

3.1.2 Showcase

Infinix Display is uppercase-only. It has around 400 glyphs and includes several OpenType features that enrich the typography.

Font alternatives

In cases where our display typography can't be used due to the limitations of the platform/software, it is recommended to use the following fonts:

Google Fonts

Orbitron

Uppercase

ABC
DEFG
HIJKLM
NOPQ
RSTUV
WXYZ

Currency

\$ ₹ ¥ £
€ ₪ ₪ ¥

Numbers

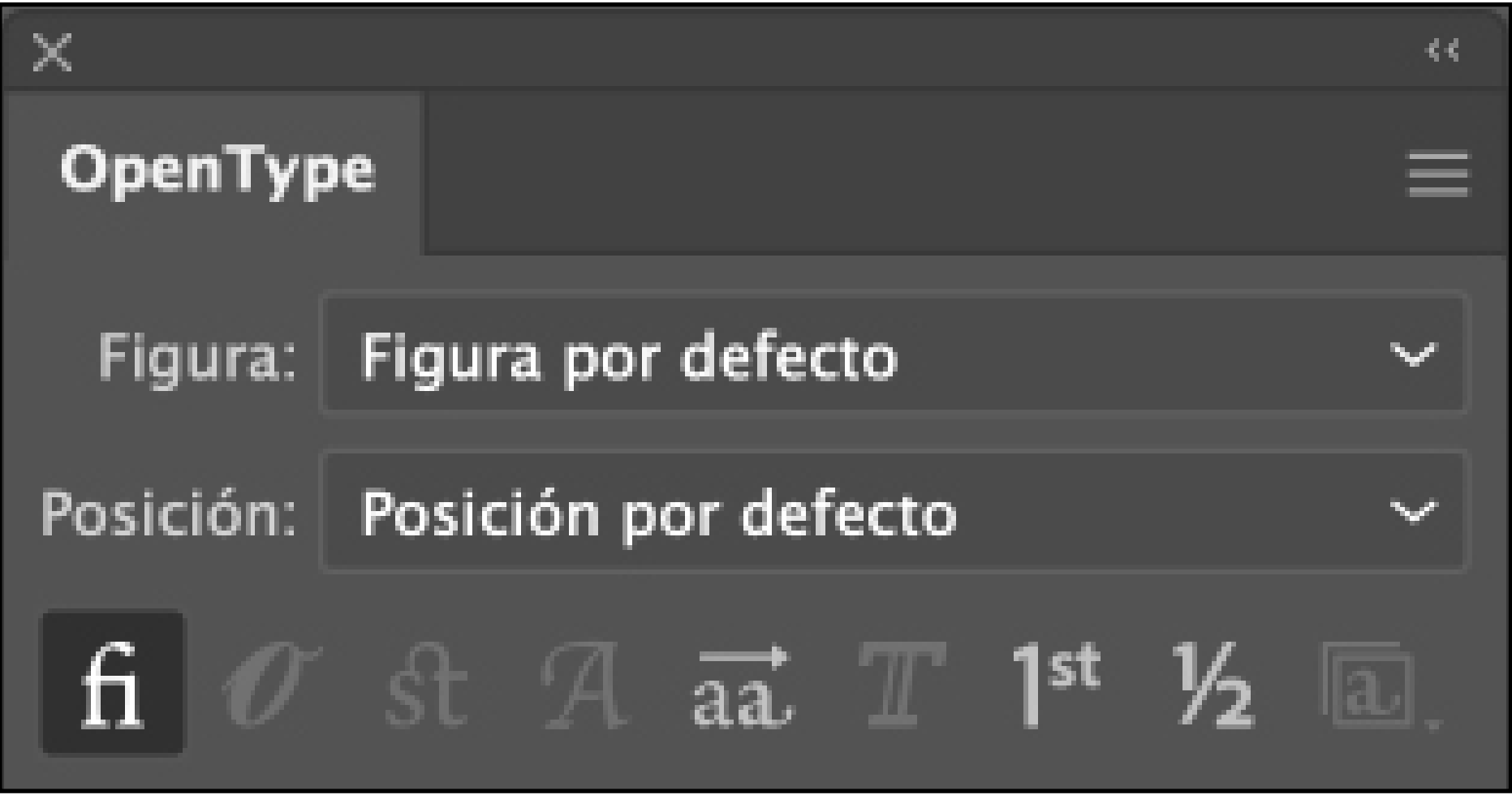
1 2 3
4 5 6
7 8 9

3.1.3 Opentype features

Opentype features help use the Infinix Display font in specific situations. This list contains the main ones that have been included in the typography.

TIP

Most design software allows activating and deactivating the OpenType features. To get more information about it, consult the specific instructions of each software.



Slashed Zero



Currency Breaks (Ss01)



Tabular Numbers



Ordinal Indicators



Contextual Alternates



Discretionary Ligatures



3.1.4 Languages support

The typography has four different character sets (Latin Extended, Arabic, Thai, and Cyrillic). All characters have been customized to maintain the same look in all languages.

They can be used individually or combined whit the Latin Extended. The example below shows how all four sets work together in the same composition.

GEOMETRIC

هندسة

СИЛЫ И

ปรีชา

Available Languages

Latin
Arabic
Cyrillic
Thai

Format

.otf

Size

344.4

Tracking

0

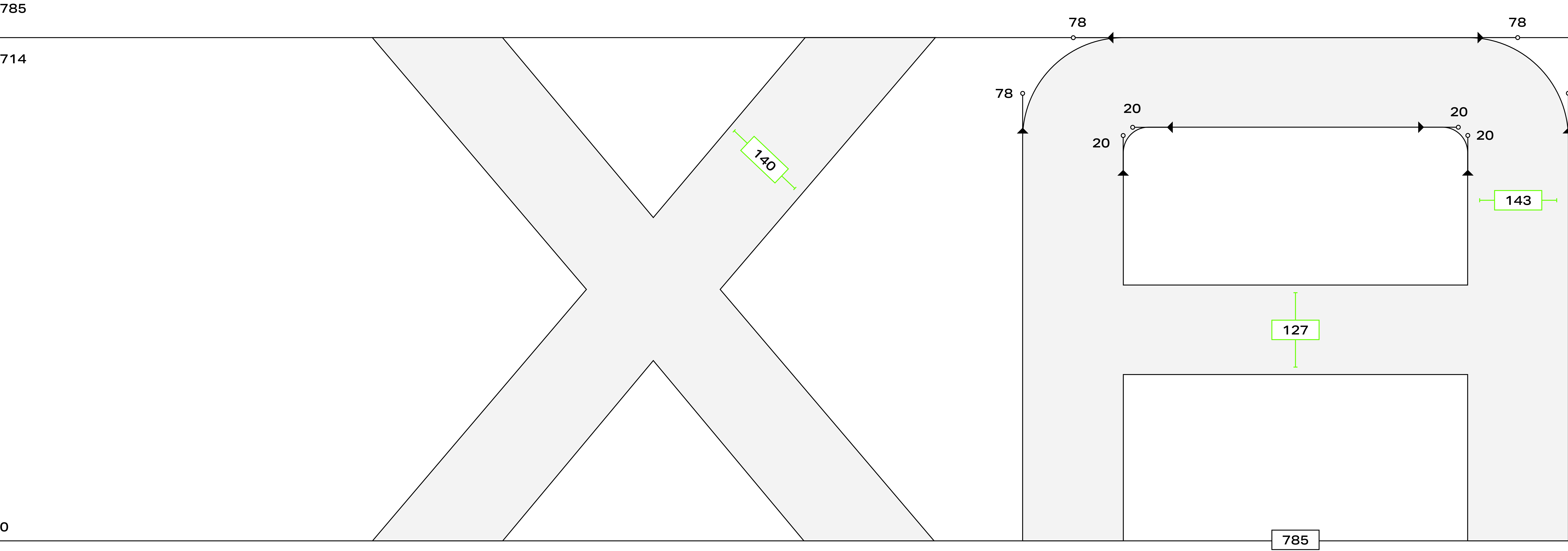
Leading

413.3

3.1.5 Expand the languages

For adapting the font to new languages and creating new character sets, follow these basic features and proportions or click the contact button to request assistance.

CONTACT [↗](#)



3.1.6 Latin & Cyrillic leading

For Latin and Cyrillic, the leading has to be the same as the size of the font. For example, if the font is 150 pt, the leading needs to be also 150 pt.

NOTE

In case there is any accent that excels above the height of the type, it is recommended to use leading of 115%. You can also multiply the font size * 1.15.

3X

EXPLORE
BEYOND

Size
Leading

344.4
344.4

100%

2X

EXPLORE
BEYOND

Size
Leading

229.6
229.6

100%

X

EXPLORE
BEYOND

Size
Leading

114.8
114.8

100%

3.1.7 Thai & Arabic leading

Due to the nature of Arabic and Thai languages, which contain more vertical accents and symbols, it is recommended to use a leading of 120%. For example, if the font size is 100 pt, the leading will be 120 pt. You can also multiply the font size * 1,2.

2X

Size229.6

Leading275.52

120%

ابدأ اللعب
هاتف ذكي

2X

Size229.6

Leading275.52

120%

ข้อเสนอคำ
สมาร์ตโฟน

3.1.8 Text displacement

The displacement can be used as a resource to create attractive compositions. To displace the words, they must be aligned based on other letters generating clean visual verticals.

In this example, the word “maximum” has been moved to the right, placing it at the same height as the "n" of "unleash" and the "p" of "speeds".

NOTE

The use of the displacement resource on headings is not mandatory. Don't overuse it.

