



Setting the Standard in Pipe & Drape. This guide defines our visual style, tone, and core values to ensure consistent, professional communication across every touchpoint.

BRAND GUIDELINES

TABLE OF CONTENTS

INTRODUCTION03

Audience Persona04

Story and Values05

Vision and Mission.....06

Brand Message.....07

Tone of voice08

BRAND LOGO.....09

Primary Logo and variations.....10

Logo Safe Zone11

Logo Sizes12

Logo Colors.....13

Do’s.....14

Don’ts.....15

BRAND COLORS16

Colors17

Color Balance18

TYPOGRAPHY19

Primary Font.....20–21

Secondary Font22

Hierarchy.....23

BRAND IMAGERY24

Patterns.....25

Imagery.....26

THANK YOU.....27



01

INTRODUCTION

- 1.1 Audience Persona
- 1.2 Story and Values
- 1.3 Vision and Mission
- 1.4 Brand Message
- 1.5 Tone of Voice



AUDIENCE PERSONA

Name: Jordan Taylor

Age: 34

Role: Event Manager at a corporate marketing agency

Location: Portland

Goals:

- Find a reliable vendor for pipe & drape with fast setup and teardown
- Avoid last-minute issues or installation errors
- Impress clients with high-quality visual treatments
- Get fast quotes and straightforward communication

Challenges:

- Tight event schedules
- Limited time to research vendors
- Inconsistent quality from past providers
- Safety and liability concerns

What Jordan wants:

A partner who shows up on time, makes the process simple, and gets the job done professionally — without babysitting.



STORY

Runestone Events was founded by two of Portland's most experienced drape professionals, combining over 15 years of hands-on expertise. Born from a need for reliable, fast, and high-quality installations, the company quickly became the go-to choice for everything from intimate weddings to massive corporate expos.

With the largest selection of pipe and drape inventory in Portland and a reputation for hassle-free service, Runestone has earned the trust of clients who demand excellence — and speed.

VALUES

Experience First: Over 15 years at the top of the industry in Portland.

Efficiency Matters: Fast turnaround and installations without cutting corners.

Quality in Everything: Premium materials, professional finishes, no compromises.

Partnership-Minded: We collaborate with our clients, offering input and guidance.

Safety Always: We never sacrifice safety for speed — our installs are solid and secure.



VISION

To be the most trusted name in pipe and drape and event installation services across the Pacific Northwest, known for our excellence, speed, and reliability.

MISSION

To simplify the event setup process by delivering high-quality pipe and drape solutions, creative fabric treatments, and expert asset management — on time, on spec, and without hassle.



BRAND MESSAGE

"Runestone Events takes the stress out of event installations. With unmatched experience, the largest inventory in Portland, and a sharp eye for design, we deliver flawless results — fast, safe, and done right the first time."



TONE OF VOICE

- **Professional** but approachable
- **Confident**, not arrogant
- **Helpful**, not salesy
- **Clear**, not overly technical

Examples:

- ✓ "Need it done fast? We've got you covered."
- ✓ "We've done this a hundred times — we'll help you avoid common mistakes."
- ✗ "We're the best in the world!!!" (Too braggy)
- ✗ "Let us synergistically optimize your textile verticals." (Too jargon-heavy)



02

BRAND LOGO

2.1 Primary Logo and variations

2.2 Logo Safe Zone

2.3 Logo sizes

2.4 Logo colors

2.5 Do's

2.6 Don'ts



PRIMARY LOGO AND VARIATIONS

The short version of the logo is our primary logo and should be used in most cases.

Avoid using it at very small sizes, as it may become illegible. Always use the official logo files provided — never attempt to recreate or modify the logo manually.

