rent.com.au

BRANDING AND STYLE GUIDE

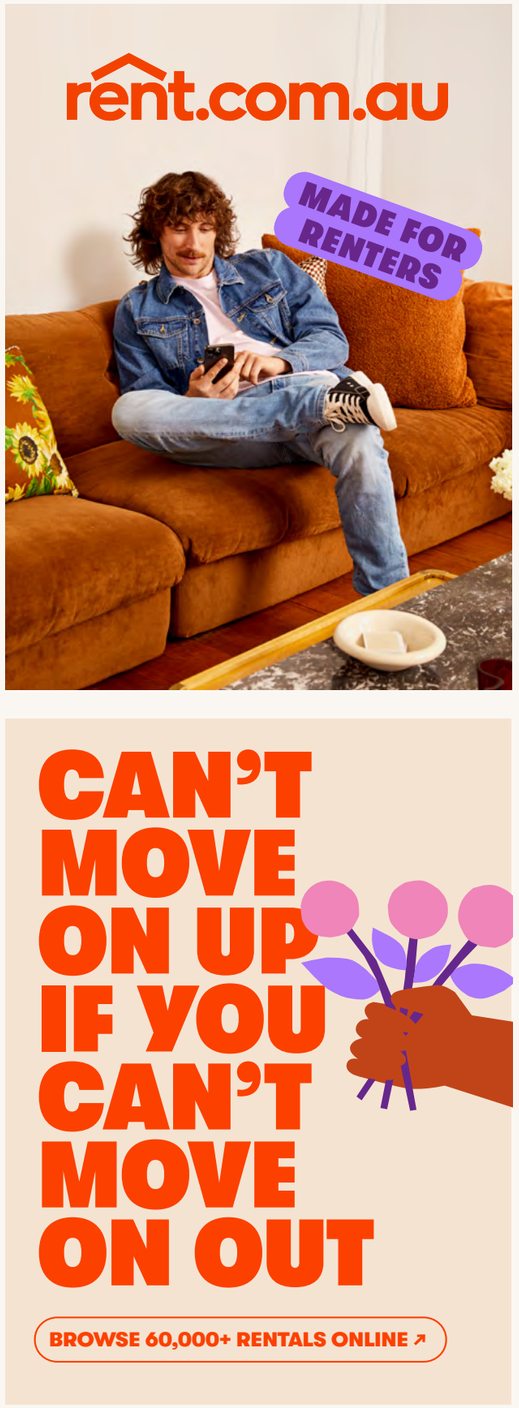
June 2023

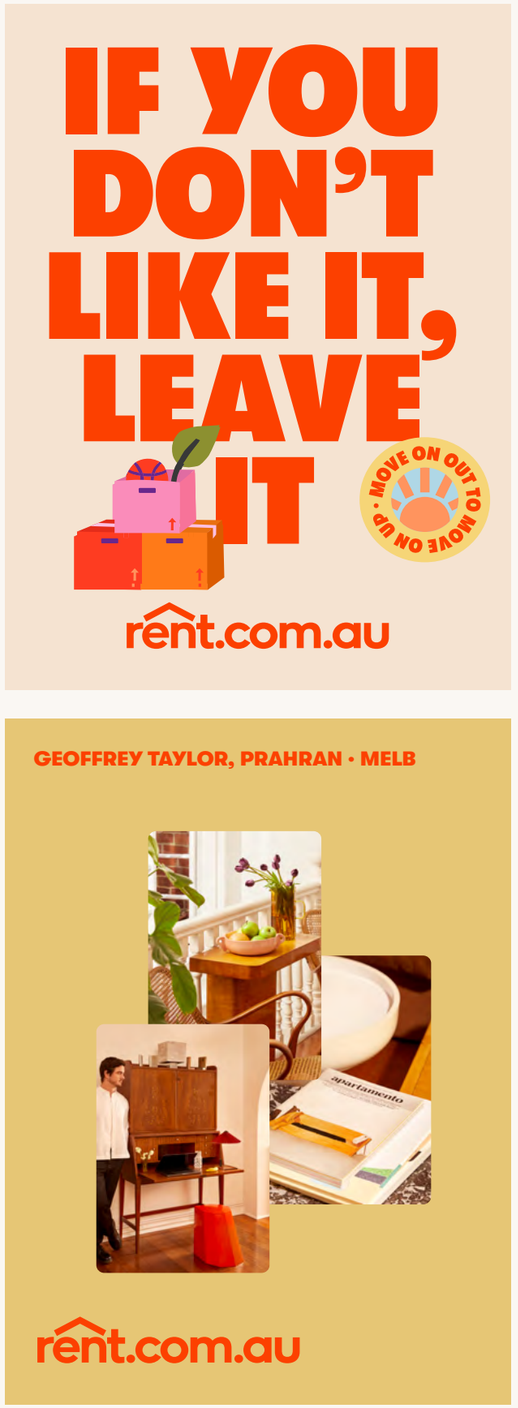
The full logo horizontal logo is to be used as the primary version. Download here or Access in Figma.

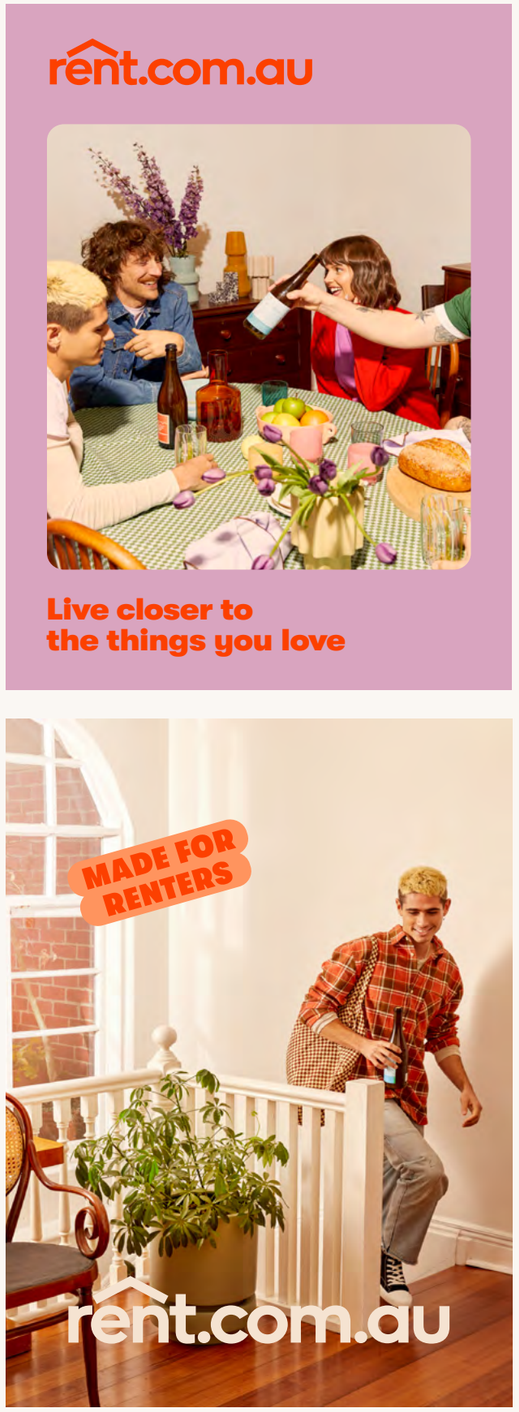
Primary horizontal logo

Secondary square logo

Here we see the visual language come to life, with the demonstration of how colour, illustration, and typography come together. A round-edged image treatment softens the look and feel, and links with the bold poster-style type.







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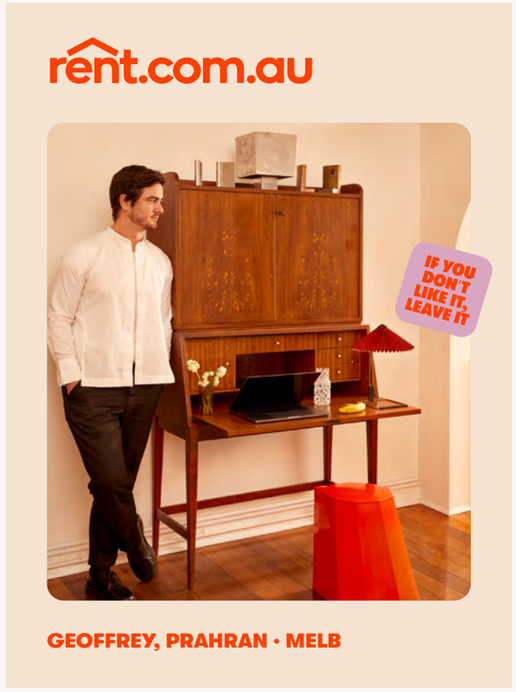
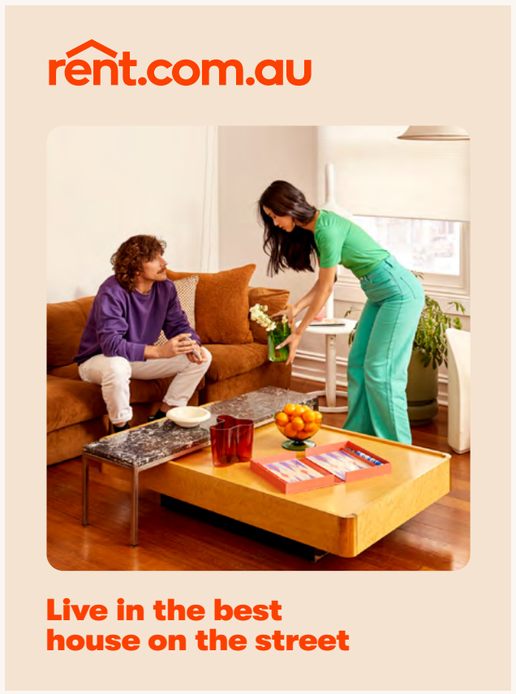




Here we see the typography guide. Download fonts here or Access in Figma.

MADE FOR RENTERS

WHERE DO YOU WANT TO LIVE?

HERO GT WALSHEIM

H2 GT WALSHEIM

Live closer to the things you love

H1 GT WALSHEIM

SUBHEADING

H3 GT WALSHEIM

Search thousands of rental properties from Australia's No. 1 site dedicated to renters. At Rent.com.au, we deliver innovative solutions to simplify renting and want to creative positive, lasting change to create Australia's most empowered rental community **FIND OUT HOW ↗**

BODY GT WALSHEIM

Let's Go

LEARN MORE ↗

Small Text

H4 GT WALSHEIM

PRIMARY BUTTON STYLES, H4 SECONDARY BUTTON,

Here we see the typography guide. Download fonts here or Access in Figma.

