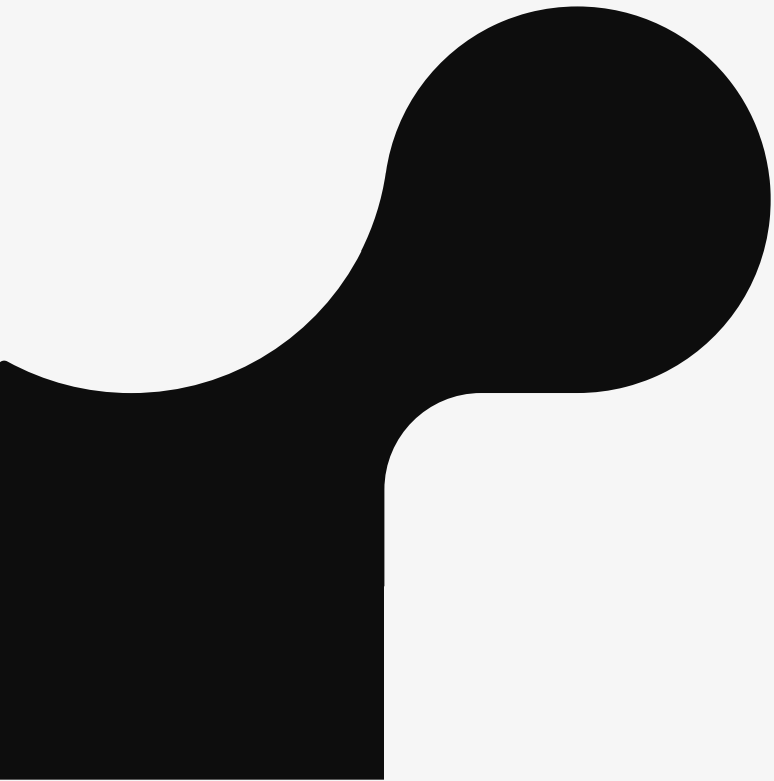## The Wordmark

This is the Render wordmark — it's the fullest version of our logo and the preferred way we show our brand.
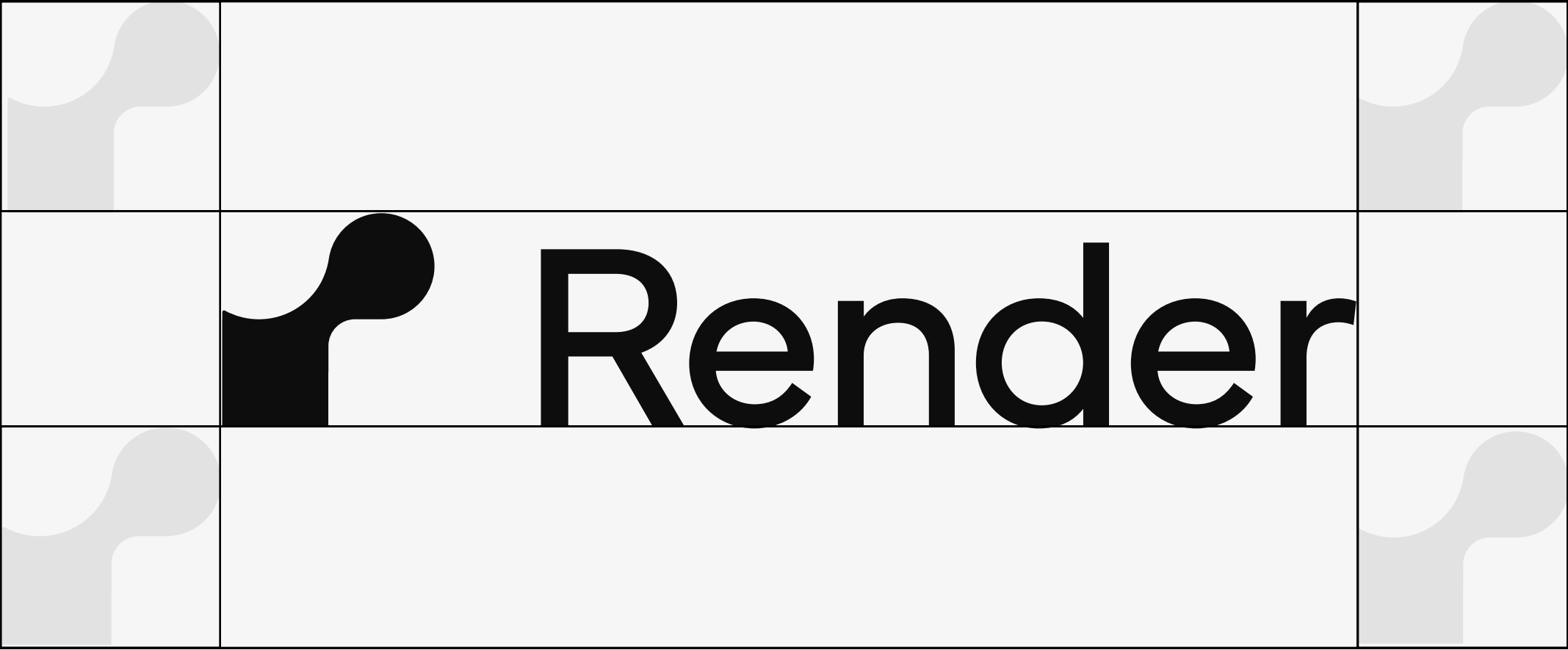
The Icon

