

BRAND GUIDELINES

The Royal Society of
St. George

www.rssg.org.uk



Introduction

The brand identity of The Royal Society of St. George is the face and personality of the Society that is presented to the global community. The brand is as important as all other elements of the Society. The brand identity refers to the: logo, typography, brand names, trademarks, brochures, products, presentations, documents, website and social media channels that represent The Royal Society of St. George.

The brand must remain consistent across all forms of media, and these guidelines have been designed to communicate the specifications required to ensure the brand's integrity. The guidelines within this document are not meant to inhibit, but improve the creative processes relating to The Royal Society of St. George brand. By adhering to these guidelines, the designs created will accurately reflect The Royal Society of St. George's brand consistently to the outside world.

PURPOSE OF BRAND GUIDELINES

These brand guidelines have been created with the following objectives:

- To ensure consistency of The Royal Society of St George brand
- To reinforce the brand to existing, new and potential members
- To familiarise the public with the brand
- To ensure consistency internally, between branches

The Logo

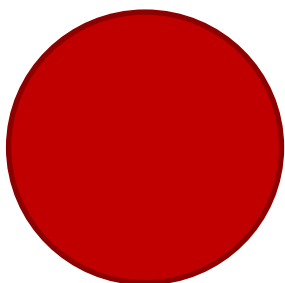
This artwork version of the logo should be used whenever the logo needs to be used for the creation of any media branded as The Royal Society of St. George. Due to the intricate nature of the design, this logo must always be used with a white background.



LOGO USAGE – PRIMARY BRAND COLOURS

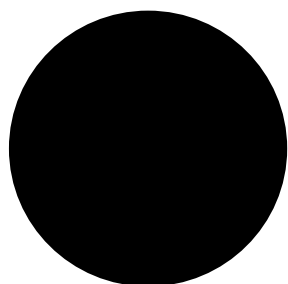
The Royal Society of St. George logo uses multiple colours. This should remain the primary format, wherever possible in line with this document.

Primary Colour



Pantone// 3517c
CMYK// C: 0 M: 100 Y: 100 K: 25
RGB// R: 192 G: 0 B: 0

Secondary Colour



Pantone: 426c
CMYK: C: 0 M: 0 Y: 0 K: 0
RGB// R: 0 G: 0 B: 0

LOGO USAGE – EXCLUSION ZONE

To maintain the integrity of the logo, it is crucial to include an exclusion zone of no less than 20 pixels, as shown in the image to the right (red area). Where possible, more white space should be left around the logo.



LOGO USAGE – POSITIONING OF THE LOGO

the Royal Society of St. George logo should be positioned consistently and in most cases, only be featured a maximum of once per page within a document.

Documentation:

- Top right corner in most circumstances
- Bottom left corner when used in a footer

Website:

- Top left corner, as per industry standard

LOGO USAGE – MINIMUM SIZE

The minimum size acceptable for the Royal Society of St George logo is 150px X 150px. Should the logo need to be smaller than this in any form of media, prior consent must be obtained from Head Office.



LOGO USAGE – APPEARANCE

The Royal Society of St. George Logo must not be stretched, distorted, or altered in any way.



Typography

Please see below typical typography usage.

Consistent use of the font will help to reinforce brand identity.

GARAMOND BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,!'"£\$%^&*()@[]

The Garamond font is used in bold for headings and sub headings. An alternate font should not be required as the Garamond font is a standard font available on most PCs.

Minimum size: 8pt

GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,!'"£\$%^&*()@[]

The standard Garamond font is used for body text. An alternate font should not be required as the Garamond font is a standard font available on most PCs.

Minimum size: 8pt

WEBFONT

To ensure that text is legible on the screen, the website font may vary from the brand font. This is the only exception.

Contact Information

If you have any questions relating to these brand guidelines or relating to the use of The Royal Society of St. George brand in a specific circumstance, please contact us using the information below.

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