

erenovate

click. connect. quote.

BRAND BIBLE

A GUIDE TO
SUCCESSFUL BRAND USE

WHATS TO FOLLOW

1
eRenovate Typeface &
logo formats

2
Verified by eRenovate
Typeface & logo formats

3
logo specifications &
clear space usage

4
logo on imagery
usage and colours

typeface

gotham rounded - light

AaBbCcDd
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

gotham rounded - book

AaBbCcDd
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

logo formats



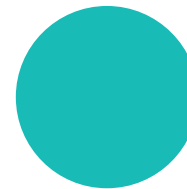
house icon

erenovate

click. connect. quote.

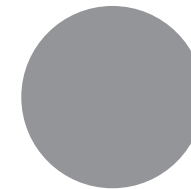
full logo

primary colour palette



Turquoise

Hex #19BBB7
C72 M0 Y34 K0
R25 G187 B183



Grey

Hex #939598
C0 M0 Y0 K50
R147 G149 B152

typeface

gotham rounded - light

AaBbCcDd
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

gotham rounded - book

AaBbCcDd
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

logo formats

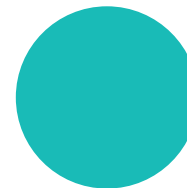


verified icon



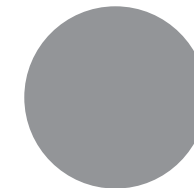
full logo

primary colour palette



Turquoise

Hex #19BBB7
C72 M0 Y34 K0
R25 G187 B183



Grey

Hex #939598
C0 M0 Y0 K50
R147 G149 B152

what not to do

please... do NOT, bend, warp, curve, split, cut, carve re-make or re-colour our logo.

how we like it.

erenovate

click. connect. quote.

how we hate it.

erenovate

click. connect. quote.

erenovate

click. connect. quote.

erenovate

click. connect. quote.

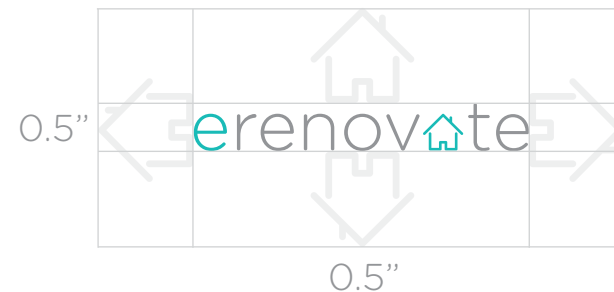
size specifications / clear space

to maintain the quality and clarity of our logo, much like the quality of our work, we like to keep the logo at a *minimum* of 1.75" (168px) *wide*, by 0.42" (40px) *high*, with a clear space around the logo of 0.5" (48px) when used under 2" (192px) *wide* in size.

when the logo is being used over 2" wide, we allow a clear space of 0.25" (24 px) around.

only when the logo is being used at smallest possible size, can the tag line "click, connect, quote" be removed. On all other circumstances, the tagline must be visible at any means.

at smallest size (1.75" x 0.42")



logo on imagery



logo use

to maintain the quality and clarity of our logo, much like the quality of our work, we like to keep the logo white when used on imagery.

the coloured logo can be used on all white surfaces, as this will allow the logo to remain clear.

