render

ANALYTICS

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What is this guide?
This is a resource to help you understand how Render Analytics engages with the community, both visually and personally. These guidelines were created to help you navigate Render's requirements for usage of brand identity including internal and external messaging, logos, typography, and branding assets.

Why is it important?
Consistency of Render Analytics' brand, as well as clarity of use and intentional language, is a large part of what makes the brand experience valuable to the client. Using and adhering to these guidelines will not only help protect our brand's integrity, but will also help clients instantly recognize references to Render. A consistent brand and user experience is a large aspect of building trust with clients.

When should you use it?
This guide will help you when creating and reviewing collateral prior to and during the approval stage. Use this guide whenever you are representing Render, whether that be visually or with language.

Follow all brand guidelines and requirements across all media, including print collateral, website, social media, physical spaces, and much more.

This guide is for anyone and everyone who may have a part in representing Render Analytics' visual and cultural brand.

design
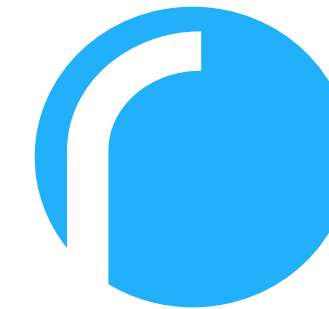
The design portion of this guide will lay out guidelines as to how anything and everything Render Analytics should look. When a brand is visually consistent, it becomes recognizable to eyes that have seen it in the media, thus establishing brand trust and bringing clients into a deeper commitment to the brand. Please follow these guidelines design carefully and refer back to this booklet in any moments of design confusion.
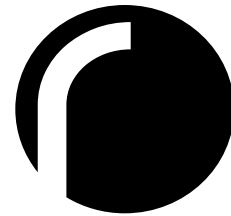
logo

Placement

The Render Analytics logo should be used on all brand publications and collateral. The logo should be clearly present, but not dominating and never miniscule. Logos should be placed intentionally on backgrounds that offer enough contrast for clear readability.
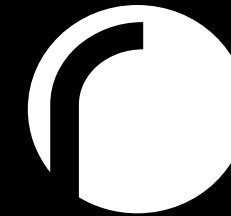
Variations

These are the acceptable versions of the logo. Do not manipulate the logo using different fonts, stretching or warping, drop shadows or glows, or any other filters or effects.

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colors

The colors outlined here should guide all color choices on all digital media and print collateral. When possible, use these exact color codes. RGB and hex # codes are used for digital representation, while CMYK codes are used for printing. These colors should remain consistent across all branding and no additional colors should be added without an intentional rebrand.

Please Note
Blues should never be used as backgrounds, but only in design elements and shapes.
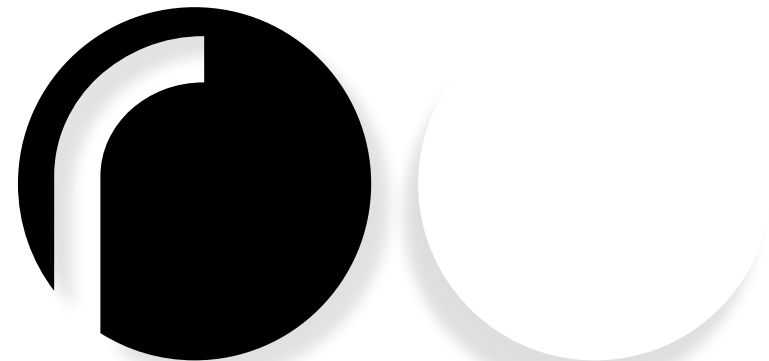
Black
CMYK 75.68.67.90
RGB 0.0.0
#000000

White
CMYK 0.0.0.0
RGB 255.255.255
#ffffff
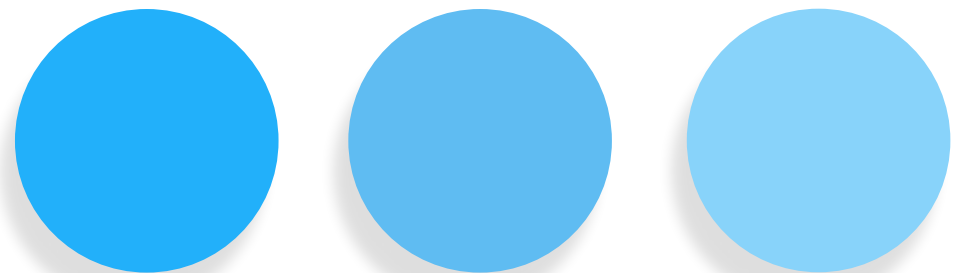
Blue 1
CMYK 65.16.0.0
RGB 34.176.250
#22b0fa

