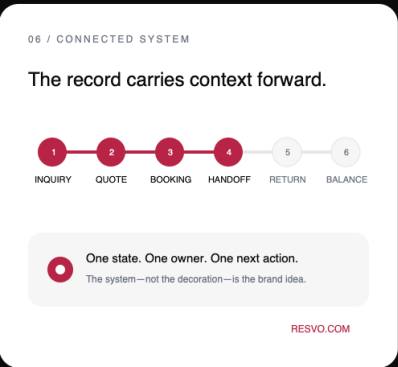
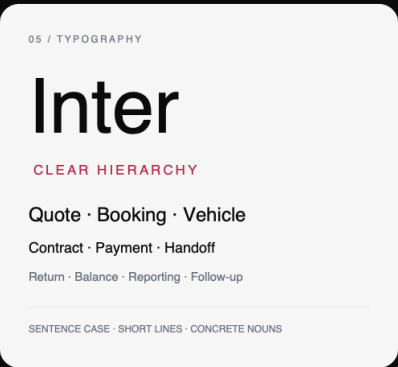
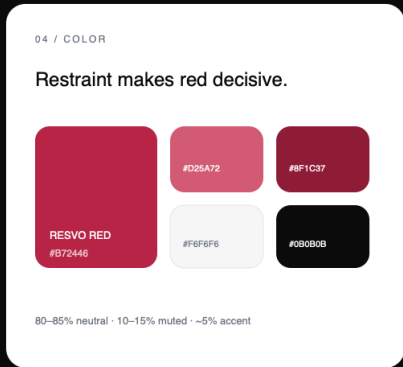
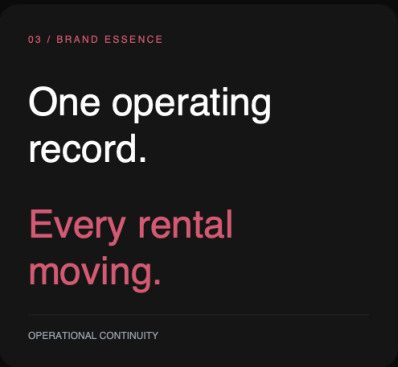
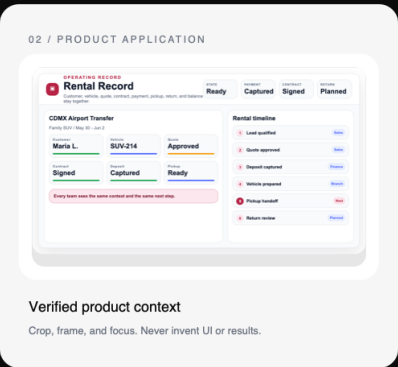
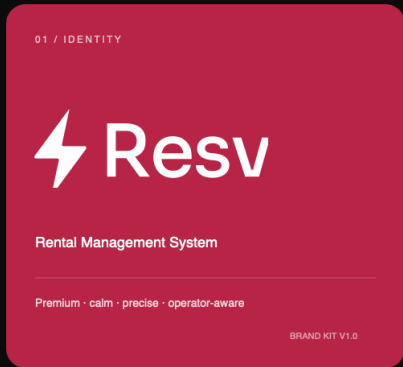




Brand Guidelines

One operating record.
Every rental moving.

Resvo keeps inquiry, quote, booking, vehicle, contract, payment, handoff, return, balance, reporting, and follow-up connected in one operating record.



Category	Rental Management System
Core idea	Operational continuity
Brand line	One operating record. Every rental moving.

Version 1.0 Published: July 29, 2026 Status: Canonical brand and marketing identity guide

01 / BRAND SYSTEM

How to use this guide

This document defines how Resvo should look, sound, and behave across website, product-adjacent marketing, sales material, campaigns, documents, and partner communication.

These guidelines do not replace product truth. When a visual or message implies a product capability, status, customer result, integration, support level, or AI behavior, follow:

- 1 AGENTS.md
- 2 RESVO_OPERATIONAL_TRUTH.md
- 3 PRODUCT_REALITY_MATRIX.md
- 4 This brand guide
- 5 Page- or campaign-specific direction

If two rules conflict, the higher item in that list wins.