Infinix

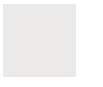

UNLEASH
MAXIMUM
SPEEDS

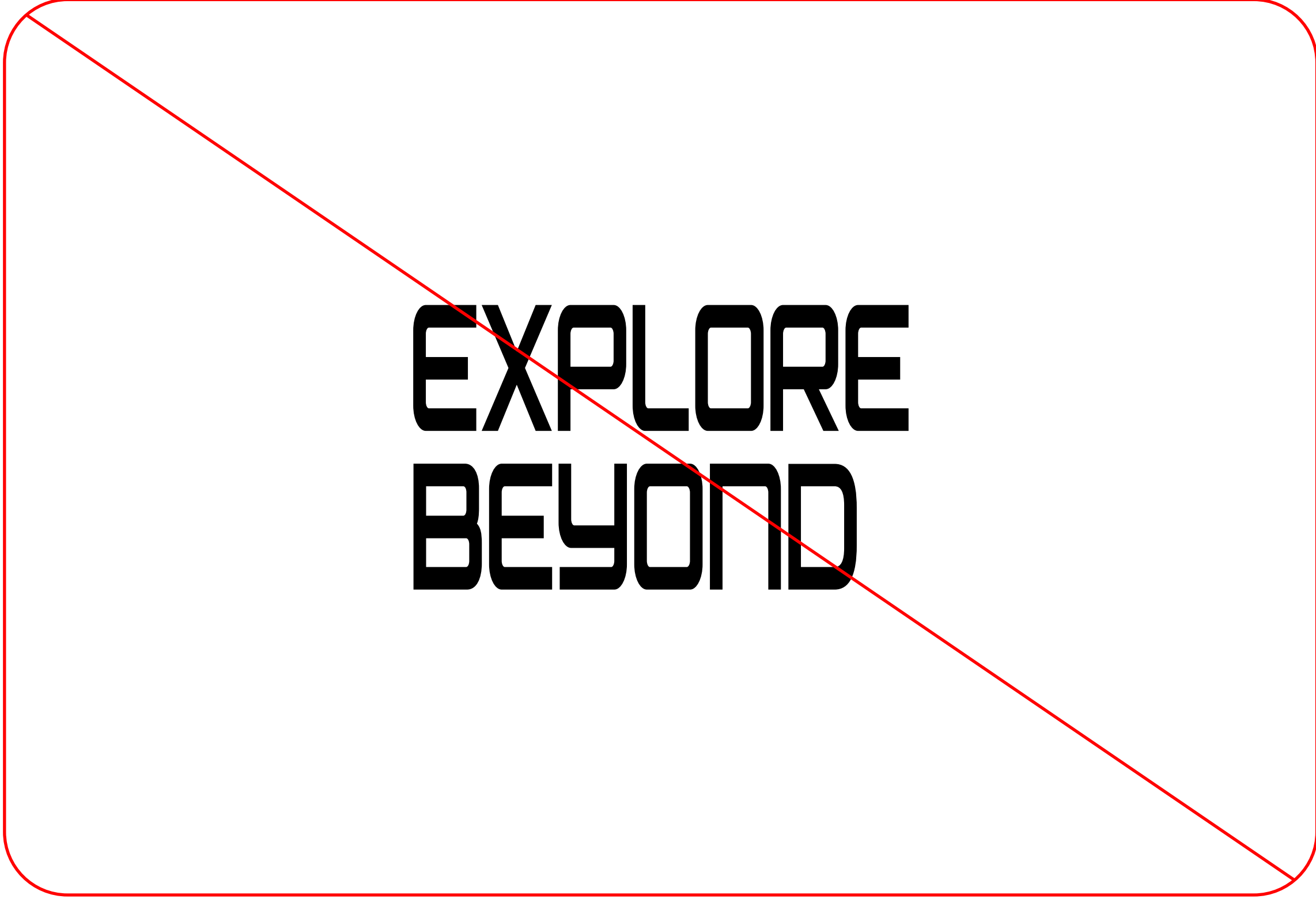
Super F
refresh

Camera
30X zo

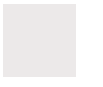

3.1.9 Don'ts

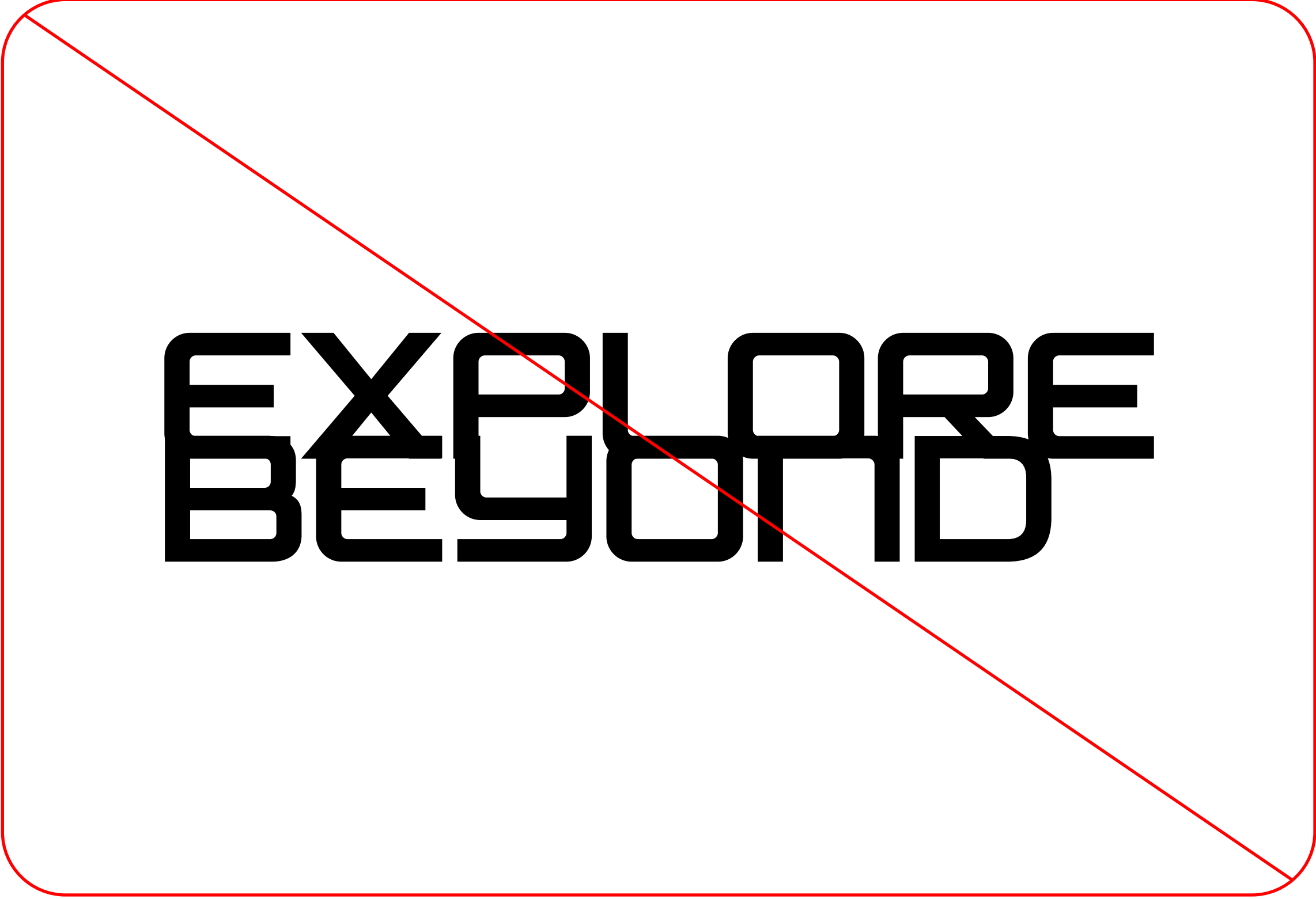
Don't stretch/expand the typography







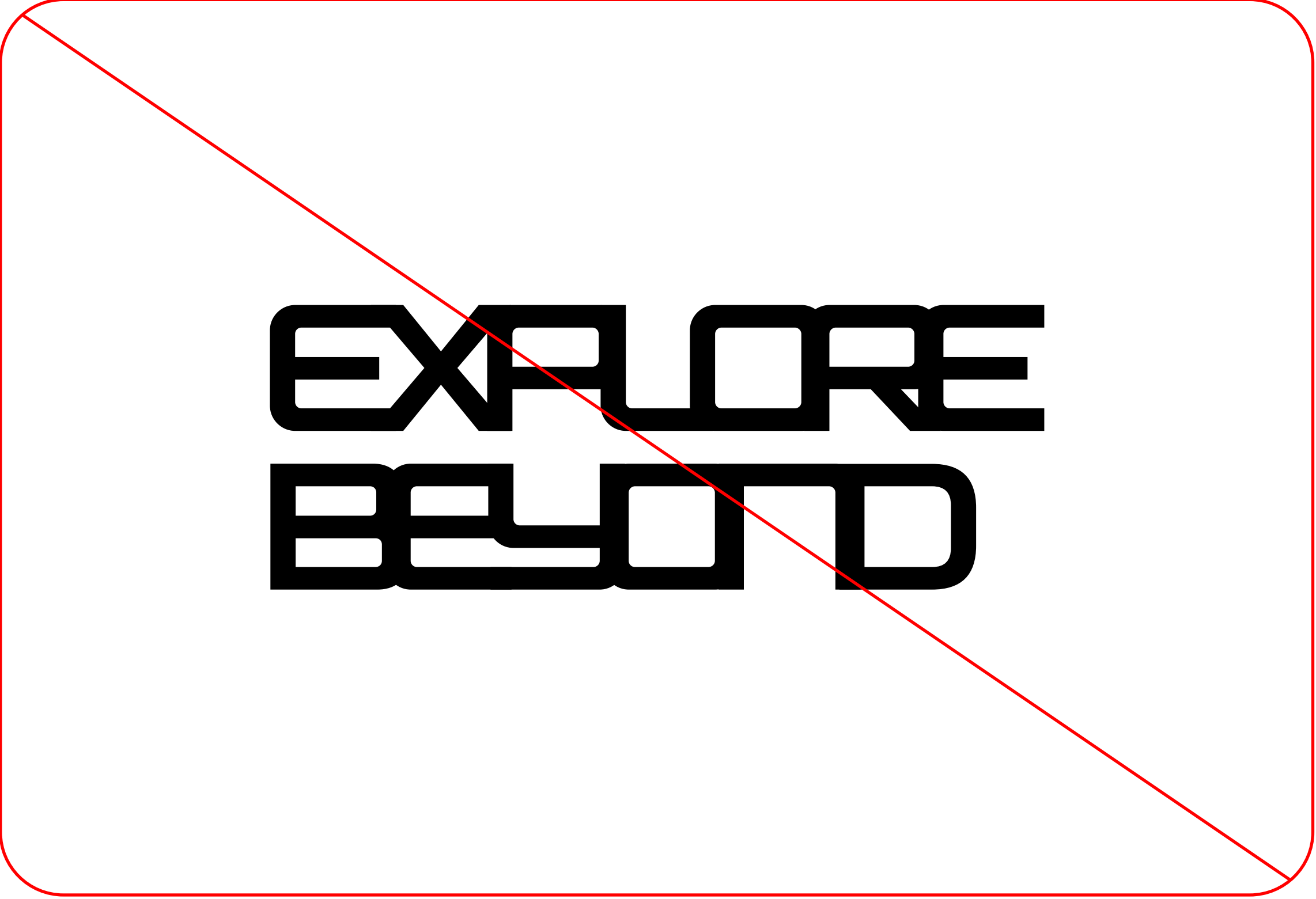
Don't change the leading







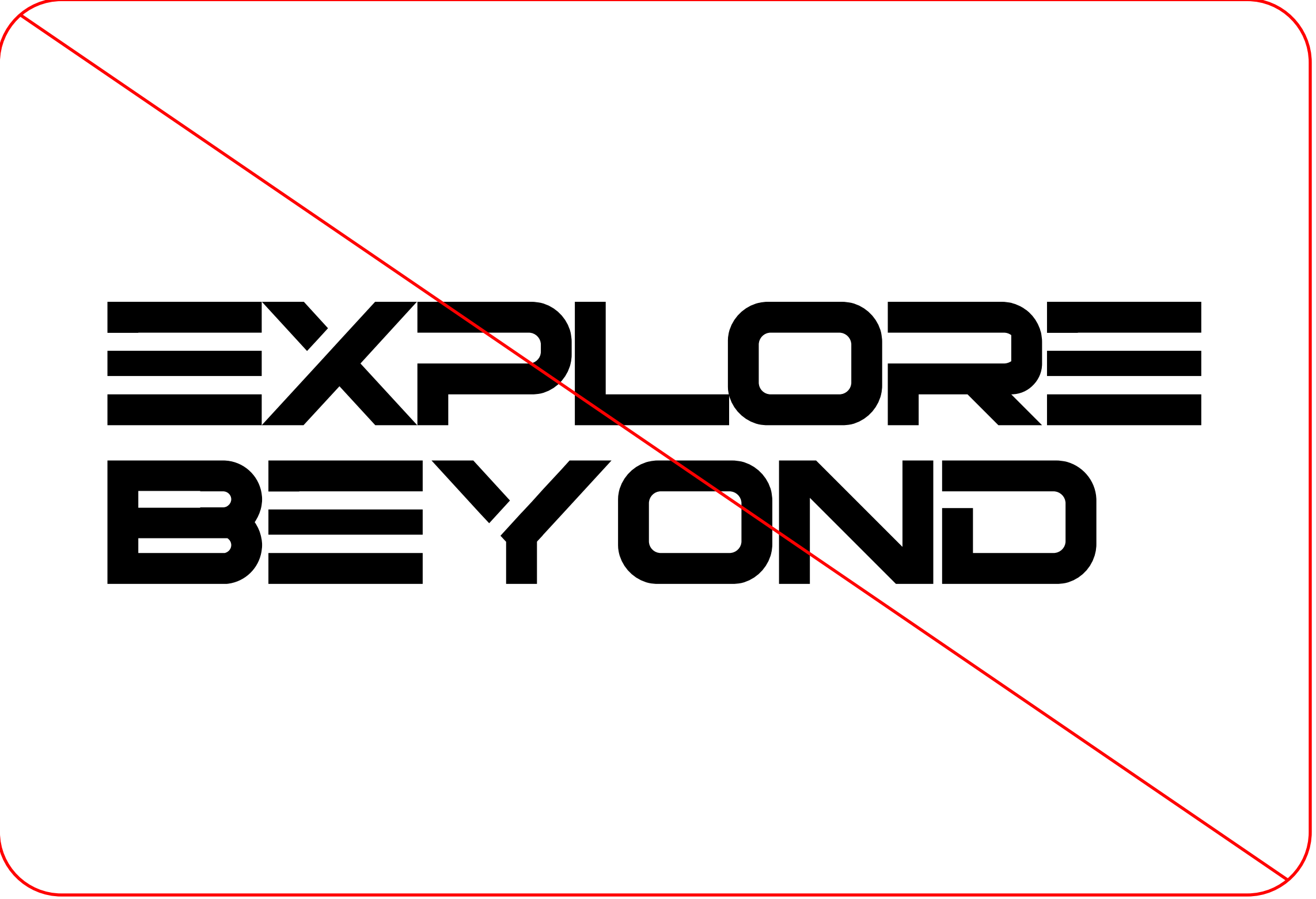
