



Infinite Form Brand Manifesto



What if?

Welcome to our world...

**We are Infinite Form – and this is
the home of the 'What IF?' agency.**

Here you'll find everything you need
to know about us and our brand.

**Who we are.
Where we came from.
What we do.
Why we do it.
What we stand for.**

With this knowledge, you'll have the
power to give our brand instantly
recognisable form – harnessing our
infinite creativity to express IF in
words, design and the virtual realm.



Our name

We chose it for a reason – it captures our endless capability.

Infinite

/ˈɪnɪnət/

Adjective

Limitless or endless in space, extent, or size;
impossible to measure or calculate

Form

/fɔ:m/

Noun

The visible shape or configuration of something

Our story

Infinite Form can be defined by two words: 'What IF...?'

What if we could use new VR tech to make the impossible virtually possible?

That was the question we first asked in 2015 – leading to the creation of a team that would grow into one of the leading immersive content studios in the region (soon to be the world!).

Now, we never stop questioning – leveraging the endless possibilities that come from the combination of creative minds, ever-evolving technology, and the desire to make work that means something.

What if we could fill a physical space with virtual adventures that people love to play?

What IF... we could imagine new ways to immerse people in your stories?

What IF... we could take this new tech and transform it for your brand?

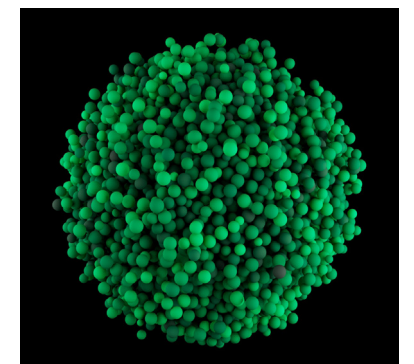
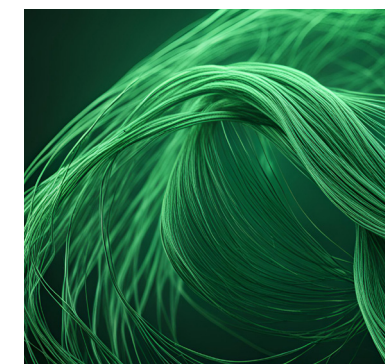
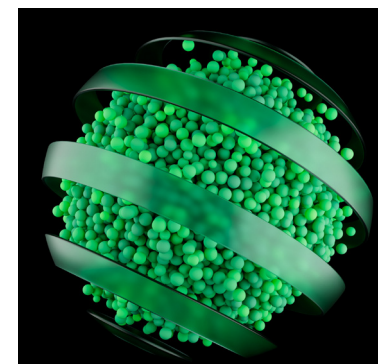
What IF... we fill a physical space with virtual adventures that people love to play?

Today, Infinite Form is a collective of visionaries and problem-solvers specialising in all forms of XR production, with roots in agency, brand and game design. We exist to craft virtual experiences that captivate imagination, resonate with audiences and drive truly impactful results for brands, organisations, and agencies around the globe.

Invention is a big part of our DNA. A unique new way of interacting with VR games and MR social experiences, built from the ground up? Meet XIST. An app platform that's engineered to offer endless opportunities for destinations? That's the ID app. And there are plenty more ideas where they came from.

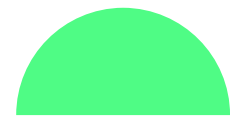
Together, we're redefining how people interact with stories, spaces and each other. Always questioning what's creatively possible. Forever asking 'What IF...?'

We are Infinite Form – **limitless** creativity, **powered** by technology.





Make the
impossible
possible



Our strapline

Giving virtual form to imagination starts with a quest to find out what's possible.
And that hinges on a simple two-lettered word

IF

/ɪf/

Conjunction

**Used to say that a particular thing can or will happen
only after something else happens or becomes true**

'If you did this, could you achieve that?'

'If you tried that, could you get this?'

'If you built this, could you transform that?'

These are the types of questions we ask again and again to push beyond the theoretical and pinpoint the perfect solution. The 'if' stage is a natural part of any creative and technical process – and it's an integral part of our name.

It stands for who we are. It defines what we do. It's the question clients always ask. Our strapline captures that to a tee.

Infinite Form.

The **'What IF?'** agency.



Our purpose

To push the limits of immersive tech, unleashing people's imagination and creating interactive solutions that engage, entertain and educate.

What we do

We create innovative immersive XR solutions that both captivate audiences and drive memorable experiences and engagement.

How we do it

Whatever the idea or objective, Infinite Form blends creative form with technical function to transform imagination into reality.

Why we do it

To help brands unlock the power of XR technology and create highly engaging, entertaining and educational experiences.



