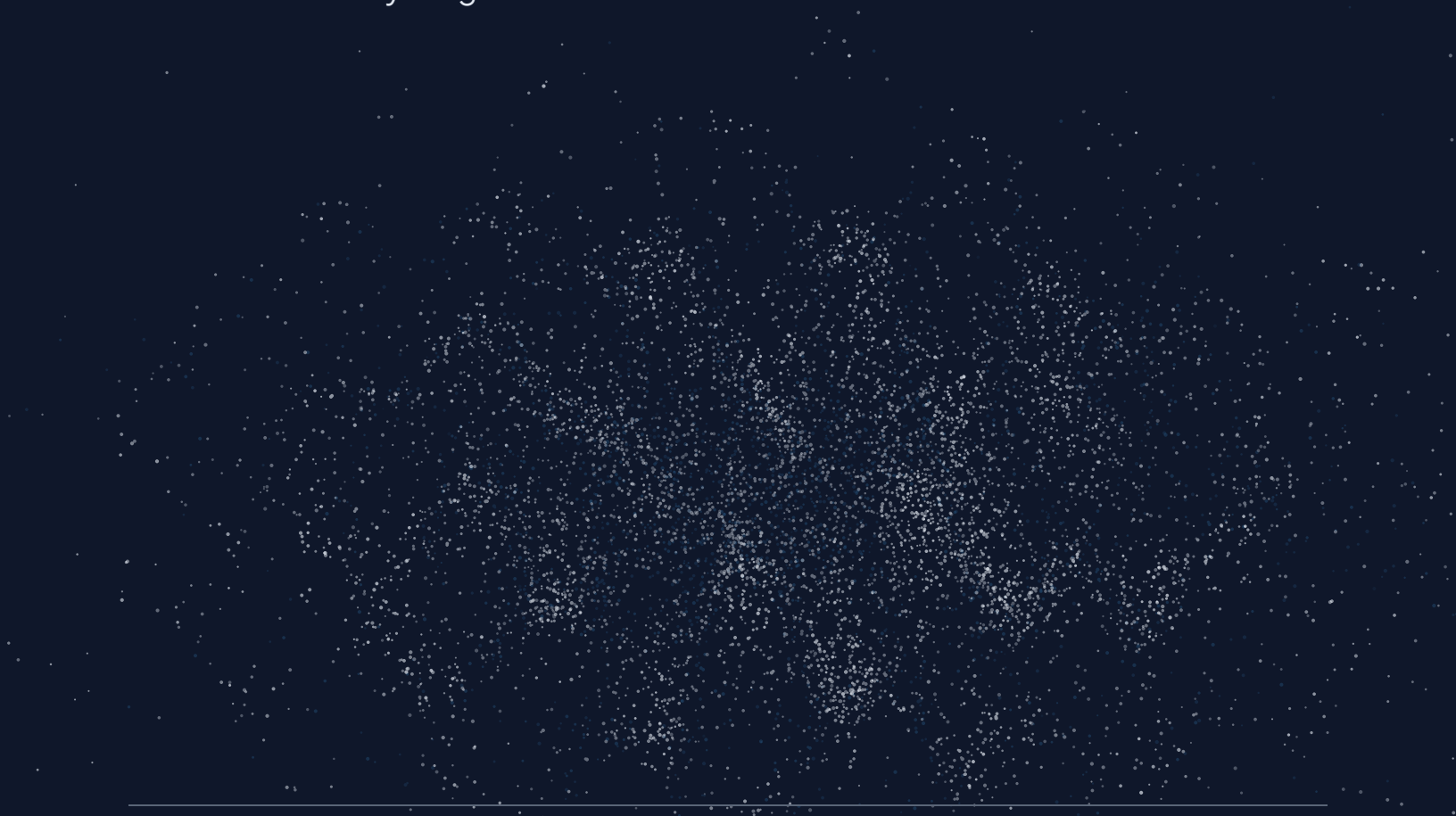
Renkara

Brand guidelines / September 2026

Distinct voices. One Renkara.

The principles, details, and decisions that connect everything we make.



Intelligent software for human potential.

One shared point of reference.

The identity, language, and design principles that connect the Renkara family.

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Purpose

Renkara builds intelligent software that makes expertise accessible to everyone. Our company line is “Intelligent software for human potential.”

What we believe

Technology should adapt to people. Expertise should become more accessible. Good engineering should make a difficult task feel manageable. Our work earns trust through what it does and what we can demonstrate.

Our character

Quality	How it shows up
Authoritative	Claims are supported by relevant evidence.
Precise	Actions, states, and results are named clearly.
Warm	The experience respects a person’s time, effort, and circumstances.
Understated	The useful result carries the story.

