THE RPS
ROYAL PHOTOGRAPHIC SOCIETY

MEMBER BRANDMARK GUIDELINES DOCUMENT

This document is updated regularly and the most recent version can be downloaded from rps.org

MEMBER BRANDMARK

As a mark of validation Members may wish to display being part of The Society on their own websites, or other printed materials.

We have created a Member brandmark specifically for this purpose and each year it will be updated and distributed by RPS HQ.

This is one of only two instances where the brandmark and the Coat of Arms can be placed next to each other.

The Member brandmark is available is both CMYK (for commercial print) and RGB formats (for home printing and on screen i.e. web and email)

THE RPS
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Member

GUIDANCE

- The brandmark logo should be given a place of prominence on a page.

- The logo should not appear more than once on a single page or screen.

- Always maintain the required clear space around the logo. Please see page 3 for more guidance.

- It is important that the appearance of the brandmark remains consistent. Therefore it should not be altered, or split into different parts.

LEGIBILITY

If a smaller logo is required we would advise testing to ensure legibility for print and/or any digital applications.

Please ensure the 'Royal Photographic Society' copy is always legible.

MINIMUM LOGO SIZE IN PRINT
For print use, the logo should never be reduced below the minimum height size of 10 mm.

CLEAR SPACE

To ensure prominence and legibility, The RPS Member brandmark is always surrounded by a recommend area of clear space.

