



Brand Guidelines & Media Kit

Launch Timeline

Sunrise	Landrush	Early Access Period	General Availability
August 3 - September 3 <i>Trademark holder exclusive</i>	September 3 - 17 <i>Real estate specific</i>	September 17 - 24 <i>Public priority registration</i>	September 24 <i>Open to the general public</i>

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 **#ECD0F1**

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

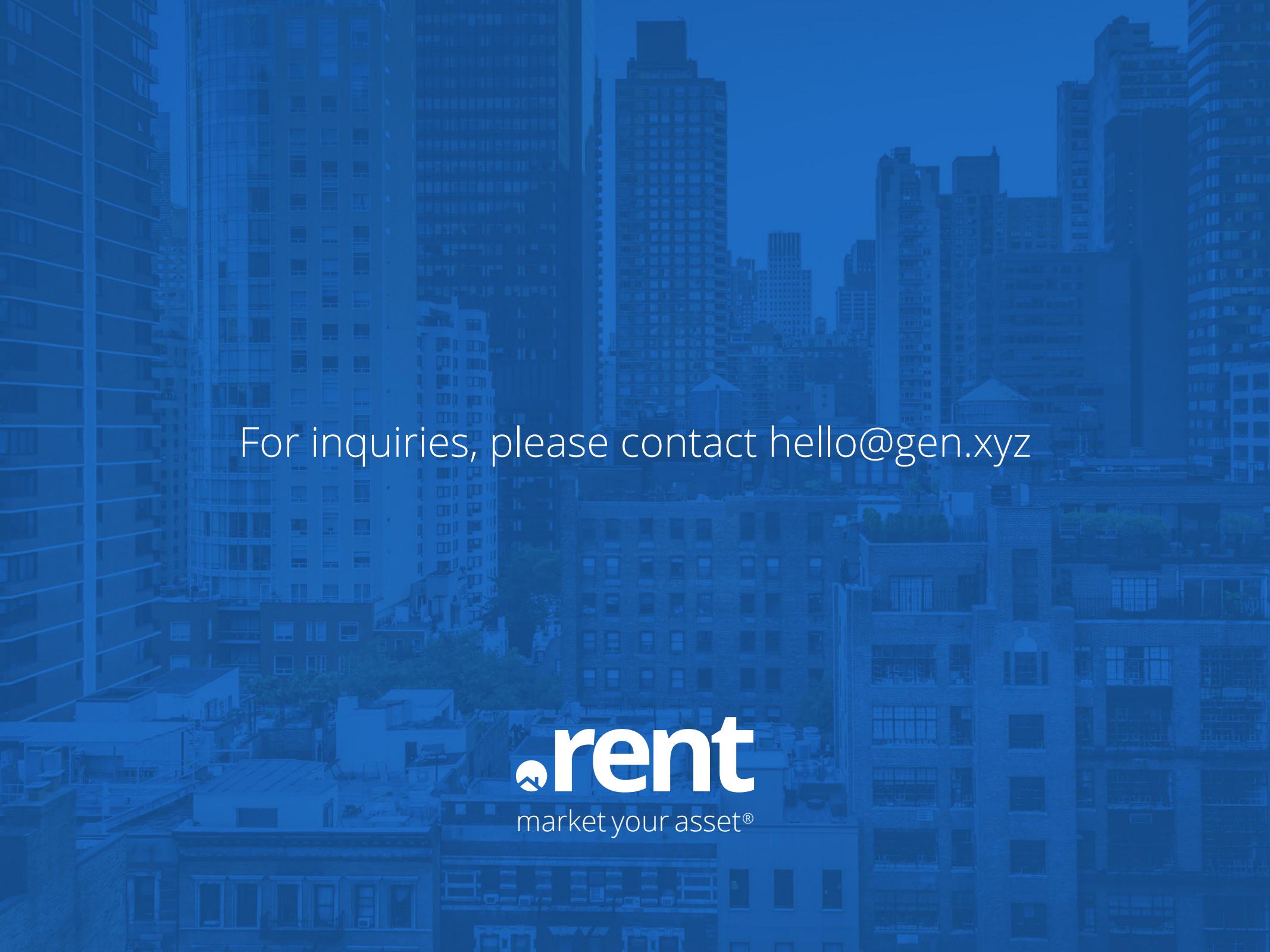
h1 - 36px

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.

h2 - 25px

.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).

h4, h5, h6 - 20px



For inquiries, please contact hello@gen.xyz

.rent
market your asset®