Affiliate to the RSCDS
Logo Guidelines

Affiliate to the RSCDS
Design guidance for the logo

The logo

This logo is available for use ONLY by clubs or groups fully affiliated to the RSCDS

The branding guidelines in this specification guide should always be referred to and adhered to when applying an affiliation of the RSCDS identity. This guide shows the correct form of usage for both printed and digital applications. The logo can be obtained as a digital file from **info@rscds.org** The logo remains exclusive to the RSCDS.

"Affiliated to the RSCDS" is an integral part of the logo, and should not be removed or altered in any way. The logotype must always appear in the form shown here; with no substitutions.
For further information please contact:
marketing@rscds.org

AFFILIATED TO THE
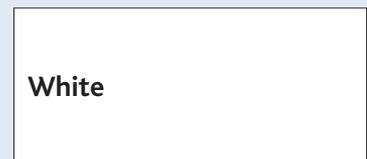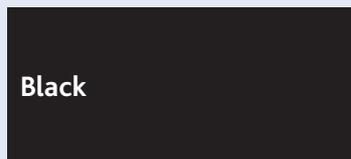# rscds

Master logo colours

Master Logo Colour Breakdown

This is our master logo and where possible it should be used on all our communications.

The logo comes in blue. Printers match colours by using a system called Pantone reference. These references give the 'recipe' so printers can reproduce colours accurately. The Pantone reference for our logo is Pantone 300.

Please try to use the master logo in full colour if you can. If there is some restriction, for example, limited colour printing, you can use our logo in black, blue or reversed out of a solid colour in white.

The master logo should always be reproduced using the exact Pantone colours specified. However, if the logo needs to be reproduced in four colours, a specific CMYK breakdown is given below.

AFFILIATED TO THE — Pantone 300

rscds — 35% tint of Pantone 300

Pantone 300
C100% **M**56% **Y**2% **K**0%
R 0   **G** 103   **B** 198

Black

White

Single colours

AFFILIATED TO THE rscds
Pantone 300

AFFILIATED TO THE rscds
100% Black

AFFILIATED TO THE rscds
White

Minimum size

See the illustration for the minimum size you should use. To make sure our logo is clear and easy to read, please check that the overall image is at least 10mm in height.

AFFILIATED TO THE rscds — 10mm

Exclusion zone

We have defined an exclusion zone to protect our logo from other graphic elements like type, image boxes or lines. Leave clear space the width of 3.5mm on all sides of our logo.

AFFILIATED TO THE rscds

Incorrect Use

Below are a few examples of what not to do with our logo.

AFFILIATED TO THE
rscds X

always in its correct colours

rscds X

never used with any of the elements missing

AFFILIATED TO THE
rscds X

never rotate

AFFILIATED TO THE
rscds X

shown with enough contrast between it
and the background

AFFILIATED TO THE
rscds X

never distort

rscds
AFFILIATED TO THE X

used with the elements in the right size and
the right place

affiliated to the
rscds X
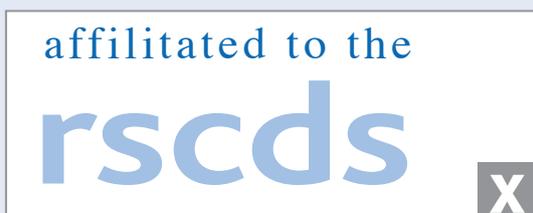
never recreated in a different typeface

AFFILIATED TO THE
rscds X

never less than the minimum size

AFFILIATED BY
rscds X

never used with a different strapline

Other
Logo
AFFILIATED TO THE
rscds X

always protect by the exclusion zone

Corporate fonts

For all external communication including stationery, advertising and promotional material, the selected font is Bliss. This font has been chosen for its clarity and legibility, and in application varies in weight and point size only.

Headlines

Bliss Medium: headline text
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body copy and smaller text

Bliss Medium: body copy and smaller text

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

If Bliss isn't available

The following fonts have been chosen for clarity and legibility, and because they are readily available in both PC and Macintosh format

Headlines, Strapline and Branch name under logo

Verdana Bold: headline text
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body copy and smaller text

Verdana: body copy and smaller text

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Examples of logo usage

If your group, club or organisation has its own namestyle or logo, it can still be used with the Afilliate logo.

If your group, club or organisation does not have its own namestyle, we suggest that the RSCDS font is adopted.