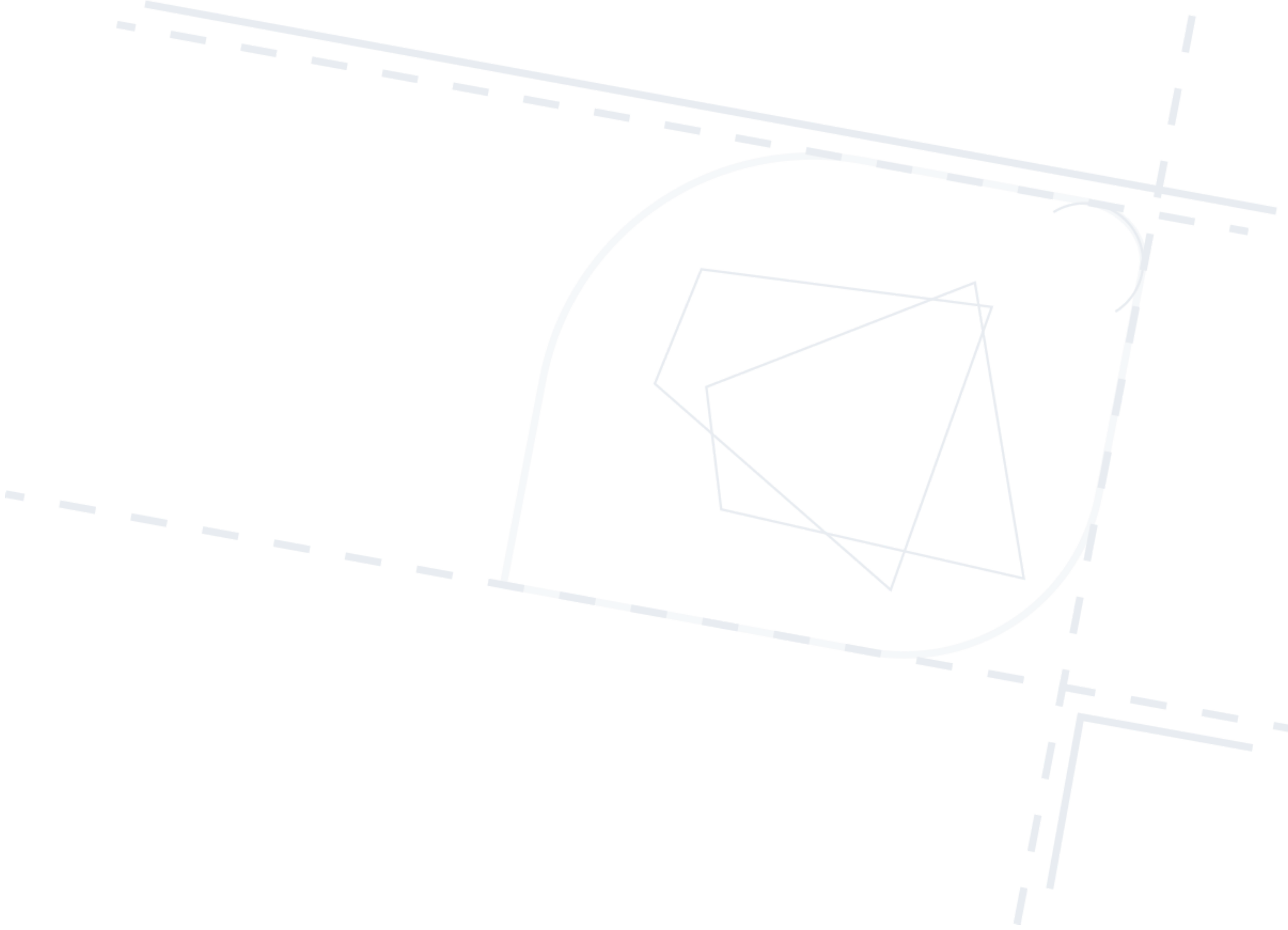


Renderforest

Brand Guidelines



Renderforest
REINVENT YOUR CREATIVITY



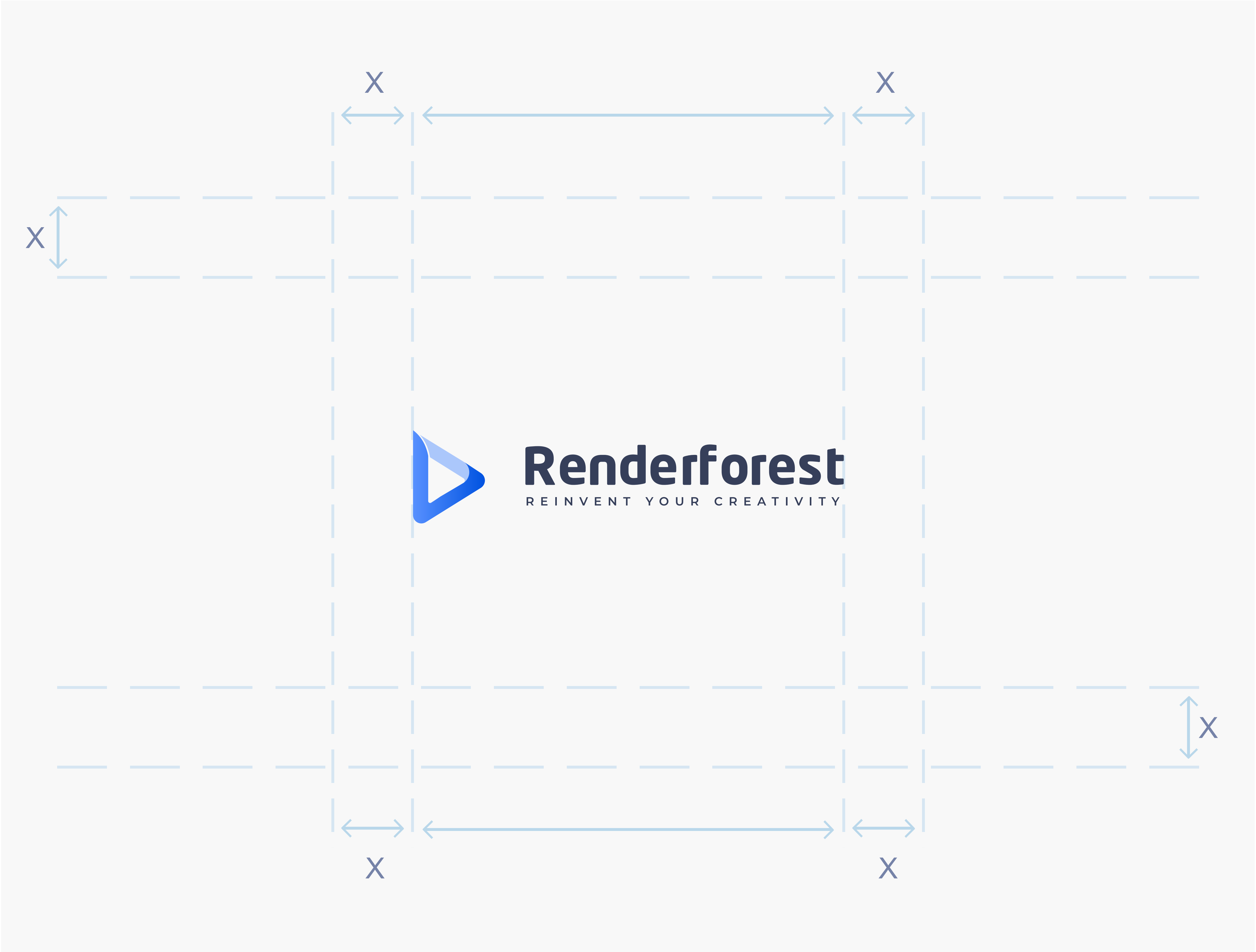
Introduction	02
Pagination	03
Logo	04
Color variations	05
Don'ts	06
Color palette	07
Typography	08
Mockups	09



BRAND GUIDELINES

Consistency is the key to successful branding. The brand image depends on how the company is presented. Brand guidelines help companies to stay consistent across different channels by following a certain set of rules and visual guidelines.

