Style Guide

Make Renting Easy

All-In-One Property Management

Scale your business, not your expenses.

One price, unlimited properties.

rentredi

RENTREDI   now

Rent Paid
125 Main St, 3A paid May rent

The RentRedi Brand

We want to make the renting process easy and affordable, always. We are able to do this by listening to our landlords and incorporating feedback quickly.

We are quick to incorporate feedback, mobile-first, cost-efficient, scalable, and easy to use.

Mission

Our mission is to make renting a property easy for every landlord and tenant who uses our apps.

Values

We believe in human-first technology that is accessible, efficient, and secure, with a splash of fun!

Promise

We promise to build best-in-class mobile software that allows landlords to manage their business with a fixed-price solution.

Origin

It all started when CEO Ryan Barone lost out on a great apartment in New York City. A double major, top of his class, and with an internship on Wall Street—getting documents for rental applications shouldn't have been a problem. But it was. And it wasn't just an issue for him.

Speaking with friends, he found the application process for rentals was difficult for everyone, tenants and landlords. Gathering and storing documents and having them easily available for landlords was a problem—and RentRedi became the solution. To make sure everyone was ready to rent.

So Ryan began developing the RentRedi mobile app. However, as he met with more landlords, the difficulties of the renting process became more obvious. It was clear many of the hurdles landlords encountered while managing their rentals could be streamlined with the use of technology for landlords.

What started as a mobile application app for tenants had developed into a sleek, comprehensive dashboard built for landlords by landlords. Now, RentRedi is an all-inclusive landlord-tenant app that helps landlords go mobile and manage rentals from wherever, whenever.

Ready to rent.

Capitalization and Spelling

RentRedi

✅ Correct

Rules of Application

Do's and Dont's

One word, capital R's, no nonsense.

