

Logo usage

Our visual identity



Our logo sits at the core of our brand. It's a unique asset that captures the essence of who are and what we believe in. We're quite careful how we use the logo and the logo lock-up, so we've developed some guidelines that illustrate what can and can't be done.



Our logomarks

Our logo comes in two types, the Rightmove logo as you see it on its own, and the other with the “believe it” tag-line, which we call the logo lock-up.

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

- On product.
- On partner lock-ups.

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

rightmove 

rightmove 
believe it

Colour

Colour is the first visual thing we remember, and a powerful asset in building brand recognition. Our colour is teal. We use it first, last, and for nearly everything in between. 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.

rightmove 
believe it

rightmove 
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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 team as the exclusion zone is 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.



The image shows the "rightmove" logo in white, lowercase, sans-serif font, followed by a teal house icon. The logo is set against a dark blue background. The entire logo is enclosed within a white exclusion zone, which is a square defined by a thin white border. The background of the entire image is a light gray.

The image shows the "rightmove" logo in white, lowercase, sans-serif font, followed by a teal house icon. Below the logo is the tagline "believe it" in a teal, lowercase, sans-serif font. The logo and tagline are set against a dark blue background. The entire logo and tagline are enclosed within a white exclusion zone, which is a square defined by a thin white border. The background of the entire image is a light gray.

