



Brand Guidelines

Logo Basic

Explorer Bloom

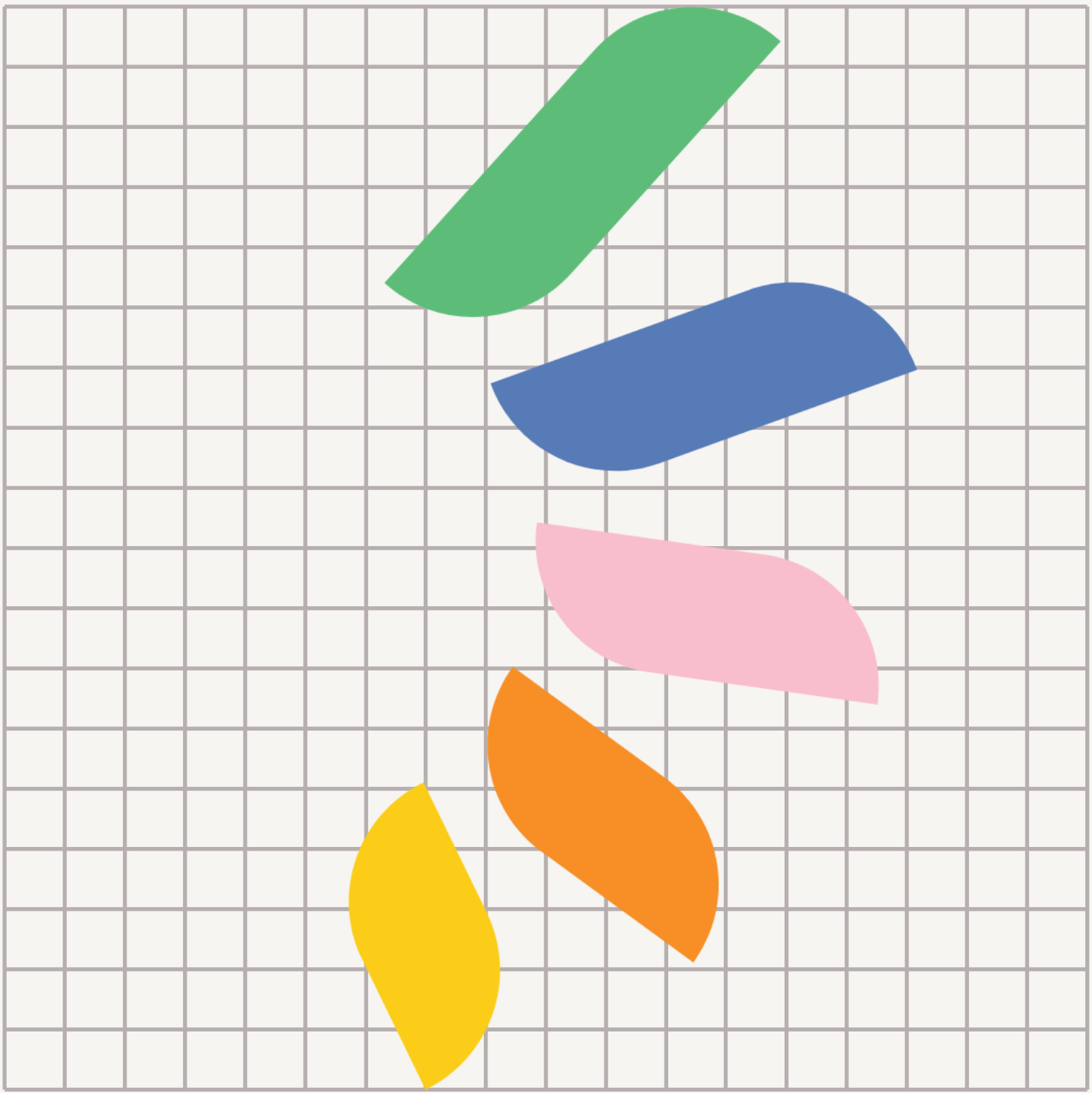
Explorer Bloom is a vibrant representation of Get It Rent's brand identity, blending the adventurous spirit of the Explorer archetype with the structure and authority of the Ruler archetype.

The name reflects growth, discovery, and empowerment, capturing the journey businesses take as they unlock their potential with Get It Rent's solutions.

The geometric shapes symbolize exploration and adaptability, while their structured arrangement aligns with the Ruler's values of trust and stability. This pattern embodies transformation, blending vibrant energy with professionalism to inspire confidence and progress.



Explorer Bloom



19X19



Why Explorer Bloom?

At Get It Rent, we don't just provide solutions—we guide businesses through every stage of growth. It begins with Vision, where companies recognize the need for change and seek smarter, more scalable solutions.

We fuel their Ambition by equipping them with the right tools and technology to take bold steps forward. But real progress happens through Collaboration, where we connect businesses with the resources, partnerships, and shared goals that drive efficiency and success.

Through this, we help establish Trust, ensuring reliability, stability, and confidence in every decision they make. Finally, with trust in place, businesses achieve Growth, scaling seamlessly and unlocking their full potential. Get It Rent is the partner that empowers this entire journey, transforming vision into reality, and ambition into lasting success.

Stages



Vision Stage

Every great journey starts with a vision—the spark of curiosity that drives businesses to seek better solutions. It's about seeing possibilities beyond limitations, daring to think ahead, and imagining a future where technology and flexibility empower progress. Vision sets the direction, inspiring the first step toward change.



Ambition Stage

With vision comes ambition—the inner drive to turn ideas into action. This stage is about momentum and courage, taking bold steps toward innovation and breaking away from outdated systems. Ambition pushes businesses forward, urging them to explore new opportunities with confidence and determination.



Paternership Stage

Ambition alone isn't enough—it needs collaboration to thrive. At this stage, businesses build relationships, form partnerships, and align with like-minded innovators. Together, they create stronger networks, combining expertise and resources to move forward efficiently. Collaboration ensures that no journey is taken alone.



Trust Stage

Collaboration leads to trust—the foundation of every lasting success. Trust is built through reliability, integrity, and consistency in both partnerships and technology. It provides security and stability, allowing businesses to operate with confidence, knowing they have the right support and infrastructure to scale.



Growth Stage

With trust in place, growth becomes inevitable. This is where businesses expand, evolve, and unlock their full potential. It's about sustainable success, where exploration turns into real impact, and organizations thrive in an ecosystem designed for continuous progress.

Logo Construction

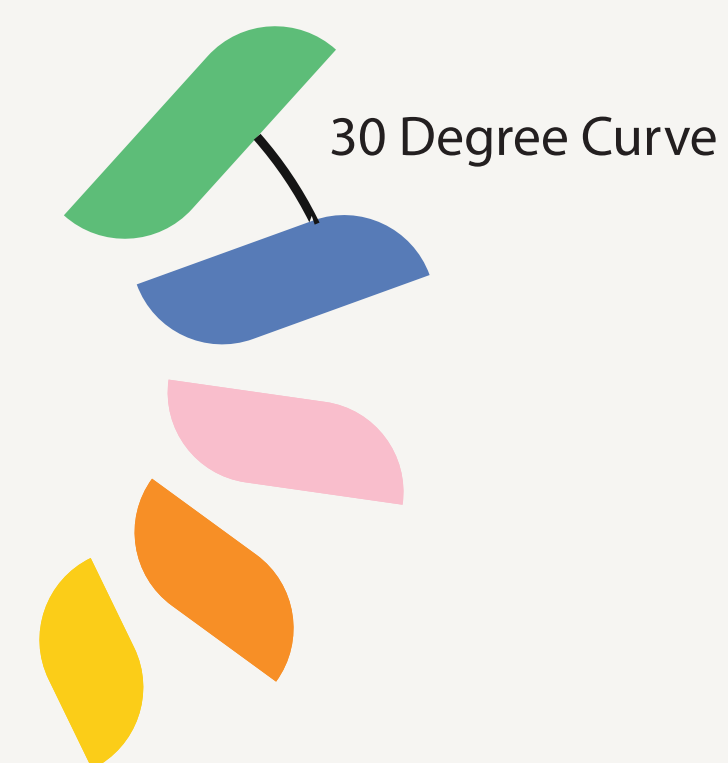
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- 382px
- 360px
- 338px
- 316px
- 294px
- 151px



- Emerald Path
- Navigator Blue
- Blush Glow
- Ignite Orange
- Solar Gold

Wordmark

We refined the wordmark by carefully addressing specific details to enhance its readability and flow. The letter "G" was resized slightly smaller than the rest of the letters to create a visual balance, ensuring it doesn't dominate the overall wordmark.

