

Logo Usage Guidelines

Trademarks

- **AccelaStudy®** — registered trademark of Renkara Media Group, Inc. Use the registered symbol on first prominent use.
- **AVIAN** — engine codename. NOT trademarked. The cluster names (**AVIAN Origin™**, **AVIAN Intelligence™**, **AVIAN Strategy™**, **AVIAN Distribution™**, **AVIAN Reflex™**) carry the ™ symbol pending registration.
- **ACES™** — trademark of Renkara Media Group, Inc., pending registration.

Files Provided

Founder Headshot

File	Dimensions	Use
founder_headshot_1024.jpg	1024 × 1024	Square, native size; use for any web/online publication
founder_headshot_800.jpg	800 × 800	Standard web headshot (article inline)
founder_headshot_400.jpg	400 × 400	Thumbnail / byline / social card

For high-resolution print magazine use (300 DPI, larger than 3.4 inches), contact press@renkara.com.

AccelaStudy AI Marks

File	Dimensions	Use
icons/accelastudy_ios_1024.png	1024px1024	Hero icon — App Store quality, the primary product mark
icons/accelastudy_ios_180.png	180px180	Apple touch icon size
icons/accelastudy_ios_120.png	120px120	Small-size product icon
icons/accelastudy_mac_1024.png	1024px1024	macOS app icon
icons/accelastudy_mac_512.png	512px512	macOS app icon (medium)
icons/accelastudy_mark_256.png	256px256	Web brand mark (transparent PNG)

AVIAN Engine Mark

avian_engine_1024.png — 1024 × 1024 PNG — internal/technical-press use when referring to the AVIAN engine specifically (separate from the AccelaStudy product brand). **avian_favicon.svg** —

vector favicon.

Renkara Media Group

`renkara_logo.png` — 1376 × 768 PNG — corporate logo. Use only when referring to the parent company.

Clear Space + Minimum Sizes

- **Clear space:** at least 25% of the icon's edge dimension on all sides (e.g. 256-px icon → 64 px clear space).
- **Minimum size:** 32 × 32 px digital, 0.5 inch print.

Don't

- Do not stretch, skew, or recolor the marks.
- Do not place the AccelaStudy mark on busy backgrounds without sufficient contrast (provided PNGs have transparency).
- Do not combine AccelaStudy and AVIAN marks side-by-side without context — they refer to different things (product vs. engine).
- Do not use the Renkara logo in product promotion; AccelaStudy is the consumer-facing brand.

Color Palette

See `color_palette.md` for primary, secondary, and neutral palette values with hex/RGB.

Questions

press@renkara.com