

BRAND IDENTITY

# Rent 'N Trek

STYLE GUIDE

GEAR UP · SHOW UP · ANYWHERE

Version 1.0 · 2026

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01 — BRAND FOUNDATION

# Brand Foundation

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Rent 'N Trek is a peer-to-peer outdoor gear rental platform built for travelers and vacationers who want the adventure without the overhead of owning expensive equipment. The brand connects renters who need gear with local hosts who have gear to share — creating a trusted community around the outdoors.

## Brand Positioning

Rent 'N Trek occupies the space between Turo's peer-to-peer trust model and the rugged, purposeful aesthetic of leading outdoor brands. We are modern and tech-forward in how we operate, but our soul is rooted in forests, mountains, trails, and campsites.

## Brand Pillars

- **Trustworthy** — Every transaction is verified, covered, and backed by the platform.
- **Adventurous** — The brand celebrates the call of the outdoors, not the gear aisle.
- **Community-driven** — Hosts and renters are equals. Both sides of the platform matter.
- **Premium** — The experience feels elevated even when the price doesn't.

## Mission

*"The gear is already out there. Rent from hikers who've been where you're going — and earn from gear that deserves more trails."*

## Target Audience

### Primary: The Renter

- Age 25–45, adventure traveler
- Visiting national parks, lake regions, ski towns
- Does not own gear or can't fly with it
- Trusts Airbnb, Turo, and Uber
- Values experience over ownership

### Secondary: The Host

- Local outdoor enthusiast, any age
- Owns quality gear used a few times per year
- Motivated by passive income
- Takes pride in their equipment
- Wants to share the outdoors with others

02 — LOGO SYSTEM

# Logo System

The Rent 'N Trek logo consists of two elements: the badge mark and the wordmark. These elements must always be used together in their approved combinations and never altered, stretched, or recolored.

## Wordmark



*The wordmark is set in Syne 800 (Extra Bold). The apostrophe before N is set at a lighter weight and smaller size, functioning as punctuation. The bold N carries equal visual weight to "Rent" and "Trek", making the three words read as connected equals.*

## Logo Variations

### Primary — Dark background

Default usage. Chalk wordmark, Summit orange 'N accent.

### Clear Space

Always maintain clear space equal to the height of the "R" in Rent on all sides of the logo.

### Reversed — Light background

Pine wordmark, Ember orange 'N accent.

### Minimum Size

Never reproduce the wordmark smaller than 80px wide in digital or 1 inch in print.

### Summit — Orange background

White wordmark and 'N. Accent use only.

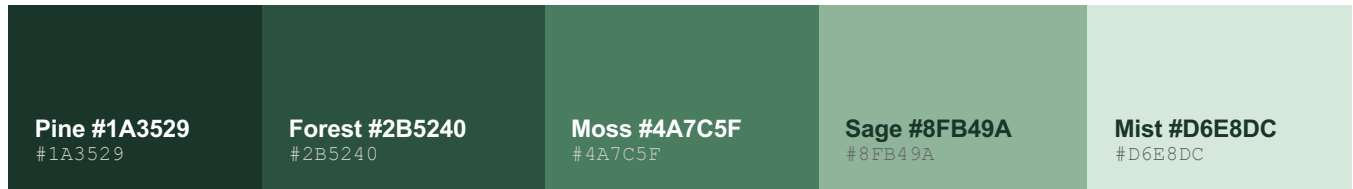
DO	DON'T
<ul style="list-style-type: none"><li>✓ Always use approved logo files</li><li>✓ Maintain clear space on all sides</li><li>✓ Use Summit orange 'N on dark backgrounds</li><li>✓ Use Ember 'N on light backgrounds</li></ul>	<ul style="list-style-type: none"><li>✗ Stretch or distort the logo</li><li>✗ Separate wordmark from badge mark</li><li>✗ Place logo on Sage or Mist (low contrast)</li><li>✗ Recreate or retype the logo</li></ul>

03 — COLOR PALETTE

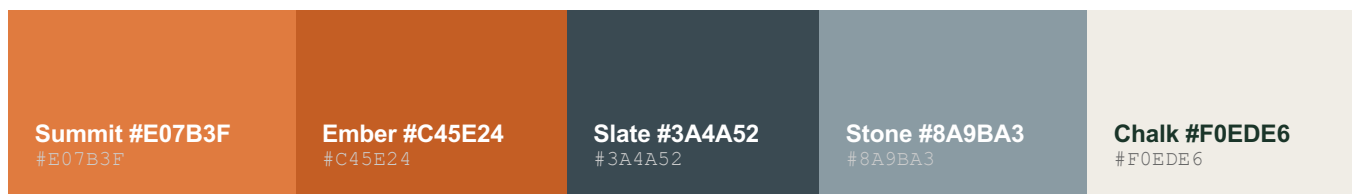
# Color Palette

A palette built from trail, terrain, and twilight. Pine anchors the brand with authority and trust. Summit orange drives every action. Chalk and Mist keep the interfaces breathable and warm.

