



Style Guide Vehicle Signage

Current as at 25, July

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The background features several large, overlapping, light gray geometric shapes, including a large triangle at the top left, a large circle on the left, and a large rectangle on the right, all set against a dark gray background.

Rules & Regulations

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

1.0

1.0

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.

Abstract geometric shapes in the background, including a large white triangle in the top left, a large white trapezoid in the middle left, and a large white circle in the bottom left. A thin white horizontal line runs across the bottom of the page.

Colour & Typography

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

2.0

2.0

Colour Palette
& Typography

Primary Palette



COLOUR

Charcoal

Gold

CMYK

10 3 3 90

0 30 100 0

PANTONE

Black 7 C

1235 C

Typography

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

Hatch
Signage Suite

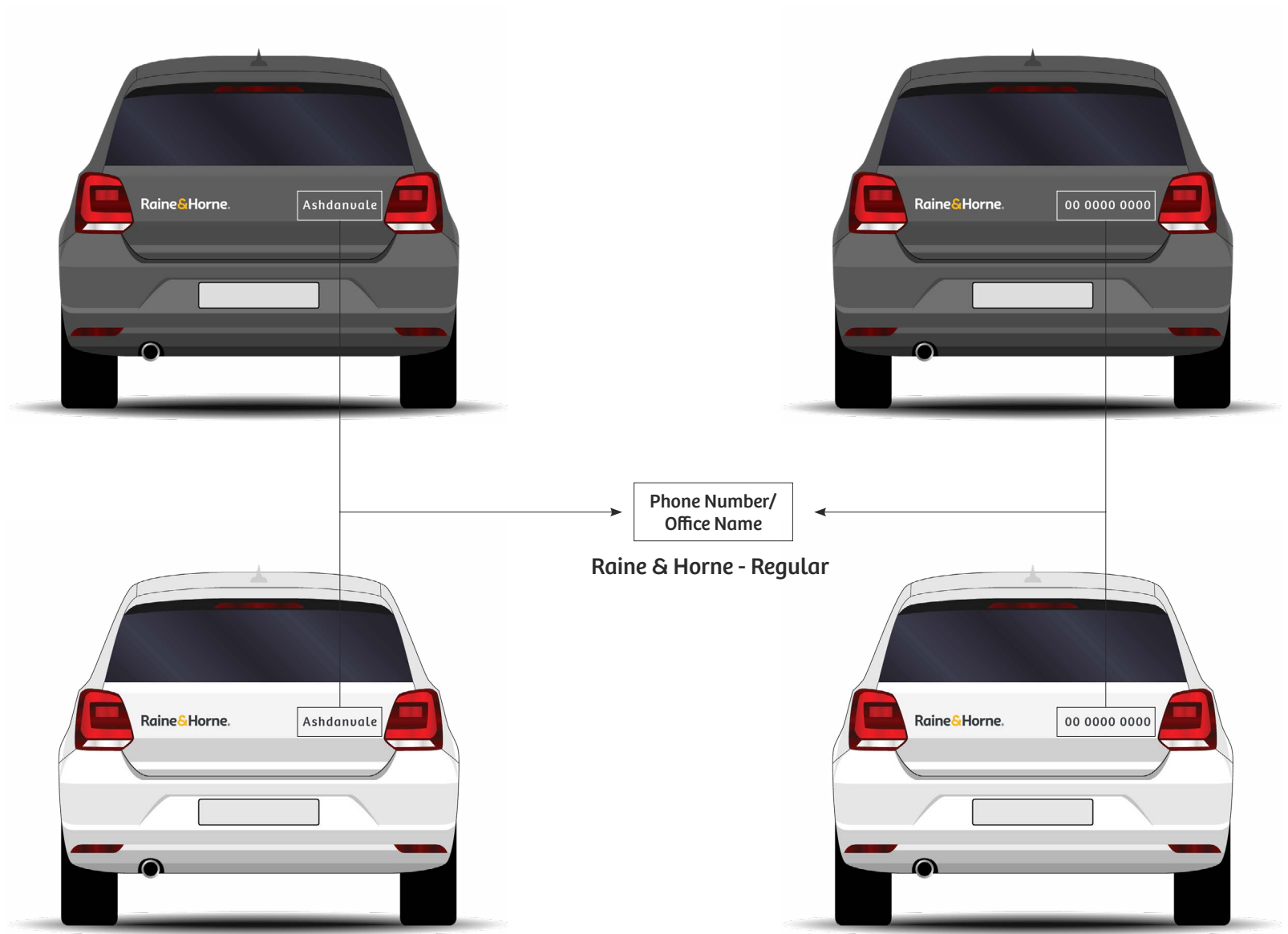
- **Size:** Hatchback
- **Colour:** White / Charcoal
- **Type:** Side Generic



