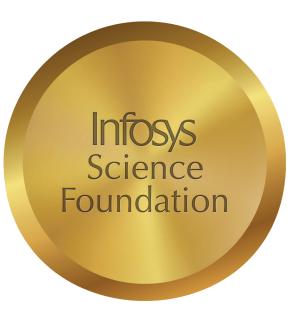
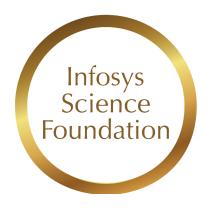
BRAND BOOK

INFOSYS SCIENCE FOUNDATION

Logo





Watermark Logo

Logo in reverse

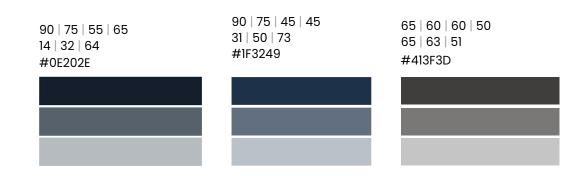
The readability of the logo must be maintained at all times and on all backgrounds.



Colors sets

Primary colours

Primary colours can be used in the logo background



Web Colour palette

Word Marks

The word mark will be white on dark backgrounds



Space between the Icon & Wordmark

The Space between the Icon and the Wordmark is equal to the counter space in the 'IN' of the Wordmark.



Typography

POPINS Medium font for headlines

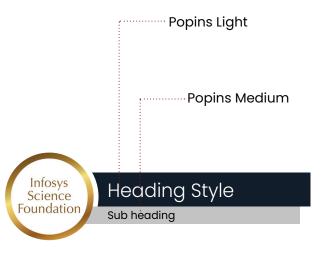
POPINS

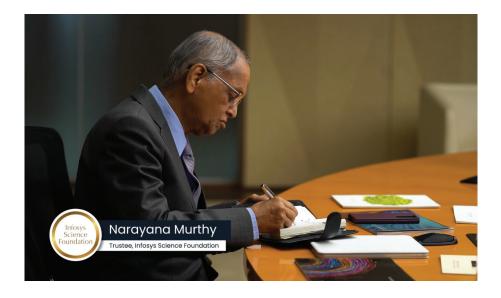
Regular font for body text.

Logo Typography

Infosys Science Foundation

Typography Specifications

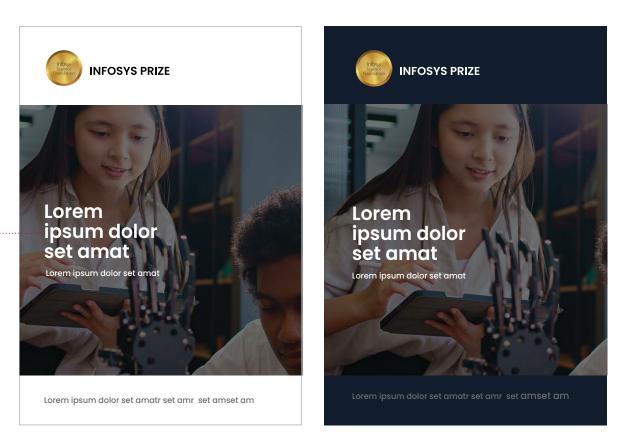


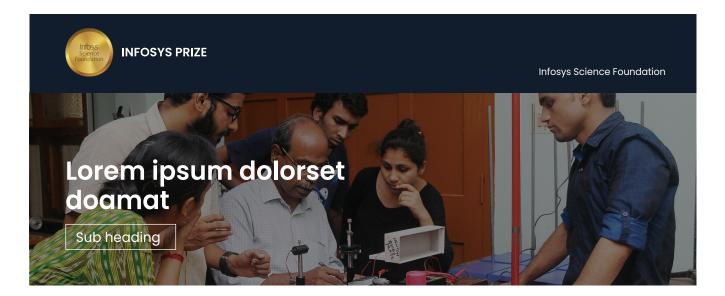


Logo Placement in posters

One quick rule for Logo placement: when typography is present in a communication, and both the type and Logo are placed to the left hand side, they should left align.

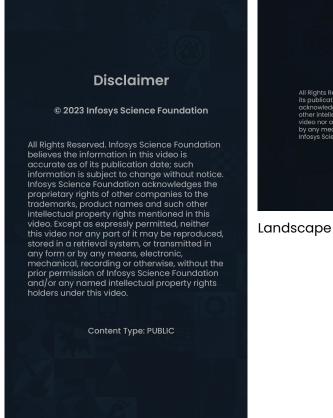
> Titles in Popins · Semobold font







Discalimer slide



Portrait

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