## Primary Green Ramp



## Accent & Neutral Colors



## Color Usage Rules

### Pine (#1A3529)

Headers, nav bars, hero backgrounds, trust moments

### Summit (#E07B3F)

Every CTA and action button — one action color only

### Mist (#D6E8DC)

Category chips, success states, light UI elements

### Chalk (#F0EDE6)

App backgrounds — use instead of pure white for warmth

### Sage (#8FB49A)

Icons and secondary text on Pine backgrounds

### Ember (#C45E24)

Summit orange hover and active state — darker than Summit

04 — TYPOGRAPHY

# Typography

Two fonts. Two roles. Never mixed within the same UI element. Syne commands attention — it has an architectural, modern edge that separates Rent 'N Trek from the granola outdoor aesthetic. Plus Jakarta Sans communicates clearly at every size.

## Display & Heading — Syne

### Display / H1

Syne 800 · 34px · -1px tracking

**Gear up. Show up.**

### Heading / H2

Syne 700 · 22px · -0.3px

**Explore gear near Moab**

### Subheading / H3

Syne 700 · 16px

**Old Town 119 Kayak**

## Body & UI — Plus Jakarta Sans

### Body

Plus Jakarta 400 · 14px · 1.7 leading

Includes paddle, PFD, and dry bag. Pickup available at the Colorado River trailhead.

### Eyebrow Label

Plus Jakarta 600 · 10px · 2.5px tracking

WATER · KAYAK

### UI / Interface

Plus Jakarta 500 · 13px

Book Now · \$28/day · ★ 4.9

### Caption / Meta

Plus Jakarta 400 · 11px

0.8 mi away · Jake K. · 47 reviews

05 — VOICE & TONE

# Voice & Tone

Rent 'N Trek speaks like a seasoned local guide — confident, helpful, never condescending. The brand knows the trail and wants you on it. Short sentences. Strong verbs. No exclamation points — confidence doesn't shout.

## The Four Voice Pillars

<p><b>Confident, not arrogant</b></p> <p>We know gear. We know trails. But we never talk down to a first-timer or over-explain to an expert.</p> <p>✓ "Grab a kayak. The river's calling."</p>	<p>✗ "Our platform connects you with verified outdoor equipment providers."</p>
<p><b>Trustworthy, not stiff</b></p> <p>Safety and protection matter — but we communicate them like a friend, not a legal department.</p> <p>✓ "Every renter is verified. Every item is covered."</p>	<p>✗ "All transactions are subject to our Gear Protection Terms and Conditions."</p>
<p><b>Action-oriented</b></p> <p>Short sentences. Strong verbs. We skip the adjectives and get to the point.</p> <p>✓ "Find gear. Book it. Go."</p>	<p>✗ "Begin your incredible outdoor adventure journey today!"</p>
<p><b>Community-driven</b></p> <p>Hosts and renters are equals. The brand celebrates both sides without favoring one.</p> <p>✓ "Your kayak funded two trips this month."</p>	<p>✗ "Thank you for listing your item on our marketplace."</p>

## Copy Examples

<p><b>Onboarding · Welcome</b></p> <p><i>The gear is already out there. Rent from hikers who've been where you're going — and earn from gear that deserves more trails.</i></p>	<p><b>Empty state · No results</b></p> <p><i>Nothing here yet. This area is still being explored. Try a nearby city or be the first to list gear here.</i></p>
<p><b>Host dashboard · First listing</b></p> <p><i>Your gear wants to work. Take a photo, set your price, and let it earn while you're not using it.</i></p>	<p><b>Booking confirmed</b></p> <p><i>You're all set. Jake confirmed your kayak for June 14–16. Check your messages to coordinate pickup.</i></p>

06 — ICON SYSTEM

# Icon System

All icons are drawn on a 24×24 grid with a consistent 1.5px rounded stroke. Never filled — always outlined. Summit orange is reserved exclusively for active and selected states.

