Ren

Brand Guidelines 1.1

June 2022

Ren

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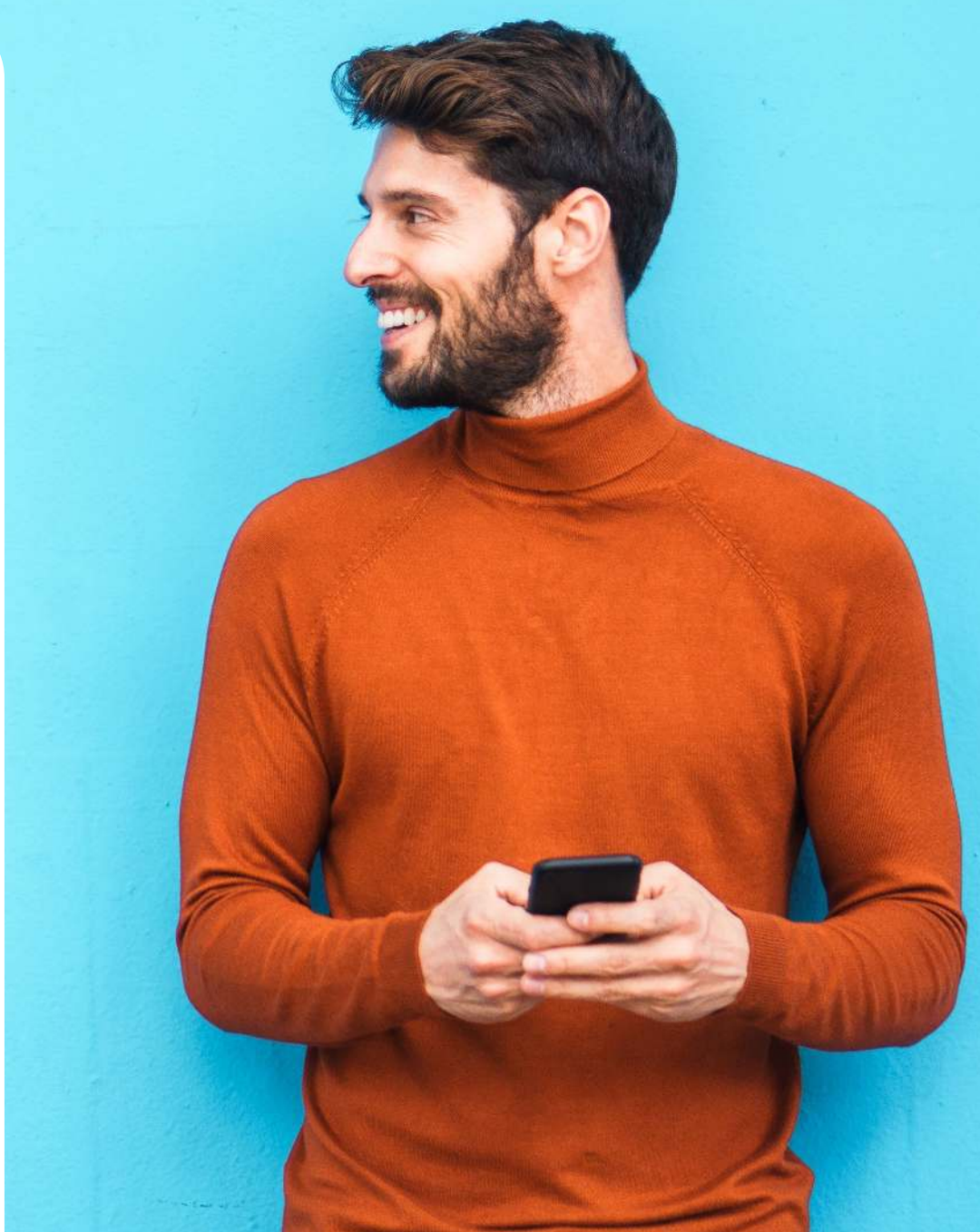
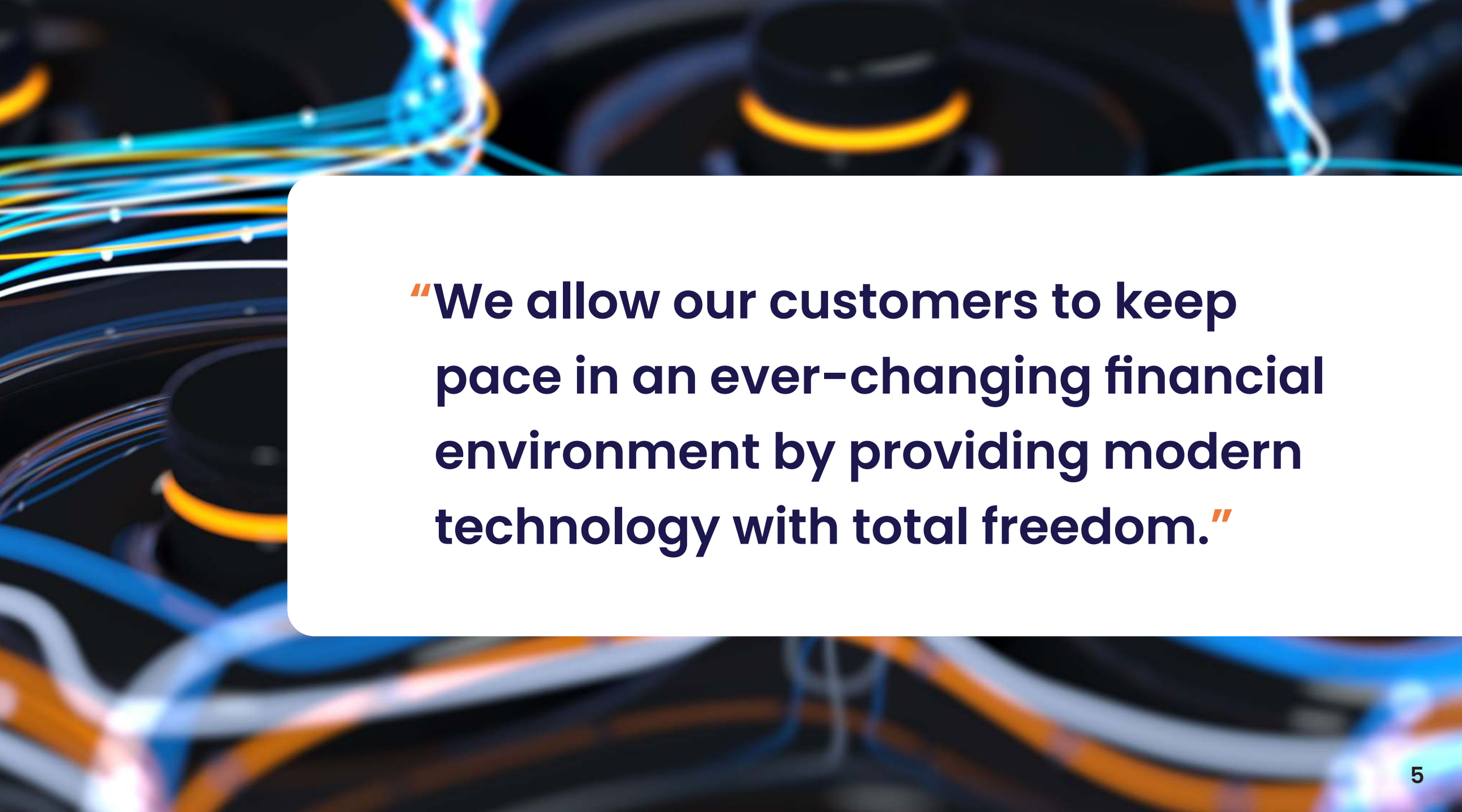


