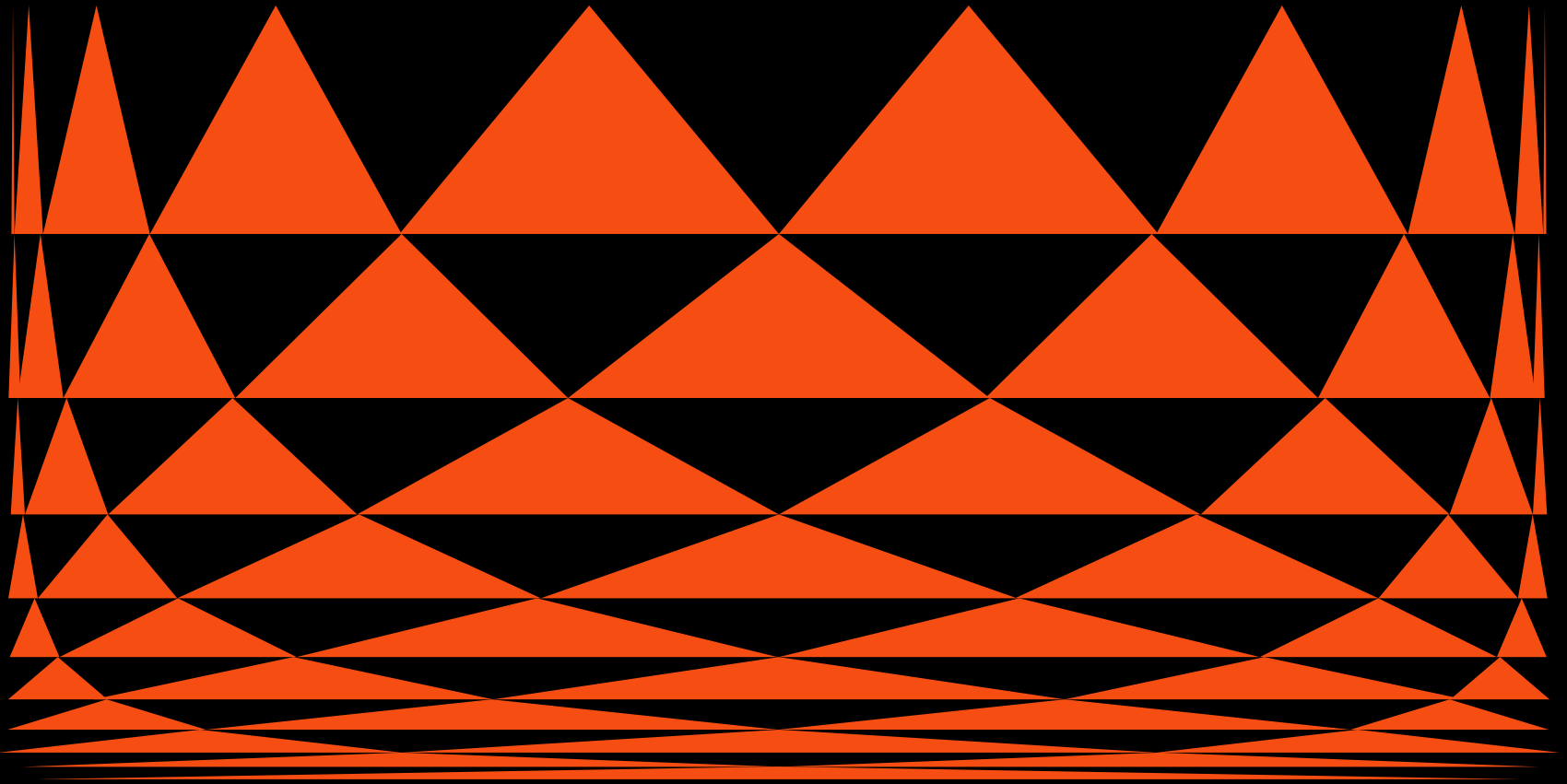


brand guidelines



V5.0

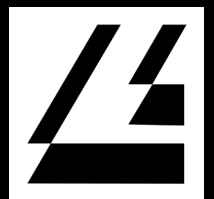


introduction

3z.rent was started in 2020 with an idea to provide local filmmakers and content creators filming equipment at affordable prices. While primarily oriented towards youth and students, the service is available for all individuals and teams.