3.0

Hatch Signage Suite

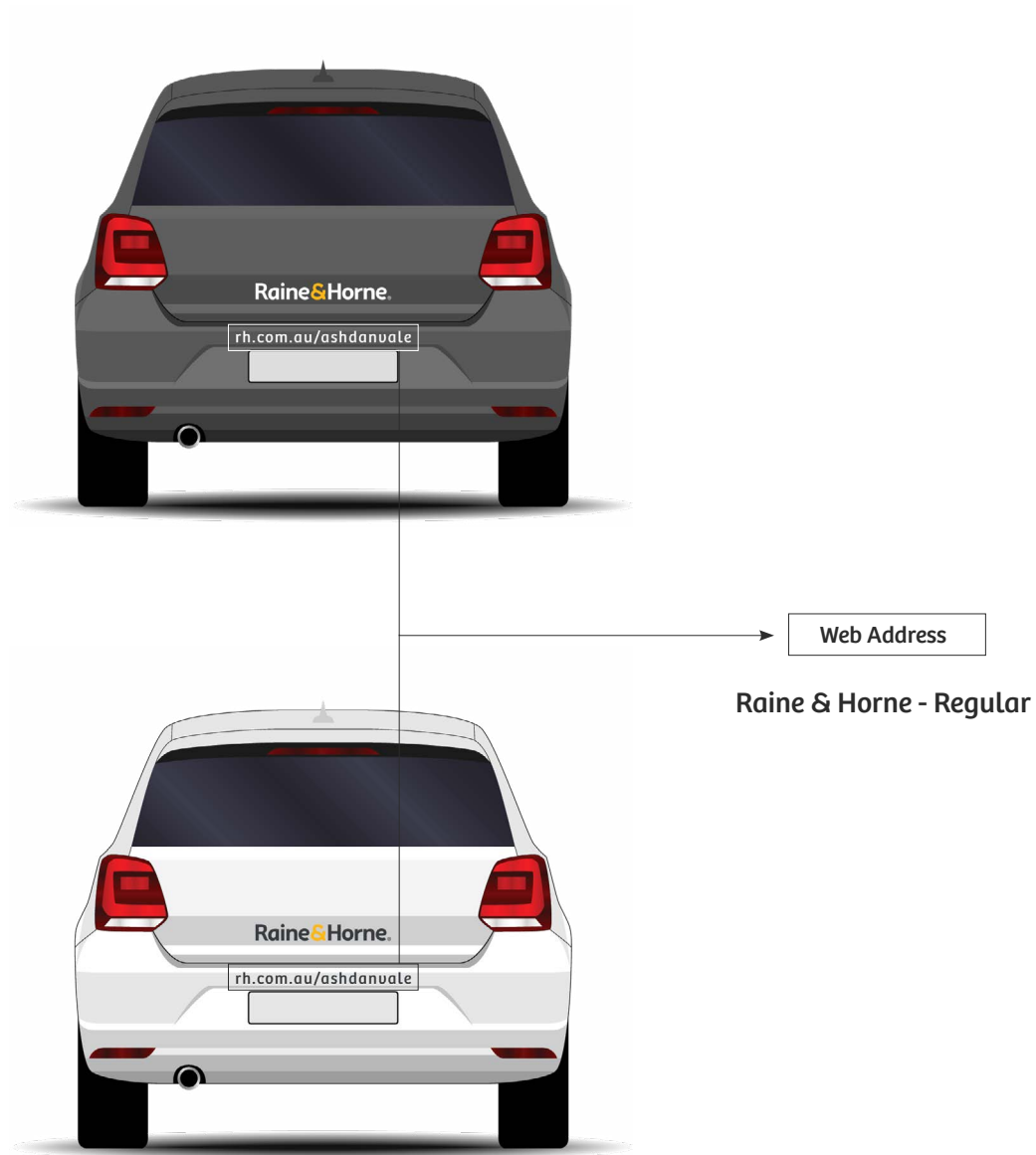
- **Size:** Hatchback
- **Colour:** White / Charcoal
- **Type:** Rear Office Name /
Phone Number