## Icon Categories

Navigation	Gear Categories	Utility
<ul style="list-style-type: none"><li>– Explore (search)</li><li>– Location / Map pin</li><li>– Trips / Bag</li><li>– Host / House</li><li>– Profile / User</li><li>– Messages</li></ul>	<ul style="list-style-type: none"><li>– Camping (tent outline)</li><li>– Water (double wave)</li><li>– Hiking (boot profile)</li><li>– Snow (snowflake)</li><li>– Bikes (bicycle frame)</li><li>– Packs (backpack)</li></ul>	<ul style="list-style-type: none"><li>– Rating (star)</li><li>– Protected (shield check)</li><li>– Dates (calendar)</li><li>– Alerts (bell)</li><li>– Saved (heart)</li><li>– Filters (sliders)</li></ul>

## Icon States & Sizing

### States

- Default — Stone gray (#8A9BA3)
- Active / Selected — Summit orange (#E07B3F)
- On dark background — Sage (#8FB49A)
- Active on dark — Summit orange (#E07B3F)
- Disabled — 30% opacity of default

### Size Scale

- 16px — Inline text, tags, small UI
- 20px — Bottom navigation, list rows
- 24px — Standard (buttons, cards)
- 32px — Feature callouts, empty states
- 48px — Hero moments only

DO	DON'T
<ul style="list-style-type: none"><li>✓ 24×24 grid, 1.5px stroke always</li><li>✓ Rounded linecap and linejoin</li><li>✓ Summit orange for active state only</li><li>✓ Sage on Pine backgrounds</li></ul>	<ul style="list-style-type: none"><li>X Fill icons — outlines only</li><li>X Mix stroke widths in same view</li><li>X Use icon for decoration without purpose</li><li>X Scale icons below 16px</li></ul>

07 — MOTION PRINCIPLES

# Motion Principles

Motion in Rent 'N Trek feels like nature — purposeful, never frantic. Every animation earns its place by communicating state, hierarchy, or delight. Things slide up from below (terrain). Nothing drifts or bounces aimlessly.

## Core Principles

- 01 Purposeful over decorative**  
 Animation must communicate something — a state change, a relationship, a confirmation. Never animate just to animate.
- 02 Enter fast, exit faster**  
 Elements arrive with a slight spring overshoot. They leave quickly and cleanly — don't make users wait for a goodbye.
- 03 Stagger creates hierarchy**  
 When multiple elements appear, stagger them 80ms apart. The eye reads from first to last — stagger tells the story.
- 04 Grounded, not floaty**  
 Motion references terrain. Elements slide up from below. Nothing drifts in from the side or falls from above.

## Animation Tokens

Token	Duration	Easing	Usage
Instant	80ms	ease-in-out	Button press, toggle
Fast	150ms	ease-out	Hover states, tab switch
Normal	300ms	cubic-bezier(.22,1,.36,1)	Panel transitions
Expressive	500ms	cubic-bezier(.22,1,.36,1)	Screen entry, stagger
Narrative	1000ms	cubic-bezier(.22,1,.36,1)	Onboarding path draw

08 — PHOTOGRAPHY

# Photography

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Rent 'N Trek photography is shot like a film — deep shadows, intentional light, real environments. No stock-photo smiles. No artificial brightness. Every frame should feel like the opening shot of a documentary about the outdoors.

## Scene 01 — Dense Pacific Forest

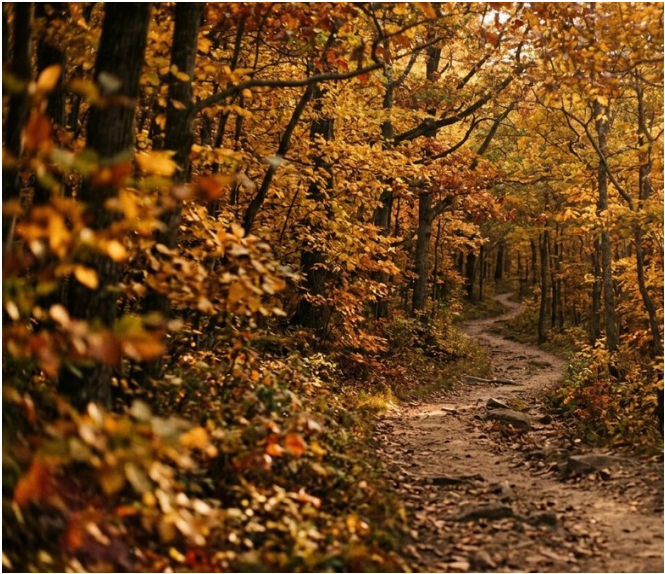


*Dramatic god rays through old-growth canopy. Deep shadows, mossy ground. Use for hero shots, camping category headers, and Pacific Northwest destination pages.*

## Scene 02 — Alpine Panorama



*Grand Tetons at blue hour with Snake River winding through. Indigo and amber sky. Use for alpine/mountain category, app splash screens, and LinkedIn banner.*



*Scene 03 — Sunlit Hiking Trail. Golden autumn canopy, leading line perspective. Hiking category and lifestyle posts.*



*Scene 04 — Campsite at Night. Milky Way + campfire warmth. Strongest nighttime asset — campsite category, story backgrounds.*

## **Scene 05 — Kayak at Dawn**



Red kayak on misty mountain lake, perfect reflection. The standout image of the set. Primary recommendation for LinkedIn banner, water category header, and hero moments.