GT WALSHEIM

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

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

. , ? < > ' " ; : [ ] { } ! @ # $ % & * ( ) _ + = -

0 9 8 7 6 5 4 3 2 1

LICENSING

CONDENSED
ULTRA BOLD

Black

Medium

Colours. Access in Figma

UNIVERSAL COLOURS

#FFF8EF
C 0 M 2 Y 5 K 0

#EBDDCD
C 5 M 9 Y 13 K 0

#E95024
C 3 M 85 Y 100 K 0

#F79969
C 0 M 48 Y 63 K 0

#602E87
C 77 M 99 Y 14 K 3

#A17BF4
C 48 M 55 Y 0 K 0

#383939
C 63 M 55 Y 54 K 60

RENT COLOURS

#E95024
C 3 M 85 Y 100 K 0

#F79969
C 0 M 48 Y 63 K 0

#F1D684
C 6 M 13 Y 57 K 0

#EBDDCD
C 5 M 9 Y 13 K 0

#F3C3DF
C 2 M 28 Y 0 K 0

#858D37
C 47 M 32 Y 91 K 8

#A17BF4
C 48 M 55 Y 0 K 0

#602E87
C 77 M 99 Y 14 K 3

#B7D6E4
C 27 M 6 Y 6 K 0

RENT PAY COLOURS

#602E87
C 77 M 99 Y 14 K 3

#A17BF4
C 48 M 55 Y 0 K 0

#C4AECE
C 22 M 33 Y 2 K 0

#B7D6E4
C 27 M 6 Y 6 K 0

#EBDDCD
C 5 M 9 Y 13 K 0

#E08AB7
C 8 M 56 Y 2 K 0

#B2C566
C 34 M 9 Y 76 K 0

#F79969
C 0 M 48 Y 63 K 0

#E95024
C 3 M 85 Y 100 K 0

Stickers and badges. Access in Figma

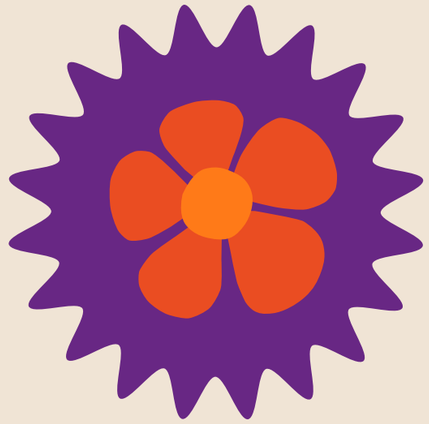
MADE FOR RENTERS

LIVE CLOSE TO THE THINGS YOU LOVE

MADE FOR RENTERS

MAKE YOUR Rent Money WORK FOR YOU

IF YOU DON'T LIKE IT, LEAVE IT



Move Where You Want

MOVE ON OUT TO MOVE ON UP

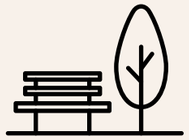
Accepted by all agents

MAKE YOUR RENT MONEY WORK FOR YOU · rentpay

21 DAYS · FREE* · 21 DAYS · 21 DAYS

Large iconography. Access in Figma

Medium and small iconography. Access in Figma



Parks and Recreation

Cafes and Restaurants

Rated Safe

Close to Schools

Quiet and Peaceful

Vibrant and Busy

Close to Shops

Great for Public Transport

Great for Families

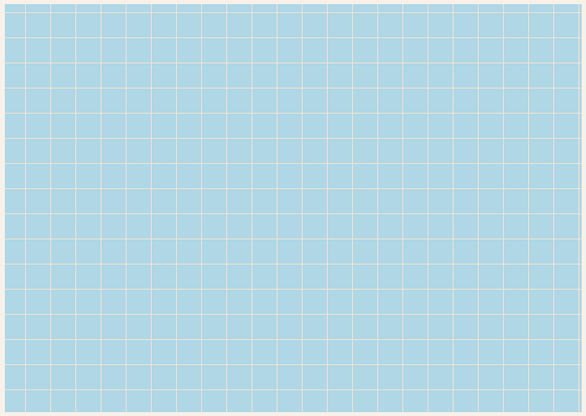
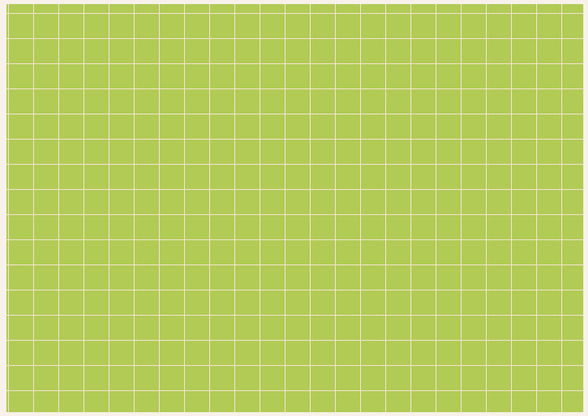
Close to CBD

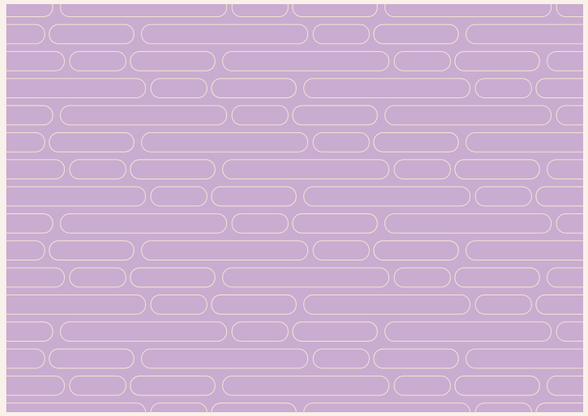
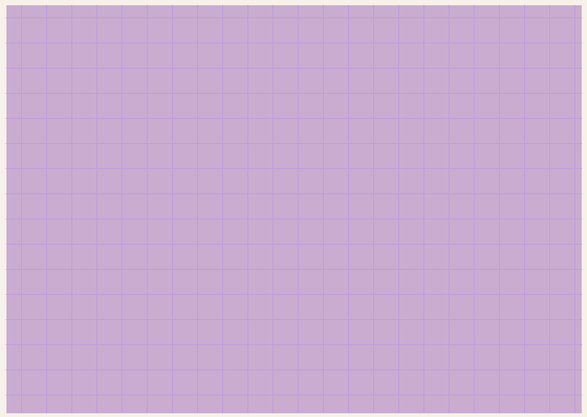
Great for Young People

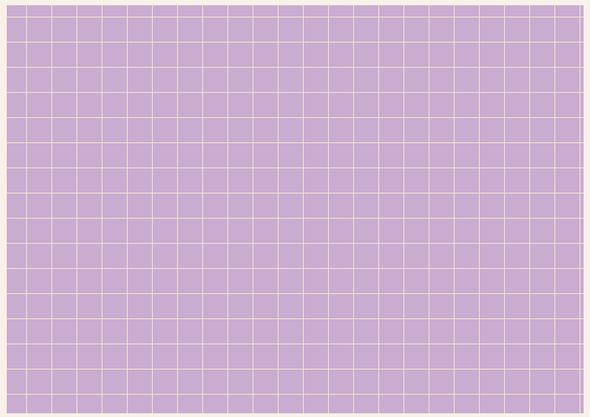
Friendly Neighbourhood

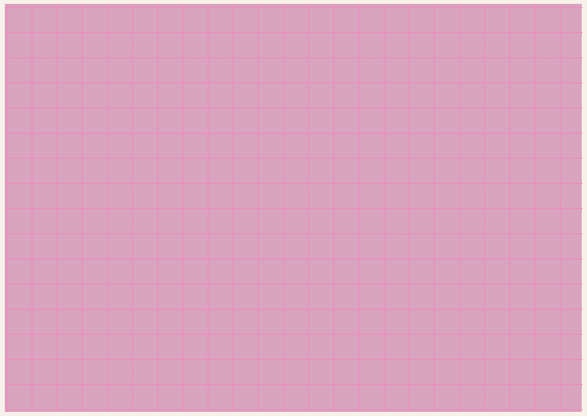
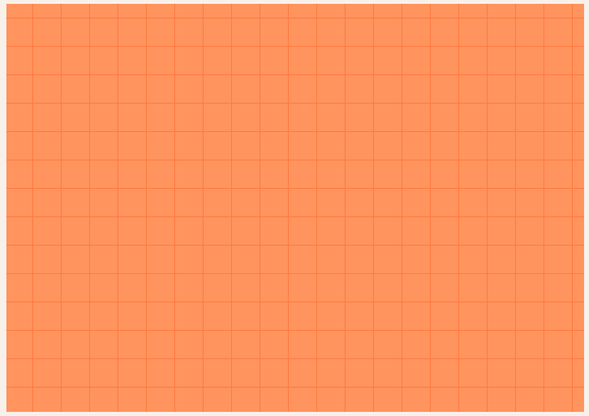
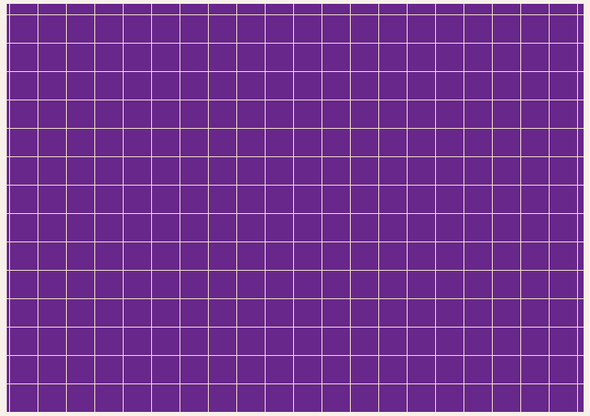
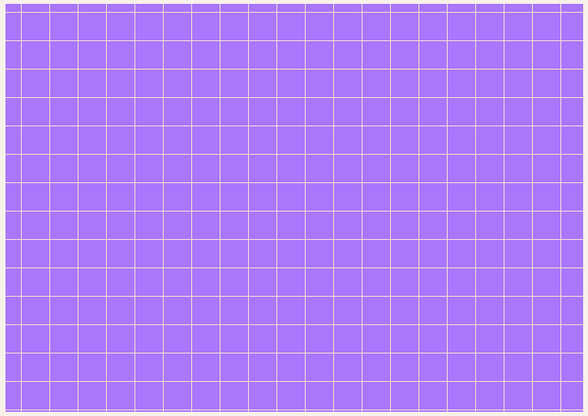
Small

