



BRAND GUIDELINES



OUR PURPOSE

We empower tenants by enabling them to rate their landlord, letting agent, rental property and neighbourhood.



OUR BELIEFS

We believe that more information allows for better decisions - and some of the most important decisions concern the place we call home.



OUR VALUES

OPEN

TRANSPARENT

COMMUNICATIVE

HONEST

EMPOWERING

ENGAGING



OUR TONE

Our brand isn't just about our logo, colours or fonts that we use.

It's also about what we say — and how we say it.

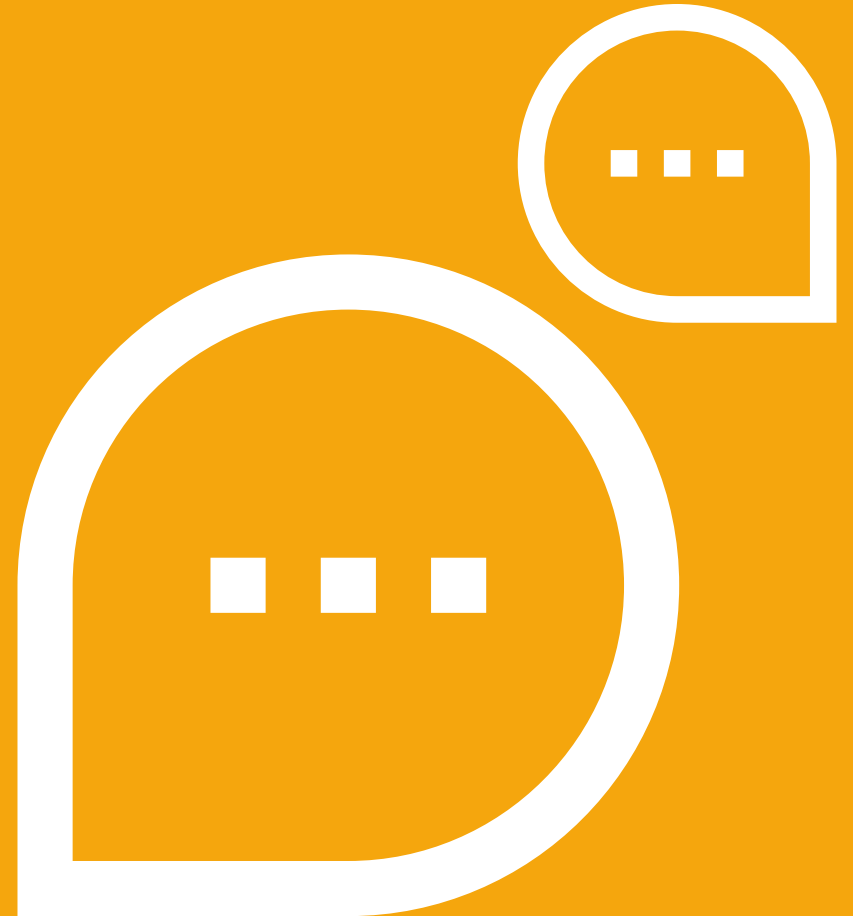
Whether we are communicating with tenants, landlords or agencies, we speak in a consistent way that represents the values we stand for.



LET'S CHAT

Marks Out Of Tenancy relies on lots of user generated content. We have little control over the tone of voice tenants use in their reviews or agencies and landlords use in their replies, but we are always consistent and positive with ours.

Avoiding jargon and explaining things in a way that's easy to understand, without being patronising, allows us to maintain an approachable and trustworthy personality.





OUR PERSONALITY

Marks Out Of Tenancy is comparable to a loyal older brother who is strong and empowering, has your back, looks out for you, educates you and always has your best interests at heart.

We are conversational and approachable, but at the same time authoritative, honest and professional.



WRITING

NUMBERS

Numbers from one to nine are written as words, 10 and above are written as figures.

TITLES

When writing long pieces of text we break it up with subtitles making it easier to scan and digest.

PUNCTUATION

We keep the use of exclamation marks to a minimum using no more than one at a time, EVER!

EMPHASIS

We avoid italics and the only time we use capital letters is for titles. We also never underline words to make a point.

OUR VISUAL STYLE

Our style compliments our values.
It is clean, homely and welcoming.





OUR LOGO

Made up of our name, a house symbol and a star speech bubble (also subtly representing a map pin). Our logo must appear on at least the first view of all communications.