Blue 2
CMYK 55.10.0.0
RGB 95.188.244
#5fbcf2

Blue 3
CMYK 41.2.0.0
RGB 136.211.250
#88d3fa

fonts

Fonts are just as important to your brand as your logo. Make your company recognizable on any platform through consistent usage of the same fonts. Use these typefaces when creating both printed and digital media.

timeburner family
Use **TimeBurner Bold,** lower case, with tracking set to 100 for headlines.
abcdefghijklmnopqrstuvwxyz

Metropolis Family
Use **Metropolis SemiBold,** mixed case for subheadlines.
abcdefghijklmnopqrstuvwxyz

Use Metropolis Light, mixed case for body copy.
abcdefghijklmnopqrstuvwxyz

shapes

These brand assets are meant to add another layer of visual identity to Render Analytics. Using these consistently will improve overall brand recognition, establishing further brand trust in your audience. Do not overuse these elements, but rather let a few intentionally placed assets do critical visual work.

Frame
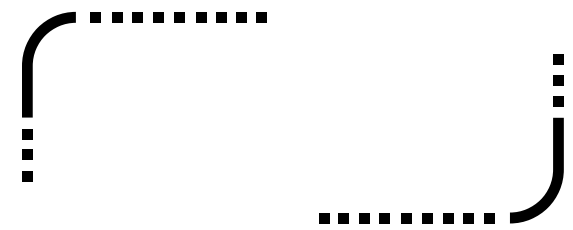
This custom frame can be used to frame text, or to create borders and draw the viewers eye to pertinent information. Use both elements together, as seen to the left, or use the edges individually, as seen on the previous page.
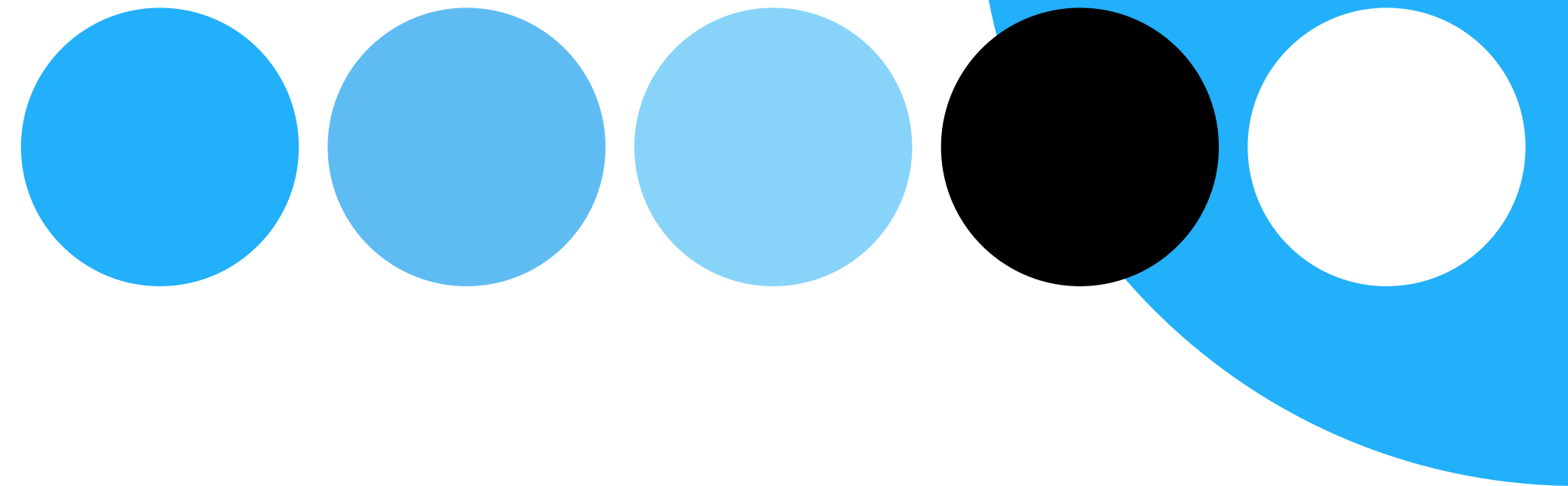
Data String
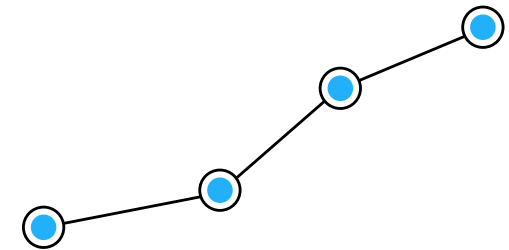
This custom string of plot points can be used as an icon to indicate growth, and can draw the eye as a design element.
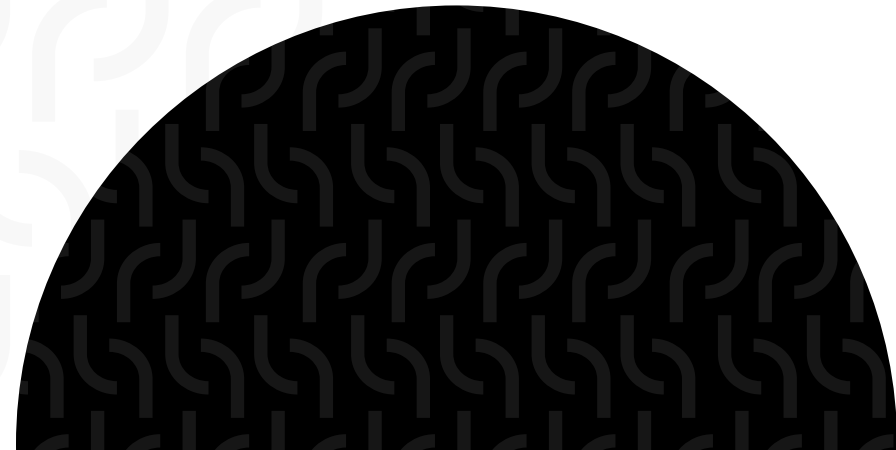
Orbs