Tiled background patterns. Access in Figma

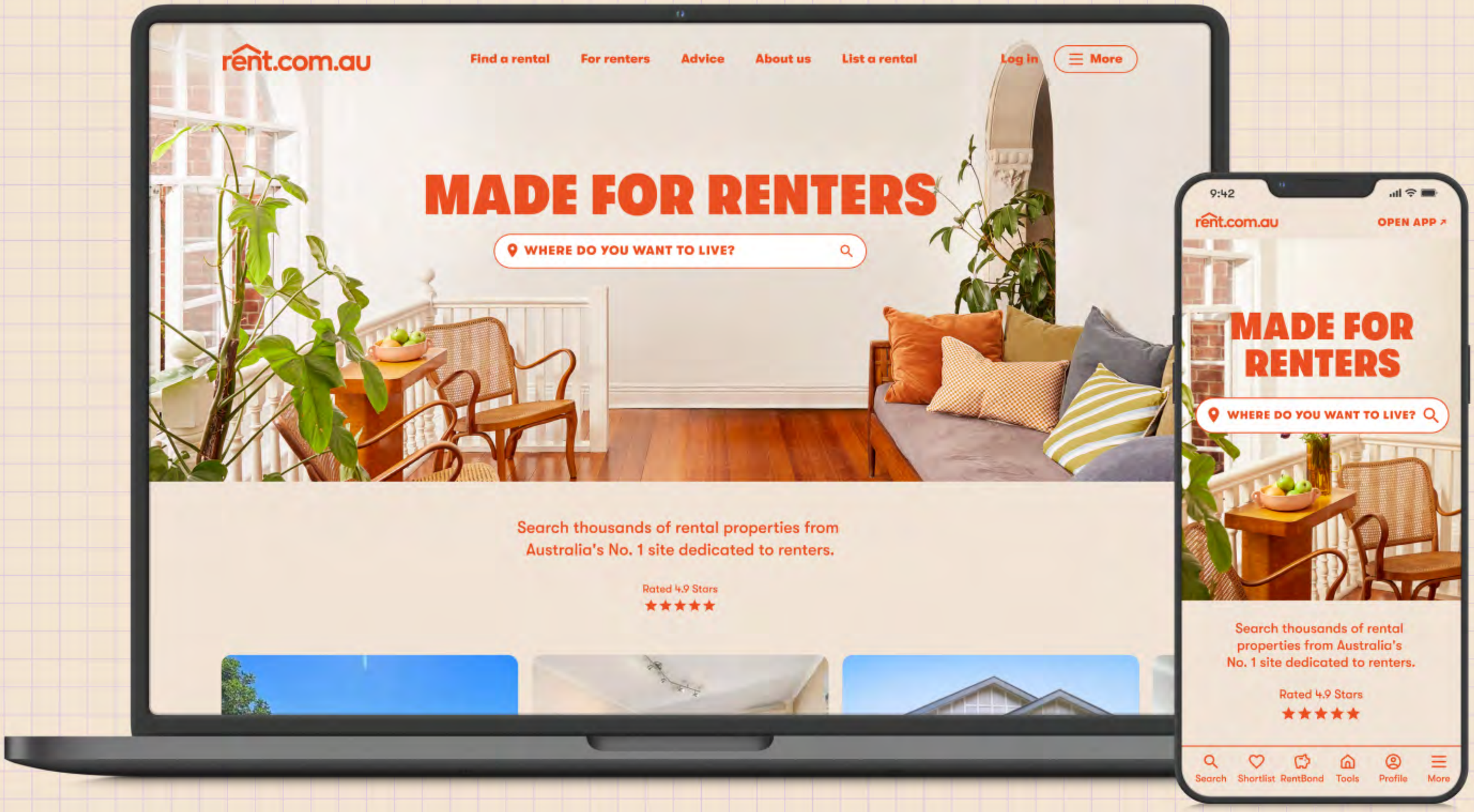



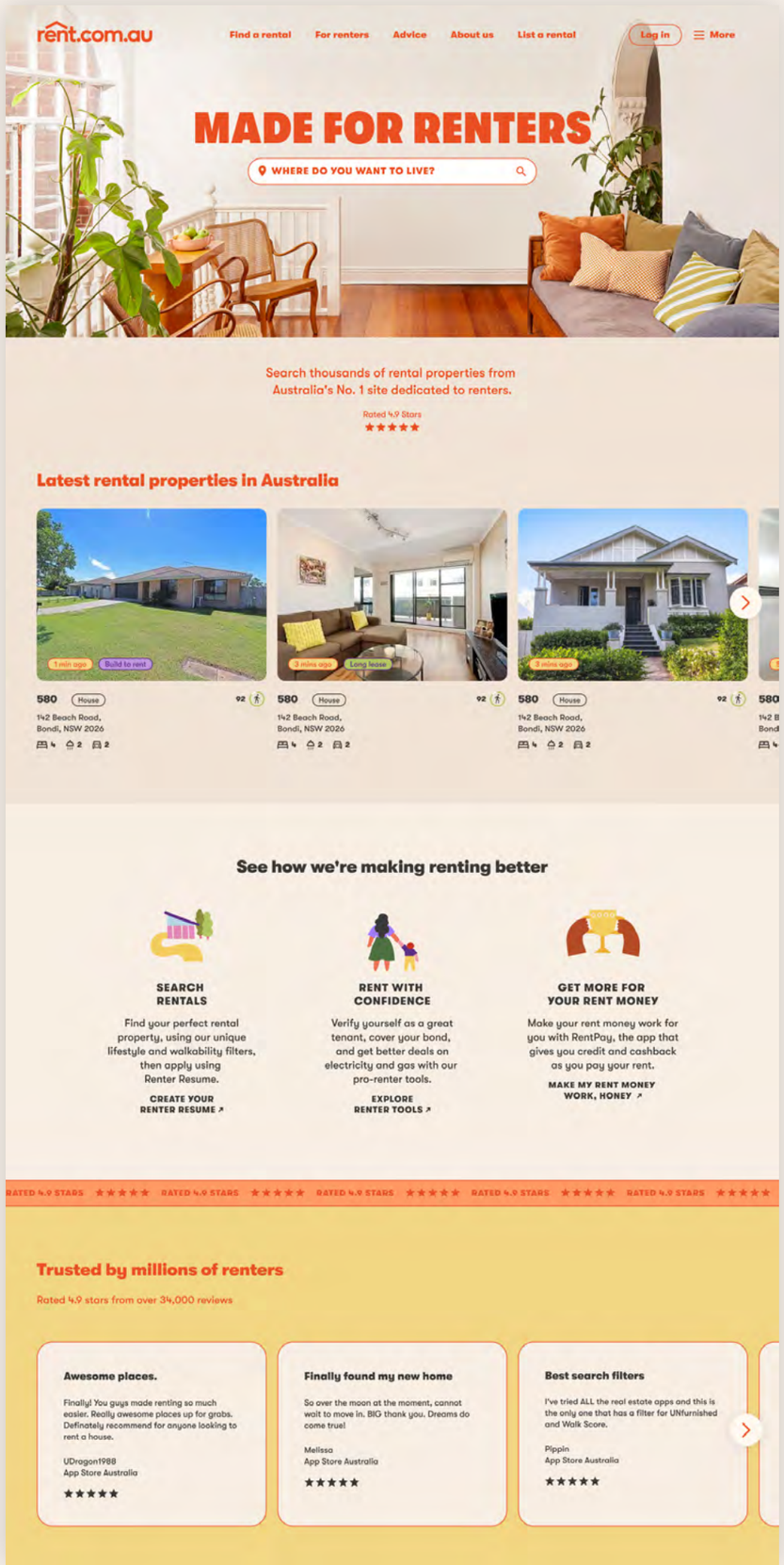


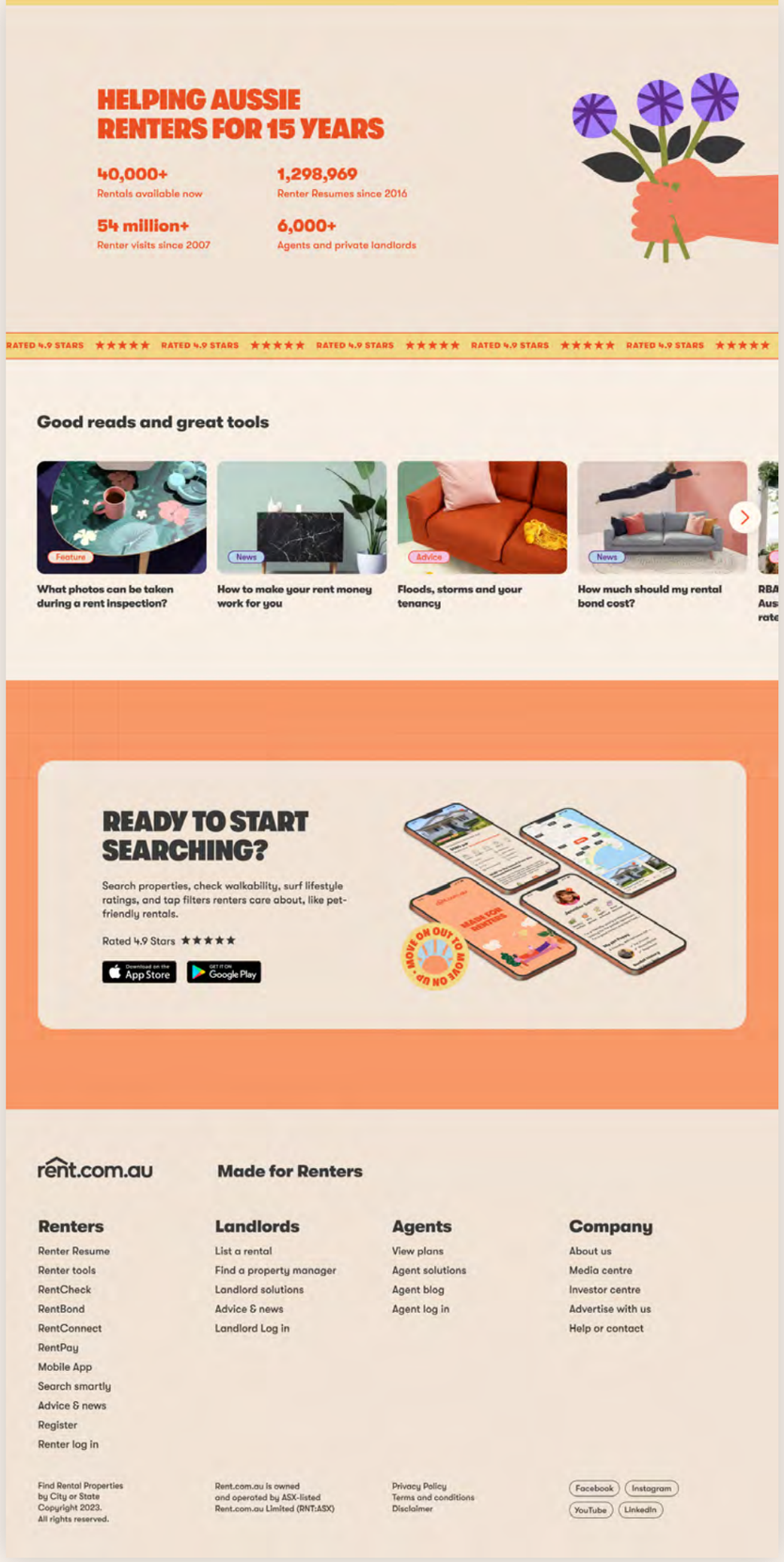





Homepage with visual language applied. View live page

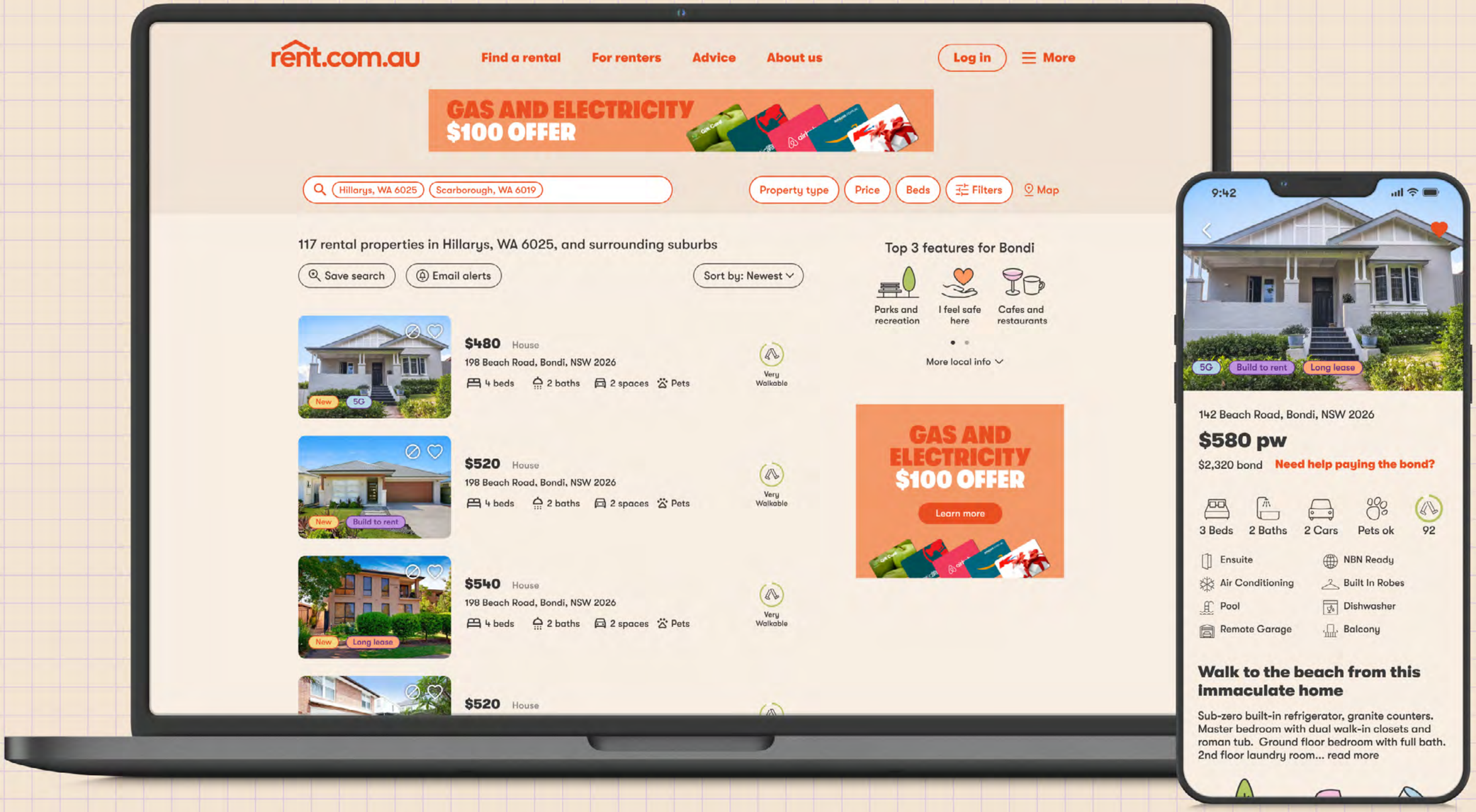


Homepage in full length. View live page

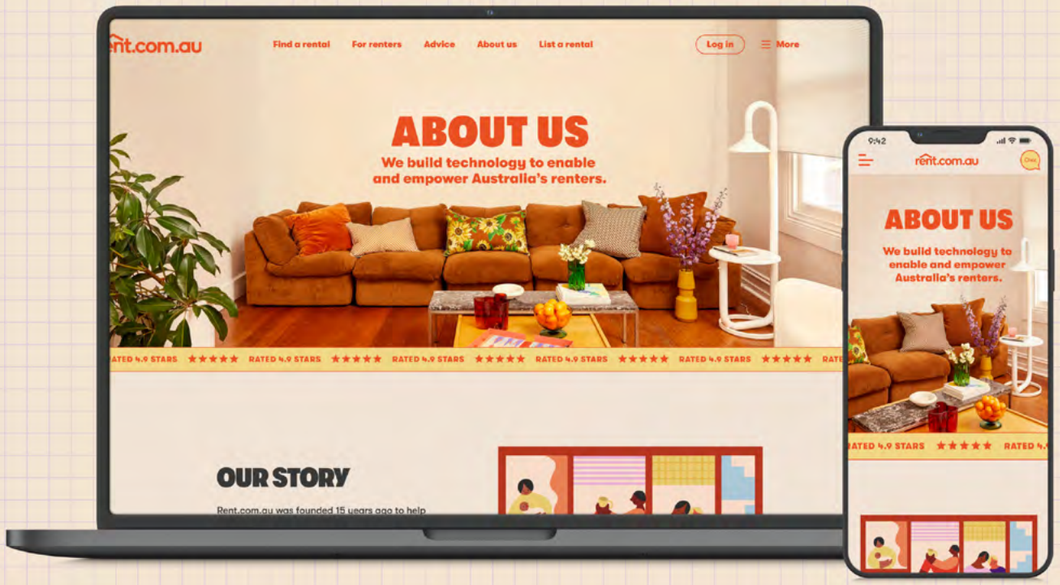


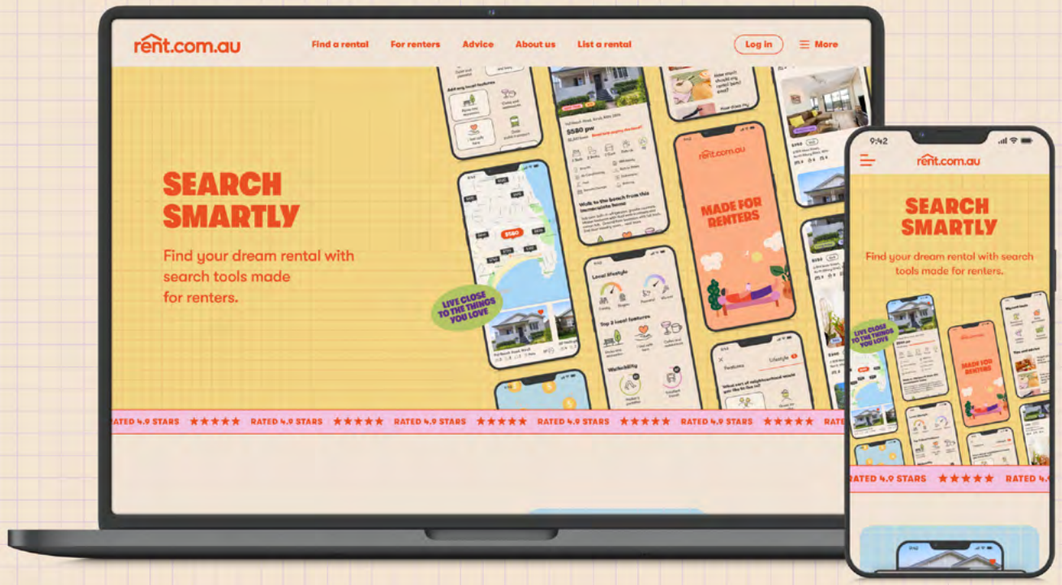