Long



Short



Condensed



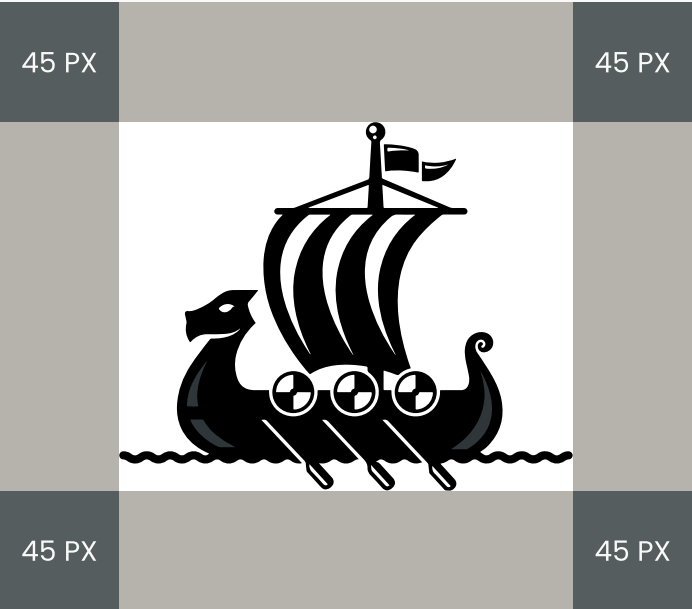
Isotype/Favicon



LOGO SAFE ZONE

To make sure our logo always looks great, it's important to give it plenty of space. Clear space around the logo is equal to the cap height of the box.

Follow these diagrams to make sure our logo is always bold and distinctive not obscured by any words, images or anything else surrounding it.



LOGO SIZES

To maintain legibility and visual integrity, do not use the logo below the following sizes:

Digital (Web & Screen):

- Primary Logo: 150 px width minimum
- Icon/Monogram (if applicable): 40 px width minimum

Print:

- Primary Logo: 1.25 inches width minimum
- Icon/Monogram: 0.5 inch width minimum

Type : Large
Ratio : 0.92:1
Width : 140 px
Height : 153 px



Type : Big
Ratio : 0.92:1
Width : 120 px
Height : 131 px



Type : Standard
Ratio : 0.92:1
Width : 100 px
Height : 109 px



Type : Medium
Ratio : 0.92:1
Width : 80 px
Height : 87 px



Type : Small
Ratio : 0.92:1
Width : 60 px
Height : 65 px



LOGO COLORS

Our logo uses a defined color palette that reflects the Runestone Events brand — professional, reliable, and premium. These colors should always be used as specified to ensure consistency across all brand materials.

Primary

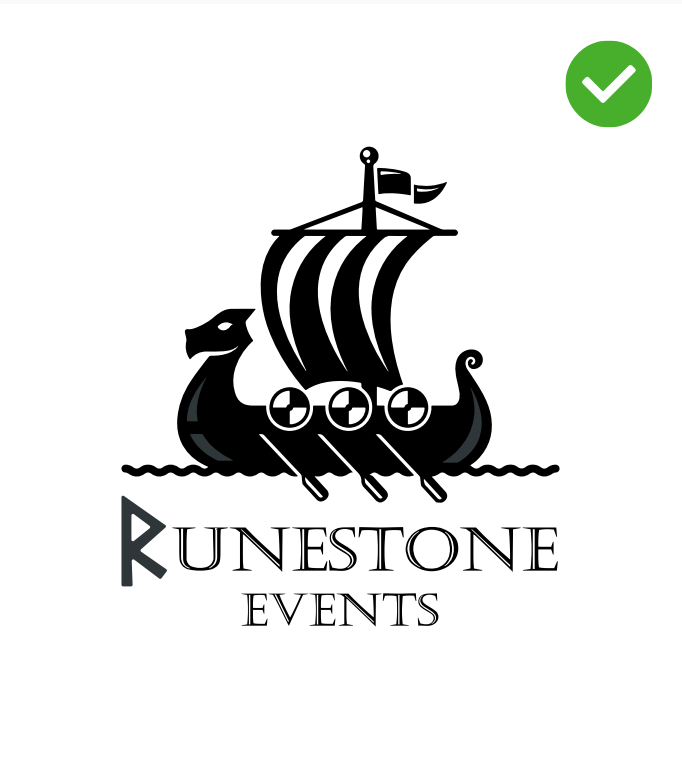


Black & White



Do's

We follow specific best practices that are consistently applied to reinforce and strengthen our brand recognition over time. These practices include maintaining a cohesive visual identity, adhering to our color palette and typography guidelines, using our logo correctly across all platforms, and ensuring all designs reflect our brand's core values of luxury, comfort, and sustainability. By staying true to these standards, we build a strong and lasting connection with our audience.



DON'TS

The following examples demonstrate actions that can compromise our logo's readability and visibility. Avoid applying effects, altering the logo's colors outside of the approved palette, distorting its proportions, or adding outlines. Always adhere to the brand guidelines to maintain the integrity of the logo.



