

# deepinfra

## Brand Guidelines

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# Brand Guidelines

The DeepInfra brand is built on precision, technical depth, and approachability. This document provides official guidance on usage of our brand assets for media, journalists, and press partners.

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Navigate through the core elements of the brand identity. Each section provides detailed guidelines for usage, ensuring consistency across all digital and print touchpoints.

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# 01 Logo & Usage

Our logo is the most immediate representation of our company, our people, and our brand to the world. The primary mark consists of the 3x4x3 neural grid icon and the custom lowercase wordmark.

PRIMARY HORIZONTAL LOGO (WHITE ON DARK)



## Clear Space

Maintain a minimum clear space around the logo equal to the height of the 'd' in the wordmark (represented by 'x').



## Minimum Size

To preserve legibility, never reproduce the logo smaller than the minimum sizes specified below for digital and print.



DIGITAL: 24PX H



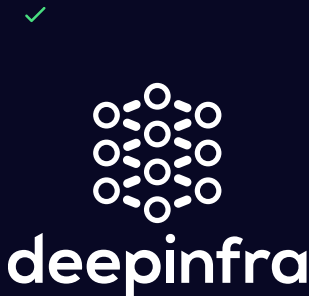
PRINT: 0.5IN H



# 01 Logo & Usage

Our logo is the most immediate representation of our company, our people, and our brand to the world. The primary mark consists of the 3x4x3 neural grid icon and the custom lowercase wordmark.

## PRIMARY VERTICAL LOGO



### Clear Space

Maintain a minimum clear space around the logo equal to the height of the 'd' in the wordmark (represented by 'x').




### Minimum Size

To preserve legibility, never reproduce the logo smaller than the minimum sizes specified below for digital and print.




# 01 Logo & Usage


## Logo Usage DOs & DON'Ts




✓ Use the primary white logo on dark backgrounds




✗ Don't stretch, squash, or distort the logo proportions




✗ Don't use unapproved colors or apply gradients



✗ Don't rotate the logo or display it vertically



✗ Don't place the logo on busy backgrounds or patterns



✗ Don't crop or cut off any part of the logo mark or wordmark



✓ Correct use the primary white logo on dark backgrounds



## 02 Color Scheme

Our color palette is purposely constrained to reflect a technical, sophisticated environment. The dark foundation allows data and accents to pop, creating depth and focus.

### Primary Palette

#### Deep Navy

Primary foundation for all app backgrounds and panels.

HEX	#040320
RGB	4, 3, 32
CMYK	90, 80, 50, 80

#### Navy

Primary interactive color for buttons, links, and highlights.

HEX	#2A3275
RGB	76, 89, 211
CMYK	75, 65, 0, 0

#### Electric Indigo

Primary interactive color for buttons, links, and highlights.

HEX	#4C59D3
RGB	76, 89, 211
CMYK	75, 65, 0, 0

#### Sky Blue

Primary color for headings, body text, and line work.

HEX	#5699DB
RGB	255, 255, 255
CMYK	0, 0, 0, 0

#### Pure White

Primary color for headings, body text, and line work.

HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0

### Secondary & Effects

#### Periwinkle Accent

Used sparingly for secondary states, hover effects, or data visualization.

HEX #7777E8

BLUR

#### Glassmorphism

Panels use semi-transparent white/navy layers with background blur for elevation.

bg-white/5 backdrop-blur

#### Usage Note

Never use Electric Indigo on light backgrounds as it fails WCAG contrast accessibility requirements. Always ensure sufficient contrast (4.5:1 minimum) for readable text elements.





# 03 Typography

Our typographic system uses two distinct typefaces to separate structural/display content from readable data/body content, ensuring clarity in complex technical interfaces.


PRIMARY / HEADINGS / BODY TEXT

Manrope

Sans Serif • Geometric • Modern

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*

Regular 400   Semibold 600   Bold 700

Download Manrope 


SECONDARY / BODY TEXT

Public Sans

Sans Serif • Neutral • Legible

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*

Light 300   Regular 400   Medium 500

Download Public Sans 

## Typographic Hierarchy & Rules

H1 - Manrope Bold, 48px, Tight Tracking

Build scalable AI infrastructure.

H2 - Manrope Semibold, 24px

Deploy models with zero configuration.

Body - Public Sans Regular, 16px, Relaxed Leading

DeepInfra provides a serverless API for running the best open source AI models. We handle the infrastructure complexity so you can focus on building applications.

- ✓

**Maintain Weight Hierarchy**  
Ensure headers are significantly bolder than body text for scannability.

- ✗

**Don't Use Unapproved Fonts**  
Do not substitute Manrope or Public Sans with system defaults like Arial or Times New Roman in official materials.

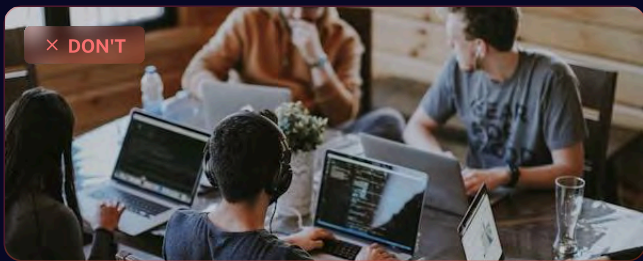


# 04 Imagery

Our photography and visual content style is abstract, technical, and atmospheric. It should evoke concepts of data flow, neural networks, and robust infrastructure without being literal.



Use monochromatic or dual-tone (blue/dark) images with abstract technological themes. Dark backgrounds are essential.



Avoid bright, literal stock photography of people in offices, oversaturated colors, or overly busy scenes that clash with UI elements.

