



# Brand & Style Guide

Quick reference for logo, color, type, and usage.

## About RentRedi

RentRedi is the leading comprehensive, data-powered rental management software for smart landlords and investors. It helps landlords and their tenants rent smarter by providing all the tools and intelligence needed to optimize portfolios, boost retention, reduce turnover, and improve the lives of everyone in the rental process.

For landlords, the all-in-one web and mobile app streamlines rent collection, listings, tenant screening, lease signing, maintenance coordination, accounting, and more. For their tenants, it includes online rent payment, auto-pay, credit building and boosting, and 24/7 maintenance requests.

Founded in 2016, RentRedi is VC-backed and a proven PropTech leader, recognized by the Inc. 5000, Inc. Power Partners, Fast Company's Next Big Things in Tech, and HousingWire's Tech100.

### Key notes:

- Founded in 2016
- \$33B+ in assets under management
- ~200K landlords and tenants on the platform
- Available nationwide
- VC-backed

**Recognition:** Inc. 5000, Inc. Power Partners, Fast Company Next Big Things in Tech, HousingWire Tech100, PropTech Breakthrough.

## Logo

The RentRedi mark combines a house, chimney, window, and checkmark inside a solid circle, paired with the wordmark in dark navy and brand blue.

**Usage preference:** prefer the blue-on-blue logo when it fits; maintain clear space around the mark, at minimum one icon width of whitespace.

**Avoid:** recoloring, skewing, or stretching the mark; placing on low-contrast or busy backgrounds; adding drop shadows or effects; reconstructing the wordmark in a different typeface.

# Color Palette

- **Primary/Brand Blues:** Dark Ocean (#1A3D52), Dark Blue (#253A68), Middle Blue (#3A789B), Sky Blue (#3286B3).
- **Neutrals:** Soft Gray (#E6E7E8), Smoke (#4D4D4C), White (#FFFFFF), Black (#000000).
- **Accent Palette:** Dark Orange (#B35129), Mint (#76B892), Tangerine Sand (#B76E1A), Montifalco (#4C2031).
- **Usage:** Dark Ocean for primary text and headlines, Dark Blue for secondary backgrounds, Middle Blue for accents and subheads, Sky Blue for highlights and links.

# Typography

**Primary typeface:** Helvetica, with Nimbus Sans L as the metric-compatible system alternative.

**Hierarchy example:**

- **Headline:** One unified platform for your rental portfolio.
- **Subhead:** Collect rent, screen tenants, manage maintenance.
- **Body:** RentRedi gives independent landlords the tools to run their rental business from one place, without the manual work.

# Contact and Social

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**Social:** facebook.com/rentredi, instagram.com/rentrediofficial, linkedin.com/company/rentredi