The clear space must remain free of other elements, such as type, icons and graphics (but can include photography or flat colours).
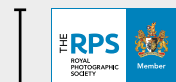
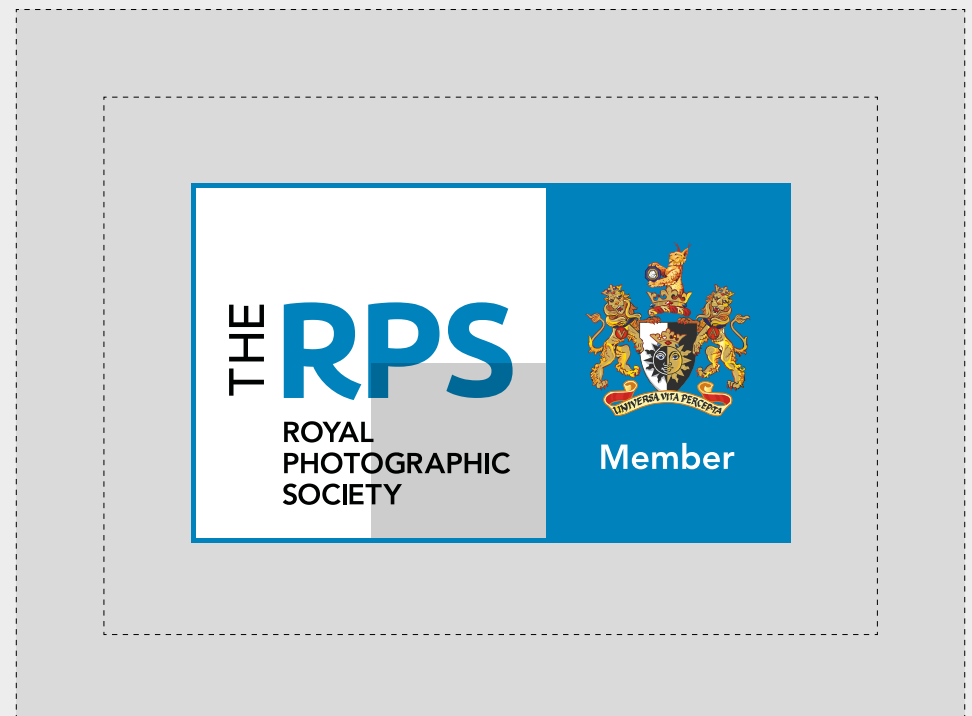The construction of the clear space area is based on the half width of the main brandmark highlighted in light grey.
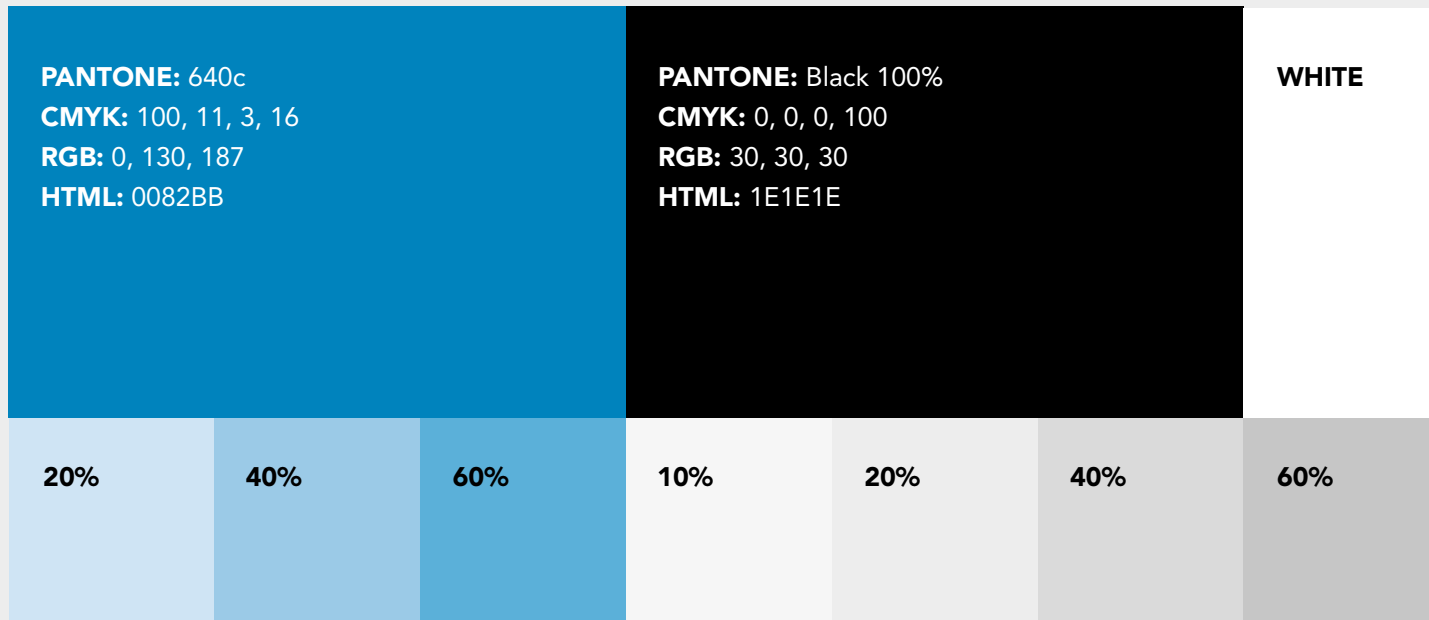
40mm

20mm

10mm

COLOUR PALETTE

RPS BLUE

The main brandmark colour is Pantone 640 (the core brand blue) and this is a fundamental feature of our visual identity.

WHITE

We use white space confidently to create modern, eye-catching layouts prioritising the messaging and supporting photography.

BLACK

Black is generally used for body text. The RPS recommend avoiding too much use of black, as it feels too heavy and solemn for the brand.

PANTONE: 640c
CMYK: 100, 11, 3, 16
RGB: 0, 130, 187
HTML: 0082BB

PANTONE: Black 100%
CMYK: 0, 0, 0, 100
RGB: 30, 30, 30
HTML: 1E1E1E

WHITE

COLOUR MATCHING

The Pantone® or CMYK references should be used to match for correct reproduction of the primary colours for all printed communication and RGB references for web, or digital applications.

| 20% | 40% | 60% | 10% | 20% | 40% | 60% |

MEMBER BRANDMARK ON STATIONERY

The guidance provided in the previous pages of this document should be followed. The positioning of the Members brandmark is completely flexible.

For your general guidance we have created a couple of suggested layout examples.