

THE RPS

**ROYAL
PHOTOGRAPHIC
SOCIETY**

BRAND GUIDELINES DOCUMENT

Version 1.0



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

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HISTORY

In the winter months of 1851/1852, a provisional committee was formed with a view to organising a photographic society in London. A catalyst to the project was an exhibition of over seven hundred photographs in the gallery of the Society of Arts, which was of great general interest.

A public meeting was held on Thursday 20 January 1853 and The Photographic Society was formed using mainly the Society of Arts for its meetings. In 1874 the name was changed to the Photographic Society of Great Britain to reflect its growing importance and twenty years later it became The Royal Photographic Society of Great Britain with the permission of Queen Victoria, which was maintained by subsequent Monarchs. The Society was granted a Royal Charter in July 2004.

MAIN BRANDMARK

The new brandmark was created with the purpose of providing a fresh, unique and contemporary look and feel. This was achieved by the unique customisation of The RPS characters and composition of its elements. It has been designed to allow for multiple colour variations and flexibility (this will be addressed later in this document).



The brandmark always sits within a white square, and if sitting on white the square still needs to be present to ensure it does not overlap with background photography or graphics.

FILE NAMES:

- RPS_Logo_BW
- RPS_Logo_CMYK
- RPS_Logo_Pantone
- RPS_Logo_RGB

THE ROYAL COAT OF ARMS

The Coat of Arms reflects The Royal Photographic Society's standing as a Learned Society enjoying Royal patronage and it's contemporary attitude with an historical bond.

The Royal Coat of Arms can be used as a stand alone mark for the purpose of validation but generally takes a secondary position to main brandmark.



FILE NAMES:

- RPS_RoyalCoatOfArms_BW
- RPS_RoyalCoatOfArms_CMYK
- RPS_RoyalCoatOfArms_RGB

THE RPS
ROYAL PHOTOGRAPHIC SOCIETY

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©All right reserved Quisque
ligula turpis, interdum sed
rutrum vel, cursus utaque.
Sed vehicula id erat quis
lobortis. Morbi pulvinaret
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disege eget lacus sapien.

**LOREN IPSUM
SEDIMO LABORE
DOLORIUM**

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www.rps.org

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ROYAL PHOTOGRAPHIC SOCIETY

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©All right reserved Quisque
ligula turpis, interdum sed
rutrum vel, cursus utaque.
Sed vehicula id erat quis
lobortis. Morbi pulvinaret
est ac dictum. Suspend
disege eget lacus sapien.

COVER PHOTO
Yvonne de Rosa ARPS

CONTENT

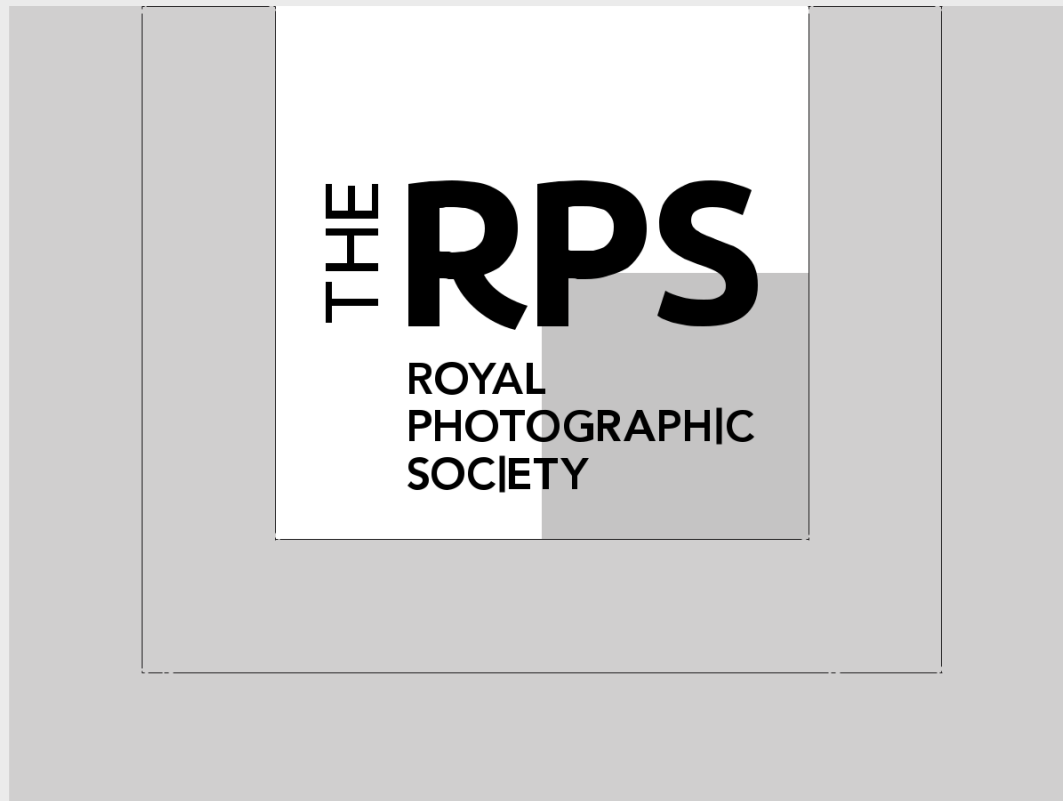
Issue 154 / June 2013

FEATURES	REGULARS	SHOWCASE
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	32 Penatibus adipiscing Nam libero tempore 12.	

CLEARANCE DISTANCE

To ensure prominence and legibility, The RPS logo 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 landmark highlighted in light grey.



FILE NAMES:

RPS_Logo_BW

RPS_Logo_CMYK

RPS_Logo_Pantone

RPS_Logo_RGB

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.



56mm x 56mm
13pt



42mm x 42mm
9.5pt



35mm x 35mm
8pt



26mm x 26mm
6pt



20mm x 20mm
5pt

Sizes are based on the square area of the logo. Type size based on the wording 'Royal Photographic Society' and rounded to the nearest point size (pt).

UNACCEPTABLE TREATMENTS

1. Do not present the brandmark in 3D, use a drop shadow or add other accents to the identity.
2. Do not replace the brandmarks white square with a different colour.
3. Do not introduce new or use multiple colours to other elements of the brandmark.
4. Do not remove any of the elements.

ROYAL
PHOTOGRAPHIC
SOCIETY



1

ROYAL
PHOTOGRAPHIC
SOCIETY



2

ROYAL
PHOTOGRAPHIC
SOCIETY



3

4



COLOUR STRIP

The colour strip represents zoomed in pixels within a photographic image and the diversity of it's membership, both in country of residence and photographic style/discipline. It forms a integral part of the design when used within core branded marketing, events or promotional material.