Additionally, we reduced the letter spacing to create a tighter, more cohesive alignment. This adjustment encourages viewers to read the brand name as a whole, "Get It Rent," rather than focusing on individual letters.

These changes not only improve readability but also align with the brand's clean and professional identity.

Before

The wordmark "get it rent" is displayed in a lowercase, sans-serif font. The letters are widely spaced, and the "G" is significantly larger than the other letters. The text is enclosed in a thin black rectangular frame.

get it rent

After

The wordmark "get it rent" is displayed in a lowercase, sans-serif font. The letters are tightly spaced, and the "G" is slightly smaller than the other letters. The text is enclosed in a thin black rectangular frame.

get it rent

Our Logo

The Get It Rent logo is designed to maintain a horizontal orientation, ensuring a clean and professional appearance across all applications.

A horizontal logo ensures better scalability, readability, and adaptability across digital and print mediums, such as websites, app headers, and marketing materials.

To maintain brand integrity, the logo should not be stacked or altered from its original horizontal form.



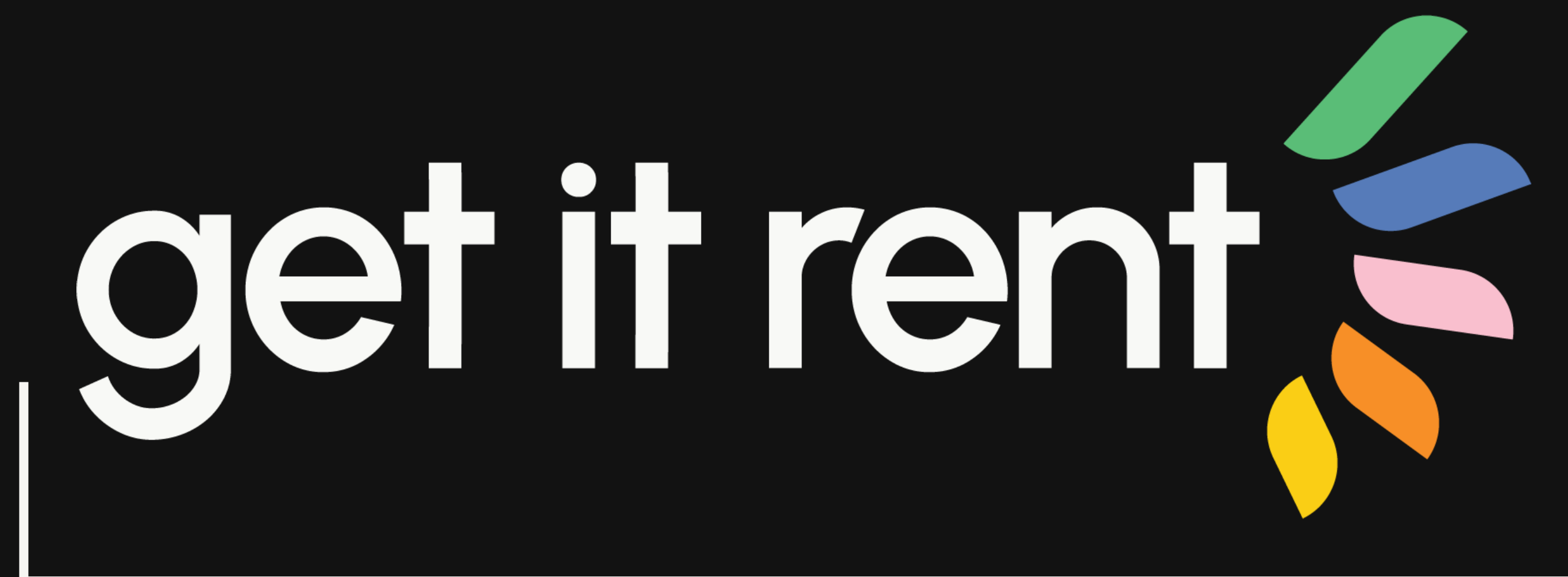
Logo

Our Logo

In dark mode with a black background (#121212), Off-White (#F6F5F2) is used for text to ensure readability, while the logo retains its horizontal format with white text and a multi-colored emblem.

Supporting colors like Bright Yellow (#F8DF4B) and Orange (#FF8F1F) highlight key elements, and the Explorer Bloom pattern emphasizes vibrant tones like Emerald Green (#50C879) and Blush Pink (#FFBFCC).

This approach maintains clarity, vibrancy, and a modern user experience.



