

WetRentals

Brand Guidelines



Usage Guidelines

01

Logo Usage

Generally, the “logo colours” act as pop colours in illustrations or icons but should not be used in design elements.

02

Brand Assets

Please do not use, display, mirror or frame (including in metatags or hidden text) our company assets.

03

Colour Palette

Avoid deviating from the core set of colours or creating tints of these values.

A large, white, serif capital letter 'A' and a lowercase letter 'a' are displayed on a light blue background. The letters have a dark blue shadow cast behind them, giving them a three-dimensional appearance. The 'A' is on the left and the 'a' is on the right, both centered vertically.

Typography

The IBM Plex Serif is our company font. We always use it. When you're writing, use it. When you're making a presentation, use it. When in doubt, use IBM Plex Serif.

IBM Plex Serif also comes in bold. It's called IBM Plex Serif Bold.



Typography

IBM Plex Serif

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

Typography

Headline

IBM Plex Serif

Medium

48 px

80% line height

0% tracking

Paragraph

IBM Plex Sans

Regular

18 px

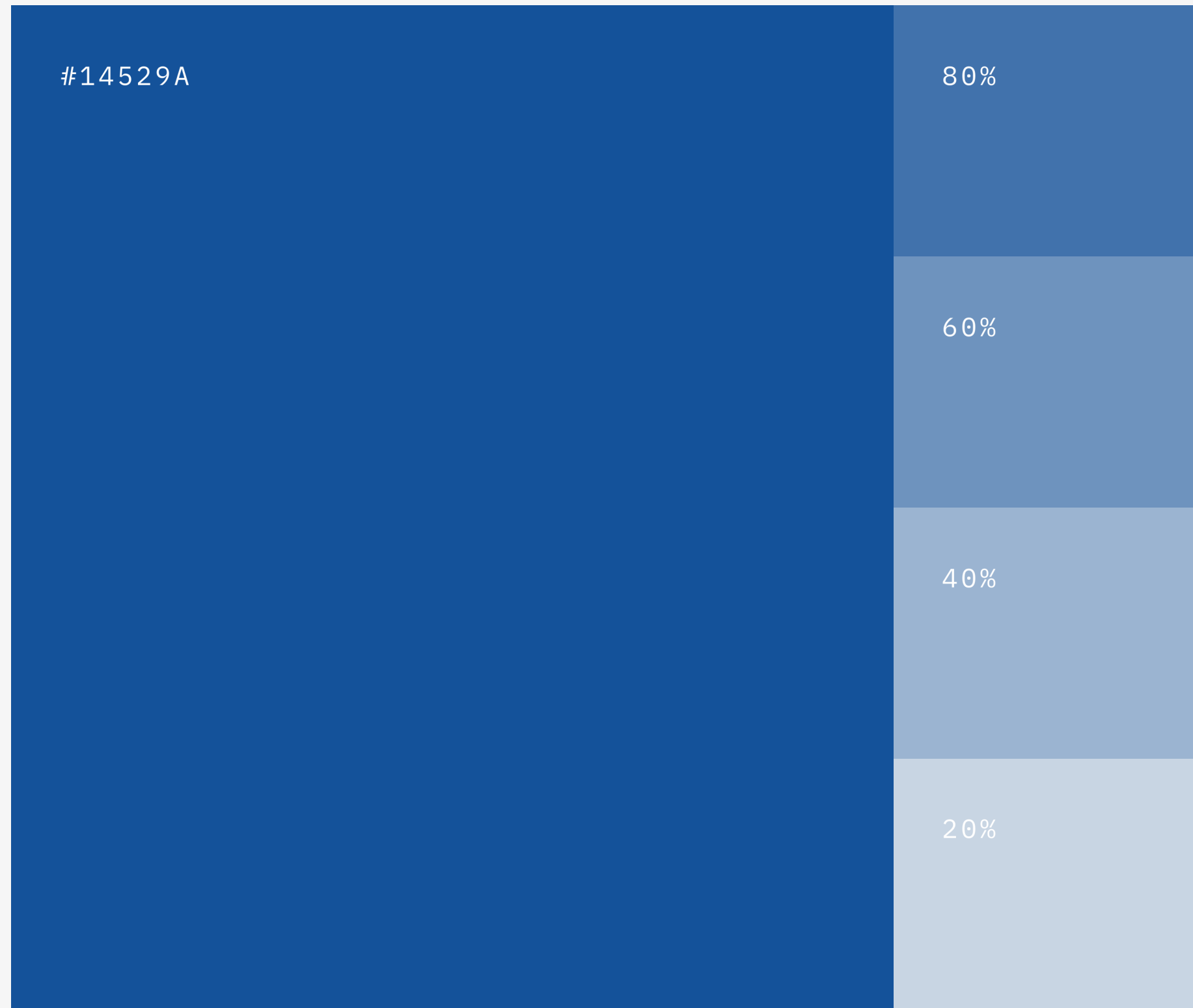
110% line height

1% tracking

About IBM Plex Serif

A little bit of history about this amazing font. According to the Google font website, it was designed to illustrate the unique relationship between mankind and machine. Are you feeling that when you look at this font? Because we are.

Primary: Deep Blue



Colour Palette

Our primary colour is Deep Blue. We use variances ranging from light to deep, depending on how blue we feel.

