

1 INFINITY-LOOP BRAND GUIDE

1.1.1 Symbol Name

Infinity-Loop Symbol

1.1.2 Preferred Alt-Text

"A multicoloured infinity-shaped loop composed of segmented tiles in a smooth ribbon form, set against a split background of midnight purple and cyan."

1.1.3 Colour Values

Colour	HEX	RGB	CMYK
Yellow	#fed700	RGB 254, 215, 0	CMYK 0, 15, 100, 0
Magenta-Purple	#c241bb	RGB 194, 65, 187	CMYK 0, 66, 0, 24
Light Cyan	#66ffff	RGB 102, 255, 255	CMYK 60, 0, 0, 0
Deep Sky Blue	#00bfff	RGB 0, 191, 255	CMYK 100, 25, 0, 0
Royal Blue	#4b78ed	RGB 75, 120, 237	CMYK 68, 49, 0, 7
Slate Blue	#6a5acd	RGB 106, 90, 205	CMYK 48, 56, 0, 0
Lavender	#8b67f6	RGB 139, 103, 246	CMYK 44, 58, 0, 0
Violet	#6f00c1	RGB 111, 0, 193	CMYK 42, 100, 0, 24
Light Purple	#a966da	RGB 169, 102, 218	CMYK 22, 54, 0, 0
Purple Shade	#8c33cd	RGB 140, 51, 205	CMYK 32, 75, 0, 0
Violet (Repeat)	#6f00c1	RGB 111, 0, 193	CMYK 42, 100, 0, 24
Rich Purple	#530091	RGB 83, 0, 145	CMYK 43, 100, 0, 43
Deep Purple	#380061	RGB 56, 0, 97	CMYK 42, 100, 0, 62

1.1.4 Safe Area & Clear Space

- Maintain a clear space equal to the height of one tile on all sides.
- Avoid placing text or logos within this padding area.

1.1.5 Do's & Don'ts

Do:

- Use the symbol in its original form.
- Pair with the Neurodiversity Pride kite logo when representing ND Pride Day.
- Use approved colour backgrounds or plain white.

Don't:

- Rotate, squash, or stretch the symbol.
- Rearrange or recolour the tiles.
- Place on visually noisy backgrounds that reduce legibility.
- Add drop shadows or extra visual effects.