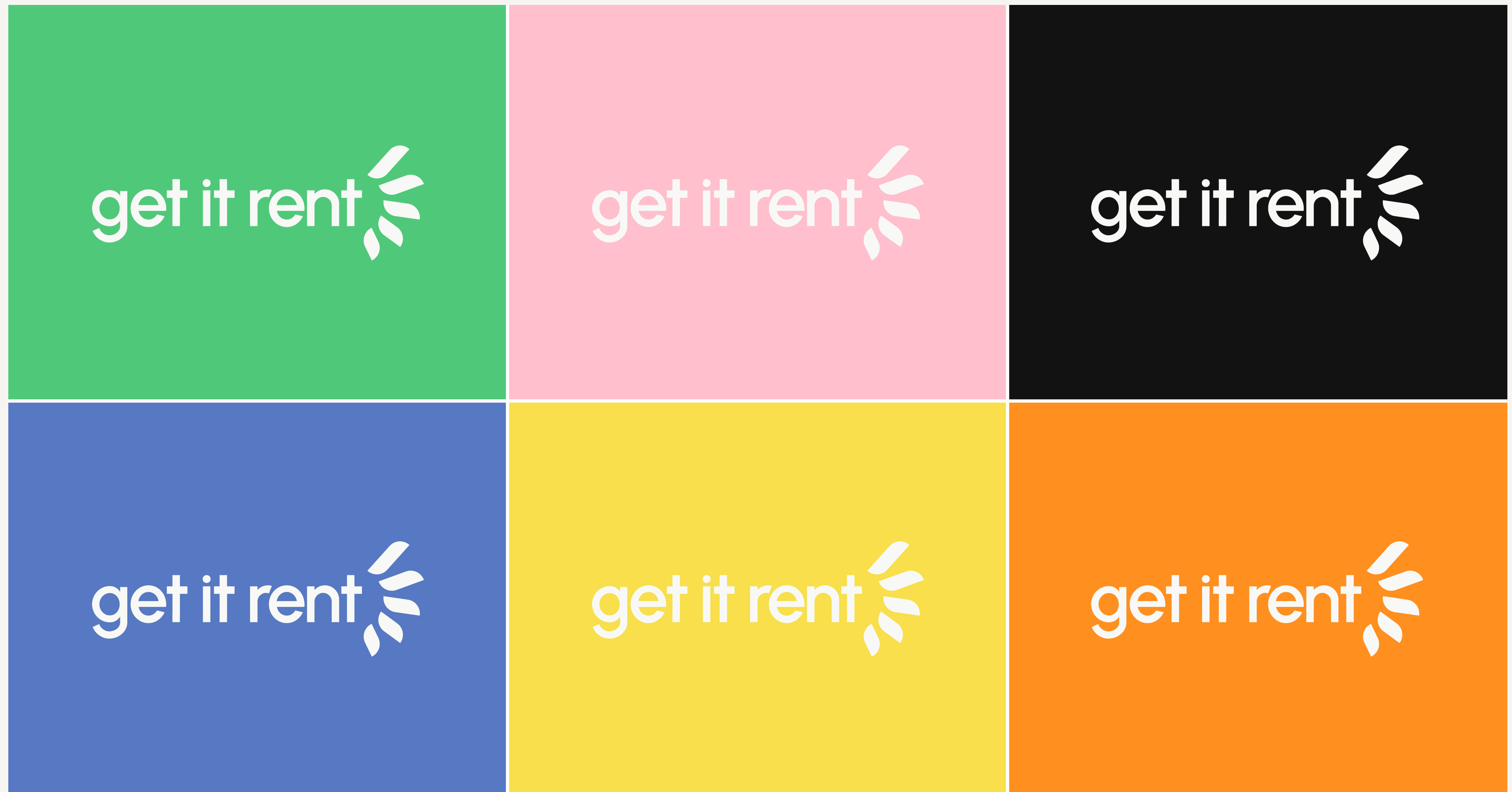
Logo

Our Logo

The Get IT Rent logo is designed to adapt seamlessly across the brand's vibrant color palette. When placed on colored backgrounds, the logo should always be rendered in white to ensure maximum visibility and a clean, modern appearance.

Each brand color—such as Emerald Path, Blush Glow, Midnight Depth, Navigator Blue, Solar Gold, and Ignite Orange—provides a unique context while maintaining consistency with the brand's

The logo should be centered and proportionally scaled within its space, with sufficient padding to enhance readability and maintain balance. This approach ensures that the logo remains visually impactful while reinforcing the brand's vibrant and adaptable personality.

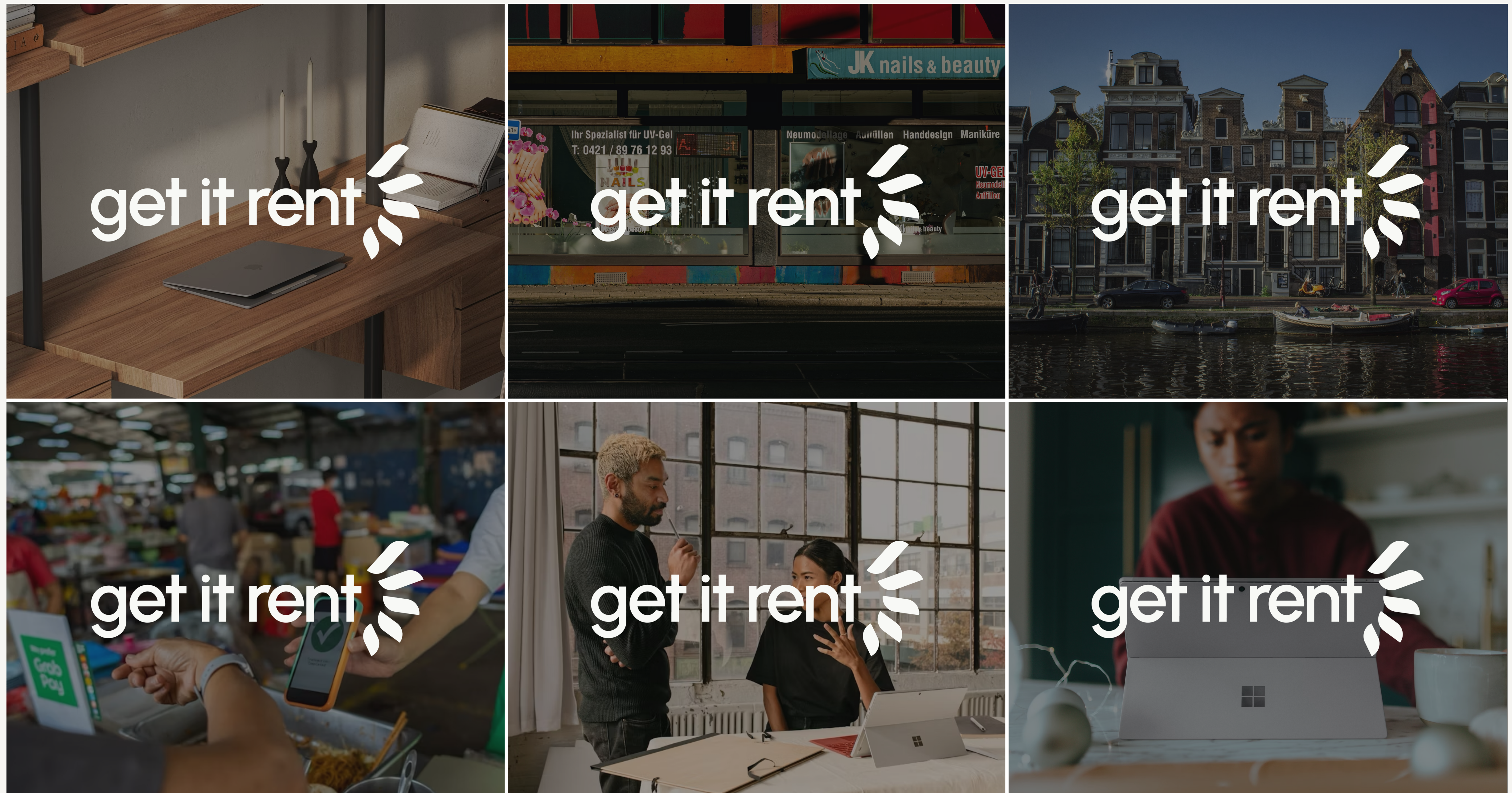


Our Logo

When placing the Get It Rent logo over images, always ensure it remains legible and prominent. Use areas of the image with minimal visual noise, such as blank spaces or subdued backgrounds, to maintain clarity.

If the background is busy or high-contrast, apply a semi-transparent overlay or color block from the brand's palette (e.g., Emerald Path (#50C879) or Dawn Mist (#F6F5F2)) behind the logo

The logo should always be in its original horizontal format and remain proportionate to the image's composition to preserve its integrity and alignment with the brand's professional and dynamic identity.



Voice and Tone

Voice and Tone

At Get It Rent, our voice and tone are carefully crafted to reflect the dual essence of our brand—the curiosity and ambition of the Explorer archetype and the confidence and structure of the Ruler archetype.

We communicate with businesses that are forward-thinking, ambitious, and ready to scale, offering them not just solutions but a pathway to growth, innovation, and stability.

Our tone is always clear, empowering, and professional, ensuring that every interaction reinforces trust and progress.

Brand Voice

1. Inspirational & Visionary

We encourage bold thinking and innovation, speaking to businesses that seek new opportunities and want to stay ahead of the curve. Our messaging fosters excitement, motivating our audience to take action and explore possibilities beyond their current limitations.