The colour strip represent pixels within a photographic image.

It also provides a guide for all the potential colours that can be implemented as part of The RPS brand, in terms of their tone and vibrancy.

This page examples how this colour bar can be positioned.

THE RPS
ROYAL PHOTOGRAPHIC SOCIETY

CREATIVE PHOTOGRAPHY & COMMERCE

LECTURES / PORTFOLIO REVIEWS

22nd AUGUST 2013 - WATERSHED BRISTOL

Lectures only - just £25 open to all
Lectures & Portfolio Reviews - £55 for Students and Photographers 35yrs & under

CREATIVE & COMMERCE

22nd MARCH WATERSHED

The Royal Photographic Society event is organised in partnership with the University of West of England and supported by The Photographic Angle and Watershed.

LECTURES
Chris Floyd, Rhea Thierstein, Olivia Gordon Thomson, Laura Parnack, Kate Peters and Toby Smith will be discussing their work in the Photography industry and how the marriage of creativity and commerce works for them.

PORTFOLIO REVIEWERS
Clare Hewitt, Ben Roberts, Anthony Holland Pankin, Steve Ledger-Lomas, Angus Fraser, Roger Tooth, Thom Atkinson, Ashley Joutar, Zoe Whishaw

FOR FURTHER INFORMATION & TO BOOK ONLINE www.rps.org / CPC2013
+44(0)1225 325733 reception@rps.org

WATERSHED

THE RPS
ROYAL PHOTOGRAPHIC SOCIETY

LOREN IPSUM SEDIMO LABORE DOLORIUM

Ut wisi enim ad minim veniam sedimor
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THE RPS
ROYAL PHOTOGRAPHIC SOCIETY

DISCOVER

TYPOGRAPHY

It's essential that the typographic principles set out in the following section are followed carefully. Consistent typographic styling strengthens recognition of The RPS brand and is key to ensure legibility and accessibility.

Avenir LT Std is available to buy from www.myfonts.com and should be used for all professionally printed materials. Avenir LT Std supported by Open Sans is also used in The Society's website. Raleway is a free web only alternative font and can be downloaded from www.google.com/fonts.

Print

Uppercase headings:

- **Avenir LT Std 95 Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Sub headings and body:

- Avenir LT Std 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

- Avenir LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

- *Avenir LT Std 55 Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Web

Uppercase/lowercase headings and sub headings:

- Avenir LT Std 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Sub headings:

- Avenir LT Std 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

- Avenir LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

- *Avenir LT Std 55 Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Body:

- **Open Sans Semibold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

- Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Web alternative

Uppercase headings:

- **Raleway Extrabold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Sub headings:

- **Raleway Bold**

**DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Body:

- Raleway Medium

DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

COLOUR PALETTE

The main landmark colour is Pantone 640 (the core brand blue) and this is a fundamental feature of our visual identity. White also plays an important part in our identity as we use white space confidently to create modern, eye-catching layouts prioritising the messaging and supporting photography. Black is generally used for body text. There is a real push to steer away from too much use of black, as it feels too heavy and solemn.

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.

Primary brand colours:

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	
20%	40%	60%		
			40%	60%
WHITE	10%	20%		

Distinctions colour references:

PANTONE: 2905c CMYK: 45, 1, 0, 1 RGB: 143, 202, 231 HTML: 8FCAE7	PANTONE: 584c CMYK: 21, 0, 85, 0 RGB: 206, 214, 75 HTML: CED64B	PANTONE: 2705c CMYK: 40, 38, 0, 0 RGB: 165, 164, 223 HTML: A5A4DF
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Secondary colours:

The use of secondary colours is unlimited and can be spot picked from a photo that is complementary to the look and feel of the front cover, poster, campaign, etc. We advise following the colours exemplified on this page as a guide for the general tone and vibrancy.

Examples of some secondary colours:



BRANDMARK – COLOUR APPLICATION

Due to the strong distinctive style of the brandmark, it allows a certain amount flexibility around the use of different colours.

Note: Any national or international marketing material that promotes the organisation as a whole must use the main brandmark.

Main brandmark:



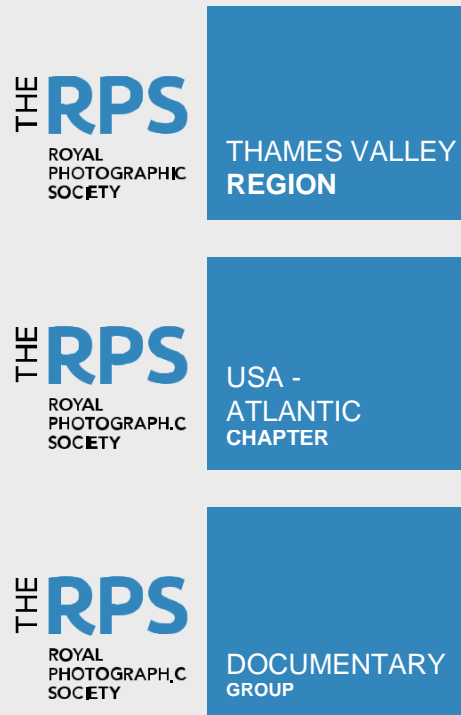
Colour variations:



REGIONS, GROUPS & CHAPTERS

All Regions, Groups and Chapters landmarks should only use primary colours. Three options for the Regions, Groups and Chapters landmarks are available as shown below. If sitting on an image the white square must be retained to ensure enough landmark clearance. Regions, Groups and Chapters landmarks are available on request from The RPS.

Option 1:



Option 2:



Option 3:



REGIONS, GROUPS & CHAPTERS SOCIAL

When using the mark on Social Media platforms, such as Facebook, please ensure you use the Region, Group, or Chapter Social Media marks, which has the words 'Royal Photographic Society' presented on one line beneath the main mark. This mark is specifically for use by Regions, Groups and Chapters on Social Media sites. Regions, Groups and Chapters Social marks are available on request from The RPS.

Region, Group, or Chapter Social Media mark



The RPS Social Media mark



The RPS HQ is the only one allowed to use The RPS main brandmark for Social Media purposes. All other Regional, Group or Chapter setups must use the version with the blue bar and supporting text referencing their setup. Note: Most social networks allow you to add a descriptive title to the profile allowing you to expand the description of the Region, Group or Chapter.

BRANDMARK – DISTINCTIONS

The Distinction brandmarks have their own unique colour.