Don't change the tracking



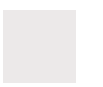



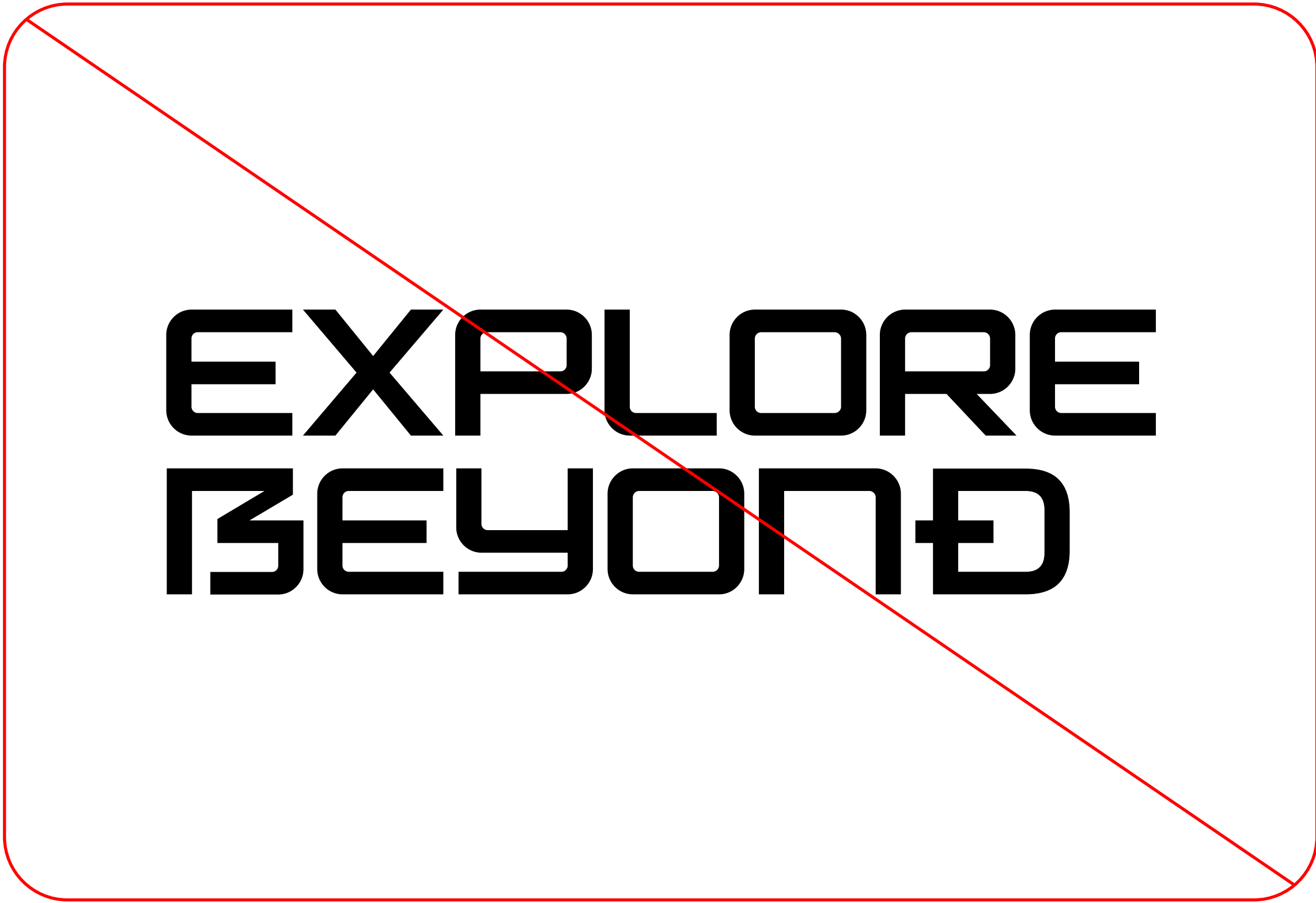
Don't use other display fonts



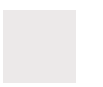



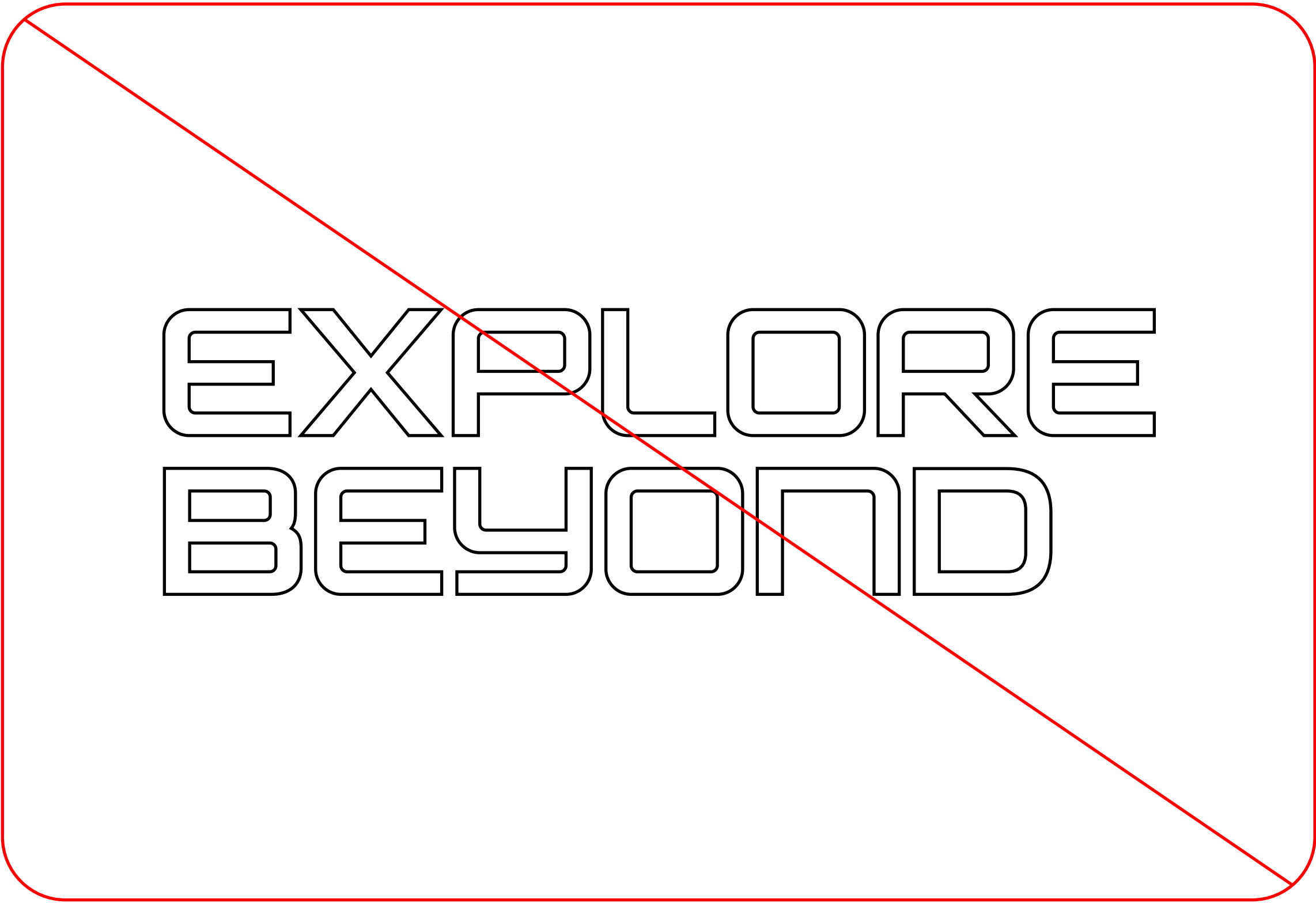
Don't mix specific language glyphs







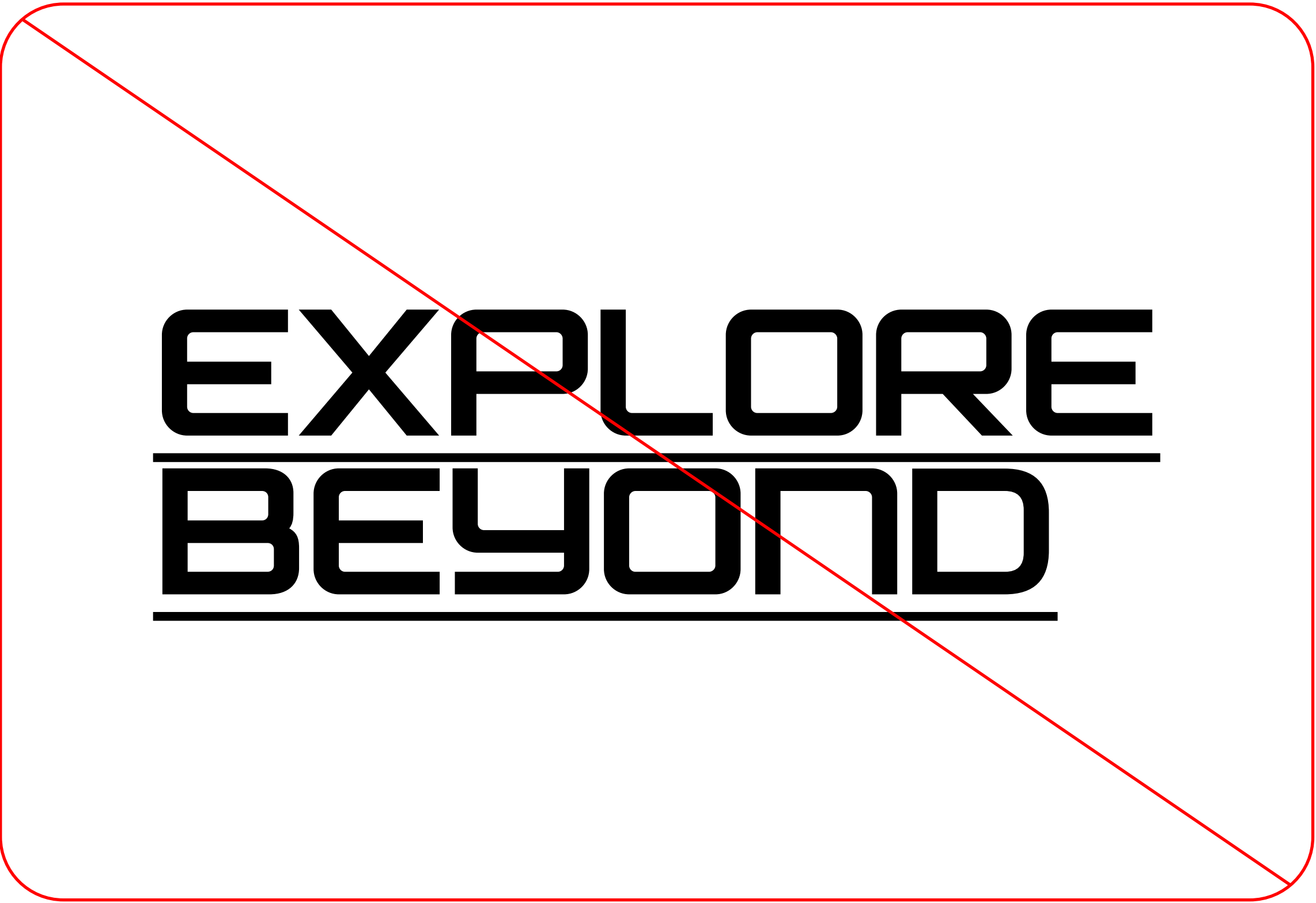
Don't outline the typeface