This is the Render icon — it's the fullest version of our logo and the preferred way we show our brand.

Clear space

Let the logo breathe— a good rule of thumb is using the icon to determine the minimum amount of space you need to create good whitespace around the logo.

Wordmark Usage

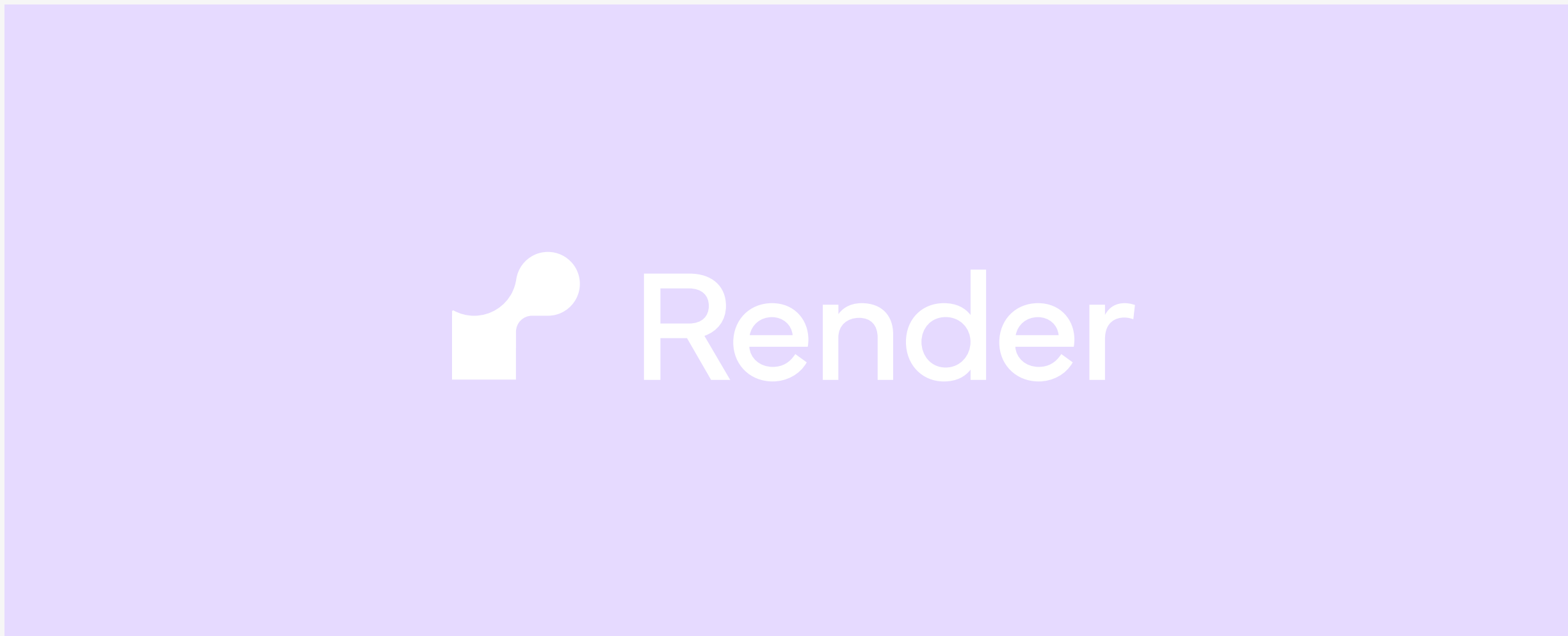Use the logo in black on light backgrounds

Use the logo in white on dark backgrounds

Use the logo in white on uncluttered backgrounds.

Contrast between text and background colors should achieve AA or AAA contrast as outlined by the WCAG. To easily check your color pairings, use the <u>Stark</u> plugin.

Wordmark Misuse

◨ Don't use the logo on a low contrast background.

◨ Don't use the logo on a cluttered background.