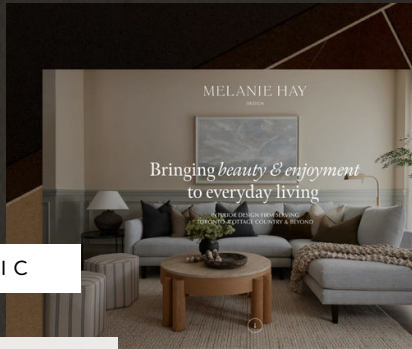
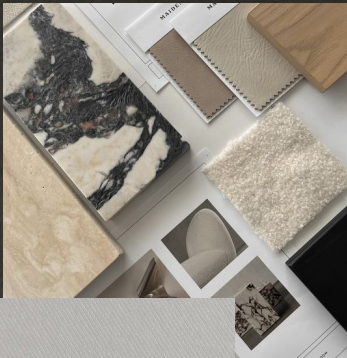


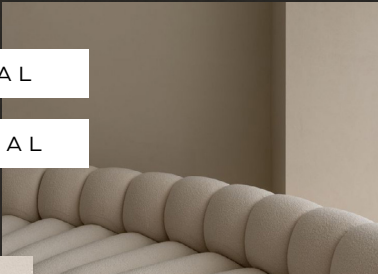
RENAE KELLER

BRAND BOOK

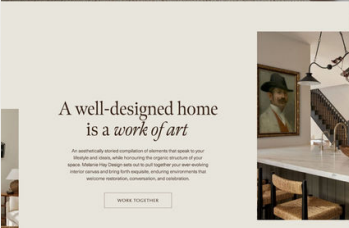




MINIMAL
NEUTRAL

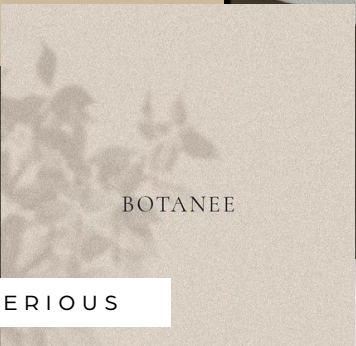
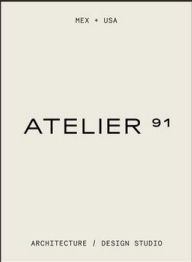


AUTHENTIC



ELEGANT

BALANCED

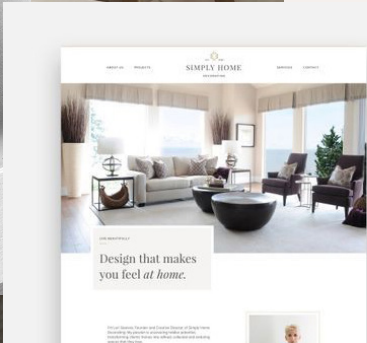


LUXERIOUS

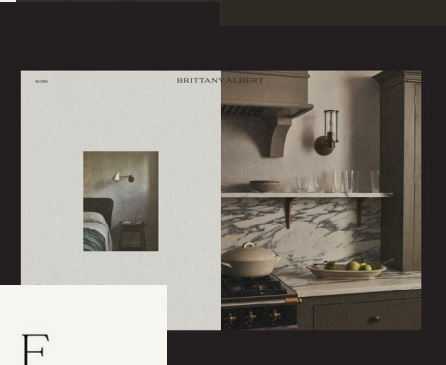


THE BASICS

ORGANIC LINEN



HUMBLE
& GRAND



01 FONT

In designing the logo for Renae Keller Interior Design, I drew inspiration from fonts that embody the brand's essence. A thin, elegant serif font conveys sophistication, while uppercase letters add a minimalist, modern touch. These fonts have a unique character and reflect the high standards and individuality of Renae Keller.

