



## **Style Guide** Vehicle Signage

Current as at 25, July

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# 1.0

# Rules & Regulations

This section provides comprehensive guidelines for the application of Raine & Horne branding on vehicles to ensure consistent brand identity, in turn increasing brand recognition across all regions.

## 1.0

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### Rules & Regulations

- These guidelines apply to all types of vehicles using Raine & Horne branding, including but not limited to Hatchback, Sedan, SUVs.
- It is recommended that cars displaying the branding be in Charcoal or White, with alternate branding colours. Any other colours for branding must be approved by the Corporate Marketing team to ensure enough contrast and correct representation of the brand.
- It is essential to comply with vehicle signage guidelines provided including size, placement and restrictions of the logos and content.
- The colour of the text and/or logos should adhere strictly to the colour guidelines provided in this document and should not be altered.
- The logo and other details should be placed on the driver and passenger doors (centred horizontally) or the rear of the car while the ampersand is to be on the back doors, close to the tyres.

**Important Notice:** all vehicle signage needs to be approved by the Corporate Marketing team by contacting [marketing@corp.rh.com.au](mailto:marketing@corp.rh.com.au).

2.0

# Colour & Typography

The Colour & Typography consists of a distinct colour palette and brand fonts chosen to represent the brand.

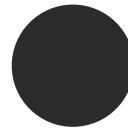
## 2.0

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### Colour Palette & Typography

#### Primary Palette

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##### COLOUR

##### Charcoal

##### Gold

##### CMYK

10 3 3 90

0 30 100 0

##### PANTONE

Black 7 C

1235 C

#### Typography

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##### Raine & Horne - Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

##### Raine & Horne - Light

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9



3.0

# Hatch Signage Suite

This section provides a comprehensive look into the various signage features available for Hatch style cars.

### 3.0

#### Hatch Signage Suite

- **Size:** Hatchback
- **Colour:** White / Charcoal
- **Type:** Side Agent / Office Details



#### Alternative: Agent Details

Agent Name  
0000 000 000  
rh.com.au/ashdanuale



Agent/Office Name	→ Raine & Horne - Regular
0000 000 000 rh.com.au/ashdanuale	→ Raine & Horne - Light

### 3.0

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#### Hatch

#### Signage Suite

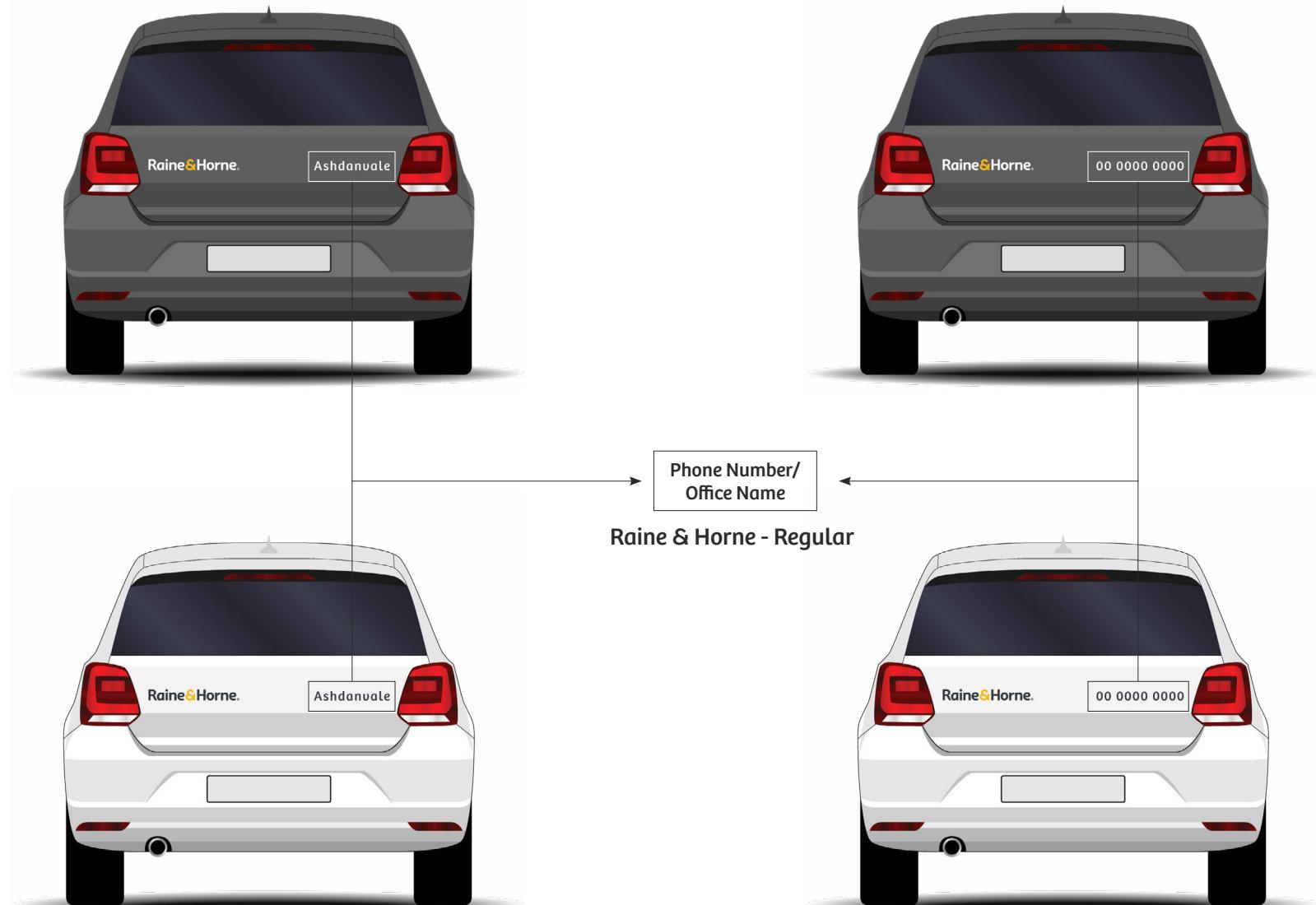
- **Size:** Hatchback
- **Colour:** White / Charcoal
- **Type:** Side Generic