2. Confident & Structured

With ambition must come stability and expertise. Businesses rely on us for solutions that are trusted, scalable, and reliable—and our voice must reinforce that trust. We provide clear, structured messaging that is professional yet approachable, ensuring that our audience knows they're in capable hands.

3. Motivational & Action-Oriented

We don't just inform—we ignite momentum. Businesses that partner with us are on a mission to grow, and our voice must push them to take that next step with conviction. Whether it's an email, social post, or customer interaction, every word should reinforce movement, ambition, and success.

How we express this

- We use forward-thinking language that promotes curiosity, change, and discovery.
- Our words should always spark ambition and confidence in our audience.
- We avoid being overly cautious or passive—our brand challenges businesses to grow and innovate.

"You're not just adapting to change—you're shaping the future. Let's build what's next, together."

How we express this

- We speak with authority, ensuring clarity and precision in our messaging.
- Our language is assured and direct—we never hesitate or overpromise.
- We focus on solutions that work and position ourselves as a reliable partner.

"Scalable. Seamless. Built for success. Get It Rent gives you the tools to stay ahead with confidence."

How we express this

- We keep messages direct and purposeful, ensuring that every sentence drives action.
- We focus on opportunities, not obstacles, always reinforcing a path forward.
- We speak to leaders, decision-makers, and innovators—those who are ready to take action.

"Opportunity isn't waiting—so why should you? Take control of your business growth with Get It Rent."

Voice and Tone

At Get It Rent, we don't just sell a service—we guide businesses through transformation.

Tone

Website & Branding

Confident, Motivational, Future-Focused

"From vision to growth, we power your journey."

Product Messaging

Clear, Structured, Reliable

"Seamless solutions designed to scale with your ambitions."

Customer Support

Supportive, Reassuring, Direct

"We're here to help. Let's find the best solution for you."

Emails & Sales Communications

Personalized, Professional, Trust-Building

"Let's discuss how Get It Rent can streamline your business growth."

Marketing & Social Media

Engaging, Bold, Forward-Thinking

"Your next opportunity is waiting—explore it with Get It Rent."

Color Swatches

Color Swatches

The color palette for Get It Rent is divided into primary, secondary, and additional colors, each serving a distinct role in creating a cohesive and flexible brand identity.

The primary colors—Emerald Path, Blush Glow, Midnight Depth, Navigator Blue, Solar Gold, and Ignite Orange—form the foundation, symbolizing growth, trust, energy, and professionalism, and are

The secondary colors—Deep Horizon, Verdant Grove, and Vibrant Fuchsia—complement the primary palette, adding depth, creativity, and flexibility for supporting visuals and accents.

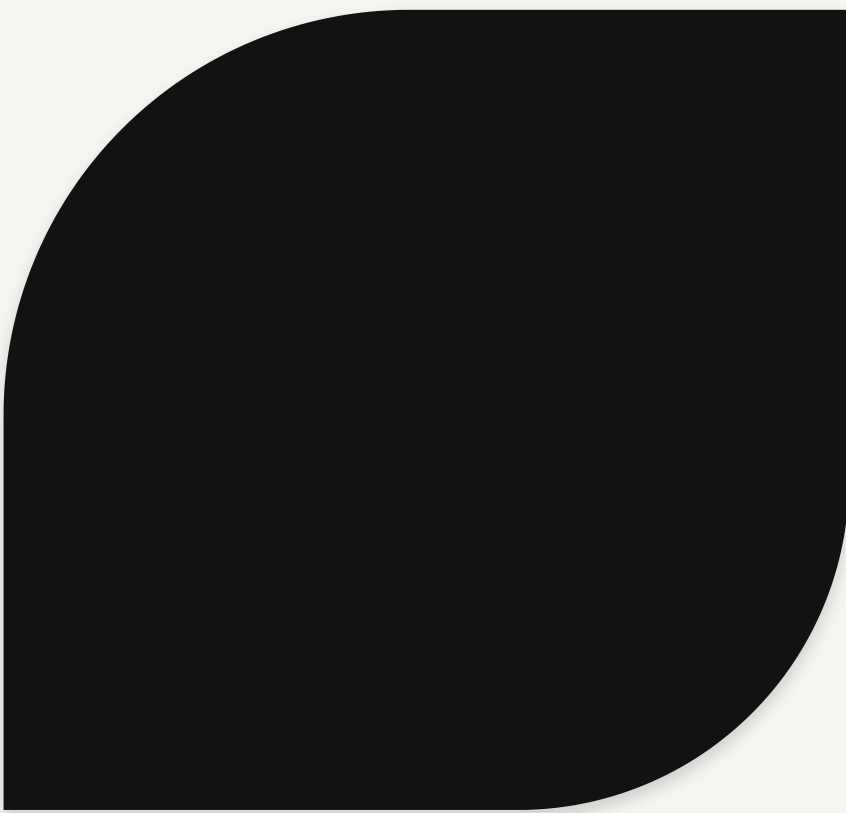
Primary Color



Emerald Path
HEX: #50C879
RGB: 80, 200, 121
CMYK: 0.6, 0, 0.4, 0.22



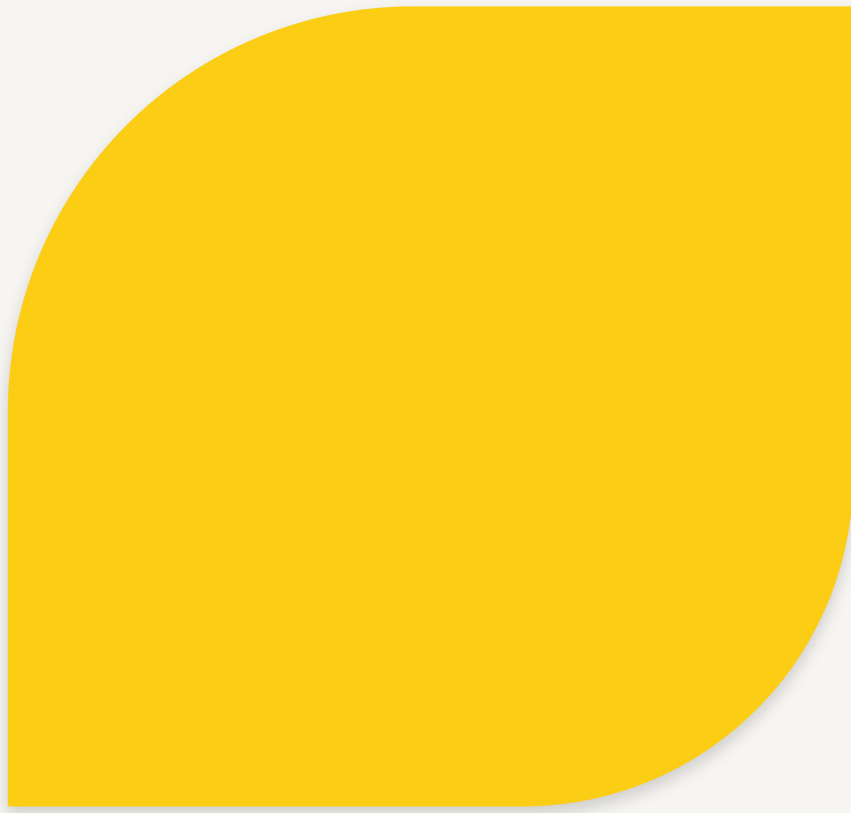
Blush Glow
HEX: #FFBFCC
RGB: 255, 191, 204
CMYK: 0, 0.25, 0.2, 0



Midnight Depth
HEX: #121212
RGB: 18, 18, 18
CMYK: 0, 0, 0, 0.93



Navigator Blue
HEX: #5778C2
RGB: 87, 120, 194
CMYK: 0.55, 0.38, 0, 0.24



Solar Gold
HEX: #FF8F1F
RGB: 248, 223, 75
CMYK: 0, 0.1, 0.7, 0.03



Ignite Orange
HEX: #FF8F1F
RGB: 255, 143, 31
CMYK: 0, 0.44, 0.88, 0

Color Swatches

The additional colors—Regal Violet and Dawn Mist—enhance versatility, providing balance and sophistication for unique design applications.