Brand at a glance

Element	Standard
Category	Rental Management System (RMS)
Master platform framing	Rental Operating System: a complete RMS with a connected AI Execution Layer
Core idea	Operational continuity
Core brand line	One operating record. Every rental moving.
Personality	Calm, precise, operator-aware, accountable, premium
Primary audience	Modern car rental operators
Primary action	Book a demo
Secondary action	See how it works
Primary typeface	Inter
Primary color	Resvo Red #B72446
Default visual mode	Light, neutral, spacious, grid-first

1. Brand foundation

What Resvo is

Resvo is a Rental Management System and system of record for modern car rental operators.

The broader Rental Operating System framing is appropriate when it is immediately explained as two connected layers:

- The Resvo RMS runs the rental operation.
- The AI Execution Layer uses connected rental context to assist controlled workflows.

Do not lead with CRM, booking widget, fleet tracker, AI chatbot, or generic “all-in-one” language. Those are supporting surfaces or categories, not the Resvo category.

The operating problem

Rental operations break when context drops between teams and stages:

- An inquiry loses the vehicle, branch, timing, or policy context needed for a quote.
- A booking loses its source quote, payment state, documents, or contract readiness.
- Pickup and return work depends on scattered messages or memory.
- Maintenance, downtime, balances, and follow-up separate from the rental record.
- Managers cannot see ownership, exceptions, and the next action consistently.

The brand promise

Resvo keeps the customer rental and the business work behind it connected in one operating record—from inquiry and quote through booking, vehicle, contract, payment, handoff, return, balance, reporting, and follow-up.

Core brand idea: operational continuity

Resvo should feel like context moving forward without being dropped. The visual and verbal system should reinforce:

- Connection between stages
- Clear ownership
- Visible state
- Evidence attached to work
- A specific next action
- Calm control under operational pressure

Brand principles

Concrete before clever

Name the work: quote, booking, branch, vehicle, payment, contract, inspection, handoff, return, balance, and follow-up.

System before modules

Show how work stays connected. Avoid presenting Resvo as a collection of disconnected feature cards.

Proof before promise

Use verified product screenshots, sourced facts, and visible capability statuses. Never invent a customer result to make a layout feel stronger.

Calm before loud

Confidence comes from clarity, hierarchy, whitespace, and exact language-not exaggerated claims, excessive effects, or aggressive visual noise.

Action before abstraction

Buttons name the action. States explain what changed. Errors explain what failed and what the user can do next.

2. Audience translation

The system remains recognizably Resvo across audiences, but emphasis changes.

Audience	Lead with	Avoid
Independent rental companies	Relief, simplicity, fewer missed steps, clear daily execution	Heavy governance language
Multi-branch operators	Consistency, branch visibility, standards, exceptions, ownership	Treating every branch as operationally identical
Franchise operators	Local autonomy inside repeatable constraints	Brand politics or unsupported compliance claims
Automotive groups and dealerships	Evidence, asset control, program visibility, risk reduction	Generic rental-only scenarios
Large operators	Governance, controlled rollout, standards, executive visibility	Unsupported global scale, SLA, or 24/7 claims

3. Verbal identity

Voice attributes

Calm

Use direct statements, stable structure, and measured confidence.

Write:

Every quote, booking, vehicle, payment, and handoff stays attached to the rental record.

Avoid:

Revolutionize your business with the ultimate all-in-one platform.

Concrete

Prefer operational nouns and verbs over broad SaaS language.

Write:

See which bookings are missing a vehicle, payment, contract, or pickup task.

Avoid:

Unlock efficiency across your organization.

Operator-aware

Recognize branch pressure, fleet reality, physical work, exceptions, and accountability.

Accountable

Explain what Resvo does, what remains controlled by people or workflow rules, and what is not yet live.

Premium

Premium means edited, clear, and credible. It does not mean ornate, vague, or aloof.

Message hierarchy

Use the shortest accurate level for the available space.

One-line descriptor

Rental management software for modern car rental operators.

Platform descriptor

Resvo is the Rental Operating System: a complete Rental Management System with a connected AI Execution Layer.

Core narrative

Resvo keeps inquiry, quote, booking, vehicle, contract, payment, handoff, return, balance, reporting, and follow-up connected in one operating record.

Core brand line

One operating record. Every rental moving.