With these standards and rules, it will be easier to maintain the brand image independent of who uses the visual assets. The brand guidelines include general information about the company logo, its usage, color variations, and typography.



Logo Name: **Renderforest**
Tagline: **REINVENT YOUR CREATIVITY**

Always keep enough space around the logo to maintain it's presentable look and feel. Find more unpreferable usage examples of the logo on page 06.

COLOR VARIATIONS



Color logo on a white background



Color logo on a black background



Color logo on a transparent background



White logo on a black background



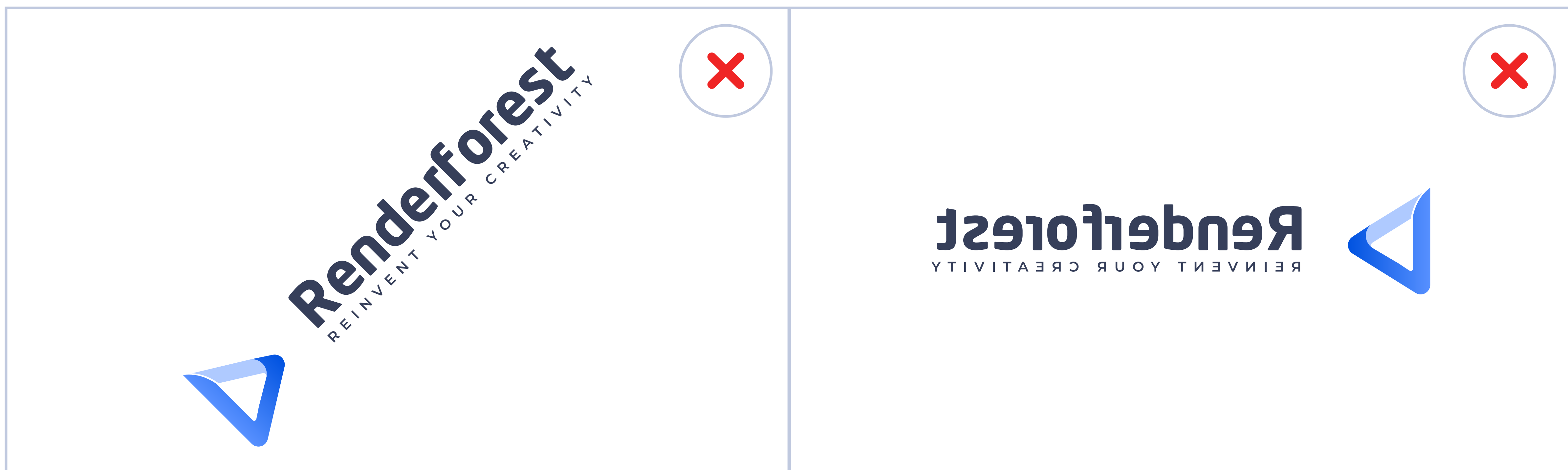
White logo on a transparent background



Black logo on a white background

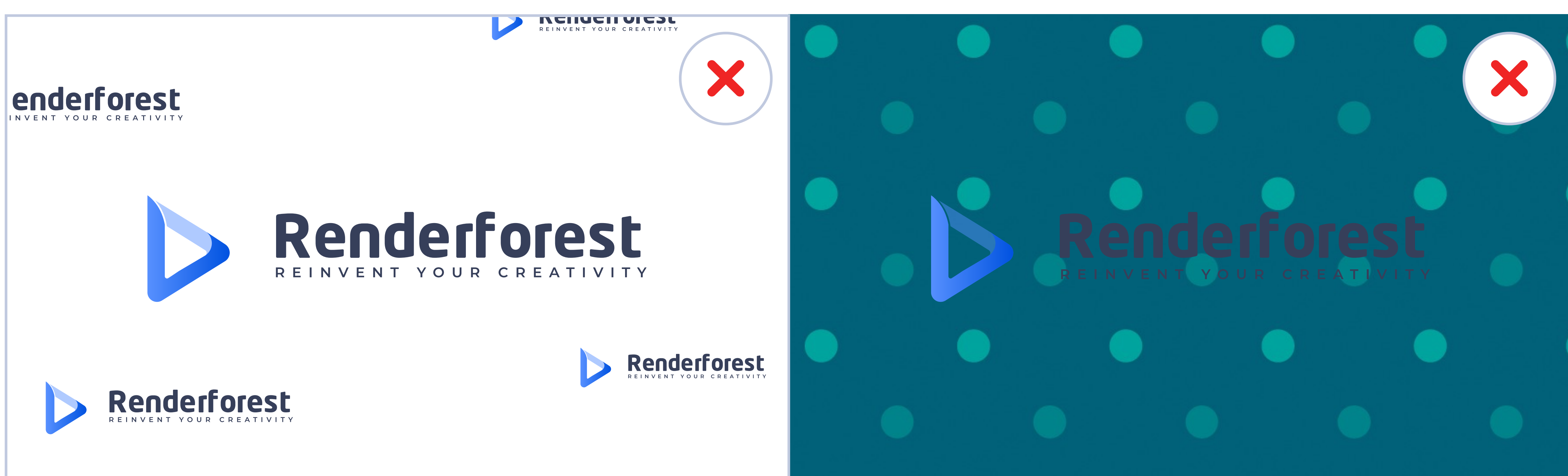
DON'TS

INCORRECT WAYS TO USE THE LOGO



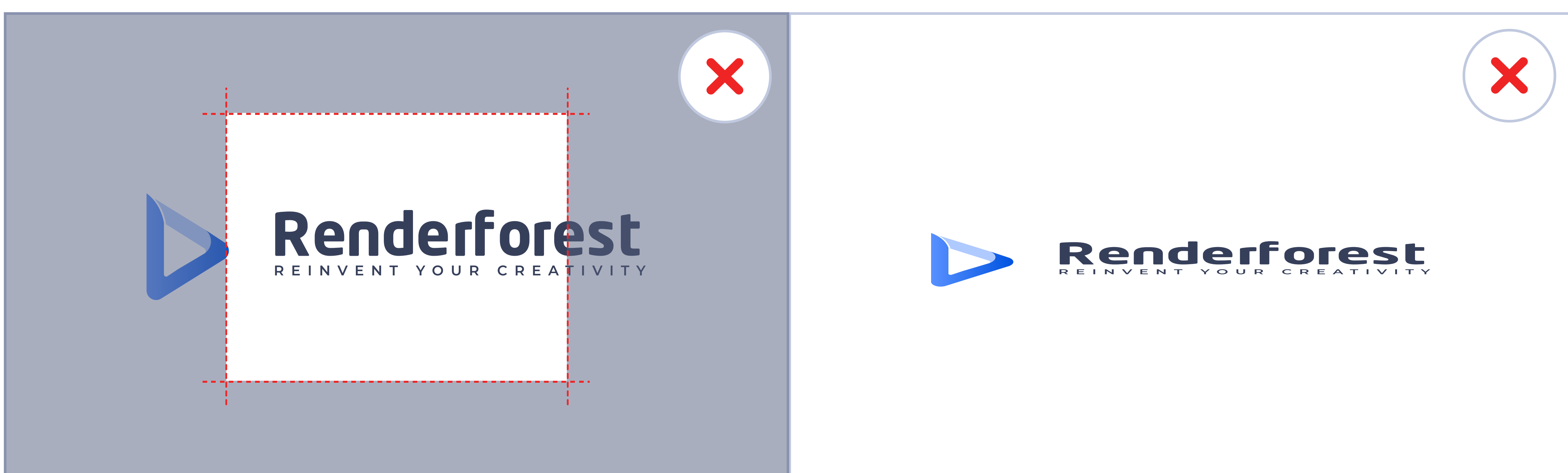
Do not tilt or rotate the logo in any direction.

Do not reverse or flip the logo.



Do not put irrelevant shapes and texts around or on the logo.

Do not put disturbing or low-contrast backgrounds behind the logo.



Do not crop the logo in any way.

Do not stretch or change the original shape of the logo.