The measure of good work

Good work helps someone understand or act. Its claims are supportable, its expression belongs to its product family, and its meaning remains clear without decoration.

Brand architecture

Renkara Media Group is the company behind a family of products and technologies. Each has a distinct purpose. Shared care, clarity, and engineering connect them.

Company, product, and technology

Role	Expression
Company	Renkara Media Group identifies the organization and its portfolio.
Product	Each product leads with its own name, purpose, and visual identity.
Technology	The technology's role is defined by what it enables within a product.

AccelaStudy is a learning product family. AVIAN is the adaptive learning technology behind related experiences. These distinct roles explain both the product and the technology that supports it.

Shared principles, distinct expressions

Products have their own accents, imagery, and voices within the broader Renkara character. Each product's identity carries its primary message, with clear, understated company attribution.

For AccelaStudy AI, the company endorsement is "A Renkara Media Group product." It appears quietly in the footer.

Logo and marks

Renkara

The Renkara wordmark is clear, compact, and confident. It uses Plus Jakarta Sans at weight 700. The specimen on this page demonstrates its typographic character.

Clear space and size

Clear space on every side is at least the height of the capital R. The wordmark's minimum width is 80 pixels on screen or 20 millimeters in print. The R monogram serves smaller spaces, beginning at 16 pixels on screen or 5 millimeters in print.

Background and contrast

The navy wordmark appears on a quiet light field; the white reversed wordmark appears on a dark field. A clear contrast between the mark and its background makes it immediately recognizable.

Shape and integrity

The wordmark remains intact and horizontal, with consistent letter colors and proportions. Supplied artwork preserves its shape without stretching, added effects, or busy image backgrounds. Product marks retain their own identities and proportions.

Color

Color establishes identity, organizes information, and communicates action. The corporate palette represents Renkara; product palettes express the identities within its family.

The corporate palette

Name	Value	Role
Renkara Navy	`#1B2A4A`	Identity, headings, and dark fields.
Renkara Blue	`#2E6B9E`	Links and interaction.
Renkara Slate	`#5A6577`	Secondary copy on light surfaces.
Cloud White	`#F8FAFC`	Light surfaces.
Mist	`#E2E8F0`	Dividers and supporting surfaces.
Ink	`#0F172A`	Deep dark surfaces.

Color roles and contrast

Product accents can differ from the corporate palette. Decorative color expresses identity, while the colors of controls and text communicate function and support readability.

The actual foreground and background are measured together. The minimum contrast is 4.5:1 for normal text and 3:1 for large text, in both light and dark contexts. Labels, shapes, or other recognizable cues accompany color when it communicates a state or action.

Fleet categories

Renkara's own software fleet is organized into eleven categories by what each tool does. Each category has one color, so a tool's kind of work is recognizable before its name is read. The eleven hues sit at least 24 degrees apart on the color wheel and keep a measured saturation, which lets them sit beside the cobalt and amber of Renkara's photography without competing with it.

Category	Color	Light theme	Dark theme
Infrastructure & Cloud	Ember	`#B84A0A` · `hsl(22 90% 38%)`	`#ED5F0C` · `hsl(22 90% 49%)`
Knowledge & Content	Brass	`#85680A` · `hsl(46 86% 28%)`	`#AF8A0D` · `hsl(46 86% 37%)`
Personal & Life	Leaf	`#3D7C1D` · `hsl(100 62% 30%)`	`#4FA126` · `hsl(100 62% 39%)`
Content Production	Fern	`#167E27` · `hsl(130 70% 29%)`	`#1DA534` · `hsl(130 70% 38%)`
Commerce & Finance	Jade	`#0F7B5A` · `hsl(162 78% 27%)`	`#149F75` · `hsl(162 78% 35%)`
Communication	Cyan	`#097990` · `hsl(190 88% 30%)`	`#0C9AB6` · `hsl(190 88% 38%)`
Platform & Fleet	Azure	`#2065EE` · `hsl(220 86% 53%)`	`#5489F2` · `hsl(220 86% 64%)`
Engineering & Delivery	Indigo	`#674EE4` · `hsl(250 74% 60%)`	`#917EEC` · `hsl(250 74% 71%)`
Observability	Violet	`#A538DC` · `hsl(280 70% 54%)`	`#BD6CE5` · `hsl(280 70% 66%)`
Growth & Marketing	Fuchsia	`#CF178B` · `hsl(322 80% 45%)`	`#EC51B3` · `hsl(322 80% 62%)`
Security & Identity	Crimson	`#D8182B` · `hsl(354 80% 47%)`	`#ED5A68` · `hsl(354 80% 64%)`

The light-theme value is measured against a white card (`#FFFFFF`) and the dark-theme value against the dark card (`#191D24`, `hsl(220 18% 12%)`). Every value reaches at least 5:1 there as text, above the 4.5:1 text minimum and the 3:1 minimum for interface color. Text on a light-theme fill is White (`#FFFFFF`); text on a dark-theme fill is Ink (`#0F172A`). Both pairings also exceed 5:1.