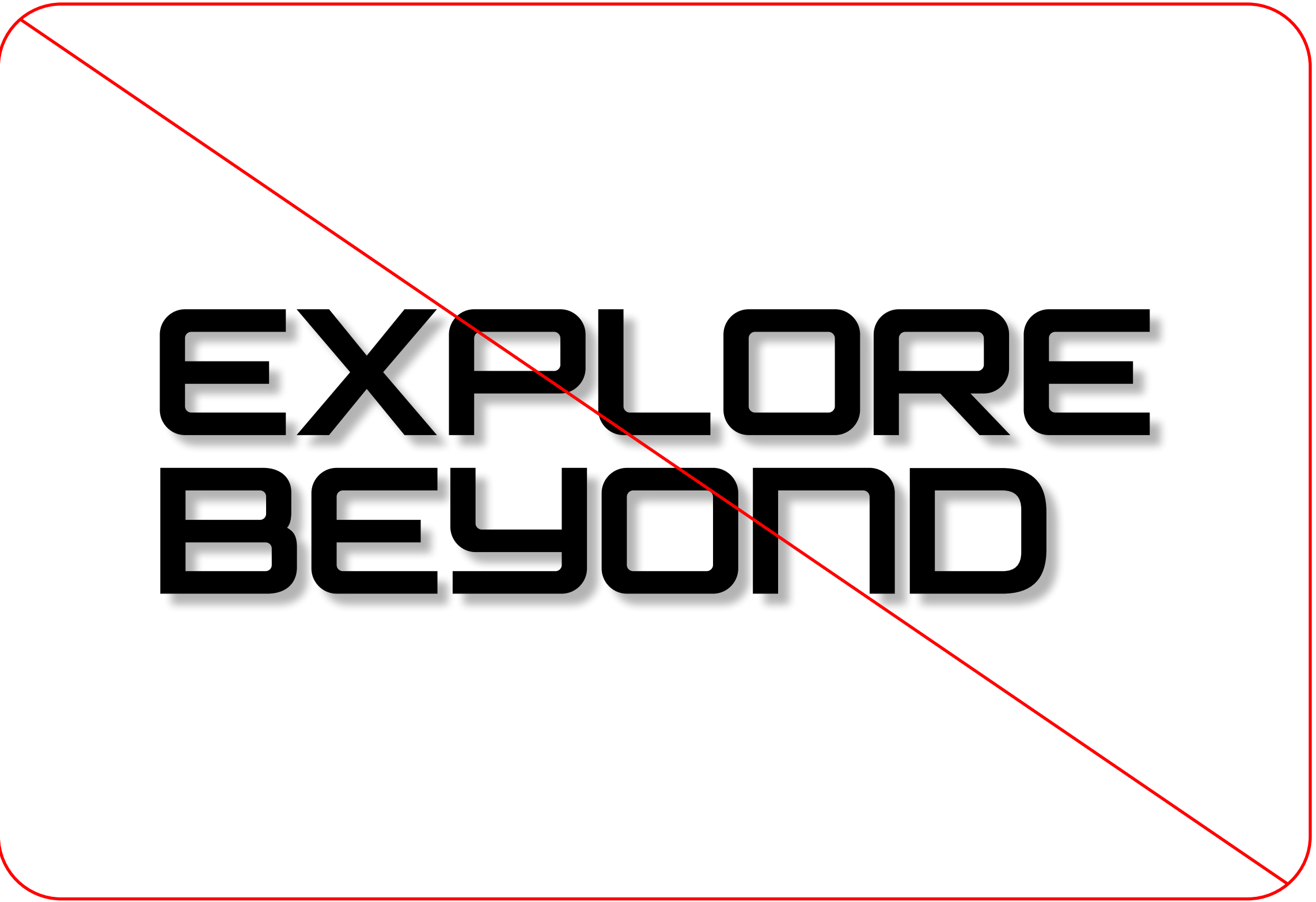
Don't underline the typeface





Don't add effects to the typeface





3.2

AKTIV
GROTESK

3.2.1 Our new voice

Aktiv Grotesk is the new voice of Infinix. It is a versatile sans serif font that can be used in headings and short copy at mid-to-large sizes, as well as in body text at small sizes. It also works perfectly when paired with Infinix Display.

