Trurentra brand rules

Property management, simplified.

Logo

Clear space: keep X clear on every side, where X is the height of the mark. Minimum size: wordmark 80 px wide, icon 16 px tall.
Don't stretch, rotate, recolor, crop, or add effects. Don't place it on a busy image or a low-contrast surface. Don't crowd it.
Never apply the Perizer gold-to-coral signature to this mark: each brand stands on its own.
Endorsement: "A Perizer company", once, in the footer. Nothing more.

Color

Trurentra Navy	#133157	RGB 19 49 87 CMYK 78 44 0 66
Trurentra Amber	#E5A00D	RGB 229 160 13 CMYK 0 30 94 10
Amber Tint	#FEF3C7	RGB 254 243 199 CMYK 0 4 22 0
Deep Navy	#0A1E35	RGB 10 30 53 CMYK 81 43 0 79



CMYK is computed from sRGB: proof it before print.

Type

Geist: Headlines, body, and UI. Weights 400, 500, 600, 700. SIL Open Font License 1.1. https://vercel.com/font

Voice

Talks to the people holding the keys: property managers, owners, and tenants.
Names the chore, then shows it done.

Say: property, lease, maintenance, tenant, owner, one platform
Never: proptech, next-generation, game-changing, unlock

Before: Trurentra is a next-generation proptech solution that unlocks operational excellence.
After: Leases, maintenance, finances, and tenant communication, in one platform.