

*Promoting meteorology as a science,
profession and interest*

Brand Identity Guidelines

v.01



*Engage
Enthuse
Educate*

Introduction

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The guidelines in this document are here to help you achieve a consistent and correct visual representation of the RMetS brand and Sub brands. Correct use of these guidelines will not only build a clear and consistent recognition of the RMetS brand, but will also serve to reinforce our brand values.

Clarity and consistency demonstrate the professionalism that is expected of RMetS by its members and stakeholders and reinforces our role in the meteorological community.

The guidelines are comprehensive but not exhaustive – sometimes situations arise that are not directly covered by the guidelines, in these situations or if you need any help with the application of the guidelines, please contact Richard.Parsons@rmets.org

The Logo

The RMetS logo is a visual representation of the RMetS name and the foundation of our identity. It must be clearly visible wherever it is used.

It is essential that our logo is used correctly and consistently in all communications. It must never be redrawn or modified and should never be enclosed in a box.

The RMetS logo should only be used in the colours specified on page 10 and should never be reproduced in any other colour.

Provided with these guidelines, you will find files of the logo in all approved colours/formats.

Within copy

When we are referring to the RMetS in copy, it should always be written in uppercase and lowercase.



The Logo

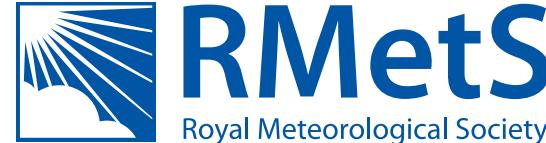
RMetS logotype variants

The RMetS landscape version should be used in most if not all cases for consistency.

Where there is restricted space and the landscape version cannot be used the portrait version can be considered.

When producing either the portrait or landscape version below the recommended size the 'reduced size' logotype should be used.

RMetS landscape version



RMetS portrait version



RMetS 'Reduced size' landscape version



RMetS 'Reduced size' portrait version



The Logo

Strapline

The adjacent example shows the size and positioning of the RMetS 'strapline' in relation to the logotype.



