

# Brand Guidelines

## Logo usage

**Master logo**

For use when the communication is referencing Rightmove the company.



**Logo with strapline**

For use on marketing materials whereby the campaign 'find your happy' is supported.

**Always use for:**

- Consumer advertising & campaigns
- Overseas communications
- Estate Agency communications

**Never use for:**

- New Homes
- Commercial
- Data Services



### Primary logo colour combination

Where possible, use the logo on White or our Deep Blue. These are our primary brand colours, and as such should be used to help push our brand awareness.

Deep Blue background



rightmove 

White background



rightmove 

### Secondary colour combinations

For other colour backgrounds, please use a white-out version, or on lighter colours our Deep Blue logo (one colour logo).

Please use your judgement on how well the logo will reproduce depending on the background colour/contrast.



rightmove 



rightmove 



rightmove 



rightmove 

## Logo | No-no's

We build our brand awareness and equity by using the logo and strapline correctly.

Please don't adapt it or recreate it in any way.



Do not place Bright Teal on any other accent colour



Do not use icon in different orientations



Do not move the icon from it's original position



Do not change the colours

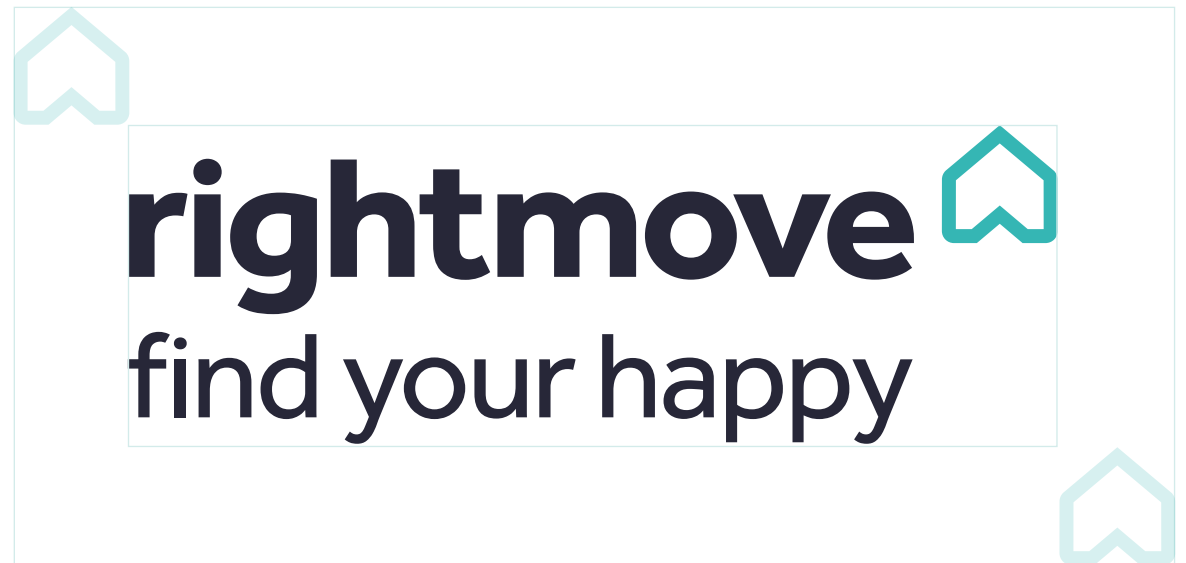


Do not misinterpret the symbol



Do not reconfigure the strapline

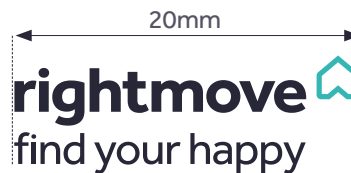
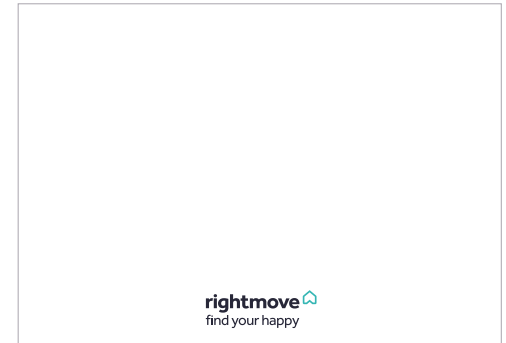
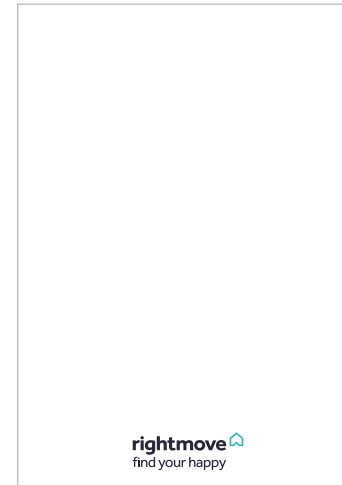
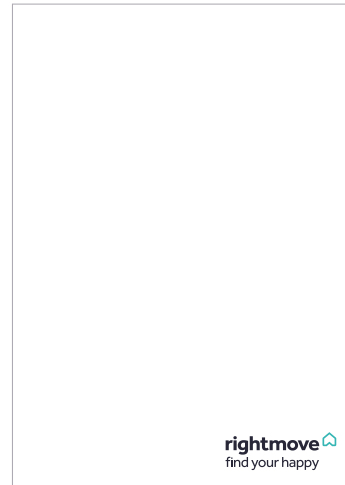
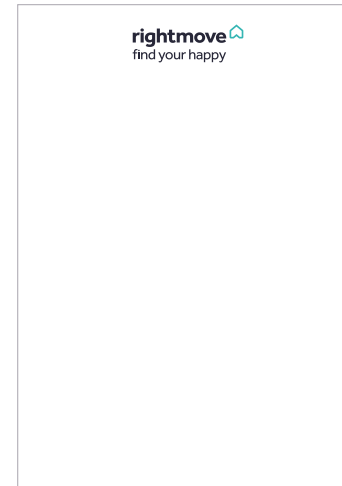
