RIGHT TO RENT
COLLABORATIVE

PRESS KIT · LOGO USAGE

PRIMARY LOGO

The primary logo is indigo.

Use the all-indigo logo by default, on white or mist. On an indigo background or a photo, use the white version.



Indigo on white



White on indigo

LOGO FILES

Transparent PNGs with the clear space built in. Ready-made JPGs on white and indigo are in the same folder.



Indigo · Primary



White · On indigo or photos



Citron · On indigo only



Black · One-color print only



Icon, indigo · Small spaces, avatars



Icon, white · Small spaces, avatars

CLEAR SPACE AND SIZE

Give the logo room.

The space around the logo equals the width of the word “Rent” in the logo, on every side. **The logo files have this space built in.**



MINIMUM SIZE

120 px



Full logo

32 px



Icon

DO'S + DO NOT

DO:

Use the files as provided. They come in the brand colors with the clear space built in. Where links are possible, link the logo to r2rcollaborative.org.

Name the organization in full: **Right to Rent Collaborative**, then **the Collaborative**.



DO NOT:

Using the logo incorrectly can make the brand look inconsistent and unprofessional. To keep things clear and trustworthy, always use the logo exactly as provided. General rule of thumb is not to deviate from the provided logo lockup.



Stretch / Skew



Color Alteration



Pixelation (Low Resolution)

Color palette

Royal blue is the one accent. Citron is a pop and stays small. Mist and lavender are the quiet grounds and tints. Hex and RGB values are for screen. Print values to follow once the printer proofs are matched.

PRIMARY COLORS

INDIGO
#0D1260
R:13 G:18 B:96

ROYAL BLUE
#2B25A0
R:43 G:37 B:160

CITRON
#FFEE32
R:255 G:238 B:50

SECONDARY COLORS

MIST #F1F2F7
R:241 G:242 B:247

LAVENDER #B8BBD9
R:184 G:187 B:217

TEXT COLORS

Main text
Indigo

Softer, on white
Slate #4A5D70

Softer, on indigo
Lavender