Winfinite

Brand Identity & Guidelines

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CONTENTS

01 - About Brand

About Winfinite
Core Values
Key messages

02- Visual Identity

Moodboard
Logo sketch & exuuorations
Logo construction
Logo rationale
Logo Typography
Colour Palette
The Logo

03- Logo Usage

Logo variation
Clearance Spacing
Incorrect Logo usage

04 - Logo Application

01
ABOUT BRAND

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About Winfinite

Winfinite is a tech brand aimed at equipping students with all essential, practical and hands-on knowledge and skills to succeed and lead in the world of Cybersecurity. We target 25-45 year olds of both genders with 0 to 2+ years of experience in non-technical fields seeking a career transition into Cybersecurity, IT Audit, or related fields. We help individuals with no prior IT experience transition seamlessly into Cybersecurity by equipping them with the technical skills, comprehensive guidance and support needed to succeed in the industry.

Insight

The idea of the brand identity centres around creating a brand that is **Relatable, Simple, Professional, Technical** and **Witty**

Core Values

Excellence - Committed to delivering high-quality results by approaching every service/program with the mindset of delivering and producing the bests.

Empowerment - Committed to providing the support, resources and opportunities to help individuals realize their potential and achieve their career goals.

Transformation - Committed to transforming the lives of individuals regardless of their career backgrounds.

Inclusion/Equity - Committed to helping people reach their goals and potential regardless of their career background, race and gender, committed to bridging gender and racial gaps in the cybersecurity world.

Key Messages

We help individuals with no IT experience transition into sustainable and gratifying Cybersecurity careers and relevant fields through hands-on and practical solutions that help them reach their full potential.