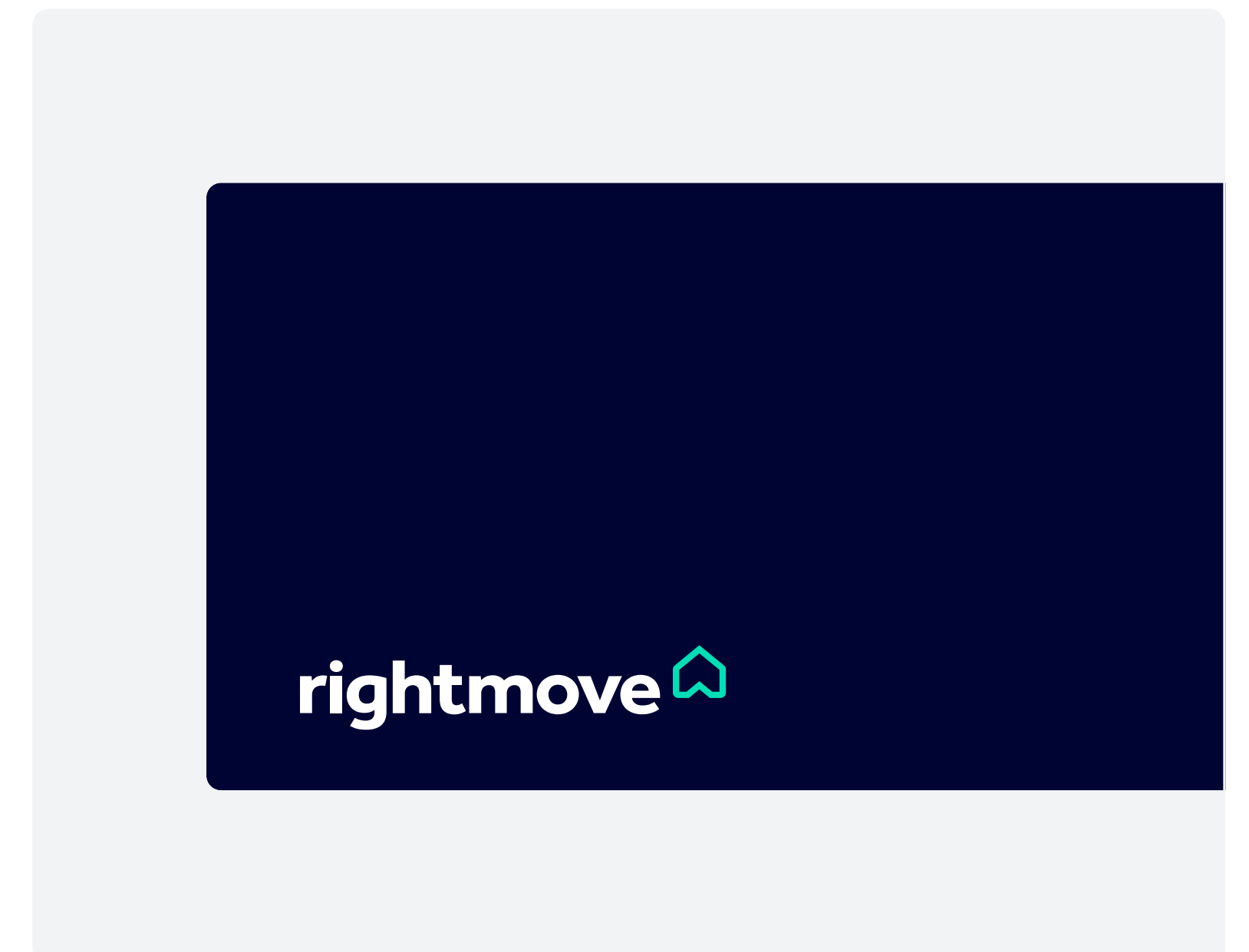
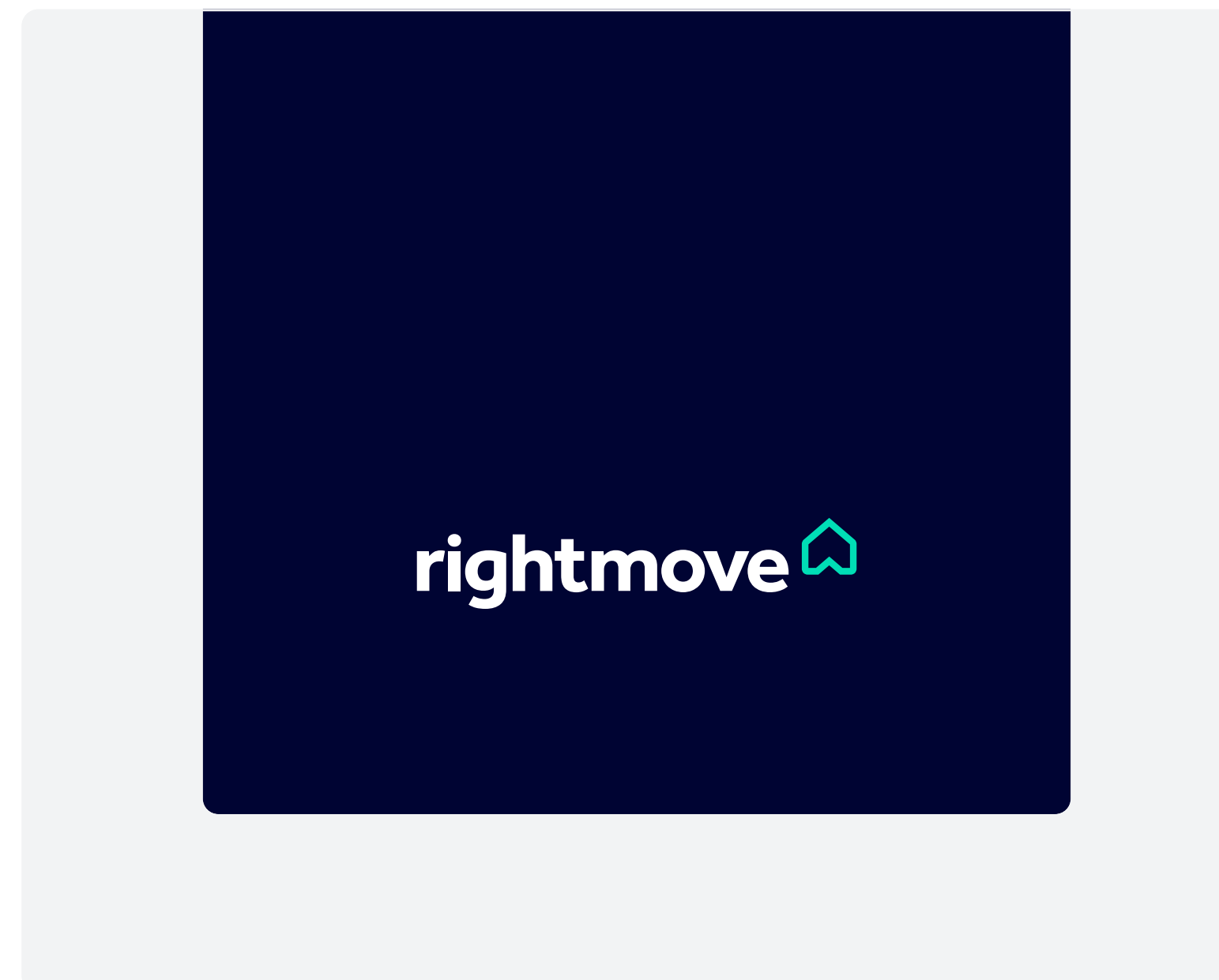
Alignment