Rentredi

❌ Incorrect

rentRedi

❌ Incorrect

rent-redi

❌ Incorrect

rent redi

❌ Incorrect
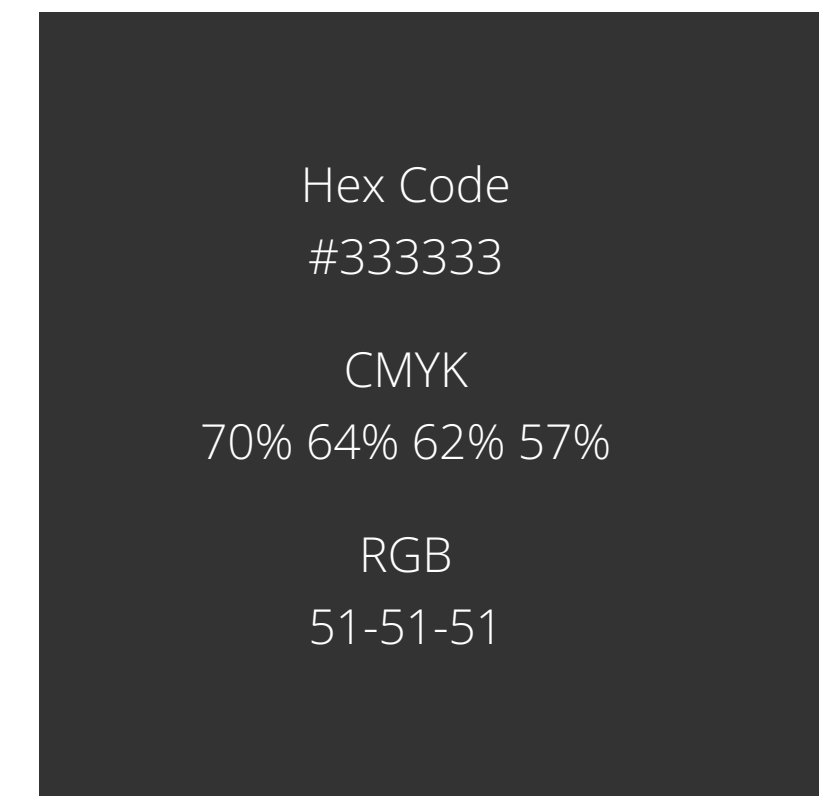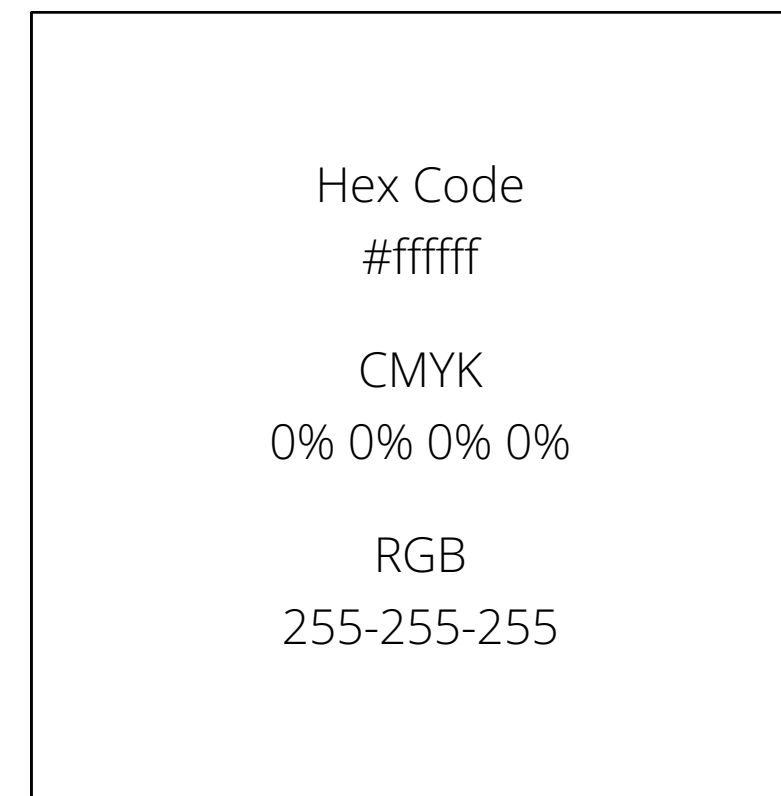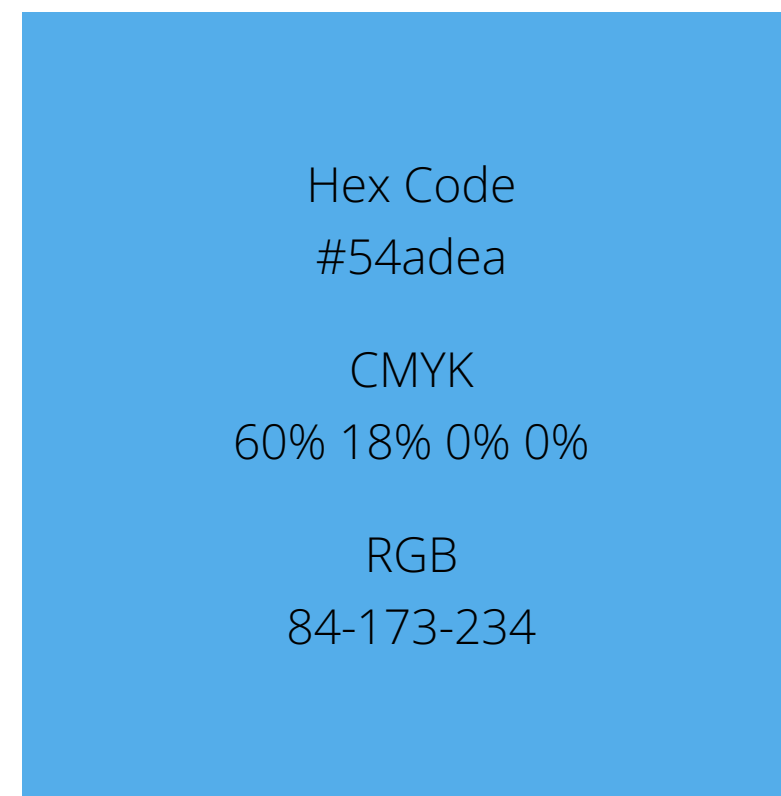
Rent Redi