Together, this palette ensures a consistent yet dynamic identity that aligns with Get IT Rent's values of innovation, trust, and empowerment.

Secondary Color



Deep Horizon
HEX: #0D2D44
RGB: 13, 45, 68
CMYK: 0.81, 0.34, 0, 0.73



Verdant Grove
HEX: #01674F
RGB: 1, 103, 79
CMYK: 0, 0, 0, 0.93

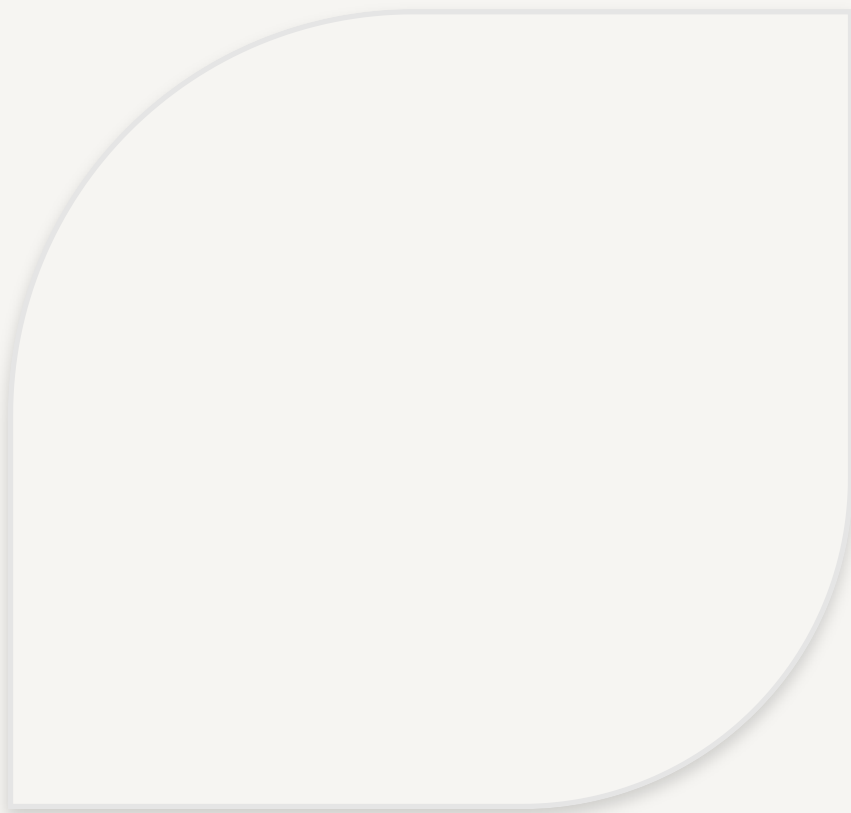


Vibrant Fushcia
HEX: #F05E98
RGB: 240, 94, 152
CMYK: 0, 0.61, 0.37, 0.06

Additional Color



Regal Violet
HEX: #7E57C2
RGB: 126, 87, 194
CMYK: 0.35, 0.55, 0, 0.24



Dawn Mist
HEX: #F6F5F2
RGB: 246, 245, 242
CMYK: 0, 0, 0.02, 0.04

Patterns

Geometric
Patterns

The Get It Rent geometric pattern, known as Explorer Bloom, reflects the brand's Explorer and Ruler archetypes through clean, modular shapes like circles and rectangles.

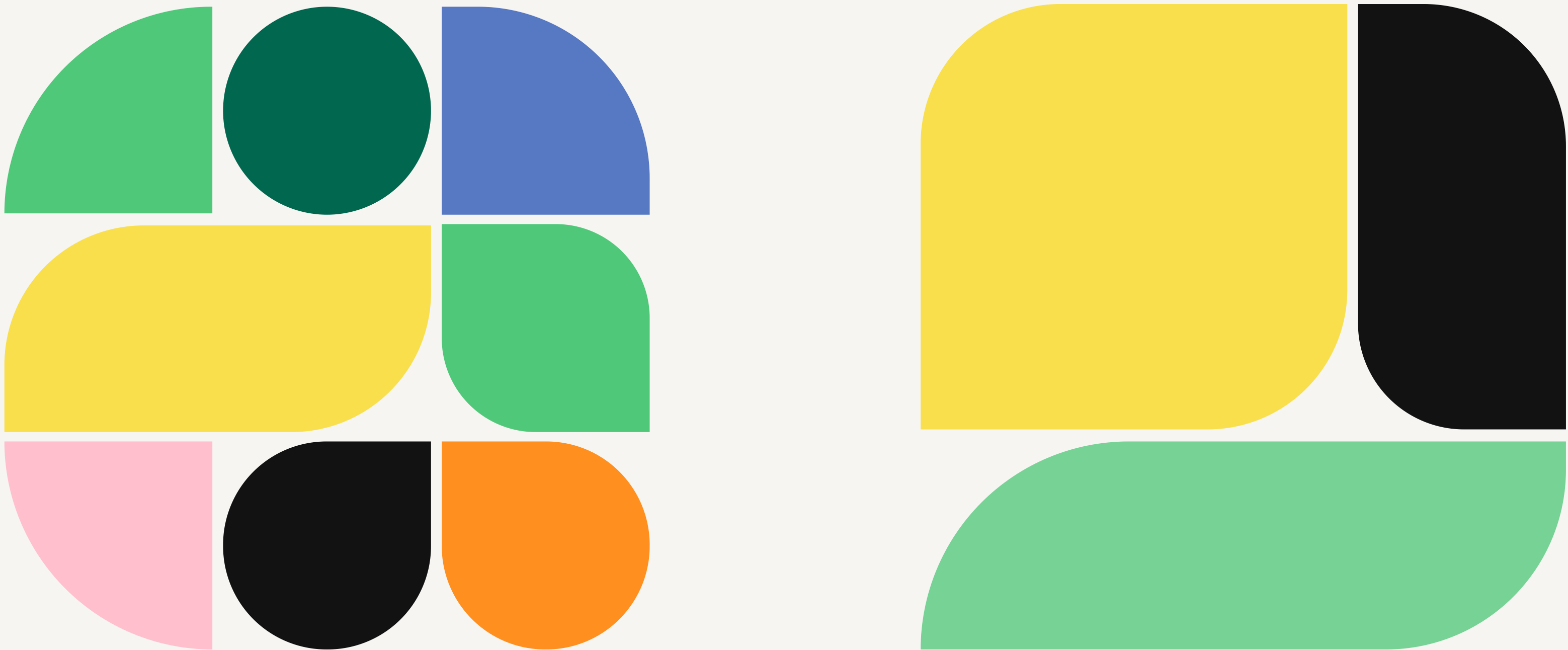
These forms symbolize exploration, adaptability, and trust, balanced with vibrant colors like Solar Gold, Emerald Path, and Ignite Orange, alongside grounding tones like Midnight Depth.

This dynamic yet structured design is versatile for use across websites, marketing materials, and packaging, conveying growth, collaboration, and professionalism while reinforcing Get It Rent's mission to empower businesses.

