

Infinity Brand & Identity Guidelines

Infinity Generation, Inc., together with its affiliates (“Infinity”), provide these Guidelines for customers, partners, creators, media, and others who reference or use Infinity’s trademarks, names, symbols, icons, designations, and logos (collectively, the “Trademarks”). Infinity’s Trademarks are valuable intellectual property. These Guidelines are intended to promote fair, lawful, and consistent use.

If you have a separate written agreement with Infinity (e.g., Partner/Reseller, Certification, Marketing), follow that agreement. Where it does not address a particular issue, these Guidelines apply. If there is any conflict, your agreement controls for that.

Infinity owns registered and unregistered Trademarks, including those listed in Appendix A. Use is permitted only as described here or under separate written permission.

Contents

1. Permitted Uses: Wordmarks	2
2. Permitted Uses: Logos & Brand Assets	3
3. Trademarks	3
3.1 Notice	3
3.2 Trademarks: Don’ts	4
3.3 Reporting Trademark Abuse	5
4. Infinity Logos & Approved Uses	5
4.1 “Made with Infinity Creator”	5
4.2 Infinity Wordmark & Monogram (“I-glyph”)	6
4.3 Partner & Verification Badges	6
4.4 Certification Marks	6
4.5 Attribution	6
5. Partner Programs & Channel Signatures	7

5.1 What is a Channel Signature?	7
Authorized Partner: One-Line	7
Authorized Partner: Two-Line	7
Infinity Certified	7
5.2 Who May Use Channel Signatures?	7
5.3 Choosing a Configuration	8
One-line signature	8
Two-Line signature	8
Monogram Icon only for small spaces	8
5.4 Placement & Hierarchy	8
5.5 Minimum Size & Clear Space	9
6. Icon System (Black/White Only)	9
6.1 Approved Icon Treatments	9
6.2 Mistakes to Avoid	10
7. Intro Animation Requirement (Engine/Tools Credit)	10
7.1 Placement & Sequencing	10
7.2 Delivery Formats	11
8. Typography (Corporate & Co-brand)	12
9. Social Media Policy for Partners	12
10. Proper Use of Infinity Trademarks (Text Rules & Examples)	12
11. Partner Portal (IPP): Assets & Access	14
12. Disclaimer & Reservation of Rights	14
13. Requests and Questions	14
Appendix A — Infinity Trademark List (reference)	15

1. Permitted Uses: Wordmarks

You may use Infinity wordmarks that are not logos (e.g., Infinity Creator, Infinity Engine) to:

- Identify Infinity products/services (“Our plugin is compatible with the Infinity Creator.”)
- Describe truthful compatibility/support (“Built for Infinity Engine.”)
- Reference Infinity in relevant editorial use (articles, reviews, documentation) with proper notice/attribution (see §4) and without out-shining your own brand.

Use Trademarks as adjectives, not nouns/verbs.

- Right: “Install the Infinity Creator software.”
- Wrong: “Install Infinity.”

2. Permitted Uses: Logos & Brand Assets

Logo use is limited and must follow all rules below and any published style specs.

General rules:

- Only current, Infinity approved assets may be used; do not modify. No recoloring, restyling, or distortion.
- Maintain legibility and contrast.
- Preserve required clear space.
- No decorative/background use.
- No implied endorsement unless expressly authorized.

If your scenario is unusual or not covered here, request permission at brand@infinitygeneration.com.

3. Trademarks

3.1 Notice

Include a trademark notice wherever Infinity Trademarks appear (site footers, credits, packaging, store listings, videos).

Example:

[This website/these materials/(product/service or company name)] [is/are] not sponsored by or affiliated with Infinity Generation, Inc. [Infinity Trademark(s)] [is a/are] trademark(s) or

registered trademark(s) of Infinity Generation, Inc. in the U.S. and elsewhere.

3.2 Trademarks: Don'ts

- Don't use any Infinity Logo except as allowed here or by written permission.
- Don't use Infinity Trademarks for your business, products, services, social handles, hashtags, or domains.
- Don't suggest affiliation or endorsement where none exists.
- Don't use Trademarks in ways that disparage Infinity or harm goodwill.
- Don't use Trademarks misleadingly (including in ads) or with unlawful/offensive/violent content.
- Don't imitate Infinity trade dress (color/typography/iconography/product imagery).
- Don't use Trademarks as keywords, search terms, metadata, or other ad identifiers.

