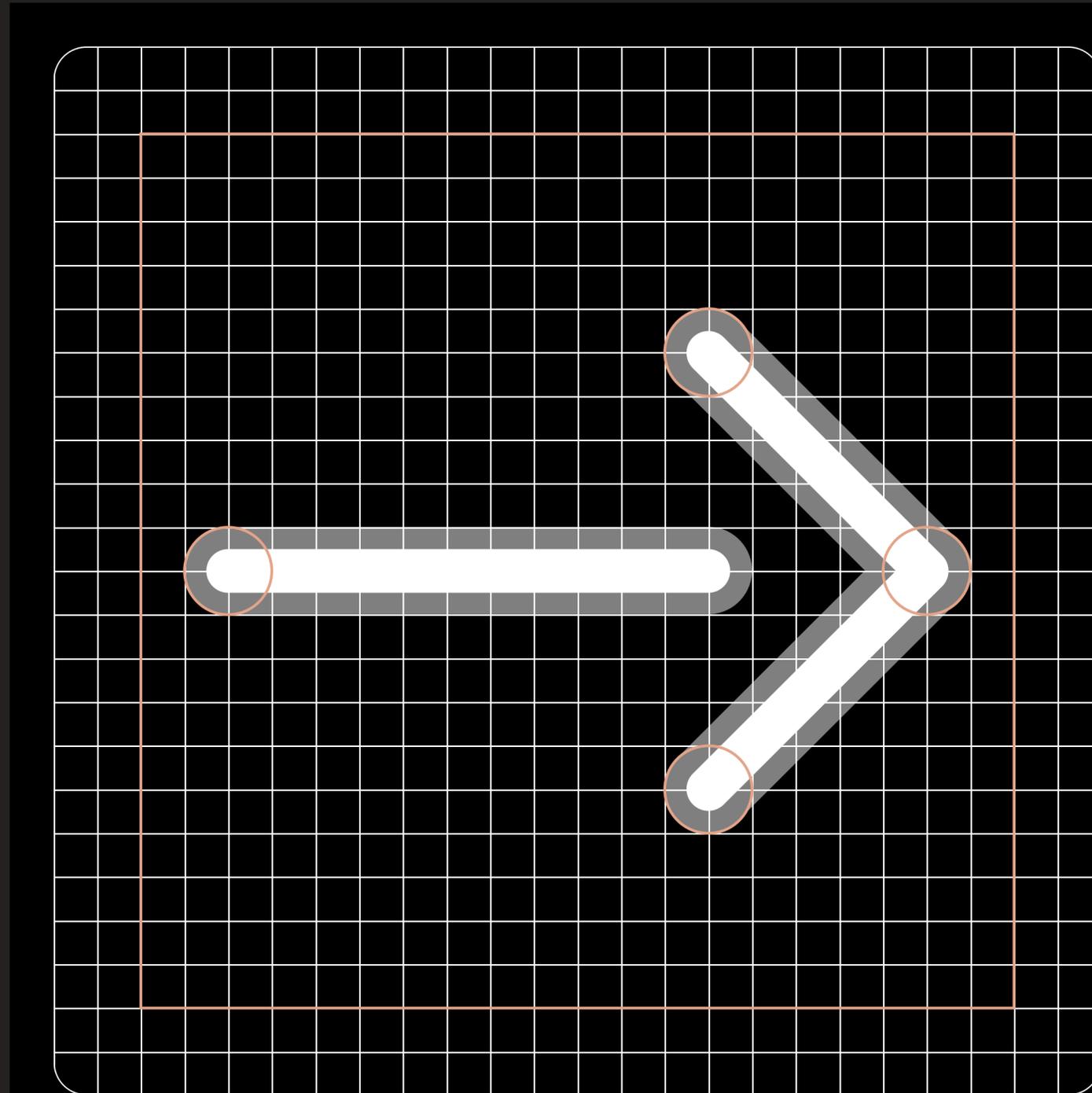
007

UI

UI

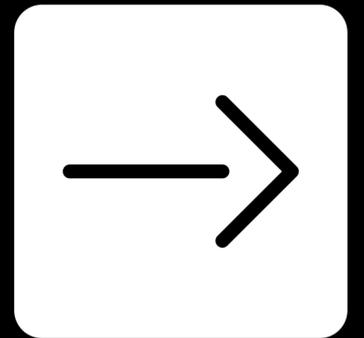
Going into digital design, we use simple grids and introduce new functional elements.