❌ Incorrect

Rent-Redi

❌ Incorrect

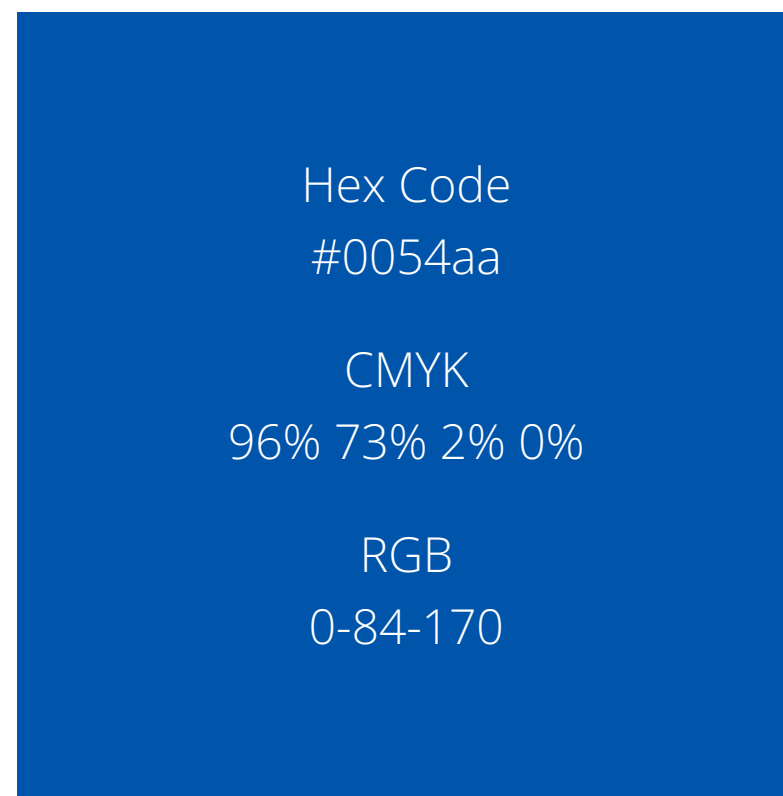rentredi

Main Colors

Primary

The RentRedi color palette consists of four main colors: dark blue, light blue, white, and very dark grey. The RentRedi blues are the core of our brand identity to non-users and should appear wherever possible to immediately identify our brand.

Hex Code #0054aa CMYK 96% 73% 2% 0% RGB 0-84-170	Hex Code #54adea CMYK 60% 18% 0% 0% RGB 84-173-234	Hex Code #ffffff CMYK 0% 0% 0% 0% RGB 255-255-255	Hex Code #333333 CMYK 70% 64% 62% 57% RGB 51-51-51

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Accent Palette

Secondary

The RentRedi accent palette consists of colors used within apps and marketing materials. These are colors shown to users who are away of our brand and are used to create a branded experience.

Hex Code #4c4c4c CMYK 66% 58% 57% 36% RGB 76-76-76	Hex Code #07beb8 CMYK 72% 1% 34% 0% RGB 7-190-184	Hex Code #b2434d CMYK 23% 86% 65% 10% RGB 178-67-77	Hex Code #ea9255 CMYK 5% 50% 74% 0% RGB 234-146-85

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Logo Variations

Main Logo

Standard logo in horizontal format with icon to the left of text

Stacked Logo

Stacked logo in vertical format with icon above text

Icon

Logo mark without text

Logo Variations

Main Logo with Tagline

Standard logo with "Make Renting Easy" tagline.

