Royal Mail

English logo guidelines

April 2009

Contents

The new logo library should replace all previous logo versions. Please ensure they are deleted from your system.

Please note that the colours shown in this document are not visually accurate for colour matching. Always match colours to the latest edition of the Pantone® Colour Formula Guide. *Pantone is a registered trademark of Pantone, Inc.

English logo version

The Royal Mail logo is the key element of our visual brand and has recently been updated. The crown element of the logo has been re drawn as a vector illustration to ensure maximum quality at all sizes. Do not stretch, distort, alter or recreate the logo in any way.

> See page 4 for reference of the Welsh and Scottish logos.

> See page 12 for a full list of available English logo versions.

Post Brenhinol

Royal Mail®

Post Brenhinol

Royal Mail®

Post Brenhinol

Royal Mail®

Post Brenhinol

Royal Mail®

Welsh logo versions

Royal Mail

Royal Mail

Royal Mail

Royal Mail

Scottish logo versions

Variations of the Royal Mail master logo are available for use in Wales and Scotland and have also been updated. The crown element of the logos have been re drawn as a vector illustration to ensure maximum quality at all sizes. Do not stretch, distort, alter or recreate the logo in any way.

> See page 3 for reference of the English logo version.
> See separate documents for guidelines on Welsh and Scottish logo use.

Crown drawn
as vector paths
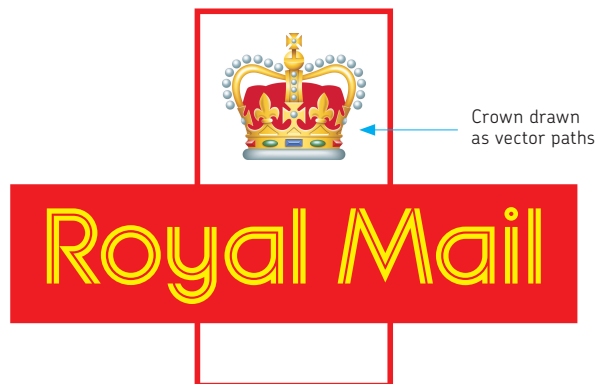
Master logo
Preferred version

Vector paths for use in CS3 and later

Embedded
image

Master logo
Alternative version – limited use

Vector paths and embedded crown image for use
in CS1 and later

Alternative logo use

Master logo – Preferred version
The English master logo has been created for use as a vector eps. The complexity of the blends used in the crown can only be rendered correctly in Adobe Illustrator CS3 and above. The logo must NOT be back saved to earlier versions.

Master logo – Alternative version
An alternative master logo has been created as a vector eps with an embedded crown image for use in earlier versions of Adobe Illustrator and for applications where the complexity of the blends used in the crown may cause problems.

The alternative logo can be obtained by contacting the Royal Mail Brand Team. Contact details can be found at the back of this document.

Clear space

14mm
(over the full width)
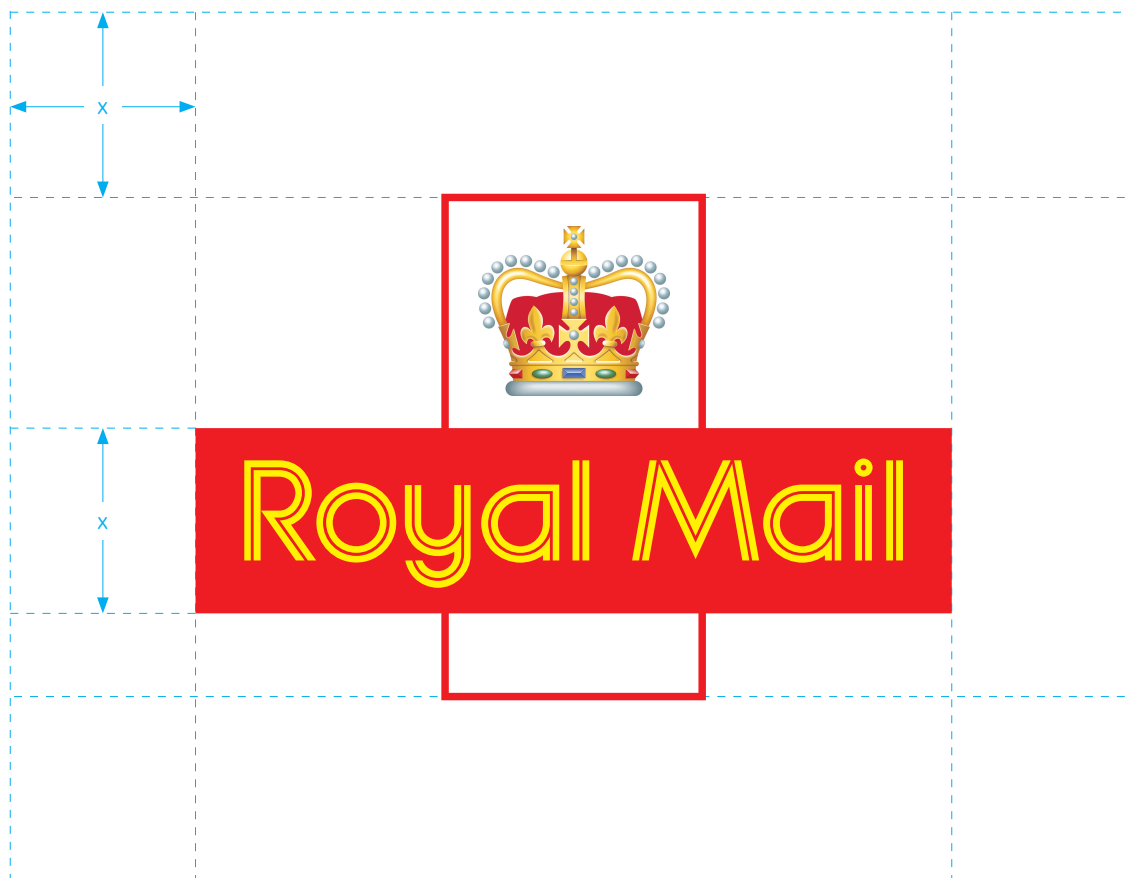
Minimum logo size