Don't use blur effect.



Don't use warp effect.



Don't add any stroke.



Don't use rotate.



Don't use radiul blur.



Don't use texture.



Don't use any shadow or outer glow.



Don't use any feather.



03

BRAND COLORS

- 3.1 Colors
- 3.2 Color Balance



COLORS

Our color palette reflects the refined, professional, and grounded identity of Runestone Events. These tones support a clean visual experience while evoking reliability and sophistication. Use them consistently across all brand materials — from web to print.

Primary Colors

Charcoal Black – #1E1E1E
Our core base color for text, logo, and dark backgrounds. Strong and minimal.

Soft White – #F4F4F4
Clean and modern background color for a polished, airy feel.

Secondary Colors

Slate Gray – #555D5F
A versatile neutral tone used for headers, or muted backgrounds.

Accent Color

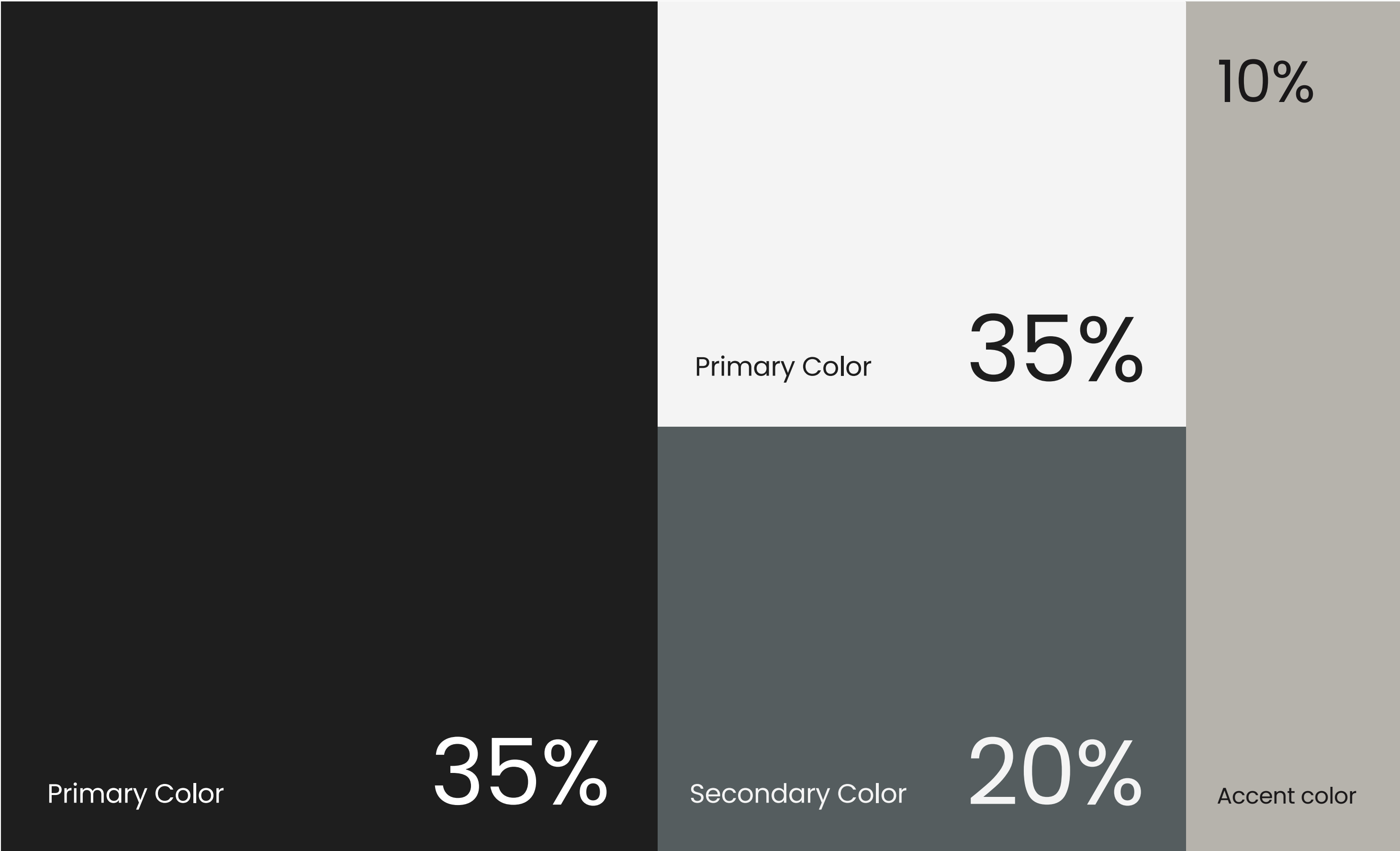
Warm Stone – #B6B3AC
A subtle, elegant highlight used for accents, dividers, and soft contrast.