The core brand line is a brand expression, not a product-outcome guarantee.

Preferred language

Prefer:

- Rental Management System or RMS
- Rental Operating System, with both layers explained
- System of record
- Operating record
- Quote, booking, branch, vehicle, category
- Contract, deposit, payment, balance
- Driver, document, signature
- Inspection, handoff, return
- Task, owner, evidence, next action
- Availability, downtime, utilization, visibility
- Assist, draft, surface, summarize, suggest, classify, prepare

Avoid or verify:

- All-in-one
- Cutting-edge
- Revolutionary
- Enterprise-grade
- Fully automated
- Autonomous
- Guaranteed
- Award-winning
- Worldwide or global platform
- Real-time, unless the update behavior is verified

- Instant ROI
- 24/7 support

CTA language

Use action-specific labels.

Purpose	English	Spanish
Primary conversion	Book a demo	Agendar demo
Product exploration	See how it works	Ver cómo funciona

Do not replace these with generic labels such as "Continue," "Learn more," or "Get started" when the exact action is known.

Sentence and capitalization style

- Use sentence case for headings, labels, buttons, and navigation.
- Keep headings short and literal.
- Use title case only when required by a proper name.
- Use numerals for operational quantities.
- Use an em dash sparingly for clarification.
- Do not use exclamation marks as a substitute for confidence.
- Keep public AI role names exactly as governed.

Localization

Translate meaning and operator context, not word-for-word syntax. Preserve:

- The RMS/system-of-record category
- The rental workflow
- Capability status
- Human and workflow control boundaries
- The exact next action

Do not translate public product names or public AI agent names unless the product truth documents explicitly establish a localized name.

4. Logo system

The Resvo mark

The current identity uses a tall, angular Resvo mark paired with the Resvo wordmark. Treat it as an established asset. These guidelines do not redraw or reinterpret its geometry.

The mark can visually support ideas of movement, momentum, and execution, but do not present that interpretation as historical logo provenance unless it is separately verified.

Approved assets

Use the normalized files in [public/brand-kit/logos](#):

Asset	Use
resvo-logo-red.svg	Primary full logo on white and light neutral surfaces
resvo-logo-black.svg	Restrained monochrome use on light surfaces
resvo-logo-white.svg	Full logo on near-black, Resvo Red, or photographic dark areas
resvo-mark-red.svg	App-adjacent, social avatar, favicon, and compact light-surface use
resvo-mark-black.svg	Monochrome compact use on light surfaces
resvo-mark-white.svg	Compact use on dark or Resvo Red surfaces

The full logo is the default for first brand exposure. Use the mark alone only when the Resvo name is already visible or the context is unambiguous.

Clear space

Maintain clear space equal to at least 25% of the displayed logo height on every side.

For the mark alone, maintain clear space equal to at least 25% of the displayed mark width.

No text, border, icon, image edge, or crop should enter this space.

Minimum size

Asset	Digital minimum	Print minimum
Full logo	120 px wide	32 mm wide
Mark alone	20 px wide	6 mm wide

Use a larger size whenever reproduction, screen density, or viewing distance makes the mark unclear.

Backgrounds

- Use the red or black logo on white and #F6F6F6.
- Use the white logo on #0B0B0B, #8F1C37, or #B72446.
- On photography, place the logo over a calm area with sufficient contrast or add a simple neutral field.
- Do not place the red logo over red, pink, complex, or low-contrast imagery.

Logo misuse

Never:

- Stretch, compress, rotate, skew, or crop the logo
- Rebuild the wordmark with typed text
- Change the relationship between the mark and wordmark
- Apply gradients, shadows, glows, bevels, outlines, or textures
- Recolor the logo outside the approved red, black, and white variants
- Place the logo inside an unapproved badge or container
- Use the mark as a decorative pattern at a scale that weakens recognition
- Animate the logo with heavy rotation, bounce, or elastic distortion