02
VISUAL IDENTITY

Moodboard


BigID


CYBER SECURITY
SCHOLARS


Cybersecurity
Academy


CYBERSECURITY

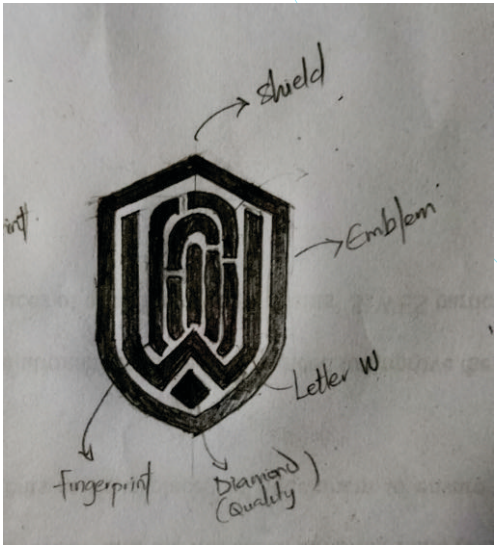

CyberSecurity


CYBER
SECURITY

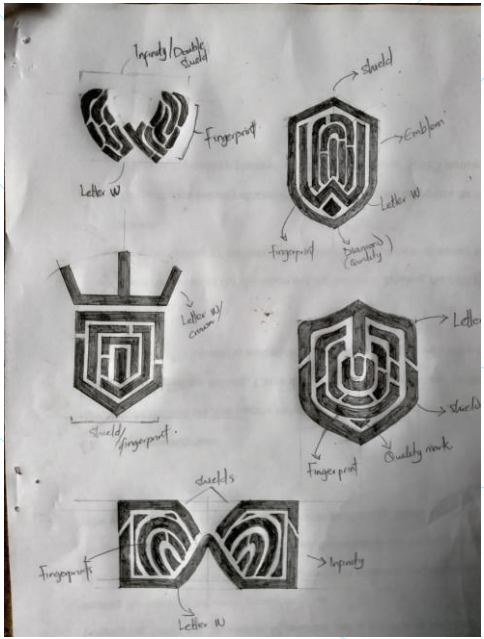

TECHPRINT
YOUR TAG LINE GOES HERE


cybersecurity
GUIDE

Logo sketch & Explorations

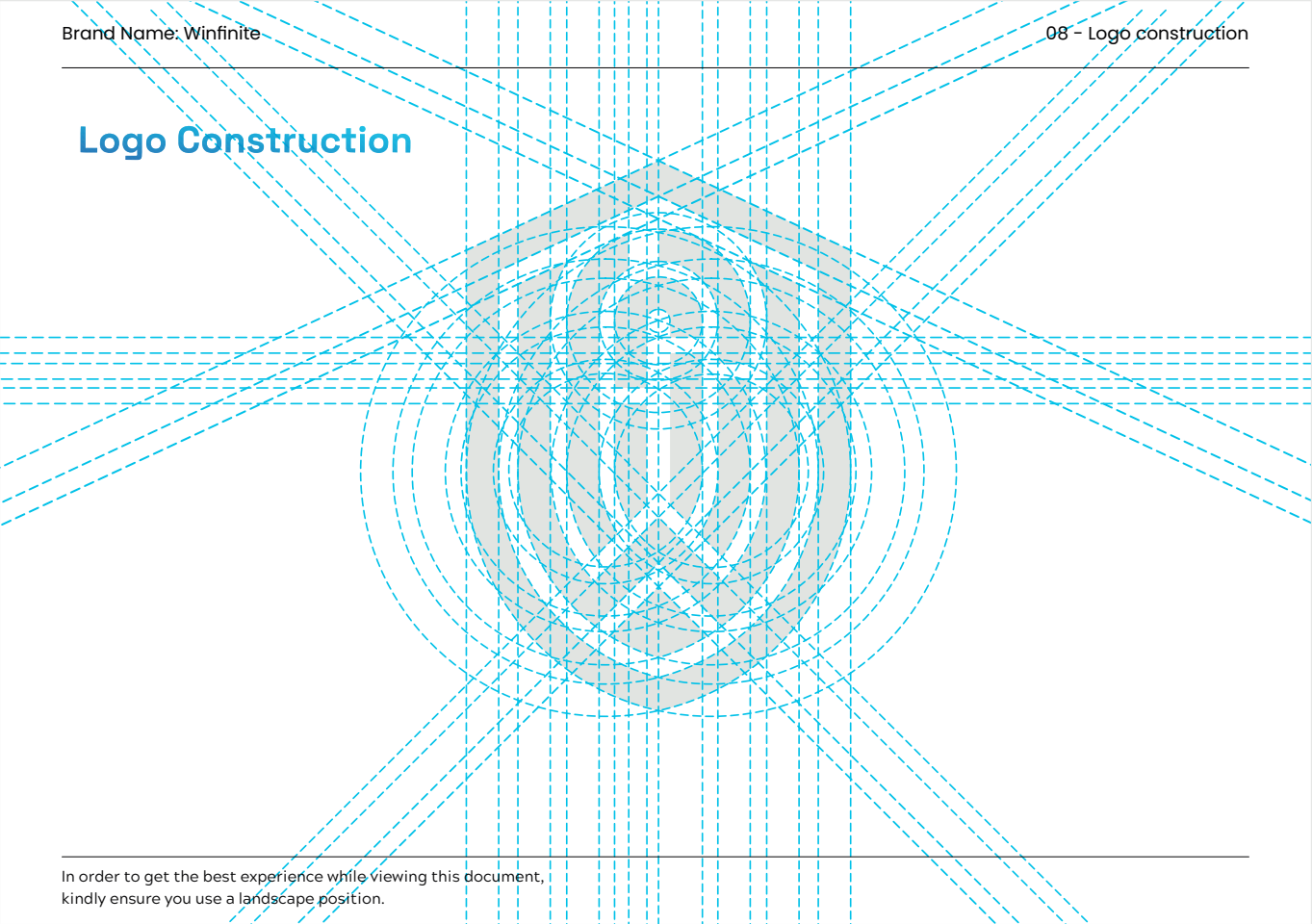


Selected sketch



Other explorations

Logo Construction

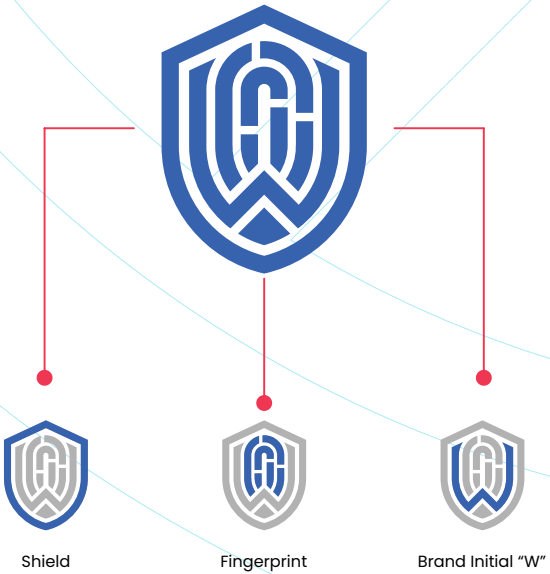


Logo Rationale

In order to create a timeless logo that is **Relatable, Simple, Professional** and **Technical,** certain elements related to CYBERSECURITY were taken into consideration.

