

1.1 Logo Specification

The logo is an important and valued graphic symbol and must be used consistently and appropriately.

CORRECT USAGE

The complete logo should be used at all times. The icon should never be used in isolation; the type should never be used in isolation.

EXCLUSION ZONE

The exclusion zone on the logo is measured from the value of x. The x measurement is always the height of the half of the graphic symbol (as shown) and this is consistent to whatever size the identity is reproduced, whilst considering it is never smaller than the minimum size.

THE TOP (OR BOTTOM) RIGHT RULE

The Rentguard Insurance logo should always appear on the top right-hand side of publications, and must conform to the clearances detailed in the Size and Space section. Where this is not possible, logo might be positioned in the corner on the bottom right-hand side. There are some agreed exceptions to this rule - Rentguard web banner (where the logo is top left), some advertising collateral and agreed mastheads for magazines.



1.2 Logo Application

Primary colourway, Black and white version, Single colour, Reversed out version

The preferred colour usage for the logo is the dual colour version. These two colours are **Pantone 2755 C** (blue) and **Pantone 356 C** (green).

The logo can also be printed in black and white version or reversed out in white.

When using the logo on images the logo should be clearly visible and the background must provide sufficient contrast and have an even tone.



Dual colour version



Black and white version



Reversed out version



Using the logo on the images



Incorrect usage

1.3 Prohibited Usage

Where the logo is supplied as a vector file there must be no altering to this file whatsoever. The file is for print and positioning purposes and any changes to the shape or type of the overall logo will be regarded as very serious.

- Do not change the appearance, shape or size of any element of the logo
- Do not use the elements of the logo independently from one another
- Do not change the positional relationship between the text and the icon
- Do not change the colour
- Do not use different typeface
- Do not apply shadow on the logo
- Do not distort the form of the logo
- Do not place other secondary identification symbols or images within the signature clear area.

