

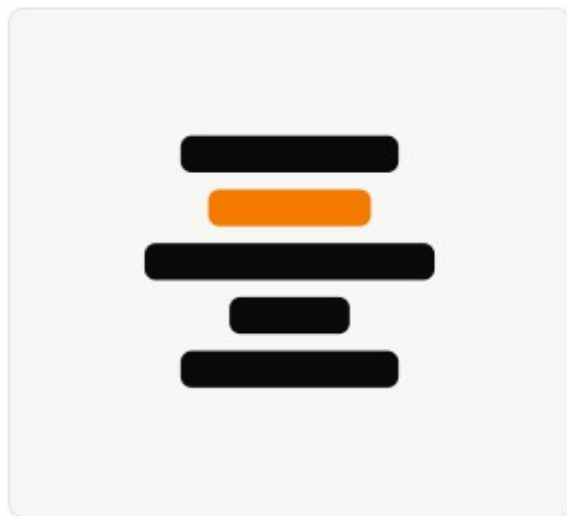


Brand Guidelines

We build. **We run.**

Five bars, one law

The infoloop mark is five horizontal bars: lines of information moving through one loop. Its proportions are fixed. Every reproduction, at every size, follows the same construction.



- 1 All five bars share one **uniform thickness** and are **center-aligned** on the vertical axis.
- 2 Bar widths follow a fixed order: **bar 3 is the longest (100%)**, bars 1 and 5 are identical (75%), bar 2 is 56%, bar 4 is the shortest (41%).
- 3 The accent color **always lands on bar 2**, never on any other bar.
- 4 The gap between bars is **46% of bar thickness**; corner radius is roughly 30% of bar thickness.

Clear space

Keep a margin of at least half the mark's height clear on all sides. Nothing enters this zone: no text, no other logos, no edges.

Minimum size

24px height on screen, 8mm in print. Below that the bars blur together; use the wordmark alone instead.

Colorways and lockups

Six approved colorways. Geometry never changes between them; only color does. Use Primary wherever possible.



Primary



Reversed



Orange field



Mono ink



Mono white



Solid orange



Primary · two-tone



Mono wordmark · quiet contexts



Stacked · square spaces

Which lockup when: the two-tone lockup is the default on brand surfaces. Switch to the mono wordmark where orange type would compete or repeat: proposals, co-branded materials, dense pages and anywhere near other logos. In both, the icon keeps its orange accent; in true single-color reproduction, use the mono colorways throughout. Lockup anatomy is fixed: icon height is 1.6x the wordmark's point size, the gap between them is 0.45x.

Never

- Rearrange or resize individual bars
- Move the accent to another bar
- Rotate the mark or set it vertically
- Add outlines, shadows or gradients
- Place orange bars on the orange field
- Set the mark over busy photography
- Set the entire wordmark in orange
- Use the two-tone wordmark on the orange field

Ink, white and one orange

infoloop is a black and white brand with a single orange accent. Orange is scarce on purpose: it marks the one thing that matters on the surface: the accent bar, the key phrase, the call to action. Roughly 90% ink and white, 10% orange.

Ink
#0A0A0A · text, dark surfaces

Loop Orange
#F47B00 · accent only

White
#FFFFFF · light surfaces

Charcoal
#1F1F1D · cards on ink

Gray 60
#8A8A85 · secondary on light

Gray 40
#9A9A95 · secondary on ink

Mist
#E8E8E5 · page backgrounds

Rules

- Never set body text in orange; orange is for short phrases, the accent bar, stars and key numbers.
- Backgrounds are black or white only. The orange field is reserved for the logo colorway and small tiles.
- Orange pairs with ink, not with white: orange text passes contrast on ink surfaces but is display-only on white. Text that must be read is never orange on white.

Approved text pairs

Aa	Ink on White / White on Ink	19.8 : 1	AAA, any size. The default.
Aa	Loop Orange on Ink / Ink on Orange	7.2 : 1	AA, any size. The accent's home.
Aa	Loop Orange on White / White on Orange	2.7 : 1	Display only, 24px bold and up, never essential text.
Aa	Gray 60 on White	3.5 : 1	Secondary text, 14px and up only.
Aa	Gray 40 on Ink	7.0 : 1	AA. Secondary text on dark surfaces.