The logomark was made using the combination of:

- A shield to depict security associated with the protection of relevant digital data of an individual, entity or organization
- A fingerprint which signifies identity which is a key feature that is associated with the niche
- The brand's intitial "W" that stands for inclusiveness It goes to show the brand's integration into matters that relate to personal/corporate identity.



Logo Typography

Primary Typography: Space Grotesk Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz.
1234567890.,!@#$%^&*()_+

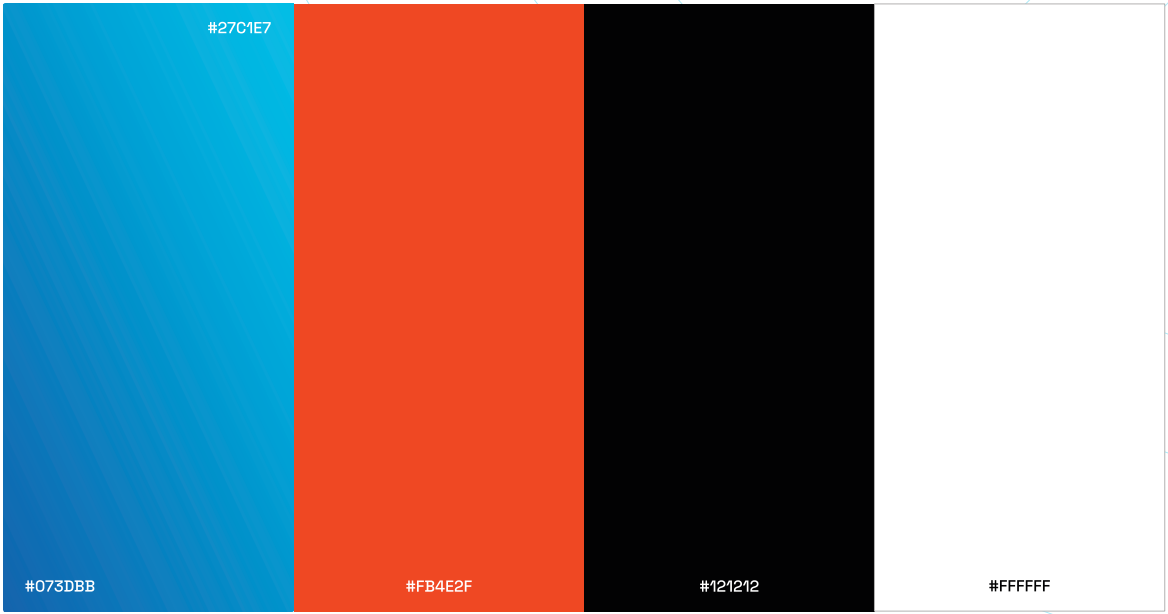
Light
Regular
Medium
Semibold
Bold

Secondary Typography Poppins Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz.
1234567890.,!@#$%^&*()_+

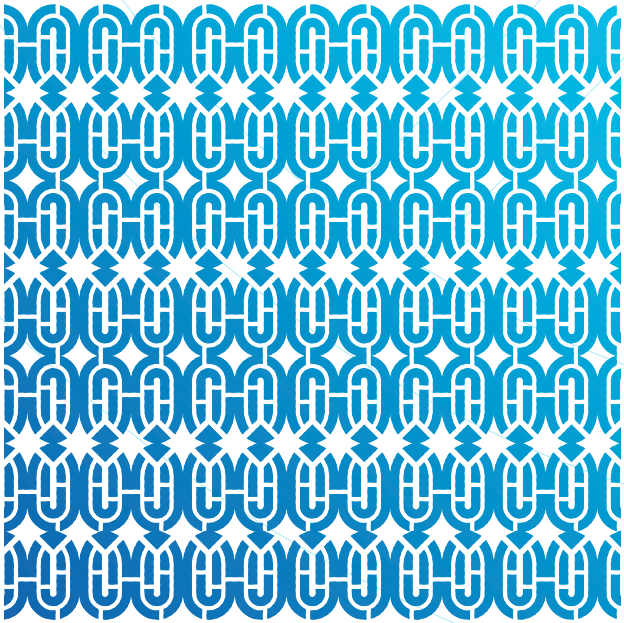
Thin
Extra Light
Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black

