

REDEGADES.AI

BRAND STANDARDS

Media Kit

AI for Executives: Where Human Leadership Meets AI-Driven Execution.
This guide sets the logo, color, and type standards for every external
and press-facing use of the REDEGADES.AI brand.

PURPOSE

We exist to enable human potential. This is an infinite game: platforms and taglines are finite and will change, the purpose never finishes. We are not in the AI business. We are in the human potential business, and AI is how we do it today.

THE THREE PROMISES

SIMPLE

We close the education gap. Executives will actually use AI, and use it well. Simple is the promise that wins the mid market and the one every piece of collateral must itself demonstrate.

PRIVATE

Their data, their strategy, and their leadership thinking stay theirs. Never trained into someone else's model.

GOVERNED

Leadership keeps oversight, visibility, and command. No shadow AI. Secure and compliant are proof points under this promise, never headline promises themselves.

THE PAYOFF: ALIGNED

Aligned is never listed as a fourth promise. It is what clients earn at the top of the model: one smarter company instead of ten smarter individuals. Use it as outcome language only.

THE MODEL

Three foundational offerings and one transformational platform. Training and Enablement leads (our differentiator: what we learn coaching executives tells us what to design), then Design and Strategy, then Implementation as OpenAI and Anthropic partners. On top sits the REDEGADES.AI platform, private AI built on the client's business. In creative, the model is always drawn as three pillars holding a platform: this is the brand's signature optic.

TAGLINES IN FORCE

Primary: AI for Executives: Where Human Leadership Meets AI-Driven Execution.

Promise line: Simple. Private. Governed.

Purpose line: We enable human potential.

Never stack all three in one layout; pick the one the piece needs.



REDEGADES.AI

PRIMARY — on white or light
backgrounds



REDEGADES.AI

ON NAVY — dark UI, web, decks



REDEGADES.AI

ALL WHITE — photography only

CLEAR SPACE AND MINIMUM SIZE

Keep clear space around the logo equal to the height of the letter R on all sides. Minimum width: 120 pixels digital, 1.25 inches print. Below that, use the RED monogram square (RED in white on a REDEGADES.AI Red square) as the avatar and favicon mark.

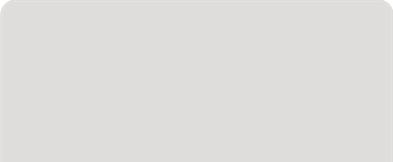
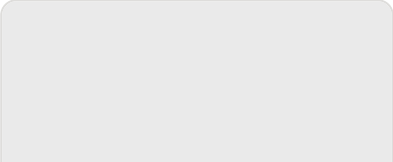
APPROVED VERSIONS

1. Red and charcoal on white or light backgrounds (primary, shown above). 2. Red and white on navy or black backgrounds (the version used on the website). 3. All white on photography, only when red and white fails contrast. No all-red and no all-charcoal versions.

NEVER

- Never stretch, condense, tilt, outline, or add effects to the wordmark.
- Never recolor RED to anything but REDEGADES.AI Red or white.
- Never place the red-and-charcoal version on navy, black, or busy backgrounds.
- Never set the name in running text as Renegades. It is REDEGADES.AI, always, everywhere.
- Never lock the logo up with a tagline in small sizes; below 200px the logo stands alone.

The palette is built on navy, blue, and neutrals, with REDEGADES.AI Red held back as a rare, deliberate accent sampled from the logo. Restraint is the visual form of Simple. If a layout needs a fifth color, the layout is wrong.

 NAVY #001C38 The authority color. Headlines, the wordmark's dark backdrop, covers, dark UI and print.	 BLUE #00428B Support color. Section heads, links, secondary CTAs, charts and UI accents.	 REDEGADES.AI RED #B02028 Sampled from the logo. One accent per layout: a CTA, a highlight, or the RED in the wordmark. Never for body text.
 STONE #DEDDDB Dividers, borders, and quiet panel edges.	 MIST #EAEAEA Panels, cards, and section alternation on light pages.	 WHITE #FFFFFF The default background. Whitespace is a brand asset; protect it.

USAGE RATIOS

A healthy layout is roughly 60% white, 25% navy, 10% blue and grays, 5% REDEGADES.AI Red. Red is loudest when it is rare: one red element per layout, never more.



Type comes from the color and font standard: Poppins carries the display voice, Gareth carries the body voice. Display stays bold and confident; body stays quiet and neutral so the words do the work.

DISPLAY / HEADLINES**POPPINS BOLD, ALL CAPS****AA ENABLE HUMAN POTENTIAL**

Campaign lines, page heroes, and social headlines.

SUBHEADS

Poppins Medium, sentence case

Aa Section titles and card headers

Section titles and card headers.

BODY

Garet Regular, sentence case

Aa All paragraphs, UI, and long-form copy

Shown here in italic Poppins Light as the nearest available stand-in for Gareth, which is a licensed font not bundled with this tool. Install Gareth for production files; Poppins Light is the approved fallback in Office documents and HTML email regardless.

EMPHASIS**Garet Bold*****Aa Lead-in phrases and stats***

Never italic for emphasis; italics are reserved for titles of works.

TYPE RULES

- 01** Headlines get one idea and no more than nine words. If it needs a comma, tighten it.
- 02** No em dashes anywhere, in any material, ever. Use periods, commas, or a colon.
- 03** Sentence case for everything except display headlines and the wordmark.
- 04** Numerals over spelled numbers in stats: 450%, 90 days, 73%.
- 05** Minimum contrast: never gray text on gray panels; body text is Navy on white or white on navy.

BOILERPLATE

REDEGADES.AI helps executive teams put AI to work: simple enough to actually use, private enough to protect their thinking, and governed enough for leadership to stay in command. Training and Enablement, Design and Strategy, and Implementation feed a private AI platform built on each client's own business, turning ten smart individuals into one aligned company.

LOGO FILES INCLUDED IN THIS KIT

REDEGADES.AI RED GRAY .svg / .png — primary, for white or light backgrounds

REDEGADES.AI RED WHITE .svg / .png — for navy or black backgrounds

REDEGADES.AI WHITE .svg / .png — all white, for photography only

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FOR

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