Rez

THE RESERVE

BRAND GUIDE · V1 · NOVEMBER 2026

Interactive webinar platforms, styled like a high-end Vegas lounge.

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BRAND STANDARDS PDF TOKENS.CSS BRAND CARD 1920×1080

Logos download one file at a time from the Logo section below.

01 · LOGO

A neon signature, signed in gold.

"Rez" is set as a single neon tube in a lounge script, sitting over a gold deco rule and "The Reserve" in tracked capitals. The mark is the R alone, framed in brass.



Neon (primary)

Dark rooms, hero, video, end cards

SVG

PNG · TRANSPARENT

PNG · ON DARK



Flat

No glow. Small sizes, embroidery, print

SVG



Ink

Light backgrounds and documents

SVG



Ivory mono

Over photography or colored grounds

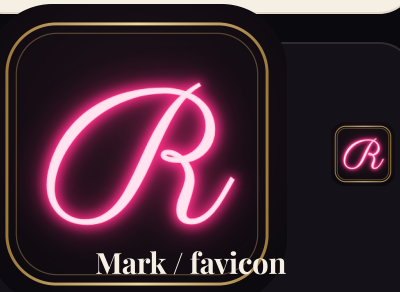
SVG



Wordmark

Navigation bar, 40–56px tall

SVG



Mark / favicon

App icon, favicon, video bug

SVG PNG 512

Clear space

Keep a margin equal to the height of the lowercase "e" on every side. The glow lives inside that space; nothing else does.

Minimum size

Full lockup 160px wide on screen (1.25in print). Below that use the wordmark; below 48px use the mark.

02 · COLOR PALETTE

Deep rooms. Gold trim. One neon.

Rooms are velvet, onyx and smoke. Gold is the trim. Neon Rouge is the jewelry: the logo, the primary button, the active state. Electric Teal is a pilot light, used only for availability, focus and success.

Velvet
#0A090D
RGB 10 · 9 · 13
Page base. The deepest room.

Onyx
#141218
RGB 20 · 18 · 24
Alternate band, footer, lower-third plate.

Smoke
#1E1B24
RGB 30 · 27 · 36
Raised UI cards, forms, seat map.

Plum Glow
#24131D
RGB 36 · 19 · 29
Warm radial tint behind neon only.

Ivory
#F5EFE4
RGB 245 · 239 · 228
Headings and body text on dark.

Pewter
#A9A1B0
RGB 169 · 161 · 176
Secondary text, captions, meta.

Champagne Gold
#D9B46C
RGB 217 · 180 · 108
Eyebrows, rules, outline buttons. Highlight #F1D79B, shadow Brass #9C7A3C.

Neon Rouge
#FF2D87
RGB 255 · 45 · 135
Logo glow, primary button, active state. Tube core #FFE3EF.

Electric Teal
#2FE6D3
RGB 47 · 230 · 211
Seat available, focus ring, success. Never decorative.

Antique Brass
#9C7A3C
RGB 156 · 122 · 60
Gold gradient ends, pressed state, deco frames.

Proportion on any screen: roughly 80% dark rooms · 12% ivory type · 6% gold · 2% neon.

03 · TYPOGRAPHY

Lounge script, deco serif, clean sans.

Three Google Fonts, each with one job. Headings are big, bold and centered.

LOGO & NEON ACCENT

Rez

Parisienne 400
Logo and one neon word per screen, max. Never body or buttons.

DISPLAY

Keep them coming back.

Playfair Display 700 / 800, italic 600
H1 56–88px · H2 34–60px · H3 22–28px · line-height 1.08

BODY & UI

Give visitors more to explore and a clear reason to return.

INTERACTIVE WEBINAR PLATFORMS

Montserrat 400 body · 500 UI · 600 eyebrows & buttons · 700 numerals
Body 20px / 1.6 (18px phone)

INTERACTIVE WEBINAR PLATFORMS

Keep customers coming back *between webinars.*

Bring live product reviews, optional games, shopping benefits, and your store into one connected experience.

```
<link href="https://fonts.googleapis.com/css2?
family=Montserrat:wght@400;500;600;700&family=Parisienne&family=Playfair+Display:ital,wght@0,600;0,700;0,800;1,600&displ
ay=swap" rel="stylesheet">
```

04 · BUTTONS

One lit button per view.