Two fonts, two jobs

DM Sans speaks; Open Sans explains. Never swap their roles and never add a third typeface. Both are free Google Fonts, available everywhere.

**DM Sans —
display**

Weights 500, 600, 700

We build. We run.

Headlines, taglines, the wordmark, numbers and stats, navigation and buttons. Always tight: letter-spacing -0.02em to -0.04em on sizes above 24px. Sentence case, never all caps except small labels.

**Open Sans —
text**

Weights 400, 600, 700

We design, build and run intelligent software: AI agents and copilots for your operations, and Webflow and Shopify stores that sell.

Body copy, product UI, documentation, email and anything longer than two sentences. 14 to 16px at 1.6 line height, default letter-spacing. Use 600 for emphasis instead of italics.

Scale

Hero · 48–72 / 700

Shipped into production.

Heading · 28–34 / 700

One team to build and run it

Subhead · 18–21 / 600

Certified Webflow and Shopify partners

Body · 14–16 / 400

Plain words, short sentences, claims a stranger can verify.

Caption · 12–13 / 400

Labels, footnotes and metadata in Gray 60.

Say it like a person

We build. We run.

The tagline is the promise: we do not hand over and leave. AI agents, copilots and intelligent software shipped into production; Webflow and Shopify stores that sell. Everything we write should sound like that promise.

Writing the name

The name is **infoloop**, lowercase, everywhere: headlines, body copy, social posts, even at the start of a sentence. Prefer restructuring so the name is not the first word ("At infoloop, we..."). The capitalized **Infoloop Technologies Inc.** appears only in contracts, invoices and legal notices. Capitalized "Infoloop" is tolerated in systems we do not control (app stores, directories) and in other people's writing; we never publish it ourselves.

✓ infoloop

✓ Infoloop Technologies Inc. (legal only)

infoLoop

info-Loop

INFOLOOP

info-loop

Write like this

- Plain words, short sentences
- Claims with numbers a stranger can verify
- First person on personal profiles ("I reply myself")
- Orange lands on the phrase that converts

Never like this

- No em dashes, anywhere
- No buzzword chains ("synergistic solutions")
- No claims without numbers behind them
- No emoji in brand surfaces

The proof strip

★ 4.9 Trustpilot

★ 4.8 Google

★ 4.7 Clutch

★ 4.7 GoodFirms

· Webflow & Shopify Partners

Always this exact format: orange star, bold score, gray platform name. Never the platforms' official badge graphics. Update scores quarterly.

LinkedIn applications

- Company cover 1128×191, personal banner 1584×396; always upload the 2x exports so text survives compression.
- Keep all text inside the mobile center crop (about 900px on company, 1200px on personal) and clear of the photo overlap, bottom left.
- The company cover never repeats the wordmark; the page logo already carries it. Tagline plus proof strip only.
- Employee banners are uniform, carry no personal info and no rating badges.
- Profile photos across the org use the uniform backdrops, Loop Orange or Ink (see Social Templates).
- All master files live in the brand kit: SVG masters, PNG exports, banner sets and the CEO slideshow.

One signature, two tiers

Every employee uses the same format. Email clients do not load brand fonts, so signatures are set in Arial; the wordmark is typed text, not an image, so it never breaks or arrives as an attachment.

Customer-facing teams

Regards,

[Firstname] [Lastname] · [Designation]

infoloop**** Technologies Inc.

[Firstname].[Lastname]@info**loop**.co

O [Office number] · M [Mobile number]

info**loop**.co · [LinkedIn profile]

Book time to meet with me → [Calendly link]

Everyone else

Regards,

[Firstname] [Lastname] · [Designation]

infoloop**** Technologies Inc.

