

Brand Guidelines



TO KEEP OUR BRAND
LOOKING CLEAR AND
CONSISTENT.

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INTRODUCTION



Introduction

“Welcome to the **Infamos Design**[™] Brand Identity Guide. Here’s everything you need to know about who we are, what we stand for, and how we show up — with clarity, character, and a little bit of play, wherever **Infamos Design**[™] appears.”



OUR STORY



Our Story

At Infamos Design™, we are about crafting a brand that's simple, clear, and full of character.

Our work is clean, striking, and rich in personality — designed to make brands feel human, approachable, and memorable.

The result is more than just a visual identity. Clients finish the process feeling proud of their brand, inspired to grow it further, and confident that they've worked with a person who cares about their story. Not just a designer with a name.

JOEL BY THE WAY.



Our Mission

“To help brands come alive through design that is simple, striking, and full of character.”



Our Vision

“To inspire a world where every brand feels proud to be real
— bold, human, and unapologetically itself.”



OUR STRATEGY



Our Positioning

We are here for the brands that want
to stand out, be remembered, and
connect with people.

With a minimal yet playful approach, we take the time to understand your business inside and out, stripping away the clutter to create branding that genuinely reflects the people behind it — design that inspires pride and fuels growth.



Design Approach

At the heart of our work is a belief that good design is simple, intentional, and full of personality. With a minimal yet playful approach, we dive deep into your business to really understand who you are, stripping away the clutter to craft branding that reflects the people behind it — design that sparks pride and drives growth.

We start by getting to know you — your story, your values, your audience, and the quirks that make your business unique. This isn't about applying a one-size-fits-all solution; it's about uncovering what makes your brand genuinely yours and translating that into every element of your visual identity.



Brand Values

Clean — We strip away clutter and complexity so every design communicates clearly. Simplicity is at the heart of everything we create.

Bold — We create work that stands out with confidence. Every design is striking, memorable, and unapologetically purposeful.

Playful — We infuse personality and character into our work. Design that feels human, engaging and fun.

Clean

Bold

PLAYFUL



VERBAL IDENTITY



Tone of Voice

Clear — We speak simply and directly. No jargon, no fluff, just messages that everyone can understand.

Confident — Bold but never overbearing. We speak with authority and clarity, showing our expertise without being intimidating.

Approachable — Friendly and human in every interaction. We make clients feel comfortable, involved, and valued.

Clear

Confident

APPROACHABLE



Examples

DO

“Your brand, simple and striking.”

WE SOUND CLEAR AND DIRECT

DON'T

“We make brands look their best.”

WE SOUND TOO GENERIC AND UNINSPIRING

DO

“Here’s the next step in your design process.”

WE SOUND INFORMATIVE AND SIMPLE

DON'T

“As per our agreement, we will now commence the next phase of your visual branding.”

WE SOUND TOO FORMAL AND CORPORATE

Clear

We believe in keeping things direct and simple. No jargon, no fluff, just messages that everyone can understand.

We can be simple but **not** boring.

We can be straightforward but **not** dismissive.

We can be informative but **not** confusing.



Examples

DO

“Minimal, playful branding that gets noticed.”

WE SOUND BOLD AND ASSURED.

DON'T

“We’re the only studio worth your time.”

WE SOUND ARROGANT AND UNPROFESSIONAL.

DO

“This will make your brand stand out and stay true to your values.”

WE SOUND CONFIDENT AND KNOWLEDGEABLE.

DON'T

“Trust us, we know better on this than you.”

WE SOUND DISMISSIVE AND CONDESCENDING

Confident

We speak with authority and clarity. Our confidence comes from expertise and purpose, not ego.

We can be bold but **not** arrogant.

We can be authoritative **not** bossy.

We can be assured but **not** dismissive.



Examples

DO

“Hi! Just checking in to see how you feel about the latest draft — we’d love your thoughts.”

WE SOUND OPEN, FRIENDLY, AND INVITING.

DON'T

“Please review the attached design draft at your earliest convenience.”

WE SOUND COLD AND TRANSACTIONAL.

DO

“Design shouldn’t be scary — it should be fun and human. Let’s make it that way!”

WE SOUND APPROACHABLE AND ENCOURAGING.

DON'T

“The branding process is complex, but we’ll handle it for you.”

WE SOUND DISTANT AND UNINVITING.

Approachable

We keep things friendly, welcoming, and light-hearted. Clients should feel like they’re working with a person, not a faceless studio.

We can be warm but **not** overfamiliar.

We can be playful but **not** childish.

We can be supportive but **not** patronising.