2X2



3X3



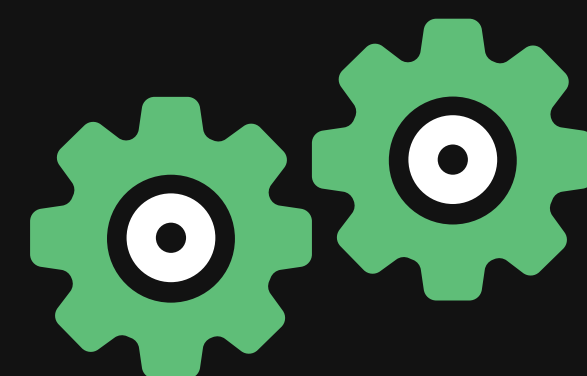
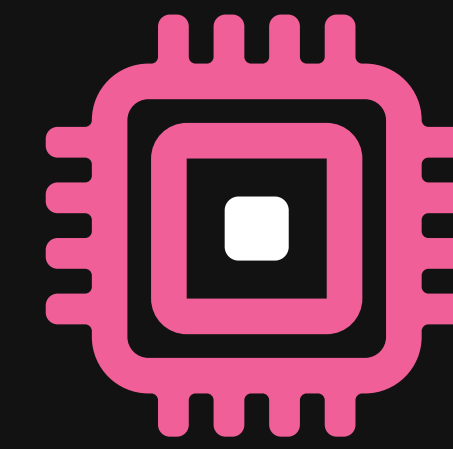
Iconography

Iconography

The Get It Rent iconography system is designed to be bold, intuitive, and aligned with the brand's core identity. Using geometric shapes and structured lines, the icons maintain a modern, minimalist style that reflects clarity and functionality.

Each icon incorporates the brand's primary and secondary colors, reinforcing the themes of growth, trust, collaboration, and innovation. The dashed line elements add a dynamic touch, symbolizing motion, direction, and continuous progress.

This cohesive icon set ensures seamless visual communication across digital and print applications while maintaining brand consistency.



Typography

Typography

The Urbanist font is a clean, modern, and versatile typeface that perfectly aligns with Get IT Rent's brand identity.

Its geometric design reflects innovation and adaptability, resonating with the Explorer archetype, while its structured letterforms convey professionalism and trust, supporting the Ruler archetype.

Urbanist ensures clarity and elegance across all applications, from bold headlines to easy-to-read body text, enhancing the brand's approachable yet authoritative tone.

Urbanist

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Family

Thin	100	The quick, brown fox jumps over a lazy dog. DJs flock by.
Extralight	200	But I must explain to you how all this mistaken idea of.
Light	300	Lorem ipsum dolor sit amet, consetetur sadipscing elitr
Regular	400	The quick, brown fox jumps over a lazy dog. DJs flock.
Medium	500	Lorem ipsum dolor sit amet, consetetur sadipscing
SemiBold	600	Sed ut perspiciatis unde omnis iste natus error sit.
Bold	700	Lorem ipsum dolor sit amet, consetetur sadipscing
ExtraBold	800	Lorem ipsum dolor sit amet, consetetur sadipscing
Black	900	Sed ut perspiciatis unde omnis iste natus error sit.

Stationary

Stationary Items

The Get It Rent geometric pattern, as shown here, embodies the brand's vibrant and structured identity while drawing inspiration from the Explorer and Ruler archetypes.

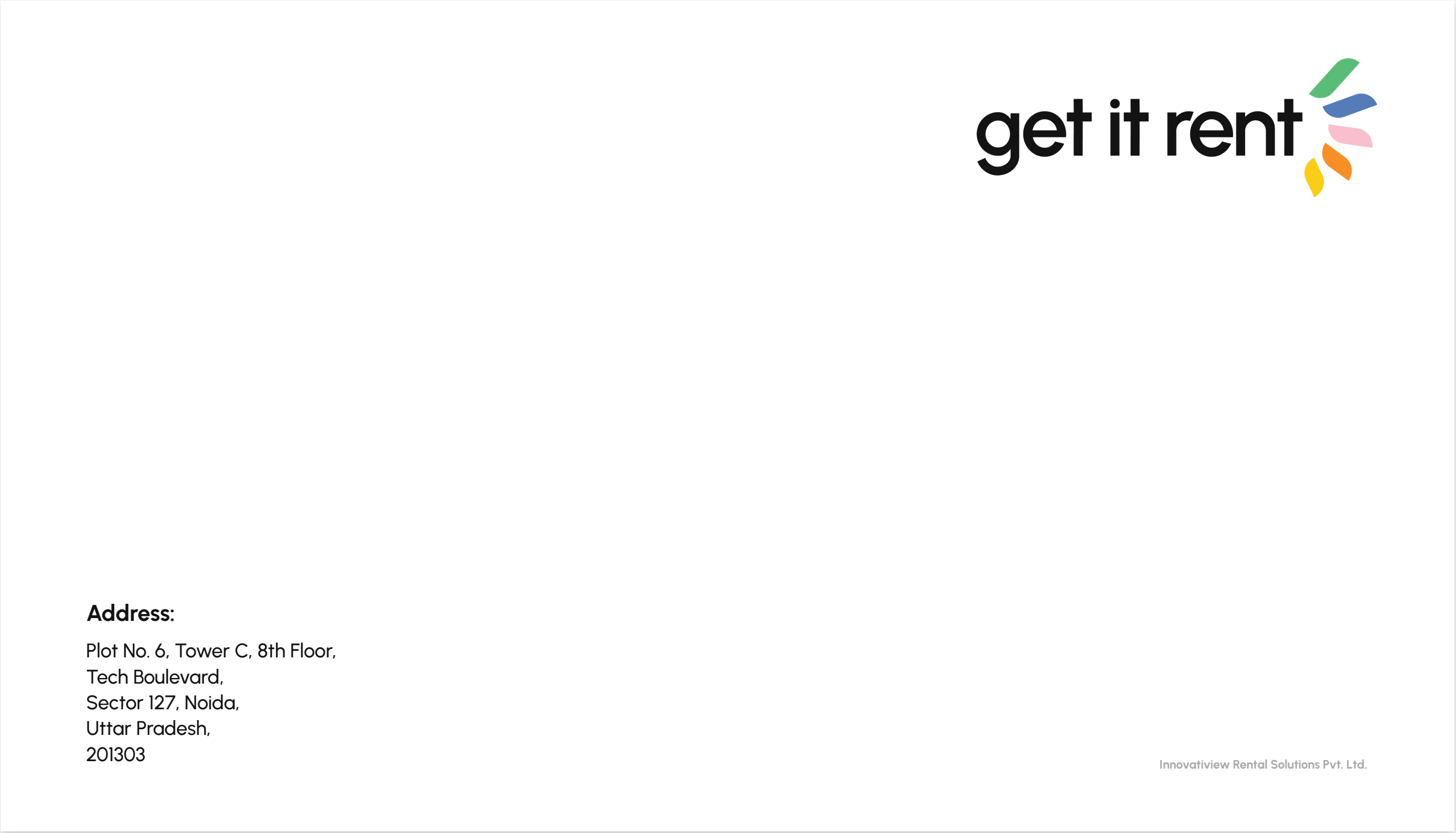
The use of clean, modular shapes like circles, quarter-circles, and rectangles creates a visual language that is dynamic yet balanced. These forms represent exploration and adaptability while maintaining an underlying order that speaks to trust and reliability.

The pattern is versatile and can be applied across various touchpoints, such as website backgrounds, marketing materials, and packaging. It conveys movement, growth, and collaboration, symbolizing Get It Rent's mission to empower businesses to thrive while maintaining trust and structure.

