**Infinity-Loop Symbol Brand**. *Neurodiversity Foundation | CC-BY 4.0*

# Infinity-Loop Brand Guide

### Symbol Name

Infinity-Loop Symbol

### 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."

### 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 |

### 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.

### 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.