LOGO USAGE

Our Wordmark

The Infamos Design™ wordmark is clean, bold, and playful — just like the brand it represents.

It's designed to feel authentic and impactful, staying clear and consistent wherever it appears. It's more than a logo — it's our signature.

WORDMARK

INFAMOS
design

Clearspace

Give the Infamos Design™ wordmark a little breathing room. It looks its best when it's got space to stand out.

Use the height of the 'A' in Infamos to measure clear space on all sides — it's a small detail that makes a big difference in keeping things clean and clear.

WORDMARK



Our Brandmark

The Infamos Design™ brandmark is also designed to capture our personality.

It's flexible, instantly recognisable, and brings a touch of character to every space it lives in — always clear, always consistent.

It's the playful spark at the heart of our brand.

BRANDMARK



Clearspace

Our brandmark likes a little room too. Space helps it stay clear and full of character.

Use the height of the ‘hat’ as your rule for spacing. This works when the wordmark ‘A’ is not available.

BRANDMARK



Logo Lockups

Consistency is what makes the Infamos Design™ identity feel like us.

When using both the brandmark and wordmark together, only two versions are approved — keeping things simple and recognisable.

VERTICAL LOCKUP



HORIZONTAL LOCKUP



Clearspace

When using either logo lockup, let the 'A' in Infamos be your guide for clear space — it keeps everything neat and balanced.

VERTICAL LOCKUP



HORIZONTAL LOCKUP



Reverse Variations

Use the reverse colour versions on dark backgrounds — keeping the brandmark clear and bold.

The asymmetrical box adds that playful touch that makes it unmistakably Infamos.

One rule: never change the main brandmark to Chalk White. Not quite ready for a white beard yet.

BRANDMARK



Clearspace

Just like the main brandmark, the hat sets the space for the logo — keeping it simple and clear.

BRANDMARK



Reverse Variations

On dark backgrounds, the rules stay simple: there are only two approved versions.

The layout doesn't change — only the reverse-colour brandmark. Following this keeps our identity clear, and unmistakably Infamos Design™.

VERTICAL LOCKUP



HORIZONTAL LOCKUP



Clearspace

Same rule for both reverse lockups: use the 'A' in Infamos to measure clear space. As simple as before.

VERTICAL LOCKUP



HORIZONTAL LOCKUP



Misuse of the Logo

Even our logos have boundaries. Stick to these rules to keep the Infamos Design™ identity strong, clear, and unmistakable.



INFAMOS
design

DO NOT RECOLOUR THE WORDMARK OR BRANDMARK.



INFAMOS
design

DO NOT CHANGE THE WORDMARK COMPOSITION.



INFAMOS
design

DO NOT ROTATE THE WORDMARK OR BRANDMARK.



INFAMOS
design

DO NOT SPLIT COLOUR IN THE WORDMARK



INFAMOS
design

DO NOT DISTORT THE WORDMARK



INFAMOS
design

DO NOT REPLACE ANY LETTERS OF THE WORDMARK, WITH THE BRANDMARK



INFAMOS
design

DO NOT OUTLINE THE WORDMARK OR BRANDMARK.



INFAMOS
design

DO NOT ADD A STROKE TO THE WORDMARK OR BRANDMARK.



INFAMOS
design

DO NOT ADD A DROP SHADOW TO THE WORDMARK OR BRANDMARK.

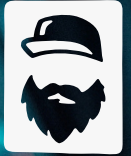
Let Playful Thinking Make



Confident Branding.

AND HERE IS
WHERE TO START

INFAMOS
design



Graphic Design &
Brand Development



COLOUR

Colour Palette

Cheerful, bold, and full of character — **Abi Yellow** is the heart of the Infamos Design™ palette.

Pukeko Blue adds depth, Chalk White keeps it clean, whilst Ink Blue and Velvet Pink give little bursts of playful personality.

Abi Yellow

PANTONE 7549 C
HEX #FFB500
RGB 255, 181, 0
CMYK 0, 33, 93, 0



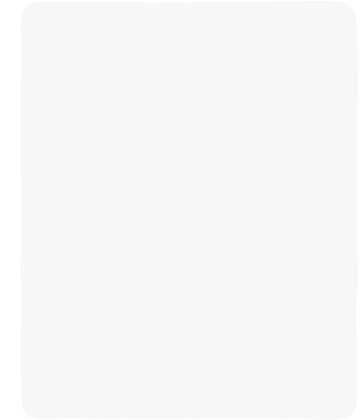
Pukeko Blue

PANTONE 533 C
HEX #1F2A44
RGB 31, 42, 68
CMYK 95, 81, 43, 48



Chalk White

HEX #F7F7F7
RGB 247, 247, 247
CMYK 2, 1, 1, 0



Ink Blue

PANTONE 7686 C
HEX #1D4F91
RGB 29, 79, 145
CMYK 95, 71, 12, 2



Velvet Pink

PANTONE 228 C
HEX #890C58
RGB 137, 12, 88
CMYK 41, 100, 25, 23

Colour Pairings

Our colours work best when they play nicely together. These pairings keep things clean, confident, and full of character — helping the brand **pop**.