5. Color system

Core palette

Token	Hex	Role
Resvo Red / Primary	#B72446	Primary CTA, selected state, key brand emphasis
Resvo Rose / Primary Soft	#D25A72	Dark-mode emphasis, large accents, supporting highlight
Deep Red / Accent	#8F1C37	Strong contrast, dark red fields, active emphasis
Soft Red / Accent Soft	#C84C66	Supporting graphic accent and large display treatment
White / Background	#FFFFFF	Default canvas
Light Gray / Muted BG	#F6F6F6	Secondary surface and section contrast
Gray / Border	#E6E6E6	Dividers, card borders, quiet structure
Slate / Muted Text	#6B7280	Supporting labels and secondary text
Near Black / Foreground	#0B0B0B	Primary text and dark canvas
Dark Surface	#151515	Dark cards
Dark Muted Surface	#1F1F1F	Dark secondary surfaces
Dark Border	#262626	Dark dividers and borders

Do not introduce #A21398 or another purple as a Resvo brand token. Campaign colors may extend the visual world only when explicitly scoped and must not redefine the core system.

Color balance

For most Resvo compositions:

- 80-85% white or near-black neutral
- 10-15% muted surfaces
- Approximately 5% Resvo Red or another approved red accent

Red creates value through restraint. Large red fields are appropriate for a decisive CTA, cover, or transition-not as continuous page chrome.

Accessible color pairings

Contrast ratios below use WCAG relative luminance calculations.

Pairing	Ratio	Guidance
Near Black on White	19.68:1	Primary text
Deep Red on White	8.79:1	Body text, headings, controls
Resvo Red on White	6.26:1	Body text, headings, controls
Muted Text on White	4.83:1	Supporting text at normal sizes
Soft Red on White	4.49:1	Large text or non-text accents; avoid normal body copy
Resvo Rose on White	3.86:1	Large text or non-text accents only
Resvo Rose on Near Black	5.10:1	Preferred red-family text accent in dark mode
Resvo Red on Near Black	3.14:1	Large text or non-text accents only

White text on Resvo Red and Deep Red is approved for normal text. White text on Resvo Rose or Soft Red should be limited to large type unless separately tested at the final size and weight.

Gradients

Gradients are optional and rare.

Approved brand gradient:

#B72446 -> #D25A72

Use it for a hero accent, presentation cover, or bounded campaign moment. Do not use gradients for core product UI chrome, the logo, paragraphs, or every CTA.

Print color

The hex values are canonical for digital use. Convert through a color-managed print workflow and approve a physical proof before large-volume production.

Pantone values are intentionally unspecified. Do not invent a Pantone match without a calibrated production proof.

6. Typography

Primary typeface

Use Inter across website, sales material, documents, campaigns, and product-adjacent communication.

Recommended weights:

- 400 Regular: body copy
- 500 Medium: labels, supportive emphasis
- 600 Semibold: buttons and compact headings
- 700 Bold: primary headings
- 800 Extra Bold: rare display use

Do not use multiple unrelated display typefaces to manufacture differentiation. Hierarchy should come from scale, spacing, weight, composition, and contrast.

Digital type scale

Style	Desktop	Mobile	Weight	Line height
Display / H1	64 px	42 px	700	1.05
H2	48 px	34 px	700	1.12
H3	30 px	26 px	700	1.2
H4	22 px	20 px	600	1.3
Lead	20 px	18 px	400	1.5
Body	16 px	16 px	400	1.6
Small	14 px	14 px	500	1.45
Eyebrow	12 px	12 px	700	1.35

Eyebrows may use uppercase with approximately **0.12em** tracking. Do not apply wide tracking to sentences or paragraph copy.

Line length and alignment

- Keep body copy around 55-75 characters per line.
- Left-align operational and explanatory copy.
- Center-align only short hero, CTA, or cover statements.
- Avoid justified text.

- Do not use all caps for long labels or paragraphs.

Data and code

Use tabular numerals where available for reports and data. A system monospace font may be used for code, API examples, or identifiers, but it is not a second brand typeface.

7. Layout and composition

Core layout

- Use a **max-w-7xl** content container on the website.
- Build grid-first.
- Preserve generous whitespace.
- Use **rounded-xl** for cards and bounded surfaces.
- Use subtle **shadow-sm** depth.
- Use borders before heavy shadows.
- Keep a clear focal point in every composition.

Section rhythm

Website sections generally use **py-16** to **py-24**. A marketing section should include at least one visual differentiator:

- Layering
- An emphasis rail
- Accent background
- Asymmetric composition
- Restrained depth or motion

Asymmetry should support hierarchy, not novelty.