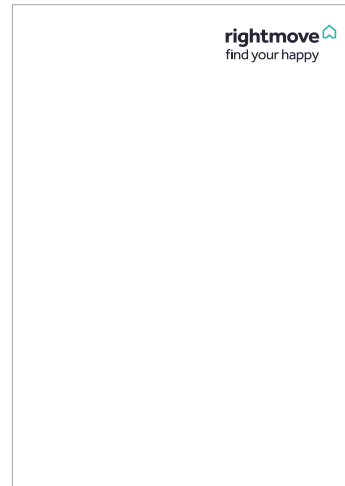
The exclusion zone is equal to the size of our icon in our logo.



## Logo | Logo position

The examples on this page show standard placements on a typical A-sized page.

Our preferred position is either on the left or centred to allow our symbol space to breathe.



Minimum size  
20mm is the minimum  
size of our logo in print

**Primary colours**

The primary colour palette is made up of the Deep Blue and White. Deep Blue is used for backgrounds and for text placed on an accent colour.

**Deep Blue**

PMS 539c | 539u CMYK 86, 78, 48, 59 RGB 38, 38, 55 HEX #262637

**White**

CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX #FFFFFF

**Secondary colours - accents**

The accent palette is made up of a series of bright colours to create standout in our marketing communications.

Wherever possible, please use **Bright Teal** as the first choice of accent colour to build our brand awareness.

The Bright Red is reserved for special circumstances and must not be used in large amounts on any of our printed collateral. Please note, the Bright Red **MUST NOT** be used with the Bright Teal.

**Bright Teal**

PMS 326c | 325u CMYK 70, 0, 35, 0 RGB 0, 222, 182 HEX #00DEB6

**Yellow**

PMS 130c | 109u CMYK 0, 32, 100, 0 RGB 255, 200, 10 HEX #FFC80A

**Bright Orange**

PMS 144c | 144u CMYK 0, 62, 95, 0 RGB 235, 130, 25 HEX #EB8219

**Bright Red**

PMS 199c | 199u CMYK 0, 100, 72, 0 RGB 213, 0, 50 HEX #D50032

**Secondary colours - midtones**

The midtones palette is made up of a series of muted colours that are dark enough to be used for backgrounds and for text.

