How to use our logomark

rightmove ⌂

Welcome to our logo usage guide.

You'll find everything you need to know about where, when and how you can use the Rightmove logo and icons.

If you have any questions about using our logo or any aspect of the Rightmove brand, please contact: branddesign@rightmove.co.uk

Our logomarks

Our logo comes in two types, the Rightmove logo as you see it on its own, and a version with the "believe it" strapline, which we call the logo lock-up.

Using the logo lock-up should be the default for most use cases, but it's not suited for every occasion. Exceptions where we would use the logo only are:

- On the product
- On partner lock-ups

If you're unsure of which to use, please contact the Brand Design Team.

Colour

The logo should be in our core brand colours, Berry, Teal or White whenever possible.

Use the elements in your piece of communication to determine the colour of your logo for maximum contrast and clarity. Our Harrow must be Teal or White.

On photography, our logo should always be clear and legible, make sure to create contrast. Never use the logo in any of our secondary colours.

#FFFFFF

#000433

#00DEB6

Exclusion zones

Our logo should never feel crowded. Keep enough clear space around the logo - no graphics or text should come within the boundary outlines, defined by (x) the height of our harrow.

Please only use logos that have been supplied by the Brand Design Team, as the exclusion zone is in included in each design.

To maintain clarity and legibility, our logotype should be displayed at a minimum of 6mm high for print and 35px for digital assets.
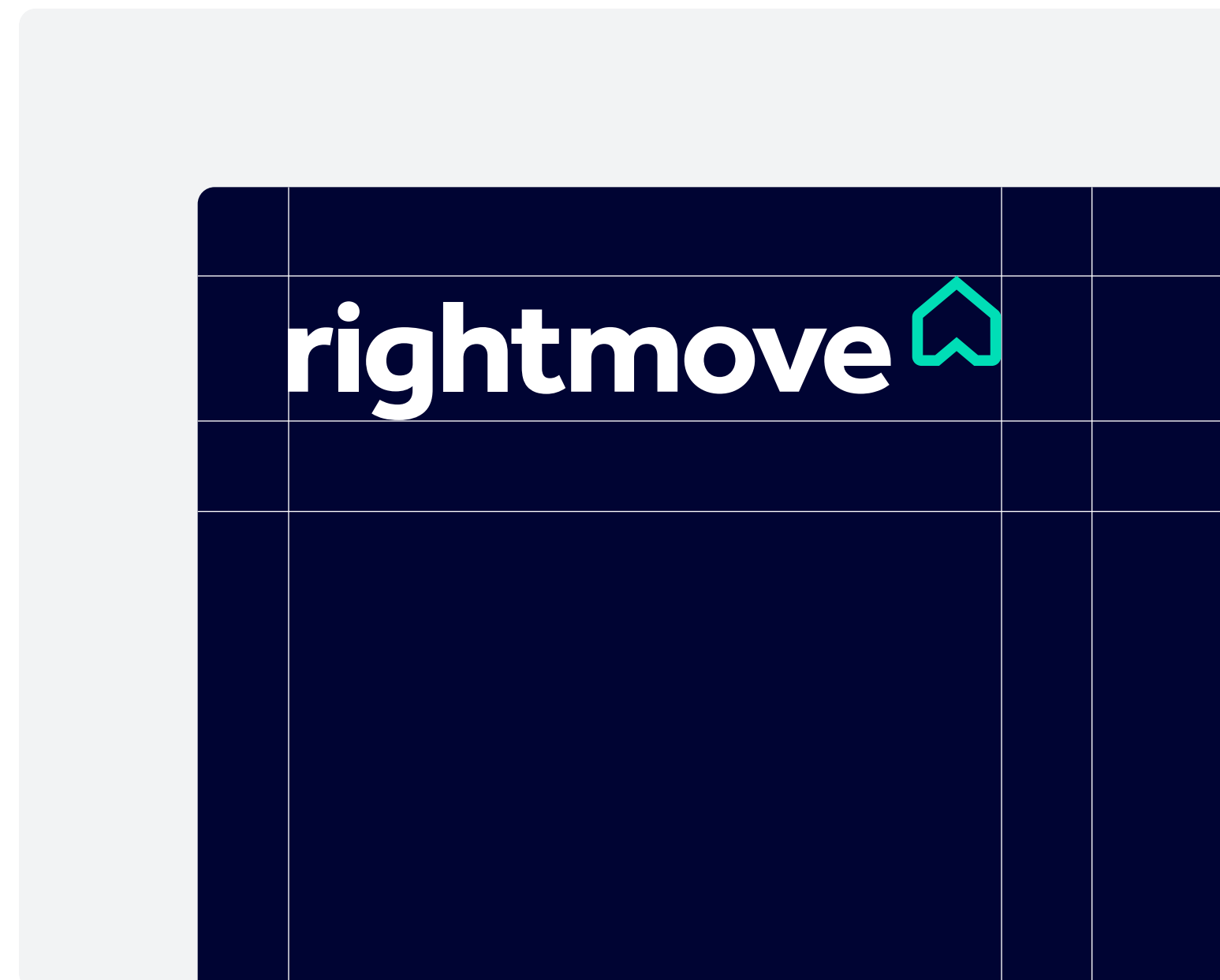
Alignment