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.

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.

If the primary text in the layout is centered the logo should be centered too. To create the best visual balance.

We favor 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 are 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.



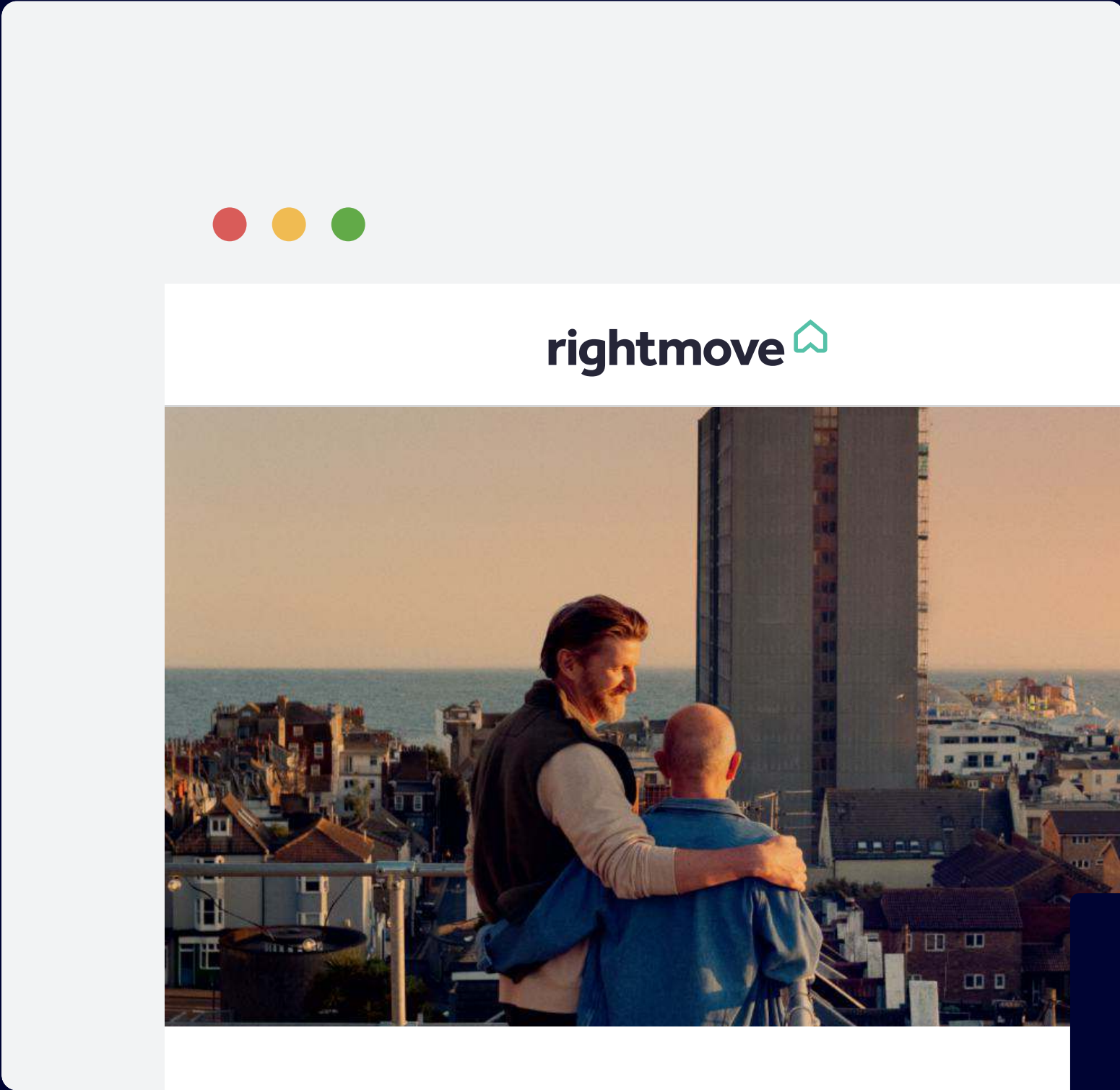
Partners and sponsorship

Sometimes, we may need to lockup our logo with another business or partner. We separate our logo and a partner's logo by the distance of 'x' this is 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.