Aktiv Grotesk provides simplicity and clarity in our messaging and creates unity between all brand applications.

Aktiv Grotesk Ex

Weight	Medium	Designed by	Dalton Maag
Size	344.4		
Leading	413,28		

Infinix
ZERO 5G



3.2.2 Showcase

The Infinix brand uses three weights of Aktiv Grotesk Ex to cover all different needs.

The main weight is Aktiv Grotesk Ex Regular and will be the preferred option for almost all the hierarchies (headlines, body copy, etc.).

The medium weight is set for the product wordmarks, breadcrumbs, and to highlight certain parts in the typographic compositions.

The bold weight helps to highlight texts on small sizes when medium weight doesn't provide enough contrast.

Weights

Regular
Medium
Bold

Uppercase

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Lowercase

abcdefghijklm
opqrstuvwxyz

Numbers

1234567890

3.2.3 Languages support

Aktiv Grotesk Ex supports Latin, Greek, and Cyrillic languages. For the rest of the languages use Aktiv Grotesk (non extended).

Font alternatives

In cases where our main typography can't be used due to the limitations of the platform/software, it is recommended to use the following fonts:

Aktiv Grotesk Ex
Aktiv Grotesk

Montserrat
Noto Sans

Lăṇḡũăgě

समर्थन

Language support Aktiv Grotesk Ex

Latin
Greek
Cyrillic

Language support Aktiv Grotesk

Arabic
Hebrew
Devanagari
Thai

Chinese
Japanese
Korean

3.2.4 Font case

For most of the applications prioritize "Sentence case" the first letter of the first word in a sentence is capitalized.

"UPPER CASE" can be used in really specific applications, for example breadcrumbs or footnotes, since it can compete with Infinix Display.

For more detailed capitalization rules, check the next section.

01

RECOMMENDATION

Coming Soon

05 10 2022

Fast & Furious

The limits of imagination

It's with great pride and pleasure that we announce our renewal of our Corporate Partnership with [@royalmuseumsgreenwich](#) for the launch of the new ZERO ULTRA. We can't wait to see what comes out of this oneXerro internet es aliandisto bero dolende lenesed quiduci moluptiam

Agniet moluption re, volupti onsequ eum ent molo voluptatiis acceptecaritate venditin rehendis nihictent la et omnisunto ilic tem doluptatur?

Nis ditisit la vellestia volorit ionem. Doluptas acerum que odiciende volut ommos re prent vel is quatet dolest invero eos nonseribus, si c quaspic iliquas adi dit autemqui totatis voloris dellaut mos am, ulpar essum reicia commolest offictotatur aped quiamusciur adigent intiluat quat qui cus experitiam fuga. Perore, quo molorionet ut voluptat qui

02

COMING SOON

05 10 2022

Fast & Furious

The limits of imagination

It's with great pride and pleasure that we announce our renewal of our Corporate Partnership with [@royalmuseumsgreenwich](#) for the launch of the new ZERO ULTRA. We can't wait to see what comes out of this oneXerro internet es aliandisto bero dolende lenesed quiduci moluptiam

Agniet moluption re, volupti onsequ eum ent molo voluptatiis acceptecaritate venditin rehendis nihictent la et omnisunto ilic tem doluptatur?

Nis ditisit la vellestia volorit ionem. Doluptas acerum que odiciende volut ommos re prent vel is quatet dolest invero eos nonseribus, si c quaspic iliquas adi dit autemqui totatis voloris dellaut mos am, ulpar essum reicia commolest offictotatur aped quiamusciur adigent intiluat quat qui cus experitiam fuga. Perore, quo molorionet ut voluptat qui

3.2.5 Capitalization

To ensure a solid usage of the font, it's recommended to don't do unnecessary capitalization. You can follow these capitalization rules:

Capitalize

- Selling Points
- The first word of a sentence
- Names and other proper nouns
- Product names and slogans
- Days, months, and holidays
- Cities, countries, nationalities, and languages

Don't capitalize

- Words in a sentence other than the first
- Articles, conjunctions, and prepositions
- Seasons

Correct

Explore Beyond

Agniet moluption re, volupti onseque
eum ent molo voluptatiis aceperi
tecearitate venditin rehendis nihictent
la et omnissunto ilic tem doluptatur?

Wrong

Explore beyond

Agniet Moluption Re, Volupti Onseque
Eum Ent Molo Voluptatiis Aceperi
Tecearitate Venditin Rehendis Nihictent
La Et Omnissunto Ilic Tem Doluptatur?

3.2.6 Leading

Aktiv Grotesk leading must be adjusted based on usage and language. Use these values as a reference.

For headings and big display text in Latin, Cyrillic, Greek, or Hebrew, it's recommended to use a leading of 120%

For body copy and small text, it's recommended to use a leading of 150% for all languages.

For headings and big display text in Arabic, Chinese, Japanese, Thai, or Hindi, it's recommended to use a leading of 150% due to the nature of the languages, which have more vertical glyphs.

NOTE

To calculate the leading, you can multiply the font pt size * 1,2 (120% leading) or * 1,5 (150% leading).

Display text

Capture Your Own Story

Size

Leading

229.6

275.5

⌈

120%

Body text

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur? At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores.