The primary is the only button that glows. Gold outline is the secondary. Ghost is for tertiary actions and dense UI.

REQUEST A DEMO

HOVER · GLOW

SEE THE EXPERIENCE

EXPLORE THE PLATFORM

```
.btn{font:600 .875rem/1 "Montserrat";letter-spacing:.14em;text-transform:uppercase;
  padding:18px 30px;border-radius:999px;transition:box-shadow .24s cubic-bezier(.2,.7,.2,1),transform .24s}
.btn--primary{background:#FF2D87;color:#0A090D;border:1px solid #FF2D87;box-shadow:0 0 24px rgba(255,45,135,.35)}
.btn--primary:hover{transform:translateY(-1px);
  box-shadow:0 0 0 1px rgba(255,45,135,.6),0 0 18px rgba(255,45,135,.45),0 0 48px rgba(255,45,135,.25)}
.btn--gold{background:transparent;color:#F1D79B;border:1px solid rgba(217,180,108,.35)}
.btn--ghost{background:transparent;color:#F5EFE4;border:1px solid rgba(245,239,228,.12)}
.btn:focus-visible{outline:2px solid #2FE6D3;outline-offset:3px}
```

Velvet text on Neon Rouge passes WCAG AA (5.6 : 1). Never put white text on the neon.

05 · CARDS & NEON GLOW

Cards only when they are UI.

Feature lists, seats, tickets, prices and forms earn a card. Smoke surface, 1px hairline, a short gold highlight on the top edge, centered content. On hover the edge warms to neon.

Live product reviews

Show customers how a product works and what makes it relevant to them.

Interactive seat selection

Let customers view available seats, make their selection, and review their reservation.

Optional games

Offer another way to enjoy the site between events.

```
/* Neon text: logo or one accent word */
.neon{font-family:"Parisienne";color:#FFE3EF;
  text-shadow:0 0 2px #fff,0 0 8px #FF2D87,0 0 22px #FF2D87,0 0 48px rgba(255,45,135,.55)}
/* Neon line: 1px rule or active border */
.neon-line{height:1px;background:#FF2D87;box-shadow:0 0 6px #FF2D87,0 0 18px rgba(255,45,135,.6)}
/* Card */
.card{text-align:center;background:linear-gradient(180deg,rgba(255,255,255,.035),transparent),#1E1B24;
  border:1px solid rgba(245,239,228,.12);border-radius:18px;padding:40px 28px;box-shadow:0 30px 100px rgba(0,0,0,.45)}
.card::before{content:"";position:absolute;left:20%;right:20%;top:-1px;height:1px;
  background:linear-gradient(90deg,#9C7A3C,#F1D79B,#9C7A3C)}
```

06 · MOTION

The sign lights once, then holds.

Flicker on load

The logo, and only the logo, flickers on once over 1.6s: two short dips, then steady. Never loops.

Hover warmth

Buttons and cards ease in their glow over 240ms with cubic-bezier(.2,.7,.2,1). No bounces, no spins.