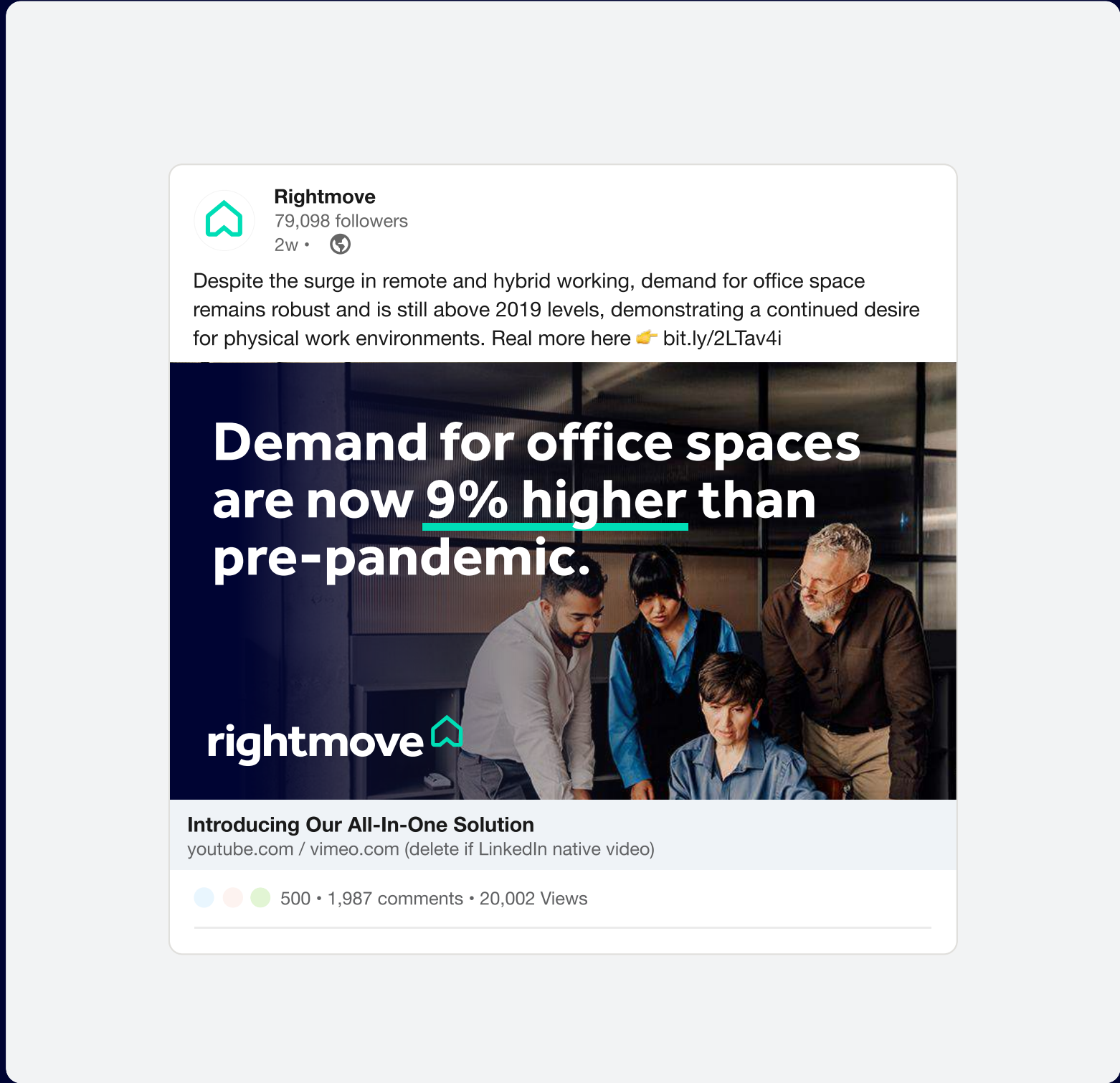


Our logo usage