Our logo should never be altered in any way. It should always be used in the appropriate format and file type for the communication.

The name should never be seen without the home symbol, however the Marks Out Of Tenancy home symbol can be used as a stand alone device.

OUR SYMBOL

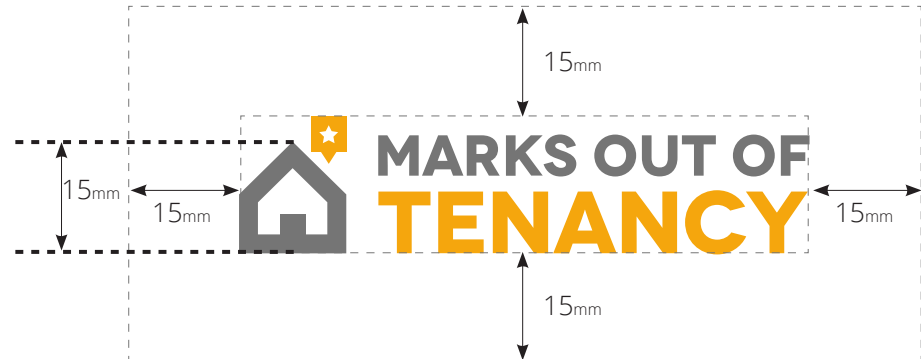
First view communications should always be the full version of the logo with text (with the exception of app icons or mobile headers).

After this, the symbol can be used as a stand alone device for creative purposes.



LOGO USAGE

The Marks Out Of Tenancy logo is an incredibly important asset, so it's essential to not 'shorehorn' it into our communications and designs. Follow the exclusion zone guidelines below based on the height of the home symbol will ensure it has room to breathe.





LOGO ALTERNATIVES

MASTER

Our master logo must always be placed on a white background with appropriate exclusion zones.



WHITE OUT

If the logo has to sit on anything other than a white or a two colour print is not an option, the white out version will ensure the logo is legible.



LOGO APPLICATION



OUR COLOUR PALETTE

Our colour palette is simple but incredibly important, it's a strong call to action palette that is confident, stands out and separates us from our competition.

It's important that communications only use these colours.

PRIMARY PALETTE

PANTONE 1375 C
RGB 255 158 27
HEX/HTML FF9E1B
CMYK 0 45 94 0

PANTONE 424 C
RGB 112 115 114
HEX/HTML 707372
CMYK 30 20 19 58

SECONDARY PALETTE

PANTONE 7401 C
RGB 245 225 164
HEX/HTML F5E1A4
CMYK 0 4 27 0

PANTONE COOL
GRAY 1 C
RGB 217 217 214
HEX/HTML D9D9D6
CMYK 4 2 4 8

TYPOGRAPHY

For all communications we use the fonts below consistently.

NOVECENTO BOLD (headlines and sub heads only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Regular (All body copy, can be used in bold for sub heads)

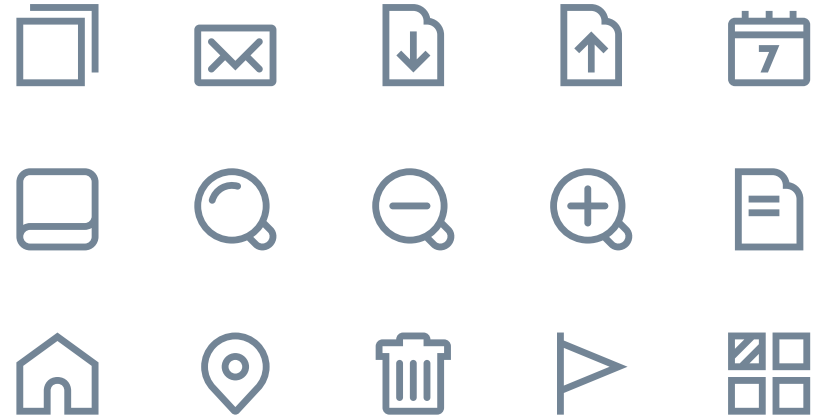
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial (Back up font when the above are unavailable)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUPPORTING GRAPHICS

We have a wide range of icons and illustrations available to us. When creating supporting graphics, we must ensure the visual style of our brand is maintained and in keeping with everything we do.



WWW.MARKSOUTOFTENANCY.COM