Reduced motion

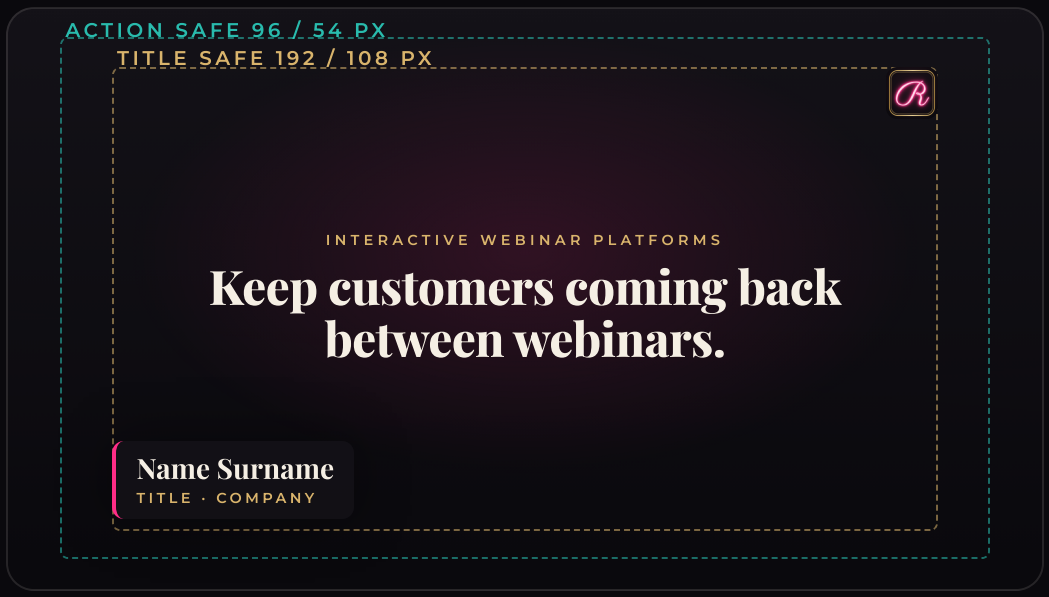
Under prefers-reduced-motion the sign is simply lit: no flicker, no transitions, no parallax.

```
@keyframes rez-flicker{0%{opacity:0}8%{opacity:1}10%{opacity:.25}12%,40%{opacity:1}42%{opacity:.45}44%,100%{opacity:1}}
.logo.is-lit{animation:rez-flicker 1.6s linear 1 both}
@media (prefers-reduced-motion:reduce){.logo.is-lit{animation:none}*{transition-duration:0s!important}}
```