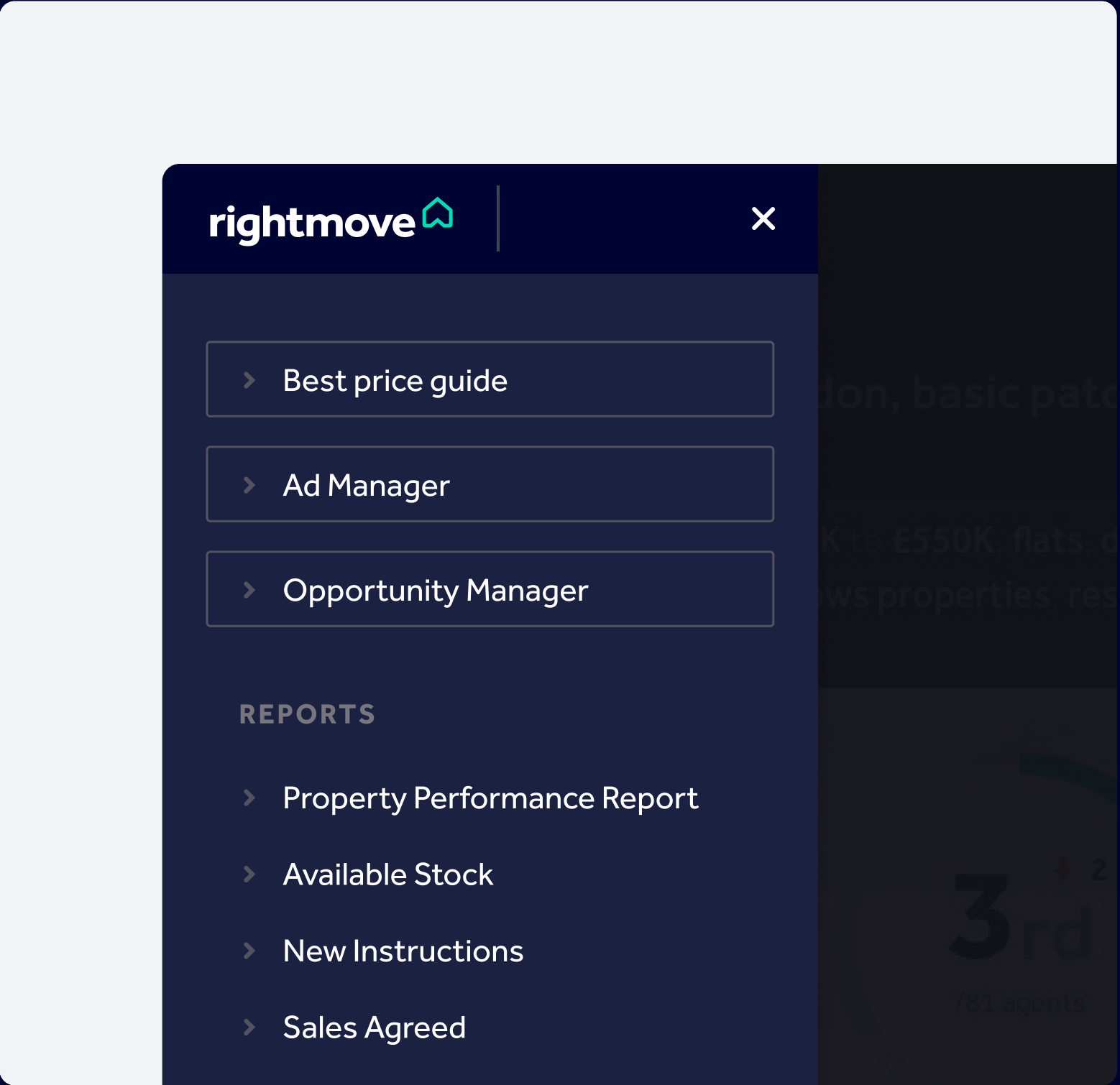
Here are some example of our logo in use:



Our consumer website



Social media



Our customer website



Our lockup usage

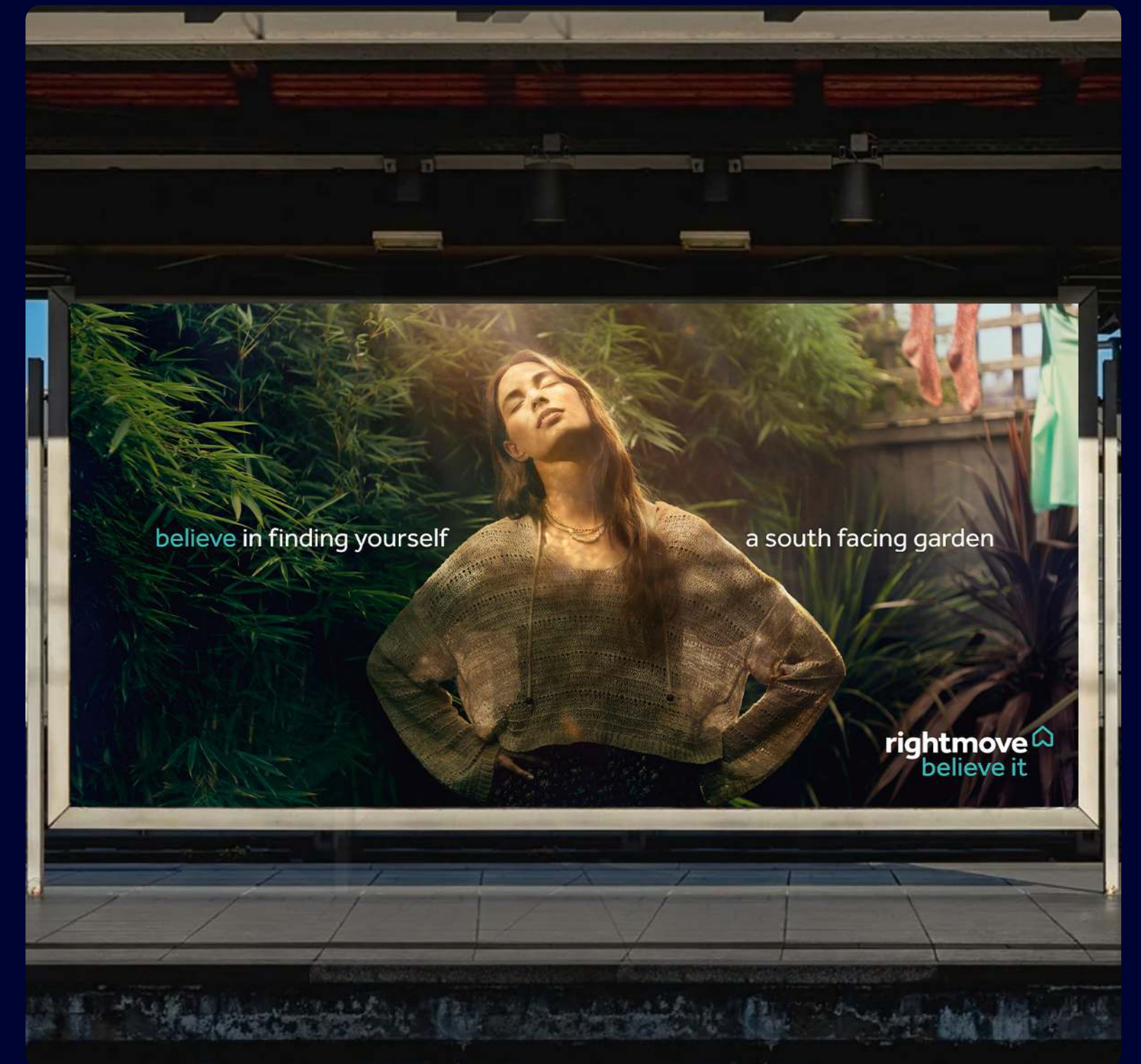
Here are some example of our logo lockup in use. More examples could include digital and social media advertising.