### 3.0

#### Hatch Signage Suite

- **Size:** Hatchback
- **Colour:** White / Charcoal
- **Type:** Rear Office Name / Phone Number



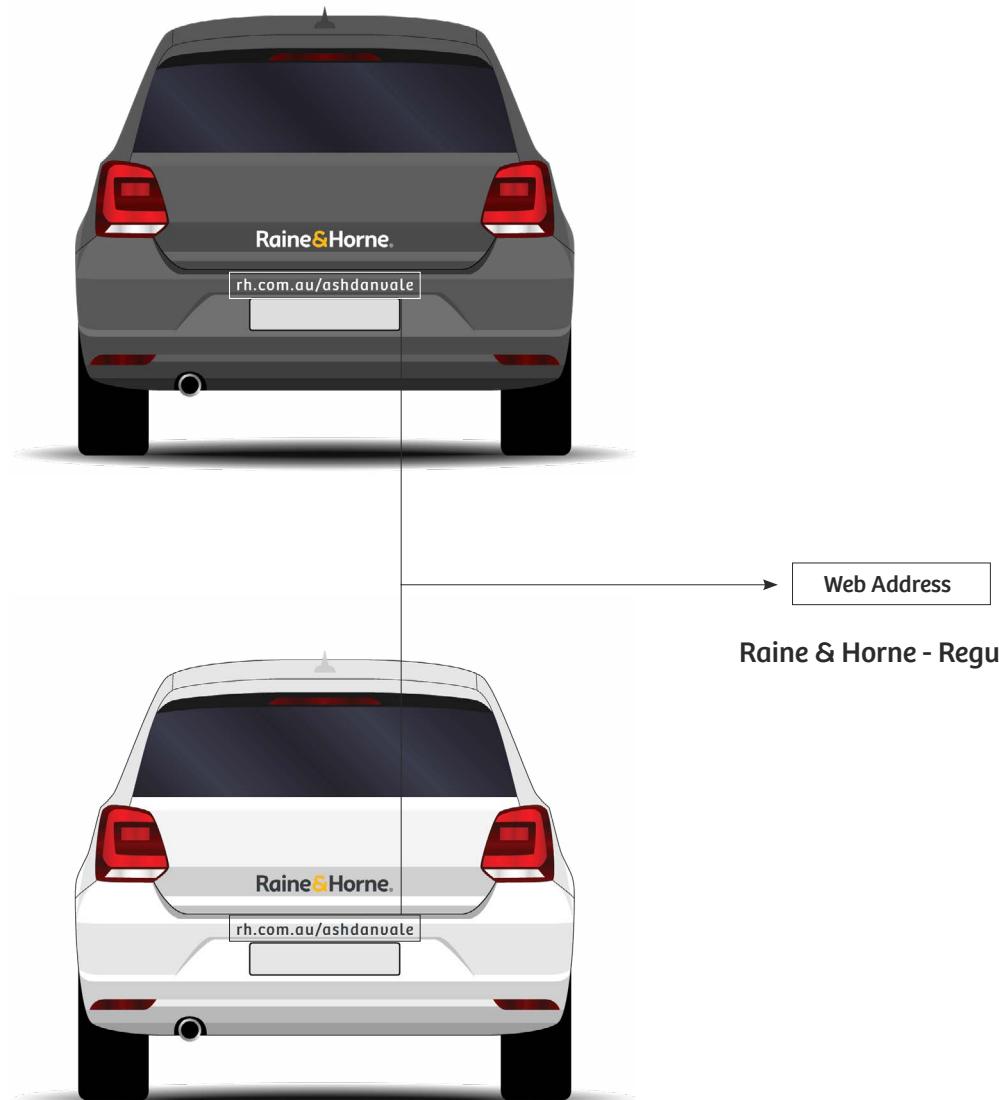
### 3.0

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#### Hatch

#### Signage Suite

- **Size:** Hatchback
- **Colour:** White / Charcoal
- **Type:** Rear Web Address





4.0

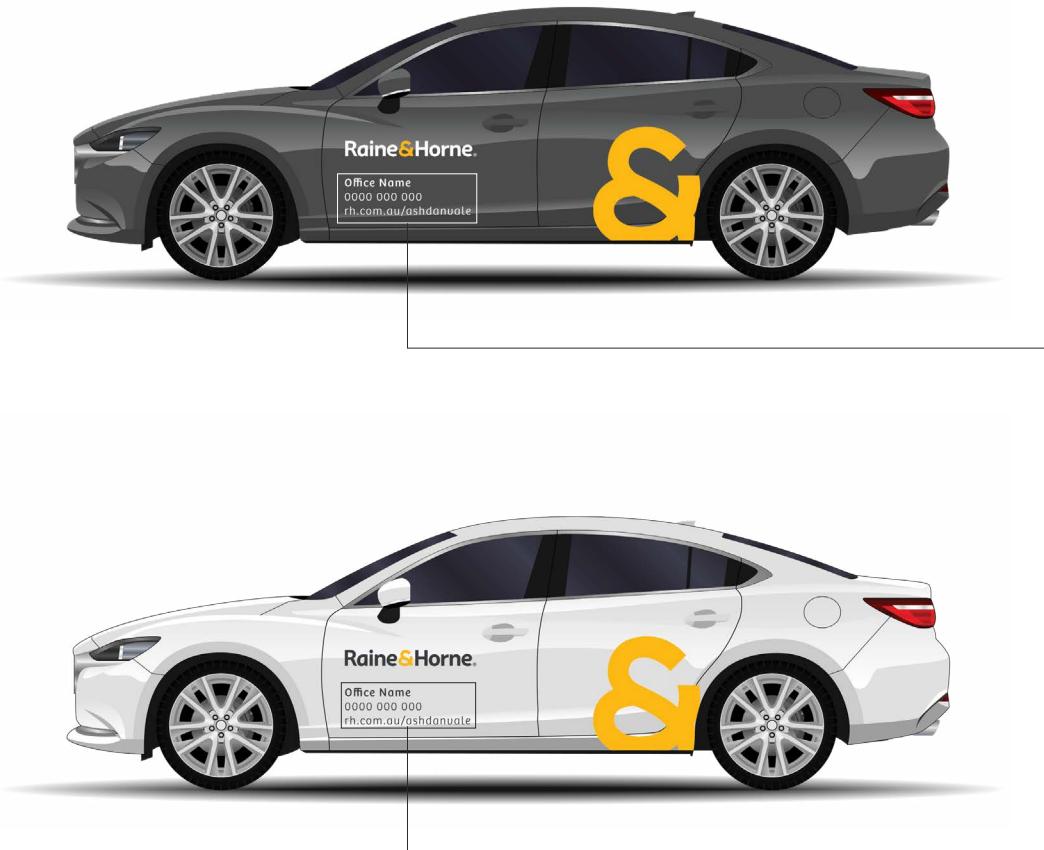
# Medium Sedan Signage Suite

This section provides a comprehensive look into the various signage features available for Medium Sedan style cars.

## 4.0

### Medium Sedan Signage Suite

- Size:** Medium Sedan
- Colour:** White / Charcoal
- Type:** Side Agent / Office Details



#### Alternative: Agent Details

Agent Name  
0000 000 000  
rh.com.au/ashdanuale



Agent/Office Name → Raine & Horne - Regular  
0000 000 000 → Raine & Horne - Light  
rh.com.au/ashdanuale

## 4.0

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### Medium Sedan Signage Suite

- **Size:** Medium Sedan
- **Colour:** White / Charcoal
- **Type:** Side Generic



## 4.0

### Medium Sedan Signage Suite

- **Size:** Medium Sedan
- **Colour:** White / Charcoal
- **Type:** Rear Office Name / Phone Number / Web Address



5.0

# SUV Signage Suite

This section provides a comprehensive look into the various signage features available for SUV style cars.

