EXCLUSION ZONE

The width of the ‘5’ in the identity denoted here by ‘X’, highlights the identity’s exclusion zone.

Clear space around the identity is important. Any other element that intrudes on the identity, whether text or image, will compromise the integrity of the brand.

White and black versions of the logo are available on request.

MINIMUM REPRODUCTION SIZE

The identity should remain clear and legible at all times. Only under exceptional circumstances should the identity be reproduced smaller than 15mm.

INCORRECT USAGE

The logo must not be altered, distorted or reproduced incorrectly. The examples below demonstrate incorrect use of the identity.

Do not stretch or distort the logo in any way.

It should not be tilted to any degree.

Drop shadows should not be used.

Do not alter the colour of the logo.

POSITIONING THE IDENTITY

PRINT

The identity should be positioned in the bottom right hand corner as shown below, of any printed material, paying close attention to the exclusion zones.

WEB

The identity should ideally be placed at the bottom of the page within a separate white banner, accompanied by the line “Celebrating our Royal Charter”. Web versions of the logo are available upon request.