

Basic elements

For further information please contact:

Jason Naselli, Website and Project Manager

T +44 (0)20 7314 2777

E jnaselli@chathamhouse.org

Chatham House logo

Our logo consists of our brand name *Chatham House* and the formal name *The Royal Institute of International Affairs*.
The logo is only used in this form. Never use the name or formal name as separate graphical elements and never change the arrangement or proportions of the logo.

[Vector EPS logos](#)
CH logo navy Pantone.eps
CH logo navy CMYK.eps
CH logo navy RGB.eps
CH logo black.eps
CH logo white.eps

[PNG logos](#)
CH logo navy RGB.png
CH logo black RGB.png
CH logo white RGB.png

Note:
PNG logos are suitable for Microsoft Word and PowerPoint documents.



Logo colours

The logo may appear only in the following colour ways:

1. CH navy is the preferred logo colour for white backgrounds.
2. A white logo is used on Chatham House primary and secondary colour backgrounds.
3. A white logo may be used on a photographic background, providing the tone and contrast of the photo allow clear legibility.
4. A black logo may only be used on a white background and where CH navy is not available, for example in black only printing and black and white press adverts.

Additionally, not illustrated here, the logo may appear in a range of non-colour, subtle or premium finishes, for example silver, embossed or engraved.



Logo clear space and minimum sizes

The Chatham House logo should never appear to be crowded by, or linked to, other elements or too close to the edge of a page.

To maintain its visual integrity, always maintain at least the minimum clear space indicated below, as defined by the size of the 'M' in 'Chatham'.

The size of the logo is flexible depending on the communication format and other elements of the design. However, the logo should never appear smaller than the minimum sizes for print and on-screen use shown below.



**CHATHAM
HOUSE**

The Royal Institute of
International Affairs

20mm

Minimum size for
print applications

**CHATHAM
HOUSE**

The Royal Institute of
International Affairs

70 pixels

Minimum size for
on-screen applications

Colours

The Chatham House primary colours are CH navy and CH grey. CH navy is used as the ‘anchor’ colour for typographic and other elements, but is not generally used in large, solid areas.

Cyan is a highlight colour used primarily within typography.

Secondary colours complement the primary colours and are used for headings, publication covers, graphs and charts.

Paper
Wherever possible, please print colours on FSC® certified Splendorgel EW uncoated paper.

Primary colours

CH navy	CH grey	75%	50%	25%	15%
PANTONE 3025 CMYK 100/17/0/51 RGB 0/89/132 HEX 005984	PANTONE 5487 CMYK 35/0/16/54 RGB 89/123/124 HEX 597B7C				

Highlight colour

CH cyan
PANTONE 3025 CMYK 100/0/0/0 RGB 0/174/239 HEX 00AEEF

Secondary colours

CH moss	CH olive	CH brown	CH rust	CH plum	CH lavender
PANTONE 625 CMYK 56/0/44/33 RGB 77/145/123 HEX 4d917b	PANTONE 5767 CMYK 15/0/68/39 RGB 148/156/80 HEX 949c50	PANTONE 7504 CMYK 0/25/45/40 RGB 167/132/98 HEX a78462	PANTONE 484 CMYK 0/95/100/29 RGB 179/32/23 HEX b32017	PANTONE 506 CMYK 45/100/100/15 RGB 138/37/41 HEX 8a2529	PANTONE 5205 CMYK 50/58/50/0 RGB 145/117/120 HEX 917578
CH aqua	CH lime	CH ocre	CH orange	CH rose	CH lilac
PANTONE 563 CMYK 48/0/29/0 RGB 129/206/193 HEX 81cec1	PANTONE 583 CMYK 23/0/100/17 RGB 175/189/33 HEX afbd21	PANTONE 1245 CMYK 0/28/100/7 RGB 213/160/15 HEX d5a00f	PANTONE 159 CMYK 0/66/100/7 RGB 228/112/30 HEX e4701e	PANTONE 7425 CMYK 0/90/30/7 RGB 223/55/111 HEX df376f	PANTONE 7440 CMYK 30/40/0/0 RGB 177/155/202 HEX b19bc4

*PANTONE® standards are shown in the current edition of the Pantone Colour Formula Guide. The colours shown below and throughout the guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match Pantone Colour Standards. Please note that the colours shown here are digitally printed. They are not a true representation of the *PANTONE® colours.

Typefaces

Typefaces from the Charter family are used for professionally designed communications. Charter Regular is used for main headings, text and general typography, with Charter Bold for sub-headings and Italic for emphasis.

Typefaces from the Georgia family are used for Microsoft Word documents and PowerPoint presentations, or other times when the Charter fonts are unavailable.

If you think you might need a copy of ITC Charter® font family please contact Jason Naselli.