## 5.0

### SUV Signage Suite

- **Size:** Medium Sedan
- **Colour:** White / Charcoal
- **Type:** Side Agent / Office Details



#### Alternative: Agent Details

Agent Name  
0000 000 000  
rh.com.au/ashdanvale



Agent/Office Name → Raine & Horne - Regular  
0000 000 000 → Raine & Horne - Light  
rh.com.au/ashdanvale

## 5.0

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### SUV Signage Suite

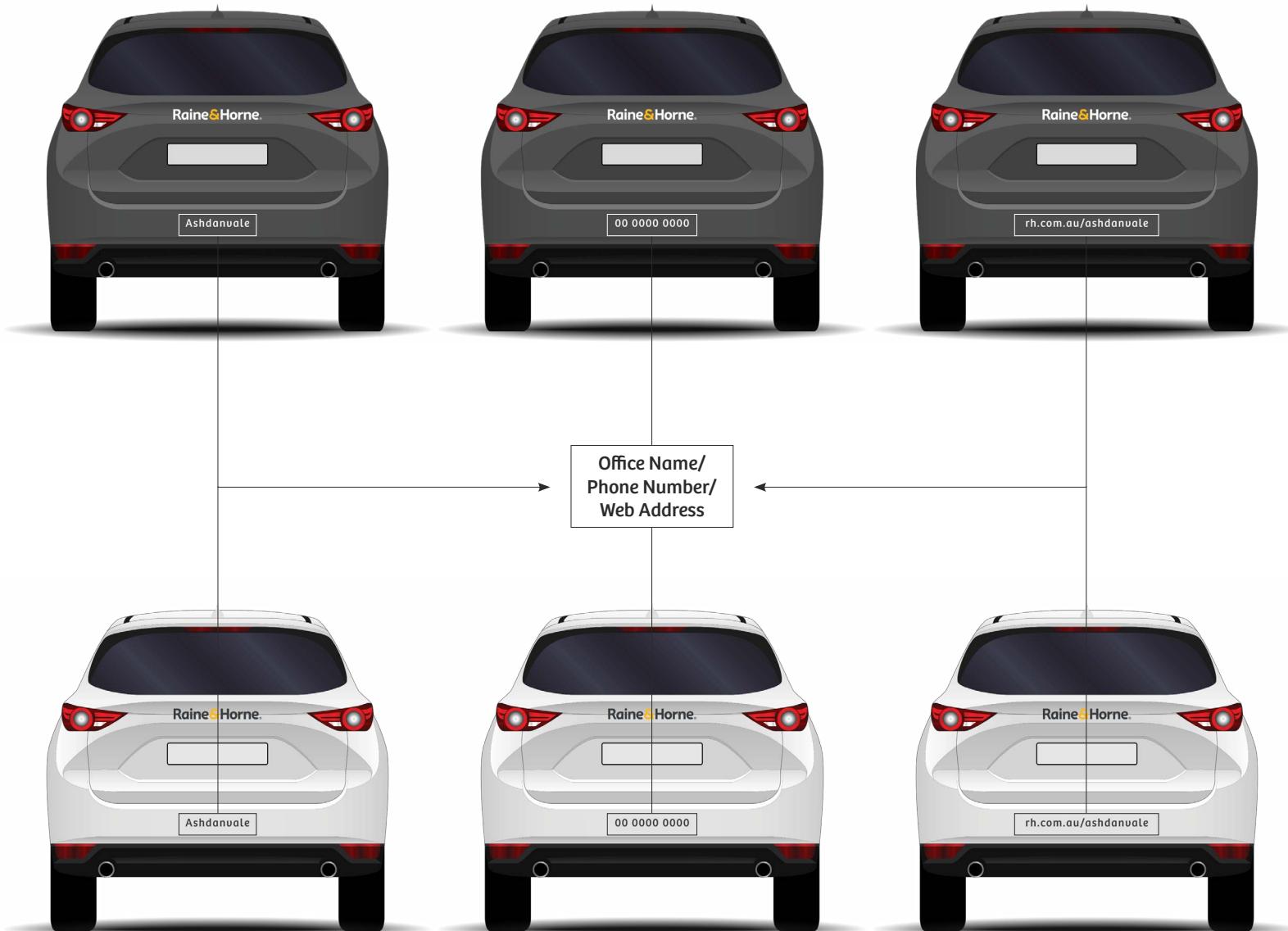
- **Size:** Medium Sedan
- **Colour:** White / Charcoal
- **Type:** Side Generic



## 5.0

### SUV Signage Suite

- **Size:** Medium Sedan
- **Colour:** White / Charcoal
- **Type:** Rear Office Name / Phone Number / Web Address



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