Stick with these pairings to keep the Infamos Design™ visuals unmistakably us.





Pantone

Pantone 7549 C — the official match for Abi Yellow, the core colour of Infamos Design™.



Our Yellow Rule

Yellow is our little signature, a bright personality on every page. It might show up as the yellow arrow (usually making a cheeky comment), a bold yellow highlight around important words, or a tiny pop of colour tucked somewhere unexpected.





Colour in Use

Abi Yellow



Pukeko Blue



Chalk White



Velvet Pink





TYPOGRAPHY



Body Type

Our primary typeface is **Satoshi**.

It's clear, simple, and adaptable — just like our design approach.

Satoshi helps keep our text readable, consistent, and approachable, whether it's on-screen, in print, or anywhere Infamos Design™ appears.

Satoshi by Indian Type Foundry

AaBbCc

Where minimal
meets memorable.

Satoshi regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*,.

Satoshi Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*,.

Tracking, Kerning & Leading

Keep spacing consistent. Adjust tracking and kerning subtly for balance and readability, and maintain steady leading across all applications. Proper spacing keeps our typography clear and clean.



THE TRACKING AND LEADING ARE PERFECT.

ABOUT US

Does your
brand need
a little personality?

This is sample text. Our
secondary typeface is Satoshi -
by Indian Type Foundry

IN THIS EXAMPLE, TRACKING IS AT:

- 20 units on Caption
- -20 units on Title
- -30 units on Bodycopy

LEADING IS AT:

- 10 pts on the size of the body at 10 pts. For
Caption - Black
- 22 pts on the size of the body at 21 pts. For
Title - Regular
- 14 pts on the size of the body at 12 pts. For
Bodycopy - Regular



THE TRACKING AND LEADING ARE TOO TIGHT.

ABOUT US

Does your
brand need
a little
personality?

This is sample text. Our secondary
typeface is Satoshi - by Indian
Type Foundry



THE TRACKING AND LEADING ARE TOO LOOSE.

ABOUT US

Does your
brand need
a little
personality?

This is sample text. Our
secondary typeface is
Satoshi - by Indian Type
Foundry



Title Type

We've chosen **Joelmus** as the title typeface for Infamos Design™.

Created in-house, Joelmus captures the playful side of our brand — something we couldn't find in any existing typeface.

While still a work in progress, its limited use lets us inject personality and character wherever it appears.

Joelmus helps our titles feel human and playfully Infamos, giving our brand a voice that's fun, confident, and full of character.

Joelmus by Infamos Design™

AABBCC

WHERE MINIMAL
MEETS MEMORABLE.

Joelmus regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

.,

Tracking, Kerning & Leading

As with the primary typeface, keep spacing consistent.

Adjust tracking and kerning subtly to maintain balance and readability, and keep leading steady across all uses. Proper spacing ensures titles stay clean and clear.



THE TRACKING AND LEADING ARE PERFECT.

ABOUT US

DOES YOUR
BRAND NEED
A LITTLE
PERSONALITY.

IN THIS EXAMPLE, TRACKING IS AT:

- 0 units on Caption
- -20 units on Title
- not to be used on Bodycopy

LEADING IS AT:

- 10 pts on the size of the body at 10 pts.
For Caption
- 21 pts on the size of the body at 21 pts.
For Title
- 12 pts on the size of the body at 12 pts.
For Bodycopy



THE TRACKING AND LEADING ARE TOO TIGHT.

ABOUT US

DOES YOUR
BRAND NEED
A LITTLE
PERSONALITY.



THE TRACKING AND LEADING ARE TOO LOOSE.

ABOUT US

DOES YOUR
BRAND NEED
A LITTLE
PERSONALITY.