Iconography

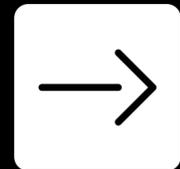


Use the 24x24px grid to construct icons. Use either a 1px or a 2px outline version for smaller formats.

192px / 1px



96px / 1px



48px / 2px

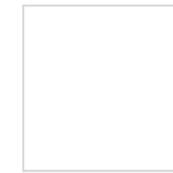
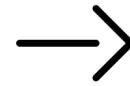
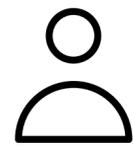


24px / 2px

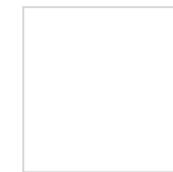


Icons*

Functional



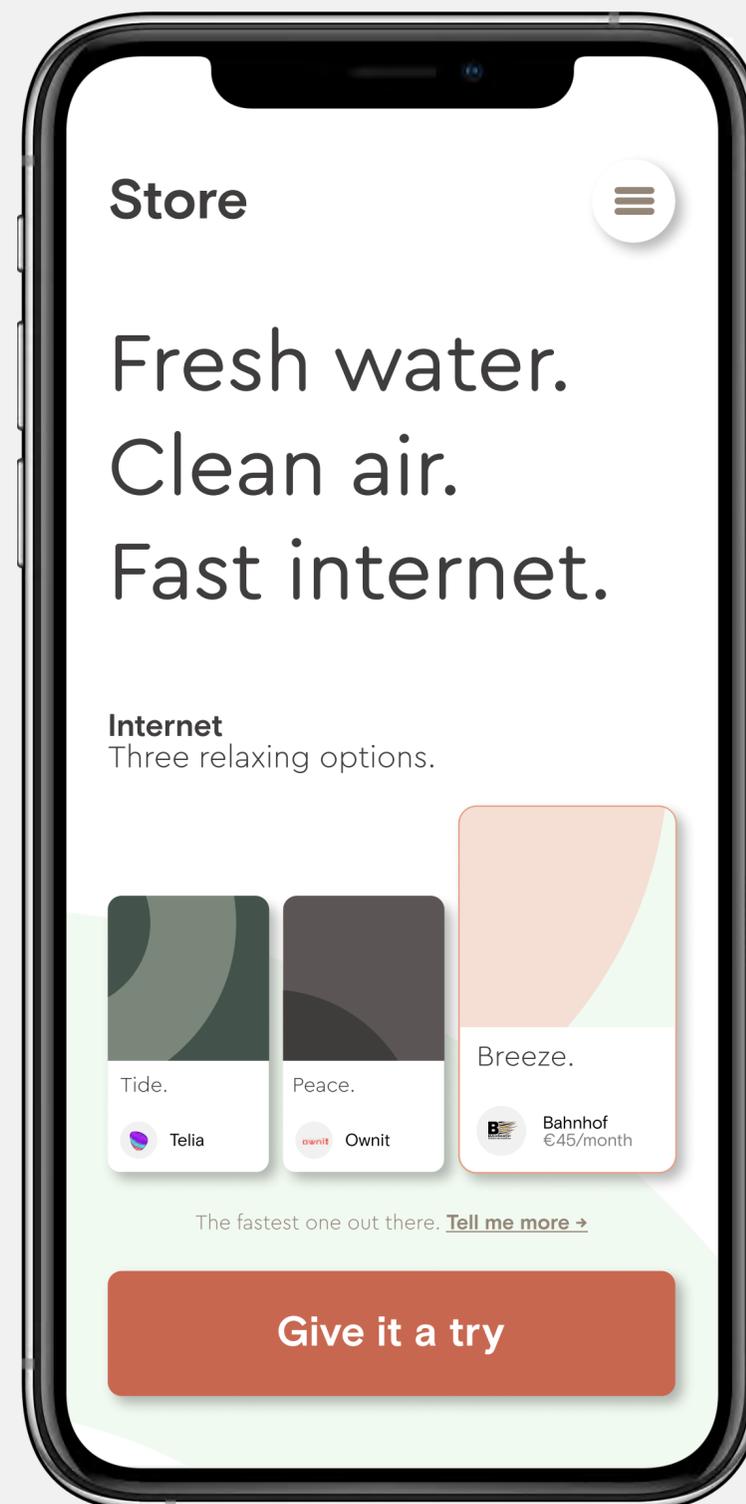
Metaphoric



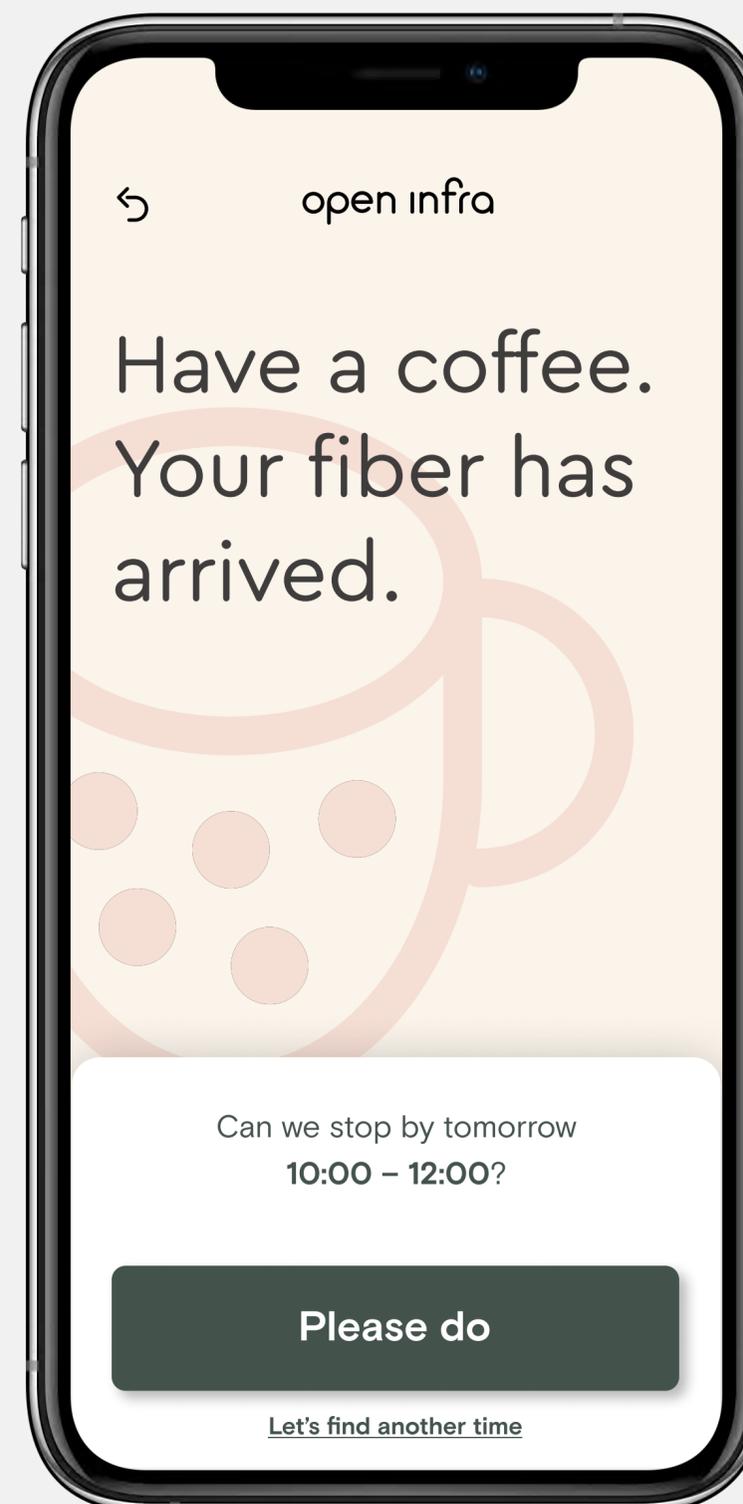
There are two categories of icons. Use metaphoric icons to add an emotional touch to a message.

* preliminary

UI Example



White space and shadows



Combination of informal and practical areas

In these examples we set the direction for digital interfaces, which are to be clear, airy and present just the minimum to the user.

008

Layout

Layout

We are using a 12 column grid system and we are using the 8px nudge when it comes to spacing.

Grid System

6 columns

4 columns

3 columns

2 columns

1 column



Outro

Thank you, hope you enjoyed this introduction. Have a chill day.

Comments & Contacts

If you have questions, suggestions or wish to submit materials to the showcase, email stockholm@thebarkas.com