Out-of-Home advertising



TV advertising



Merchandise



Our icon (Harrow)



Our icon

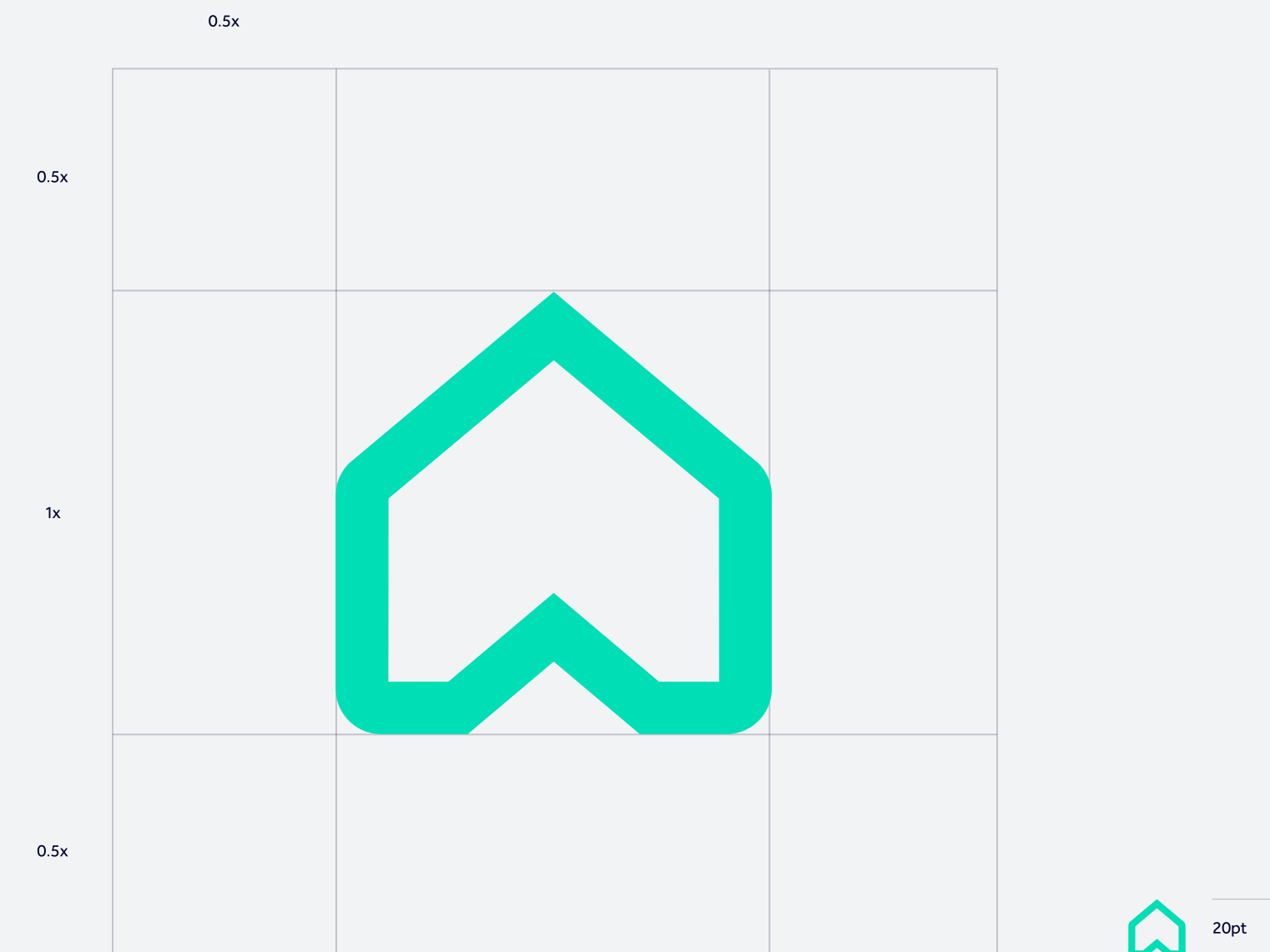
When people see our Harrow, they know we help them make moving easier. To make sure it stays that way, we use it wisely in the right places.

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 & 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.



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



Rightmove
@Rightmove

The only property site giving
make their move. Tap the

Social Icon



Thank you.

