

RCPCH Brand Identity and usage guidelines



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Introduction

What is a brand identity?

A brand identity is a clear expression of our character and purpose.

Our visual identity reflects who we are as an organisation and what we do.

It includes our logo, typefaces, graphic elements and colours – in other words, all those elements that give our communications a unique look and feel.

These communications include digital such as social media, email, websites and Word documents as well as printed items such as books, letters, leaflets, signage, publicity, fundraising materials and even T-shirts – the list is endless!

Why has our brand identity evolved?

- To achieve a more consistent look across our communications and strengthen the RCPCH profile.
- To enable us to reflect a more inclusive/ audience-based approach in our communications.
- To ensure the RCPCH brand is digitally fit for purpose in a changing technological environment.

Guidelines

To maintain the integrity of our evolved brand, it is essential that these guidelines are carefully followed.

New digital files can be obtained from the RCPCH Content and Brand Team.

This guide explains the usage of the RCPCH identity and accompanying brand elements

Whilst most identity applications have been considered, occasions may arise where specific requirements need special consideration.

If you have any queries and would like guidance on the use of the RCPCH identity, please contact the Content and Brand Team:

Content&Brand-Team@rcpch.ac.uk

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What to do

If you are:

- planning a new project
- planning a new design
- planning a design brief
- planning communications

Complete the 'Brand and design' commissioning form on the RCPCH TopDesk.

If you need:

- a template
- a logo file
- an image

> Content&Brand-Team@rcpch.ac.uk

If you are:

- wondering what branding to use
- not sure what image to use
- unsure what colours to use
- not sure what heading style to use

Contact:

Content&Brand-Team@rcpch.ac.uk

Logo

The full RCPCH logo comprises four parts:

- Dynamic Child Icon, (DCI)
- Acronym,
- Descriptor
- Strapline.

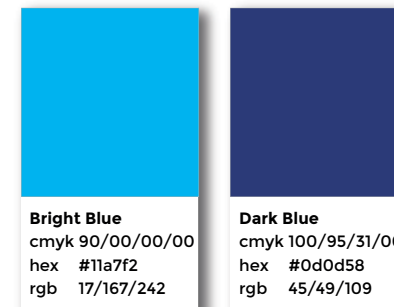
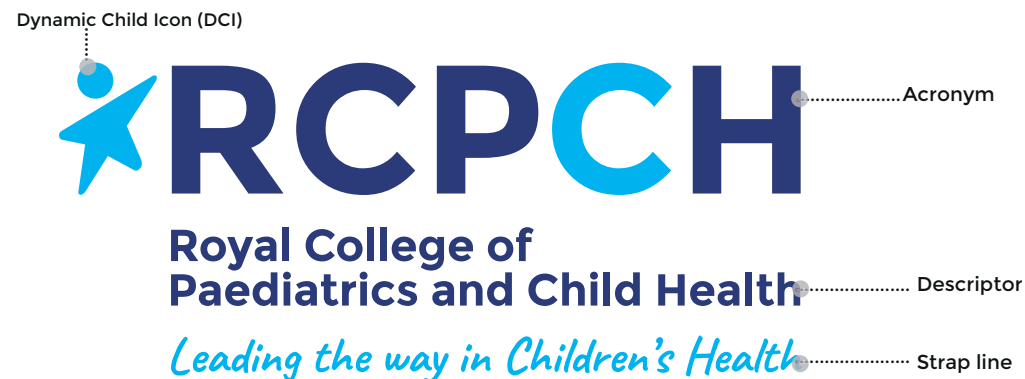
It uses the new cleaner, stronger colours of our evolved identity - Dark Blue and Bright Blue.

The Dynamic Child Icon (DCI) has been released from the confines of the 'C'

The minimum size for the full logo is 25mm. Below that size the simple Acronym version should be used. See section 'Logo Acronym'.

The college's charity statement should always be included.

If you have any queries and would like guidance or more information, please contact the RCPCH Content and Brand Team.