Create movement and visual depth in your brand by intentionally placing large rounded shapes on collateral.
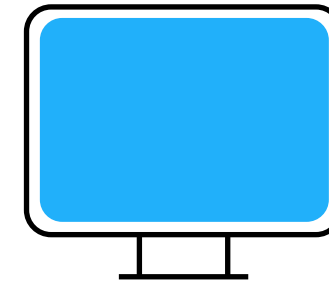
pattern

This custom pattern is meant to be used subtly in backgrounds, to add visual interest and a sense of depth.
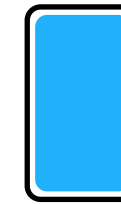
icons

Render Analytics icons should be digitally crafted in a minimalist, linear style. Rounded corners should be used when possible. Follow the aforementioned brand color guidelines.

Computer

Phone

People

Data String
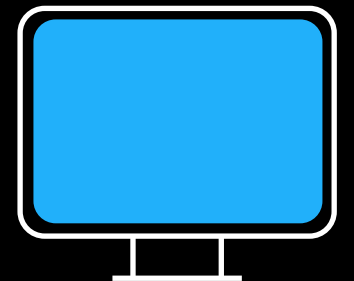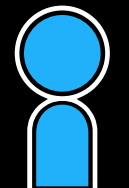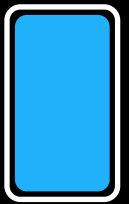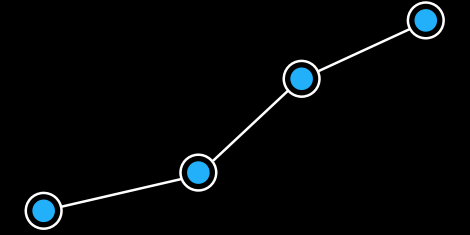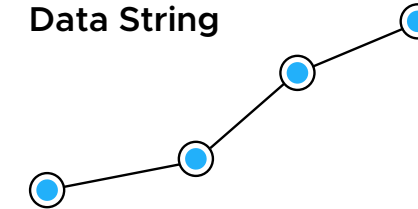
messaging

The messaging portion of your brand guide will provide clarification about who Render Analytics really is, and how to properly represent the brand identity through language.

Render Analytics' core messaging is where the philosophical underpinnings of the organization are spelled out. Core messaging should be referenced when any brand collateral is being created to ensure it aligns with Render Analytics' philosophy. If it is taken into account, then your brand will clearly translate to the audiences you care about. Knowing your core messaging means knowing who you are.

core messaging

Buzz Words

Data-driven, information, data, automation, software, analyze, analytics, solutions, reporting, technology, usable, efficiency, consistency, accuracy, integrity

People feel: Confident, informed, peace of mind, impressed, empowered

One-Liners

Actionable analytics

Helping you use your data effectively

Solving complex information problems

Usable data at your fingertips

Your data, in real time

We've been there, and we've got you

Helping companies keep up with technological landscape

Single source of truth

Data is an ongoing opportunity

Helping you make better, data-driven decisions

Render Analytics helps middle market companies improve reporting so that owners and managers can make insightful, data-driven decisions.