Colour references:

PANTONE: 2905c
 CMYK: 45, 1, 0, 1
 RGB: 143, 202, 231
 HTML: 8FCAE7

PANTONE: 584c
 CMYK: 21, 0, 85, 0
 RGB: 206, 214, 75
 HTML: CED64B

PANTONE: 2705c
 CMYK: 40, 38, 0, 0
 RGB: 165, 164, 223
 HTML: A5A4DF

Distinctions:

THE **RPS**
 ROYAL
 PHOTOGRAPHIC
 SOCIETY

LICENTIAE
 LRPS

THE **RPS**
 ROYAL
 PHOTOGRAPHIC
 SOCIETY

ASSOCIATE
 ARPS

THE **RPS**
 ROYAL
 PHOTOGRAPHIC
 SOCIETY

FELLOW
 FRPS

THE **RPS**
 ROYAL
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 SOCIETY

IMAGING
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THE **RPS**
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 SOCIETY

IMAGING
 SCIENTIST
 GIS ARPS

THE **RPS**
 ROYAL
 PHOTOGRAPHIC
 SOCIETY

IMAGING
 SCIENTIST
 ASIS FRPS

FILE NAMES:

RPS_LRPS_CMYK
 RPS_QIS_LRPS_CMYK

RPS_ARPS_CMYK

RPS_AIS_ARPS_CMYK
 RPS_GIS_ARPS_CMYK

RPS_FRPS_CMYK

RPS_HonFRPS_CMYK
 RPS_ASIS_FRPS_CMYK

VALIDATION BRANDMARK

Members may wish to use The Society's logo and Coat of Arms a mark of validation on their our websites, or other printed materials.

We have created a validation brand mark specifically for this purpose. This is the only instance were the band mark and the Coat of Arms can be placed next to each other.



FILE NAMES:

RPS_Logo_WithCrest_CMYK

RPS_Logo_WithCrest_RGB

SUB-BRANDS

A sub-brand is an activity or service with its own brand identity, distinct to the RPS brand, but related to it. Along with our master RPS logo, we have a range of licensed 'supported by' sub-brand logos, as shown below. These are the only logo/s approved for use other than the master logo. Do not create your own logo or sub-brands for parts of RPS logo and copying this style.

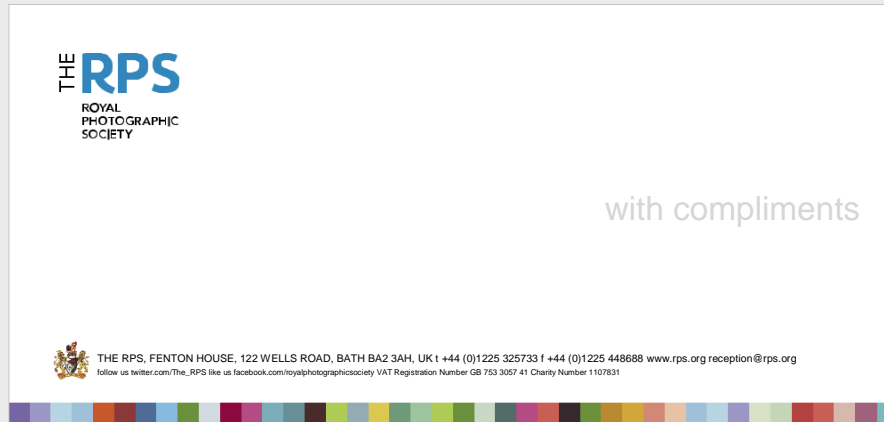
NOTE: There are other ways of identifying a Region or Special Interest Group which are outlined within this document. If you would like help or advice, please contact the RPS.

FILE NAMES:

- RPS-Supports-Branding-CMYK-01.eps
- RPS-Supports-Branding-CMYK-02.eps
- RPS-Supports-Branding-CMYK-03.eps
- RPS-Supports-Branding-CMYK-04.eps

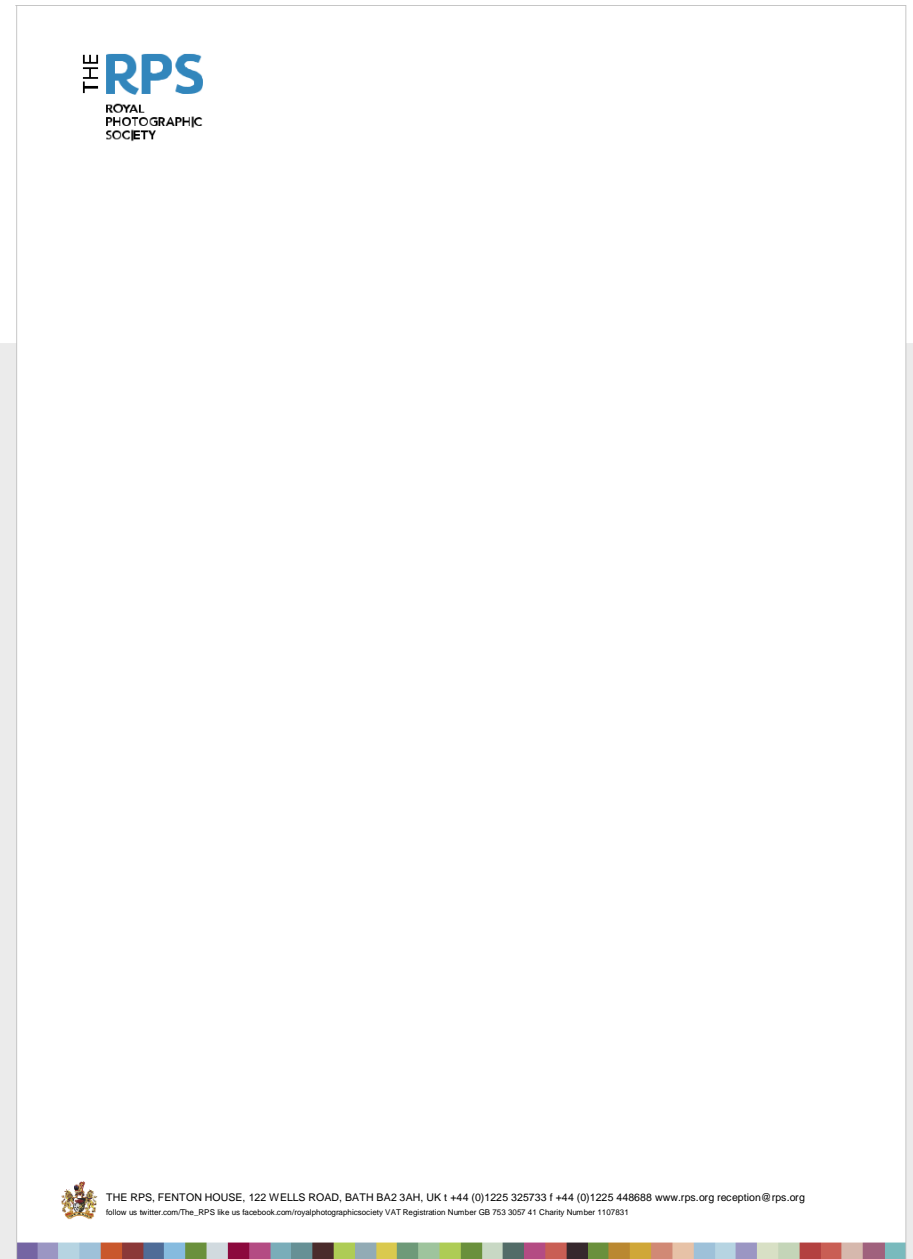
STATIONERY

Templates have been created with fixed weight and font sizes for Letterheads, Comp-slips and Business cards.



