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## MEDIA INFORMATION

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### The INFINITI logo evolves for a new era



#### A deeper look into INFINITI's evolved logo and new "Dynamic Horizon" backdrop

Since INFINITI's inception in 1989, its logo has drawn inspiration from the infinite road to the horizon, reflecting the forward-facing direction of a brand born to challenge convention, as well as the drivers with the same attitude.

#### Subtle evolution

The evolved logo – the fourth iteration in the brand's history – places greater focus on the "infinite road" and horizon line, complemented by revised INFINITI wordmark spacing that visually accentuates the horizon.



**Caption:** INFINITI's logo evolution from 1989 (left) to 2023 (right)

## A new Dynamic Horizon

A new "Dynamic Horizon" graphic, which captures the moment dawn breaks, will now serve as a backdrop to the logo when displayed on various channels. It leverages two core colors: "INFINITI Blue," inspired by the midnight summer sky, and "INFINITI Gold," reflecting the warm early light as the sun rises. The color scheme combines with a delicate shift in gradients to evoke a sense of natural beauty.



**Caption:** The evolved logo set against the Dynamic Horizon captures the promise of a new dawn.

## A more expressive emblem for vehicles of the future

A new three-dimensional INFINITI emblem will adorn production vehicles of the future – bringing added depth, while expressing dynamism, motion and power. As the visual focal point, the logo boldly announces their arrival, with illumination that elevates the bright road to the horizon.



**Caption:** INFINITI vehicles of the future will feature an illuminated three-dimensional emblem.

Alfonso Albaisa, senior vice president of global design, reflects on his first impression of the INFINITI logo and how its enduring symbolism inspired his team when crafting a new, three-dimensional form.

He clearly recalls the INFINITI logo on a clay model of the 1989 Q45 sedan: "I was struck by its simplicity and the comprehensive message depicted by its graphic design. It's rare for a logo to capture an abstract and poetic concept like an infinite road."

The idea of reimagining INFINITI's logo in a more literal, yet artful way to mark INFINITI's new era, ignited a creative spark in Albaisa and his team.

"While most illuminated logos are relatively flat, our designers wanted to reflect the journey toward tomorrow. We created a truly vanishing road by bending the form and lighting inward to deepen the sense of the infinite, in our infinite road," he said.

With added depth and illumination, INFINITI's new three-dimensional emblem brings a more expressive personality to the front of future INFINITI production vehicles.

**See VI explainer video [HERE](#)**

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### **About INFINITI**

INFINITI Motor Company is headquartered in Yokohama, Japan with operations around the world including regional offices based in the Americas, China and INFINITI International Markets based in Dubai. The INFINITI brand of premium automobiles are assembled in manufacturing facilities in Japan, North America and China. INFINITI design studios are located in Atsugi-Shi near Yokohama, London, San Diego and Beijing.

More information about INFINITI can be found at <http://www.infiniti.com>.

You can also follow INFINITI on Facebook, Instagram, Twitter, LinkedIn and see all our latest videos on YouTube.

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