Placing our logo in the corner makes it nice and visible without taking up too much room, especially digitally. However, there are a few ways we use it to make it consistent.

1. We use our logo as a sign-off, following the message to let the audience know who's speaking. Typically at the bottom of the creative following the rest of the content.

2. If the primary text in the layout is centred, the logo should be centred too. This creates the best visual balance.

3. We favour side alignment in order to provide a natural reading experience. We use this when our logo is not needed as a sign-off, providing an easier scan of the information.
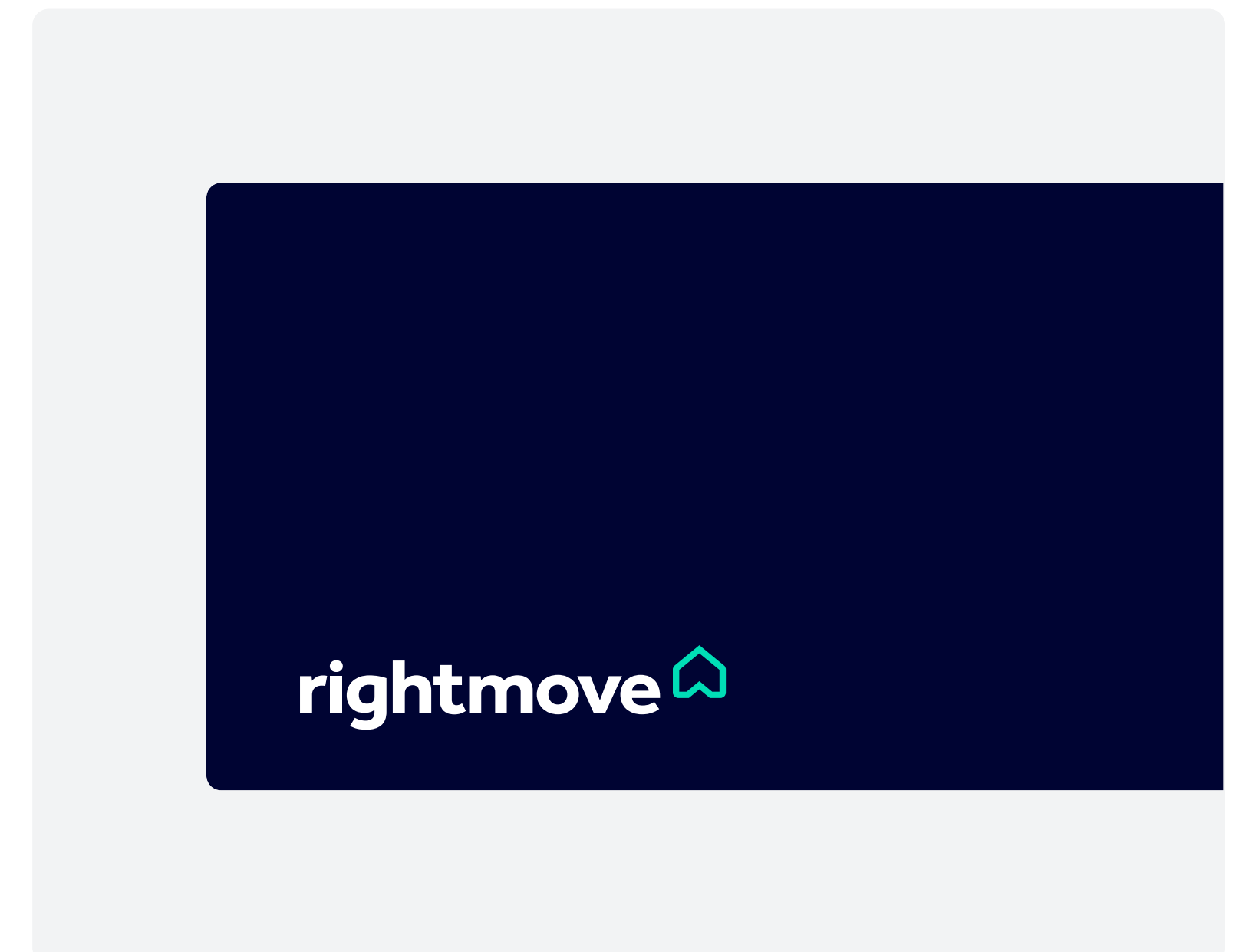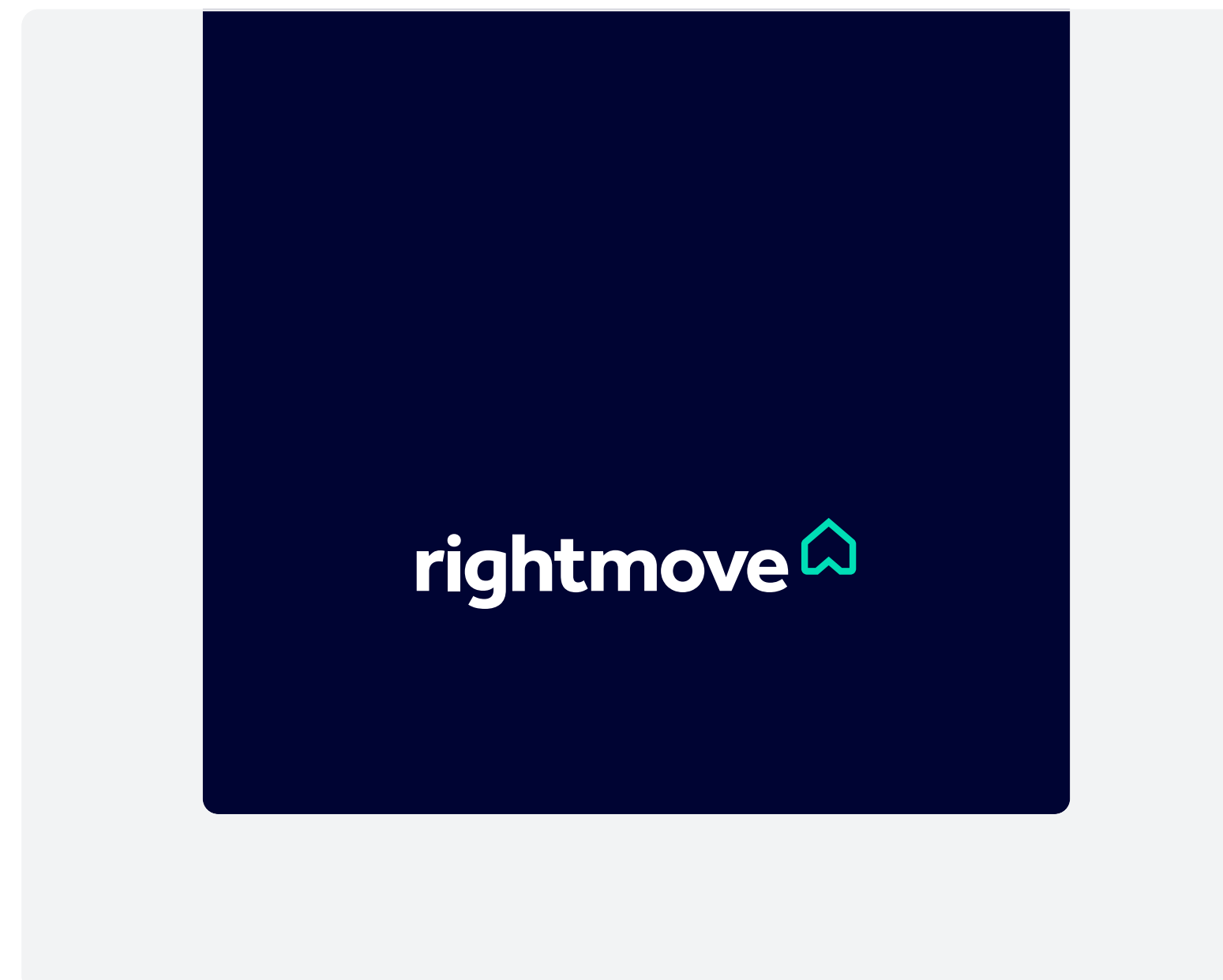
Optical alignment

When our logo is the only focus in an open space, we help it feel balanced by horizontally centering the baseline and adding some padding to the left of our logomark.