FILE NAMES:

- RPS_Stationery_BusinessCard
- RPS_Stationery_Compslip
- RPS_Stationery_Letterhead
- RPS_MSWord_Letterhead



EMAIL SIGNATURE

We would not recommend using images in email signatures, as it can show up as multiple attachments on various email clients. If the main
brandmark or Distinction mark must be used, please follow guidelines below.

DR MICHAEL PRITCHARD FRPS

Director-General

t +44 (0)1225 325720 m +44 (0)7656 656789

www.rps.org

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t +44 (0)1225 325733 VAT Registration No. GB 753 3057 41 Registered Charity No. 1107831

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NAME BADGES

Badges have been considered to be legible from all distances and colour coded to identify staff members. They will also apply the core brand rules and understand that very long names, distinctions and titles may mean that the font sizes need adaptation. However, we ask that logo placement, brand colour and the related distinction background colour always stay consistent.

Staff members:



DR MICHAEL
PRITCHARD FRPS
Director-General

Suggested size is 75mm x 35mm

Example of a Distinction holder badge:



JOHN DOE
Council Member

ASICI FRPS

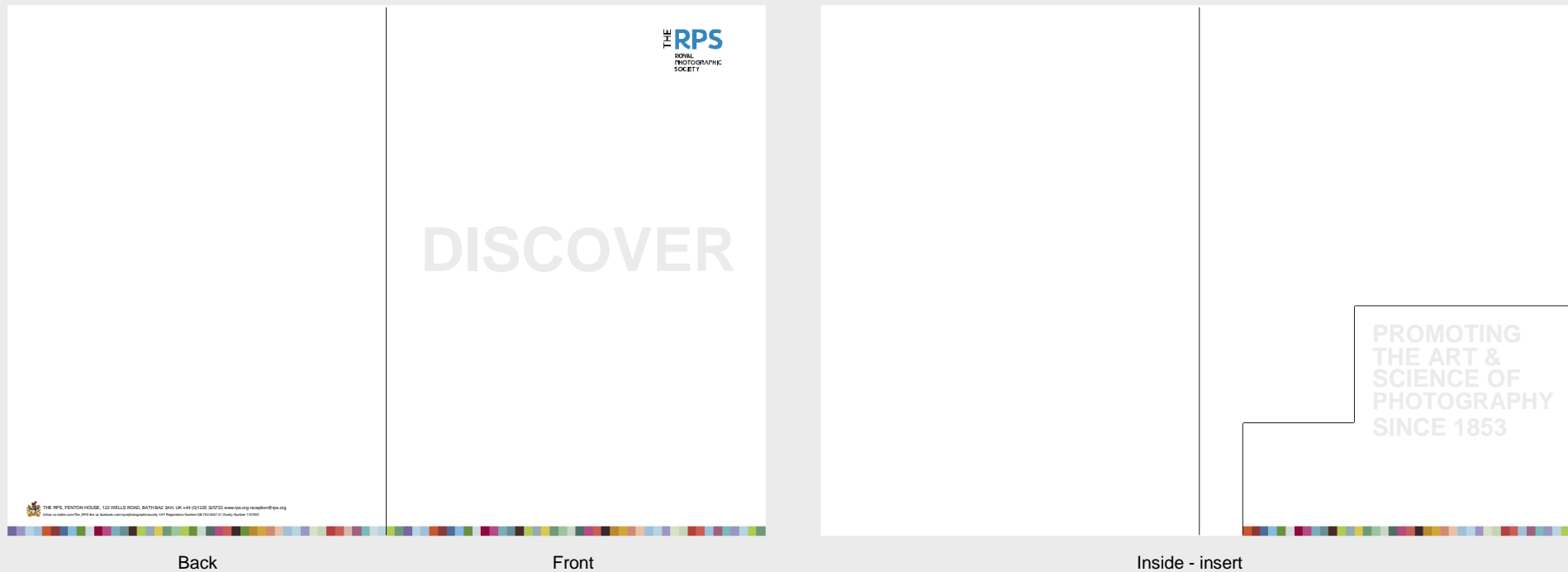


JOHN DOE
Exhibition Coordinator

GICI ARPS

FOLDER – WORKSHOP

The landmark should always be positioned in the top right corner of folder front covers, with the correct spacing based on half width of the landmark. The Royal Coat of Arms is placed on the back for the purpose of validation. Note: that text on the front is a 5% grey with Spot UV to enhance the 'Discover' theme.

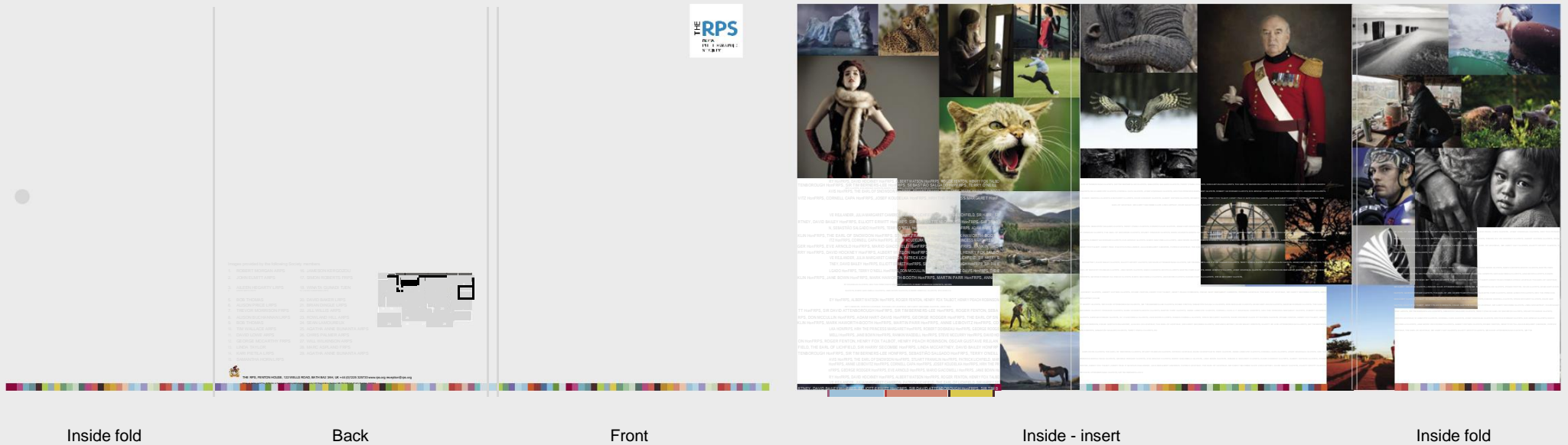


FILE NAMES:

RPS_Folder_NonCapacity

FOLDER – MEMBERS PACK

The landmark should always be positioned in the top right corner of folder front covers, with the correct spacing based on half width of the landmark. The Royal Coat of Arms is placed on the back for the purpose validation. Note: that text on the front is a 10% grey with Spot UV to enhance the 'Discover' theme.