Spacing

Use an 8 px base rhythm for designed assets:

4 / 8 / 12 / 16 / 24 / 32 / 48 / 64 / 80 / 96

Use 4 px only for fine internal spacing. Use 24-48 px for most component gaps and 64-96 px for section separation.

Depth

Preferred depth language:

- Thin neutral border
- One soft shadow
- Slight overlap
- Muted surrounding context

- Focus frame or magnification crop

Avoid:

- Glass effects on every surface
- Strong outer glows
- Multiple stacked shadows
- Floating decorative objects without meaning
- Heavy 3D mockups

8. Iconography, diagrams, and data

Icons

- Use Lucide icons only for interface and marketing iconography.
- Use a consistent 1.75-2 px stroke at standard sizes.
- Prefer simple outline icons.
- Use red for one meaningful state, not every icon.
- Do not mix filled icon packs, emojis, and custom glyphs.

Diagrams

Diagrams should explain sequence, ownership, status, or connection.

- Use rounded rectangular nodes.
- Use arrows or connectors with clear direction.
- Keep most nodes neutral.
- Use Resvo Red for the current step, exception, or key connection.
- Name concrete stages such as Inquiry, Quote, Booking, Handoff, Return, and Balance.
- Avoid decorative network maps that imply complexity without explaining work.

Charts

- Use Resvo Red for the primary series.
- Use Deep Red for a secondary related series.
- Use Near Black and Muted Text for comparison.
- Use Soft Red or Resvo Rose sparingly.
- Do not use a rainbow palette for categories.
- Include labels, units, time windows, and material exclusions.
- Do not use illustrative metrics as customer proof.

9. Photography and product imagery

Visual hero

Resvo is the software layer, not the rental company. The visual hero should be:

- An unnamed operator
- A branch team
- A renter
- A neutral fleet
- A vehicle handoff, return, inspection, or maintenance workflow
- A verified Resvo software surface

Do not put Resvo on storefronts, fleet livery, uniforms, employee badges, physical contracts, or fictional operator signage.

Product Screenshot + Enhancement

Use this treatment when proving or explaining product behavior.

Allowed:

- Crop and zoom
- Rounded device or browser framing
- Magnification
- Focus frames
- Callouts tied to visible product detail
- Layered depth
- Muted surrounding context

Never:

- Invent UI, records, data states, integrations, or results
- Alter a status to strengthen a claim
- Present concept UI as product proof
- Use an overlay to imply autonomous approvals, pricing, money movement, damage decisions, or vehicle release

Lifestyle Image

Use this treatment when the human or physical rental workflow is the main story.

Direction:

- Specific car rental environment
- Plausible branch, lot, counter, vehicle, or handoff context
- Natural, composed light
- Quiet premium color grade
- Unnamed and brand-neutral operator
- No legible plates or third-party logos

Avoid generic office photography, luxury-car clichés, handshake scenes, robots, holographic dashboards, and visibly generated text.

Product Screenshot + Lifestyle Overlay

Use this treatment when human context and software context are equally important.

- Preserve screenshot truth and readability.
- Keep the product layer tied to the human workflow.
- Use one primary product view, not a stack of unrelated dashboards.
- Keep overlays restrained and clearly illustrative.

AI imagery

Resvo AI should look embedded in rental work.

Use:

- Context panels
- Suggested next actions
- Controlled workflow states
- Visible status and permissions
- Product-native assistance

Avoid:

- Robots
- Brains
- Generic purple-blue AI glow
- Autonomous command-center fantasy
- Human replacement imagery

10. Product and AI naming

Use only the current product hubs:

- /product
- /product/rental-management-system
- /product/operations
- /product/sales-distribution
- /product/commercial-strategy
- /product/visibility-control
- /product/customer-experience
- /product/ai

Current public AI roles:

Name	Public status
AI Co-Pilot	Live
AI Sales Agent	Live
AI Rental Concierge	Live
Rental Control Agent	Coming soon
Fleet Health Agent	Coming soon
AI Revenue Optimizer	Coming soon

Rental Journey Automations is a separate live Inbox & Communications capability. It is not an AI agent.

