

better
renting

About Us

Better Renting is building a community of renters working together for stable, affordable, and livable homes. With more Australians locked out of home-ownership, more of us are renting, and renting for longer. But renters don't enjoy the same rights and protections as home-owners. We can't all own a house - but we should all be able to rent a home.

Better Renting exists to build the political power of people who rent. We bring a community organising approach to rental reform, developing leadership in a community of renters so that people who rent can own and lead campaigns to improve our housing and make our lives better. We aim to humanise renting and renters, showcasing the diversity and breadth of this community, and making sure that our stories and experiences are central whenever housing is discussed. Renting can be a genuine alternative to home-ownership - and Better Renting exists to make it happen.

Our Logo



better
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Main version



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Light background version



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Plain background version

What *not* to do with the logo:



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BETTER
RENTING

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Use alternate fonts



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renting

Use alternate colours



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Rotate the logo, change
the diemensions of the
background and/or text

Supporting Elements



Social Media Banner

While Better Renting does aim to have a clean and modern look the repetitive usage of a plain background can become boring to look at. To combat that we use a pattern of icons to fill the empty space and lower the opacity so that it doesn't distract the viewer. The icons themselves are in a line based art style.



Pattern used

Icons for contact details



To represent the various ways of contacting the organization we use icons with a similar shape to each other so that they can be aligned easier. Also it gives a cohesive look when they look similar to each other.

Typography:

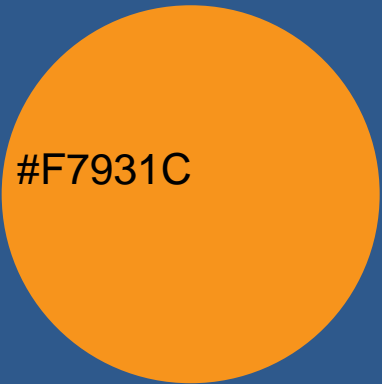
Lato

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Ubuntu

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Colour palette

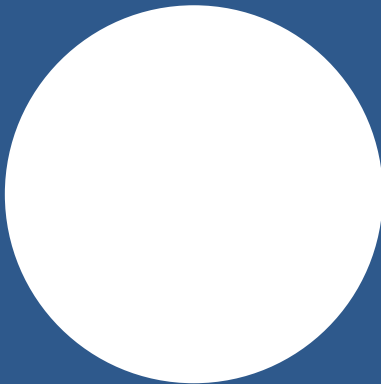


RGB

R: 247
G: 147
B: 28

CMYK

C: 0
M: 50
Y: 99
K: 0

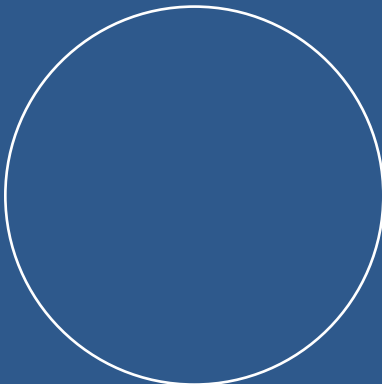


RGB

R: 255
G: 255
B: 255

CMYK

C: 0
M: 0
Y: 0
K: 0



Hex: #2E598C

RGB

R: 46
G: 89
B: 140

CMYK

C: 90
M: 68
Y: 21
K: 5

These colours can be combined in numerous combinations. Generally, body text should be blue on white. For accessibility reasons, take care when combining orange and white. This is only acceptable for large text, as otherwise the contrast is too low.

Foreground				
Background		Blue	White	Orange
	Blue	X	OK	OK
	White	Ideal	X	Headings only
	Orange	X	Headings only	X

Brand Identity



Contact us

The details:



c/o Tenants' Union ACT, 21 Barry Drive, Turner ACT 2612



@BetterRenting



fb.me/BetterRentingAU



info@betterrenting.org.au



www.betterrenting.org.au