FILE NAMES:

RPS_Folder_DiscoveryNewMembers

CATALOGUE – COVERS

Colours for the brandmark, spine and any featured text must be a single spot picked colour from the predominant image. The title header must run either along the bottom horizontally or vertically from bottom left to create minimal interference with cover image.

Coloured spines featured on the right hand side below, are merely a guide. We would recommend using different colours each year if possible.

Cover examples:



Coloured spines:



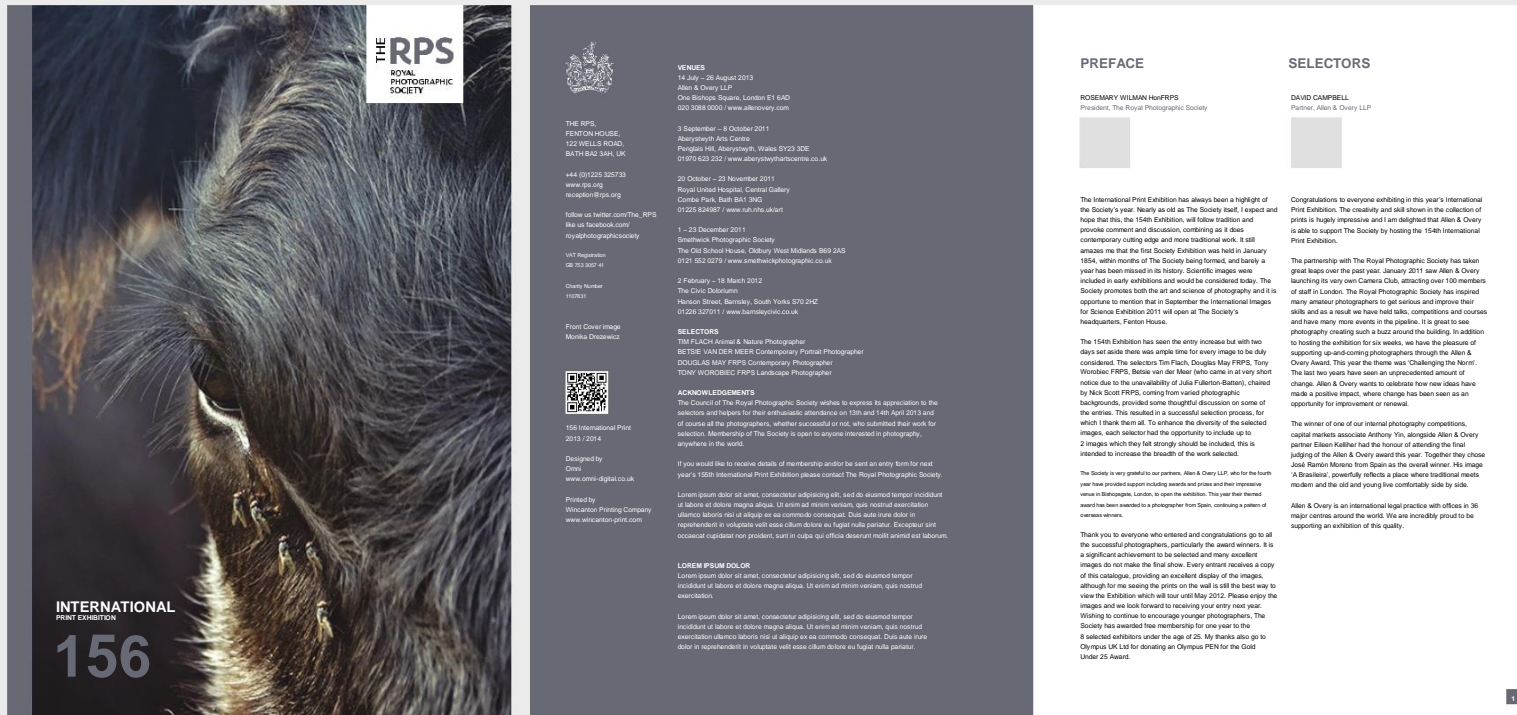
A collection of spines created over a period of time and how this relates to the colour strip brandmark. Colour strip element created from the brandmark.

FILE NAMES:

RPS_PrintMaterials_IPE

CATALOGUE – SPREADS

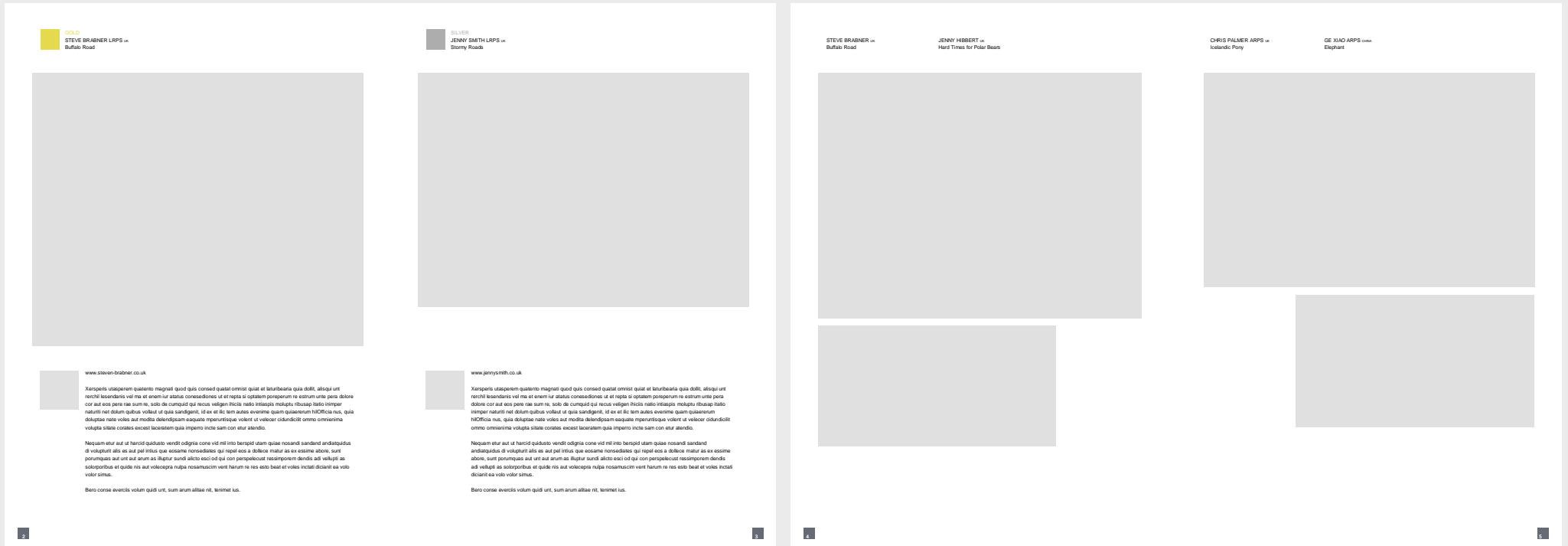
Below is an example of a selected spot colour and how it can then be carried through to internal pages. White text must be clearly legible on selected spot colour and vice-versa. We advise steering clear of yellows, as they can be hard to read on white.