◀ Ranged left and left aligned with RMetS

RMetS

Royal Meteorological Society

Match cap heights / Space between 2.5 x cap height

*Promoting meteorology as a science,
profession and interest*

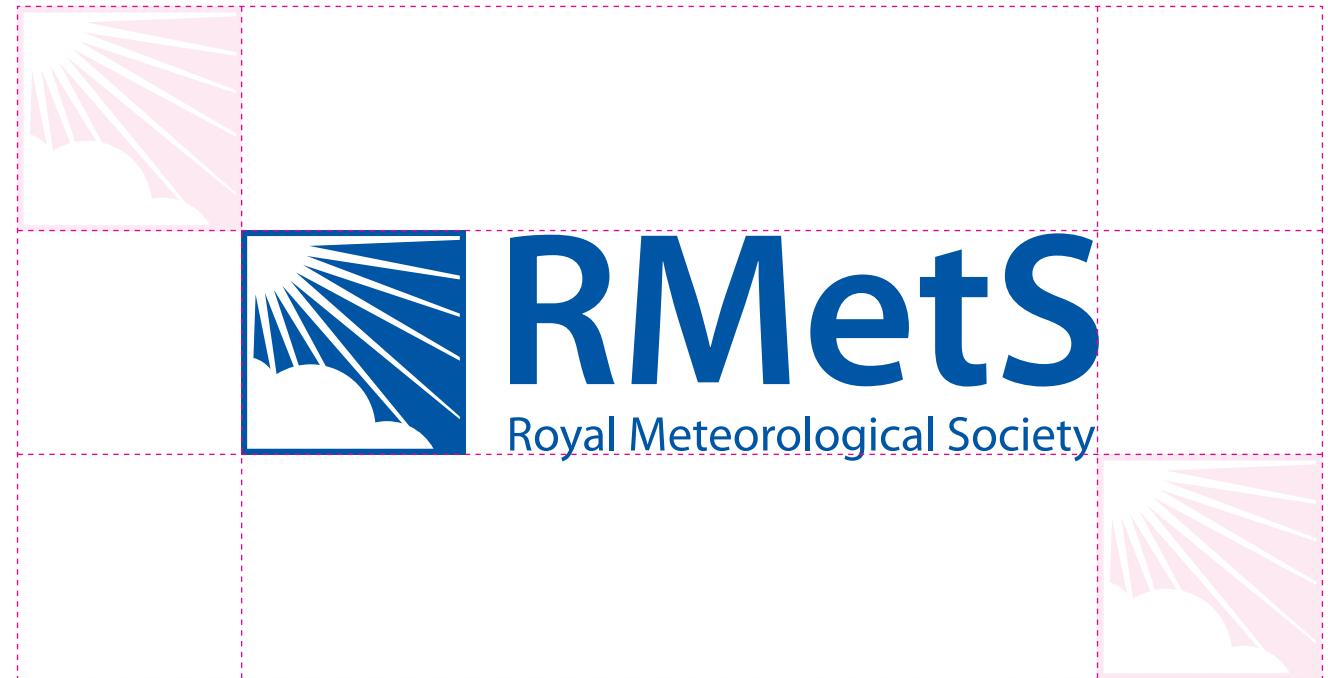
Myriad / auto leading / -10 kerning

The Logo

Guidelines for using the Logo

Exclusion zone

The exclusion zone (indicated by the dotted line) is the minimum area around the RMetS logo that must remain clear of typography or any other graphic device with the exception of the strapline. When placed on a photographic image, please ensure that the correct version of the logo is used, and it is on a clear background to help visibility. The formula for the exclusion zone is shown above and applies to all sizes of logo reproduction. It is calculated by using the height of the 'symbol' in the RMetS logo and varies in direct proportion to the size at which the logo is reproduced.



The Logo

Guidelines for using the Logo

Minimum size

To make sure that the logo is always readable and recognisable, we have set 40mm width as the minimum size for reproducing it. Below this size the 'Reduced size logo' shown on p4 should be used.



Positioning

The preferred positioning of the logo on all marketing materials is the top left. If this is not possible, the secondary option is to position the logo top right.

Top left preferred



The Logo

Reproduction

Wherever possible the RMetS logo should appear in its original colourway.

When the logo appears reversed white out of a colour or photographic background the 'Reversed' version should be used.

When using the logo on a photographic background, ensure it is positioned on an area of the image where it will be clearly visible.

Always ensure that there is a significant contrast between the logo and the background.

What not to do

Never:

- 1 alter the proportions of the logo
- 2 reproduce the logo in any colour other than black or white
- 3 add effects to the logo, eg shading or outlines
- 4 enclose the logo in a box

Small variations in the use of our logo will undermine the impact of our brand.

Reproduction



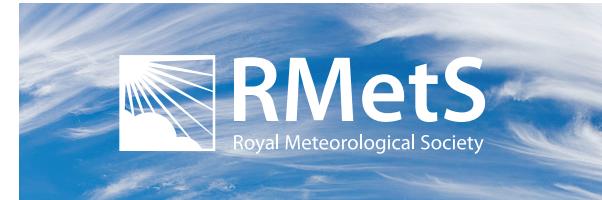
White background



Reversed version out of black



Reversed version out of a colour



Reversed version out of a photographic image

What not to do



1



2



3



4

Sub-brands

RMetS sub-branding

RMetS sub-brands, MetLink and theWeather club have both been brought in to line with the new RMetS brand in order to create continuity and consistency with a clear relationship between them. This strengthens the RMetS brand and sub-brands across the many different platforms that they can be seen.

RMetS Master brand



RMetS
Royal Meteorological Society

RMetS Sub-brands



theWeather club
Royal Meteorological Society



MetLink
Royal Meteorological Society

Colours

Primary Colours

The foundation of the RMetS brand and sub-brands is the consistent use of corporate colours.

Colours may be implemented in a variety of ways as detailed in the following examples.

RMetS



Pantone
Reflex Blue

CMYK
C 100 M 73 Y 0 K 2

RGB
R 0 G 37 B 150

Hexidecimal
#304888

MetLink



Pantone
268

CMYK
C 86 M 100 Y 13 K 3

RGB
R 80 G 45 B 127

Hexidecimal
#502d7f

theWeather club



Pantone
329

CMYK
C 100 M 0 Y 46 K 46

RGB
R 0 G 102 B 91

Hexidecimal
#00665b

Colours

Secondary colours

In order to make the identity system more flexible, colours compatible with the corporate colours have been adopted.

Different programmes of work have been aligned to specific colours.

Education	Events	Professional activities (Accreditation/CPD/ACCSYS)	Membership	Science	Other / miscellaneous
Pantone Rubine Red	Pantone 116	Pantone 298	Pantone 144	Pantone 383	60% Primary Colour(s)
CMYK C0 M100 Y15 K4	CMYK C0 M16 Y100 K0	CMYK C69 M7 Y0 K0	CMYK C0 M48 Y100 K0	CMYK C29 M0 Y100 K0	
RGB R226 G1 B119	RGB R225 G210 B0	RGB R19 G181 B234	RGB R248 G151 B29	RGB R178 G187 B30	
Hexidecimal #d1005d	Hexidecimal #ffcb00	Hexidecimal #34b6e4	Hexidecimal #ef8200	Hexidecimal #a2ad00	
RMetS					
MetLink					
theWeather club					

Typography

Primary typeface

Helvetica is our main font, it should be used for all printed and designed items. It is clean and modern and also widely available. Within the family, you can choose between two ‘weights’ of type. Our typographic style is clean and simple – we pride ourselves on the clarity of our communications.