Charcoal Black	CORE COLOR	CMYK : C0 M81 Y81 K30 Pantone : 1805 C HKS : 14 K RGB : R178 G34 B34 Web : #B22222	80%	50%	30%
Soft White	CORE COLOR	CMYK : C0 M81 Y81 K30 Pantone : 1805 C HKS : 14 K RGB : R178 G34 B34 Web : #B22222	80%	50%	30%
Slate Gray	SECONDARY COLOR	CMYK : C0 M81 Y81 K30 Pantone : 1805 C HKS : 14 K RGB : R178 G34 B34 Web : #B22222	80%	50%	30%
Warm Stone	ACCENT COLOR	CMYK : C0 M81 Y81 K30 Pantone : 1805 C HKS : 14 K RGB : R178 G34 B34 Web : #B22222	80%	50%	30%



BALANCE

Maintaining the right balance between our brand colors helps create a polished, unified look across web, print, and digital materials.



04

TYPOGRAPHY GUIDELINES

4.1 Primary Font

4.2 Secondary Font

4.3 Hierarchy



PRIMARY FONT

CASTELLAR

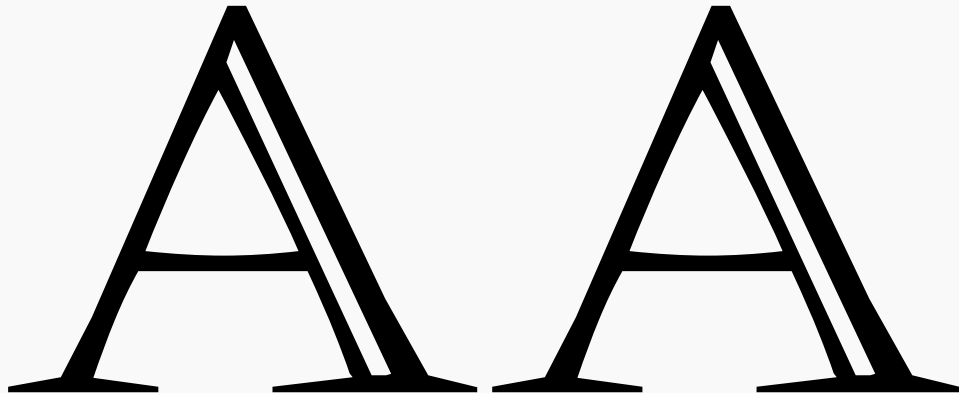
USE 'CASTELLAR' FOR THE BRAND NAME IN PRINT MATERIALS

CASTELLAR
REGULAR

CASTELLAR
BOLD

A, B, C, D, E, F, G, H, I, J, K,
L, M, N, O, P, Q, R, S, T, U,
V, W, X, Y, Z.
0123456789
@#\$%^&

A, B, C, D, E, F, G, H, I, J,
K, L, M, N, O, P, Q, R, S,
T, U, V, W, X, Y, Z.
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PRIMARY FONT

CINZEL

'CINZEL' FOR WEBSITE AND ONLINE HEADINGS

CINZEL
REGULAR

CINZEL
MEDIUM

CINZEL
SEMIBOLD

CINZEL
BOLD

CINZEL
EXTRABOLD

A, B, C, D, E, F, G, H, I, J, K, L, M,
N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
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A A

A A

A A

A A

A A



SECONDARY FONT

Poppins

'Poppins' for subtext and supporting content.