## Overlay System

Never place text directly on a photograph without one of the three approved overlays.

### Default

#### Pine Gradient

rgba(26,53,41) bottom-up fade.  
Default for listing cards and hero images. 90% of brand touchpoints.

### Campaign

#### Dark Scrim

60% Pine overlay across entire image. For campaign headlines and full-bleed quotes.

### CTA / Host

#### Summit Accent

Ember-to-transparent from bottom. For host earnings and CTA moments only.

DO

DON'T

- ✓ Shoot at golden hour or blue hour
- ✓ Deep shadows, single dramatic light source
- ✓ Subject in lower third
- ✓ Use Pine gradient overlay for text

- X Shoot at midday with flat light
- X Use flash or artificial lighting
- X Pose people smiling at camera
- X Place text without an overlay

# Social Media Templates

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Three post types. Two color modes. One consistent grid feel. Every post uses the same type system and overlay — the brand is immediately recognizable at scroll speed.

## Post Architecture — Instagram 1:1

- 1 Logo always top-left — never centered on photo backgrounds
- 2 Location / context eyebrow in Sage, 10px, 2.5px letter-spacing
- 3 Bold Syne headline — 2–3 lines, 18–24px, white on overlay
- 4 Summit orange CTA always at bottom — grounds the eye
- 5 One scene per post — never composite two environments

## Caption Templates

### Gear feature post

That kayak doesn't paddle itself. Rent the Old Town 119 from Jake in Moab for \$28/day — paddle included, excuses not. Link in bio to find gear near you.  
#RentNTrek #Moab #KayakRental

### UGC / Community repost

This is exactly why we built Rent 'N Trek. @username rented a full camp setup for their Asheville trip — \$42 total. Their words, not ours. #RentNTrek #CampingLife

10 — BRAND RULES

# Brand Rules

A concise set of hard rules that keep the brand coherent as the team and product grow. These apply to every touchpoint — app, web, social, print, and merchandise.

## Master Do's & Don'ts

DO	DON'T
<ul style="list-style-type: none"><li>✓ Use Syne 800 for all display and hero text</li><li>✓ Use Summit orange for every CTA — one action color only</li><li>✓ Use the Pine gradient overlay on all photography</li><li>✓ Keep copy short — one strong verb per headline</li><li>✓ Use Chalk (#F0EDE6) for app backgrounds — never pure white</li><li>✓ Speak to both hosts and renters with equal dignity</li><li>✓ Use 1.5px rounded-stroke icons at approved sizes</li><li>✓ Shoot at golden hour or blue hour only</li></ul>	<ul style="list-style-type: none"><li>X Stretch, rotate, or recolor the logo mark</li><li>X Use Summit orange as a large background fill</li><li>X Mix Syne and Plus Jakarta in the same UI element</li><li>X Use exclamation points — confidence doesn't shout</li><li>X Use clichés: "explore more", "embrace the wild", "your next adventure"</li><li>X Place the logo on Sage or Mist (insufficient contrast)</li><li>X Fill icons — outlines only</li><li>X Place text on photography without an approved overlay</li></ul>

## AI Image Generation Prompts

Use these prompts in Midjourney, DALL-E, or Adobe Firefly to generate on-brand imagery. Always append "no text" to every prompt.

### Scene — Forest

Cinematic wide-angle photograph of a dense Pacific Northwest old-growth forest at dusk, shafts of golden light breaking through a dark forest canopy, mossy ground, deep shadows, no people, anamorphic lens flare, Kodak film grain, no text

### Scene — Mountain

Cinematic landscape photograph of dramatic alpine mountain range at blue hour, jagged snow-capped peaks silhouetted against a deep indigo and amber sky, foreground of dark pine trees, no people, National Geographic style, no text

### Scene — Trail

Cinematic photograph of a winding dirt hiking trail through golden autumn forest, warm late-afternoon light filtering through leaves, long perspective view down the trail, slight lens flare, rich earth tones, no people, no text

**Scene — Campsite**

Cinematic photograph of a remote wilderness campsite at night, small tent glowing softly from within, crackling campfire, Milky Way visible in dark sky above, dark pine tree silhouettes, moody and atmospheric, no text

**Scene — Kayak**

Cinematic photograph of a lone kayak on a perfectly still mountain lake at dawn, mist rising from water, distant peaks reflected in glassy water, cool blue-grey tones with hint of warm sunrise, no text

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## Rent 'N Trek

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