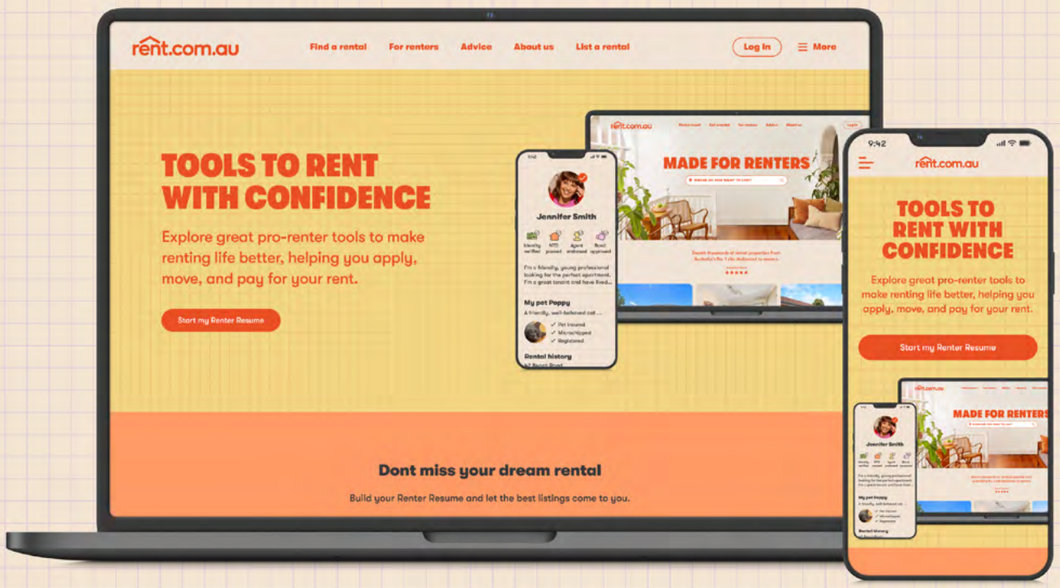
Search page with visual language applied. View live page

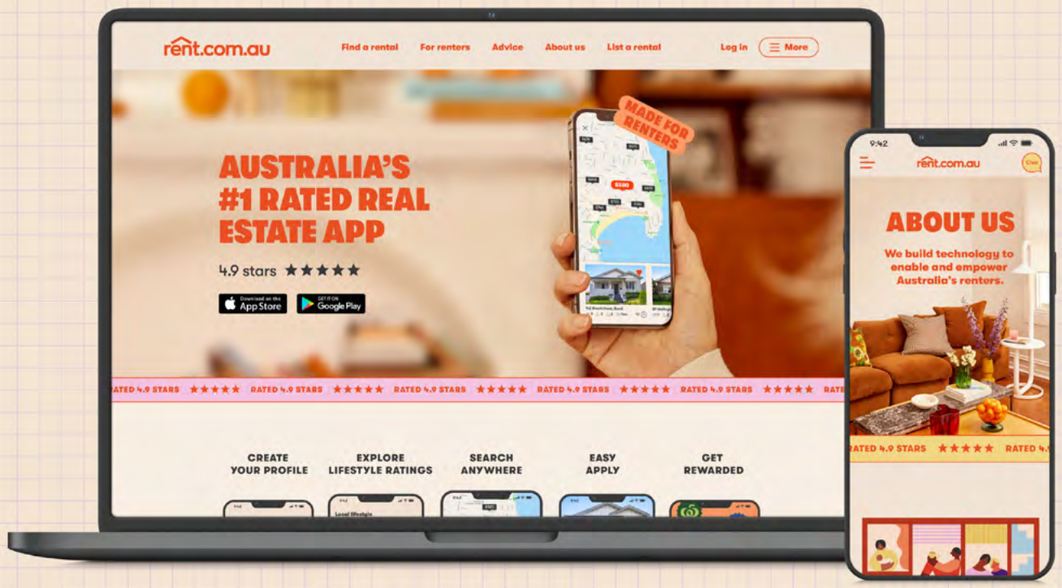


Landing pages with visual language applied. View live pages









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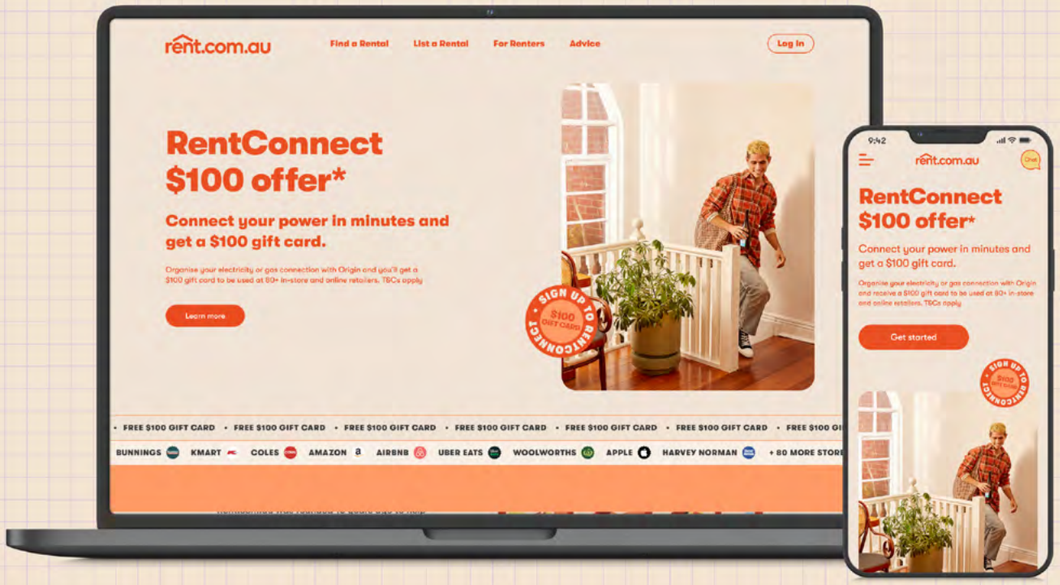
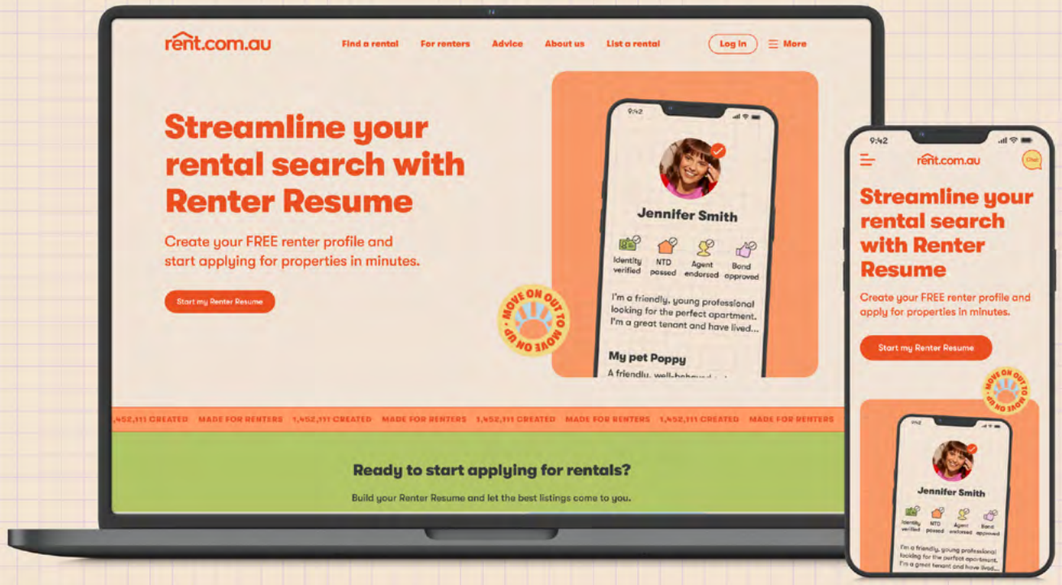
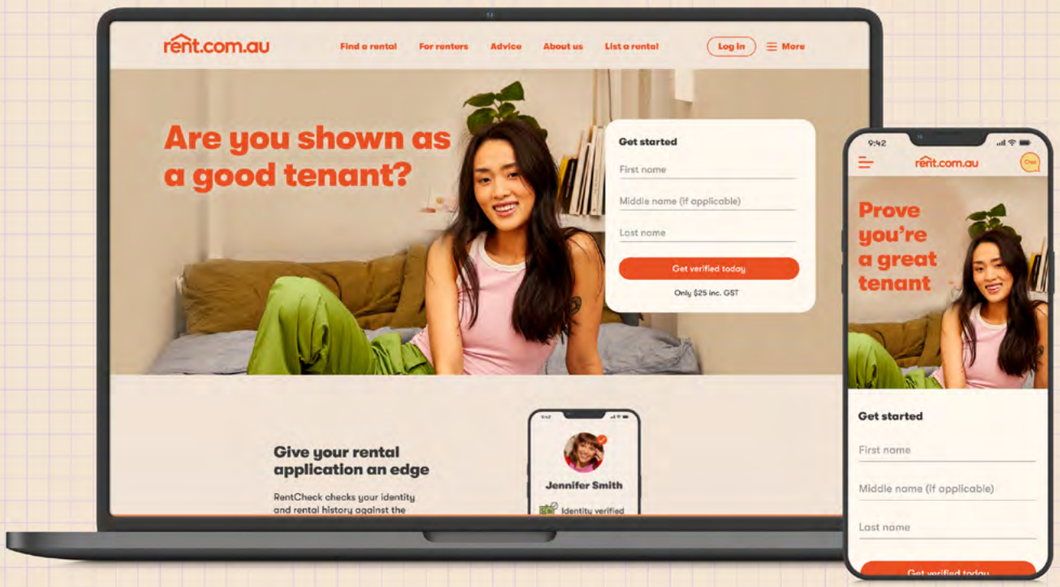
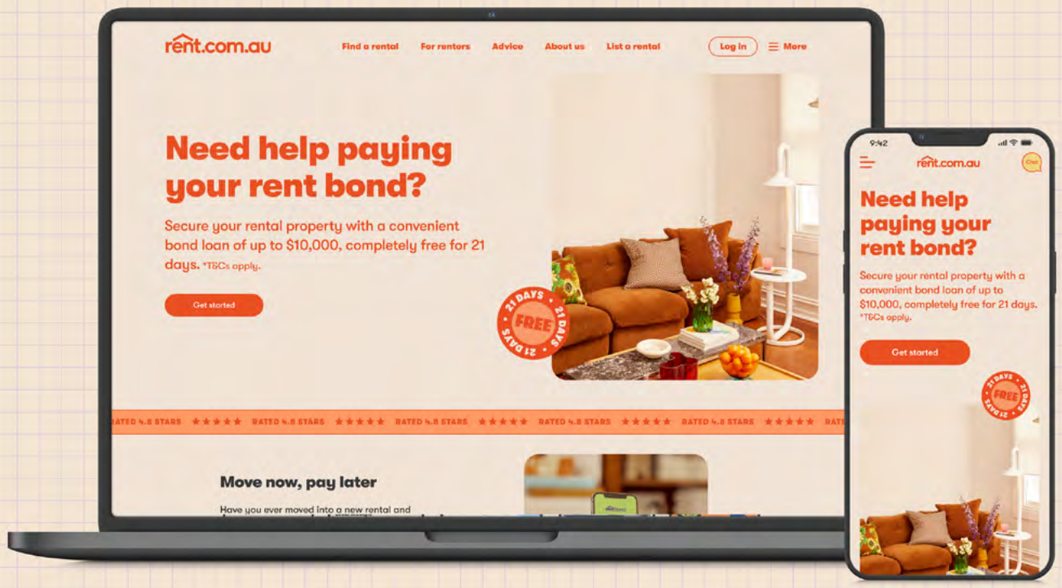