Poppins
Regular

Poppins
Medium

Poppins
Semibold

Poppins
Bold

Poppins
ExtraBold

A, B, C, D, E, F, G, H, I, J, K, L, M,
N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
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O, P, Q, R, S, T, U, V, W, X, Y, Z.
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Aa

Aa

Aa

Aa

Aa



HIERARCHY

Cinzel

AA

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z. 0123456789 @#\$\$%^&

Poppins

Ad

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z. 0123456789 @#\$\$%^&

Title

RUNESTONE EVENTS

Lead

Portlands Premier Pipe and Drape Specialists. At Runestone, we provide high-quality pipe and drape rental installations.

Paragraph

Runestone Events was founded by two passionate and experienced professionals who are committed to making every event special. With over a decade and a half of expertise in Portland’s event industry, our founders have become Portland’s go-to experts for all things related to pipe and drape rentals.

Button

GET STARTED



05

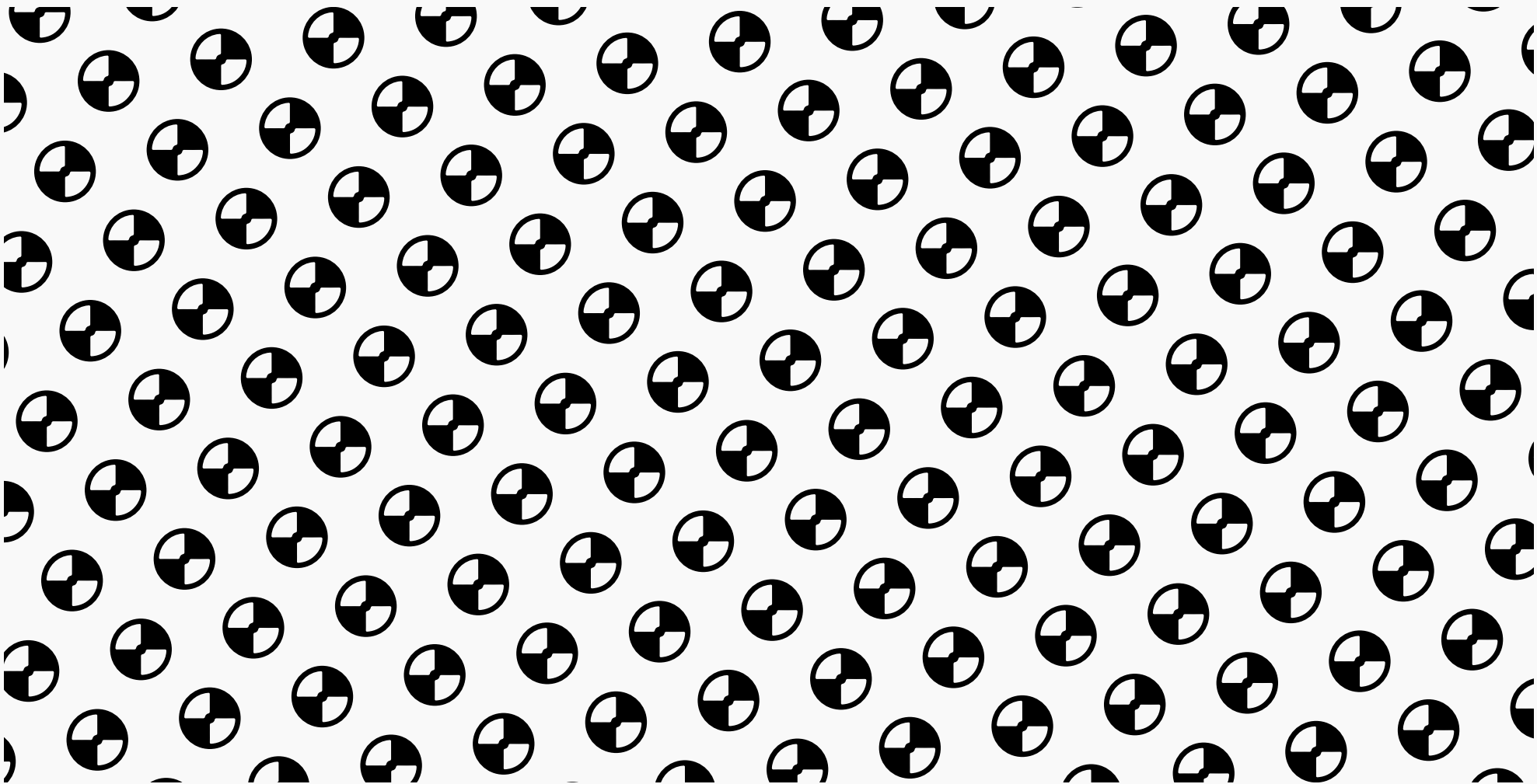
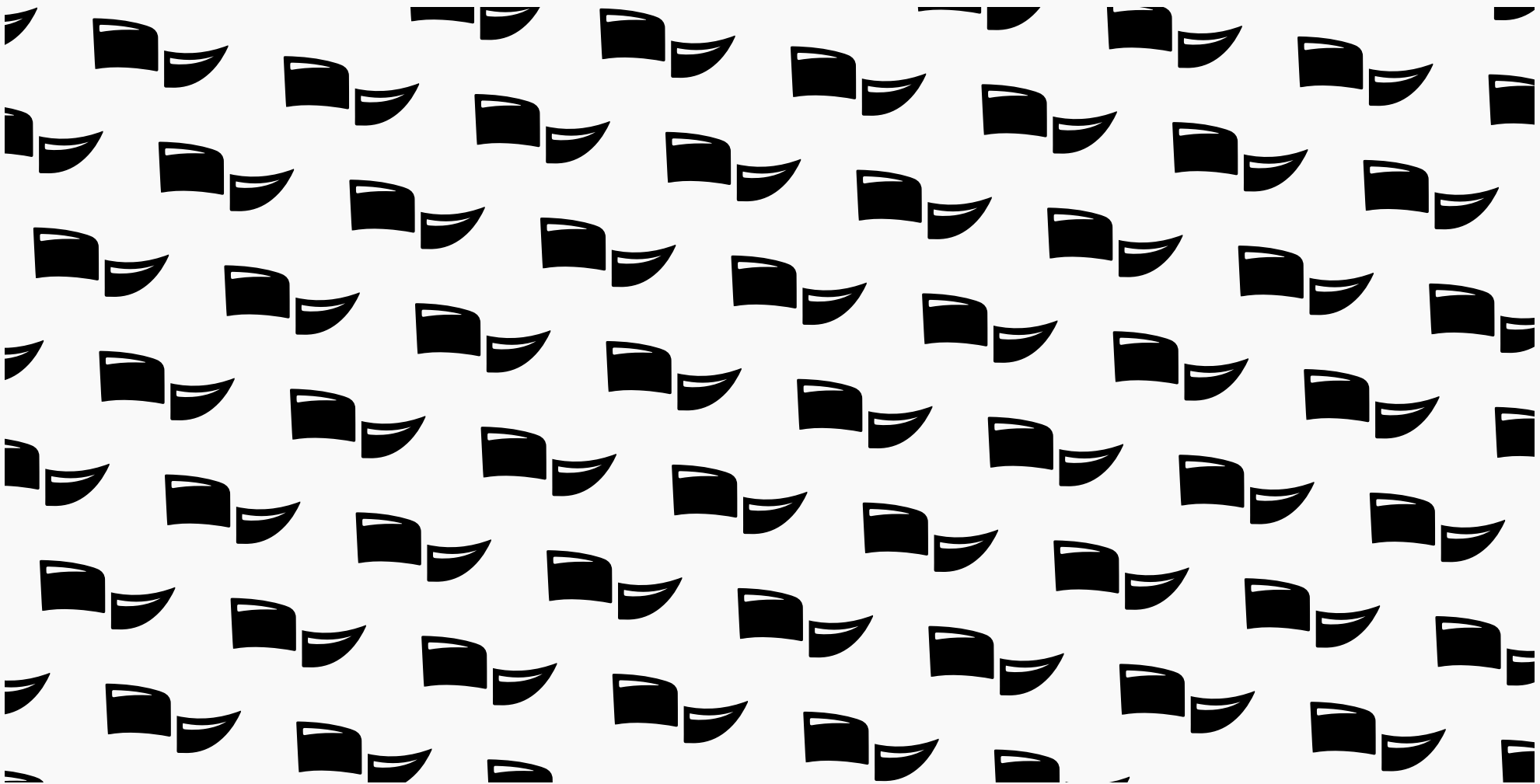
BRAND PATTERNS & IMAGERY