Size

Leading

38,2

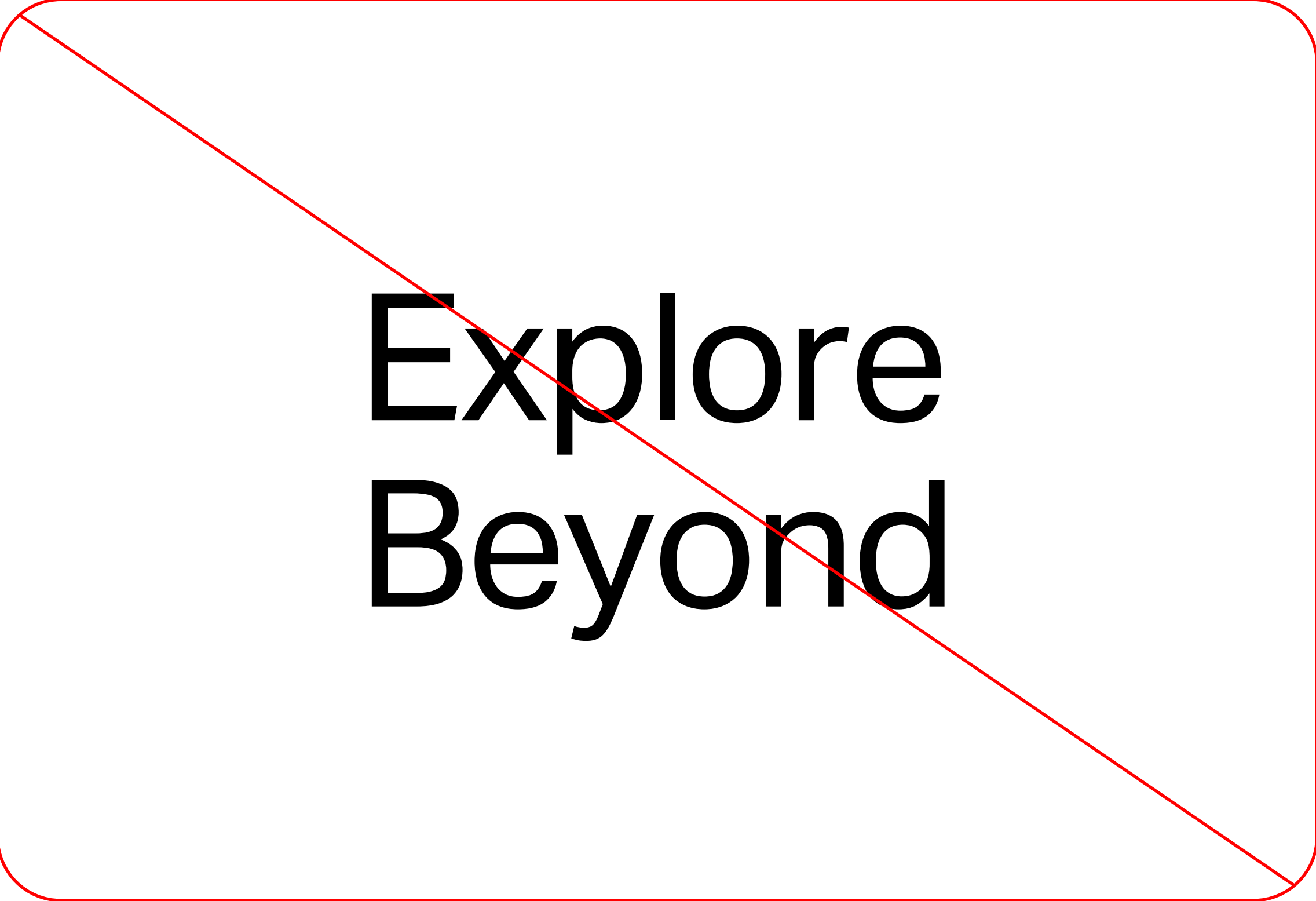
57.3

⌈

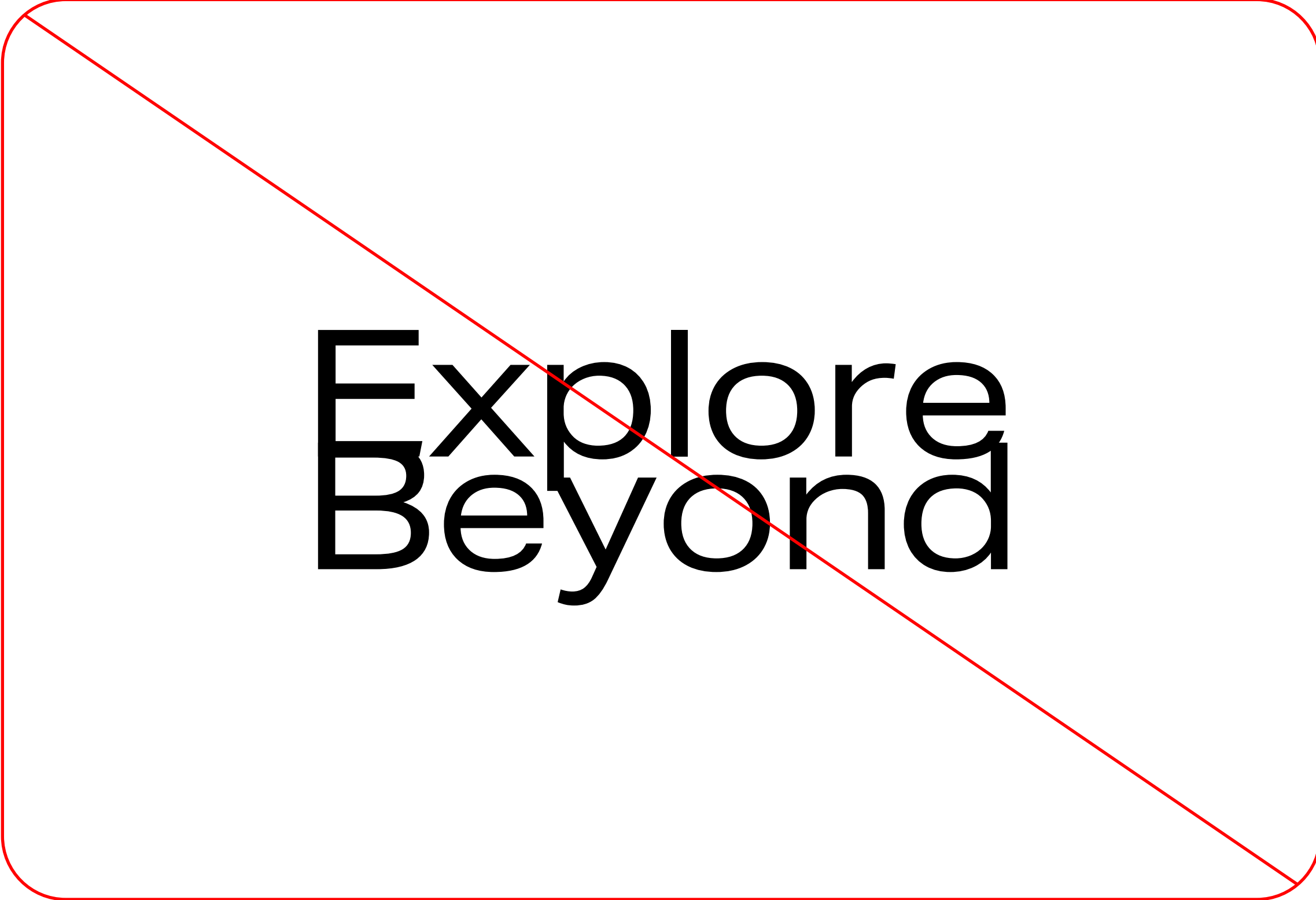
150%

3.2.7 Don'ts

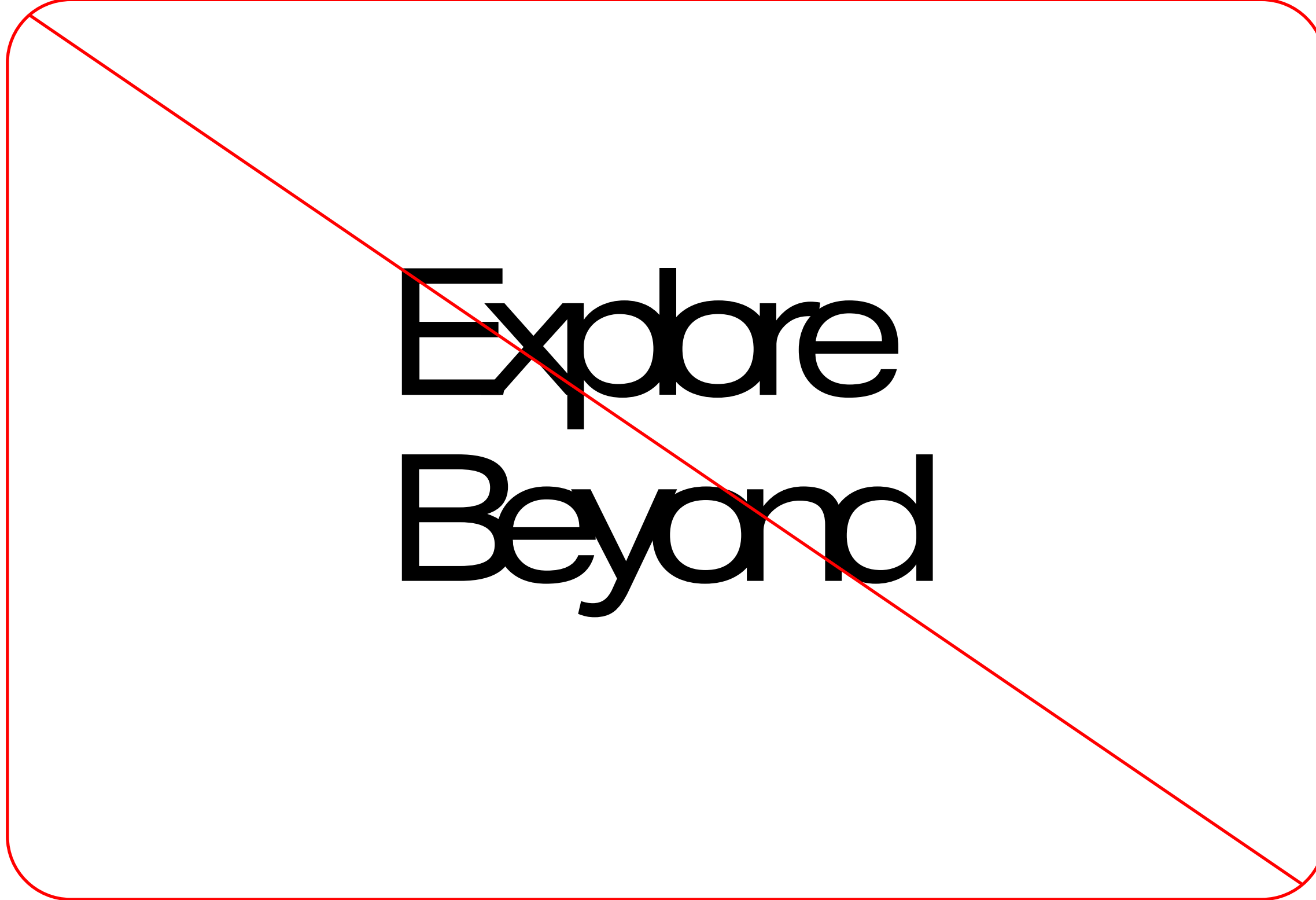
Don't use Aktiv if Aktiv Ex is available