Category and tool accents

Hue identifies the category, and lightness identifies the tool. Each tool's accent uses its category's hue and saturation at a lightness step of its own, so tools in one category read as relatives and no two share a value. Each tool accent also reaches 4.5:1 as text against its card in both themes.

The category color itself belongs to category chips, legends, and the category groupings of the fleet launcher, renkara.com, and tool showcases. A tool's own accent stays on that tool's surfaces. A tool whose interface carries no accent of its own is represented by its category color wherever the fleet is grouped.

This arrangement asks a reader to learn eleven hues rather than a separate color for every tool, and the tool's name and mark complete the identification. Accents chosen one tool at a time drift toward the same few blues and greens and stop signaling anything.

Consistent use	Inconsistent use
A category chip pairs its category color with its listed text color and its category name.	A chip borrows a member tool's accent or a status color.
A tool's accent shares its category's hue at a lightness step of its own.	A tool adopts another category's hue or repeats a sibling's value.
Both theme values come from the table above.	A dark-theme value is lightened by eye from the light-theme value.
A label or legend accompanies every category color.	Color alone identifies the category.

Typography

Aa Bb Cc

Plus Jakarta Sans

`Renkara Navy: #1B2A4A`

Plus Jakarta Sans gives Renkara a clear, human voice. Regular weights support reading, stronger weights establish hierarchy, and Fira Code distinguishes code.

A clear hierarchy

A distinctive display treatment introduces the main idea. Quieter section headings and a consistent body style establish the reading order. A restrained set of sizes and weights makes the hierarchy apparent before every word is read.

Comfortable reading

Web body text is generally 16 pixels or larger, with approximately 1.6 line height for prose. Manageable line lengths support sustained reading. Enlarged text reflows within the layout, preserving its size and meaning.

Precise details

Labels use sentence case, and numeric comparisons use tabular figures. Human-facing counts include thousands separators, such as 1,158. Identifiers, years, versions, and code retain their required forms. Real font weights and suitable fallbacks preserve the intended typography.

Voice and tone

Renkara's voice is professional, precise, warm, and direct. It explains what someone can do and what happens next, with familiar language and supportable promises.

Same character, different circumstances

Situation	Approach	Example
First visit	Clear and welcoming	"Choose what you want to learn."
Progress	Specific and measured	"You completed 12 practice questions."
Recoverable error	Calm and useful	"We could not save your changes. Try again."
Irreversible action	Direct and exact	"Delete this list? You cannot restore it."
Technical explanation	Precise and contextual	"This setting applies to new sessions."

Language in context

"Resume your session" describes an available action. "Your changes are saved" confirms a completed save. Specific results carry more meaning than generic celebration, and every message reflects what the product actually knows.

Human language

American English, familiar words, sentence case, and action verbs shape the voice. Action labels remain consistent throughout a flow. Useful behavior comes before technical detail. Generated suggestions are distinct from verified facts, and uncertainty is explicit when it affects a decision.

Imagery

Imagery makes an idea easier to understand. Natural light, credible situations, diverse representation, and candid learning or collaboration give it a human character.

Believable photographs

Readable texture and natural proportions make photographs feel credible. Important text sits in quiet areas of the composition. Documentary images preserve the meaning of the moment without misleading staging or visual effects.

Expressive illustration

Abstract imagery expresses relationships between ideas. A dense particle cloud brings “Distinct voices. One Renkara.” to life through six independent ripple sources. Its voices use Ember (`#E25B0C`), Brass (`#BB930E`), Leaf (`#54AB28`), Cyan (`#0DA7C6`), Indigo (`#B0A3F1`), and Fuchsia (`#F079C5`), with temporary color blends where particles meet. These expressive accents belong to the artwork; surrounding text and controls use the corporate palette. Navigation remains separate and directly readable.

Generated imagery

Imagined settings can support a story. Generated people and scenes are presented as illustration, with a clear origin and purpose. They do not stand in for actual customers or documentary evidence.

Access to meaning

Meaningful images have useful alternative text. Decorative images remain silent to assistive technology when equivalent information is available in text. Content represented by an illustration also has a direct, readable route.

Motion and interaction

Motion explains a change, acknowledges an action, or helps someone stay oriented. Its role is precise and purposeful.