Stacked Logo with Tagline
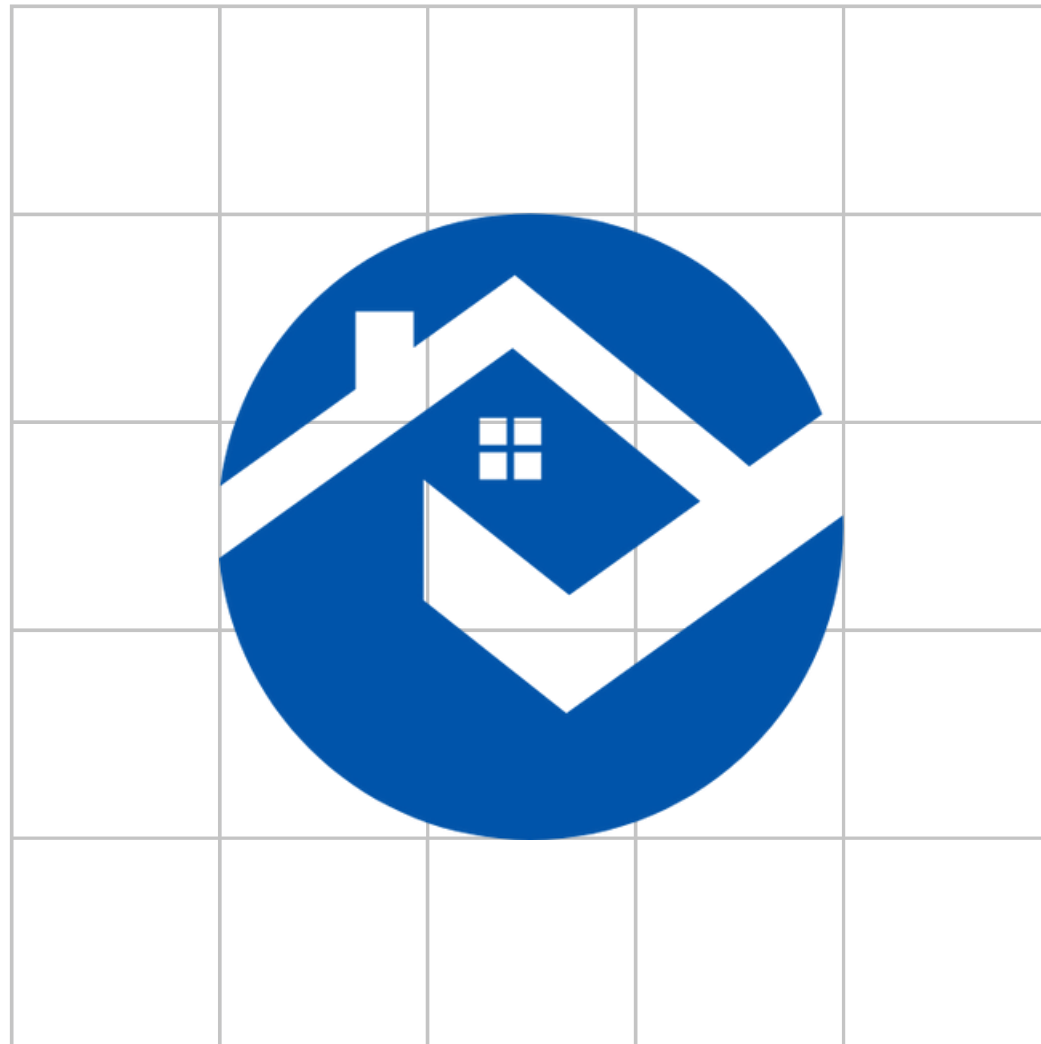
Stacked logo with "Make Renting Easy" tagline.

Trusted Partner Logo

Standard logo with "Trusted Partner" tagline.