Front cover

Text spread

CATALOGUE – SPREADS



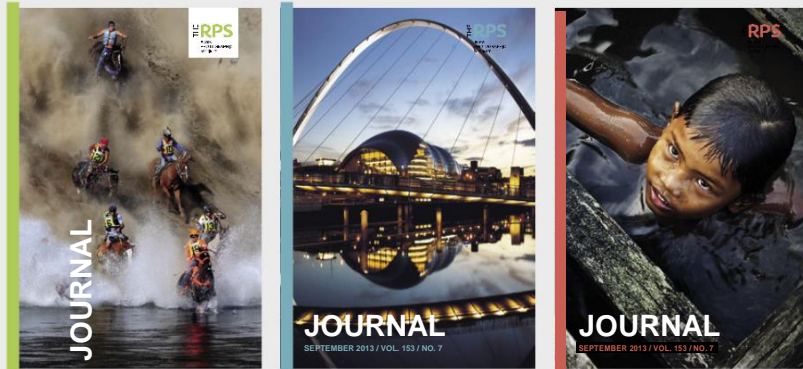
Awards spread

Selected spread

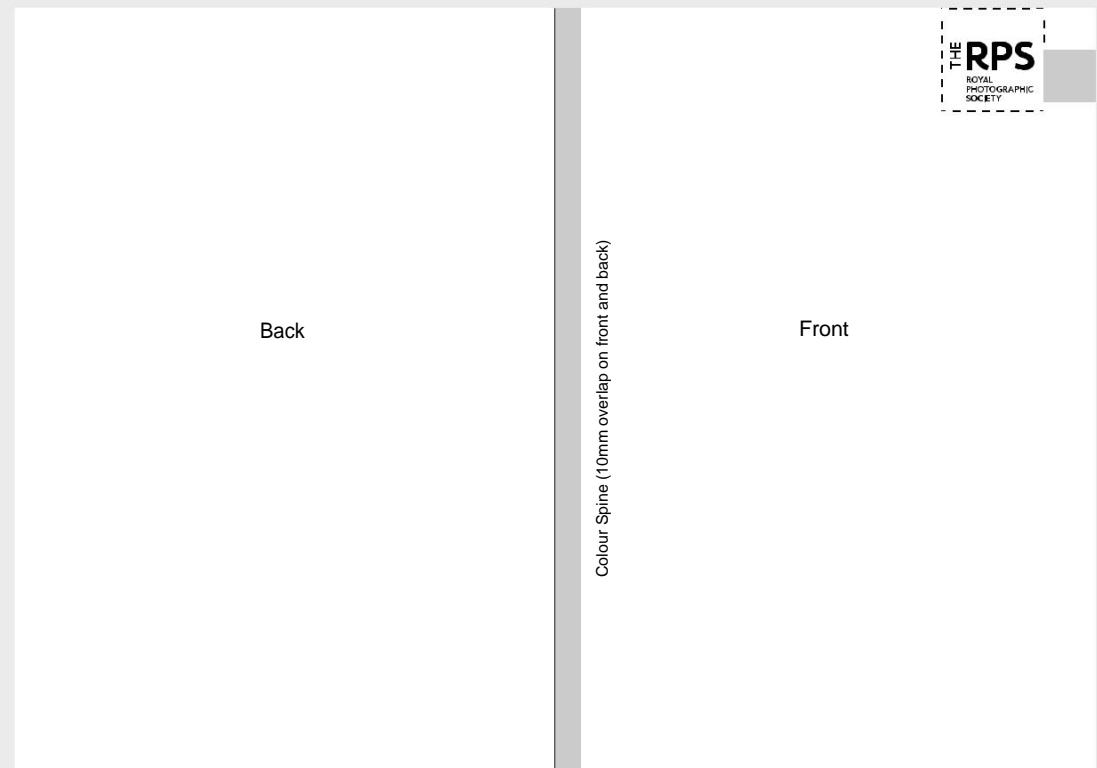
JOURNAL – COVERS

Colours can be spot picked to compliment the cover image, then applied to the spine and landmark. The cover title 'Journal' can have a vertical and horizontal position. A guide template has been created with required sizes for the landmark, type and colour spine overlapping both front and back cover.

Cover examples:



Template file:



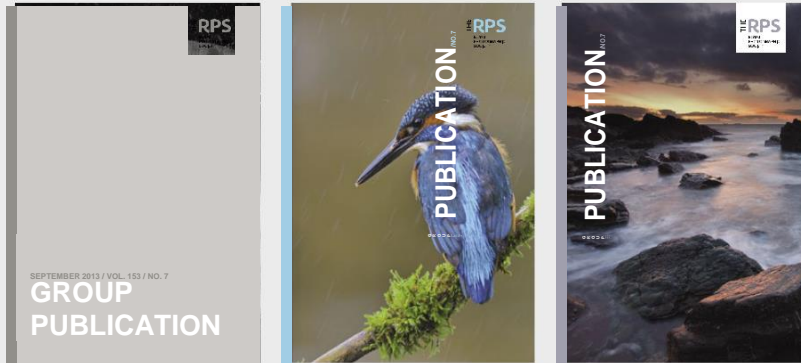
FILE NAMES:

RPS_PrintMaterials_Journal

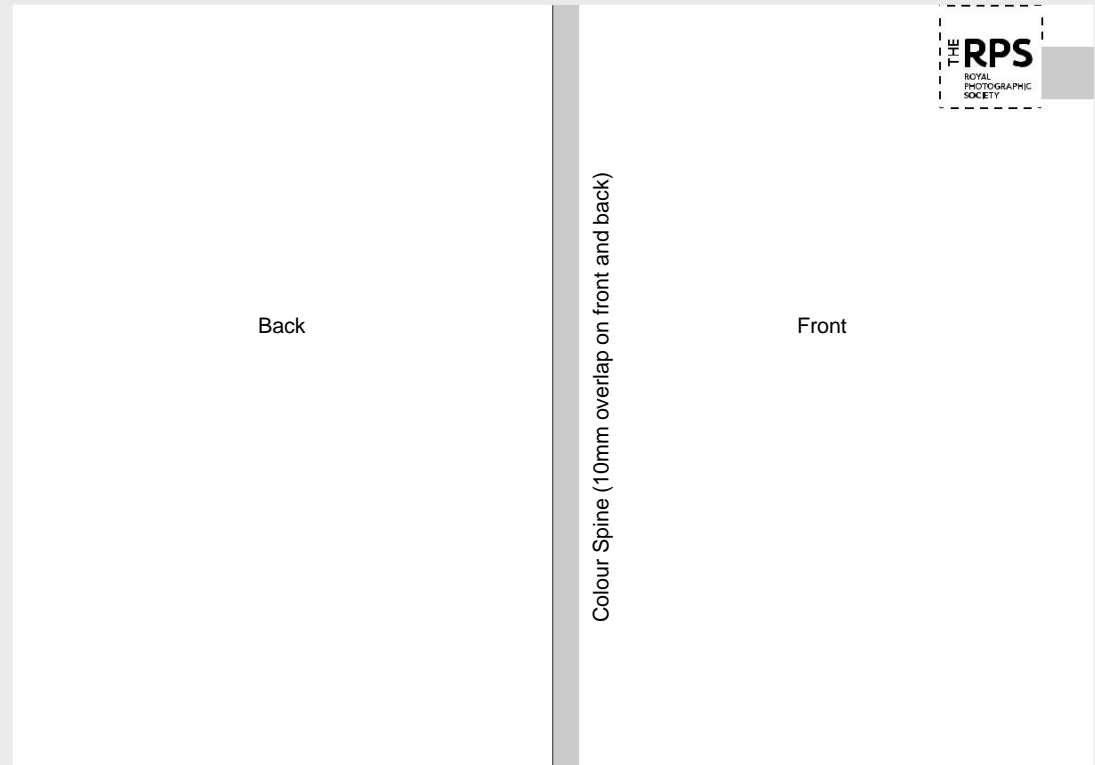
GROUP PUBLICATION – COVERS

Colours can be spot picked to compliment the cover image and then be applied to the spine and brandmark. The title header must run either horizontally along the bottom or vertically from bottom left to ensure minimal interference with cover image.

Cover examples:



Template file:



FILE NAMES:

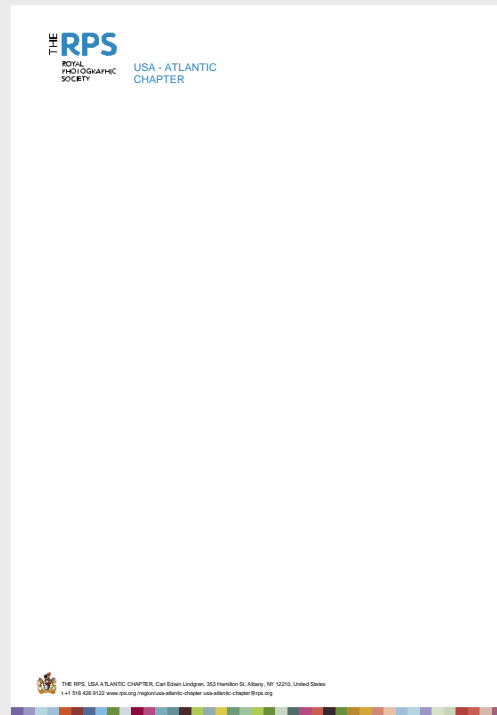
RPS_PrintMaterials_Groups

REGIONS, GROUPS & CHAPTERS STATIONERY & NEWSLETTERS

The Regions, Groups and Chapters letterhead is based on The RPS's letterhead. Note: the footer address line should be adjusted to reflect contact details relevant to the individual Region, Group or Chapter.

Domestic printing

If possible, when printing out the MS letterhead using a domestic printer please check that you are printing without borders and margins. This can be found in your printer properties.



Regions, Groups and Chapters letterhead



Regions, Groups and Chapters newsletter

FILE NAMES:

RPS_RegionsGroupsChapters_Letterhead

RPS_RegionsGroupsChapters_Newsletter

A5 MARKETING CARDS

All examples are identical in styling apart from the use of colour. The blue version should be used for any national or international marketing campaigns that promotes the entire RPS organisation. Colour variations should be used for Regional or Group campaigns and the circle device can be used to highlight key sales information and dates.

RPS
ROYAL PHOTOGRAPHIC SOCIETY

CREATIVE PHOTOGRAPHY & COMMERCE

LECTURES / PORTFOLIO REVIEWS

The Royal Photographic Society event is organised in partnership with the University of West of England and supported by The Photographic Angle and Watershed.

LECTURES
Chris Floyd, Rhea Thierstein, Olivia Gideon Thomson, Laura Pannack, Kate Peters and Toby Smith will be discussing their work in the Photography industry and how the marriage of creativity and commerce works for them.

PORTFOLIO REVIEWERS
Clare Hewitt, Ben Roberts, Anthony Holland Parkin, Steve Ledger-Lomas, Angus Fraser, Roger Tooth, Thom Atkinson, Ashley Jouhar, Zoe Whishaw

FOR FURTHER INFORMATION & TO BOOK ONLINE www.rps.org / CPC2013
+44(0)1225 325733 reception@rps.org

22ND AUGUST 2013 - WATERSHED BRISTOL

Lectures only - just £25 open to all
Lectures & Portfolio Reviews - £55 for Students and Photographers 35yrs & under

WATERSHED **UNIVERSITY OF WEST OF ENGLAND**

CREATIVE & COMMERCE

LECTURES / PORTFOLIO REVIEWS

22ND MARCH WATERSHED

The Royal Photographic Society event is organised in partnership with the University of West of England and supported by The Photographic Angle and Watershed.

LECTURES
Chris Floyd, Rhea Thierstein, Olivia Gideon Thomson, Laura Pannack, Kate Peters and Toby Smith will be discussing their work in the Photography industry and how the marriage of creativity and commerce works for them.

