

When using the [Rentrak Corporation logo](#), it is important to adhere to the following guidelines in order to develop and maintain a consistent brand image. The logo shown here is our most current Rentrak logo and is a representation of our company in today's marketplace. It is important that it be used in a consistent manner. Below are the specific guidelines as to the appropriate usage of the Rentrak logo. Please refer to these guidelines when applying the logo to documents, projects, etc.

If your use of the Rentrak Corporation logo calls for a file* not available on Rentrak.com, please contact our marketing department at **503.284.7581**.

COLOR

The Rentrak logo may be used either in grey or black. Please use grey unless otherwise restricted.

Grey

CMYK: C=0, M=0, Y=0, K=70
RGB: R=109, G=111, B=113,
Pantone: PMS 425



SPACING

Leave space around the logo equal to the height of the capital 'E' in Rentrak. This allows for 'breathing room' and keeps clutter away from the logo. Any background inside the clear space must be even, unpatterned and free from other graphic elements.



RESTRICTIONS

The Rentrak logo can be used in various orientations and in creative ways, however, it should be used without distortion or other manipulations. DO NOT warp, distort, mirror or stretch the logo. DO NOT change the logo color.



PREVIOUS RENTRAK LOGO

We have discontinued using the previous Rentrak logo. It is important to implement our latest logo only. This keeps the Rentrak identity unified. Our branding is strengthened by the consistent use of our current logo. Use of our discontinued logo only creates visual confusion of the brand.



***FILES**

EPS

This file may be requested from you when working with vendors. It is similar to the PDF but can only be viewed and worked with in graphics programs.

Low resolution JPG

This file is good for online applications. It should not be used for printed material. Size: 4"x1.5" @ 72DPI 288x108px

High resolution JPG

This file is good for printing, but will start to degrade if printed larger than 8.5" wide. Size: 8.5"x2.5" @ 300DPI