Forward-Deployed Engineering is a scoped enterprise implementation offer. It is not a seventh public agent.

Always consult the product reality matrix before publishing detailed AI behavior.

11. Motion

Motion should clarify state or hierarchy.

Use:

- Short fade
- Small translate
- Subtle stagger
- Gentle hover lift
- Focus change

Avoid:

- Heavy parallax
- Continuous decorative motion
- Elastic or bouncing UI
- Rapid background effects
- Motion that delays the next action

Respect reduced-motion preferences.

12. Applications

Website

- Use the full red logo on default light navigation.
- Keep one H1 per page.
- Place a primary CTA above the fold and approximately every two sections.
- Use verified screenshots close to the claim they support.
- Keep the homepage focused on the lifecycle and one operating record.

Sales decks

- Lead with the operator problem and one connected workflow.
- Use one idea per slide.
- Use full-bleed red or near-black only for covers, transitions, and decisive closes.
- Label product status visibly.
- Do not invent customer logos, testimonials, metrics, awards, or outcomes.

Documents and one-pagers

- Use white as the main canvas.
- Use a red cover accent or rail.
- Keep headings left-aligned.
- Use tables for exact comparisons.
- Use a footer with document title, version/date, and Resvo.

Social and campaign creative

- Use one short message.
- Preserve clear logo space.
- Use the core palette unless a campaign extension is explicitly approved.
- Favor operational scenes and product context.
- Do not make every post look like a product UI screenshot.

Email and outbound

- Lead with a recognizable operating pain.
- Keep paragraphs short.

- Use one primary action.
- Do not use the logo as a large signature decoration.
- Avoid unsourced urgency, artificial scarcity, or outcome guarantees.

13. Asset production standards

Preferred formats

Format	Use
SVG	Logos, icons, diagrams, templates
PNG	Transparent raster use, social exports, presentation compatibility
WebP or AVIF	Optimized website photography when supported
JPG	Photographic compatibility exports
PDF	Controlled document sharing and print review

Keep the SVG master whenever a raster export is created.

Naming

Use lowercase kebab-case:

resvo-[asset]-[variant]-[size].[ext]

Examples:

resvo-logo-red.svg
 resvo-mark-white.svg
 resvo-social-link-preview-1200x630.png
 resvo-brand-guidelines-v1.pdf

Versioning

- Major identity changes increment the major version.
- New applications or clarified rules increment the minor version.
- Corrections increment the patch version.
- Record the date and owner for every release.
- Do not overwrite a distributed kit without changing the version.

14. Governance

Approval checklist

Before releasing a Resvo asset, confirm:

- 1 The category is RMS/system of record.
- 2 The rental workflow is concrete.
- 3 The claim maps to a verified product surface and status.
- 4 The logo variant and clear space are correct.
- 5 Only approved core colors are used.
- 6 Inter is used consistently.
- 7 Contrast and text size are accessible.
- 8 The visual does not make Resvo look like the rental operator.
- 9 No customer, award, metric, integration, or SLA claim is unsourced.
- 10 AI names and control boundaries follow product truth.
- 11 The next action is exact.
- 12 The asset source and export are stored in the kit or project.

Ownership

Brand maintainers own:

- Logo masters
- Core color and typography decisions
- Brand line and voice
- Canonical templates
- Release versioning

Product truth maintainers own:

- Product naming
- Capability status
- AI role status and authority
- Proof standards
- Integration and support claims

Neither group should silently change the other system.

15. Quick do / don't

Do	Don't
Say "Rental Management System"	Lead with "all-in-one"
Show one connected rental record	Dump unrelated modules
Use operational nouns	Use vague transformation language
Keep layouts light, spacious, and exact	Fill every area with gradients or cards
Use one restrained red emphasis	Color every icon and label red
Use verified screenshots	Invent UI or data
Label capability status	Blur live and coming-soon features
Show AI inside controlled workflows	Depict autonomous business decisions
Make the next action explicit	Use generic CTA labels

16. Included kit files

The production package lives in `public/brand-kit`:

- Normalized logo variants
- Brand tokens in CSS and JSON
- Inter font files and license
- Social, presentation, and document templates
- Verified rental-record product proof
- Visual brand-system board
- Shareable PDF guidelines
- Asset manifest and package README