3.0

Hatch Signage Suite

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





Medium Sedan Signage Suite

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

4.0

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 rh.com.au/ashdanuale	→ Raine & Horne - Light

4.0

Medium Sedan Signage Suite

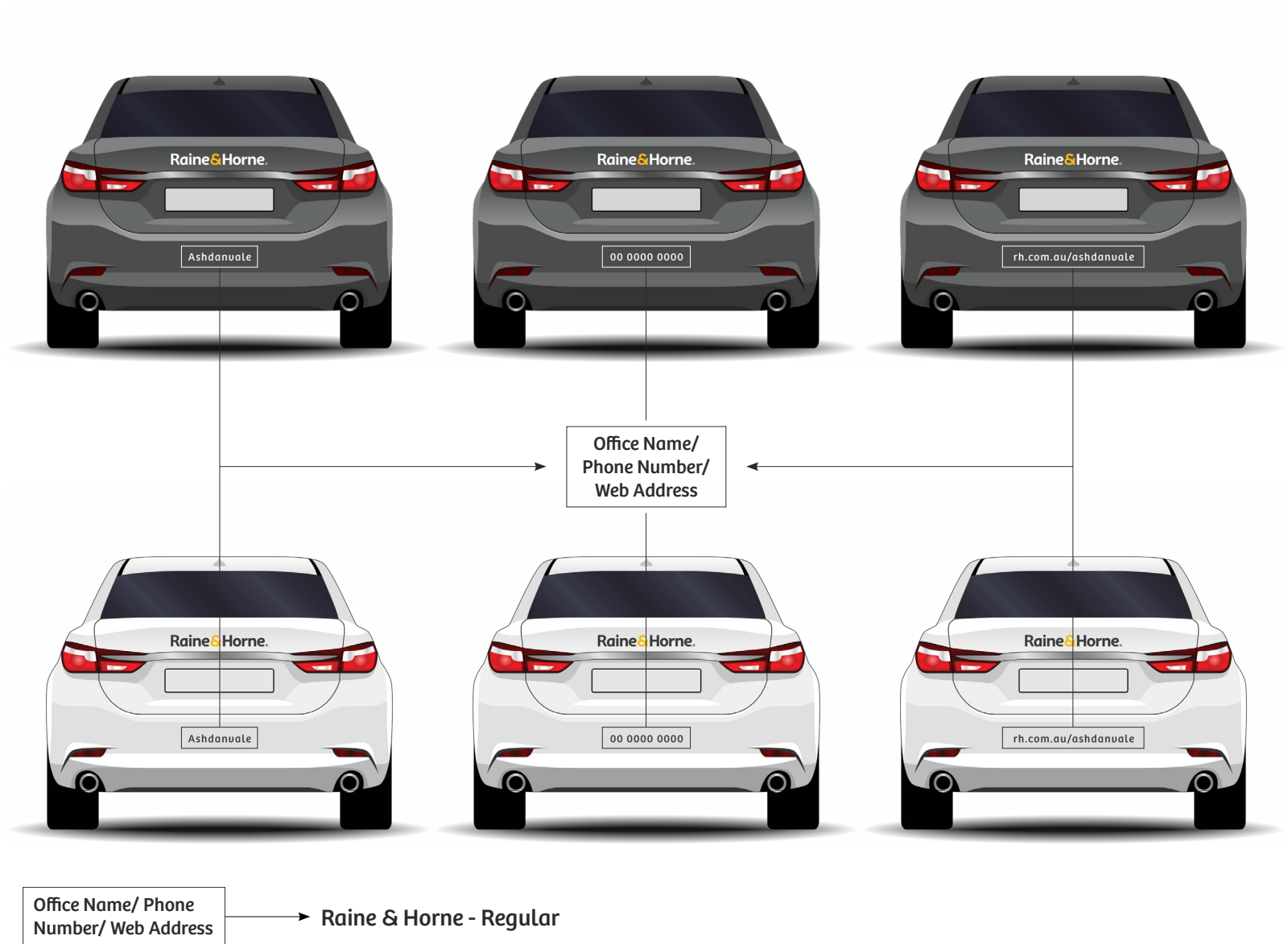
- **Size:** Medium Sedan
- **Colour:** White / Charcoal
- **Type:** Side Generic



4.0

Medium Sedan Signage Suite

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



The background features several large, overlapping, light gray geometric shapes on a dark gray background. These shapes include a large triangle at the top left, a large circle on the left side, and a large rectangle on the right side. The shapes are partially cut off by the edges of the frame.