#14529A

#63D3FC

#FFFFFF

Colour Palette

Our brand uses colours purposefully to communicate how things function in the interface. This helps us create visual patterns that can make interacting with our product easier and more predictable.



Logo

Our logo is our most valuable asset. It's not a shape-shifter, and doesn't have plans to become one anytime soon. So, please do not edit, change, or distort it in any way.

Logo:
Incorrect Usage



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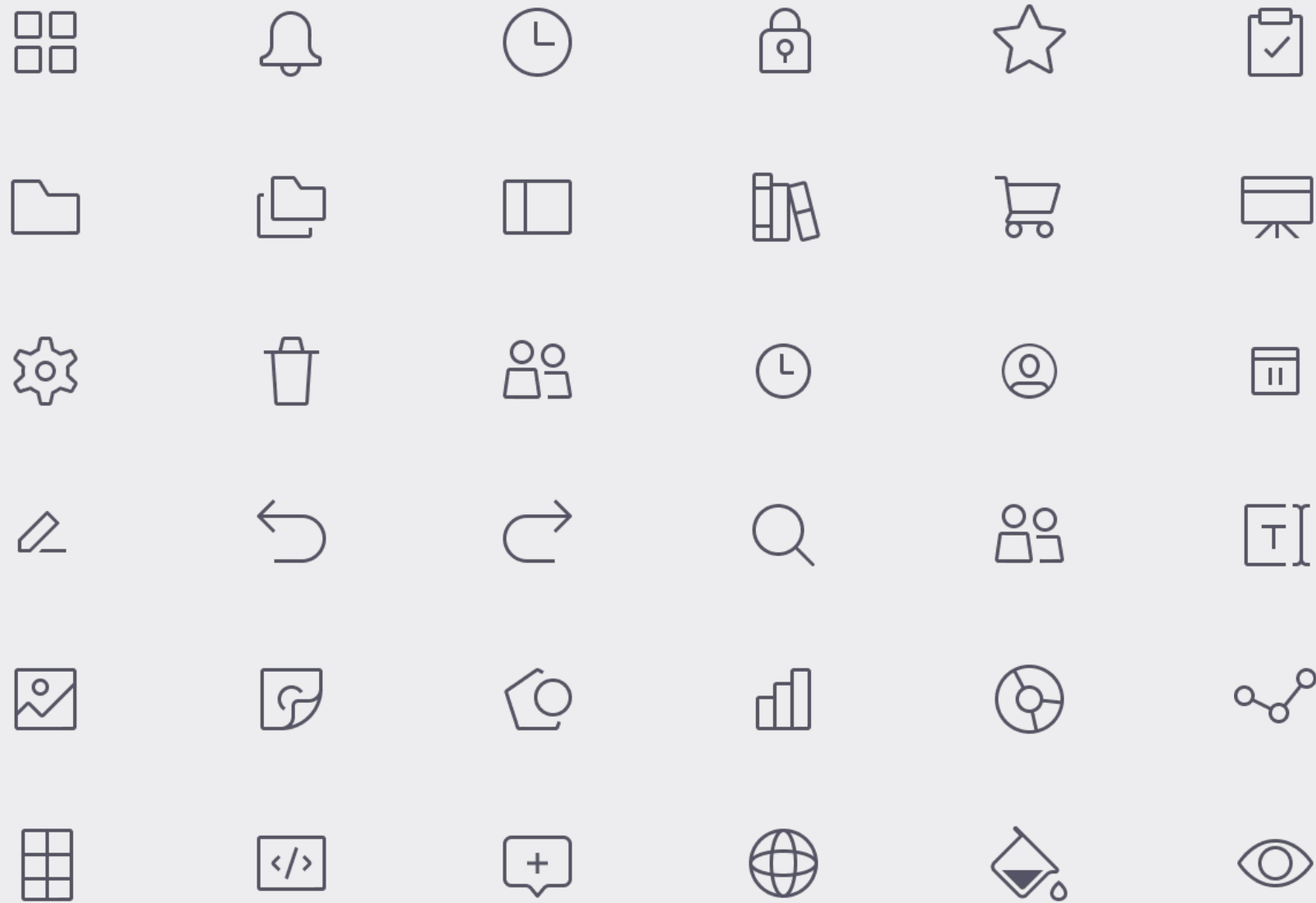
Photography

Commercial Usage Policy

All company photography may be used for editorial purposes only. Any other use of our media assets for commercial use is strictly prohibited. Using company photography downloaded from the site or acquired by other means for commercial use is strictly prohibited.

Personal Usage Policy

Personal use is allowed under limited circumstances (only for Instagram and Tinder profile photos).



Iconography

Our iconography is connected to our typography at a fundamental level. It, too, was designed to illustrate the unique relationship between mankind and machine.

Icons and their usage principles enable you to communicate quickly and effectively across all touchpoints.



Conclusion

As we conclude this branding guide, we want to emphasize the importance of consistency, creativity, and clarity in upholding our brand's identity. Our guidelines serve as a comprehensive framework to ensure that every interaction with our brand communicates our core values, mission, and vision to our audience. Whether you are creating marketing materials, designing new products, or engaging with customers online, remember that you are an essential part of our brand's story.

For any inquiries, suggestions, or clarifications regarding the branding guidelines, please contact us!

This branding guide is a living document and may be updated. Please ensure you have the latest version for reference.



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