Main Logo Elements

The Logo Mark

The mark consists of the graphic design of a solid circle containing the design of a roof, chimney, window and check mark.

Proper and Improper Logo Usage

✓ Proper logo usage

Rules of Application
Do's and Dont's

Logo should be used without altering any visual aspect of the provided file.

✗ Altered color

✗ Skewed dimensions

✗ Altered alignment

✗ Blurry / poor quality

✗ Unapproved tagline

✗ Altered icon size

Proper and Improper Logo Usage

❌ Poor contrast

❌ Poor contrast

❌ Poor contrast

✅ Good contrast

✅ Good contrast

✅ Good contrast

Proper Logo Spacing

Leave enough whitespace around the logo so things don't get too crowded. At a minimum, the logo should always be surrounded by at least one icon width of whitespace.

Brand Typography

Open Sans
Primary Font

Figtree
Alternative Web Font

Aa

Open Sans Light

Open Sans Medium

Open Sans Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

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Brand Typography

Header

Open Sans Bold

Title Case

Sub Header

Open Sans Semi Bold

Title Case

Regular Text
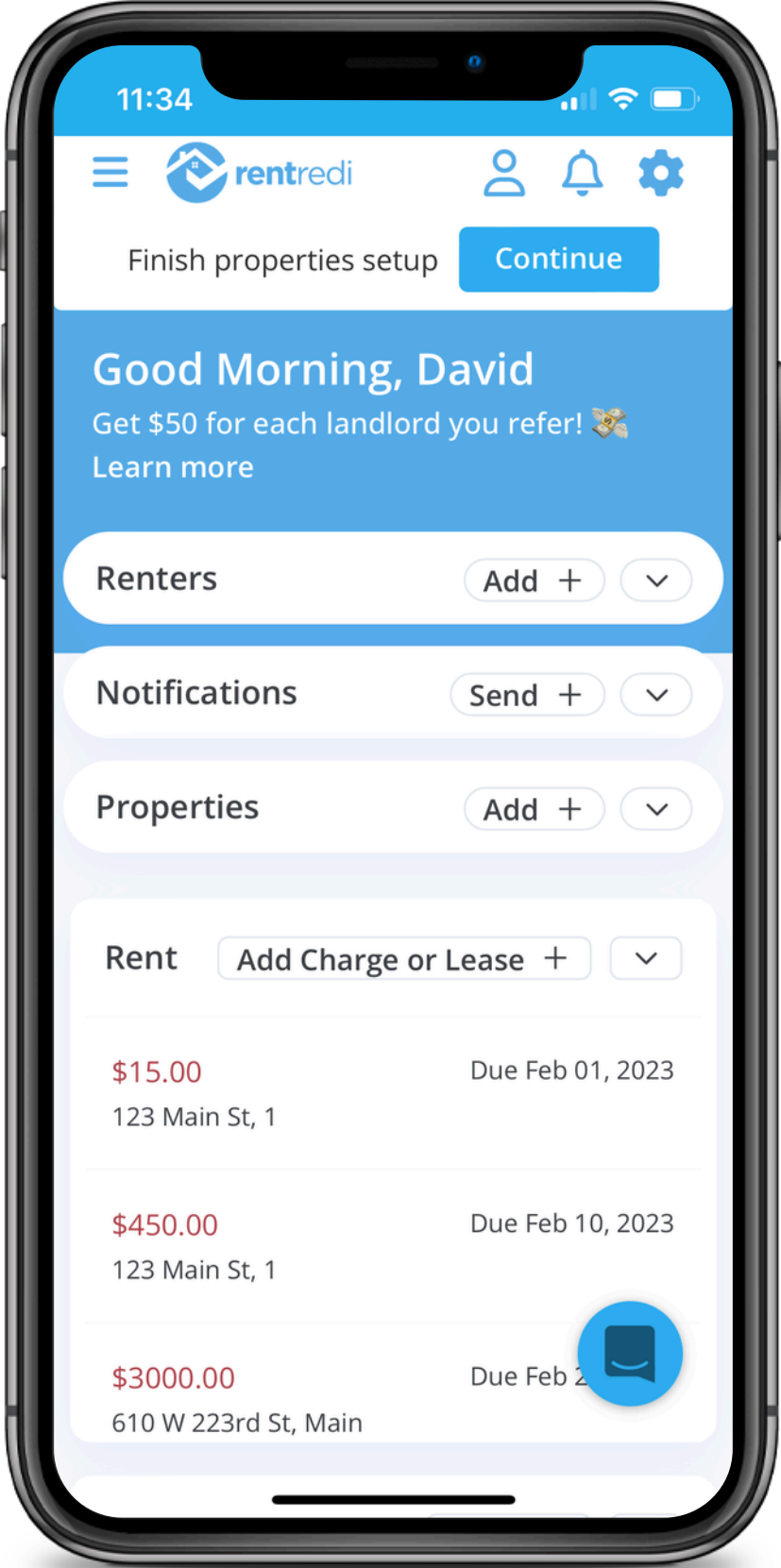
Open Sans regular
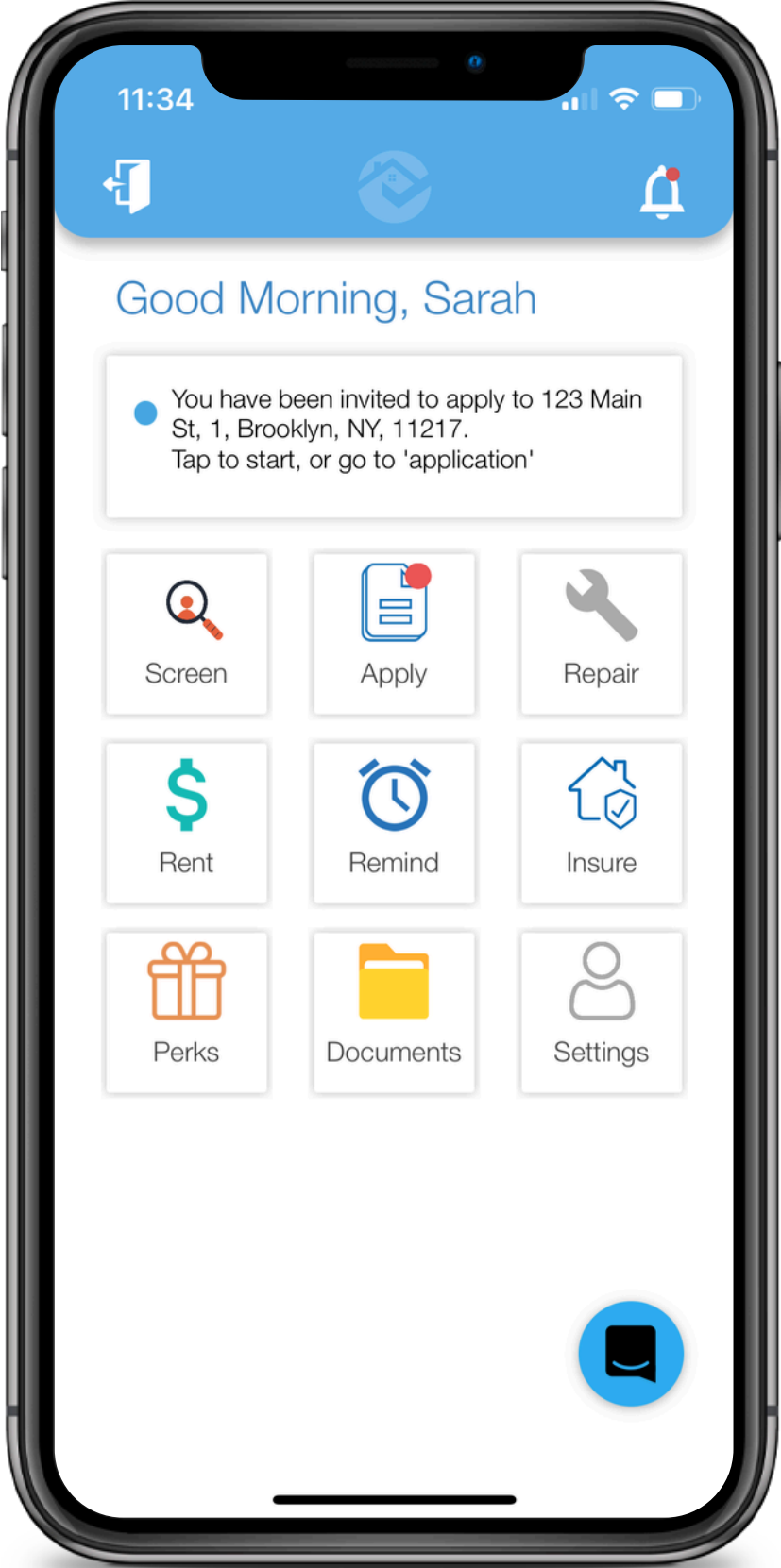
Montserrat regular (alternative)

