

The logo features the word "rent" in a bold, lowercase, sans-serif font. Above the letter "e" is a white icon of a simple house roof, consisting of two diagonal lines meeting at a peak.

rent

Branding guidelines

Primary logo

MINIMUM SIZE



12MM/50PX

CLEAR SPACE



X = 'R' WIDTH

COLOUR



CMYK

C 0
M 75
Y 100
K 0

RGB

R 255
G 102
B 0

HEX

FF6600



Secondary logo

WITH URL

rent.com.au



Logo usage

PREFERRED COLOUR



REVERSED



MONO





Logo + 'made for renters'



made for renters

Sub-brands

rent connect

rent pay

rent check

rent bond

Colour palette



CMYK	RGB	HEX
C 0	R 255	FF6600
M 75	G 102	
Y 100	B 0	
K 0		



CMYK	RGB	HEX
C 64	R 64	409CFF
M 34	G 156	
Y 0	B 255	
K 0		



CMYK	RGB	HEX
C 0	R 247	F72B3D
M 95	G 43	
Y 77	B 61	
K 0		



CMYK	RGB	HEX
C 0	R 255	FFB600
M 32	G 182	
Y 100	B 0	
K 0		



CMYK	RGB	HEX
C 4	R 250	FA7DC9
M 62	G 125	
Y 0	B 201	
K 0		

Logo backgrounds



The logo features the word "rent" in a bold, lowercase, sans-serif font. Above the letter "e" is a white icon of a simple house roof, consisting of two slanted lines meeting at a peak.

rent

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Contact: marketing@rent.com.au