Description

About

We get it. It's hard to make important decisions without access to reliable data, especially when utilizing multiple information systems.

That's where Render Analytics can help. We work with companies who are struggling to report information that is consistent, reliable, and useful. We offer actionable analytics to ensure that you get the most out of your data.

We aggregate and warehouse your core system data—ERP/accounting systems, sales/marketing systems, HR/payroll info, ecommerce, homegrown management systems, and more— organizing, transforming, and delivering information into formatted, easy-to-understand reporting for your management teams, board, and investors.

We leverage best-in-class technology to automate processes that enable effortless updating, increasing efficiency and saving time, energy, and money. What used to take days or weeks and was prone to human error can now be carried out in minutes—with accuracy and consistency. And we ensure the security of your data, giving you peace of mind that your sensitive information is safe.

With Render Analytics, you get real-time access to the information necessary for you to make data-driven decisions, leading to greater value for your organization.

core messaging

Mission Statement

A mission statement concisely explains an organization's purpose and its overall intention. The mission statement supports the vision and serves to communicate purpose and direction to employees, customers, vendors, and other stakeholders.

To make people's lives easier through actionable data analytics.

Vision Statement

To be a national leader in data analytics, providing a wide range of information management and reporting systems.

To offer our customers the best possible tools and services in order to help them make better business decisions that, in turn, creates the most value for their employees, customers, and shareholders.

Brand Promise

A brand promise is what your organization vows to deliver in each and every interaction.

We partner with our customers to provide a best-in-class reporting and business analytics infrastructure, done with integrity and personability.

Values

A brand's values ultimately shape their culture. These values are the ones that should shape your brand and the way you interact with the world. These values should be checked against every public and private interaction, email sent, and piece of collateral.

Delivering Actionable Analytics

Our experience as business owners and managers helps us understand your needs for relevant and insightful reports that you can use to make important decisions. Through technical expertise and years of industry experience, we bring useful data to your fingertips.

Personable Professionalism

We work to improve our customers' data efficiency, consistency, accuracy, security, and reportability—but we're not robots. We offer a relational approach to information management, building long-term, trusted partnerships with our customers.

Integrity and Reliability

Our consistency, trustworthiness, and acumen brings peace of mind to our customers, who know they can count on us to protect their information and deliver quality results every time.

core messaging internal

Target Audience

When you know who it is that you are trying to reach, you can have a better grasp on how to reach them intentionally. Doing this not only allows your brand to flourish, but also empowers your audience to feel known and seen, effectively bringing them into a deeper commitment to your brand.

Middle Market, Private Equity Backed Companies

Private equity sponsors require timely and accurate reporting, and management teams of these companies may not be used to the reporting requirements and demands of their new owners. We deliver best-in-class reporting infrastructures, which improves the communication between owners and managers, ultimately leading to better decision making.

Scaling Businesses

This audience has seen their business grow without professionalized processes and systems. Now's the time to change that. We help these companies evolve their data management and reporting capabilities.

Recently Purchased Companies

A new owner has taken the helm and wants to put in professional processes to increase efficiency and bring greater value to their investment. That's where Render Analytics comes in.

Brand Positioning

Brand positioning is defined as the conceptual place you want to own in the target audience's mind. In other words, these are the benefits you want them to think of when they think of your brand. An effective brand positioning strategy will maximize customer relevancy and competitive distinctiveness.

Trusted Partners

Our customers know they can rely on us with their sensitive information, and that we're committed to their long-term growth. We follow through on our promises and hold ourselves to high standards, and our friendliness and approachability makes us easy to work with.

Tone of Voice

What you say to your audience matters, but how you say it matters just as much. Because of this, communication should be carefully filtered to make sure it meets your TOV standards in emails, letters, flyers, and even face-to-face interactions. Here you'll see the main attributes chosen for your TOV with helpful guidelines.

Informed | Confident | Reassuring

We convey our experience and expertise through our language, ensuring that our customers develop trust and have peace of mind knowing that they're in good hands.

What it is: Substantive content, balanced insights, simple explanations of complex ideas

What it isn't: Unnecessary technical jargon, competitiveness, arrogance, abrasiveness

Warm | Engaging | Conversational

We're authentic people helping companies solve difficult problems. We convey friendliness, approachability, and openness in all of our interactions.

What it is: Common language, limited use of industry jargon, "we" and "you" language

What it isn't: Overly reliant on exclamation points, slang, unprofessional