Don't: Unauthorized Logo Use

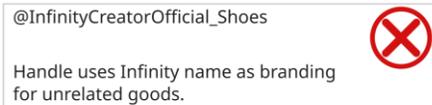
Use only as permitted—never on your own.



Don't use the Infinity logo without permission or outside these Guidelines.

Don't: Use as Your Name/Handle

No business names, product names, or handles.



Don't use Infinity Trademarks in the name of your business, product, or social handle.

Don't: False Affiliation

No claims of sponsorship or endorsement.



Don't suggest partnership, sponsorship, or endorsement where none exists.

Don't: Disparage or Harm Goodwill

Avoid negative, demeaning, or harmful contexts.



Don't use Trademarks in ways that disparage Infinity or damage goodwill.

Don't: Misleading or Unsafe Contexts

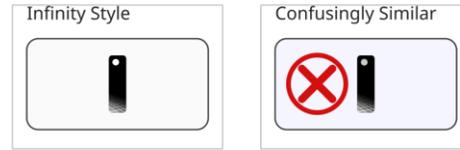
No misleading ads or unsafe content.



Don't use Trademarks in misleading ads or with unlawful/offensive/violent content.

Don't: Imitation logo

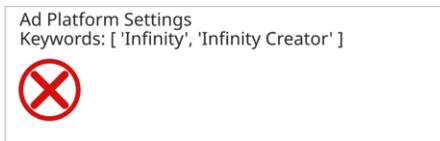
Avoid confusingly similar look-and-feel.



Don't imitate Infinity's logo (color, typography, iconography, product imagery).

Don't: Use as Keywords

No search terms or metadata using the Trademarks.



Don't use Trademarks as keywords, search terms, metadata, or other ad identifiers.

Don't: Alter the Logo

No rotation, bevel, 3D, or pattern effects.



Don't rotate, add 3D/bevel/drop shadows, or apply patterns to the logo.

3.3 Reporting Trademark Abuse

Report confusingly similar marks or misuse to brand@infinitygeneration.com. Include screenshots, URLs, and a brief description.

4. Infinity Logos & Approved Uses

4.1 "Made with Infinity Creator"

Use to indicate your released work (game, app, film, interactive) was created using the Infinity Engine. Suitable for splash screens, credits, store listings, and marketing tied to the specific work.

- **Do:** Use the logo as provided; follow size/clear-space rules.
- **Don't:** Treat as a general endorsement badge or alter wording/shape.



MADE WITH THE
INFINITY CREATOR

4.2 Infinity Wordmark & Monogram (“I-glyph”)

Primary corporate logo. Use is limited to official Infinity product/service promotion, or informational, non-commercial contexts (e.g., a blog post), without implying endorsement and without mimicking official Infinity layouts.

When space is constrained and the primary logo would be illegible, the monogram variant may be used per style specifications.



Monogram

4.3 Partner & Verification Badges

Holders of written recognitions (Authorized Partner, Verified Solution, Infinity Certified, etc.) receive specific badge artwork and usage instructions. Use only to represent the actual relationship and only while valid.

4.4 Certification Marks

Certification programs provide individual badges. See your existing program agreement for details.

4.5 Attribution

Infinity Creator, Infinity Engine, the Infinity logo, and related names and logos are trademarks of Infinity Generation, Inc. or its affiliates.

5. Partner Programs & Channel Signatures

5.1 What is a Channel Signature?

A channel signature combines the Infinity icon with a logotype (e.g., “Authorized Partner”) set in a specially designed type. It communicates your relationship to Infinity and must never be separated into parts or modified.

Authorized Partner: One-Line



Authorized Partner: Two-Line



Infinity Certified



5.2 Who May Use Channel Signatures?

Only current Infinity channel affiliates who have an enterprise contract and individuals with a current Infinity certification may use the relevant signature. Infinity may withdraw permission if usage is inconsistent or inappropriate.

5.3 Choosing a Configuration

- One-line: Icon and wordmark on a single baseline; best for horizontal layouts.
- Stacked: Icon above wordmark; best for vertical/narrow spaces.
- Monogram: Icon-only for extreme space constraints; use sparingly and never as your primary brand.

