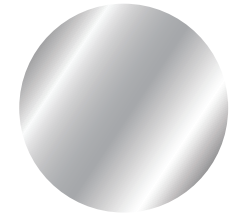
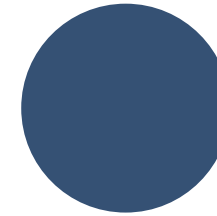
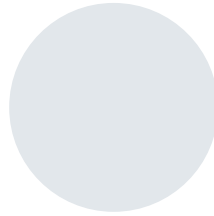
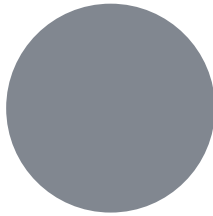
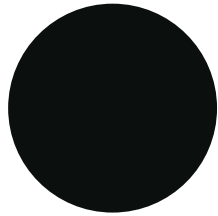
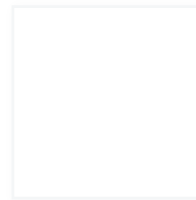
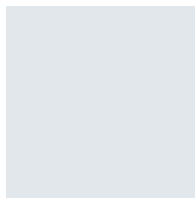
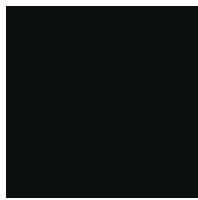




## **iFi Brand Guidelines 2024**



BLACK

PRIMARY GREY

SECONDARY GREY

WHITE

NAVY BLUE

SILVER FOIL



C - 0  
M - 0  
Y - 0  
K - 100

C - 53  
M - 41  
Y - 36  
K - 4

C - 10  
M - 6  
Y - 5  
K - 0

C - 0  
M - 0  
Y - 0  
K - 0

C - 85  
M - 68  
Y - 34  
K - 17

The silver foil is only to be used for packaging purposes.

R - 35  
G - 31  
B - 32

R - 128  
G - 135  
B - 143

R - 226  
G - 230  
B - 233

R - 255  
G - 255  
B - 255

R - 55  
G - 81  
B - 115

#231F20

#80878F

#E2E6E9

#FFFFFF

#375173

\*CMYK for print.  
RGB / HEX code (#) for digital.

# PRIMARY FONT: OXYGEN

## OXYGEN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789\$£@

## OXYGEN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789\$£@

## OXYGEN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789\$£@

\* The **OXYGEN FONT** is free - You can download it from the Google Fonts website.  
There are only three weights in the OXYGEN font family and they can be used as and when required for various packaging and marketing requirements.

\*\* As there is no italic weight, OXGEN REGULAR needs to be sheared to a **15 degree angle**.

\*\* For the BOLD font, OXGEN BOLD may have a stroke surrounding.

## *OXYGEN REGULAR 15 DEGREES*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789\$£@*

# Typography

**This is a sample of a main heading using Oxygen Bold with a 0.75pt stroke**

\*You may use variations of the stroke for packaging/marketing projects

**This is a sample of a main heading using Oxygen Bold**

This is a sample of a Sub-Heading using Oxygen Regular

*This is a sample of a Sub-Heading using Oxygen Regular sheared at 15 degrees*

\*There is no Italic weight in the Oxygen font family so text must be sheared/angled to 15 degrees to represent italics.

This is a sample of a Sub-Heading using Oxygen Light

## Hyphenation / justification

All text where possible should be left aligned like this text box is that you are reading now and with hyphenation turned off.

There will be exceptions when it comes to logos and USP's on packaging and certain marketing projects for example, but text left aligned should be consistent.

This is an example of where hyphenation is turned **on**.

It looks unprofessional and not in line with the brand we aim to achieve.

It can sometimes lead to unusual spaces between words so it must be avoided at all times.



Supports DSD 256 (11.3MHz)  
and PCM 384kHz natively

**Please use British English spelling for all words - No Americanizations - eg: Color, Gray**