**Dark Blue**

PMS 7715c | 7715u CMYK 97, 0, 35, 57 RGB 3, 107, 117 HEX #036B75

**Medium Blue**

PMS 7711c | 7711u CMYK 98, 0, 28, 4 RGB 4, 153, 168 HEX #0499A8

**Dark Green**

PMS 329c | 7717u CMYK 100, 14, 60, 49 RGB 0, 94, 77 HEX #005E4D

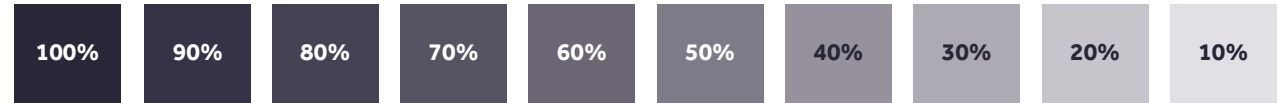
**Medium Green**

PMS 7717c | 7717u CMYK 96, 0, 47, 19 RGB 0, 145, 119 HEX #009177

All colours are available for tinting. Tints are primarily used for adding definition to charts and tables, and web elements that require subtle differentiation.

It is imperative to ensure that text is always clear and legible.

### Deep Blue



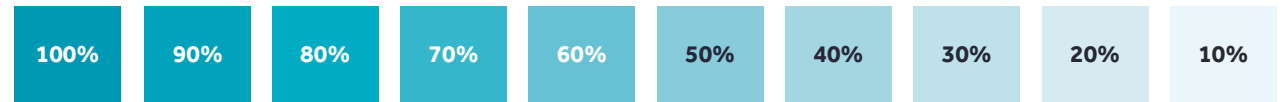
### Deep Blue



### Dark Blue



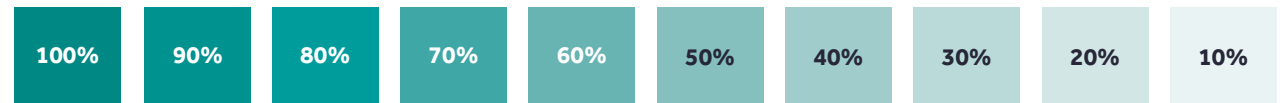
### Medium Blue



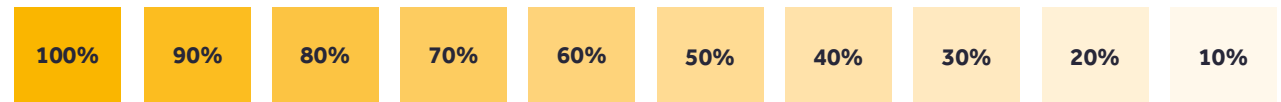
### Dark Green



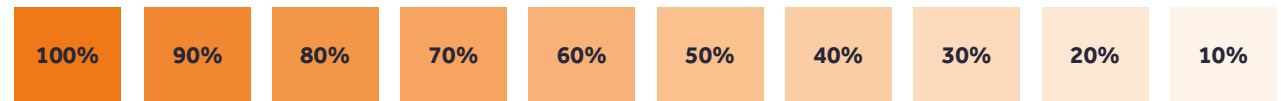
### Medium Green



### Yellow



### Bright Orange





## Typography

'Effra' is our main corporate typeface. We should always use this typeface for any kind of communications material, from letterheads to business cards to brochures to ads.

When setting text, please keep ligatures turned off.

# Effra

### EFFRA HEAVY - for headlines

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

### EFFRA MEDIUM - for subheadlines

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

### EFFRA BOLD - for headlines

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

### EFFRA REGULAR - for body copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

### EFFRA LIGHT - for caption copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

'Tahoma' is our **secondary font** for use when 'Effra' is not available, for example - HTML emails.

### TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890