Sentence case

Imagery
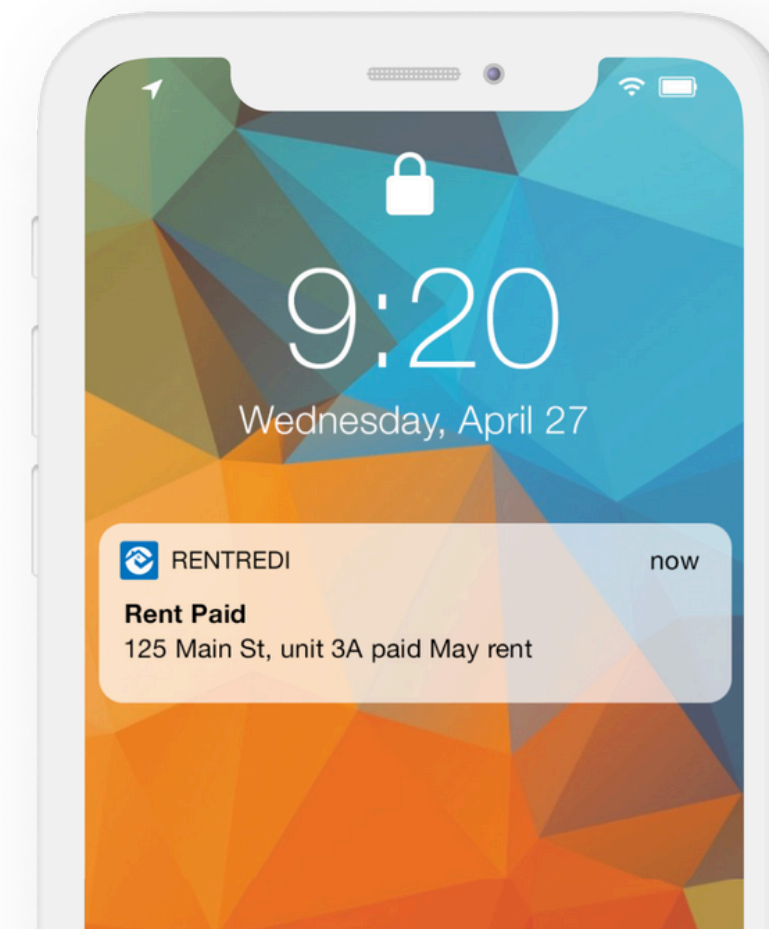
Apps

RentRedi for Owners

RentRedi for Tenants

Contact Information

📞 **(917) 793-6068**

✉️ **marketing@rentredi.com**

🌐 **rentredi.com**