

AccelaStudy AI Logo Usage

This guide covers the brand images in the press kit's **brand** folder: how to name the products, where the artwork can appear, and how to credit it. For color values, see the AccelaStudy AI Color Palette guide in the same kit.

What is in the kit

File	What it is	Size	Use it for
accelastudy-mark.png	The AccelaStudy AI mark: a constellation bird in flight, drawn in points of light on a navy square.	1,024 x 1,024 px	Coverage of AccelaStudy AI.
accelastudy-ai-bird-logo-navy.png	The original constellation bird on its navy square, at full resolution.	1,254 x 1,254 px	The primary brand mark for coverage of AccelaStudy AI.
accelastudy-ai-bird-logo-transparent.png	The blue constellation bird on a transparent background.	1,254 x 1,254 px	Conference apps, speaker pages, and slides on a plain light or dark field.
accelastudy-ai-bird-logo-transparent-glow.png	The luminous constellation bird on a transparent background.	1,254 x 1,254 px	Conference and press materials on a dark field.
renkara_logo.png	The Renkara wordmark in Renkara Navy, on a transparent background.	1,664 x 384 px	Coverage of the company, on a light field.
renkara-wordmark-white.png	The same wordmark reversed in white, on a transparent background.	1,664 x 384 px	Coverage of the company, on a dark field.
renkara-wordmark-navy.svg, renkara-wordmark-white.svg	Vector versions of both wordmarks.	Scalable	Print, and any size the PNGs do not cover.
founder_headshot_400.jpg	Photo of Charles Sieg, founder and CEO of Renkara Media Group, Inc.	400 x 400 px	Small placements.
founder_headshot_800.jpg	The same photo.	800 x 800 px	Web and article use.
founder_headshot_1024.jpg	The same photo.	1,024 x 1,024 px	Largest supplied version.

The [brand assets page](#) provides a public image URL for each bird logo. These URLs open the PNG files directly and can be pasted into a conference submission form. The logo pack contains the bird logos, Renkara wordmarks, and this guide; the full press kit also includes founder photos and press documents.

The kit does not include the standalone R monogram. Contact press@accelastudy.ai about it rather than cropping or redrawing the supplied files.

Names and attribution

- Write the full product name, AccelaStudy AI, and put the registered mark on the word on first mention: AccelaStudy® AI.
- Write Renkara in full, never “Ren” or “RMG.” The full company name is Renkara Media Group, Inc. The registered mark appears on Renkara only where the word stands alone, as in Renkara®, and not inside the full company name.
- AVIAN, the adaptive learning technology behind AccelaStudy AI, carries no mark.
- Keep product capitalization as written: AccelaStudy AI, AccelaStudy Infinite, iPhraseBook AI, and AVIAN.
- The company endorsement for AccelaStudy AI is “A Renkara Media Group product.”

Clear space and size

- Leave clear space on every side of the wordmark at least as tall as its capital R.
- Show the Renkara wordmark at least 80 pixels wide on screen or 20 millimeters wide in print. The PNGs carry a narrow transparent margin, so measure the letters, not the file.
- The R monogram is for smaller spaces, from 16 pixels on screen or 5 millimeters in print.
- Use **accelastudy-mark.png** at 1,024 pixels or smaller, and the full-resolution bird logos at 1,254 pixels or smaller. They are raster images, so enlarging them past their supplied size makes them soft.
- Keep the original navy mark on its own square. When a placement needs the bird without a square, use one of the supplied transparent files rather than cutting the bird out yourself.
- Leave at least 15% of the bird image’s displayed width as clear space around its placement.

Background and contrast

The navy wordmark goes on a quiet light field, and the white reversed wordmark goes on a dark field. Keep strong contrast between the mark and its background.

Use **renkara_logo.png** or **renkara-wordmark-navy.svg** on a light field, and **renkara-wordmark-white.png** or **renkara-wordmark-white.svg** on a dark field. **accelastudy-mark.png** carries its own navy field and works on a plain light or dark page.

Use **accelastudy-ai-bird-logo-transparent.png** on a plain field with enough contrast to keep the blue graph visible. Use the transparent glowing version on a dark field. The original navy logo remains the primary app and email mark; the transparent versions are supplied for conference, press, and presentation placements.

Keep the artwork intact

- Do not stretch, squeeze, rotate, or recolor the artwork.
- Do not add shadows, outlines, glows, or other effects.
- Do not place the artwork on a busy photograph or pattern.
- Do not redraw the wordmark, or set it in another typeface. It is Plus Jakarta Sans at weight 700.
- Keep each product mark's own detail and proportions.

Alternative text

Give each image alternative text when you publish it online.

File	Suggested alternative text
accelastudy-mark.png	AccelaStudy AI logo: a glowing blue constellation bird in flight on a navy square.
accelastudy-ai-bird-logo-navy.png	AccelaStudy AI logo: a glowing blue constellation bird in flight on a navy square.
accelastudy-ai-bird-logo-transparent.png	AccelaStudy AI logo: a blue constellation bird in flight on a transparent background.
accelastudy-ai-bird-logo-transparent-glow.png	AccelaStudy AI logo: a glowing cyan constellation bird in flight on a transparent background.
renkara_logo.png, renkara-wordmark-white.png, and the SVG files	Renkara.
founder_headshot_400.jpg, founder_headshot_800.jpg, founder_headshot_1024.jpg	Charles Sieg, founder and CEO of Renkara Media Group, Inc.

Photo credit

Credit the founder photos as “Charles Sieg, founder and CEO, Renkara Media Group, Inc.” Use them to illustrate coverage of Renkara or AccelaStudy AI, and do not crop or edit them beyond scaling.

Questions

For other file formats, sizes, or approval questions, email press@accelastudy.ai.