COLOR PALETTE

Logo name color



HEX #3D827b
RGBA 53,56,111,1

Tagline color



HEX #3D827b
RGBA 53,56,111,1

Symbol colors

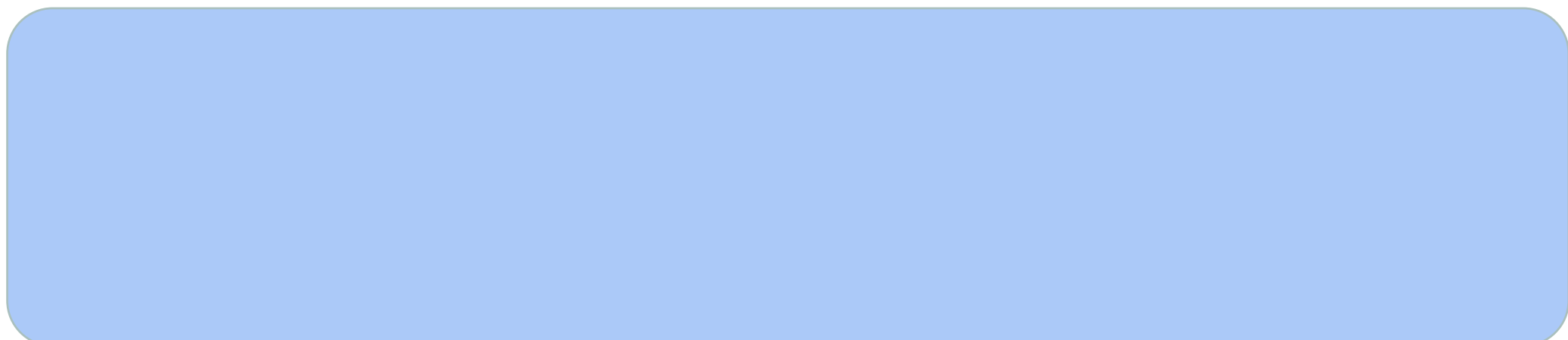


HEX #005CDA
RGBA 0,92,218,1

Logo name color

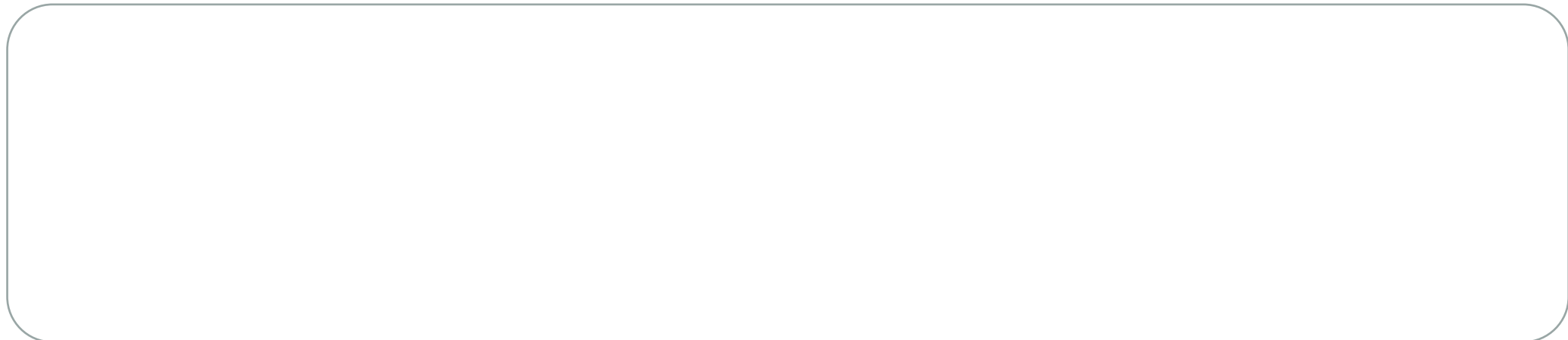


HEX #5597F9
RGBA 85,151,249,1



HEX #005CDA