Student projects and low budget productions are supported by being offered lower prices and compensations, but no strict rules apply, so any project might be eligible.

■ based in Zagreb, Croatia



name & link

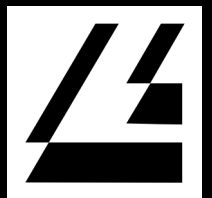
The preferred capitalization is: **3z.rent**
(or alternatively **3Z.RENT**).

Never combine lowercase and uppercase letters in the name (e.g. 3Z.rent or 3z.Rent).

You may use **@3z.rent** (social media username) instead of the name.

When linking to the website, make sure it's written as follows: **https://3z.rent/**.

❗ Do not put **www.** in front of the domain name.

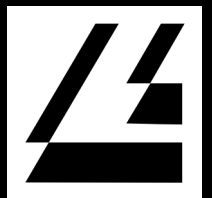


square logo

The logo may only be used on a **solid color background**, black or white.



- ! Never stretch the logo non-proportionally.
- ! Do not show the logo rotated or flipped.
- ! Leave at least **20%** of the logo's **width and height** around all of its corners.



horizontal logo

The logo may only be used on a **solid color background**, black or white.

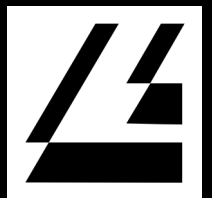


3Z.RENT



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- ! Never stretch the logo non-proportionally.
- ! Do not show the logo rotated or flipped.
- ! Leave at least **20%** of the logo's **width and height** around all of its corners.



colors

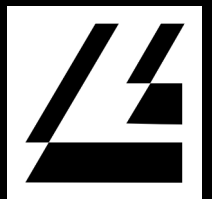
3z.rent brand guidelines | v4.0

#FFFFFF

#000000

#1A1A1A

#F64E12



crediting

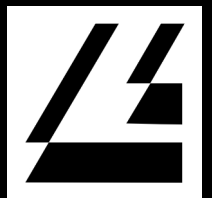
When possible, tag @3z.rent in the social media post of your work, behind the scenes and/or the equipment being used (this includes: post, story, reel, tiktok, youtube).

Description in the post should be as follows:

Equipment provided by: @3z.rent | <https://3z.rent/>
or

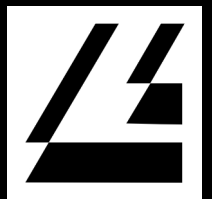
Opremu omogucili: @3z.rent | <https://3z.rent/>

If possible, when credited at the end of produced content, place the logo on a separate black screen and use the reference attached.



! When crediting in descriptions of social media posts, **never** paste a direct link to our website, instead use **@3z.rent**.

! **Do not** credit any person connected to 3z.rent individually.



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**3Z
.RENT**

✗ DON'T SCEW OR SCALE
UNPROPORTIONALLY

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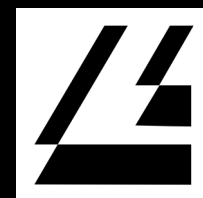
**3Z
.RENT**

✗ USE ONLY
BRAND COLOURS

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**3Z
.RENT**

✗ USE ONLY FILL COLOURS
WITHOUT OUTLINE

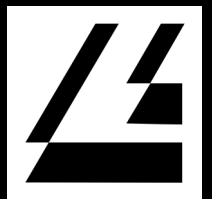


how to write?

3Z.RENT
3z.rent



3z rent
3zrent
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3Z Rent
3Z rent
3z rental
3Z RENT



typeface

The primary typeface used on documents like this one is **Helvetica Neue**.

Henvetica Neue Light Extended

Henvetica Neue Extended

Henvetica Neue Medium Extended

Henvetica Neue Bold Extended

Henvetica Neue Heavy Extended

*not neccessary to write the name or credit
using this font

