

Rehome

Brand Guidelines

Rehome+

Logo

Secondary Logo

Quality Marque

This can be used through all communications to compliment the main logo and to reinforce our standards.

See page 25 - 27 for example of the Quality Marque for social media and online use.

'Re' Icon

This icon is available for small use where space doesn't allow for the primary logo, or the Quality Marque isn't required.

It can sit in a circle or a square. The most extreme 'small use case' of this would be a favicon (16x16px).

Quality Marque:



'Re' Icon:



Don'ts:



Never use the Quality Marque or the 'Re' icon alongside the primary logo.

Do not recreate the 'Re' icon using the Brooklyn Samuels font.

Use Mist on Midnight for the negative options, not white.

Rehome+ Logo

Rehome+ logo

This is the logo for Rehome+ which is based on the primary logo. Please use this for Rehome+ whenever space allows.

Rehome+ Logo:

The image shows the Rehome+ logo, which consists of the word "Rehome" in a dark blue, bold, sans-serif font, followed by a gold-colored plus sign (+).

Rehome+ Logo Clear Space

Similar to the primary logo, please provide breathing space around the Rehome+ logo.

Please follow the same guide for the Suggested and Absolute Minimum clear space for the Rehome+ logo.

Suggested Minimum:



Absolute Minimum:



Rehome+ Logo Colours

Preferred combination

Similar to the primary logo, there are 2 preferred options to display the Rehome+ logo.

Limited usage

In some instances, when only black can be used, please display the logo as shown.

Preferred combination:

Option 1: Positive

Logo colour:
Midnight + Biscotti

Background colour:
White



Limited usage:

Option 1: Positive

Logo colour:
Black

Background colour:
White



Option 2: Negative

Logo colour:
Mist + Biscotti

Background colour:
Midnight



Option 2: Negative

Logo colour:
White

Background colour:
Black



Rehome+ Secondary Logo

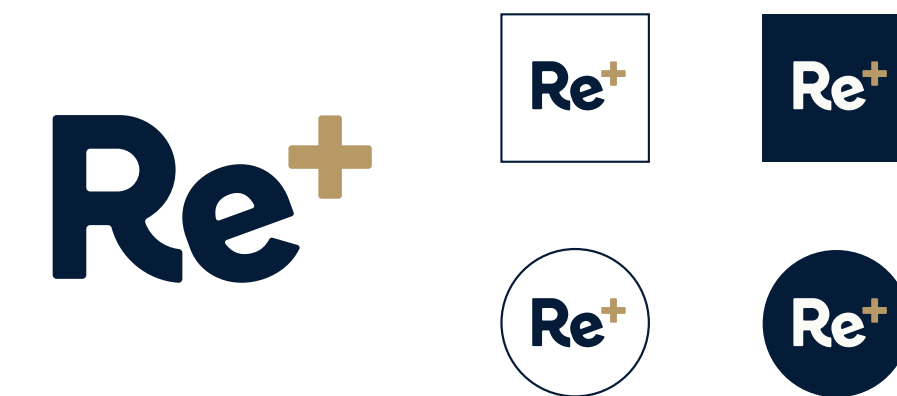
Rehome+ Quality Marque & 'Re+' Icon

Quality marques and icons are also created for Rehome+, please follow similar usage guide as the standard version on page 9.

Rehome+ Quality Marque:



'Re+' Icon:



Rehome

Thank You
