ARL
Association for Rental Living

Brand guidelines

Showing up consistently across the sector

Only two versions of the logo should ever be used: the dark logo (dominant colour Sapphire Blue), to be used on white or pale backgrounds...



... and the dominant White version, to be used on black or dark backgrounds...



The ARL wordmark must never appear without the Association for Rental Living strapline.

The wordmark, strapline and the chevrons should only ever appear in a combination of White, Sapphire and Fern. The logo should never be faded out or overwritten, or appear with an outline or drop shadow.

The brand palette

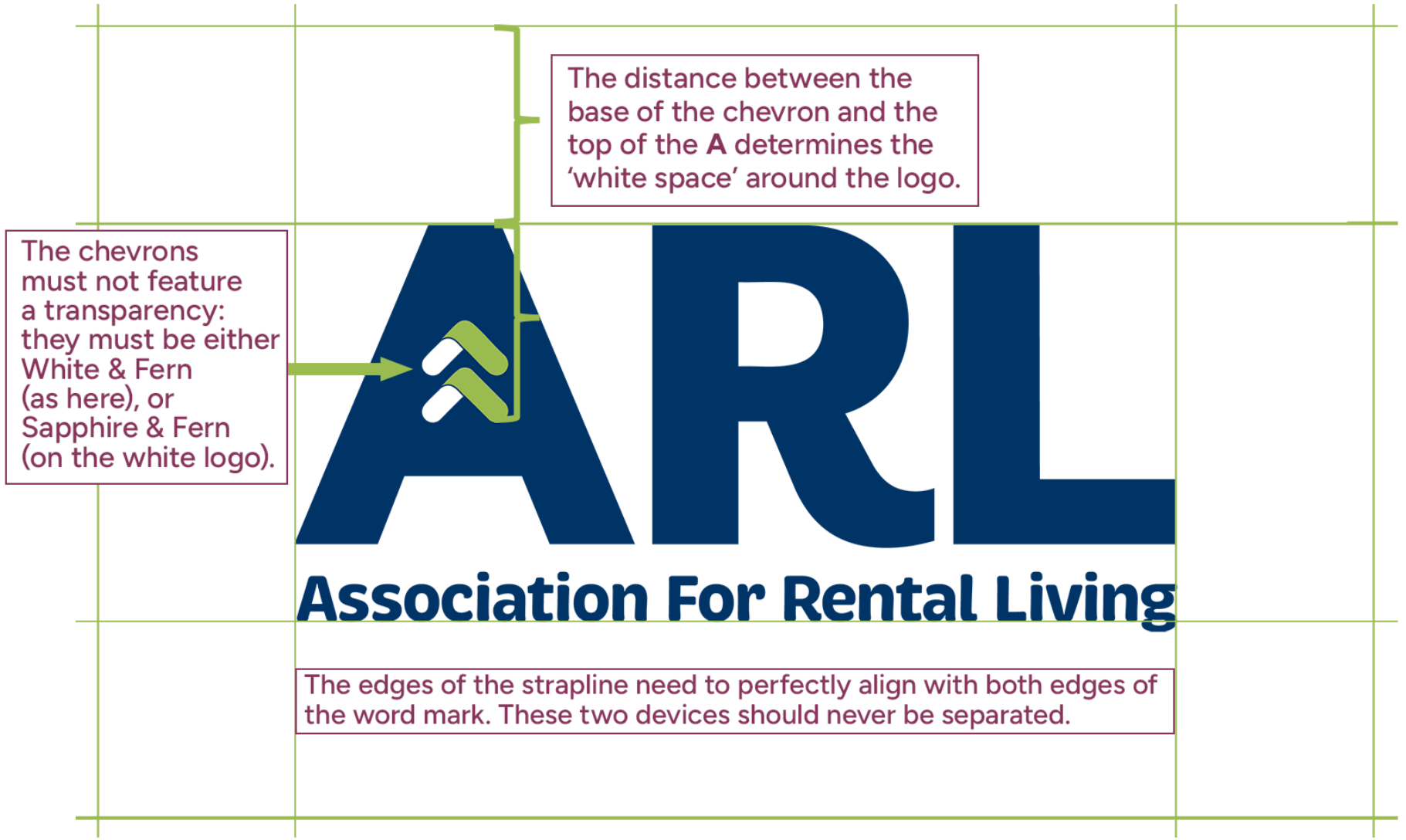
BLOCK COLOURS	WCAG TEXT COLOURS	
SAPPHIRE #003469	NAVY #202430	PETROL #353b4e
FERN #9abb50	LEAF #5c7422	
TANGERINE #ff8a00	DRIED PEEL #b35a00	
STRAWBERRY BUBBLEGUM #ff5faa	BLACKBERRY BUBBLEGUM #88335b	

Aside from 'Sapphire', the 'Block' colours indicated here ('Fern' 'Tangerine' and 'Strawberry Bubblegum') are not Web Content Accessibility Guidelines (WCAG) compliant when used as standard text on a white background. They should only be used for shapes, borders and very large text.

For standard print or web copy, please only use black or 'Navy'. For header or box-out use (such as titles, standfirsts etc), please use any of the WCAG text colours indicated. Use no more than 3 colours in any ARL branded presentation.

For more information about WCAG compliance, visit: https://www.w3.org/WAI/standards-guidelines/wcag/

Logotype





The Association for Rental Living logo must always be set with enough clear space around it, never cropped, manipulated or against an edge.