Clear space and minimum logo size

Clear space

In order to display the Royal Mail logo to its best effect and ensure maximum impact, a clear space surrounding the logo should always be used. The clear space is defined by the height of the horizontal bar (x) and applies to all sides of the logo. This area must be kept clear of type and graphic elements. It is preferable to maintain a larger area of clear space around the logo whenever possible.

Minimum logo size

The Royal Mail logo should never be reduced below 14mm. This minimum size is a guide and where possible the logo should be used at larger sizes. Always ensure the logo is legible.

> See page 10 for guidance on sizing the logos.
> See page 12 for a full list of available
  English logo versions.

Maximum logo size

200mm maximum logo width

The master logos described in this document are for use at all sizes between 14mm and 200mm. For applications above 200mm a large format version of the logo is available from the Royal Mail Exhibitions Team.

Please contact:
Dick Keeling
Email: dick.keeling@royalmail.com

If you are in any doubt about which logo to use please contact the Royal Mail Brand Team for advice. Contact details can be found at the back of this document.

Correct use

Positive colour logo on a white background

Positive black logo on a white background

Negative colour logo on a red background

Negative black logo on a black background

Incorrect use

Never use the negative logo on a white background

Never change the colour of the logo

Never distort the logo

Never recreate the logo or change individual elements

Never place type or graphics inside the clear space area

Never use the positive logo on a colour background

Never alter the line weights on the existing logos

Never use the negative logo on a busy or confusing background

Correct logo use

The master logo has been designed to work across all brand applications. This page shows examples of correct logo use and a selection of incorrect situations to avoid.

> See page 12 for a full list of available English logo versions.

Colour palette

Colour		Pantone	CMYK	RGB	Hex
	Red	Pantone 485	C0 M100 Y100 K0	R255 G0 B0	#FF0000
	Yellow	Pantone Yellow	C0 M0 Y100 K0	R255 G255 B0	#FFFF00
	Black	Pantone Black	C0 M0 Y0 K100	R0 G0 B0	#000000
	White	N/A	C0 M0 Y0 K0	R255 G255 B255	#FFFFFF

Colours

The Royal Mail colour palette has been defined for use across all applications. For consistency always ensure the recommended breakdowns are used.

Please note that the colours shown on this page are not visually accurate for colour matching.