One-line signature



Two-Line signature



Monogram Icon only for small spaces

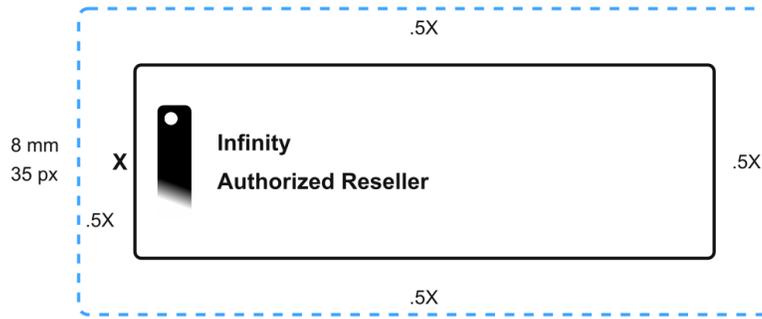


5.4 Placement & Hierarchy

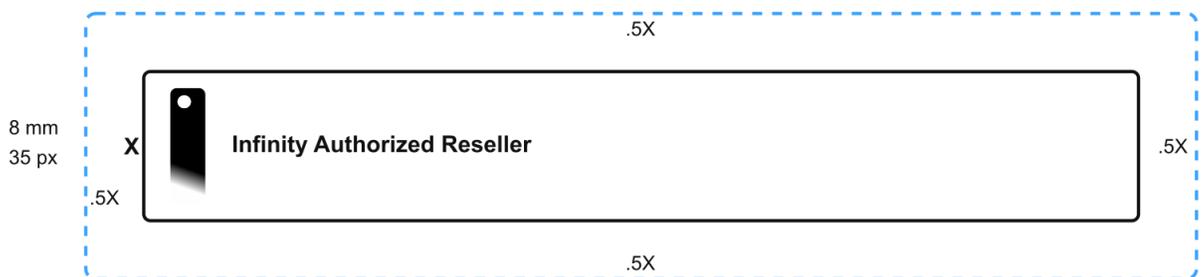
The Infinity channel signature must always be smaller and secondary to your own identity and never replace your brand. Use only one Infinity signature per section/surface. If you hold multiple authorizations, choose the one most relevant to the content.

5.5 Minimum Size & Clear Space

- Minimum size: 8mm in print and 35px on screen (measured by the icon height).
- Clear space: Maintain a buffer of 0.5× the icon height on all sides; allow more for impact.



X equals the exact rendered icon height. Keep $\geq .5X$ clear space; minimum X is 8 mm print / 35 px digital.



X equals the exact rendered icon height. Keep $\geq .5X$ clear space; minimum X is 8 mm print / 35 px digital.

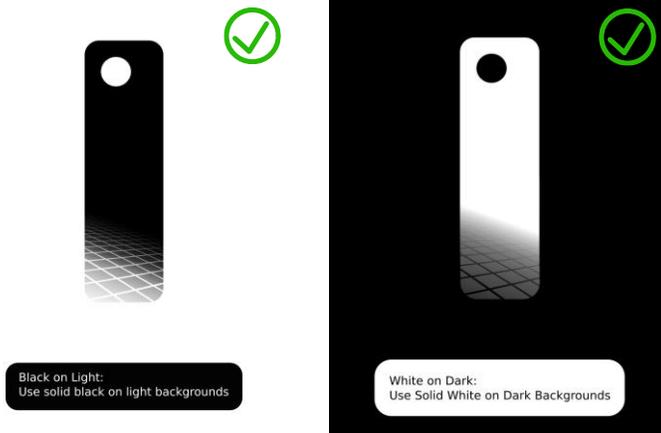
For all Infinity channel signatures, the minimum size is **8 mm** in print and **35 pixels** onscreen, measuring the height of the Infinity icon. Allow minimum clear space as shown.

