

BRAND GUIDELINES

Main campaign logo:

**MAE'R FFORDD
YR YDYCH CHI'N
RHENTU'N NEWID**

i denantiaid a landlordiaid

**THE WAY
YOU RENT
IS CHANGING**

for tenants & landlords

Logo can be placed over imagery as long as background imagery is plain and all copy is clearly legible

Font:

**Primary Font: Black Han Sans
GOOGLE FONT**

Secondary Font: Frutiger 55 Roman
Frutiger 65 Bold

Colour values:

R:241 G:196 B:19
C:7 M:22 Y:93 K:0
Hex #f1c413
Pantone 603

R:67 G:147 B:94
C:75 M:20 Y:75 K:4
Hex #43935e
Pantone 7739

Black

Ident:

Renting Homes Act Ident:

Homelessness campaign Ident:

Recruitment Homelessness campaign Ident:

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Working together

for a safe home for all