Using This Guide

The Ren brand guidelines exist to ensure consistency across all brand communications in all media. To better connect with audiences, we must demonstrate both a consistent personality and a consistent look and feel.

All of our creative work should be viewed through this filter. In this guide, we'll provide the brand logo lockup and its approved uses, help you understand how and when to use brand typefaces, and cover how to treat images and headlines.

The Ren Brand



"We allow our customers to keep pace in an ever-changing financial environment by providing modern technology with total freedom."

Ren

Brand Pillars

Foundational elements that underpin and are core to the positioning.

MODERN TECHNOLOGY

While systems struggle to keep up with customer demand, our flexible and customizable platform paves the way for instant innovation.

RELENTLESS RELIABILITY

Say goodbye to downtime. We built a self-aware and self-healing technology that is always on in an active environment. We don't stop, even when everyone else does.

CUSTOMER CENTRIC

We strive to simplify the complicated new world of payments for our customers. Since we built the system and use it ourselves, we have firsthand knowledge of exactly how to solve any problem.

Ren

Brand Positioning

Describes the brand's ownable space in the mind of a customer and how it differentiates itself from competitors.

More than just processing a payment transaction, Ren is a pathway to innovation. We allow our customers to keep pace in an ever-changing financial environment by providing modern technology with total freedom.

We don't stop, even when everyone else does.

The Ren Difference

As the world moves to digital payments, businesses are seeking ways to capitalize on demands for convenient, fast, reliable, and secure payment methods. The modernization of payments has plenty of pain points, and legacy businesses are struggling to responsibly evolve their outdated payments technology while new FinTechs and startups are trying to enter the marketplace quickly. What they really need is a resilient and flexible payments platform with a new approach that adapts to custom modernization and development strategies while providing instant innovation. Ren is the world's first 100% microservices-based and 100% cloud-native payment solution that can address the issuing, acquiring, and real-time payment challenges facing the financial services, retail, insurance, and gaming industries with its always-on, self-aware technology and pay-as-you-grow pricing that give businesses total freedom to work the way they want to work.

Ren

Brand Voice

Just like customers can count on our services, they can count on us to provide the solutions to their problems. We always give you what you need, when you need it.

- **Approachable**
- **Confident**
- **Reliable**
- **Consistent**

Brand Element Usage

Ren

Logo Usage

The Ren logo should only be used in a way that is presented in the examples on the right. The clear space should be equal on all sides. Never use the logo smaller than indicated. Switch to just the link logomark if you need a smaller identity mark. Only use the “a Euronet Brand” logo in instances when a strong tie back to the parent company is necessary.

Minimum Size: 60px W x 21px H

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Logo Usage

Usage of the Ren logo lockup should never include additional colors, outlines, or changes in type weight or spacing between the elements. It should always be laid out along a straight horizontal line and never be stretched or compressed. Do not add any text beneath the logo or combine it with any other Euronet branding. Reference the previous and following pages for the only approved logo treatments.

HOW NOT TO USE THE LOGO

Ren

Use of Links

The Ren links tell the story of our microservices-based architecture. Like the links, each microservice works as an individual component, but also comes together as the foundation of the Ren platform, allowing for total freedom with pay-as-you-grow pricing, easy maintenance, and incremental innovation.

DO NOT EVER ROTATE THE LINKS OR USE THEM IN ANY OTHER ORIENTATION.

Ways to use:

- Oversized and cropped off the page
- Individually as bullet points
- When used as bullets, either select a single color or maintain order of colors as pictured at right
- As the logomark in PowerPoints, one-pagers, etc.

Oversized

Individually

Logomark

Ren

Logo Color Usage

If printing in a single color on white, use 1-color black (0, 0, 0, 100) for the entire logo lockup.

On black or solid-colored backgrounds, the entire logo lockup should be in white.

The lone exception is the brand's dark navy background, on which you should use the inverted logo.

White
Hex: ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Pantone: 11-0601 TCX

Black
Hex: 000000
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90
Pantone: Black 6

Dark Navy
Hex: #1d184c
RGB: 29, 24, 76
CMYK: 100, 100, 33, 40
Pantone: 275

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Color Usage

Ren brand colors have specific usages. Reference the right side of this page for color hierarchy, and see specific use cases for each color below.