Logo exclusion zone

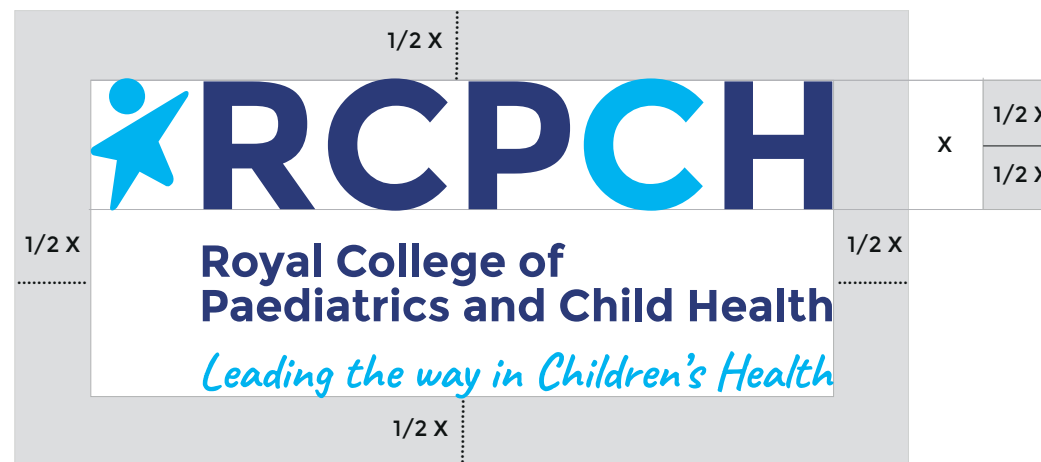
Specification

It is important that no other visual elements encroach upon the visual field of the RCPCH logo.

Instructions

Take the height of the acronym as the measurement. Divide this in half to find the measurement of the exclusion zone. (The dark shaded area in the example).

Ensure that no other elements intrude into the dark shaded area of the exclusion zone.



If you have any queries and would like guidance or more information, please contact the RCPCH Content and Brand Team.

Logo mono

The full colour version of the logo should predominate any design, digital or print. However, where colour printing is not available or not cost-effective, use black and white versions of the logos.

The minimum size for the full logo is 25mm. Below that size the simple Acronym version should be used. Please seek advice with using the acronym in each instance.

A white mono version of the logo, on a colour background selected from the RCPCH colour palette, can be used as a secondary item (for example at the back of a leaflet with the full colour logo on front cover). Please seek advice before using a white out version of the logo or acronym.

The college's charity statement should always be included.

If you have any queries and would like guidance or more information, please contact the RCPCH Content and Brand Team.



**Royal College of
Paediatrics and Child Health**

Leading the way in Children's Health

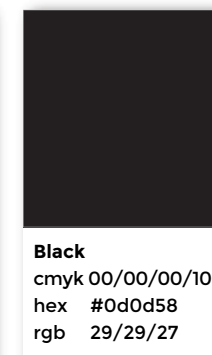


Dark Grey

cmyk 00/00/00/50

hex #808080

rgb 128/128/128



Black

cmyk 00/00/00/100

hex #0d0d58

rgb 29/29/27

Logo acronym

Use

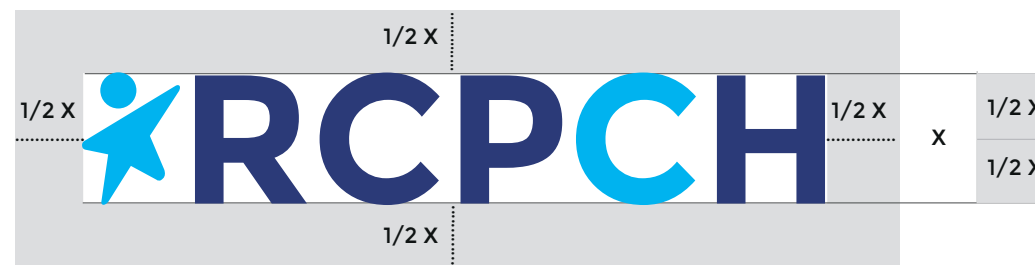
Mainly digital, web and mobile. Please seek advice with using the acronym in each instance.

Exclusion zone

- It is important that no other visual elements encroach upon the visual field of the RCPCH logo acronym.
- Take the height of the acronym as the measurement. Divide this in half to find the measurement of the exclusion zone. (The dark shaded area in the example).
- Ensure that no other elements intrude into the dark shaded area of the exclusion zone.