The roles of motion

Role	Behavior
Feedback	An action receives a prompt acknowledgment.
Orientation	Movement shows where content moved or opened.
Storytelling	The person controls progress.
Waiting	An honest state communicates waiting without implying unknown progress.

The corporate baseline is 150 milliseconds for micro-interactions and 300 milliseconds for page transitions. Movement is restrained, without bounce. Product-specific interaction standards define motion within each product.

Personal control

Motion respects reduced-motion preferences. Continuous decoration has a pause control, and the same content and actions remain available when animation is disabled. Reading a rule or closing a panel never depends on an animation finishing.

Names and attribution

Renkara is the company brand. Renkara Media Group, Inc. is the full company name. Product names retain their distinctive capitalization, including AccelaStudy AI, AccelaStudy Infinite, iPhraseBook AI, and AVIAN.

In writing

The full product name appears on first mention and remains consistent across headings, navigation, and supporting copy. Renkara is written in full, without “Ren” or “RMG” abbreviations. A plain-language description introduces each product’s purpose to new audiences.

In interfaces

Navigation and controls display familiar product names. Technical identifiers, package names, and URLs retain their required syntax while remaining distinct from the names people see.

Marks and notices

Brand artwork retains its supplied notices. Attribution reflects the product and material, and trademark symbols reflect an established status rather than serving as decoration.

Iconography and layout

Icons, spacing, and alignment create a calm visual rhythm. A clear arrangement makes the next action easy to recognize.

Interface icons

The shared utility style uses a 24-pixel grid, 1.5-pixel strokes, rounded caps and joins, and a single inherited color. Text accompanies unfamiliar symbols, and icon-only controls have accessible names.

Product marks

A product mark expresses identity. A utility icon explains an action or state. Product marks retain their own detail and proportions, independent of the utility icon style.

Space and interaction

A 4-pixel base establishes a spacing rhythm of 4, 8, 16, 24, 32, 48, and 64 pixels. Each product's component system applies that rhythm to its interfaces. Touch targets are at least 44 by 44 pixels, even when the visible icon is smaller. Keyboard focus is visible, and the reading order remains logical at narrow widths.

Accessibility

Independent use is a core design principle. Renkara's accessibility standards support reading, navigation, and interaction across devices and input methods.

Perceptible information

The contrast minimum is 4.5:1 for normal text, 3:1 for large text, and 3:1 for meaningful interface boundaries where applicable. Measurement uses the actual foreground and background pair. Labels, shapes, or other recognizable cues support meaning alongside color.

Usable controls

Semantic headings, meaningful link labels, and keyboard-operable controls establish a usable structure. Keyboard focus is visible. Dialogs have clear names, contain focus while open, close with Escape, and return focus to a sensible place.

Available content

Enlarged text and narrow-screen reflow preserve a logical reading order. Essential information remains understandable without relying on position or movement alone. Exploratory visuals have an equivalent direct content index.

Accessibility review combines automated checks with manual keyboard, zoom, and assistive-technology review. It considers the complete experience rather than an isolated score.

Accessible PDFs

The PDF standard includes live, selectable text, embedded fonts, document tags, and a logical reading order. Semantic headings, descriptive links, and associated table headers preserve meaning. Informative images have alternative text; decorative artwork is marked as an artifact. Title and language identify the document. Longer guides have bookmarks and a linked contents page.

PDF review covers the rendered pages, accessibility structure, and validation against the intended standard. Complete conformance claims also require assistive-technology review.

Stewardship

A strong brand stays coherent through care. This guide is a shared point of reference for a family of distinct product identities.

Design in context

The audience, task, and surface shape each expression. Corporate material represents Renkara clearly. Product material carries its own identity, with company attribution where that relationship helps the reader.

A connected experience

Consistent names, artwork, and intent connect the parts of an experience. Related examples evolve together as an identity changes. The system accounts for small screens, dark backgrounds, different formats, and first encounters with the brand.

Care in the details

Final review considers words in context, marks at their intended sizes, and interactions with a keyboard. That attention protects the clarity and usefulness of the complete experience.

About this guide

This guide explains Renkara's purpose, visual identity, language, and principles for digital experiences. It describes the shared standards behind the company and its products.

The guide's structure

Topic collections and a complete index organize the same readable articles. The downloadable PDF presents the public guide with a linked contents page, bookmarks, and an accessible document structure.

Brand and product

The corporate palette and wordmark represent Renkara. Product identities have their own expressions, connected by the shared principles in this guide.

Our company

Renkara Media Group builds intelligent software for human potential. The company's products and story are at renkara.com.