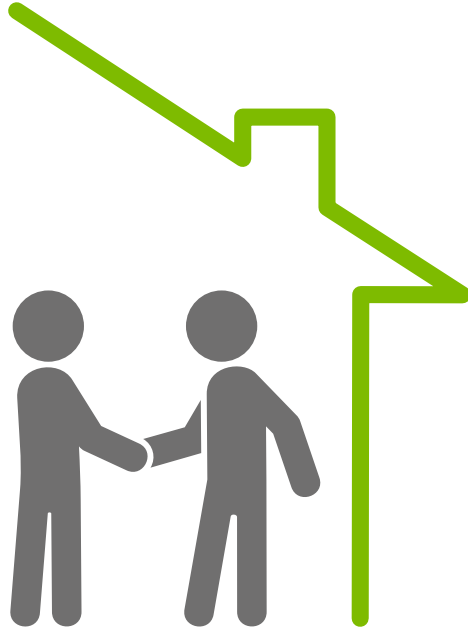


**Rhentu  
Doeth  
Cymru**

**Rent  
Smart  
Wales**



# **Rent Smart Wales**

## **Brand Guidelines**

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# Using the Rent Smart Wales Brand

**Part 1 of the Housing (Wales) Act 2014 provides for the regulation of private renting housing through the introduction of a registration system for landlords and a licensing system for landlords and agents who undertake letting and management activities in private rented homes.**

**This legislation is being delivered through Rent Smart Wales.**

**This brand guidance applies to any organisation, company, contractor or authority which has been commissioned to provide services as part of Rent Smart Wales or has been provided with the Rent Smart Wales brand to support marketing activities promoting Rent Smart Wales. This guidance also applies to landlords and letting agents who have undertaken training and have been licensed by Rent Smart Wales.**

**‘The Rent Smart Wales brand and also the name ‘Rent Smart Wales’ are registered as trade marks at the UK Intellectual Property Office (registered trade mark number 3102726 and 3159319) in the name of the Welsh Ministers.’**

If you have been commissioned or authorised to undertake work for or on behalf of Rent Smart Wales, or offer a service in the private rented sector having been licensed by Rent Smart Wales, you may promote your connection with Rent Smart Wales including, but not limited to, by using the Rent Smart Wales name and/or brand (the “Rent Smart Wales brand”) on or in your publications, information leaflets, posters and other items; provided that you do so in accordance with these guidelines. Specifically, the contractor/landlord/agent must use the relevant approved logos issued by Rent Smart Wales.

**Your permission to use the Rent Smart Wales brand is subject to the following conditions:**

- You display the Rent Smart Wales brand alongside your own brand where possible, and follow these guidelines for size and placement of the Rent Smart Wales brand. The Rent Smart Wales brand does not have to take prominence as the main brand placement.
- If you are a service provider commissioned by the Licensing Authority (the City of Cardiff Council) to carry out work for, or as part of Rent Smart Wales, you must contact the Licensing Authority to discuss any brand placement and brand use prior to the Rent Smart Wales brand being placed on any items. This is to maintain the integrity of the Rent Smart Wales brand.
- If you have been licensed by Rent Smart Wales under the Housing (Wales) Act 2014 you can only use the Rent Smart Wales brand associated with the named licensed person and specifically only the ‘Licensed Agent’/‘Licensed Landlord’ logos.
- You must not use the Rent Smart Wales brand and/or term ‘Rent Smart Wales’ in any manner which could adversely affect the reputation of Rent Smart Wales or the Licensing Authority or which could be detrimental to the Rent Smart Wales brand.
- We may withdraw our consent for your use of the Rent Smart Wales brand and/or term ‘Rent Smart Wales’ in the event that you fail to comply with your licence conditions, and/or you fail to comply with these guidelines or any other directions we provide to you in relation to your use of the Rent Smart Wales brand and/or term ‘Rent Smart Wales’. We may require you to withdraw and/or destroy any non-compliant materials.

# Brand Guidelines

These guidelines define the application of the Rent Smart Wales brand, how to apply it across media and how it can be used with other landmarks.

If there is any doubt about the information contained in this document, contact us for further advice:

<https://rentsmart.gov.wales/en/contact/>

- The brand should only be used in accordance with these guidelines
- The brand should never appear smaller than any other brand either online or in print
- When the Rent Smart Wales brand appears within body copy, as a headline or a caption, it should appear as follows:

Body Copy or headline

**Rent Smart Wales**

Caption

**RSW** (all caps)

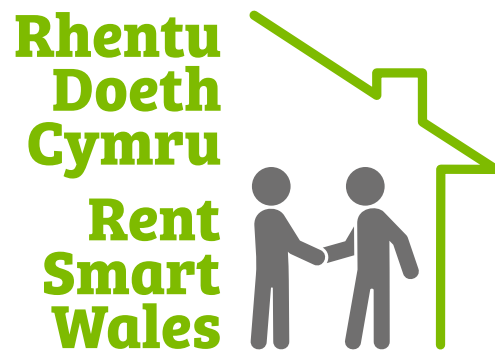
# Brand Versions

The brand has been created with a limited range of options to allow for consistency of use, whilst allowing for flexibility where clear reproduction may be limited.

