Rencore

BRAND AND MEDIA PACK

Rencore Brand Kit

This Brand Kit holds the official Rencore logos, colors, and typography, with the rules for using them. It is for journalists, partners, customers, and event organizers who reference Rencore in their own materials. Download the files you need, follow the rules below, and contact us for anything that is missing.

Source: https://rencore.com/en/brand-kit/ · Updated: 2026-10-07

LOGOS

Logo variants

The Rencore logo combines the symbol, a circle carrying a flowing wave that we call the ball, with the Rencore wordmark. Use the full logo wherever there is room. Use the symbol on its own for square spaces such as avatars and app icons. Use the wordmark on its own only where the symbol already appears on the same surface. Each variant comes in navy for light backgrounds and white for dark ones.



Full logo, navy

The primary logo. Use it on white and light backgrounds.

SVG · PNG



Full logo, white

The reversed logo. Use it on Rencore Navy and other dark backgrounds.

SVG · PNG



Symbol, navy

The ball on its own, for square spaces on light backgrounds.

SVG · PNG



Symbol, white

The ball on its own, for square spaces on dark backgrounds.

SVG · PNG

Rencore

Wordmark, navy

The name on its own, for light backgrounds where the symbol already appears.

SVG · PNG

Rencore

Wordmark, white

The name on its own, for dark backgrounds where the symbol already appears.

SVG · PNG

SVG files scale to any size. PNG files have a transparent background: the logo and wordmark are 1,200 px wide, the symbol is 512 x 512 px. Need another format? Contact the press team.

SPACE AND SIZE

Clear space and minimum size

Give the logo room so it reads as a mark and not as part of the surrounding layout. The unit is x, the height of the symbol, which is also the full height of the logo.



The shaded area is the clear space: x on every side, where x is the height of the symbol. Keep text, images, and other logos out of it.

Clear space, full logo	At least x on every side, where x is the height of the symbol.
Clear space, symbol or wordmark alone	At least half its own height on every side.
Minimum size, full logo	24 px tall on screen, 6 mm tall in print.
Minimum size, symbol	16 px on screen, 4 mm in print.
Minimum size, wordmark	14 px tall on screen, 4 mm tall in print.
Scaling	Scale proportionally. Use the SVG for print and for anything larger than the PNG.

USAGE

Using the logo

Correct use keeps the logo legible and recognizable. When in doubt, give it room and keep the contrast high.

Do

- ✓ Use the navy logo on white or light backgrounds, and the white logo on Rencore Navy or other dark backgrounds.
- ✓ Place the logo on a plain area, or on a calm part of a photo, where it reads cleanly.
- ✓ Keep the clear space and the minimum size defined above.
- ✓ Use the files from this page as they are, scaled proportionally.

Do not

- ✕ Do not stretch, squash, or rotate the logo.
- ✕ Do not recolor the logo, fill it with a gradient, or use any color other than navy and white.
- ✕ Do not add shadows, outlines, glows, or other effects.
- ✕ Do not place the logo on a busy photo, a pattern, or a background with low contrast.
- ✕ Do not rearrange the symbol and the wordmark, change the space between them, or build a new lockup.
- ✕ Do not retype the wordmark or set the name in another typeface to imitate it.
- ✕ Do not use the logo in place of the word Rencore in a sentence.

Examples

DO Navy logo on white.

DO White logo on Rencore Navy.

DO NOT Stretched or squashed.

DO NOT Rotated.

DO NOT Recolored or filled with a gradient.

DO NOT Drop shadow or other effects.

DO NOT Busy or patterned background.

DO NOT Low contrast.

DO NOT Symbol and wordmark rearranged.

COLOR

Brand colors

Rencore Navy and Azure carry the brand. White and the light blue background give it room. Highlight orange marks a single point of emphasis and nothing more.

Rencore Navy
#00263d · RGB 0, 38, 61
Primary. Text and headings, the logo on light backgrounds, and dark sections.

White
#ffffff · RGB 255, 255, 255
Page background, and text and the logo on navy.

Navy 600
#1c4863 · RGB 28, 72, 99
Borders and raised panels on navy.

Navy 400
#335164 · RGB 51, 81, 100
Stronger lines and edges on navy.

Azure
#039be5 · RGB 3, 155, 229
Accents, glows, and eyebrows on dark backgrounds.

Azure Strong
#0071b3 · RGB 0, 113, 179
Links, buttons, and accent text on light backgrounds.