[Firstname].[Lastname]@info**loop**.co

info**loop**.co · [LinkedIn profile]

Rules

- Phone numbers and the booking link belong to customer-facing teams only. Everyone else omits both.
- The booking link is the only orange element and the only call to action. One signature, one action.
- Arial only, 13px, no images, no banners, no quotes, no "please consider the environment" lines.
- The confidentiality notice, if legal requires it, sits below in 11px gray, auto-appended by the mail server, never typed by hand.

Sitting next to partners

infoloop regularly appears beside Webflow, Shopify and client logos. The rule is mutual respect: their marks follow their guidelines, ours follows ours, and neither crowds the other.



Partner logo

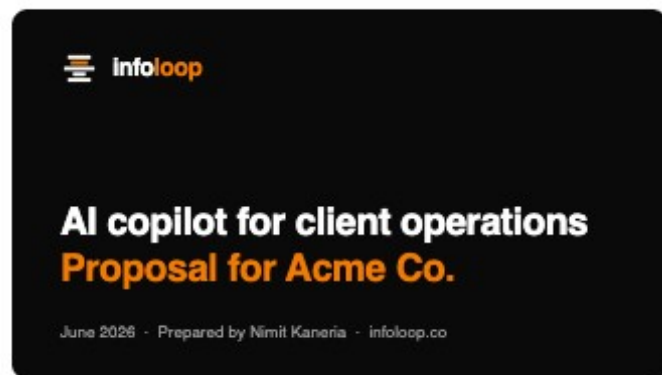
Partner logo

Rules

- infoloop comes first on materials we publish; partners come first on theirs. Separate logos with a thin vertical divider and equal visual weight.
- Match heights optically, not mathematically: partner wordmarks should look the same size as ours, measured by x-height.
- On dark surfaces use partners' white versions; never recolor a partner mark to Loop Orange or any other color.
- Each logo keeps its own clear space; the divider sits outside both.
- When logos are unavailable or space is tight, use the text line instead: "Certified Webflow and Shopify partners".
- Client logos in case studies appear in mono ink or mono white only, on a neutral surface, never on the orange field.

The surfaces that close deals

Proposals and decks carry the brand into the room when nobody from infoloop is there. Covers come in dark and light; interiors are always light, with one orange phrase per page.



Dark · pitches and new business



Light · formal documents, SOWs, reports

Cover anatomy: identical in both versions. Mark and wordmark top left, small. Title bottom left in DM Sans with the client's name in orange. Date, author and site in a single caption line. Nothing else: no stock imagery, no decorative shapes.

Interior rules

- Interior pages are white. DM Sans for headings and numbers, Open Sans for everything else.
- One orange element per page at most: the key number, the deadline or the decision being asked for.
- Pricing and timelines are set in DM Sans, large. Numbers are the most-read content in a proposal; treat them as headlines.
- Every proposal and deck ends with the same closing page: "We build. We run." plus the proof strip and one named contact.
- Decks are 16:9, documents are Letter or A4. Both use these same rules.

Show the real thing

We sell working software, so we show working software. Real product screens, real storefronts, real people. If an image could appear on any agency's site, it does not belong on ours.

Use

- Screenshots of shipped products and stores
- Agent and copilot interfaces in real use
- Team photos with natural light, candid
- Client storefronts and results dashboards

Never

- Glowing brains, robots, circuit-board blue
- Stock handshakes and whiteboard pointing
- 3D abstract renders and gradient blobs
- AI-generated people presented as the team

Treatment

- Screenshots sit in a simple frame: 8px corner radius, 1px border in Gray 60 at 30% on light, Charcoal on dark. No fake browser chrome unless the URL matters.
- Photos run natural color or black and white. Never tint photos orange; orange stays reserved for type and the mark.
- Crop tight and purposeful. One subject per image.

The bars move, nothing else does

Motion belongs to the mark. Interfaces stay calm; when something loads, reveals or confirms, the five bars carry the animation.



The reveal: bars draw in from the center outward, top to bottom, 60ms stagger between bars, each easing out over 240ms. The accent bar lands last.