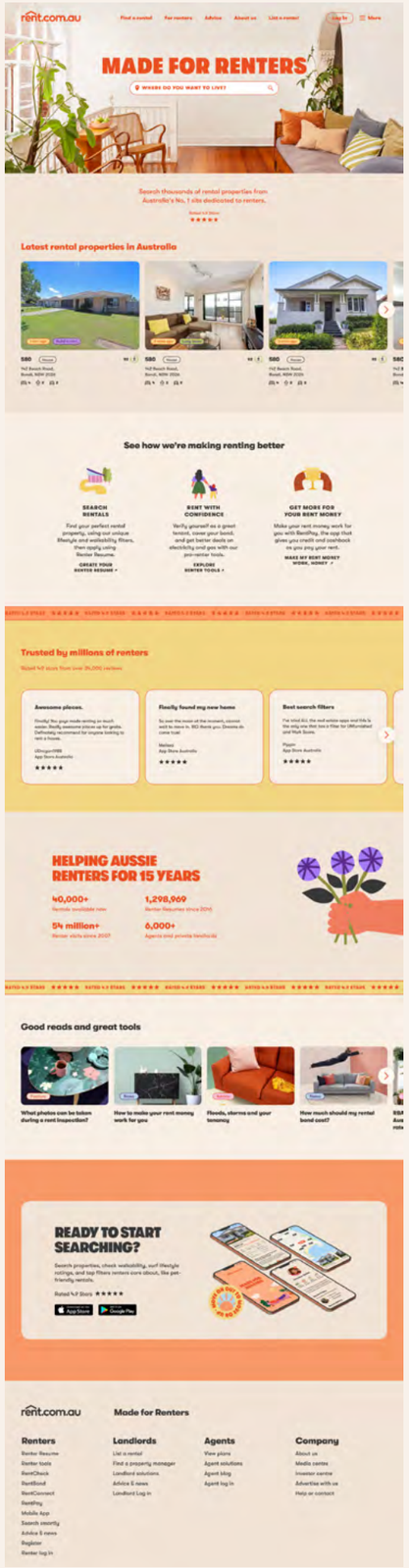




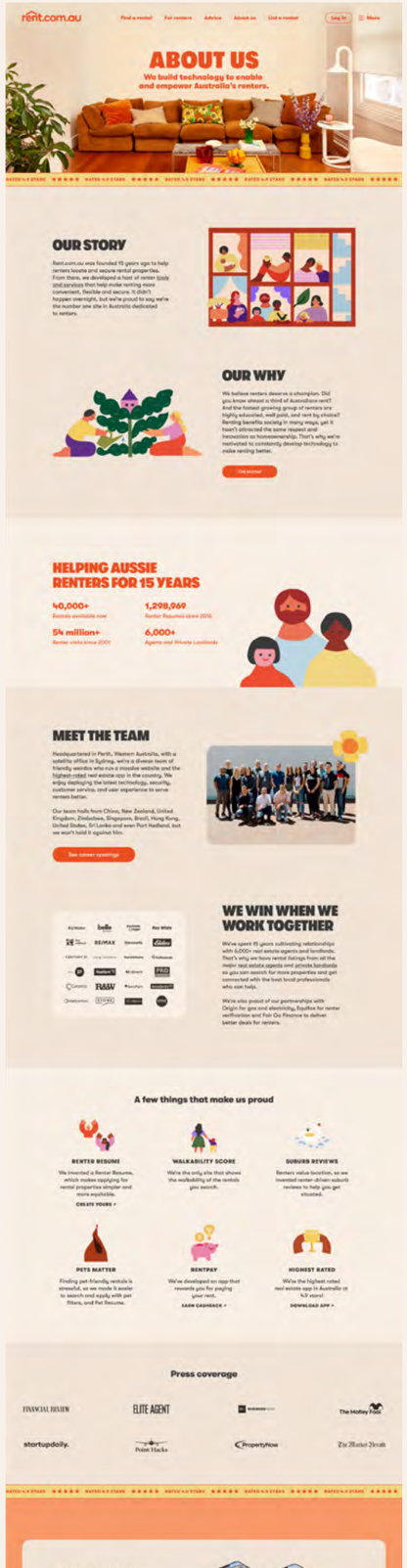


Landing pages in full length. View live pages

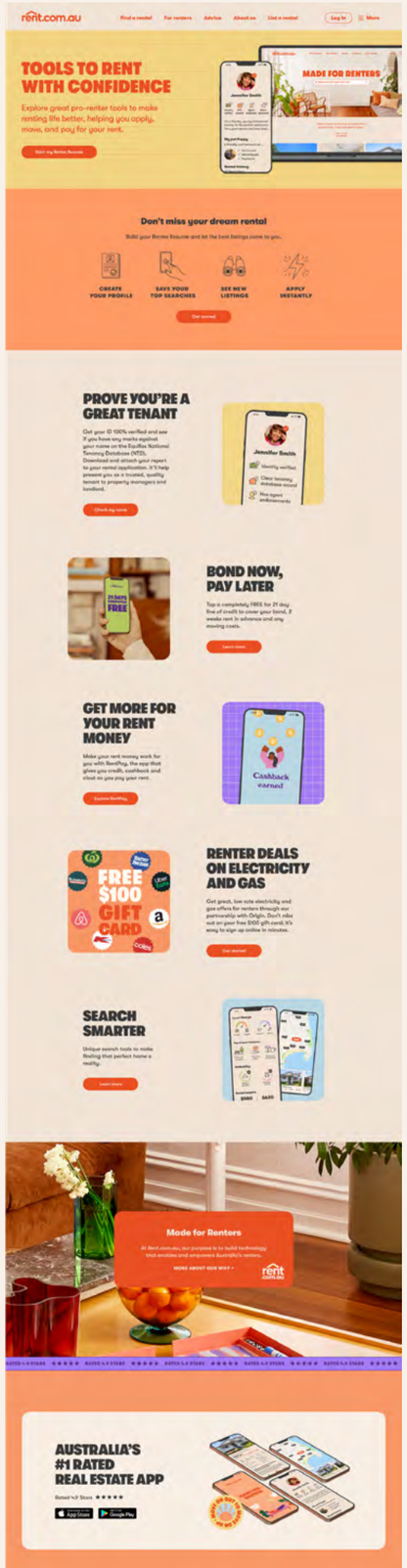
Home



About



Tools

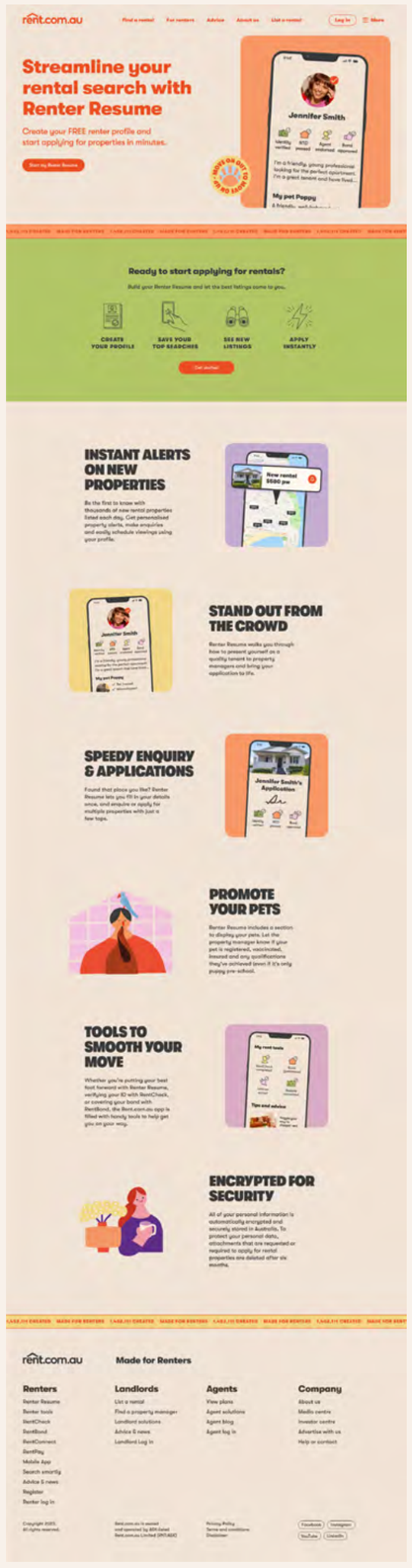


Rent App

Search

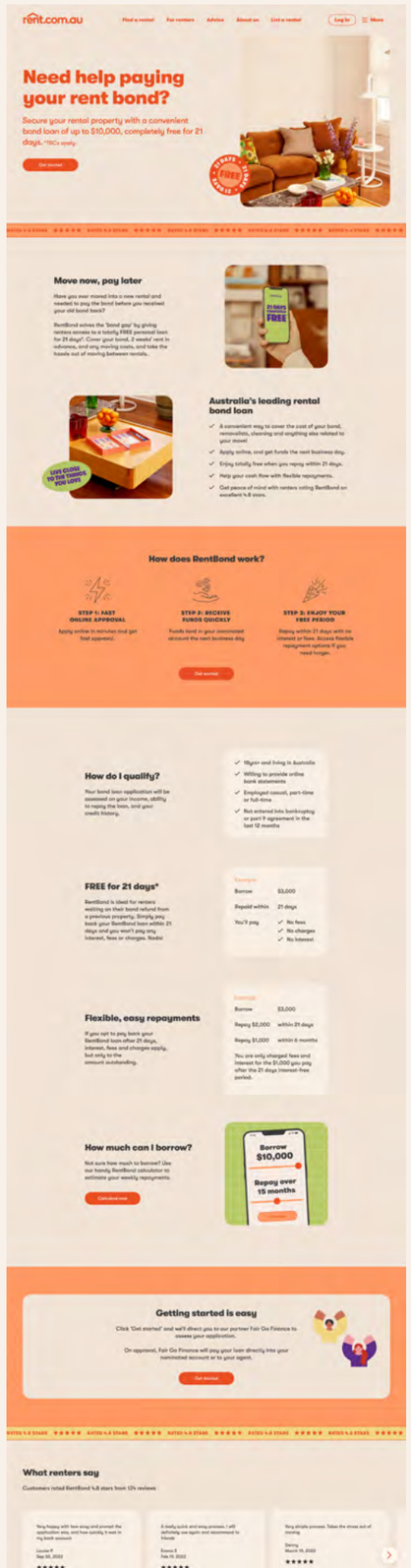
Landing pages in full length. View live pages

Renter resume

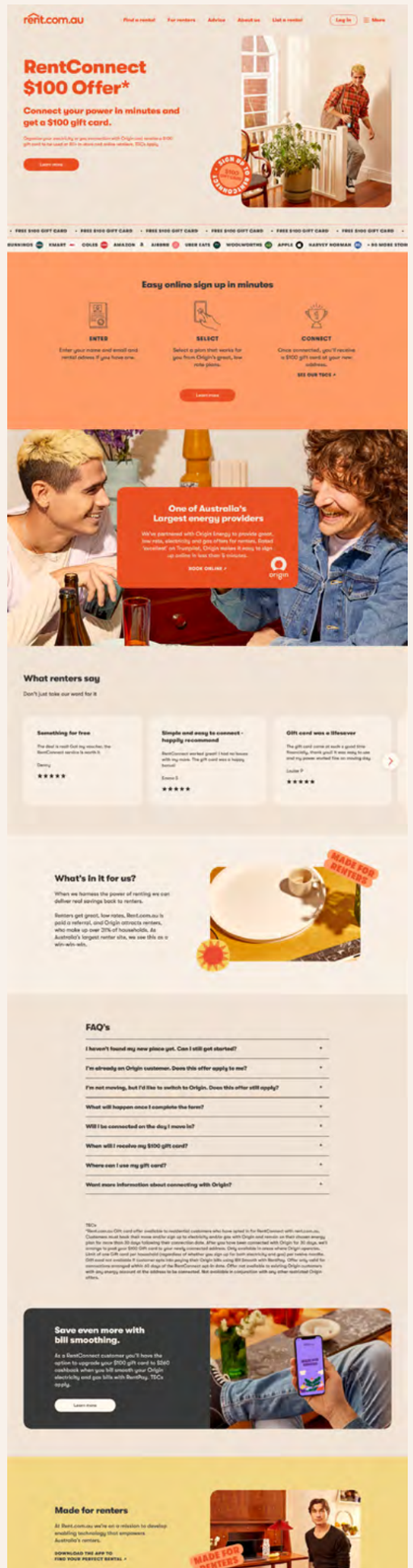


Rent check

Rent bond



Rent connect



Rent product shots. Download here or Access in Figma.

Rent product shots. Download here or Access in Figma.

Example of a keynote slide or document with visual language applied.

rent.com.au

ADVERTISER INFORMATION KIT

MAY 2023

RentPay logo primary version. Download here or Access in Figma.

Here we see the typography guide. Download fonts here or Access in Figma.

MADE FOR RENTERS

WHERE DO YOU WANT TO LIVE?