Type in use

THIS SHOULD BE
YOU. →

Client Name
123 Client Road,
RDO, Stillwater,
Auckland,
0993

Dear **Client**,

INFAMOS
design

123 Main Road,
RDO, Stillwater,
Auckland,
0993

+64 123 456 789
InfamosDesign@gmail.com

infamos-design.com

Magnissit ent vel id que pro quisciusant. Musam ute placi quia poremped quis poribus eveliscia quibus. Pos quidell acillantori tempor **ad que volorumt quas rersper** fernatur repra simolup tusciis maximinto expelen imillab orroreressi bla nissed modia sandias estibusam fugit earchil ibuscid experaes consequis que nus, aut ut optius necumqui non net atat.

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Kind Regards,

Joel Amos
Graphic Designer

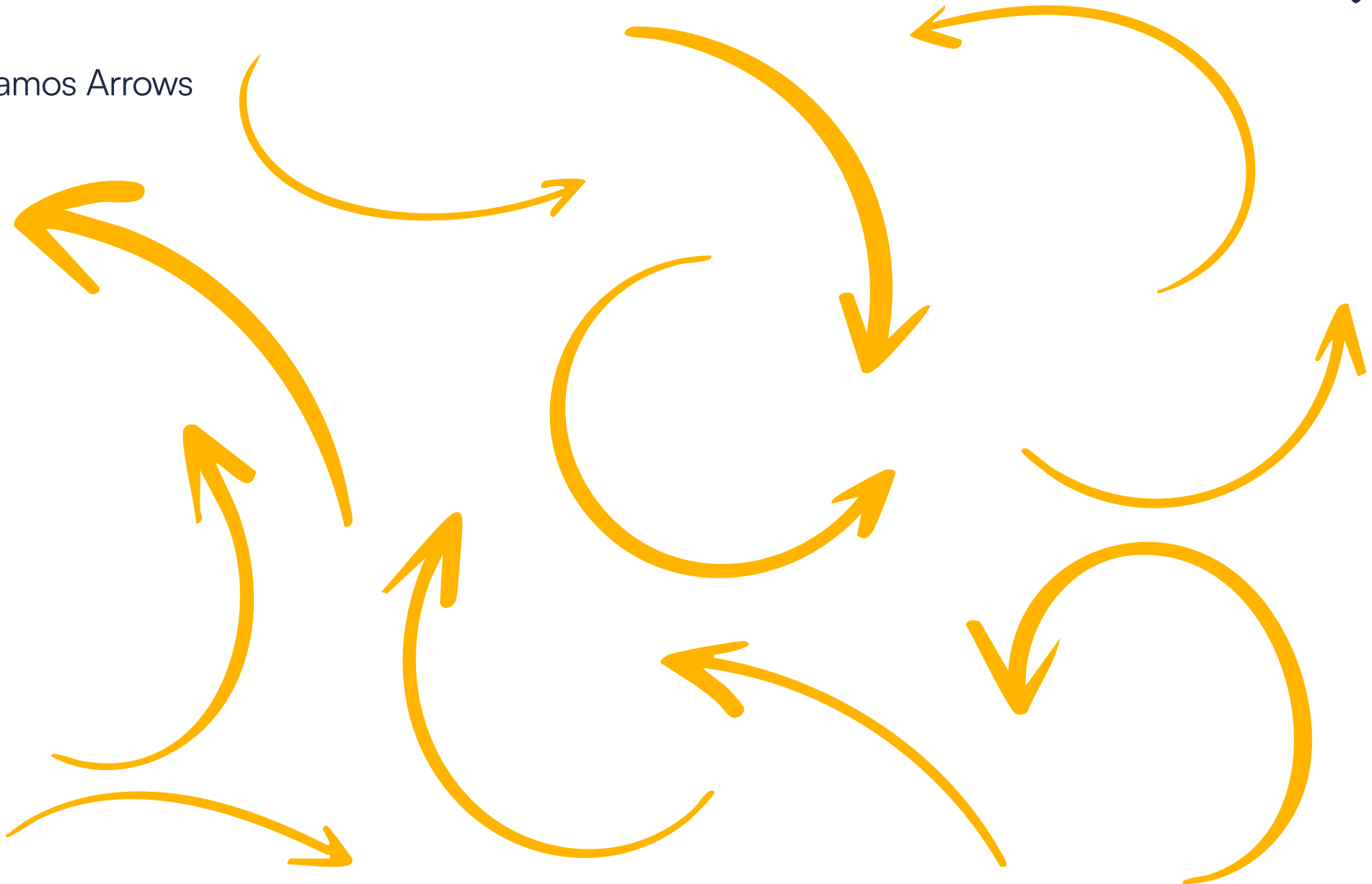
← THIS IS WHAT
THEY DO



BRAND ASSETS



Infamos Arrows





PLAYFUL WORK. SERIOUS THINKING.

infamosdesign.com