Visiting Card



Envelope



Stationary Items

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Letter Head



Application

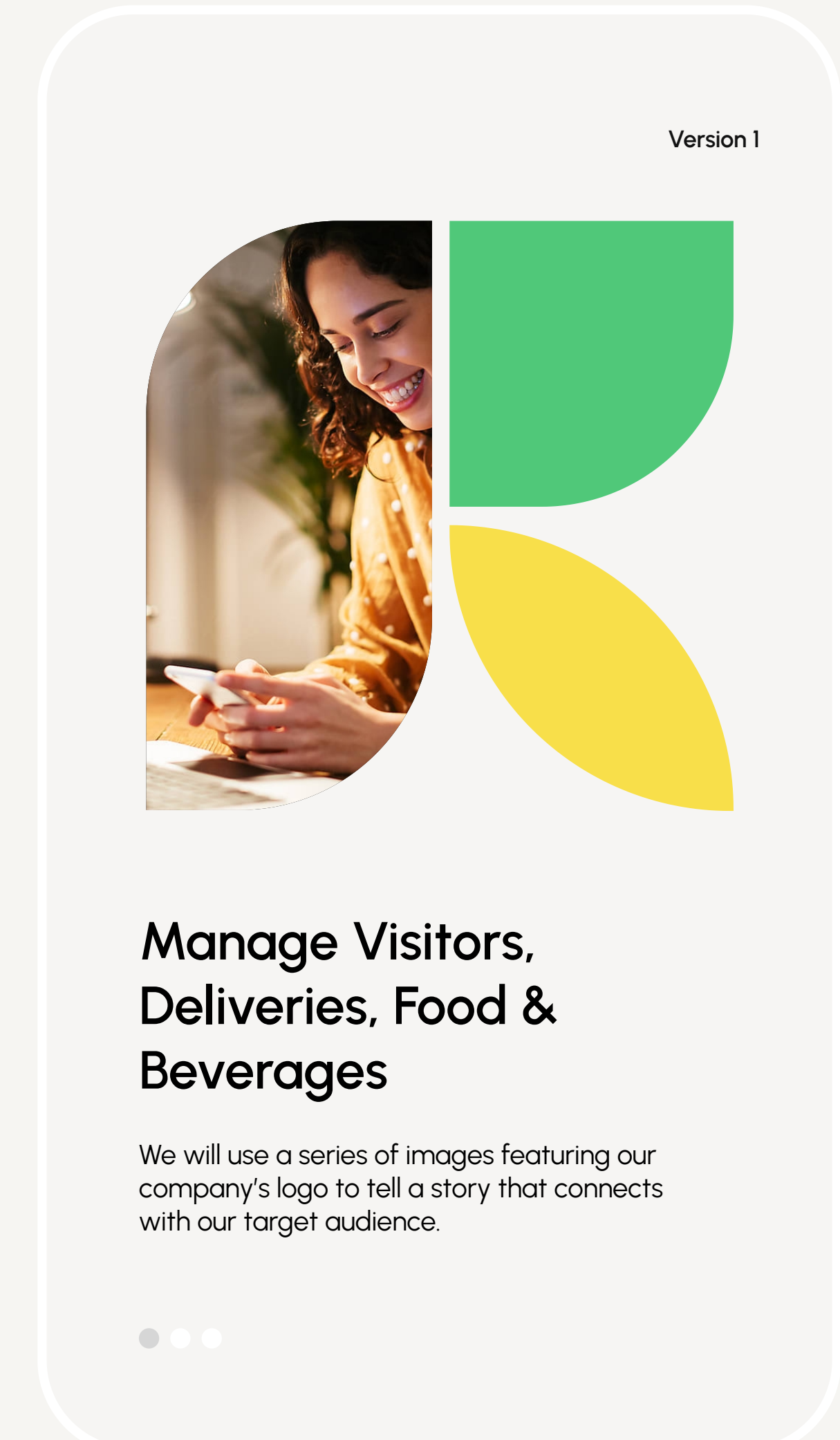
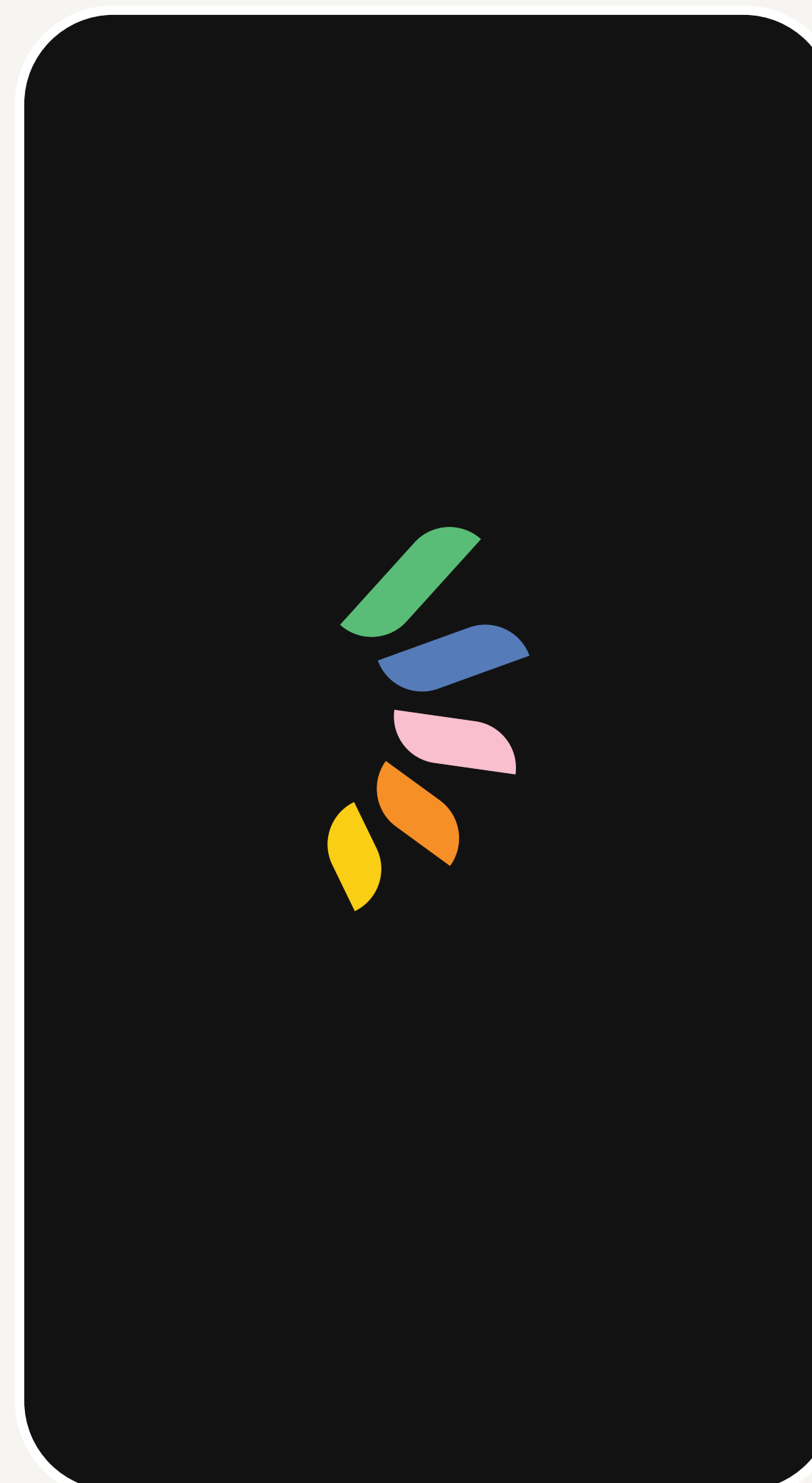
Mobile Application