6. Icon System (Black/White Only)

6.1 Approved Icon Treatments

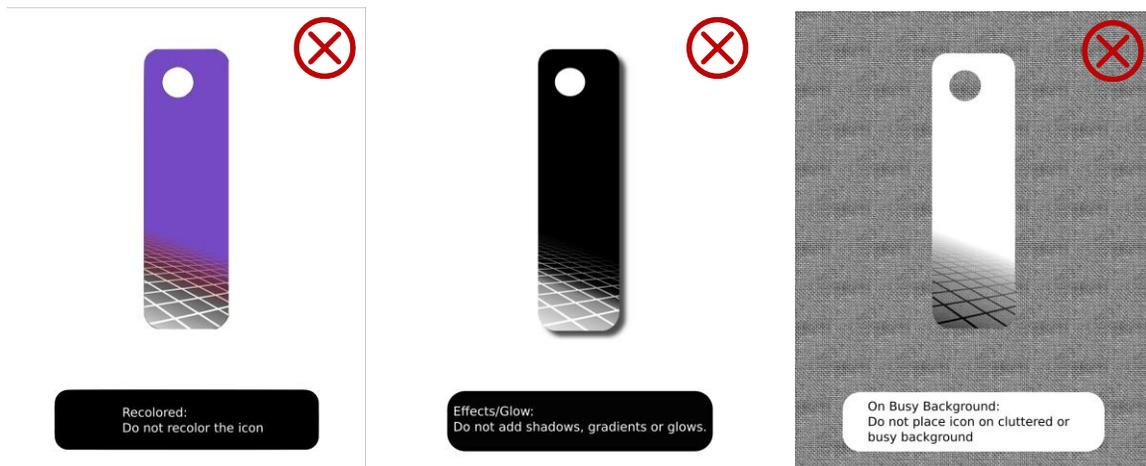
- Black on light backgrounds

- White on dark backgrounds



6.2 Mistakes to Avoid

No recoloring, shadows, bevels, 3D, glows, busy backgrounds, or combining icons with other symbols/text.



7. Intro Animation Requirement (Engine/Tools Credit)

7.1 Placement & Sequencing

Sequence order when other logos are present: Publisher/Studio → Engine/Tools (Infinity) → Title/Menu. Maintain safe margins; do not overlay UI during playback.

7.2 Delivery Formats

Use the full, unedited animation. No crops, color changes, speed changes, reversals, overlays, or masks.

Delivery masters (choose one):

- .mov — Apple ProRes 4444 XQ (12-bit, 4:4:4:4)
- .mov — Apple ProRes 4444 (10-bit, 4:4:4:4)
- .mov — Apple ProRes 422 HQ (10-bit, 4:2:2) (*existing*)
- .mxf/.mov — Avid DNxHR HQX (10/12-bit, 4:2:2) or DNxHD 220x for 1080p
- .mov/.avi — GoPro CineForm (Quality High), RGBA or YUV

Alpha-background versions (for compositing):

- .mov — ProRes 4444 / 4444 XQ (straight alpha preferred; premultiplied acceptable)
- .mov/.avi — CineForm RGBA (12-bit)
- Image sequences (use original frame rate):
 - OpenEXR (.exr) 16-bit half, linear, RGBA
 - TIFF (.tif) 16-bit, RGBA
 - PNG (.png) 8-bit, RGBA

Web/streaming derivatives (for distribution only):

- .mp4 — H.264 (High profile, Level 5.1), 15–30 Mbps for 1080p; 35–60 Mbps for 4K
- .mp4/.mov — H.265/HEVC (Main10), 10–20 Mbps for 1080p; 25–45 Mbps for 4K
- .webm — VP9, 2-pass (use for web embeds)
- .mp4/.mkv — AV1 (Main10) where supported

Color, audio, and metadata:

- Color space: Tag Rec.709, gamma 2.4 for SDR. For HDR, deliver PQ (ST-2084) + Rec.2020 and include mastering display metadata.
- Bit depth: Prefer 10-bit or higher for masters.
- Audio: PCM 24-bit/48 kHz for masters; AAC 320 kbps for web derivatives.
- Resolution & frame rate: Deliver at native (no frame interpolation).

- Letterboxing/pillarboxing: Keep the original aspect; don't re-frame.

8. Typography (Corporate & Co-brand)

Infinity marketing uses Open-Sans (headers), Open-Sans (body), and Monospace (code/docs). These are reserved for Infinity communications. In co-branded materials, use your company's fonts for your voice; do not imitate Infinity's typographic style.