	Color Name	Applications
Primary colors	• Dark Navy	• Copy on white backgrounds, or as the background
	• Royal Blue	• Accents
	• Cloud Blue	• Accents
	• Orange	• Accents
Secondary colors	• Charcoal	• Backgrounds, accents
	• Bright Teal	• Backgrounds, accents
Tertiary colors	• Black	• Backgrounds, accents, copy
	• White	• Backgrounds, accents, copy on dark backgrounds

Dark Navy
Hex: #1d184c
RGB: 29, 24, 76
CMYK: 100, 100, 33, 40
Pantone: 275

Royal Blue
Hex: #486eb5
RGB: 72, 110, 181
CMYK: 78, 58, 0, 0
Pantone: 660

Cloud Blue
Hex: #8ac6ec
RGB: 138, 198, 236
CMYK: 43, 9, 0, 0
Pantone: 283

Orange
Hex: #ee793c
RGB: 238, 121, 60
CMYK: 2, 64, 85, 0
Pantone: 1575

Charcoal
Hex: #414042
RGB: 65, 64, 66
CMYK: 2, 3, 0, 74
Pantone: 2336

Bright Teal
Hex: #96eff9
RGB: 150, 239, 249
CMYK: 40, 4, 0, 2
Pantone: 2975

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Brand Font

The Ren brand font is Poppins. This font should be used for all marketing, agency partners, and more.

Poppins - SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins - ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Safe Font

The Ren safe font is Arial for use on web, PowerPoint, and anything where Poppins is unavailable.

Arial - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Font Usage

Headlines should be the largest presented copy. Subheads are exactly half the point size of headlines. Body copy should never exceed 14pt size. Please justify type based on the execution (examples in North Star applications).

Callouts and pull quotes are the only type treatments that use Poppins ExtraBold. Pull quotes should indent to the first letter of the first sentence. Pull quote leading should be 10pts larger than font size.

Headline

31pt leading minimum

subhead

28pt leading minimum

Body copy for Ren goes here and is sentence case.

If you **BOLD** in paragraphs, please use **Poppins SemiBold**.

This is a callout for Ren; it can be any accent color.

“Quotes should look like this and be sentence case.”

ALWAYS – Ren	NEVER – Ren™
When using Ren in a sentence, it should always be capital “R” and lowercase “en.”	When using Ren in a sentence, DO NOT add a ® or ™ symbol to the name.

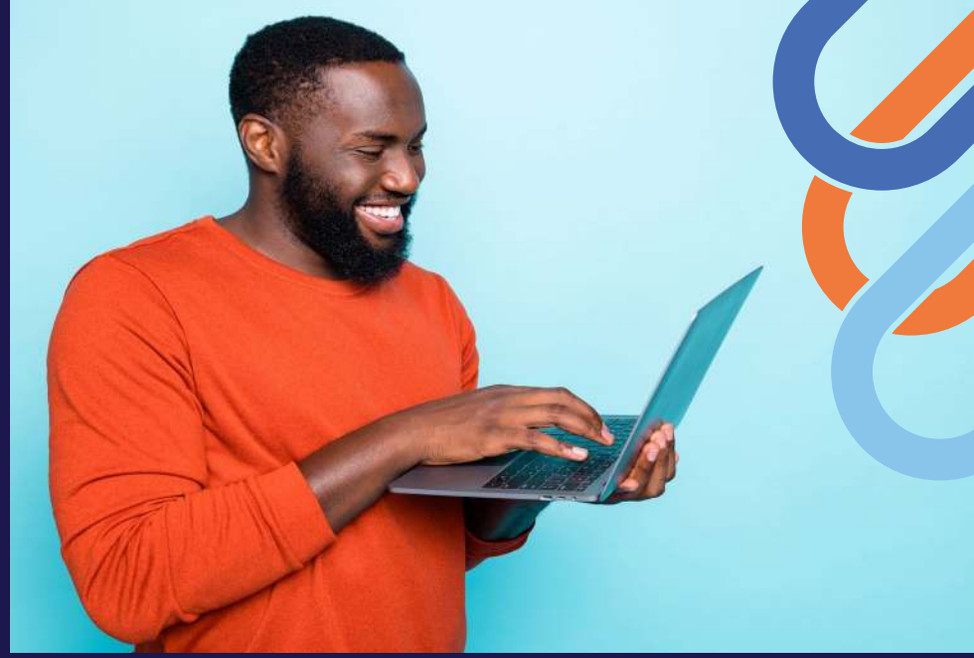
Photography Treatment

Ren

Use of Photography

When incorporating photography, stock photos should feel inviting and casual, a bit futuristic, with a use of solid color in some way. Use of high-tech patterns to generate motion can be incorporated to break up the page and show how Ren connects the world and is always moving.