PORTFOLIO REVIEWERS
Clare Hewitt, Ben Roberts, Anthony Holland Parkin, Steve Ledger-Lomas, Angus Fraser, Roger Tooth, Thom Atkinson, Ashley Jouhar, Zoe Whishaw

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FILE NAMES:

RPS_PrintMaterials_A5Marketing

BANNER STANDS

There are two layout applications - full width and montage. The fourth banner shows an example of a bespoke coloured application using a spot colour from the main image.



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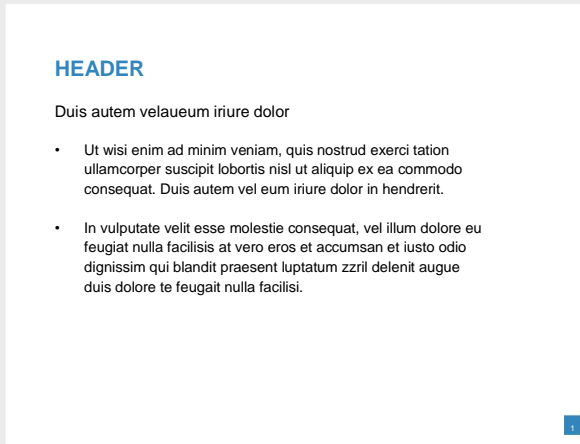
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POWERPOINT OR KEYNOTE

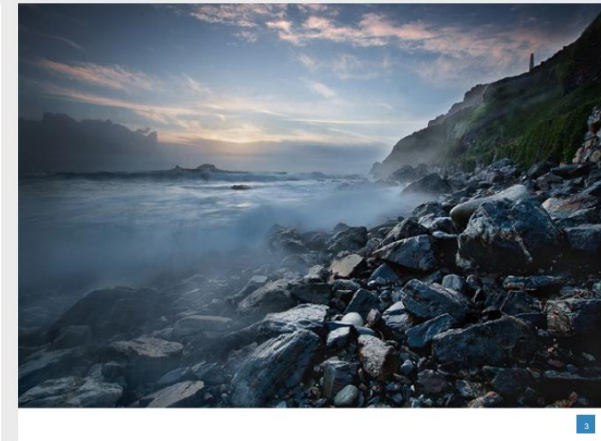
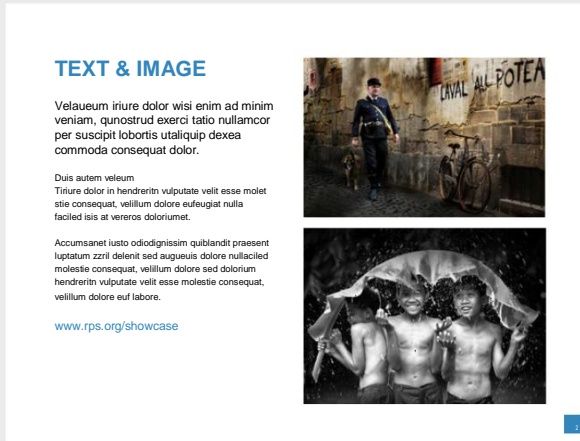
Whenever possible when creating PowerPoint or KeyNote presentations, the correct font (Avenir) and weights should be used.

If Avenir is not available Arial can be used as a substitute. When using Avenir, and transferring presentation to another computer, please remember that the font will be lost if not exported as a stand alone presentation file.



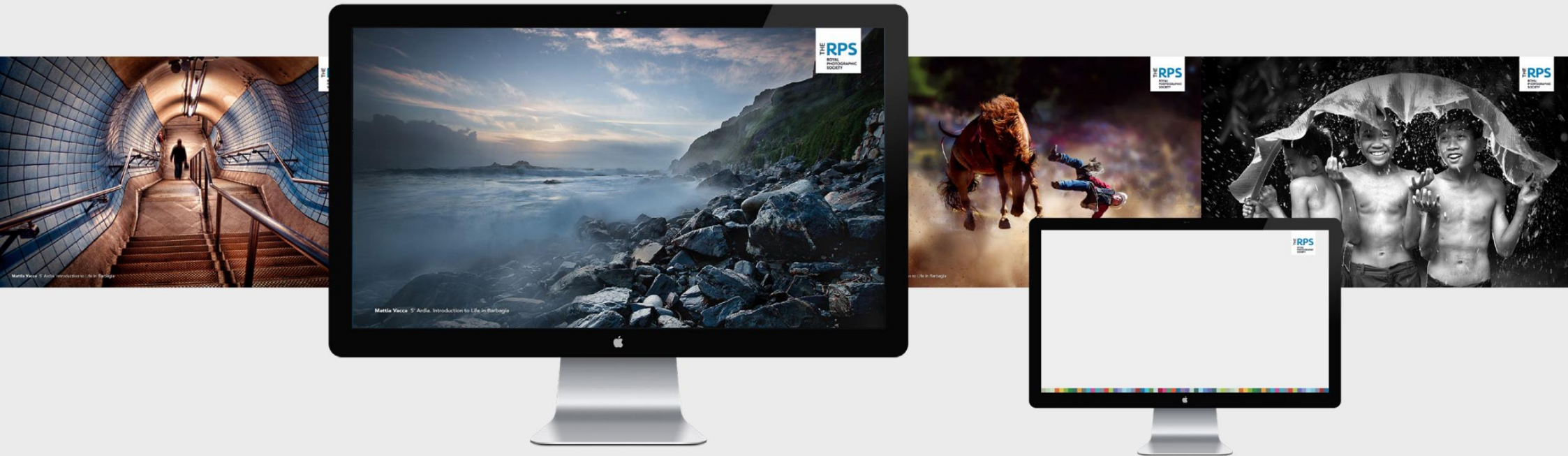
FILE NAMES:

RPS_MSPowerPoint_Prestation



SCREEN SAVERS

Two versions of a RPS screen saver have been created, both with and without an image. Images used on any RPS owned computers must have been taken by a Society Member. If using plain background the colour bar must be used at the base and the brandmark is always placed top right. A slide show of images can be used each slide must be prepared with the brandmark and photographers accreditation.



FILE NAMES:

RPS_Desktops

SOCIAL MEDIA – BRANDMARKS

Two versions of the brandmark have been created for Facebook and other social media sites. On the left is the main RPS brandmark, and on the right hand side is a the application using Region, Group or Chapter information (with the secondary brandmark application). Facebook hero images must be single images with the photographer credited where relevant. The hero image can also be used to advertise the latest campaigns.



WEBSITE

The website has been designed to be open, fresh and inviting. It should feature photography throughout and all text content should be well considered and be of maximum value to its users. The colour 'pixel' bar should feature on all pages globally in the footer. Microsites should use the main site as a guide for all styling and the brand fonts must be used in the coding. The landmark clearance distance rule for the website allows for graphics to encroach the clearance distance.