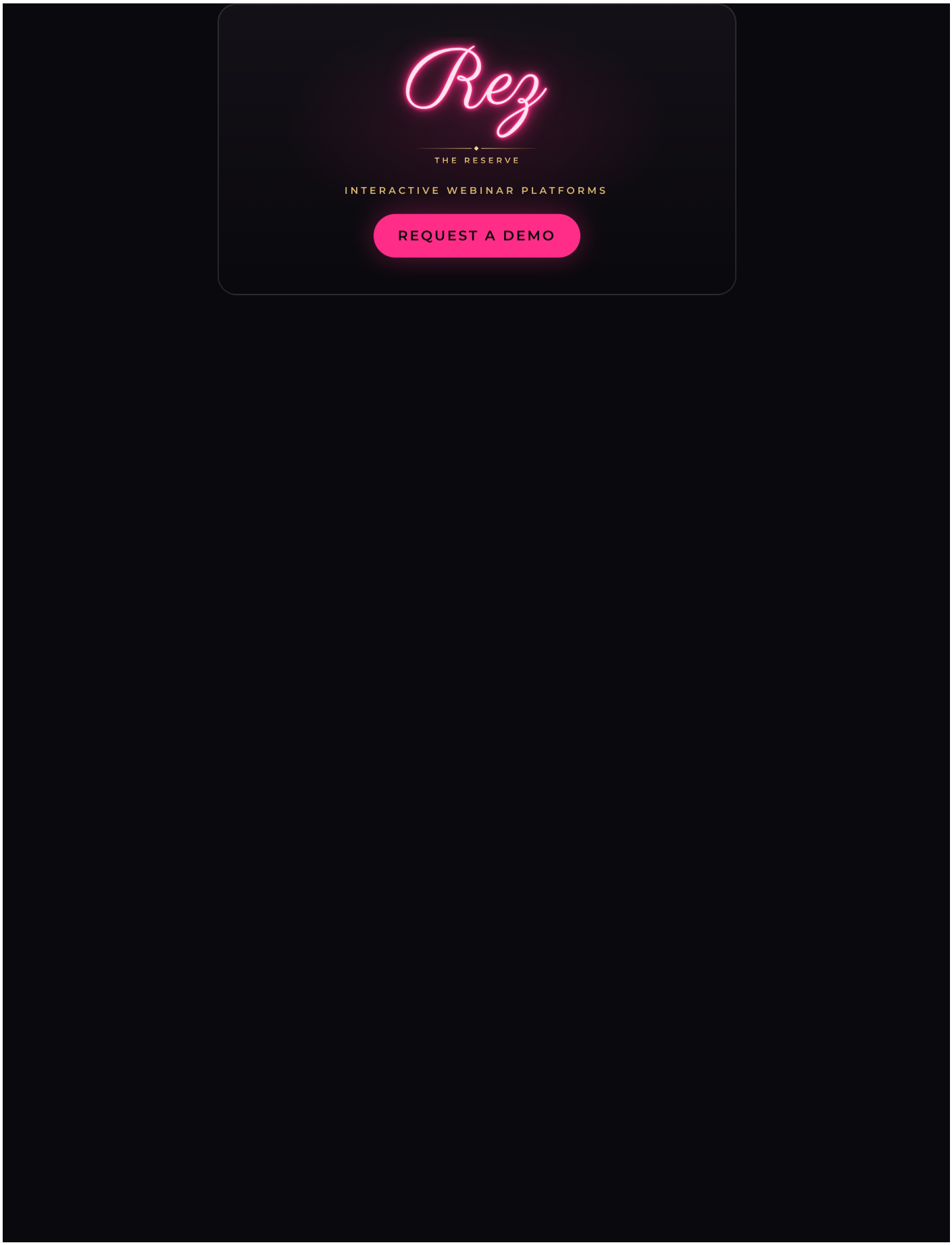
07 · VIDEO GUIDANCE

For the hero video.

16:9 at 1920×1080. Dark, warm, polished. The neon belongs to the logo and the end card; the footage itself stays natural.



FORMAT	1920×1080, 16:9, 30 fps, H.264 + AAC, faststart. Grade warm with deep blacks; do not crush skin tones.
TITLE CARDS	Centered. Eyebrow in Montserrat 600, 26px, tracking 0.3em, Champagne Gold. Headline in Playfair Display 800, 84–110px, Ivory, max two lines inside title safe. Optional: one word in Parisienne neon.
LOWER THIRDS	Bottom-left inside title safe (x 192, bottom 130). Onyx plate at 78% with a 2px Neon Rouge left edge, radius 6px. Name in Playfair Display 700, 48px, Ivory. Role in Montserrat 600, 20px caps, tracking 0.24em, Gold. In 12 frames, hold, out 12 frames.
LOGO BUG	rez-mark.svg, 96px, top-right at the title-safe corner (x 1632, y 108), 85% opacity. Hide it on title and end cards.
TRANSITIONS	Cross-dissolves of 12–18 frames, or a cut to black. The neon flicker is reserved for the logo reveal. No whip pans, light leaks or glitch effects.
END CARD	Velvet background with a soft Plum Glow radial behind the logo. rez-logo.svg centered at 760px wide, flickering on once over 1 second. Then “Interactive Webinar Platforms” in the eyebrow style and a Neon Rouge “Request a Demo” pill. Hold 4–5 seconds. Add a URL only once it is confirmed.
DON’T	No full-frame blurred photo with text on top. No casino chips, dice, slot reels or money imagery. No rainbow neon or extra colors.


Rez
THE RESERVE
INTERACTIVE WEBINAR PLATFORMS
REQUEST A DEMO

08 · VOICE & TONE

The lounge is the look. The words stay plain.

"Give your customers a better reason to come back."

Clear

Plain language about what a customer can do next: reserve, explore, shop, return.

Practical

Lead with outcomes the business can measure: return visits, completed reservations, repeat orders.

Warm, never hype

No gambling language (jackpot, odds, bet, win big). Games are optional, and the copy says so.

09 · USAGE RULES

Classy, not tacky.

Do

- Keep rooms dark and wide, with lots of vertical air.
- Use Neon Rouge for one lit element per view.
- Use gold for trim: eyebrows, 1px rules, outline buttons.
- Center headings and card content; make headings large and bold.
- Build depth with soft shadows, a 5% grain and warm radial glows.
- Design mobile first, with breakpoints at 640 and 1024.

Don't

- Stack several neon colors, or glow body text.
- Use blurred-photo bands with text on top.
- Use chips, dice, slot reels, playing cards or dollar signs.
- Stretch, recolor, outline or re-letter the Rez script.
- Put white text on Neon Rouge.
- Fill large areas with flat neon or gold.



Rez — The Reserve · Brand Guide v1 · Prepared by Yavin Digital · mike@yavindigital.com