

Brand Guidelines



Our Logo

Font families used

Apple SD 산돌고딕 Neo Extrabold
NOVECEN TO WIDE MEDIUM

The fonts above are only to be used within the logo itself. Further in this document, we will explore the fonts to be used throughout the brand.

To the right, you will find the logo displayed in all it's permitted forms. Please note that on any printed document, the minimal width of the logo should be 1.25 inches. This will ensure proper visibility of the Renaissance brand, across all applications.

Full Color Logo



Full Color Logomark



Minimal permitted size



1.25"

Inversed Logo



Inversed Logomark





Clear zone

It's important that you leave adequate space around the logo to set it apart and frame it within the layout.



Rules

Permitted uses

It's important that you follow these rules to ensure proper legibility of the logo.

On White



Whenever possible please ensure to use the full color logo. If the situation does not permit, please see directives on using the other variations.



Use black whenever a single print color is required or on any collateral where the red logo does not work due to a color conflict.

On color backgrounds



You are to use the white logo in all instances where the logo has to appear on a colored background

Unpermitted uses

It's important that you follow these rules to ensure proper legibility of the logo.



Do not crop the logo



Do not apply transparency to the Full color logo



Do not add any effects i.e a drop shadow, bevel or emboss



Do not outline the logo



Do not re create the logo using other fonts



Do not change color



Do not distort the logo horizontally



Do not distort the logo vertically



Do not change the space between the logo and the tagline



Do not place the logo on busy backgrounds













Do not rotate

Recolor

The Renaissance color palette consists of a Primary, Secondary and Tertiary palette and should always be used in that order.

Primary Palette

Rejuvenating Red	Overwrite Orange	100% Black (text only)	Graphic Gray	Gateway Gray
				
CMYK C 0 M 100 Y 100 K 10	CMYK C 0 M 85 Y 85 K 0	CMYK C 0 M 0 Y 0 K 100	CMYK C 46 M 39 Y 43 K 5	CMYK C 25 M 22 Y 25 K 0
RGB R 215 G 25 B 32	RGB R 240 G 78 B 55	RGB R 0 G 0 B 0	RGB R 142 G 139 B 134	RGB R 193 G 187 B 182
HEX #d71920	HEX #f04e37	HEX #000000	HEX #8e8b86	HEX #c1bbb6
 50% 25%	 50% 25%		 50% 25%	 50% 25%

Programmer Purple



CMYK

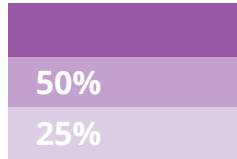
C 45 M 78 Y 0 K 0

RGB

R 151 G 87 B 163

HEX

#9757a3



Technical Turquoise



CMYK

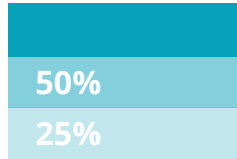
C 78 M 18 Y 23 K 0

RGB

R 4 G 160 B 185

HEX

#04a0b9



Titanium Teal



CMYK

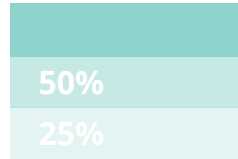
C 43 M 0 Y 22 K 0

RGB

R 142 G 210 B 206

HEX

#8ed2ce



Secondary Color Palette

These colors can be used in the creation of charts, graphs or infographics where additional colors might be necessary. These should be used before the tertiary palette.

Pasted Purple



CMYK

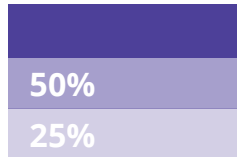
C 85 M 90 Y 0 K 0

RGB

R 77 G 63 B 153

HEX

#4d3f99



Backup Blue



CMYK

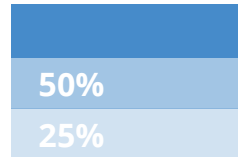
C 72 M 37 Y 0 K 0

RGB

R 69 G 139 B 202

HEX

#458bca



Binary Blue



CMYK

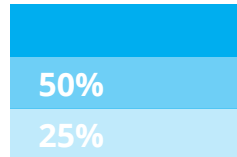
C 100 M 0 Y 0 K 0

RGB

R 0 G 174 B 239

HEX

#00aeef



Tertiary Color Palette

These colors can be used in the creation of charts, graphs or infographics where additional colors might be necessary.

Gradients

Gradients can be used for full color backgrounds, overlaid on images or to accentuate elements in a graphic. Only the below gradients are approved for use. Please refer back to the previous pages for the values of each of the colors listed below.

Approved gradients



Rejuvenating Red to Overwrite Orange



Technical Turquoise to Titanium Teal



Pasted Purple to Programmer Purple



Backup Blue to Binary Blue

Retype

Open Sans

Open Sans is a font with a wide range of weights and widths, ready for all types of typographical challenges.

When should I use Open sans?

Open Sans should be used for all promotional materials such as flyers, banners, advertisements, digital content or others.

Title	Open Sans Extra Bold	30pt
-------	----------------------	------

The quick brown fox jumps over the lazy dog

Sous-titre	Open Sans Italic	18pt
------------	------------------	------

The quick brown fox jumps over the lazy dog

h1	Open Sans Bold	15pt
----	----------------	------

The quick brown fox jumps over the lazy dog

h2	Open Sans Bold	15pt
----	----------------	------

The quick brown fox jumps over the lazy dog

Citation	Open Sans Bold Italic	12pt
----------	-----------------------	------

The quick brown fox jumps over the lazy dog

Body Copy	Open Sans Regular	9pt
-----------	-------------------	-----

The quick brown fox jumps over the lazy dog

How to use Open Sans

Title — **Musciam fuga.**

Subtitle — *Et adis dolent in natis dolluptatio inulluptate volorat ureicid-
undi architam numque non conectem quideria at poris asitas*

h1 — **At pa quae velique rehendi**

Body Copy — gendae pero in porupta tiberum quiat ut raest, ommosan tintotatem quo et laborem
vid molessit aligent Eptatur sitions enistet voluptiunt hillit expligendam nossitaquo qui
consequas que modicabo. Nam quid ut di asperaesto is dis nonsequi quam nis doluptiist
endi ut veliquos aborum ut lacessi te ventin et ommodic to tectusciis am, non nobit, con
consequia volorum asperib usapidu ntionet voluptio. Ducipis doloratia debis simus modi
aceressunt quati aliati

h2 — **At pa quae velique rehendi**

Body Copy — gendae pero in porupta tiberum quiat ut raest, ommosan tintotatem quo et laborem
vid molessit aligent Eptatur sitions enistet voluptiunt hillit expligendam nossitaquo qui
consequas que modicabo. Nam quid ut di asperaesto is dis nonsequi quam nis doluptiist
endi ut veliquos aborum ut lacessi te ventin et ommodic to tectusciis am, non nobit, con
consequia volorum asperib usapidu ntionet voluptio. Ducipis doloratia

Quote — ***“debis simus modi aceressunt quati aliatiundam, quam ut que reri iliscit, optiae-
pel ipsam ut parupta sincto blanducidem. Nam, cum asi odi occae disquas pelen-
et moloribusdam aut asperatur suntis eaquati atibus dolupta ssitisciis mi, conet,
odipsam ut quassit harunt esseque pa quaeper.”***