Azure Tint
#cceefb · RGB 204, 238, 251
Soft fills for chips and highlighted areas.

Highlight
#e84621 · RGB 232, 70, 33
One point of emphasis per layout, used sparingly.

Alt Background
#eaf2fb · RGB 234, 242, 251
Light section backgrounds.

Muted
#556a78 · RGB 85, 106, 120
Secondary text on light backgrounds.

Border
#ccd4d8 · RGB 204, 212, 216
Hairlines and dividers.

Which color for what

- Text and headings: Rencore Navy on white or light backgrounds, white on navy.
- Links and buttons on light backgrounds: Azure Strong. Base Azure reaches only about 3:1 contrast on white, too low for text.
- Dark sections: Rencore Navy as the ground, white text, Azure for accents.
- Highlight orange: at most one element per layout. Never use it for body text or large areas.

- Body text keeps a contrast ratio of at least 4.5:1 against its background (WCAG AA).

Solution area colors

Four colors mark the four solution areas in charts, icons, and accent edges. Use each one only for its own area. The palette has no green on purpose: three of the four areas name something you want to reduce, so a color that reads as all clear would mislead. On light backgrounds, set text in the darker tone listed under each color.

Scalable Innovation
#0e8fb8 · RGB 14, 143, 184
Text on light: #0a6c8c
Board pillar efficiency.

Managed Risk & Security
#e2690c · RGB 226, 105, 12
Text on light: #ab4f09
Board pillar risk. The one area with a warning tone, by design.

Continuous Compliance
#7c5cd6 · RGB 124, 92, 214
Text on light: #5a3fae
Board pillar compliance.

Predictable Cost
#7385a8 · RGB 115, 133, 168
Text on light: #404d68
Board pillar cost.

Neutral ramp

50	100	200	300	400	500	600	700	800	900
#f8fafb	#f2f4f5	#dbe1e5	#ccd4d8	#94a2ab	#667d8b	#4d6470	#374b56	#22323b	#0e1a21

TYPE

Typography

Rencore sets everything in Ubuntu, with a system font stack as the fallback.

Aa

Light 300 — Say yes to AI, in control

Regular 400 — Say yes to AI, in control

Medium 500 — **Say yes to AI, in control**

Bold 700 — **Say yes to AI, in control**

Font stack	Ubuntu, system-ui, Segoe UI, Roboto, Helvetica, Arial, sans-serif
Sample	Say yes to AI, in control
Weight	Light 300, Regular 400, Medium 500, Bold 700

Type rules

- Headings use Bold, in sentence case.
- Body text uses Regular. Medium marks emphasis and labels. Light is for large display sizes only.
- Ubuntu is free to download from Google Fonts. Where you cannot install it, use the fallback stack above.

NAMING

Writing about Rencore

Write the company and product names the same way every time, and describe the Microsoft relationship accurately.

Write

- ✓ Rencore, with a capital R and the rest lowercase.
- ✓ Rencore GmbH, when you need the legal entity.
- ✓ Rencore Governance, for the product.
- ✓ The three module names exactly as written, in every language: “Digital Workplace”, “Apps, Automation and BI” and “AI & Agents”.
- ✓ Rencore complements and extends Microsoft's own controls, such as Microsoft Purview and Microsoft Entra.
- ✓ Microsoft product names as Microsoft writes them: Microsoft 365, Microsoft 365 Copilot, Power Platform.

Avoid

- ✗ RENCORE, ReNCore, Ren-Core, or rencore in running text.
- ✗ Shortened or translated module names.
- ✗ Any claim that Rencore replaces Microsoft Purview, Microsoft Entra, or other Microsoft tools.
- ✗ Wording that presents Rencore as a Microsoft product or as part of Microsoft.

USAGE RIGHTS

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Allowed

- ✓ Press coverage, articles, and analyst reports that mention Rencore.
- ✓ Partner and customer materials that describe a real, current relationship with Rencore.
- ✓ Event listings, agendas, and sponsor pages for events Rencore takes part in.
- ✓ Resizing the files proportionally.

Not allowed

- ✗ Changing the assets in any way beyond proportional resizing.
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- ✗ Using Rencore or the logo in another company name, product name, domain, or social media handle.

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Press and brand questions

For interviews, artwork in another format, product screenshots, or a question about permitted use, email marketing@rencore.com.

Email the press team