Professionals and print

Charter Regular
Charter Italic

Charter Bold
Charter Bold Italic

Microsoft and online

Georgia Regular
Georgia Italic

Georgia Bold
Georgia Bold Italic

Graphs and charts

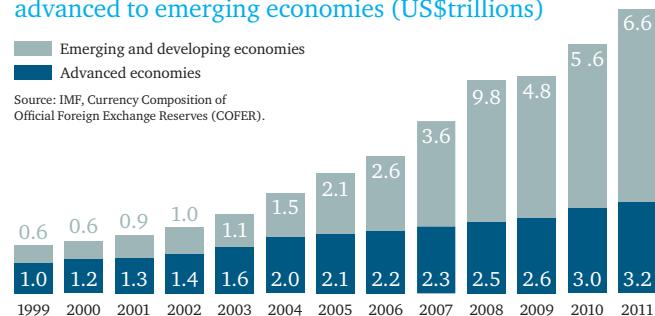
Graphs and charts can use primary colours only, and additionally secondary colours where colour coding is required or the use of colour aids the reading of the chart.

Cyan is the preferred colour for chart headings.

Shifting balance of foreign-exchange reserves from advanced to emerging economies (US\$trillions)

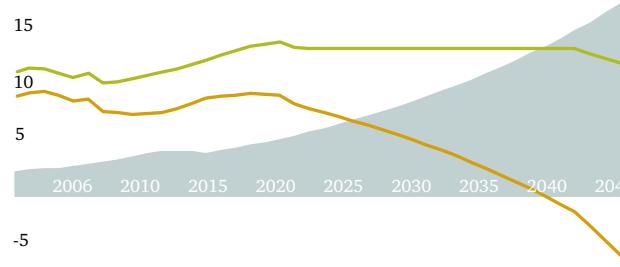
Emerging and developing economies
Advanced economies

Source: IMF, Currency Composition of Official Foreign Exchange Reserves (COFER).



Saudi Arabia's oil balance on a business-as-usual trajectory (MBD)

Oil consumption
Saudi crude and NGL production
Oil exports



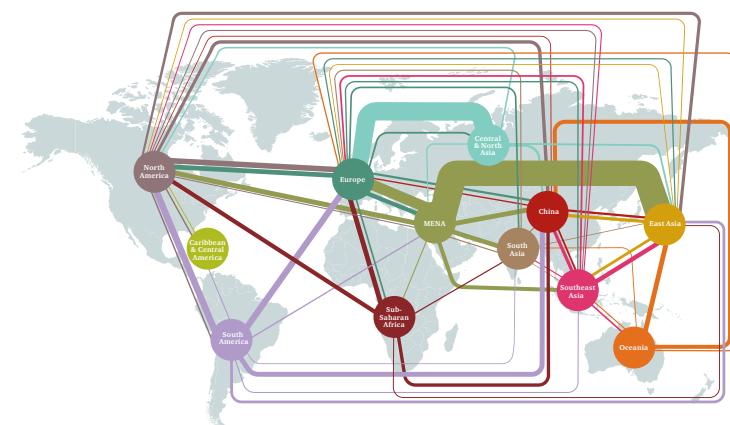
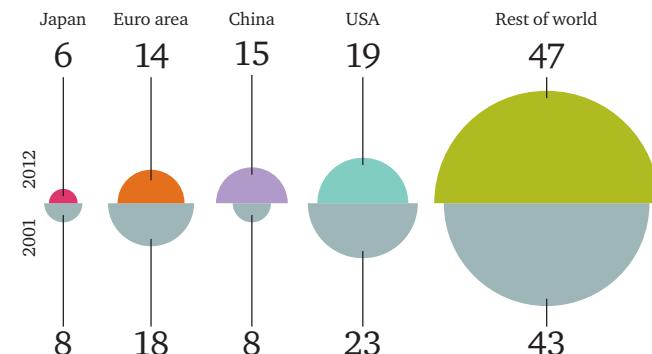
NGL = natural gas liquids. MBD = millions of barrels per day

Source: Chatham House research 2010.

What we do



GDP based on purchasing-power-parity (PPP) share of world total



Photography

The preferred style for Chatham House images is authentic, naturalistic and photo-journalistic. Avoid the use of staged or, clichéd ‘concept’ images.

Currencies



Biofuel



Cyber terror



Famine

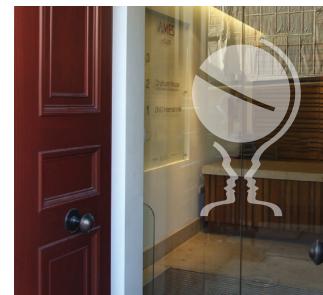


The globe symbol

The globe symbol may be used as a decorative graphic device. Please note that the symbol is *not* a logo and must never be used as a substitute for the brand logo. Please contact the Chatham House Communications Team for further advice about where and how the symbol may be used.



Trophy



Motif for building elements



Name badge