

The logo features a white circular icon on the left containing a stylized house silhouette. To its right, the word "rent" is written in a large, bold, lowercase sans-serif font. Below "rent", the words "market your asset" are written in a smaller, lowercase sans-serif font.

rent
market your asset

Brand Guidelines & Media Kit

Launch Timeline



Sunrise

August 3 - September 17

Trademark holder exclusive



Early Access Period

September 17 - 24

Public priority registration



General Availability

September 24

Open to the general public

Tagline: Market your asset

.rent gives property owners, agents, and businesses an authoritative, industry-specific domain to serve as a call-to-action to attract new tenants.

With real estate contributing to 18% of the national GDP, .rent is the new way to generate leads and close deals in one of the world's largest industries.

From vacation homes to commercial properties, manage your listings on your marketplace:

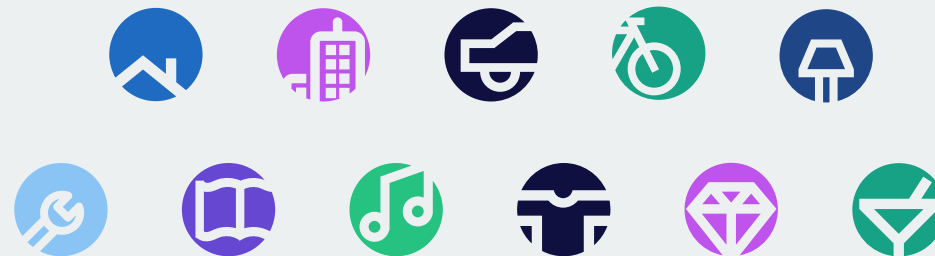
- ✔ Office
- ✔ Retail
- ✔ Industrial
- ✔ Multifamily
- ✔ Residential
- ✔ Vacations
- ✔ Timeshares
- ✔ Sublets
- ✔ Entertainment

.rent can also be used to market your other assets:

- ✔ Autos
- ✔ Electronics
- ✔ Furniture
- ✔ Equipment
- ✔ Services
- ✔ Apparel
- ✔ Travel
- ✔ Hospitality
- ✔ Lifestyle

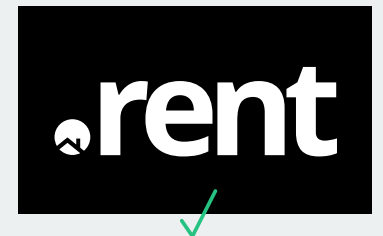
Logo Details

The .rent logo features a revolving dot that cycles through all of the different markets that .rent appeals to. When using the logo in its non-animated form, the house dot must always be used. When using an animated version, all secondary dots must be used in the order below. The logo must stop animation after 30 seconds, beginning and ending with the house dot.



Logo Usage

- ✓ You may NOT alter the color of the logo or dots unless it's to be all one color
- ✓ You may NOT include the tagline if it's too small to be easily read
- ✓ You may NOT stretch, skew, rotate, outline, or offset this logo for any reason
- ✓ You may NOT alter the font of the logo or tagline
- ✓ You may NOT use secondary dots as the primary logo
- ✓ This logo must always be clearly visible against the background
- ✓ This logo must always be surrounded by a comfortable amount of space



Logo Blue

HEX #1E6CC3
CMYK 85 58 0 0
Pantone 2172

Dark Blue

HEX #0F1040
CMYK 100 98 40 49

Medium Blue

HEX #1F4788
CMYK 99 82 17 4

Light Blue

HEX #89C4F4
CMYK 42 11 0 0

Indigo

HEX #6647D0
CMYK 72 76 0 0

Purple

HEX #BF55EC
CMYK 43 73 0 0

Bright Green

HEX #26C281
CMYK 71 0 68 0

Medium Green

HEX #16A085
CMYK 80 13 59 0

Light Gray

HEX #ECF0F1
CMYK 6 2 3 0

Dark Gray

HEX #3D3D42
CMYK 70 64 56 47

Coral

HEX #F64747
CMYK 0 87 72 0

Pink

HEX #F62459
CMYK 0 96 52 0

Colors are to be used freely and interchangeably with .rent, with a focus on the logo blue. Pink and coral are reserved for button backgrounds, and should be used with bold white text. Dark gray should only be used for body text on white or light gray backgrounds. Text, buttons, and accents should always contrast well with backgrounds.

Font

h1 - 36px

h2 - 25px

h3 - 25px

h4, h5, h6 - 20px

Body text on the web may vary from 16px to 20px, but should be consistent within each use case. Paragraph text should never be smaller than 16px. Text should always be easy to read, with comfortable line spacing.

.rent uses Open Sans. Headings and paragraph text should always use the Light font weight. Buttons should always have Bold text. Other weights of Open Sans can be used if necessary (for example, using Semibold for headings within a table when Bold is too heavy).

For inquiries, please contact hello@gen.xyz