When matching colours you may also use the current edition of the Pantone® Colour Formula Guide.
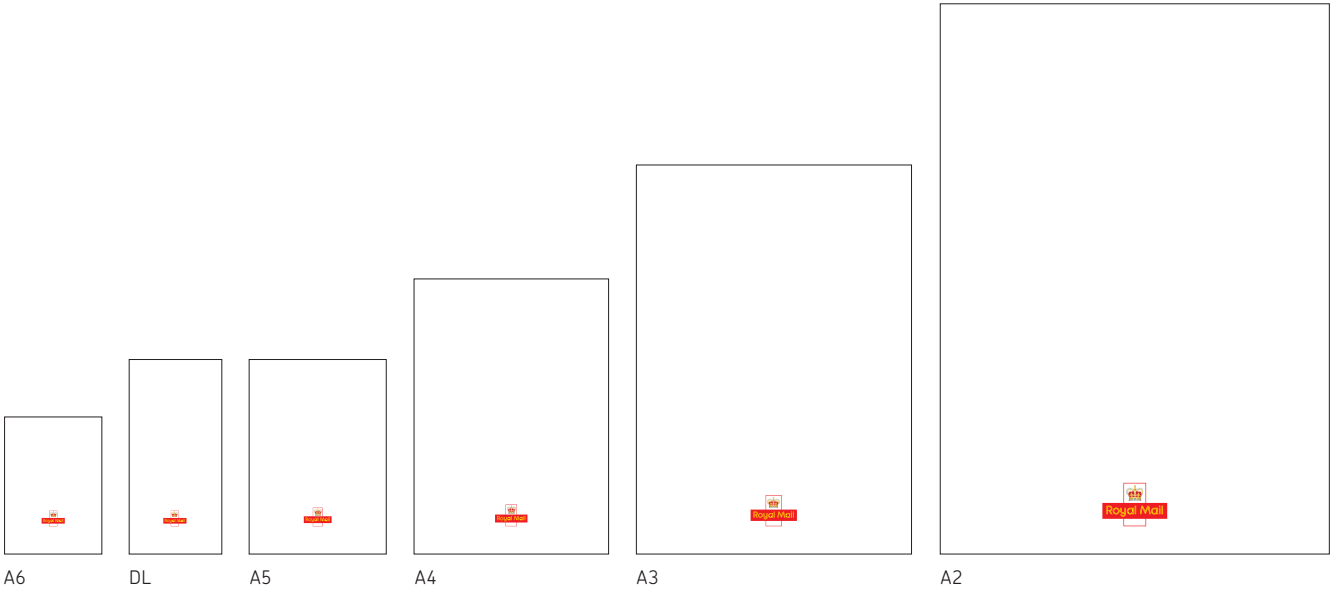* Pantone is a registered trademark of Pantone, Inc.

Sizing the logo

To ensure a consistent look and feel to the Royal Mail logo across different page formats we have defined the preferred logo sizes for use. It may not always be possible to achieve these sizes but they should act as a guide to ensure a consistency between the page format and the logo.

> See page 6 for reference of clear space and minimum logo size.
> See page 12 for a full list of available English logo versions.

A6 DL A5 A4 A3 A2

Suggested logo sizes

Format Size in mm	A6 105 x 148	DL 99 x 210	A5 148 x 210	A4 210 x 297	A3 297 x 420	A2 420 x 594	A1 594 x 841
Logo width	25mm	25mm	30mm	35mm	50mm	70mm	90mm

Page formats are shown 12% actual size.

rm_e_4cp_p.eps

Our prefix	Version	Colour		Background	File format
rm Royal Mail	**e** English	**4cp**	4 colour process (CMYK)	**p** Positive	**.eps**
	w Welsh	**k**	Black	**n** Negative	**.jpg**
	s Scottish	**col**	Colour		**.png**
		mono	Mono/greyscale		**.psd**

Logo library

Logo naming

Each version of artwork has a unique identification code. The matrix shown left refers to the available artworks, shown on the following page.

Positive versions

English logo versions for print

4 colour process C M Y K

rm_e_4cp_p.eps*
rm_e_4cp_p.jpg

1 colour black K

rm_e_k_p.eps
rm_e_k_p.jpg

Negative versions

4 colour process C M Y K

rm_e_4cp_n.eps*
rm_e_4cp_n.jpg

1 colour black K

rm_e_k_n.eps
rm_e_k_n.jpg

English logo versions for screen

Colour R G B

rm_e_col_p.jpg
rm_e_col_p.png
rm_e_col_p.psd

Mono/greyscale M

rm_e_mono_p.jpg
rm_e_mono_p.png
rm_e_mono_p.psd

Colour R G B

rm_e_col_n.jpg
rm_e_col_n.png
rm_e_col_n.psd

Mono/greyscale M

rm_e_mono_n.jpg
rm_e_mono_n.png
rm_e_mono_n.psd

Logo library

English logo versions for print

EPS vector (CMYK versions)
This format should be used for professional print purposes. These logo versions have been created in Adobe Illustrator CS3 and due to the complexity of the blends used on the crown should not be back saved for use in earlier versions.

If you require colour logos with an embedded crown for use in earlier version of Adobe Illustrator or for file size issues please contact the Royal Mail Brand Team.

JPG (CMYK versions)
This format has been created for professional print purposes for use when the EPS format cannot be used. The EPS version is the preferred file format.

English logo versions for screen

PNG (RGB versions)
This format is intended for use in applications such as Microsoft Word and PowerPoint. The PNG format has been chosen because of its transparent background.

JPG (RGB versions)
This format is can also be used for on screen or desktop software applications. The background of this file format is defined and is not transparent. Unlike the CMYK JPG it should not be used for professional print purposes.

PSD (RGB versions)
This format is the native Photoshop format. If you need the logo for professional on screen graphics, or alternative file formats not supplied in this library the PSD format should be used as a starting point and saved out in the required format.

*The alternative logo with embedded image is available by contacting the Royal Mail Brand Team.

Thank you