The college's charity statement should always be included.

If you have any queries and would like guidance or more information, please contact the RCPCH Content and Brand Team.



Logo variants for devolved countries

Main RCPCH Logo variant for specific devolved countries RCPCH activity.

Logo Files are available from the Digital and Creative Media team on request.

The college's charity statement should always be included on communications using these logo variants.



For RCPCH Wales
english language
communications.



For RCPCH Wales
Welsh language
communications

If you have any queries and would like guidance or more information, please contact the RCPCH Content and Brand Team.

Logo for sub-brands

Our main brand areas have new identities. These work together as a family of brands to create a clear visual link between themselves and the main RCPCH identity.

Main Brand areas use RCPCH Dark Blue and RCPCH Bright Blue form the colour palette and always have a name and strapline. The example shown is 'Compass', the RCPCH online learning site

The name of the brand area is juxtaposed with the RCPCH acronym in the same weight, size and letterspace. A strapline is included underneath. The sub-brand identity is available in two formats, single line and stacked for multi-device use.

New digital files for established sub-brands are available from Brandkit: <http://rcpch.brandkit.io>

Please seek advice when considering a sub-brand identity. Proposals for sub-branding should be submitted via the Digital and Creative Media Commissioning form on TopDesk.

The college's full logo and charity statement should be included on communications using sub-branding (see bottom right of this page).

If you have any queries and would like guidance or more information, please contact the RCPCH Content and Brand Team.

.....Name
Online learning for child health.....Strapline


Online learning for child health

Strategic Growth Areas (SGAs)

Strategic Growth Areas (SGAs) work together as a family of brands to create a clear visual link between themselves and the main RCPCH identity.

Each SGA is strongly branded with one of the new RCPCH colours for education (magenta), research (Purple) and global (Strong green).




The name of the SGA is juxtaposed with the RCPCH logo in the same weight, size and letterspace. The logos are available in two formats, single line and stacked. Full colour versions should predominate. For print cost effectiveness, a mono white version on the selected SGA background colour can be used. Please contact the Digital and Creative Media team for advice when considering this option.

The RCPCH main logo and charity statement, should be included on communications using SGA branding (see bottom right of this page).

Proposals for SGA activity:

Please seek advice when considering an activity for SGA identity. Proposals should be submitted via the Digital and Creative Media Commissioning form on TopDesk in each instance. Each proposal is considered by Digital and Creative Media team and SMT for approval.

If you have any queries and would like guidance or more information, please contact the RCPCH Content and Brand Team.

 <p>Purple cmyk 50/60/00/00 hex #7159aa rgb 113/89/170</p>	 <p>Magenta cmyk 00/90/00/00 hex #E00087 rgb 224/0/135</p>	 <p>Strong Green cmyk 50/00/100/00 hex #66cc33 rgb 102/204/51</p>
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✧RCPCH Research
✧RCPCH Education
✧RCPCH Global

✧RCPCH Global

✧RCPCH Research
✧RCPCH Education
✧RCPCH Global

Colours

RCPCH now has an expanded colour palette to meet the growing needs of all communications.

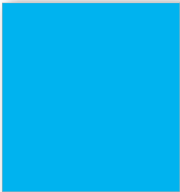
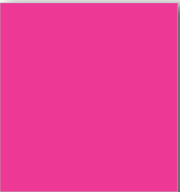

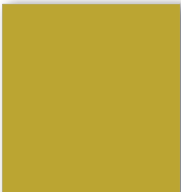
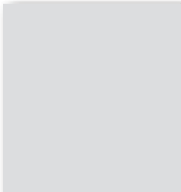


Colour is a useful tool to communicate structure, meaning and to add interest but it is important that it is used judiciously. It can be used to contrast or co-ordinate.

As a general rule:

- The RCPCH Main Brand colours should predominate
- SGA colours should predominate for allocated Strategic Growth Area activities
- Any single secondary colour from the bright colour palette can be used to add emphasis.
- To create balance these bright colours should be juxtaposed with one or more of the cool greys

Please contact the Digital and Creative Media team for advice before using colour in each instance.

If you have any queries and would like guidance or more information, please contact the RCPCH Content and Brand Team.

