










# ***TABLE OF CONTENTS***

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InfiniTrust uses three colors aside from standard black to create it's color logo: blue and gray, or silver depending on allowed output.

	Pantone (Solid Print)	CMYK (Other Print)	RGB (Screen Use)	Hexidecimal (Web Use)
InfiniTrust Blue	 PMS 295 C	 C:100 M:57 Y:0 K:37	 R:41 G:66 B:115	 Hex Code: 333399
InfiniTrust Silver	 PMS 877 C			
InfiniTrust Gray	 PMS 423 C	 C:0 M:0 Y:0 K:44	 R:161 G:161 B:161	 Hex Code: 999999

Use silver only in cases of a solid print color, it will not work in any other case.  
Use gray in place of silver in CMYK, RGB, and Hexidecimal uses. Gray can be used as a solid color if silver is deemed distracting.

In a black format, all elements in logo are 100% black.

Black



In a one color format, all elements in logo are InfiniTrust Blue (see page 2).

One Color



In a two color format, the name "InfiniTrust" is in InfiniTrust Blue, and the symbol is in either InfiniTrust Silver or Gray (see page 2).

Two Color



Black



In a black format, background is black with white elements.

One Color



In a one color format, all elements in logo are white with an InfiniTrust Blue background (see page 2).

Two Color



In a two color format, the name “InfiniTrust” is white, the symbol is in either InfiniTrust Silver or Gray, and the background is InfiniTrust Blue (see page 2).

In a gray format, background is 50% black with white elements.

Gray



In a one color format, all elements in logo are white with an InfiniTrust Gray background (see page 2).

One Color



In a two color format, the name "InfiniTrust" is white, the symbol is in InfiniTrust Blue, and the background is either InfiniTrust Silver or Gray (see page 2).

Two Color



SF ATARIAN SYSTEM

***THIS IS 28  
POINT BOLD  
ITALIAC WITH A  
15° SKEW***

This font is to be used only for headers, titles, and display type. It is meant to imitate the typeface of the logo. This being the case, SF Atarian must meet this guideline.

### Avalon

This is 11 point Light  
This is 11 point Medium  
**This is 11 point Bold**

Avalon is to be used for labels and headers in body copy; only point sizes meant for book reading (8-12) are acceptable.

There is not an Italiac version of Avalon. Any attempts to create a version of one must be approved from corporate, or else forbidden.

### ITC New Baskerville

This is 11 point Roman  
**THIS IS 11 POINT SMALLCAPS**  
*This is 11 point Italic*  
*This is 11 point Italic OsF*  
**This is 11 point Bold**  
**THIS IS 11 POINT BOLD  
SMALL CAPS**  
*This is 11 point Bold Italic*  
*This is 11 point Bold Italic OsF*

This font family is meant strictly for body copy. Only book reading sizes (8-12) are acceptable.

New Baskerville may be mixed in type with Avalon, but never with Atarian.

The logo can *only* be used in one type of treatment—horizontal.



The symbol is to go to the right of type, approximately one-third of the way out from the right junction of the “t.” The symbol should also be aligned to the bottom of the junction of the capital “T.” Small caps are from the natural lowercase of SF Atarian Bold Italic (page 6). The type *must* be placed on a 10° angle.

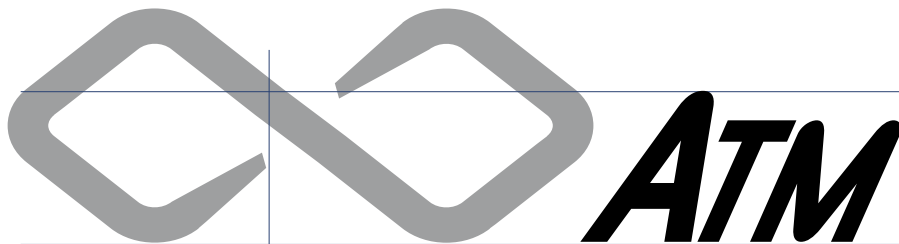
*INFINITRUST*

The type and symbol can be broken up. If this is to be done, the symbol alone is preferred (page 8). Type alone can be treated as normal text, but must be on the same baseline.



Put your tagline here.

If a tagline is applied, it is to be in Avalon, same color at name, and placed under the capital “T.” Type extending to the bottom curve of the symbol is preferable.



When the symbol is alone, auxiliary type is usually in black, with the type to the right of the mark aligned at the baseline, with the ascender extending to the middle curve. See the table of contents for a proper example.

If text is below the mark, it is to be placed in a proper position vertically, but the left of the type will be aligned to the right edge of the left inside edge of the mark. Both are to be the correct usage of SF Atarian (page 6).



InfiniCard™ is the Credit and Debit cards produced in conjunction with Visa®.

*INFINICARD*

AutoTel™ is the Automatic Teller Machine and web services of InfiniTrust.

*AUTO TEL*

InfiniCheck™ is the physical and online check.

*INFINICHECK*

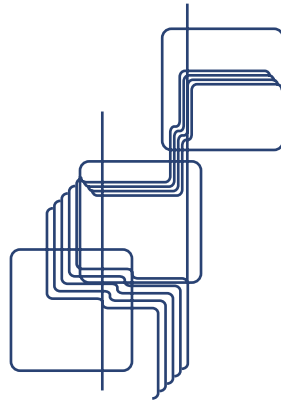
InfiniTrust Securities™ is the stocks, bonds, money markets, and other higher level accounts from InfiniTrust.

 *INFINITRUST  
SECURITIES*

InfiniTrust logos are unique, but are all based from SF Atarian (minus InfiniTrust Securities), and all make use of the InfiniTrust symbol. All use InfiniTrust Blue as the main color (securities also uses InfiniTrust Silver in the center circle), and are mainly one color applications. See page 2 for one color applications.

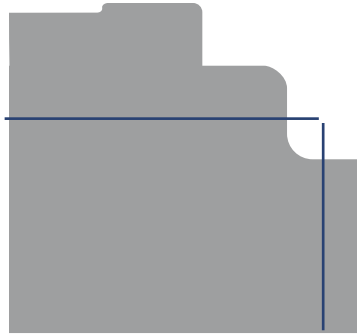
*OTHER INFINITRUST CORP LOGOS*

Borders and linework are to be used sparingly in applications.



If the linework is to be used, this pattern must be set up so the vertical lines connect to the copy directly above or below it.

In a horizontal application, the linework should be rotated 90° clockwise. The horizontal lines should have the same treatment as the vertical lines mentioned above.



In the borders, it should be a flat color in the InfiniTrust Colors. The border may be extended in proper locations shown by the lines to the left. The border may be placed in almost any orientation, but the curves may not be altered. If border is Blue, the linework is to be Silver. If the border is Silver, a 50% tint of Silver is to be applied to the linework.

Use only appropriate sized logos. InfiniTrust logos are 30% bigger than one preceding. If a size is needed that is not provided, use the next biggest and scale down. Subcompanies are shown at the bottom, use the one needed. If you need a linework file, please see then enclosed CD-ROM.

*INFINITRUST*∞ *INFINITRUST*∞ *INFINITRUST*∞ *INFINITRUST*∞ *INFINITRUST*∞

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*AUTOTEL*

*INFINICARD*

*INFINICHECK*

*INFINITRUST*  
*SECURITIES*

*ARTWORK FOR REPRODUCTION*