Partners and sponsorships

Sometimes we may need to lock up our logo with another business or partner. We separate our logo and a partner's logo by the distance of 'x' defined by the width of our Harrow. Our partner's logo should never exceed the size height of our symbol, with the exception of small overhanging elements.
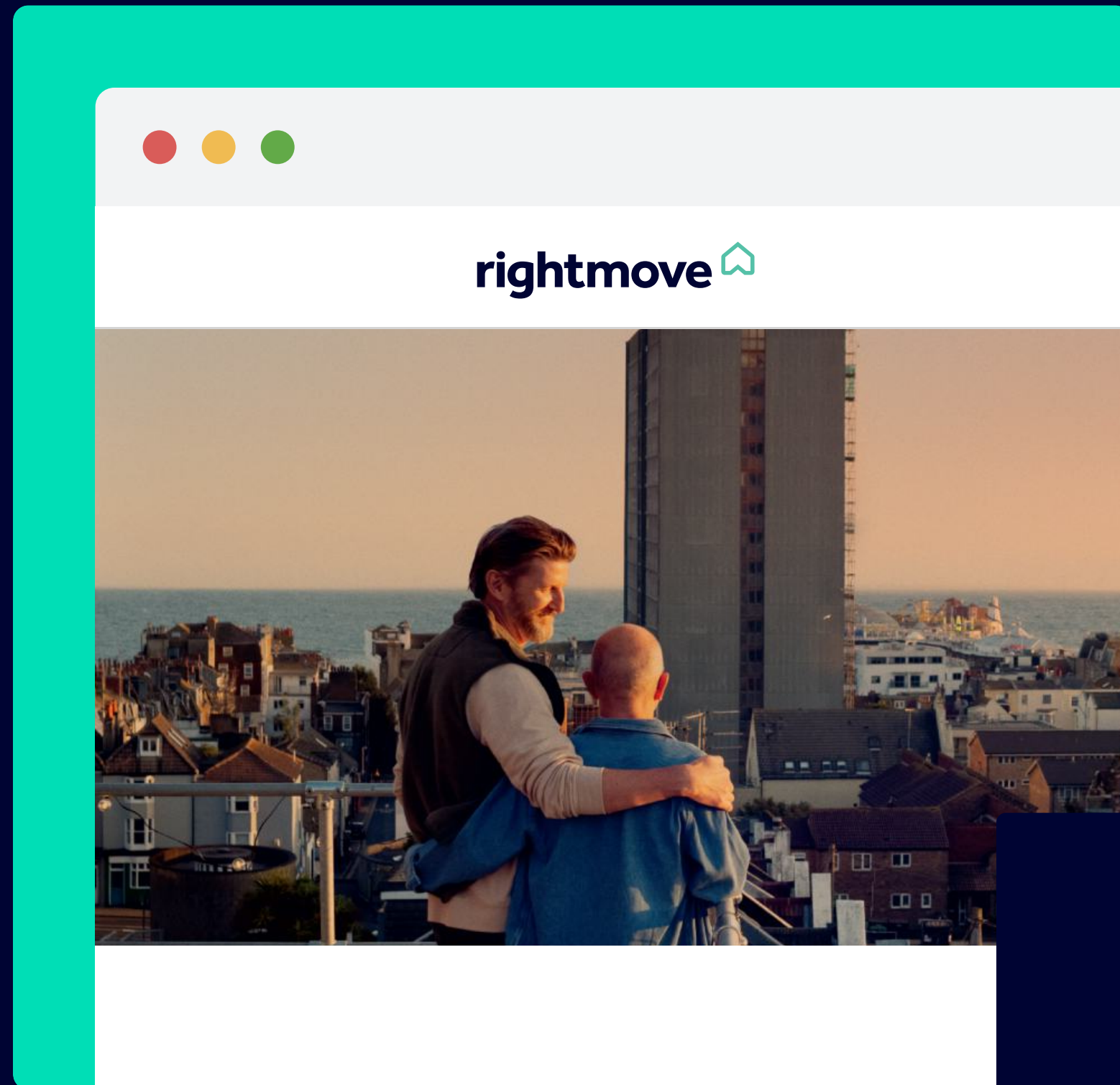
Partners and sponsorships