Main Brand			SGA Colours		
					
Bright Blue cmyk 90/00/00/00 hex #11a7f2 rgb 17/167/242	Dark Blue cmyk 100/95/31/00 hex #0d0d58 rgb 45/49/109	Strong Blue cmyk 80/50/00/00 hex #3366cc rgb 51/102/204	Purple cmyk 50/60/00/00 hex #7159aa rgb 113/89/170	Magenta cmyk 00/90/00/00 hex #E00087 rgb 224/0/135	Strong Green cmyk 50/00/100/00 hex #66cc33 rgb 102/204/51
Secondary Colours					
					
Red cmyk 00/90/100/00 hex #e60700 rgb 230/7/0	Orange cmyk 00/50/100/00 hex #ff8000 rgb 255/128/0	Yellow cmyk 00/25/100/00 hex #fdc300 rgb 255/204/51	Gold cmyk 30/30/100/00 hex #c2a712 rgb 153/135/15	Vivid Green cmyk 30/00/100/00 hex #c8d400 rgb 179/217/51	Aqua Green cmyk 75/00/40/00 hex #00bdaa rgb 0/189/170
					
White cmyk 00/00/00/00 hex #ffffff rgb 255/255/255	Light Grey cmyk 00/00/00/15 hex #d9d9d9 rgb 217/217/217	Mid Grey cmyk 00/00/00/35 hex #b3b3b3 rgb 179/179/179	Dark Grey cmyk 00/00/00/50 hex #808080 rgb 128/128/128	Charcoal cmyk 00/00/00/75 hex #4d4d4d rgb 77/77/77	Black cmyk 00/00/00/100 hex #000000 rgb 00/00/00

For Pantone Colour References, please contact the RCPCH Content and Brand Team.

Colours and typography

RCPCH now has an expanded colour palette to meet the growing needs of all communications.

Colour is a useful tool to communicate structure, meaning and to add interest, but it is important that it is used judiciously with text and to meet accessibility standards.

Legibility

Not every colour can be used in every situation. For 12pt text or below, use only white text on Dark Blue, Strong Blue, Purple and Red. Use only black text on Yellow and Vivid Green.

For web criteria see AA guidance.

If you have any queries and would like guidance or more information, please contact the RCPCH Content and Brand Team.

N.B. Examples below are based on minimum font size 12pt - see 'legibility' section opposite for further guidance

Bright Blue



dark Blue



Strong Blue



purple



Magenta



Strong Green



red



orange



Yellow



Gold



Vivid Green



Aqua Green



Typography

Typeface

Montserrat is for use across all RCPCH communications. (N.B. There is restricted use of the Libre Baskerville font for the RCPCH main website and the RCPCH members newsletter only).

General Appearance

- Our appearance is professional, authoritative, clear and uncluttered.

Headings

- Upper and lower case rather than all capital letters.
- Montserrat can be used in an RCPCH colour for Heading 1 (H1). In the example opposite, Bright Blue is used. For main brand, prioritise Bright Blue and Dark Blue. For Strategic Growth Areas, prioritise Strong Green for global, Magenta for education and Purple for research).
- Smaller headings or sub-headings within text to be in RCPCH Charcoal or Black.

Text

- Text should be aligned left and not centred unnecessarily.
- Body text should not be put into bold or underlined (URL links only)

Style templates for RCPCH collateral are available for RCPCH staff use on 'The Hub' intranet.

If you have any queries and would like guidance or more information, please contact the RCPCH Content and Brand Team.

The RCPCH has truly led the way in improving child health

Sample ratio:

Heading 1
Montserrat Bold
Size 24
Letterspace -4
Line space 0

Our strategy, agreed by Council, has the health of infants, children and young people at the core of all we do.

Heading 2
Montserrat Bold
Size 14
Letterspace -4
Line space +3

The RCPCH has in the last eighteen months truly led the way in improving child health.

Leading text
Montserrat Bold
Size 10
Letterspace -4
Line space +3

Priorities

Members have helped identify priorities for RCPCH activity and through our former Young Peoples Advisory group and ever increasing &Us membership we are increasingly involving children and young people, and their families, providing them with opportunities to truly inform and engage in all our work.

