Brand guidelines | **Logo usage**

20 February 2014

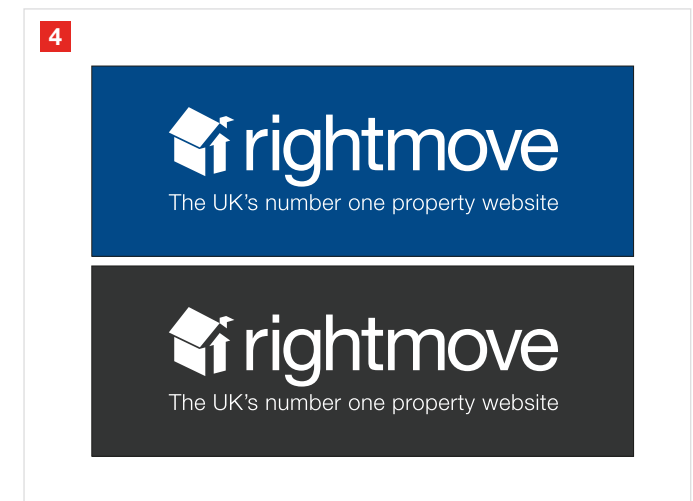**rightmove**

The UK's number one property website

General logo usage

How and how not to use the Rightmove logo

Logos must not be used in a manner that dilutes their value, places Rightmove in a position of disrepute or causes confusion as to the relationship between agent/third party and Rightmove.

DO...

1 Ensure that the most current version of the logo is being used.

2 Endeavour to use the version with the strap line, so long as it legible.

3 Ensure the logo appears in full colour and on a white background.

4 If need be, a white out version of the logo can appear on a dark blue or dark grey background.

1

The UK's number one property website

CURRENT

OLD LOGO WITH EXTRA KEYLINE

3

The UK's number one property website

2

The UK's number one property website

4

The UK's number one property website

The UK's number one property website

General logo usage

How and how not to use the Rightmove logo

PLEASE DO NOT...

1 Alter in any way the .png, .jpg or .eps logo file provided by us to you. This including changing the colour of any part of the logo, form and layout.

2 Place the Rightmove logo on top of complex imagery.

3 Adjust the position of the Rightmove icon in relation to the wording.

4 Stretch any part of the logo.
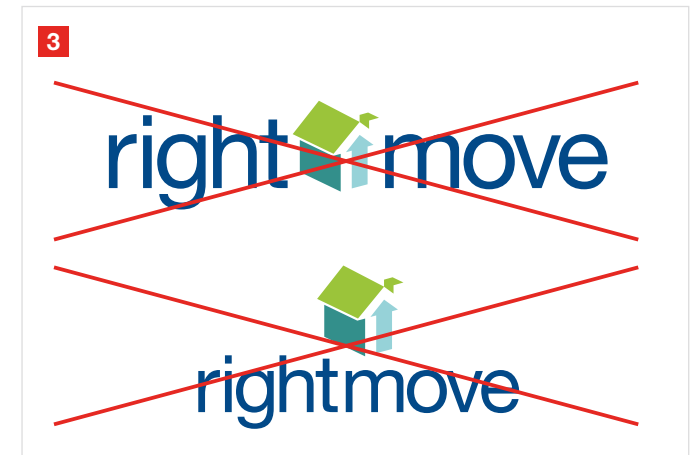
General logo usage

Minimum sizes and positioning

Web usage

Minimum size:
Width of 130 pixels

Positioning and exclusion zones:
For affiliation/partnership purposes: logo should be positioned in the footer of all the pages on the right-hand side. Logo should be hyperlinked to our main URL. Such link can also open a new page.

To talk about Rightmove in an article: logo should be at the top of the article, just below the heading and floated right to the first paragraph. Logo should be hyperlinked to our main URL. Such link can also open a new page. The article can also contain deep links to our site if/when relevant.

Print usage

Minimum size:
Logo WITH strap line: Minimum width of 30mm.
Logo without strap line: Minimum width of 25mm.

Positioning and exclusion zones:
On printed materials, the logo should appear on the bottom right corner. Once the logo is sized to the printed page, use the x-height of the letter 'e' in Rightmove to determine the margin around the logo to create an exclusion zone which other items on the page cannot infringe.

Colour palette

Core palette

	RM BLUE	DARK GREY	MID GREY	PALE GREY	DARK BLUE
RGB	0 | 72 | 137	51 | 51 | 51	102 | 102 | 102	221 | 221 | 221	4 | 38 | 76
HEX (web)	#004889	#333333	#666666	#DEDEDE	#04264C
CMYK (print)	100 | 75 | 2 | 17	5 | 5 | 0 | 80	0 | 0 | 0 | 70	0 | 0 | 0 | 40	100 | 60 | 10 | 50
Pantone ref (spot colour print)	294 EC	Cool Gray 11	Cool Gray 8	427 EC	281 EC

Mix at least 2 parts Core with 1 part Jazz (2:1 ratio)

Jazz palette

	LIME	PALE BLUE	TEAL	ELECTRIC BLUE	GREEN
RGB	153 | 204 | 51	148 | 214 | 218	51 | 142 | 138	134 | 208 | 244	0 | 114 | 0
HEX (web)	#99CC33	#94D6DA	#338E8A	#86D0F4	#007200
CMYK (print)	56 | 0 | 100 | 0	40 | 0 | 15 | 0	72 | 9 | 38 | 13	49 | 1 | 0 | 0	96 | 5 | 80 | 25
Pantone ref (spot colour print)	376 EC	317 EC	7475 EC	298 EC	341 EC

Modified on 20 February 2014 11:19 AM