The brand is available in three versions – full colour, black, and white.

Please do not change the brand to incorporate company and/or corporate colours.

## Colour



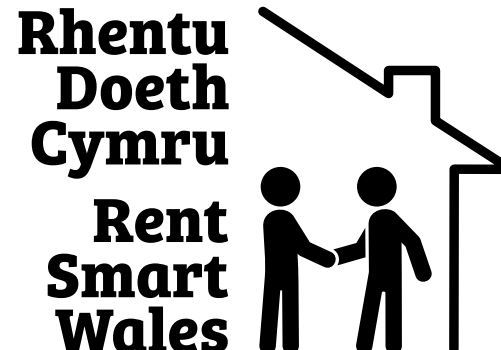
**Pantone 376**  
(Primary colour)

C 54	R 132
M 0	G 189
Y 100	B 0
K 0	

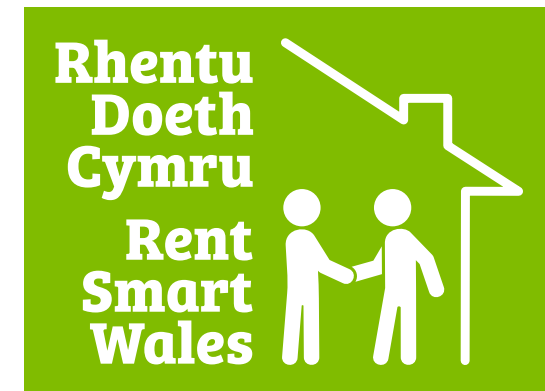
**Black**

**70%**

## Black



## White



# Official Rent Smart Wales Logo

These logos are for internal use or upon special request if collaborative working.

All elements of the brand should remain legible. For this reason a minimum size should be adhered to.

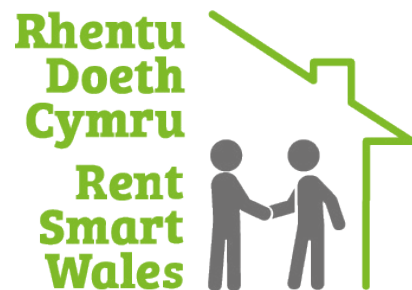
**Please do not alter the brand.**

The brand must be consistently reproduced throughout all communication.

**Please contact Rent Smart Wales to obtain a high resolution copy:** <https://rentsmart.gov.wales/en/contact/>

## Size - Digital Use

The Rent Smart Wales brand should appear no smaller than 200 px wide on digital material.

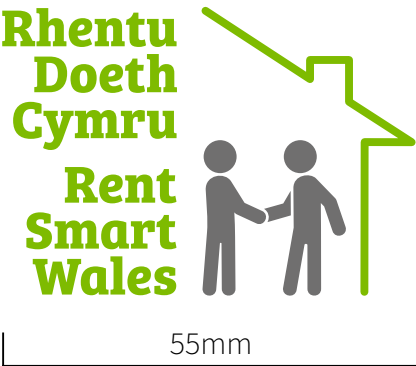


minimum size 200 x 200 px

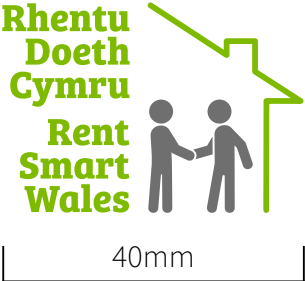
# Size - Paper Use

The Rent Smart Wales brand should appear no smaller than 24mm wide on printed material.