In addition to standard photography layouts, photos can have the links incorporated into them.

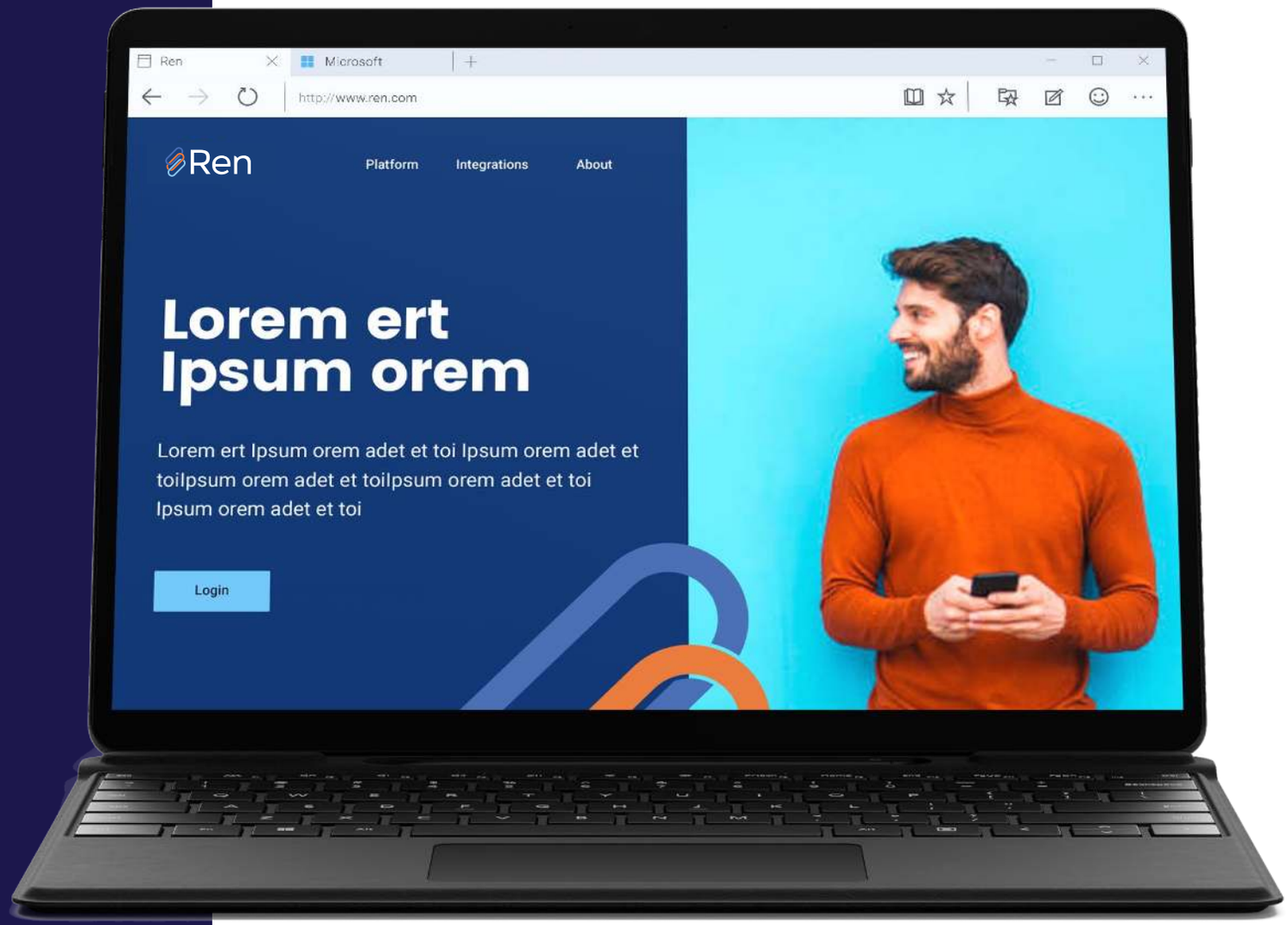


North Star Application Examples

Ren

Web Application

Web Page



Ren

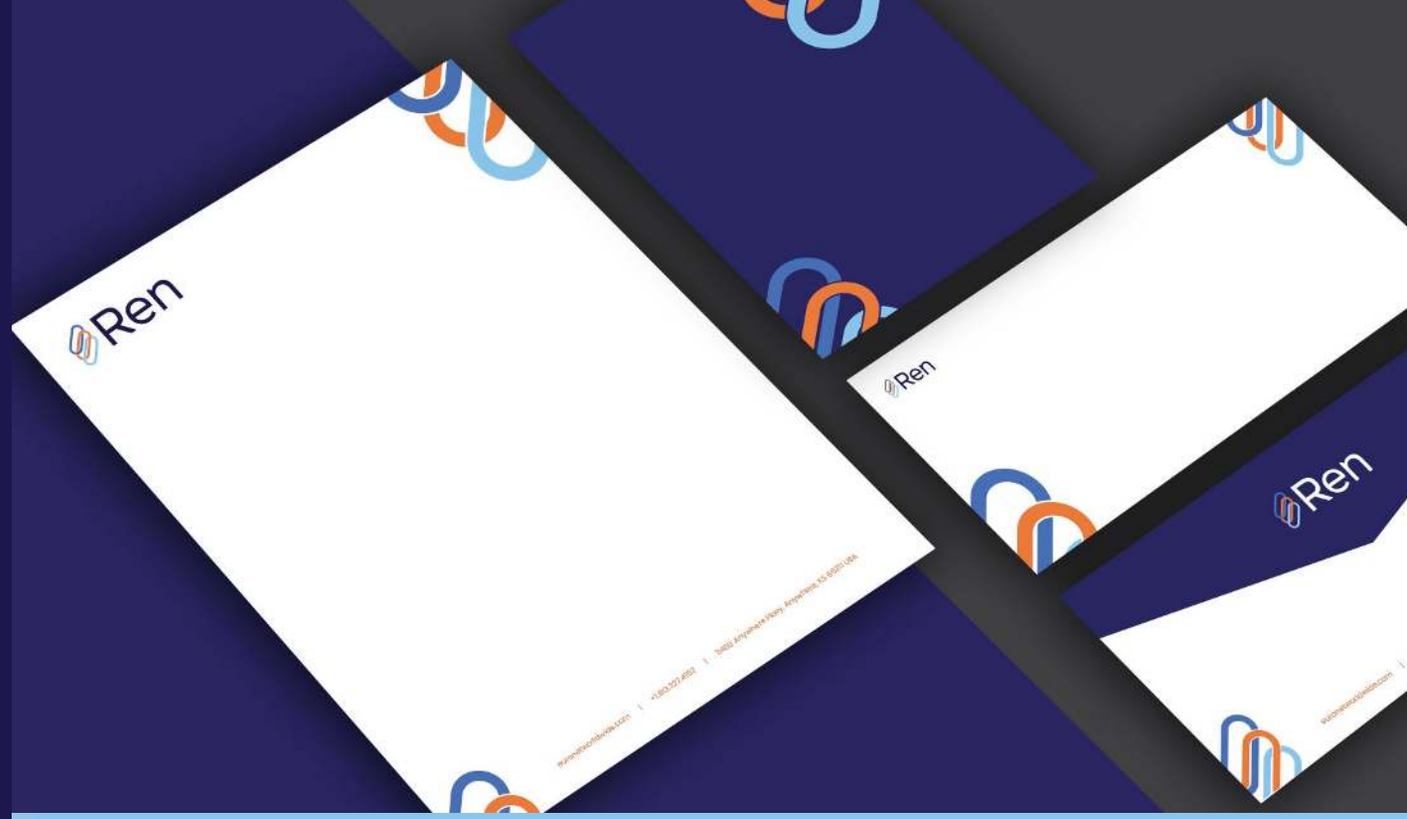
Billboard

Outdoor Presentation

Ren

Brand ID

Business Cards and Letterhead



Ren

Brand Application

Polo

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Email Signature

Ren
a Euronet Brand

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