Never apply type effects, eg shadows and outlines, to any typeface.

The minimum typesize for body copy on RMetS materials is 8pt.

Primary backup typeface

The Arial font family is used as a fallback when Helvetica is unavailable (for example in PowerPoint presentations). Please ensure that the priority is to use Arial only in exceptional circumstances where the option to install the brand fonts are not an option.

Helvetica

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
01234567890 01234567890
@£\$%^&*()_+-=/*{}[]:;'\<>!?,./~`
©®¥!§·ª«º±µ¼½¿—

[Font Stack > Helvetica Bold > Arial Bold](#)

[Font Stack > Helvetica light > Arial Regular](#)

**Helvetica
Bold**

**Helvetica
Light**

Typography

Recommended typestyles

Main heading - Helvetica bold 36pt

Main heading

Standfirst - Helvetica bold 10pt

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Sub heading - Helvetica bold 10pt

Sub heading

Body copy - Helvetica light 10pt

 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Image captions

- Helvetica light italic 8pt
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Call outs - Helvetica light 14pt

“ *Lorem ipsum dolor sit amet,
consectetur adipisicing elit, sed do
eiusmod tempor incididunt ut labore
et dolore magna aliqua.* **”**

Highlighting website addresses - Helvetica bold 10pt

www.rmets.org

Copy style notes

Telephone number/fax/email

+44 (0)20 7796 3067

+44 (0)20 7283 0030

marketing@rmets.org

www.rmets.org

Date and time

Written out in full ie 1 February 2017

Use 24 hour clock ie 23.59

Bullet points

- Lorem ipsum dolor sit amet
- Incididunt ut labore et dolore magna aliqua
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip

If legal style paper or document then bullet points should end semi-colon with a full stop for the last bullet in sequence.

Footnotes - Footnotes should be kept to a minimum, but where used they should be in 6pt. Numbers should be used rather than letters. Located at the bottom of the page, left aligned.

Visual style

Dynamic angular grid

A dynamic angular grid has been developed to give RMetS and its sub-brands a contemporary, unique and consistent look across all form of communications both online and in print.

The following pages show examples of how the dynamic angular grid, colour palette and typographic style combine to create the new visual style. The examples shown are not exhaustive and further interpretation of the visuals style is aloud with guidance from RMetS.

A3, A4 and A5 templates can be obtained from RMetS marketing team.