Whether we use the 'believe it' lock-up or the Rightmove logo in partner or sponsorship activations should be evaluated on a case-by-case basis.
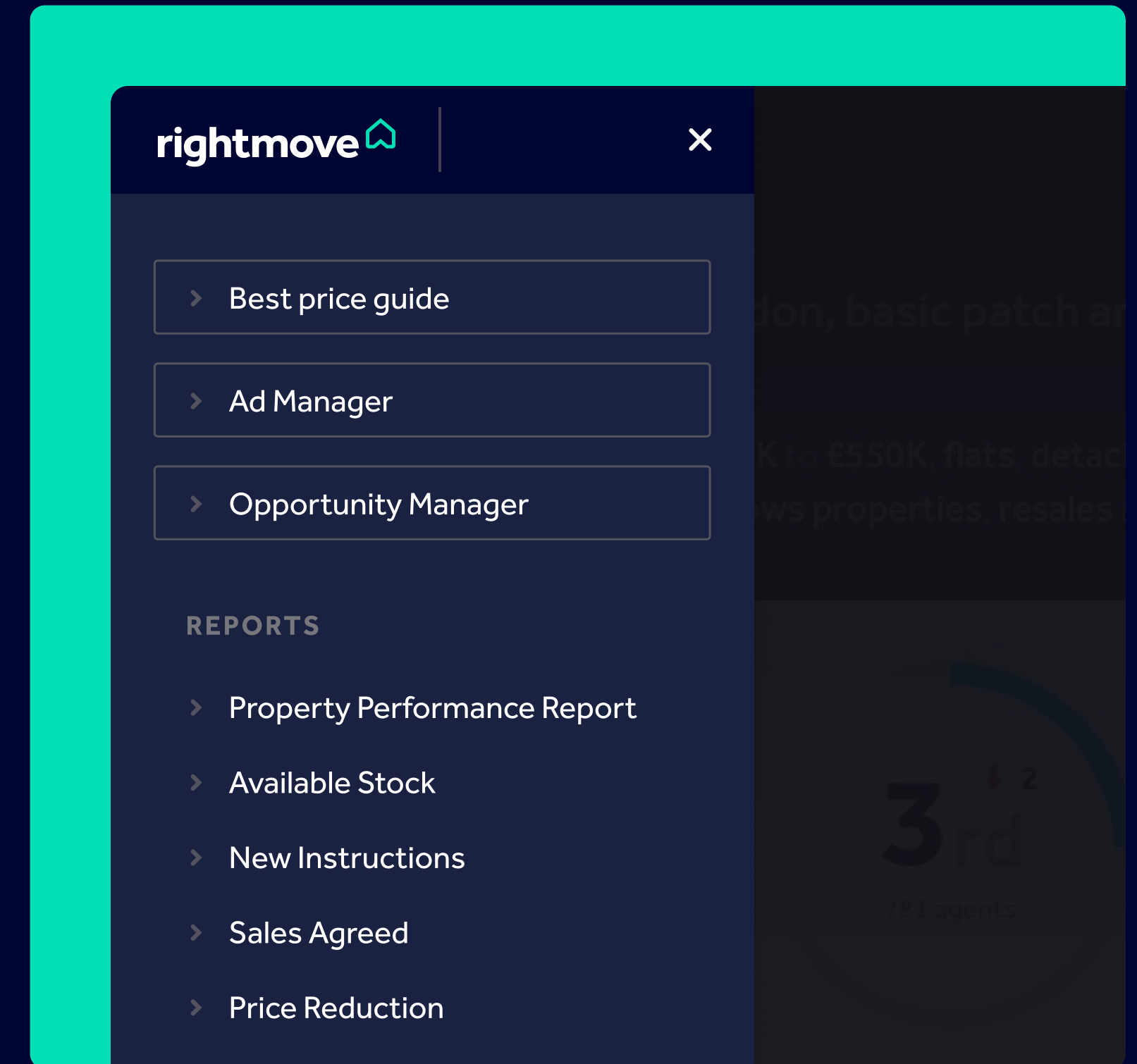
Our logo usage

Here are some examples of our logo in use:

Our consumer website

Social media

Our partner website

Our lock-up usage

Here are some examples of our logo lock-up in use. More examples could include digital and social media advertising.

TV advertising

Merchandise

Out of home advertising

Our icon
(Harrow)

Our icon

When people see our Harrow, they know we help them make moving easier. To make sure it stays that way, we use it wisely in the right places.

Our icon (Harrow) can only be used on its own in applications where the logo would be too small to be legible, like the favicon on our website.

