

Rental Partnership Program (RPP) Logo: Style Guide for Branding – Version 1

IMPORTANT: This logo is vector artwork. Never disassemble or recreate this logo.

THE RPP LOGO MUST BE READER FRIENDLY AT ALL TIMES!

This logo includes a “SAFETY AREA” that shows as a dashed line on right (this line does not print). Do not crop the logo inside other applications. The logo should always be used as one complete graphic.

The background color of the logo should always be white or a light tint of color. Do not screen artwork or photos behind the logo safety area.

Never reproduce the logo less than 30% of the original size for any reason. Do not alter the shape when resizing the logo.

Request a black and white version of the logo when color is not available.

USE THE RPP LOGO WITH PRIDE!



OFFICIAL PMS COLORS

- = PANTONE 368 C
- = PANTONE 307 C

FOUR COLOR PROCESS (MATCH PMS)

- = 57 C • 100 Y
- = 100 C • 16 M • 27 K

ONE COLOR

- = Process Black



Using the RPP Logo

The RPP logo is the property of the U.S. Navy. Landlords and Property Owners who are accepted in the RPP are encouraged to use the logo for branding recognition purposes.

Approval for Usage

The RPP logo will only be distributed to Landlords and Property Owners who have properties in the RPP program. The logo will be provided by the Housing Service Center (HSC) after a property has been accepted in the program; this includes the acceptance of the lease and passing inspection. Once approval is given, the RPP logo can be used on marketing material for the RPP property. This includes rental advertisements, websites and videos. The RPP logo should not be used where it would appear that the U.S. Navy was giving tacit approval to a company or program outside of the RPP. Whenever using the RPP logo, the Landlord or Property Owner should seek written approval from their RPP installation point of contact.

Recommended Usage:

- Property advertisement (print and electronic)
- Property websites
- Rental listings
- “For Rent” signs

Prohibited Usage:

- Individual notices or communications
- Collection notices
- As part of letterhead
- On any material not directly related to RPP properties

