



INFOMARK

MEDIA KIT

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infomark.com

WELCOME TO INFOMARK

InfoMark, founded by Robert C. Ross Jr. in 2019, is a revolutionary way to share accurate information quickly and connect print to the digital world. InfoMark is the latest advancement in technology. It is not a social platform and does not steal your data. No ads. No overstimulation. The InfoMark mission is to give you the ability to access and share relevant information effortlessly.

Robert C. Ross Jr. - CEO

Mark Swanzy - COO

Mary Ann Harris - CFO

Jesse Stallone - President

ABOUT INFOMARK

InfoMark is a revolutionary way to discover and share relevant information quickly. Give others access to product manuals, photos, documents, links, addresses and much more with ease. Our mission is to give you the ability to access and share relevant information effortlessly.

InfoMark is the latest advancement in technology and it brings you back to basics. We are not a social platform. InfoMark does not steal your data and it won't invade your privacy. No competitors. No ads. No overstimulation. No more spending hours sifting through search results to find what you need. We simply offer a way to exchange information quickly.

FEATURED IN

Seeking Alpha^α

yahoo!
finance

Daily Herald

INFOMARK LOGO GUIDELINES

Do's and Don't when using the InfoMark logos

When featuring an InfoMark brand logo alongside a partner logo, it's important to make sure they don't "compete" visually. To avoid this, use a vertical divider in neutral gray to separate the two logos and create reasonable spacing padding both from each other and the vertical divider.

Do use the preferred (primary) color variant whenever possible.

- Don't re-color logo elements.
- Don't change the logo's proportion (e.g., skew, stretch or rotate).
- Don't add drop shadows or other effects.
- Don't recreate the logotype or signature by typing it with a font.
- Don't place the logo on a background that reduces its legibility.

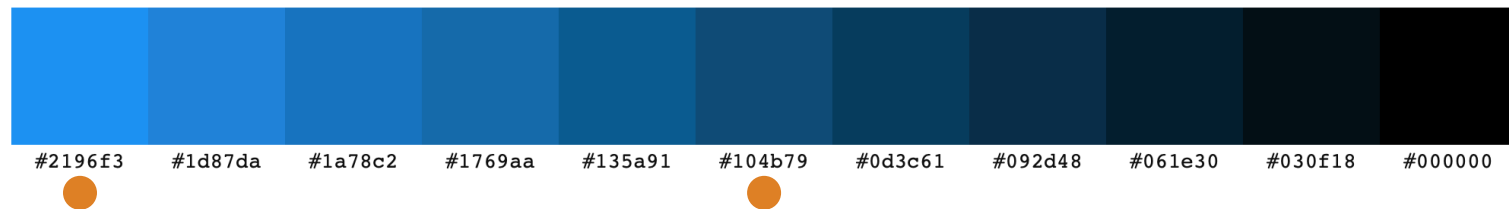
INFOMARK COLOR GUIDELINES

Colors are defined in hexadecimal format.

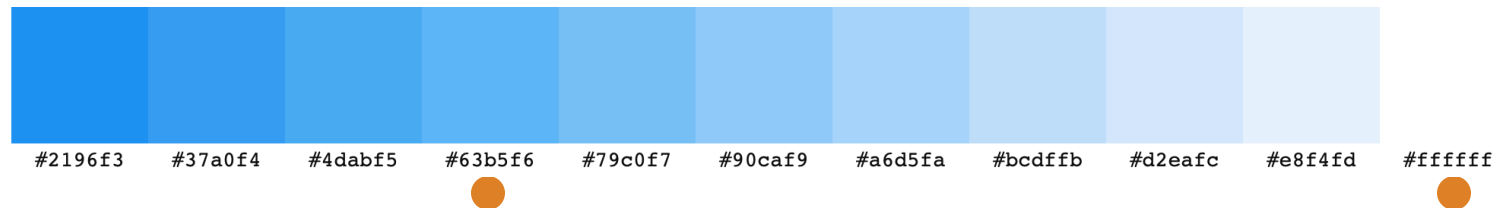
Color is an important part of making a brand recognizable. Please adhere to guidelines related to color palette to create a strong visual communication in illustration and iconography. Here, we will supply you with a color palette. If you do need additional colors for your project, you can use darker tones to help you balance primary and supporting palettes. We ask that you use our primary four colors when designing but please refer to the palette below for alternative options when necessary.