Size and spacing

Our icon is vital to our identity, so we always protect it from infringing elements. We maintain a distance of 0.5x clear space around our icon at all times. 'x' is defined by the height of the icon. Our icon is designed to be used small, but please avoid using it any smaller than 20px in height.

0.5x

0.5x

1x

0.5x

20pt
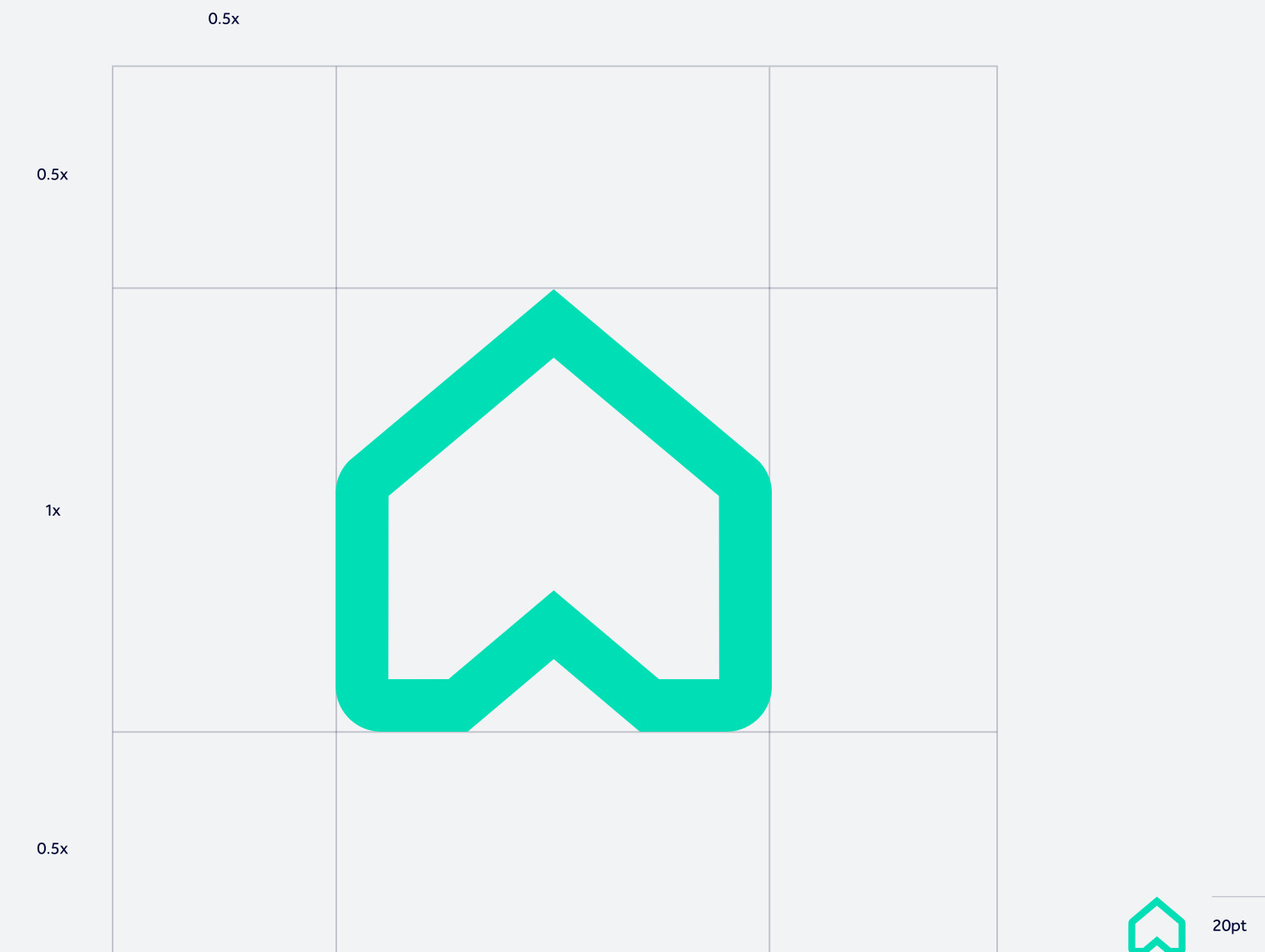
Our icon usage

We use our brand icon as our primary symbol on social and across other digital touch-points. Our icon is designed to work successfully in whatever shape it is required to fit within, whether it be circle or square.

Web favicon

App Icon

Social Icon

Thank you.

If you have any questions about the content of this document, please contact: branddesign@rightmove.co.uk