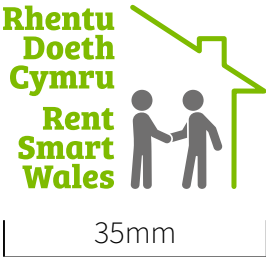
A3



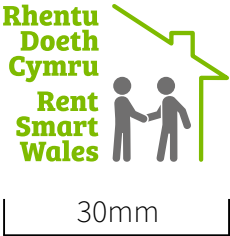
A4



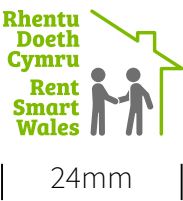
A5



DL



\*minimum

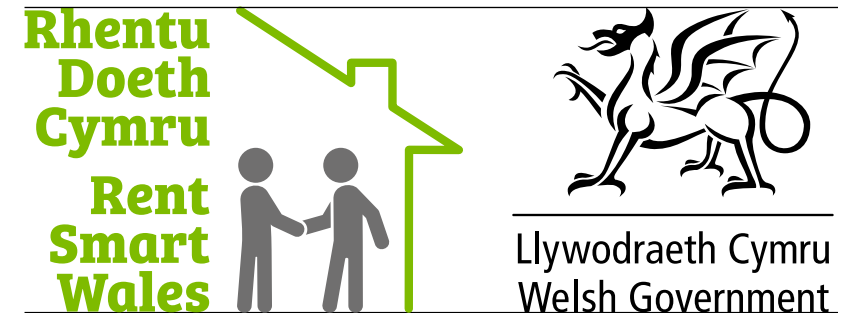
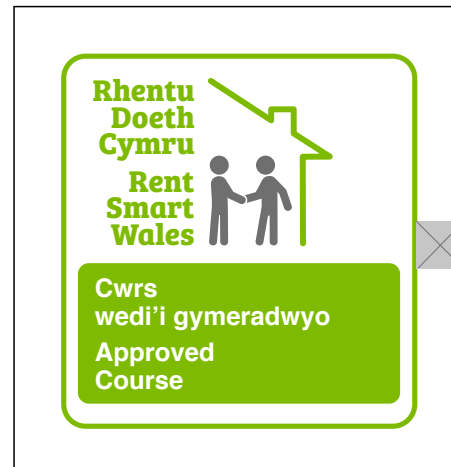
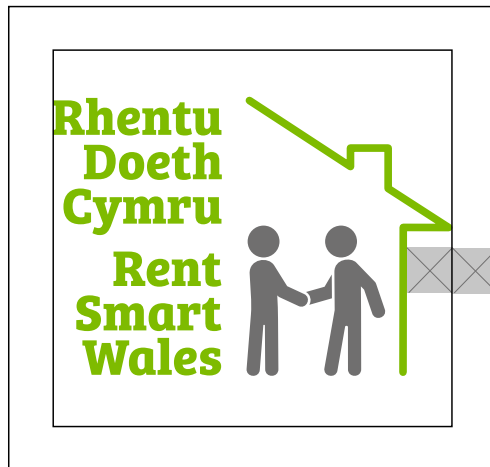


\* The recommended minimum size for use on promotional items or where the material is less than 99mm wide.

# Exclusion Zone and Relationship to Other Logos

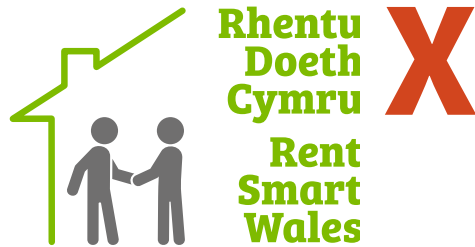
There should be an area of clear space the same as the width of the horizontal line that extends from the vertical line on the right-hand side of the brand. This applies at whatever size the brand is reproduced.

The brand mark should always be displayed with equal prominence to other brands but never below the minimum size.





# Misuse



Do not flip the graphic



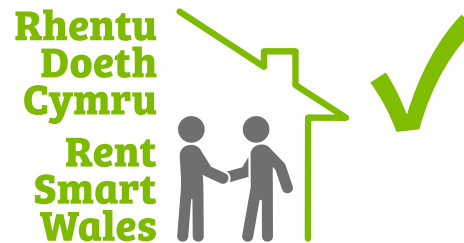
Do not distort the brand



Do not change the colour



Do not reduce to less than minimum size



# Licensed Agent, Licensed Landlord and Training Branding

## Size - Digital Use



minimum size 200 x 68 px



minimum size 200 x 200 px

## Size - Paper Use



minimum size 60mm wide  
(to scale)



minimum size 35mm wide  
(to scale)

# Licensed Agent and Licensed Landlord Logos



Minimum size 35mm wide (not to scale)



Minimum size 60mm wide (not to scale)

## Window Stickers

Window stickers are available for licensed agent to display in their commercial premises. For maximum benefit, display in a prominent position which isn't crowded by other promotional materials.

To obtain copies contact Rent Smart Wales here: <https://rentsmart.gov.wales/en/contact/>

# Approved Training Provider/Course Logos



Approved Course  
Minimum size 35mm wide  
(not to scale)



Approved Landlord Course



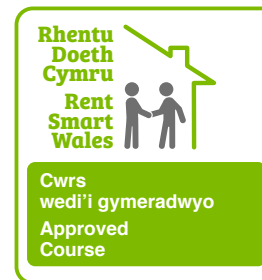
Approved Agent Course



Authorised Training Provider



Authorised Trainer



35mm wide (to scale)

This is an alternative layout that can be used. Particularly useful for website footers, email signatures and letterheads.



Minimum size 60mm wide (to scale)

For further information and advice on using the Rent Smart Wales brand

**Visit [www.rentsmart.gov.wales](http://www.rentsmart.gov.wales)  
or call 03000 133344**