5.1 Patterns
5.2 Imagery



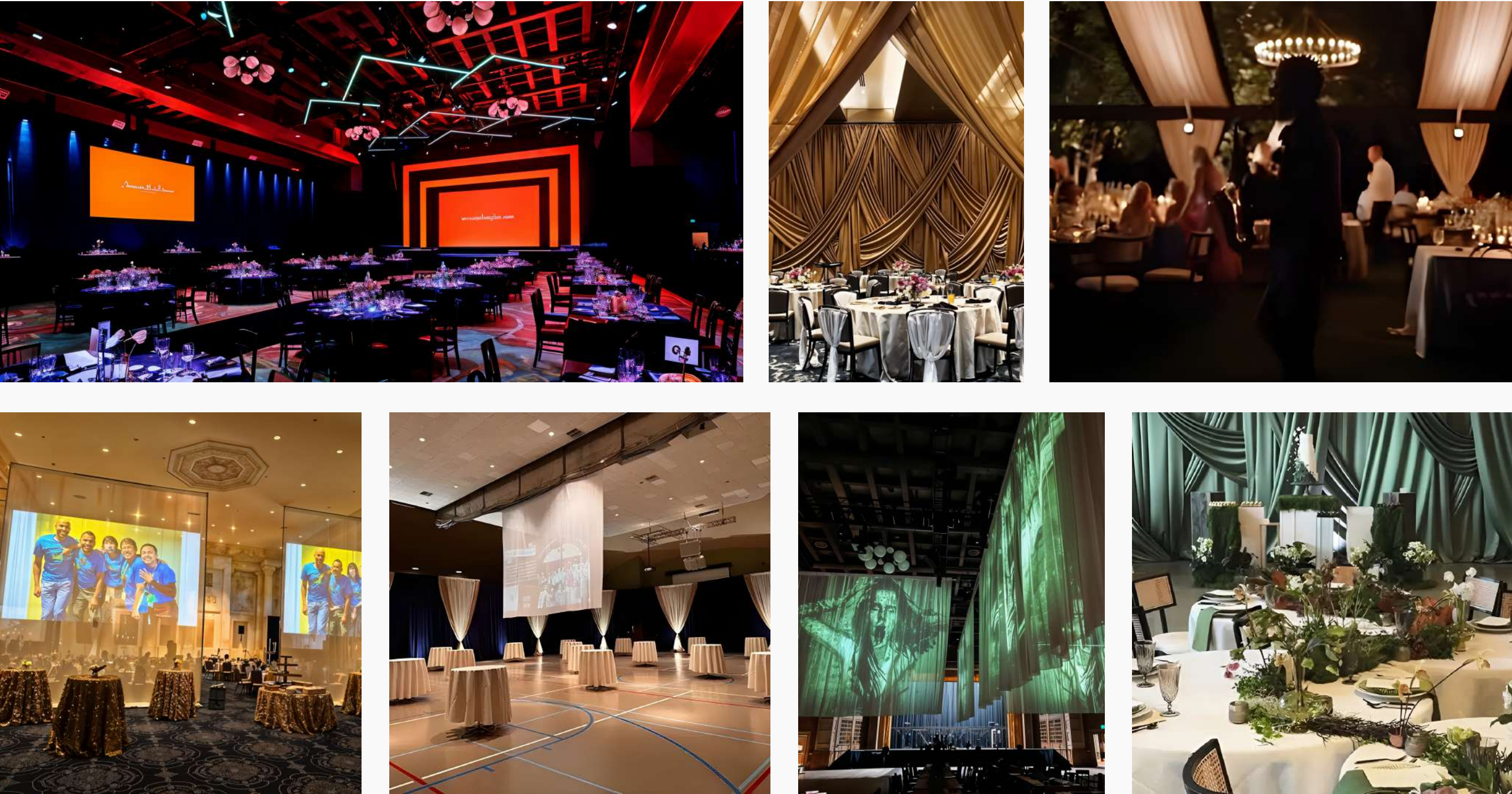
PATTERNS

Our brand patterns are subtle extensions of our visual identity—designed to evoke warmth, professionalism, and a sense of calm reliability. When used thoughtfully, these patterns bring texture and depth to our materials without distracting from the core message.



IMAGERY

Our imagery should reflect professionalism, clarity, and the quality of our work. Use clean, well-lit photos that highlight our draping, fabric textures, and real event setups. Avoid dark, cluttered, or overly stylized images. Keep the focus on the space, the structure, and the experience we create.



THANK YOU!

www.runestoneevents.com

