

**IMAGES SHOWING THE DESIGN, ENGINEERING, AND FABRICATION
PROCESS GUERTIN UNDERTOOK IN ORDER TO BUILD A WORKING
PROTOTYPE OF HIS INFINISET TREADMILL SYSTEM**



About the Logo

This is the InfiniSet logo, which consists of an arrow moving into a digit, the digit being made up of three lcd digit segments which forms a minimalistic square shape design represented by a bright green and dark blue color and further combined with the bold, all caps 'INFINISET' custom type which makes use of the same green and blue color to separate 'INFINI' and 'SET'.

The arrow signifies motion or moving into and through the digital which in the case of InfiniSet is referring to the 'digital set'. This is signified by both the digit and the 'SET' type using the same bright green color. The matching dark blue color of the arrow and the 'INFINI' type combine to convey a message of 'infinite motion'.

Thus the InfiniSet logo is able to symbolically convey a message of 'infinite motion through the digital set' which is what InfiniSet strives to perfect and the reason for its existence as a company.



Brand Color		
The colors used for the InfiniSet logo are just as important as the elements and type which they have been chosen to represent. Meaning they are one in the same in terms of their overall importance in representing the InfiniSet brand identity.		
When using the InfiniSet logo it is preferred to use a full color version consisting of the green and blue colors whose formulas are listed below.		
When the InfiniSet logo and brand identity will be represented in a physical form (such as print, banners, or trade booth displays) attempts should be made to work with vendors who use the Pantone color matching system and they should be provided with the Pantone color code for the dark blue. This is especially important for internal company branding such as business cards, signage, and paint colors for example.		
#0C2340	Pantone #289C	C: 98% M: 84% Y: 46% K: 51%
#00BF36		C: 77% M: 0% Y: 100% K: 0%
#000000		C: 76% M: 68% Y: 67% K: 90%
#FFFFFF		C: 0% M: 0% Y: 0% K: 0%