InfoMark Primary Colors ●

Shades of #2196f3



Tints of #2196f3



DESIGN & USE

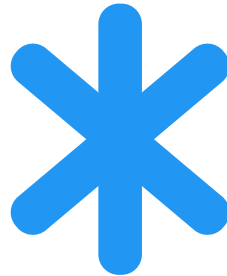
INFOMARK STAR LOGO

Colors are defined in hexadecimal format.

Multicolor star on white background
(primary use)



#2196f3 star on white background
(alternative use)



#104b79 star on white background
(alternative use)



White star on #2196f3 background
(alternative use)



White star on #104b79 background
(alternative use)



DESIGN & USE

INFOMARK WORDMARK LOGO

Colors are defined in hexadecimal format.

#2196f3 logo on white background
(primary use)



Info*Mark

#104b79 logo on white background
(alternative use)



Info*Mark

White logo on #2196f3 background
(alternative use)



Info*Mark

White logo on #104b79 background
(alternative use)



Info*Mark

INFOMARK TYPOGRAPHY

Colors are defined in hexadecimal format.

Typography is an important part of making a brand recognizable and supplemental text legible. Exceptions to the guidelines below include, but are not limited to, specific uses in layouts and formats where space is limited. We understand that print is different. If printing on physical objects, please try to use gray text and Roboto typeface when possible.

WEB TEXT

(primary use)

Barlow Semi Condensed (a Google font)

Color #a0a0a0

Background color: white

Line height - 32px

Font weight - normal

Font size - 20px

Link color (accent color) #2196f3

Text decoration: underline optional

WEB TEXT ON DARK BACKGROUND

(alternative use)

Barlow Semi Condensed (a Google font)

Color #FFFFFF

Background color: dark or multi-color

Line height - 32px

Font weight - normal

Font size - 20px

Link color (accent color) #FFFFFF

Text decoration: underline

INFOMARK TYPOGRAPHY CONTINUED

Colors are defined in hexadecimal format.

When integrating InfoMark technology into other websites, or giving credit to InfoMark for supplying information through a third-party medium, smaller font sizes and icons may be used to convey content ownership. Any credit announcement shall always be linked to the InfoMark website. We understand that print is different. If printing on physical objects, please try to use gray text and Roboto typeface when possible.

INTEGRATION WEB TEXT

(primary use)

Roboto (a Google font)

Color #999999 or #2196f3

Background color: white

Line height - 28px

Font weight - normal

Font size - 16px

Link color (accent color) #2196f3

Text decoration: underline

CONTENT CREDIT EXAMPLES

(primary use)

[Additional info presented by InfoMark](#)

[Visit infomark.com for more](#)

[Additional info presented by InfoMark](#)

[Visit infomark.com for more](#)

INFOMARK TERMINOLOGY

Please follow capitalization and phrasing instructions.

When referring to InfoMark in any text, capitalization must be as follows: capitalize the “I” and the “M” in InfoMark. No spaces shall be used in InfoMark. When noting the infomark.com website, capitalization should not be used. Users enter a four-character code called a “Mark” to easily access information. Any InfoMark should be referred to as “the Mark” or “the InfoMark” and the code entered should be referred to as “the code.”

CAPITALIZATION

(all use)

- InfoMark
- infomark.com

PHRASING

(all use)

- four-character code
- the code
- the InfoMark
- the Mark

INFOMARK TERMINOLOGY CONTINUED

Please follow instructions for phrasing and use.

InfoMark attachments referred to as “items.” These include a number of documents and media types.

VOCABULARY

(all use)

- docs and media are called “items”

ITEMS SHOULD BE REFERED TO AS:

(all use)

- Audio file
- Document
- Email address
- InfoMark
- PDF
- Phone number
- Photo
- PowerPoint
- Spreadsheet
- Store web address or link
- Street address
- Video - Add link to video
- Video - Upload video to Google Drive
- Web address or link

INFOMARK STAR AND SYMBOLS

Please follow instructions for placement.

The InfoMark brand is represented by a leading “star.” The infomark icon is not an asterisk. The leading star is comprised of six spokes which form an X with a vertical line in the center.



The InfoMark brand should be represented as the unaltered logo seen above. We understand that it is not always possible to use this logo in all circumstances. When possible, we ask that you use the character found in most document software, and defined in HTML, called “Heavy Asterisk.”



HTML Entity `✱`

The standard english keyboard asterisk may be used when necessary.

The InfoMark star shall **ALWAYS** precede the Mark code in all circumstances. The star should never follow the code. For exapmle: *0H7U

HAPPY SHARING!

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