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Interface



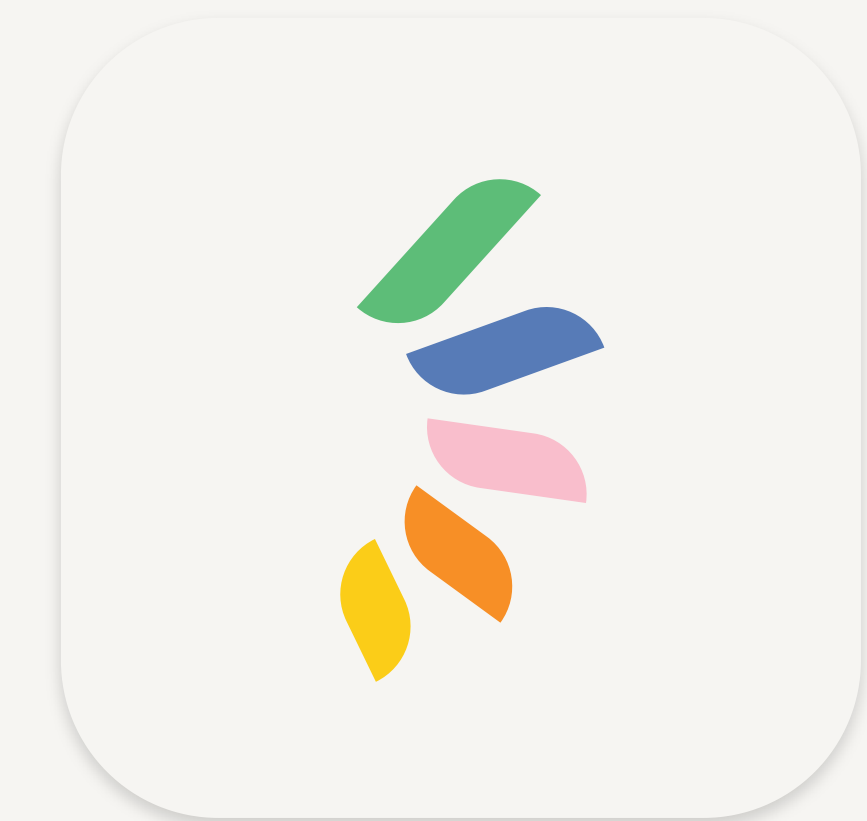
Social Media

Social Media

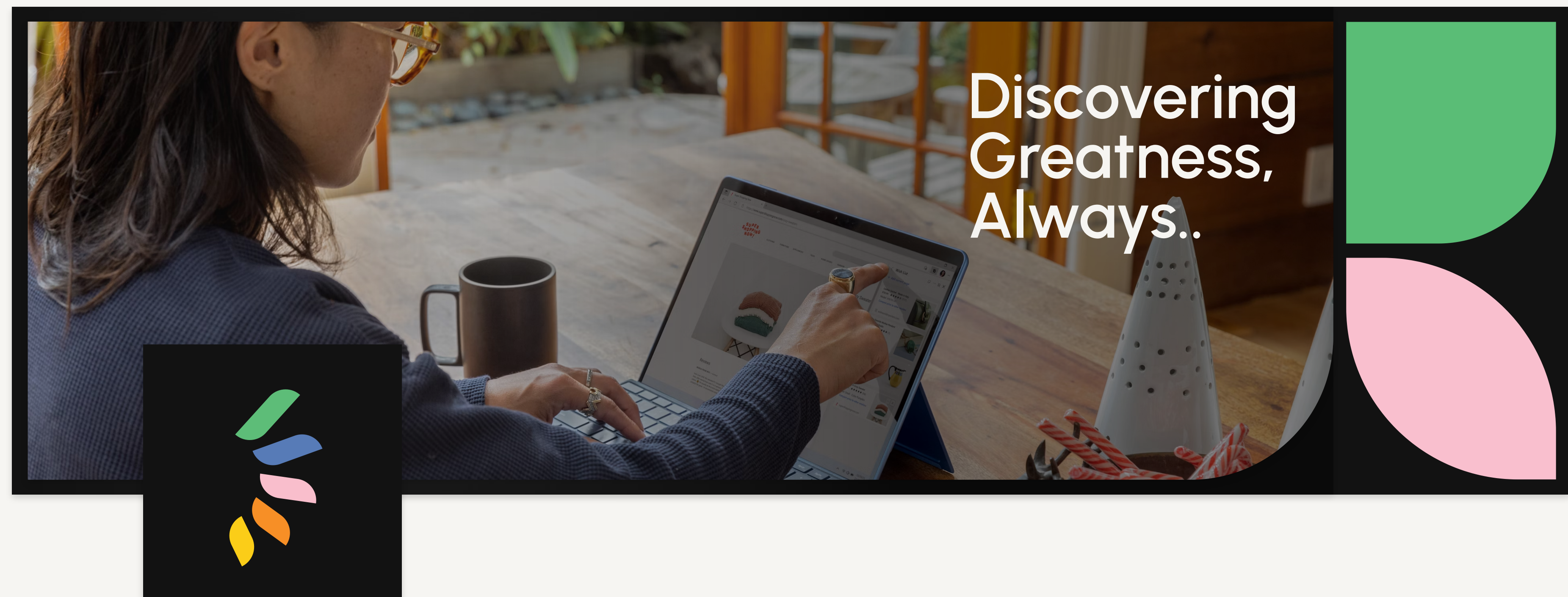
The Get It Rent social media assets are designed to ensure a cohesive and dynamic digital presence. The Explorer Bloom logo is used in a clean, structured format for social icons, with variations for dark and light backgrounds to maintain clarity and contrast.

Banners incorporate the vibrant color palette and geometric patterns, complemented by bold typography to reinforce the brand's values of innovation, trust, and empowerment.

Social Icon



Banner



Mockup



get it rent 

get it rent





9:47

Camera

Photos

Calendar

Reminders

Notes

Mail

Get It Rent

From Vision to Growth,
We Power Your Journey.

get it rent 



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Sharma

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Mobile
+91 - 9812345670

Region
Plot





get it rent

Apple MacBook Pro 14" M4

Unleash power and efficiency with the Apple MacBook Pro 14" featuring the cutting-edge M4 chip for lightning-fast performance. With 24GB of unified memory, multitasking is seamless, and the 17.5 SSD ensures ample space for all your projects and files. The Liquid Retina XDR display delivers stunning visuals, making it perfect for creatives, developers, and professionals who demand top-tier performance. Encased in a sleek, durable aluminum chassis, the MacBook Pro is designed for productivity and portability.

Chip	Memory	Storage	Display
Apple M4	24GB Unified Memory	1TB SSD	17.5" Liquid Retina XDR

get it rent

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get it rent





get it rent

Apple MacBook Pro 14" M4

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The Get It Rent Brand Guidelines serve as the official reference for maintaining a consistent and cohesive brand identity across all platforms and communications. These guidelines outline the correct usage of logos, colors, typography, voice, tone, and visual assets to ensure brand integrity.

All elements within this document are the intellectual property of Get It Rent and must not be altered, modified, or misused in any way that misrepresents the brand. Any deviations from these guidelines must be approved by the Get It Rent Brand Team to ensure consistency and compliance.

For any clarifications, permissions, or brand-related inquiries, please contact **brand@getitrent.com**.