Text Head 3
Montserrat Bold
Size 10
Letterspace -4
Line space +3

Body text
Montserrat Regular
Size 10
Letterspace 0
Line space +4

Strategy

Our strategy, agreed by Council, has the health of infants, children and young people at the core of all we do.

Text headings/sub-headings in Black or Charcoal. Colours should not be used.

Graphic elements

Divider lines

Divider lines should, as a general rule, prioritise the following colour selections:

- RCPCH main brand (Bright Blue, Dark Blue or Mid-grey)
- Strategic Growth Areas (Strong Green for global, Magenta for education, Purple for research, or Mid-grey).

Other supporting/complimentary colours can be considered, but please check with the Digital and Creative Media team before use.

Quotation pull outs

Quotation pull out colouring should primarily follow colour selection for:

- RCPCH main brand (Bright Blue, Dark Blue)
- Strategic Growth Areas (Strong Green for global, Magenta for education, Purple for research).

Other supporting/complimentary colours can be considered, but please check with the Content and Brand Team before use.

If you have any queries and would like guidance or more information, please contact the RCPCH Content and Brand Team.

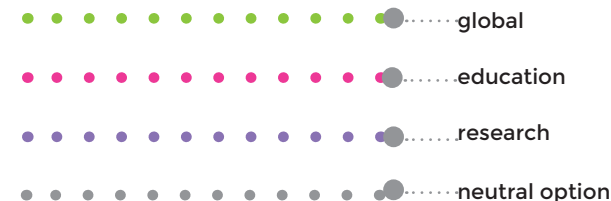
Divider line style - RCPCH main brand



Quotation pull out styling:
RCPCH main brand example



Divider line style - Strategic Growth Areas



Quotation pull out styling:
Strategic Growth Area example



Imagery

Photography - <http://rcpch.brandkit.io>

Photography is a powerful way to communicate RCPCH brand identity and to enhance your message.

- Photography should be realistic, in setting, in colour and relevant to the RCPCH activity.
- Avoid using images that are busy, too complicated, out of focus, low resolution, or too darkly lit.
- Images for print should be at least 300 dpi at full size. Images for electronic or digital communications should be 72 dpi at full size.
- Ensure the correct colour managed file is used for print (CMYK) and online (RGB)

Infographics and graphs - <https://infogr.am/>

- Infographics and graphs are good visual tools for conveying headline information and data driven information, clearly and concisely. Contact the Digital and Creative Media team for access or training with Infogram.
- RCPCH colours and fonts must be used.

If you have any queries and would like guidance or more information, please contact the RCPCH Content and Brand Team.

RCPCH Website: image specifications

The information below is specific to the new RCPCH website:

- **Banner image**
Full-width background image which adapts to the screen width.
Advised - 1920px width x 600px height
- **Background image for custom block**
Minimum 600px x 600px
- **Images on page**
Gets resized while keeping its aspect ratio, so height doesn't matter.
Minimum 1200px width
- **Image on card - 2 column / 'call to action' on megamenu**
Minimum 840px x 588px
- **Image on card - 3 column**
Height gets resized. Minimum 500px height
- **Image on team profile or individual profile**
Minimum 600px x 600px

Common errors with RCPCH logo

To ensure the RCPCH identity's strongest impact, do not modify or distort the logo. Examples shown are some of the common mistakes to avoid.

It is also important to check that the correct colour managed logo file is used for print (CMYK) and online (RGB/hex code).

If you have any queries and would like guidance or more information, please contact the RCPCH Digital and Creative Media Team.

If you have any queries and would like guidance or more information, please contact the RCPCH Content and Brand Team.



The full colour logo should not be used on any colour background except white.



Do not change or swap colours within the logo



Do not change or swap colours within the logo B/W



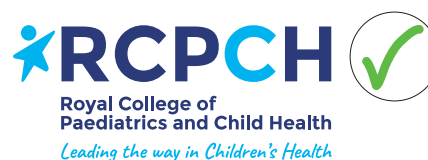
Do not use the main logo without the strapline.



Do not use the main logo without the college title



Do not rearrange layout of the main logo



RCPCH crest

The use of the RCPCH crest is restricted to specific examinations and membership collateral.

Please contact the Content and Brand Team before using the RCPCH crest.