HERO GT WALSHEIM

Make that rent money work, honey

H2 GT WALSHEIM

H1 WINDSOR
(FOR ADVERTISING ONLY)

Subheading

H3 GT WALSHEIM

Search thousands of rental properties from Australia's No. 1 site dedicated to renters. At Rent.com.au, we deliver innovative solutions to simplify renting and want to creative positive, lasting change to create Australia's most empowered rental community **FIND OUT HOW ↗**

BODY GT WALSHEIM

H4 GT WALSHEIM

Let's Go

LEARN MORE ↗

Small Text

PRIMARY BUTTON STYLES, H4 SECONDARY BUTTON,

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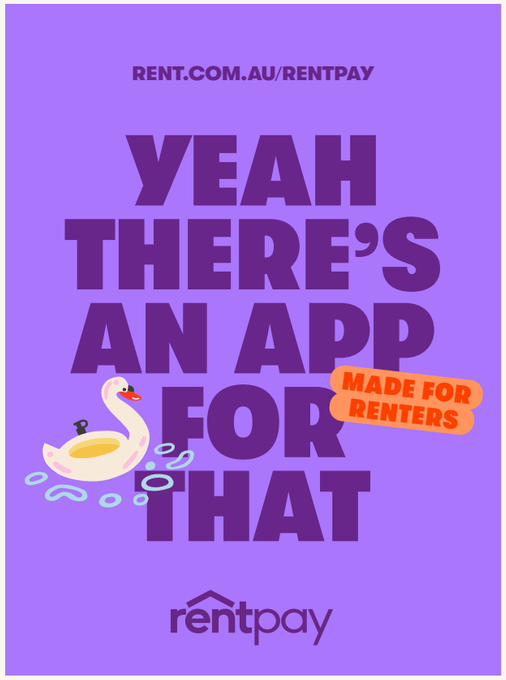

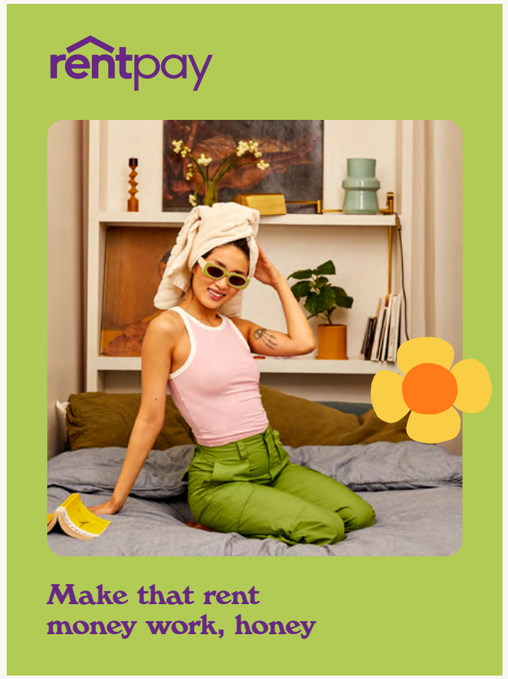

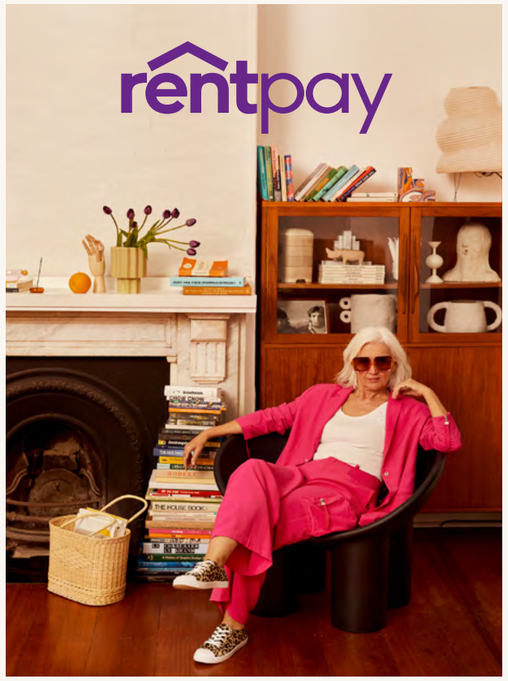

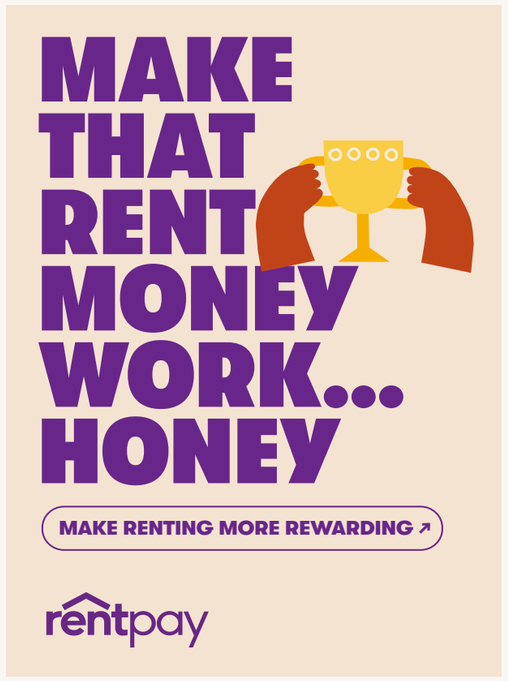

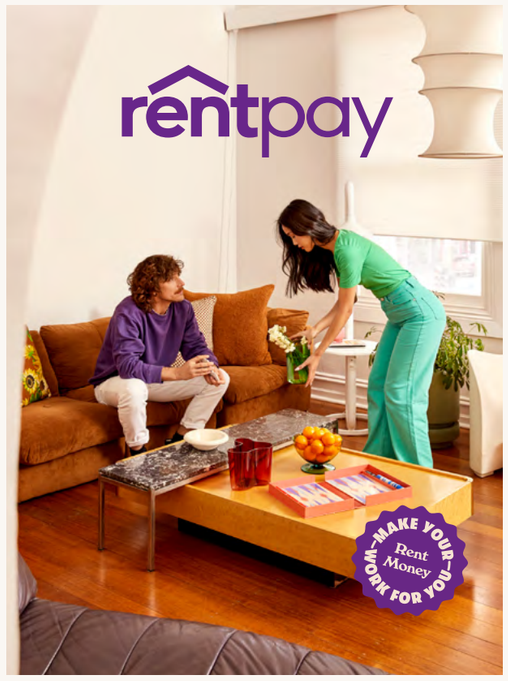

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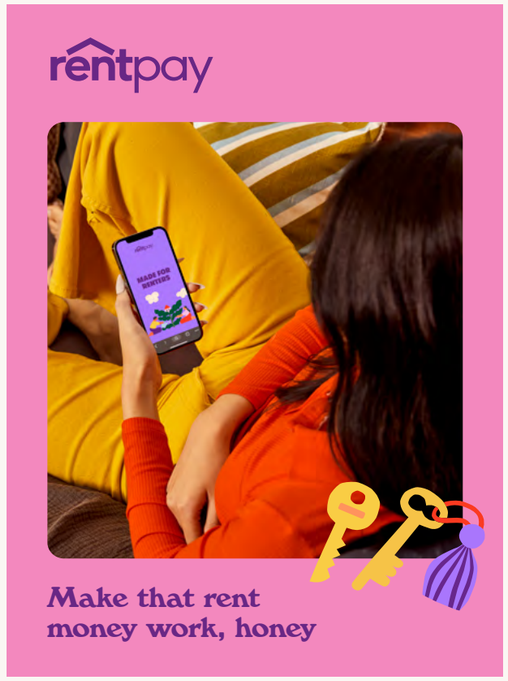
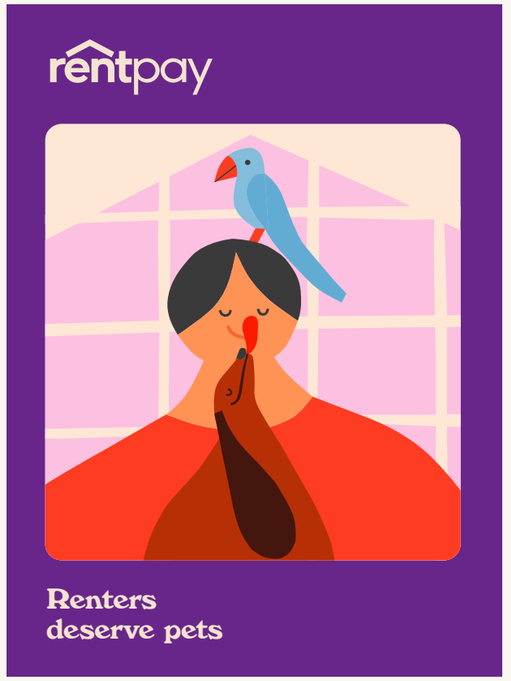
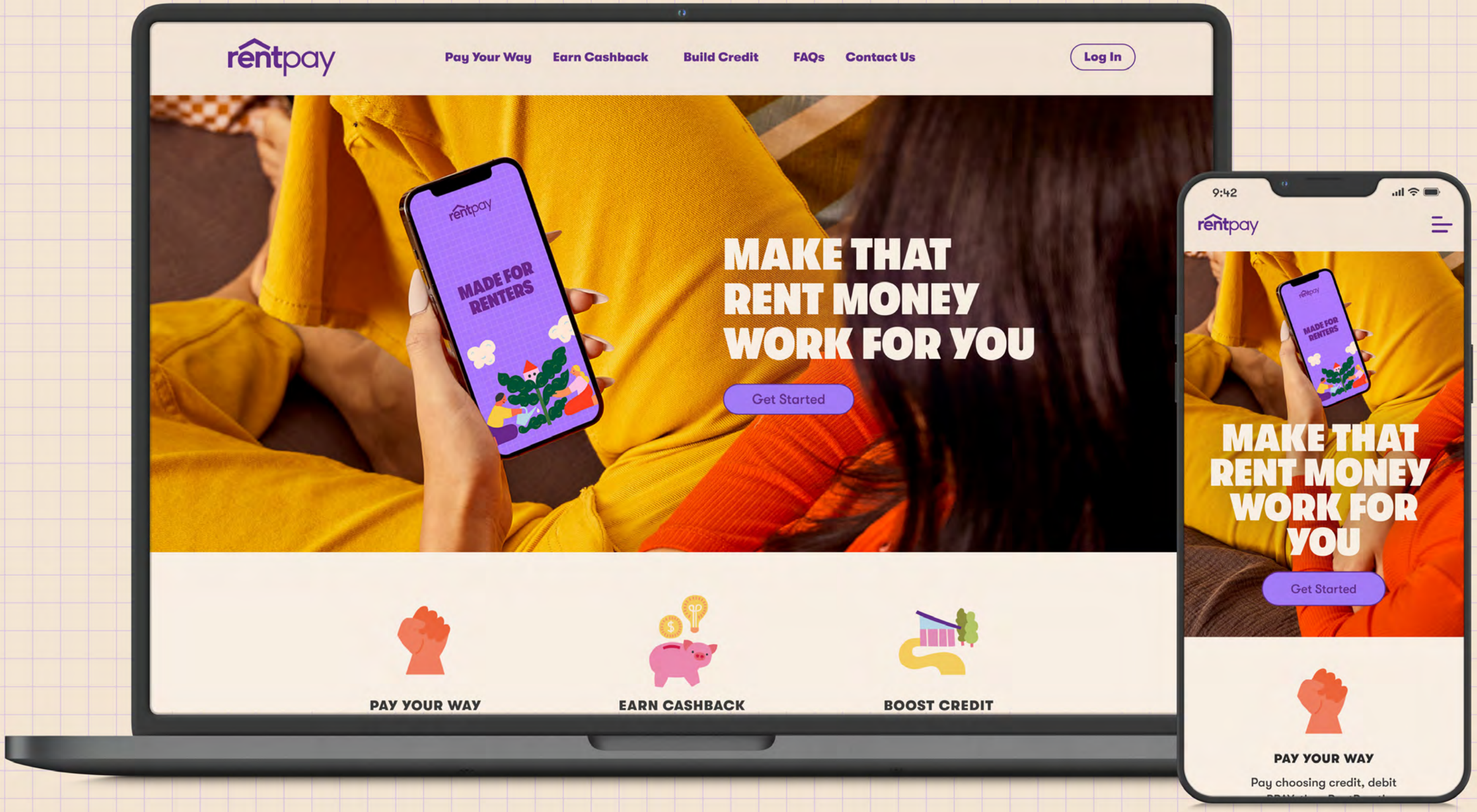
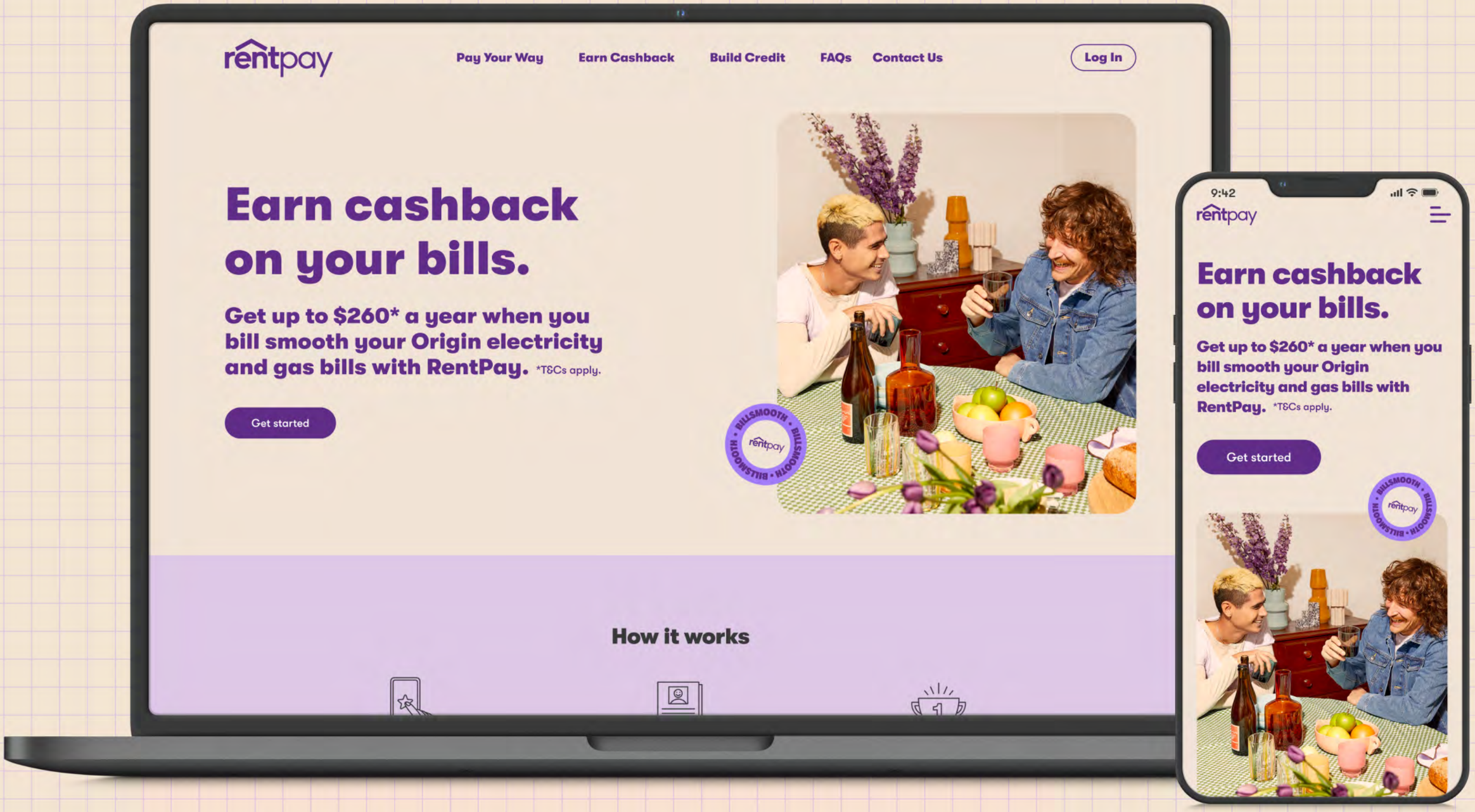