SUV Signage Suite

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

5.0

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/ashdanuale



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

5.0

SUV Signage Suite

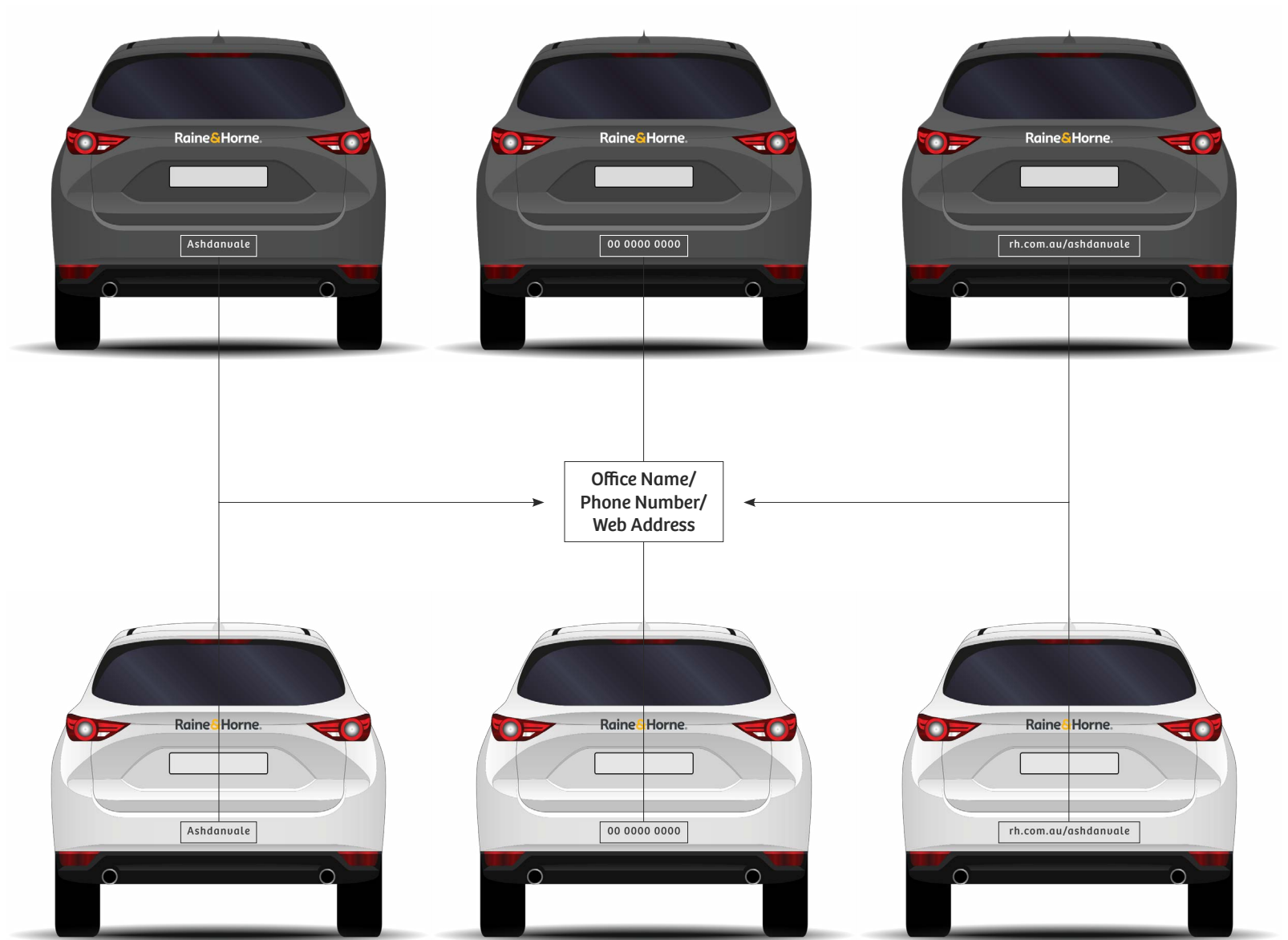
- **Size:** Medium Sedan
- **Colour:** White / Charcoal
- **Type:** Side Generic



5.0

SUV Signage Suite

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



Raine & Horne - Regular

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