LIGHT

DETAILED

ELEGANT

MINIMAL ELEGANT FONT

20 N 20
NAOMI CO.

HUMBLE
& GRAND

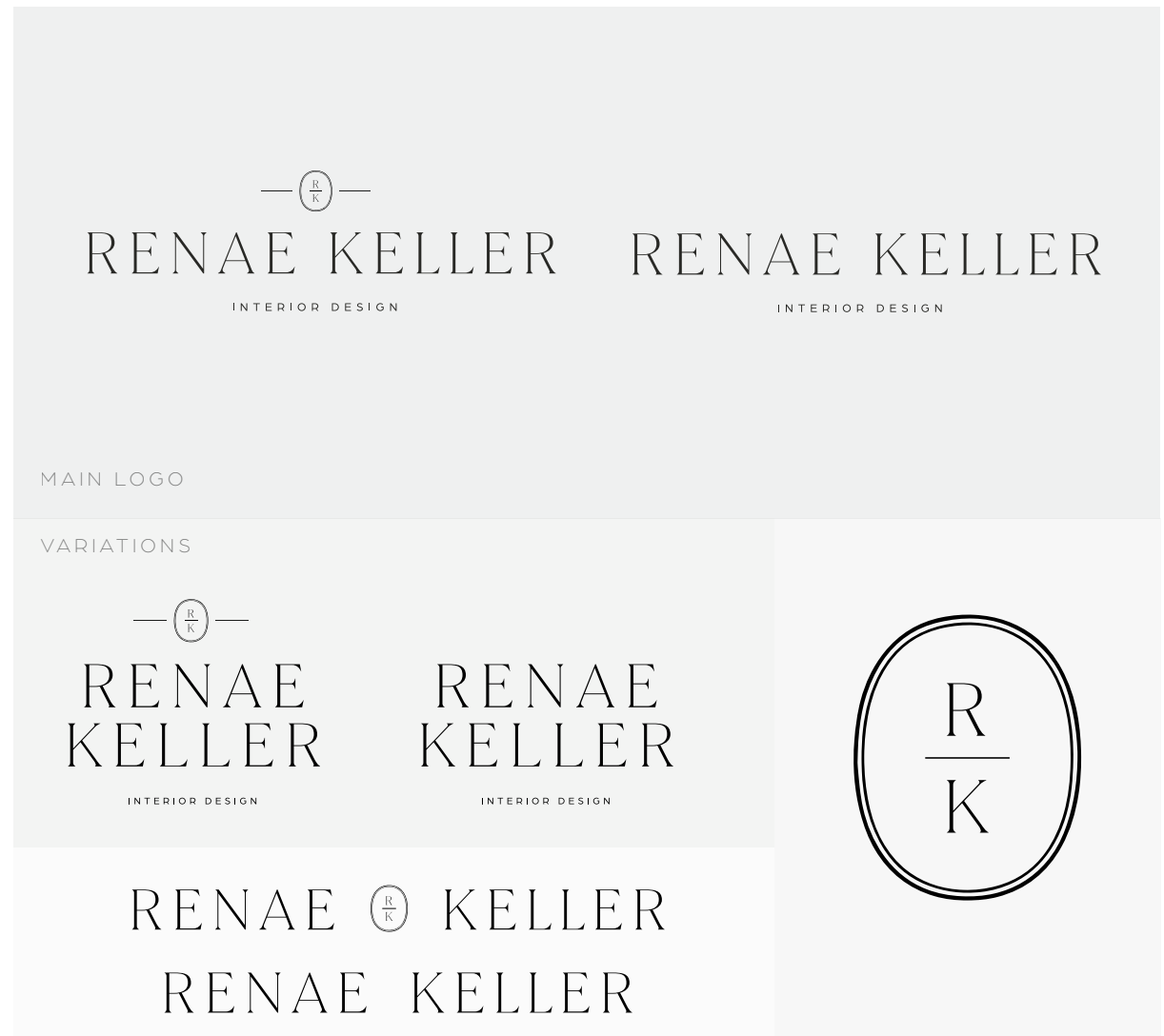
SERIF

GOOGLE FONT PAIR

01 LOGO

In designing the logo I chose a minimalist font with small serifs to convey a sense of high quality. The phrase „Interior Design“ is placed below to clearly indicate the industry. The logo symbol, featuring the two initials arranged within an oval, looks elegant, organized, and professional, perfectly reflecting the company's values.

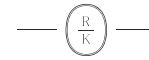
Additionally, various logo versions have been created for different applications.



RENAE KELLER

INTERIOR DESIGN

Logo 01



RENAE KELLER

INTERIOR DESIGN

Logo 02

RENAE  KELLER

Logo 03



RENAE
KELLER

INTERIOR DESIGN

Logo 04



Logo 05

RENAE KELLER

Logo 06

RENAE
KELLER

INTERIOR DESIGN

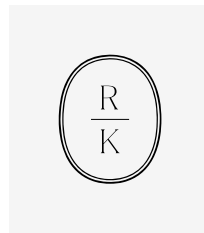
Logo 07

DO

CONTRAST



Lighter logo on dark background, and dark logo on lighter background.



SAFE ZONE



The logo should have enough space.

COLORS



Use the colors from the brand guidelines.

DONT

CONTRAST



There is not enough contrast between background and logo.



SAFE ZONE



The Logo should stand out, so please let enough space.

COLORS



Do not use other colors than the colors from the brandbook

02 FONTS

HEADLINE

Juana Alt Thin Regular – volume 170 –
line spacing 35 – only CAPITAL LETTERS

SUBHEADLINE

Arboria Book – volume 410 –
line spacing 16 pt- only CAPITAL LETTERS

This is an example paragraph. This is **how**
text sections should look when they are implemented.

Arboria Light (highlights in Regular)
– volume 40 –line spacing 10 pt

SUBHEADLINE

Arboria Light – volume 410 –
line spacing 16 pt- only CAPITAL LETTERS

FULL-SERVICE INTERIOR DESIGN

BURN THE CANDLES,
USE THE CHINA...

SUB
HEADLINE

The subheadline consists of
of capital letters to attract
attention attract attention.
Nevertheless, the size of the
font ensures a clear visual
hierarchy.

The text section is kept plain
and simple to fit in with the visual
hierarchy, but still matches the
style of the other fonts.

Ditio omnis est quoditi
ncitiorepedi ut quam, **cus et**
mosam ipis et faccaptur?
Quid ea

03

COLORS

A minimalist, natural color palette with high contrast was chosen to underscore professionalism and quality. This selection creates a sense of trust and ensures a high aesthetic appeal, perfectly complementing the refined design ethos.

HEX #F5F5F5	Pantone Cool Gray 1 C
HEX #E2DBD8	Pantone 427 C
HEX #ede6dd	Pantone Warm Gray 1 C
HEX #9C8F80	Pantone 7530 C
HEX #545452	Pantone Cool Gray 11 C

PRIMARY COLORS

	WARM BEIGE sRGB 237 230 221 CMYK 8 9 14 0 HEX #EDE6DD
	SAND sRGB 156 143 128 CMYK 37 36 44 18 HEX #9C8F80
WHITE sRGB 245 245 245 CMYK 5 4 4 0 HEX #F5F5F5	
COOL BEIGE sRGB 226 219 216 CMYK 13 13 14 0 HEX #E2DBD8	BLACK sRGB 84 84 82 CMYK 60 50 50 44 HEX #545452

03 IMAGERY

The imagery follows a minimal style, utilizing neutral and natural colors from the chosen palette. This creates an aesthetic feeling that is both refined and inviting. The images showcase Renae in action, examples of her work, as well as moodboards and inspirations related to interior design.



