

RENAISSANCE
PARTNERS

Mini Style Guide

OUR LOGO

Our logo is the most visible element of our identity and is a universal signature across all Renaissance Partners communications.

It's a guarantee of quality that unites our diverse branding. Our logo is our most recognisable asset and because we love it, we are very protective of it. We ask you to please follow the following rules when you use it.

PADDING & MINIMUM SIZES

Let the logo breathe. To protect the clarity and strength of our brand, our logo must always be surrounded by an area of clear space, free from text, graphics, or other visual elements. This space ensures visual impact and legibility across all applications.

The clear space, or "padding," is a fixed proportion of the logo's size and should never be compromised.

To maintain legibility and consistency, please follow these minimum size guidelines:

- The padding around the logo should be at least 125% of the logo's width.
- Full logo with tagline should never appear smaller than 250 pixels wide.

For digital applications, always use discretion to ensure the logo remains clear and legible across different devices and screen sizes.



RENAISSANCE
PARTNERS



E1a

Avenir Heavy

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789.,;:!"'{}[&\$%<>/°©

E1a

Questrial

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E1a

Montserrat Semibold

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E1a

Montserrat Regular

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TYPOGRAPHY

Our identity is defined by a confident and contemporary typographic style that feels both approachable and refined.

Avenir Heavy is our primary display typeface, used for titles and key messaging. Its clean geometry and bold weight bring clarity and presence to headlines, giving our brand a sense of strength and confidence. On the web, Avenir Heavy is served as a webfont to ensure visual consistency.

Where Avenir is not available, [Montserrat](#) Semibold is used as a system alternative, offering a similarly modern and structured feel.

[Questrial](#) is used for body copy across digital applications. Its open letterforms and neutral tone make it highly readable, helping content feel clear and accessible. Questrial is also served as a webfont. For documents or applications where a broader range of weights is needed, [Montserrat](#) is used in place of Questrial to offer greater flexibility while maintaining a clean and cohesive look.

Together, this type pairing strikes a balance between clarity and personality — professional but warm, bold but approachable.

SPACE GREY

A strong, grounding neutral used for typography and structural elements. It brings clarity and professionalism to layouts while allowing brighter tones to shine.

CMYK 68 56 43 19

RGB 88 96 109

#58606d

DOVE GREY

Soft and subtle, Dove Grey supports our designs with a calm, modern tone. It's ideal for backgrounds, dividing space, or adding depth without distraction.

CMYK 15 11 9 0

RGB 213 215 219

#d5d7db

WHITE

Clean and essential, white space gives our content room to breathe. It ensures our messaging feels open, accessible, and easy to navigate.

CMYK 0 0 0 0

RGB 255 255 255

#ffffff

CHERRY RED

Our hero accent. Cherry Red is bold, energetic, and passionate — perfect for calls to action, key highlights, or adding a punch of personality.

CMYK 14 100 99 4

RGB 201 33 39

#c92127

BLOSSOM

A soft, friendly complement to Cherry Red. Blossom adds warmth and a human touch, making it ideal for backgrounds, infographics, or moments of subtle emphasis.

CMYK 3 52 29 0

RGB 236 145 148

#ec9194

COLOUR PALETTE

Our colour palette strikes a balance between bold expression and understated elegance. Each tone has been carefully selected to support clear communication, evoke feeling, and bring consistency to our brand across all touchpoints.



PHOTOGRAPHY STYLE

Our photography is calm, considered, and quietly expressive. It celebrates thoughtful composition, soft natural light, and an authentic connection to place and people.

We favour imagery that feels grounded in the real world — architectural forms, everyday scenes, and candid moments — with a sense of stillness and story. Subtle colour palettes with gentle contrast help maintain a cohesive and refined visual identity.

Textures, shadows, and negative space play an important role, allowing our content to breathe while highlighting beauty in the details. Whether it's the geometry of a landmark or the patina of a city street, our photography reflects a curious, human perspective.

This style should evoke a sense of elegance without feeling overly polished — always real, always intentional.