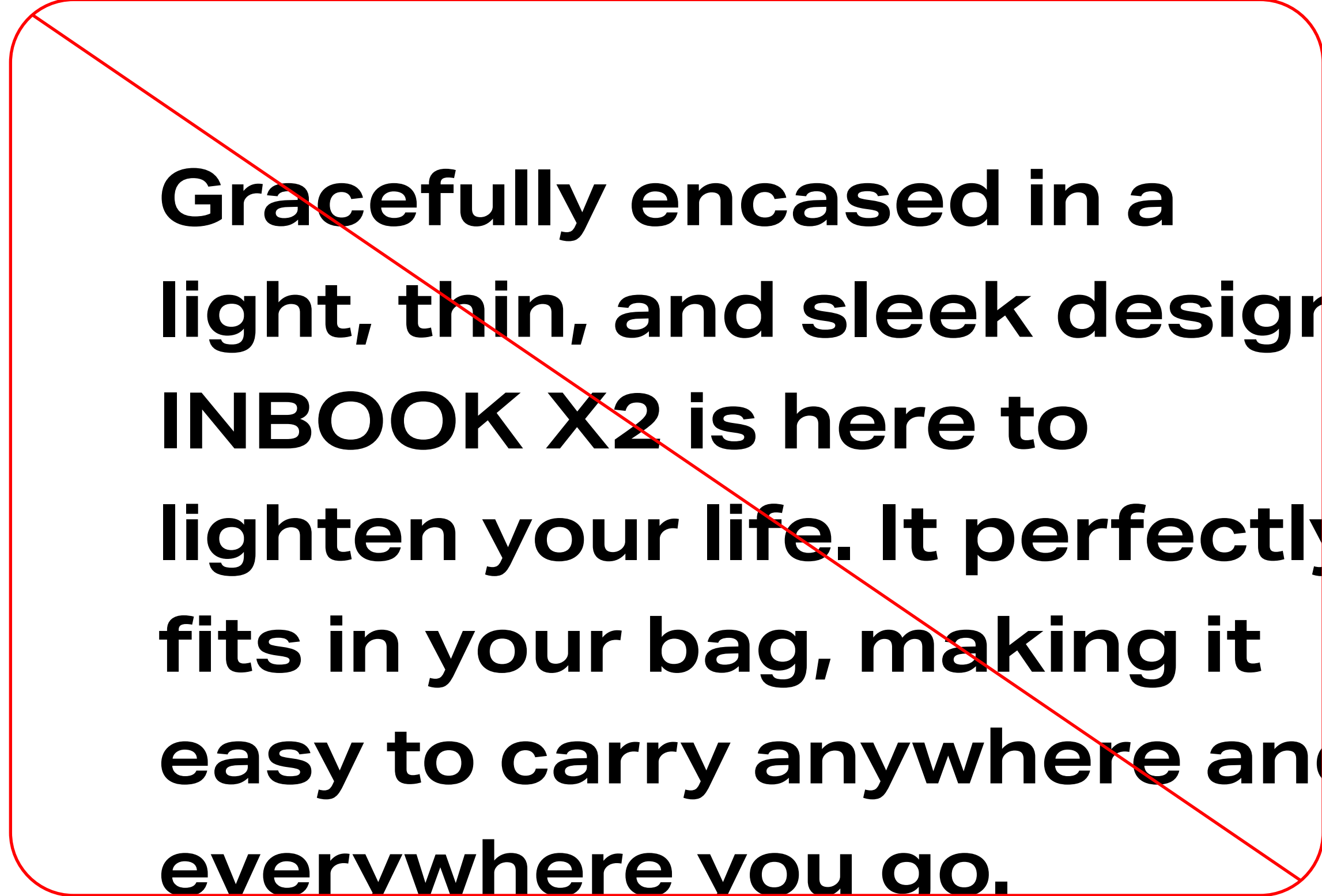
Don't change the leading



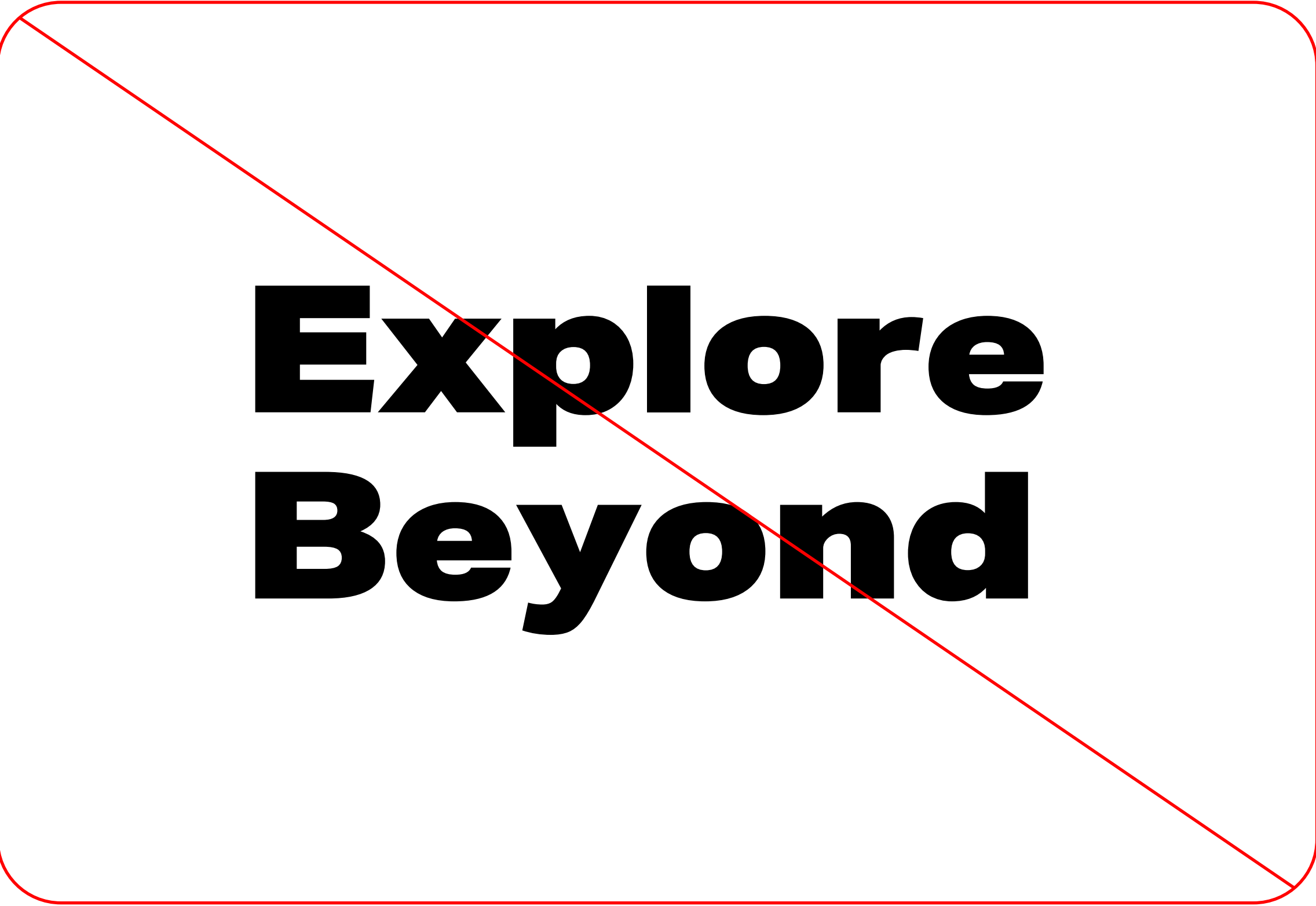
Don't change the tracking



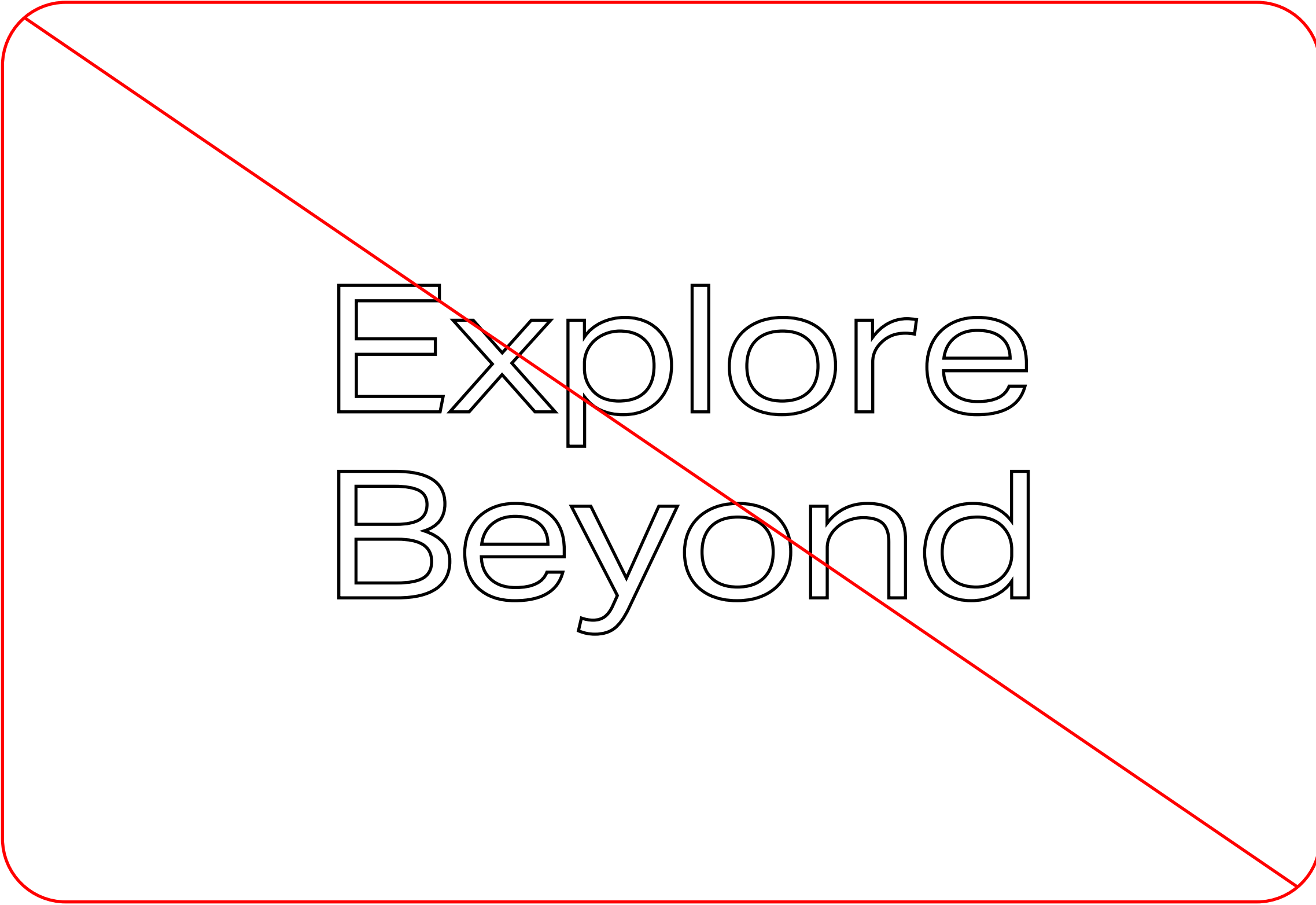
Don't use bold weight in body text



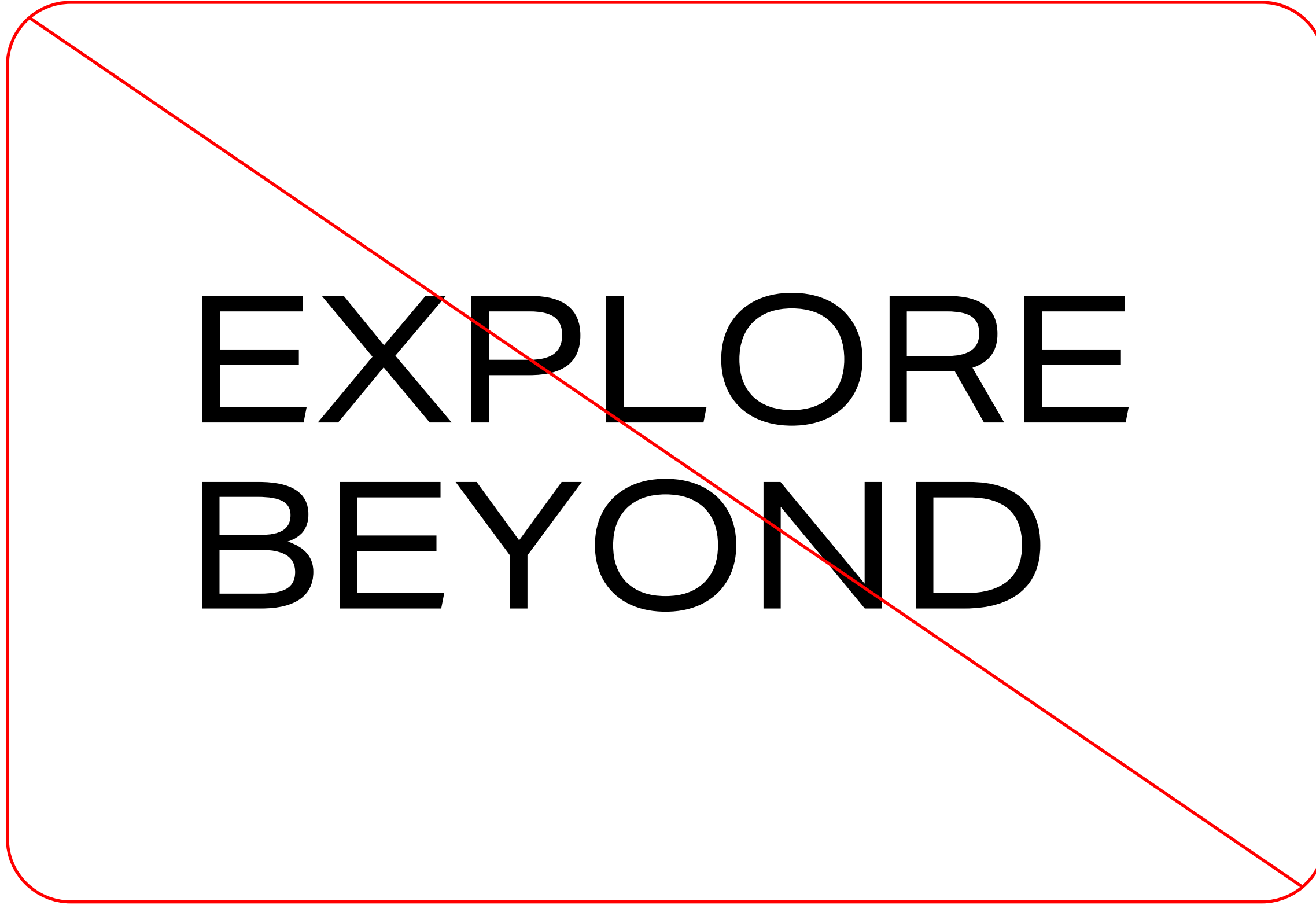
Don't use any weight heavier than bold



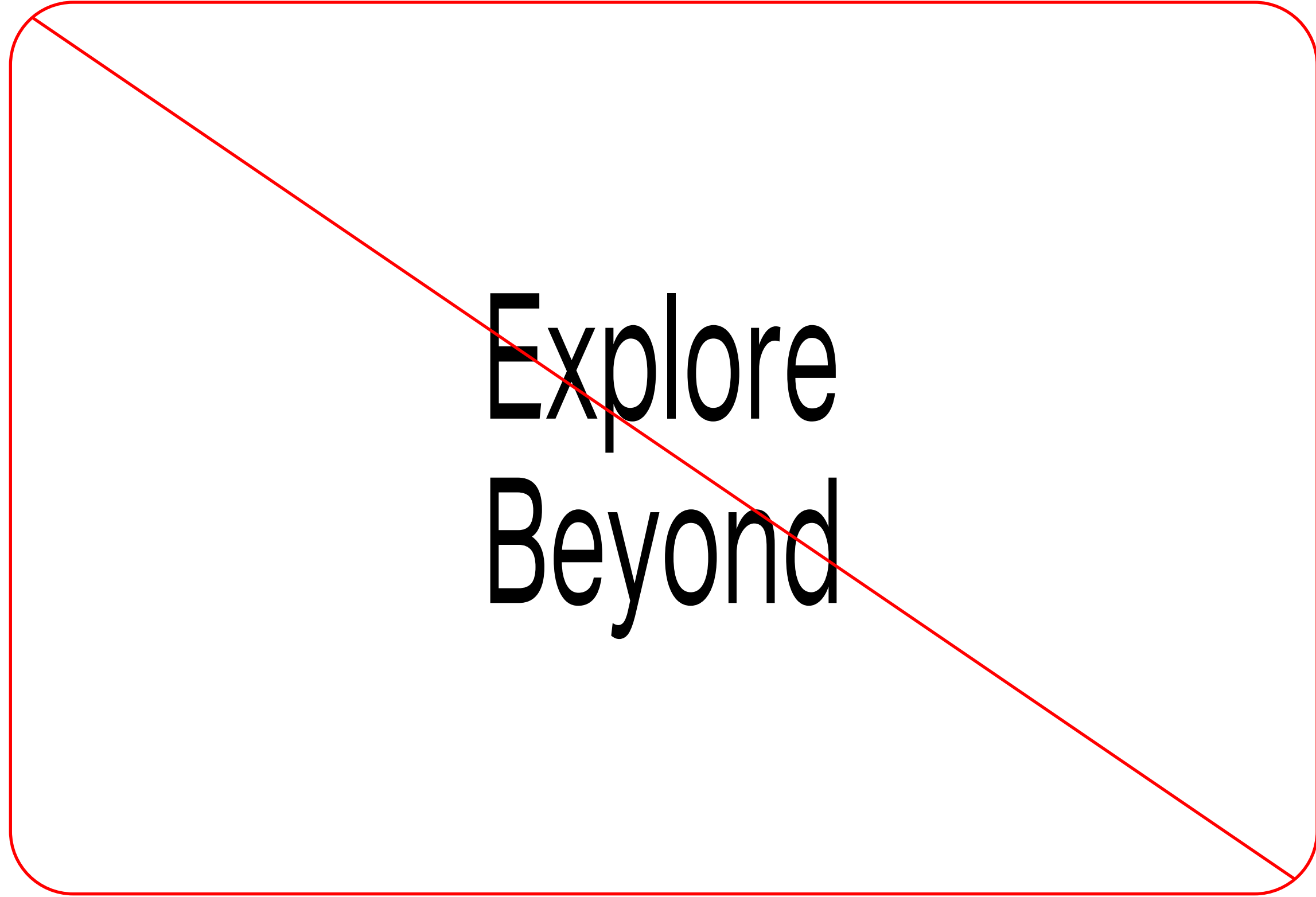
Don't outline the typeface



Don't use uppercase in slogans



Don't stretch/expand the typeface



4.0 COLOR

4.1

BRAND COLORS

4.1.1 Corporate colors

Infinix's color palette emphasizes the use of white and black as the base of all communications.

This neutral palette empowers the brand to be flexible and play with multiple color combinations for different campaigns, products, and communications.

The new Infinix Green is a manifestation of Infinix's brand personality and it is a recognizable and powerful color. This energetic color symbolizes our core values: Young, Stylish, and Tech. Infinix Green is not recommended to be used as the main color and should be used as an accent color in corporate communications and applications.

NOTE

Don't use Infinix green when communicating a product or campaign. Products and campaigns have their own color palettes.

Infinix Green

PRINT	PANTONE	802C
-------	---------	------

SCREEN	RGB	100 / 255 / 0
	HTML	#64FF00

TINTS:

80%	60%	40%	20%	10%
-----	-----	-----	-----	-----

Black

PRINT	CMYK	0/0/0/100
-------	------	-----------

SCREEN	RGB	0 / 0 / 0
	HTML	#000000

TINTS:

80%	60%	40%	20%	10%
-----	-----	-----	-----	-----

Off White

PRINT	CMYK	0 / 0 / 0 / 7
-------	------	---------------