RentPay homepage with visual language applied. View live page



RentPay landing page with visual language applied. View live page



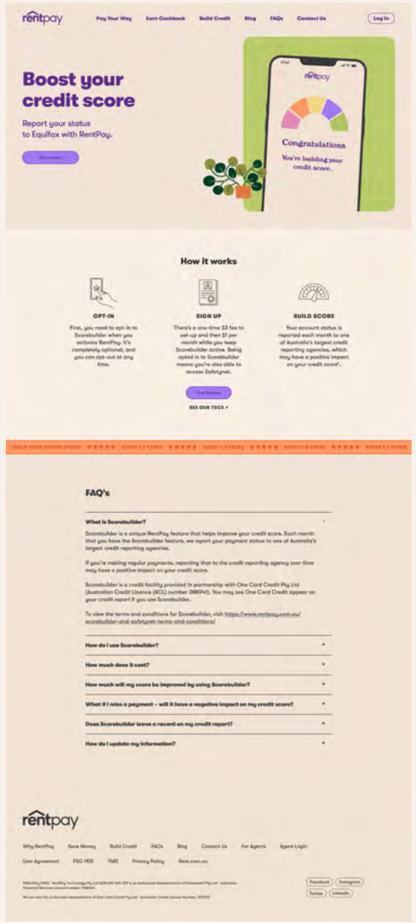
RentPay landing pages in full length. View live pages

Home

Pay your way

Cashback

Score Builder



Agents

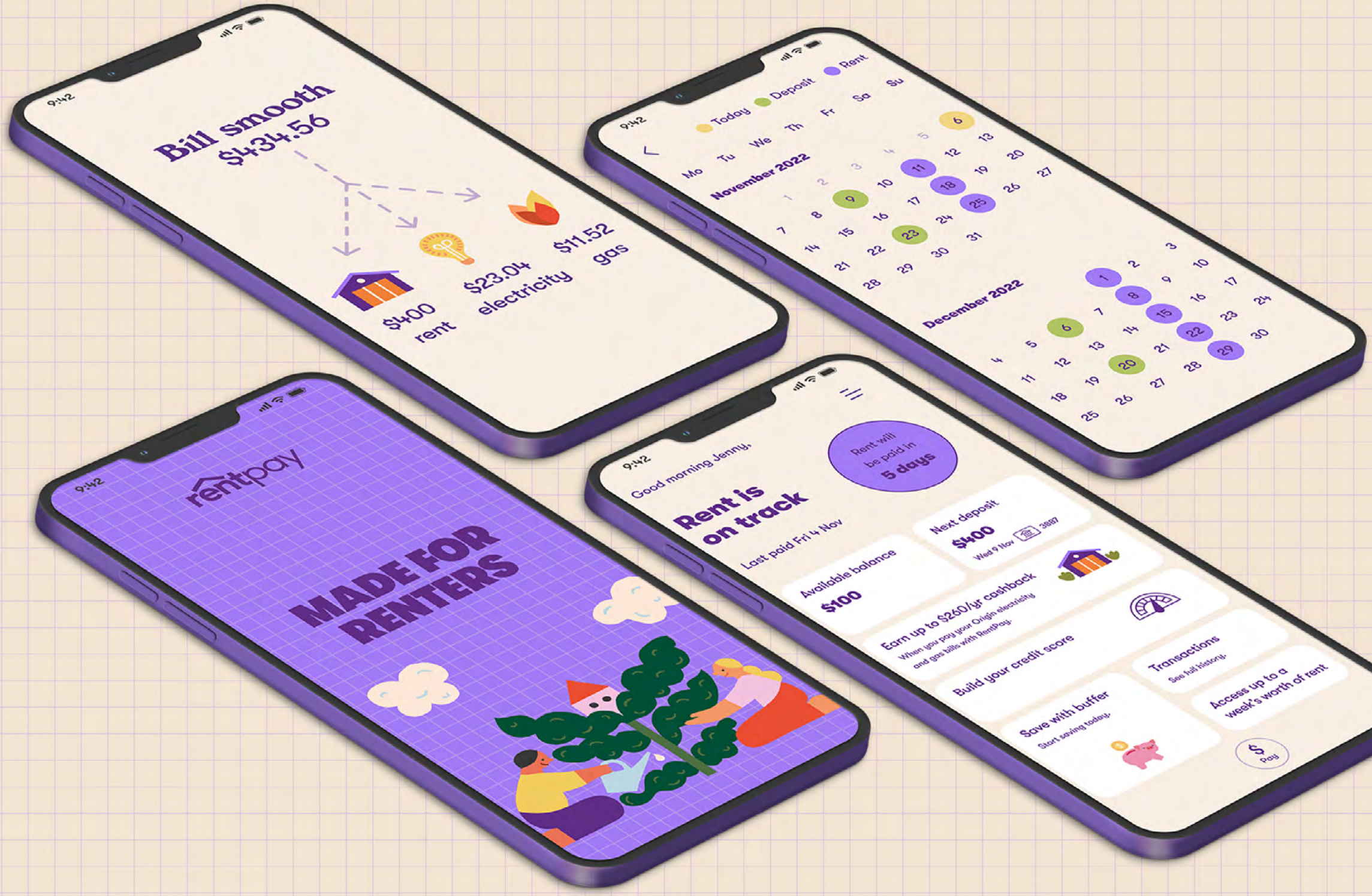
Example of a keynote slide or document with visual language applied.

rentpay

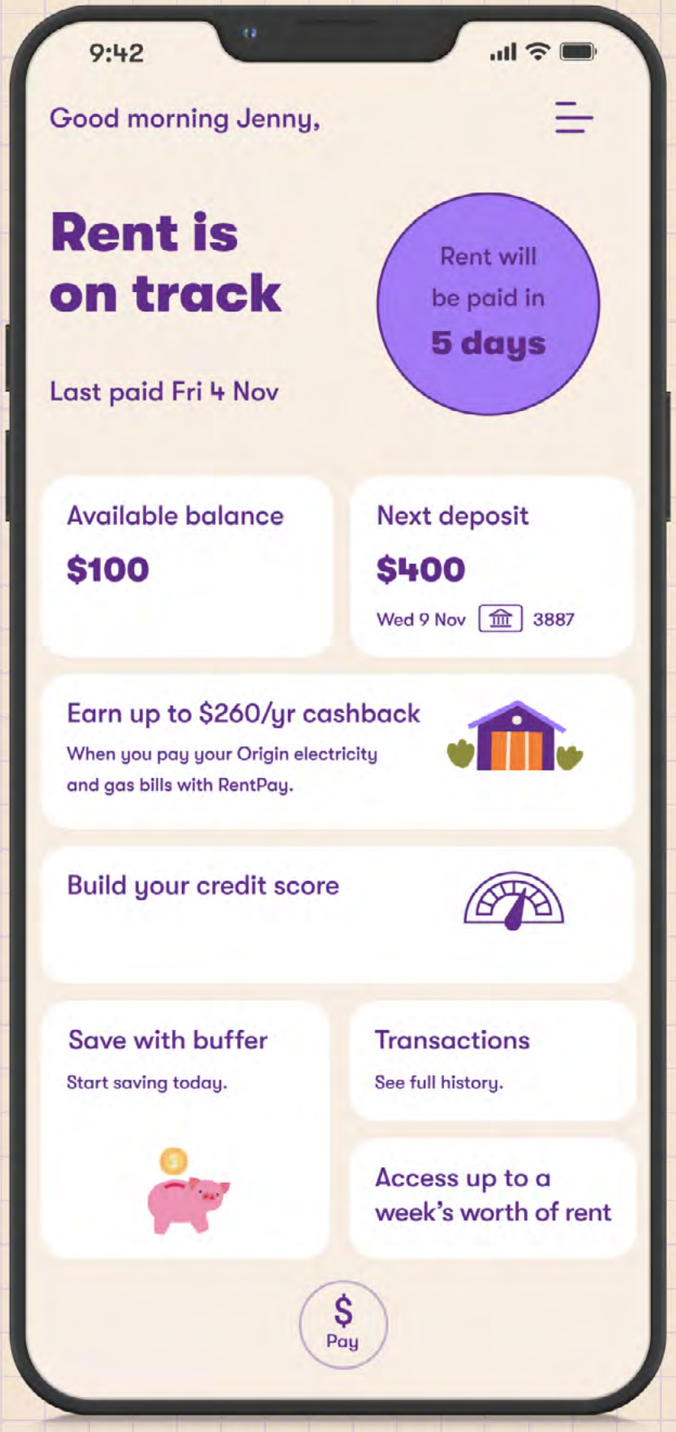
SOCIAL MEDIA ENGAGEMENT REPORT

JULY - 2023

RentPay app product shots. Download here or Access in Figma.

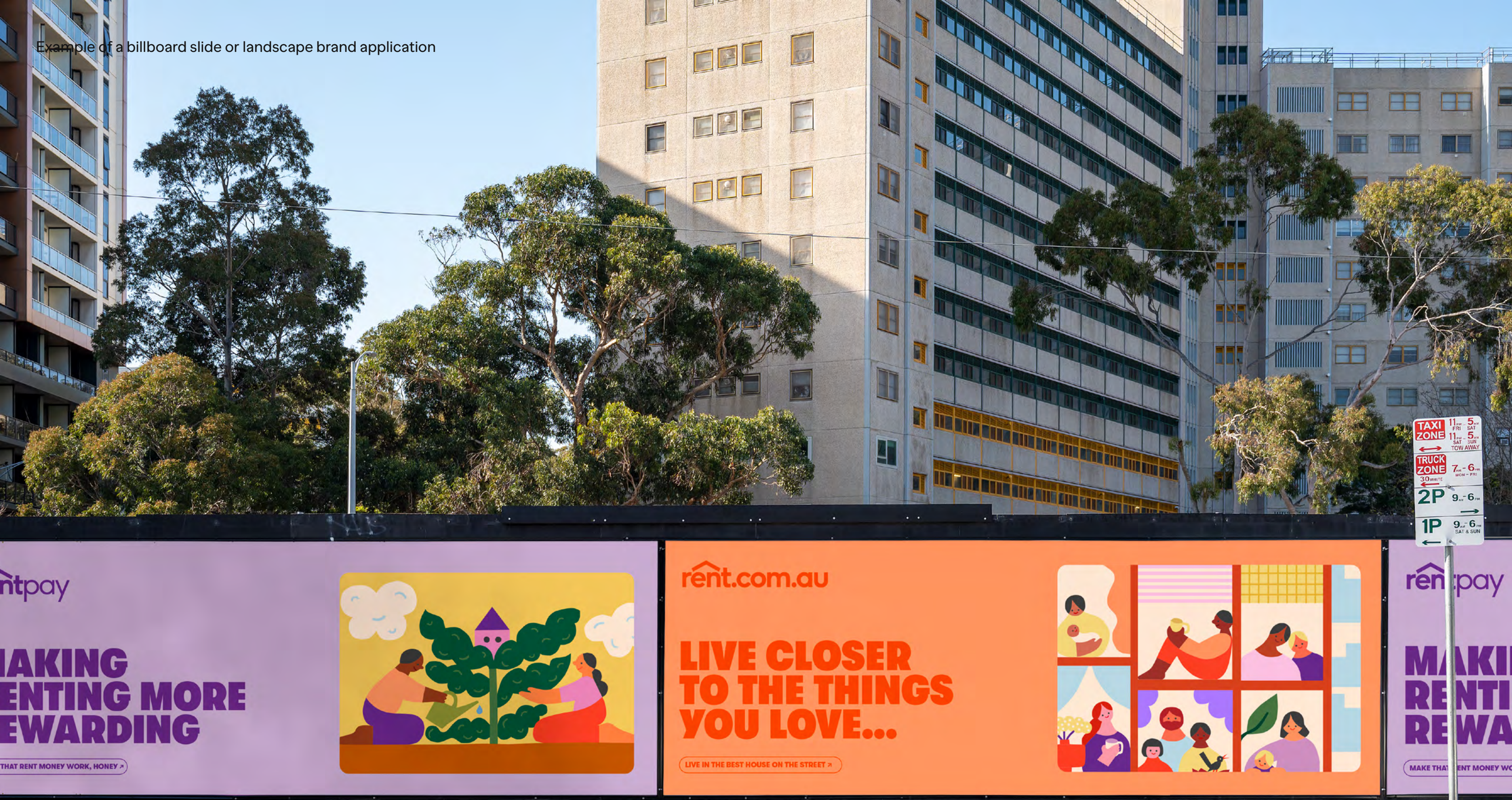


RentPay app product shots. Download here or Access in Figma.