Colour Overview



Brand Pattern





The Logo

The Winfinite logo comprises of Two(2) major parts.
The Logo Mark and the Logo Type. The ultimate goal of the brand identity is for the target audience to stop identifying with only the logo type but also with the distinctive and unique logo mark.

This indicates that the two separate elements need to coexist with the capacity to exist separately.





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03
LOGO USAGE

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Logo Variations

The logo can be used in the following variations:

1. The primary logo is the horizontal version of the logo with the brand name and logomark on a single line
2. The secondary logo is the vertical version of the logo with the brand name and logo mark placed on top of each other.
3. The alternate logo (Badge/Crest) is for specific purposes like stamp







Primary logo | Secondary logo | Badge/Crest

Exclusion zone

In order for the logo to look its best, it needs space to stand out. Here are the defined parameters to ensure no other element encroaches on this clear space



Minimum size

For clarity across digital and print applications, the logo should never be reproduced at any size below the adjacent guidedance.



120px x 423.6px



65px x 229.45px

Incorrect logo usage



Do not attempt to compress
or strectch the logo in any way



Do not attempt to change
the logo colour



Do not skew or rotate the logo
in any way or degree



Do not add shadows to the
logo



Do not transparent the logo in
an way



Do not place on a contrasting image
or colour

04

LOGO APPLICATION

Stationery



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Mugs



Wristband



Notepad



Employee ID Card



Lanyard



Poster



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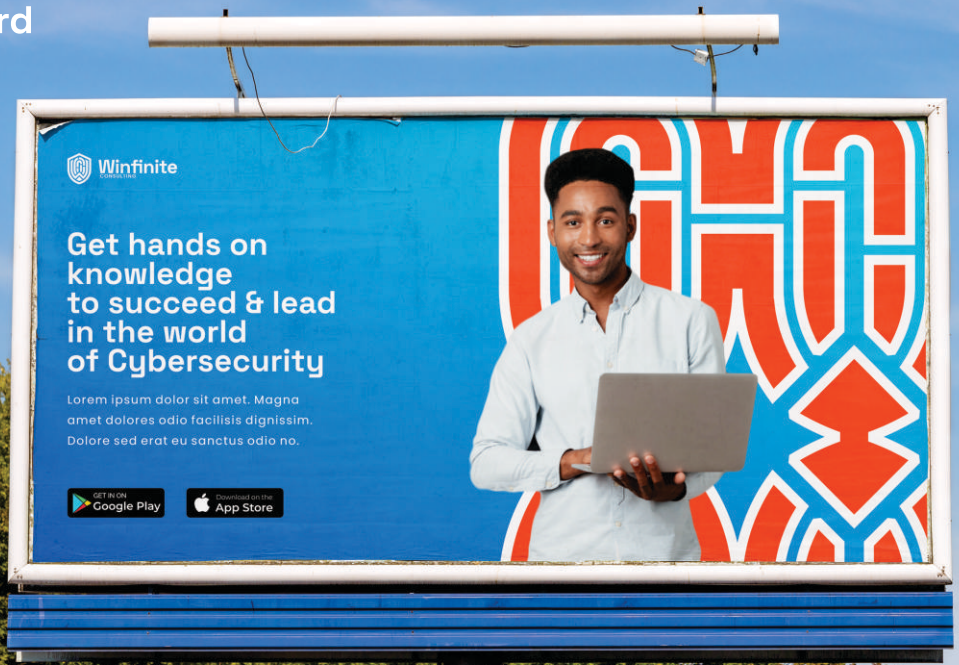
BillBoard



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Polo Shirt



Sweatshirt









Roundnecks





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Facecaps


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Bus



Thank You