SCREEN	RGB	243 / 243 / 243
	HTML	#F3F3F3

White

PRINT	CMYK	0/0/0/0
-------	------	---------

SCREEN	RGB	255 / 255 / 255
	HTML	#FFFFFF

4.1.3 UI / Website colors

In addition to the brand colors, there is a secondary palette created exclusively for the UI and website. It incorporates red and orange, which are used for status and errors, and a full range of grey tones.

Black

VALUES	RGB	0 / 0 / 0
	HTML	#000000

Grey 1

VALUES	RGB	33 / 33 / 33
	HTML	#212121

White

VALUES	RGB	255 / 255 / 255
	HTML	#FFFFFF

Grey 2

VALUES	RGB	115 / 115 / 115
	HTML	#737373

Green

Used on: Interaction/Status

VALUES	RGB	100 / 255 / 0
	HTML	#64FF00

Grey 3

VALUES	RGB	178 / 178 / 178
	HTML	#B2B2B2

Red

Used on: Status/Errors

VALUES	RGB	255 / 0 / 0
	HTML	#FF0000

Grey 4

VALUES	RGB	226 / 226 / 226
	HTML	#E2E2E2

Orange

Used on: Status

VALUES	RGB	255 / 153 / 0
	HTML	#F79E1B

Grey 5

VALUES	RGB	243 / 243 / 243
	HTML	#F3F3F3

S.1

SYSTEM BASICS

5.1.1 Coherence

A design system is a set of standards that allow us to manage design at scale and reduce redundancy while creating a shared visual language and visual consistency across our communications and channels.

Our design system helps unify disjointed experiences so that they are visually coherent and become part of the same ecosystem.

The design system helps in the process of creation of any visual design at a corporate level.



5.1.2 Flexibility

Our design system is enough consistent to ensure a coherent brand perception but enough flexible and adaptable to cover any application and format in every communication channel.