Rules

- Loading states: the five bars pulse in sequence; the accent bar pulses orange. No spinners.
- Timing: 200 to 300ms per movement, ease-out. Nothing bounces, nothing spins, nothing loops faster than once per second.
- Text and UI elements fade or slide at most 8px; large movement is reserved for the mark.
- Respect reduced-motion settings: all animation collapses to a simple fade.

The mark at tiny sizes

Below 24px the bars need a solid field behind them to stay legible. Tiles, not the bare mark, are what ship as favicons and app icons.

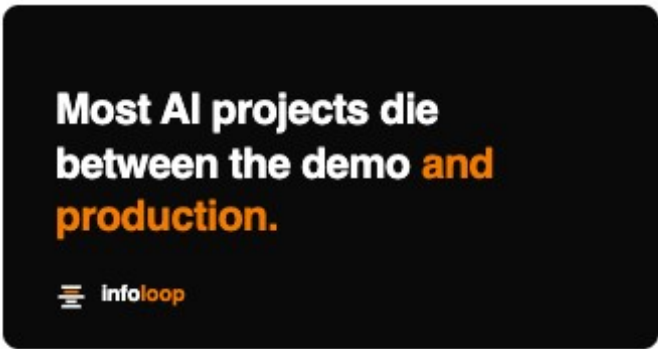


Rules

- Favicon and app icons always use the ink tile: white bars, orange accent, black rounded square. It reads in light and dark browser themes alike.
- The orange tile is reserved for marketing moments (launches, campaign avatars), never the default favicon.
- Corner radius scales with the tile: roughly 21% of the tile's width. Platforms that apply their own mask (iOS) get the square-corner master.
- Export from the masters in the brand kit (tile-ink SVG and 1024px PNG); never screenshot or recreate by eye.

Four formats, no exceptions

Every post image is one of four formats, each in a dark and a light version. The image carries one idea in one line; the post text does the explaining. Anyone on the team can post without inventing a layout.



Statement · 1200×627 · dark



Statement · light



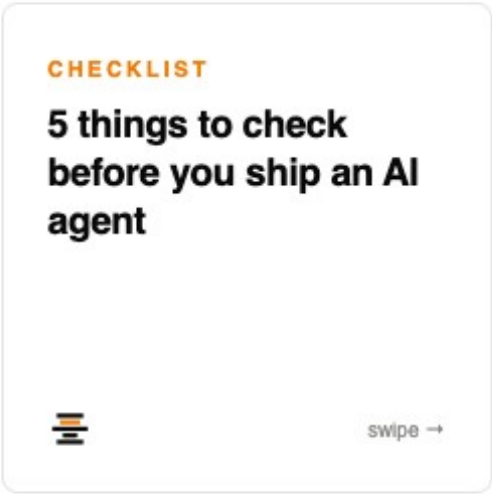
Stat · 1200×627 · light



Stat · dark



Carousel cover · 1080×1080 · dark



Carousel cover · light



OG image · 1200×630 · dark



OG image · light

Team profile photos

Every team member's LinkedIn photo uses one of two backdrops: solid Loop Orange or solid Ink, matching the dark and light versions of the uniform employee banner. In feeds and comment threads the colored circle is the brand, the way a banner can never be.



- Solid #F47B00 or #0A0A0A backdrop, no gradients or shadows behind the person
- Pair by contrast: the Ink backdrop goes with the light banner, the Orange backdrop works with both. Never a black circle on the dark banner; the photo edge disappears.
- Natural-color headshot, shoulders up, face about 60% of frame height
- Same crop for everyone; one person edits all photos so lighting matches
- Export 800×800 PNG; LinkedIn crops to a circle, so keep the head centered

Rules

- One idea per image, one line of type. If it needs a second sentence, it belongs in the post text.
- Headlines are at least 48px at export size; always export at 2× so platform compression does not blur the type.
- Alternate dark and light across the feed; orange lands on the phrase that matters. The small lockup sits bottom left on every format.
- Carousel interiors are light pages with the same margins; the cover is the only dark page.
- No memes, no screenshots of tweets, no stock imagery. Statement, stat, carousel, OG: nothing else.