RGBA 175,205,252,1

Background color



HEX #FFFFFF
RGBA 255,255,255,1

TYPOGRAPHY

AA

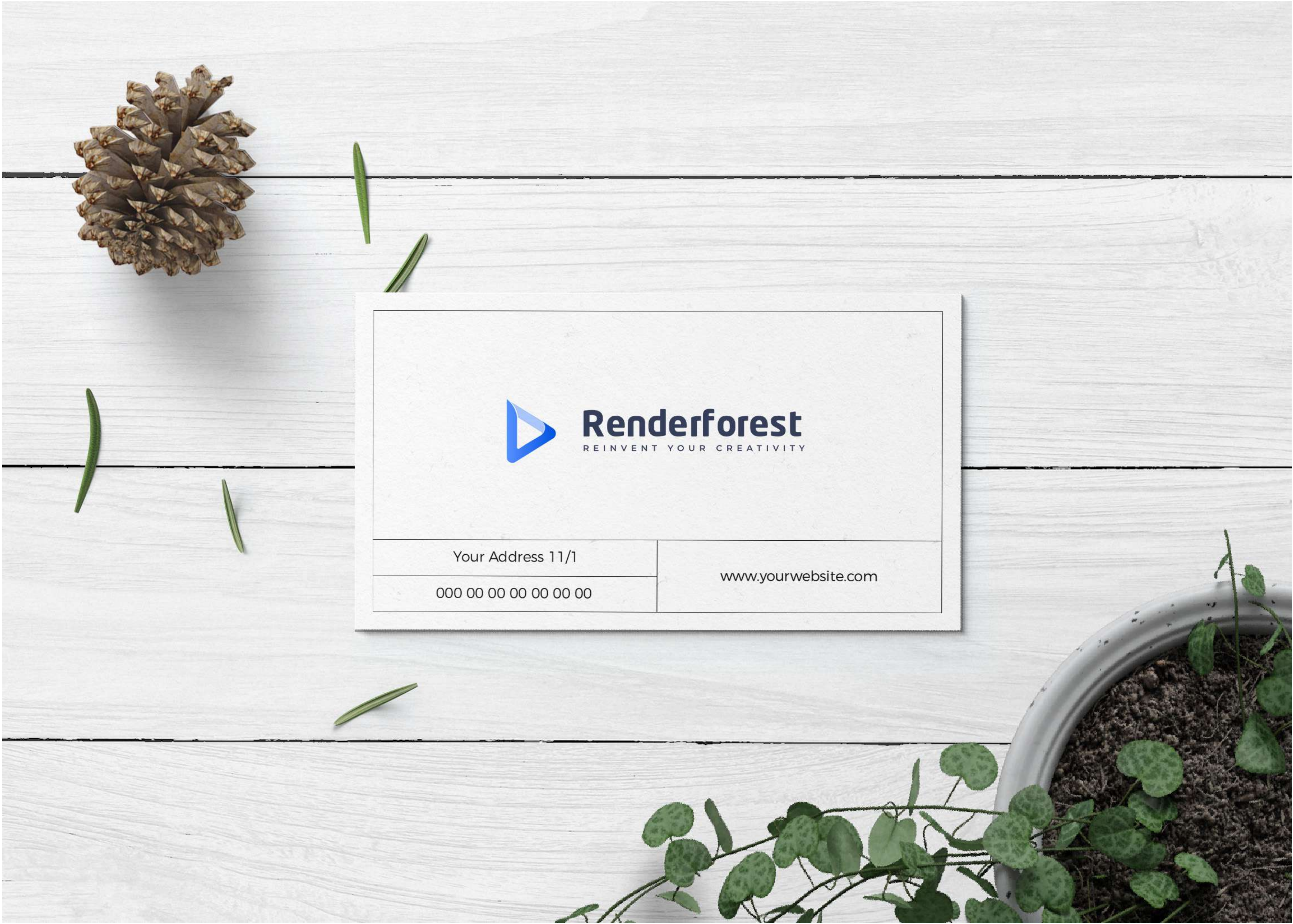
Renderforest
Neotech

AA

REINVENT YOUR CREATIVITY
Montserrat

MOCKUPS

BUSINESS CARD MOCKUP



ENVELOPE MOCKUP



MOCKUPS

TOTE BAG MOCKUP



SMARTPHONE MOCKUP



THANK YOU