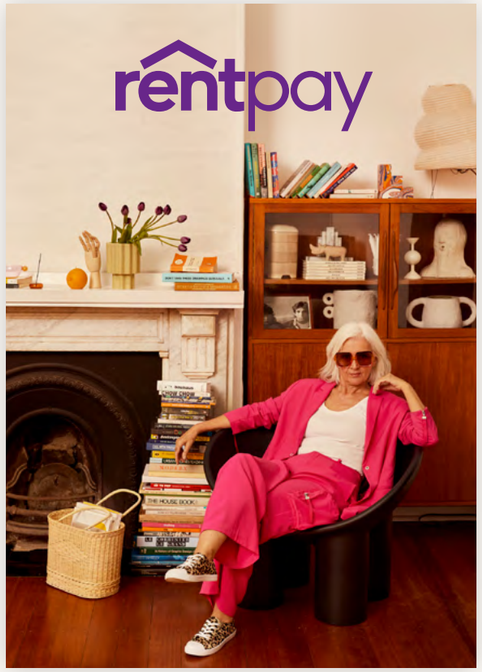


RentPay app product shots. Download here or Access in Figma.

Example of a billboard slide or landscape brand application

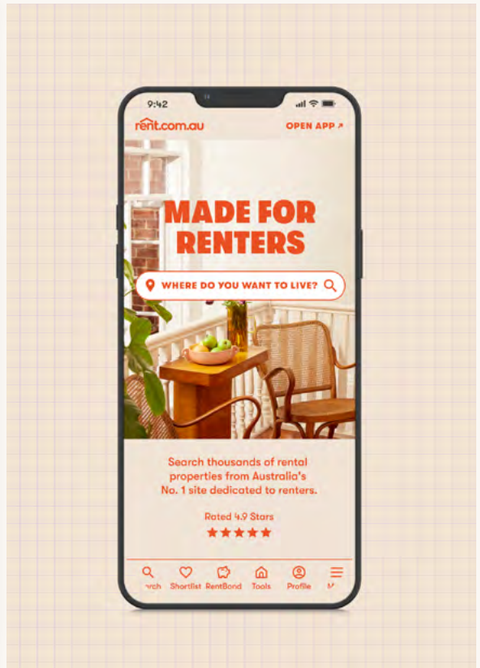


Here we see the visual language come to life, with the demonstration of how colour, illustration, and typography come together. A round-edged image treatment softens the look and feel, and links with the bold poster-style type.



Full bleed, brightly lit, blank logo zone

Inset with rounded corner radius



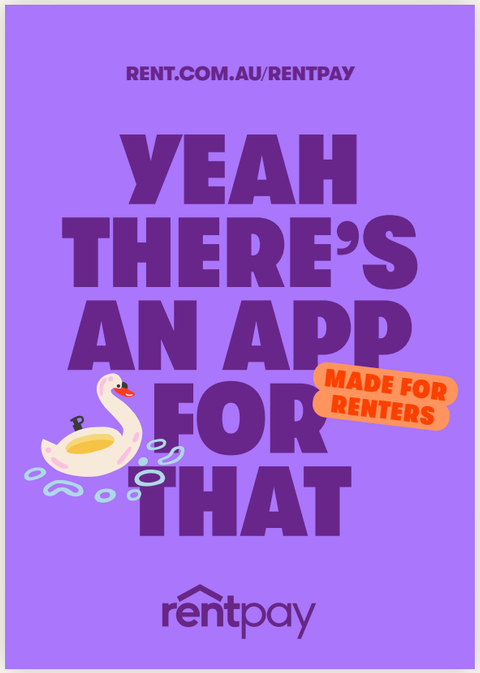
Inset with rounded corner radius

Inset with rounded corner radius

As cutout sticker-style

Inset with rounded corner radius

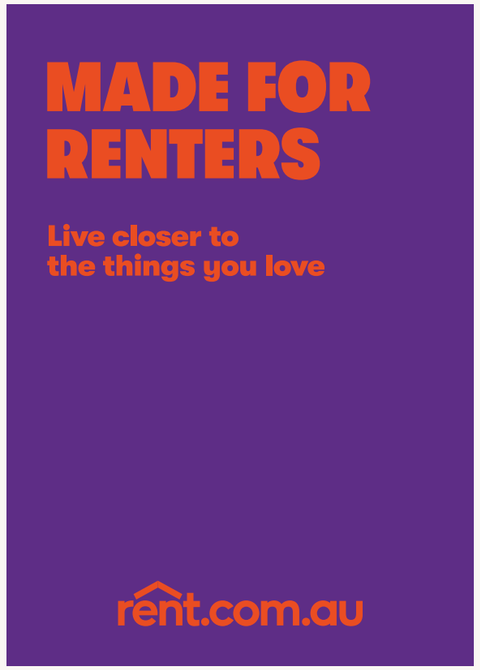
Entering from the side of a composition



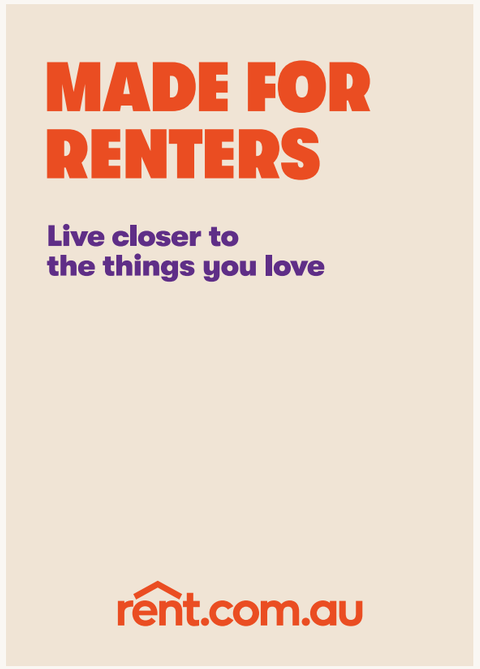
Interacting with text

Multiple illustrations combined into new ones

Non-recommended brand usage



x Don't use colour on colour type not specified on the colour usage page



x Don't mix two different typeface colours in one composition

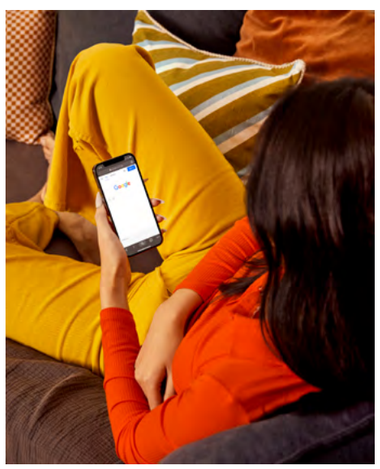
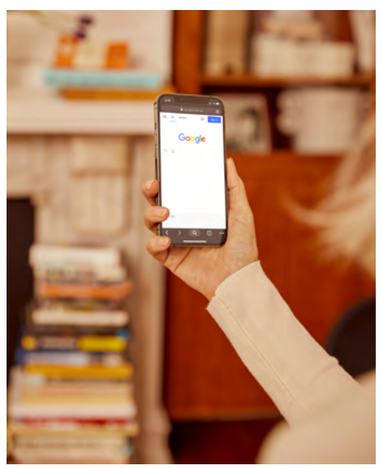
x Don't use the logos in colours not specified in the brand handover pack

x Don't apply effects to the brandmarks

x Don't place logo over areas of imagery that make it illegible

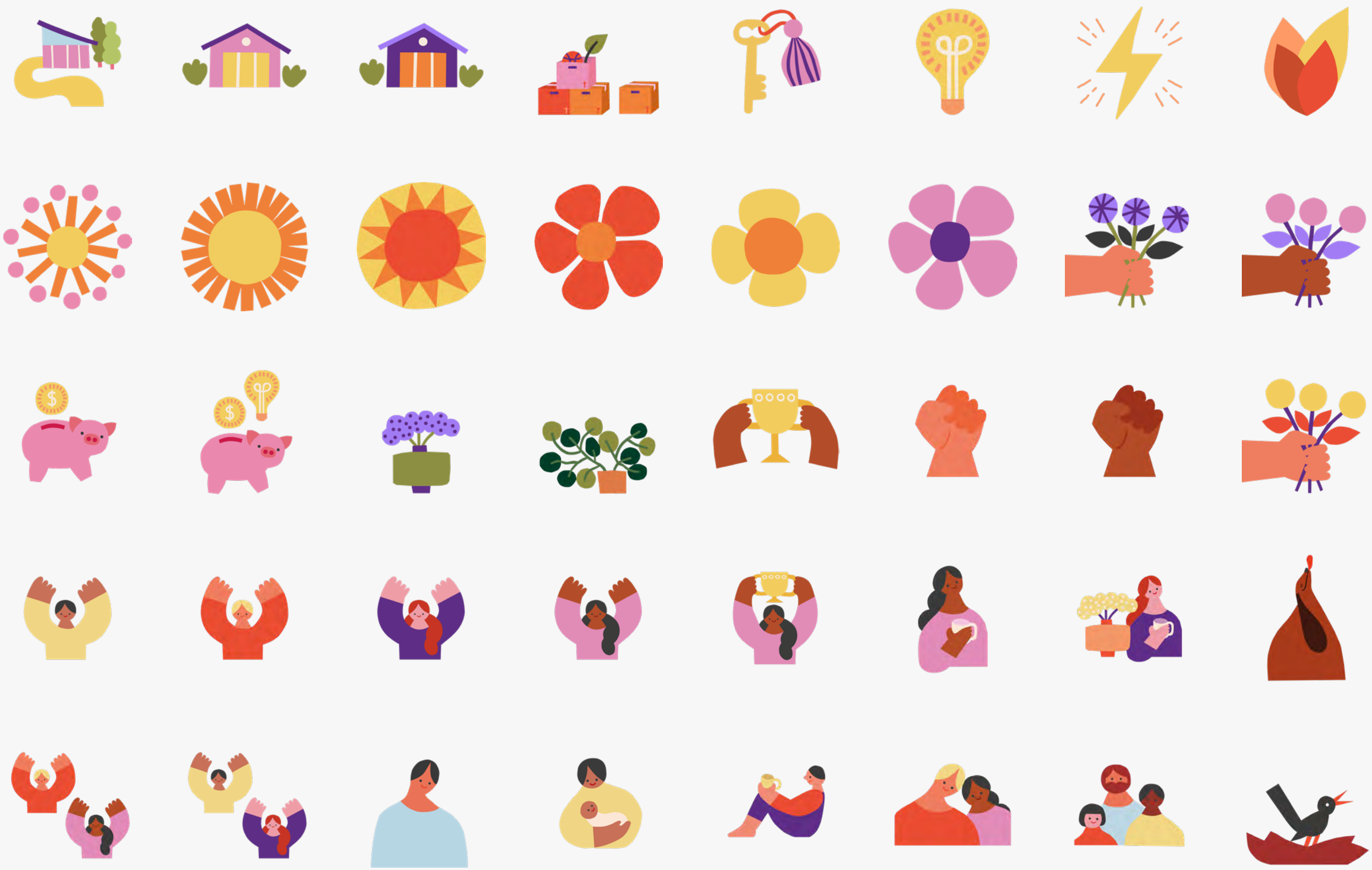
Photos without renters. Access in Figma

Photos with renters. Access in Figma

Hero illustrations. Access in Figma

General illustrations. Access in Figma



Staff and leadership photos. Download here or Access in Figma.

Team shots

rent.com.au

THANK YOU

Contact the marketing team

marketing@rent.com.au

1300 736 810