Hierarchy guidance

- Headers: Open-Sans in Infinity-authored materials
- Body: Open-Sans Regular with single line spacing
- Code: Monospace

9. Social Media Policy for Partners

Social channels represent your brand, not Infinity. Do not use Infinity channel signatures as social graphics or overlays. If needed, reference your Infinity authorization in text only. Do not post Infinity product assets/photos to social media or run social campaigns that feature Infinity products without written permission.

10. Proper Use of Infinity Trademarks (Text Rules & Examples)

1) Differentiate the mark in text (capitalize/italicize)

- **Do:** *Infinity Engine*[™] delivers real-time world building.
- **Do:** The Infinity platform integrates with Unreal.
- **Don't:** our new infinity tools are live.
- **Don't:** INFINITY (in caps) unless it's a stylistic headline.

2) Use marks as adjectives paired with generics

- **Do:** *Infinity Creator*[™] tools, *Infinity Engine*[™] SDK.
- **Do:** The *Infinity Creator* services include support and training.

- **Don't:** We installed an Infinity last week.
- **Don't:** Infinity platform is a powerful (standalone noun). → **Do:** The *Infinity platform* is powerful.

3) Keep clear space around marks in layouts

- **Do:** Maintain empty space around the wordmark/icon equal to 0.5× the icon's width on all sides.
(Example note for designers: if the icon is 24 px wide, keep ≥24 px padding to text, borders, or other logos.)
- **Do:** Place other logos or UI elements outside that zone; keep the mark on clean backgrounds.
- **Don't:** Tuck captions right against the wordmark, overlap with photography, or place it on busy patterns.

4) Use the correct ™ on first or most prominent use

- **Do (first use):** We're launching with *Infinity Engine*™ today.
Do (subsequent mentions): Infinity integrates with major engines.
- **Do (unregistered mark):** The *Infinity Creator*™ tools are now available.
- **Don't:** Spray ™ on every mention. Use it on the first or most prominent reference per page/asset.
- **Note:** Use ™ only where the mark is registered; use ™ where it's not or registration is pending.

5) Don't abbreviate, pluralize, hyphenate, or use possessives

- **Do:** The *Infinity Engine*™ features real-time biomes.
- **Don't (abbrev.):** INF reduces build times. → **Do:** The *Infinity Creator*™ reduces build times.
- **Don't (plural):** We compared three Infinities. → **Do:** three *Infinity Creator*™ deployments.
- **Don't (hyphenate):** Infinity-powered tools. → **Do:** tools powered by the *Infinity Engine*™.
- **Don't (possessive):** Infinity's scalability. → **Do:** the scalability of the *Infinity Engine*™.

11. Partner Portal (IPP): Assets & Access

If you need Infinity brand assets that aren't already available publicly, reach out to us at brand@infinitygeneration.com. We're happy to help with press kits, logo lockups, iconography, screenshots, video/B-roll, color profiles, and template files.

When you email us, please include:

- Your organization/name and how you plan to use the assets
- The specific assets you need (e.g., SVG logo, product screenshots, UI icons)
- Formats/sizes required and any deadlines
- Where the materials will appear (website, print, video, social, etc.)
- Any relevant agreements (Partner/Reseller/Certification/Marketing)

Notes:

- All uses remain subject to these Brand Guidelines and any applicable agreements.
- Approval may be required for certain placements or co-branding.
- We generally respond within a reasonable timeframe on business days.

12. Disclaimer & Reservation of Rights

Any goodwill from your use of Infinity Trademarks accrues exclusively to Infinity. Except for the limited permissions expressly granted here, no license is provided. Infinity may refuse, revoke, or terminate permissions at any time and may update these Guidelines; uses that become non-compliant must be corrected. AS-IS NOTICE: Permitted use is provided as-is without warranties; Infinity disclaims all liability to the maximum extent allowed by law.

13. Requests and Questions

For questions or special authorizations, contact: brand@infinitygeneration.com. By submitting a request, you agree that Infinity's Privacy Policy governs any personal data you provide.

Appendix A — Infinity Trademark List (reference)

- Infinity Generation™ — software platform and tools for procedural content generation
- Infinity Creator™ — node-graph editor and desktop application
- Infinity Engine™ — runtime engine and SDK
- Infinity “I-glyph” logo — primary corporate logo
- Made with Infinity Creator™ — program/compliance logo

Absence from this list does not constitute a waiver of rights.