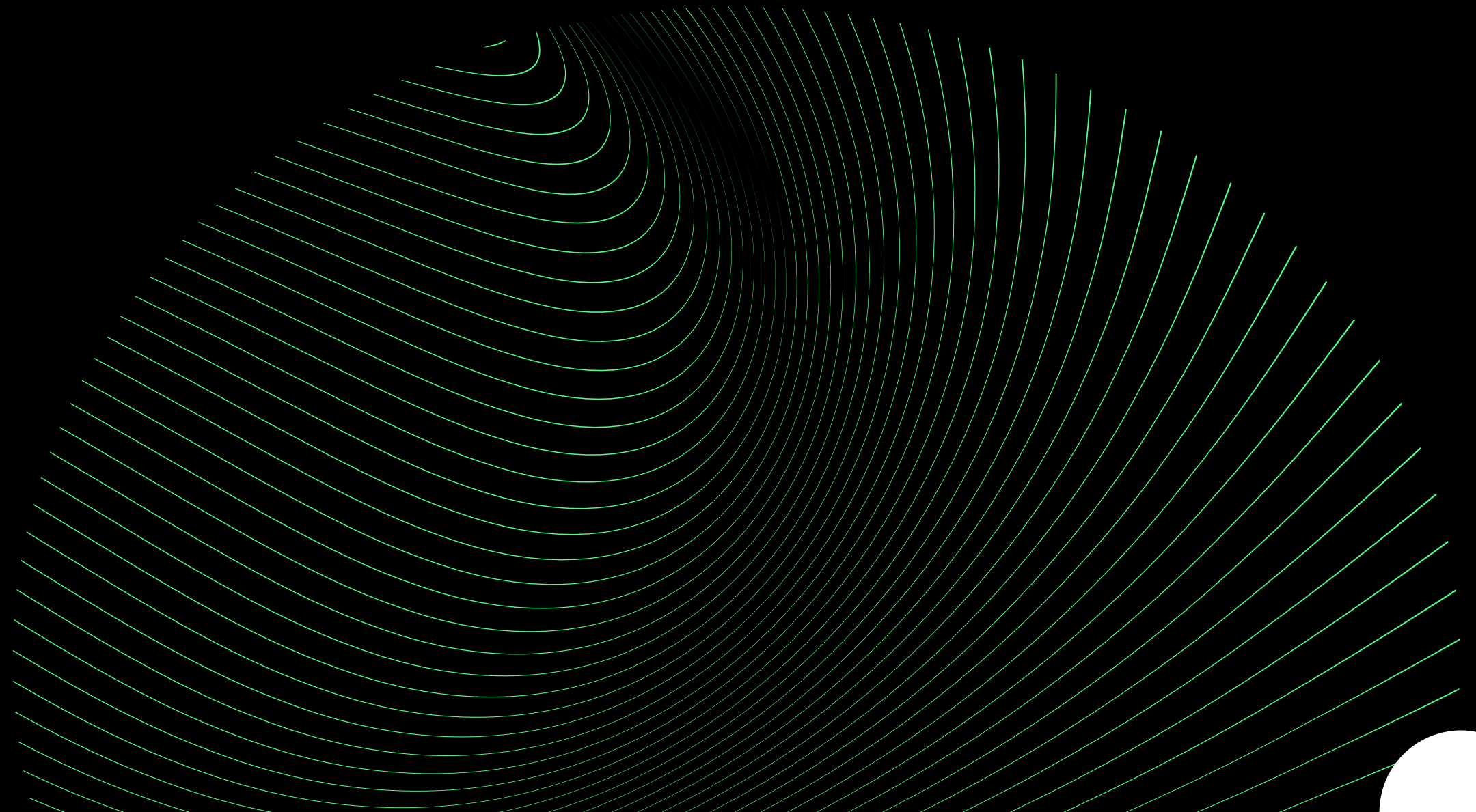
Our mission

To create **innovative** immersive experiences that **inspire** people, **elevate** experiences and **enhance** engagement through technology.



Our vision

To be recognised as one of the **leading providers** of immersive technology **solutions** in the **world**.



Our values

There is no 'I' in 'team', but there is in...



Imaginative

Embracing creativity and bold thinking, we are empowered to dream big and innovate, driving unique solutions that redefine virtual experiences.

Inclusive

Our commitment to diversity ensures every voice is heard and respected, creating inclusivity and contribution for everyone to explore infinite possibilities.

Informative

Our valuable insights and knowledge enhance the understanding of others, ensuring they can maximise experiences for their audiences.

Intelligent

Leveraging cutting-edge technology and insights leads to innovative solutions – ones that push the boundaries of possibility and creativity.

Inspiring

Our passion is immersive technology – how it can truly captivate and motivate others, inspiring enthusiasm and engagement in every project.

Impactful

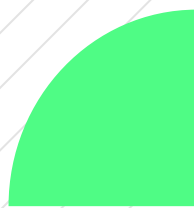
Striving to make a positive difference, we focus on creating enhanced interactions, memorable experiences and meaningful outcomes.

Interactive

Dynamic experiences encourage true participation, fostering meaningful connections between the audience, technology and the world.

Immersive

By creating fully engaging experiences, we draw audiences into a world of imagination and interaction, inspiring exploration and connection.



Our tone of voice

Visionary / Innovative

We bring cutting-edge VR and AR ideas to life – forever embracing new developments to achieve our ambitions. Our tone mirrors this innovative and forward-thinking approach, inspiring our audience with the true potential of immersive tech.

Collaborative / Supportive

Our team of creatives and technologists are partners, not just providers. Our tone is approachable, warm and supportive, focusing on building strong relationships and understanding the unique needs of our clients – with guidance and support at every step of their journey.

Confident / Knowledgeable

We are experts in what we do, and our tone reflects this. We provide clear, insightful and authoritative guidance to those exploring immersive tech, helping them to make informed decisions that drive the outcomes they need.

Dynamic / Engaging

We exist to inspire imagination, so our tone is as dynamic as the experiences we create. Our passion for the potential of XR shines through in the energy and enthusiasm of our words – helping us to captivate audiences, invite engagement and drive the right impact.





Infinite Form exists to **help**
brands use **innovative**
technologies to create
world-class immersive
experiences.

What's your 'What IF?'

Let's explore the possibilities together.

infiniteform.io