Logo positioning ▶



> Membership Group

◀ Membership group

Title ▶

Placeholder title

flexible graphic / image grid ▶

Space between images can be adjusted left and right

Engage
Enthuse
Educate

◀ Campaign message

rmets.org/professional-accreditation

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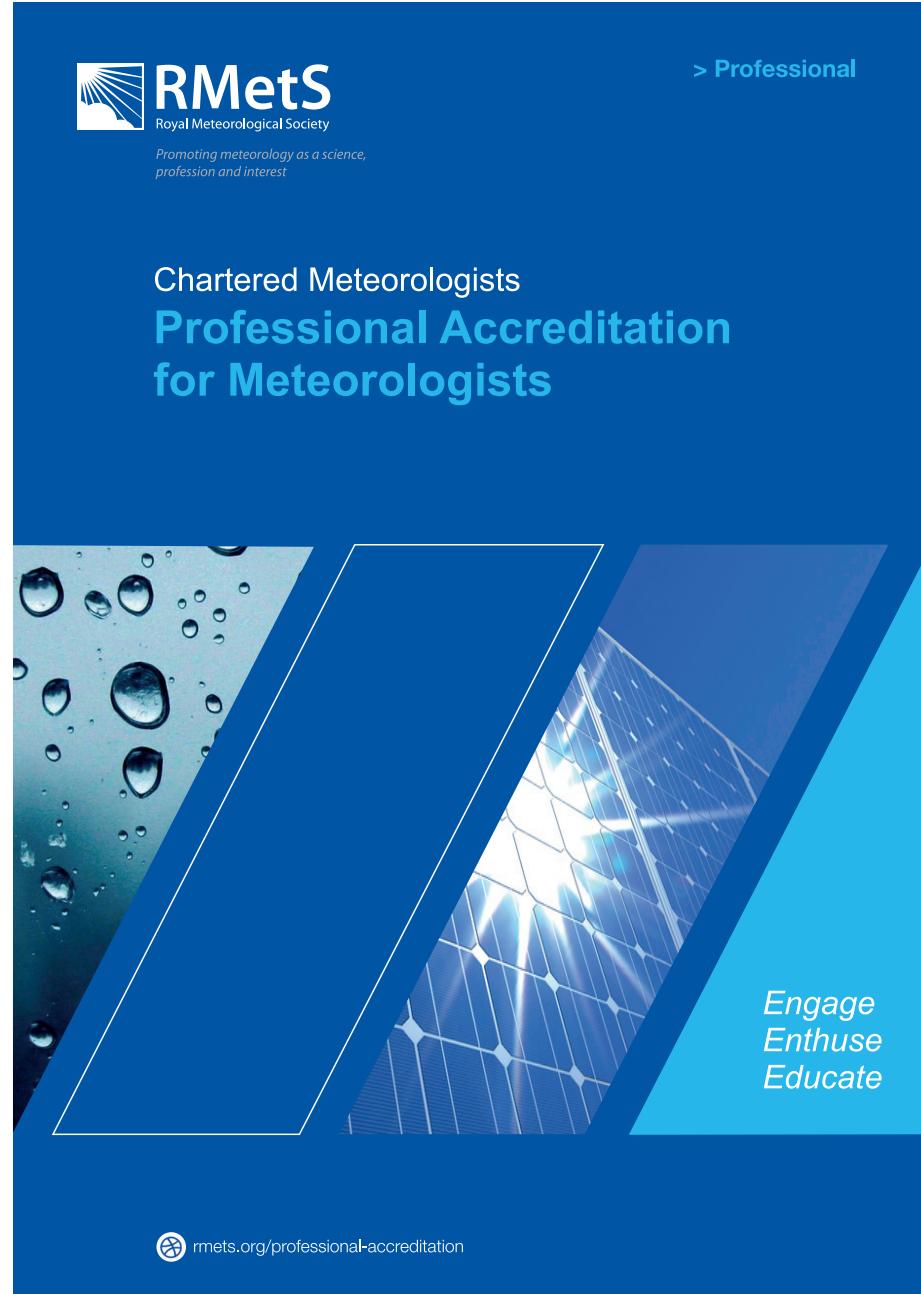
Visual style / Dynamic angular grid

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Visual style

A4 Brochure cover

The brochure cover right, shows the grid used in its original form with images placed within the angular grid.



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Visual style / A4 Brochure cover

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Visual style

A3 Poster

The poster right, shows the angular grid raised to the top of the page with a single image used to create impact. A single and two column text grid is used below to hold copy.

The poster features a blue header bar with the RMetS logo and tagline "Promoting meteorology as a science, profession and interest". Below this is a large image of green foliage from a low angle. Overlaid on the image is the title "Mentoring Scheme" in large white letters. To the right, a grey diagonal band contains the words "Engage", "Enthuse", and "Educate". The main content area has a blue background with white text. It includes a statement about the value of mentors, descriptions of the Royal Meteorological Society's mentoring scheme, and a section about the unique aspects of the mentoring offers. At the bottom, there are social media links for rmets.org, RMetSoc, @RMetS, RMeTS, and rmets_.

Mentoring Scheme

Engage
Enthuse
Educate

Most of our members will recognise that others have had an impact on their careers, either informally or formal mentors, at different stages of their lives

At the Royal Meteorological Society we recognise the wealth of expertise available across our membership and that there are a wide range of benefits associated with being involved in a mentoring scheme.

This might be because you seek advice and support at the early stage of your career, are considering moving between roles, or just because you can't find the right person within your own organisation.

Mentoring offers something unique to our members, with pairings drawn from across the Society.

rmets.org [RMetSoc](#) [@RMetS](#) [RMeTS](#) [rmets_](#)

Introduction

Internal pages

The two examples right, show how elements of the dynamic angular grid can be used inside brochures and magazines. Careful and subtle use is preferred so that the layouts do not look contrived and the angular elements do not overpower the overall design.



7



A5 Single page

Sed ut perspiciatis unde omni

**Lorem ipsum dolor
sit amsectetur**



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voluptatem accusantium doloremque laudantium, totam
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aliquam, sed ut labore et dolore magna aliqua
ad aspernatur ad eum, sed ut, sed ea
consequuntur magna doloros eis qui
ratione voluptatem sicut nesciunt.

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Neque porro quisquam
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quia non numquam eius modi tempora
incident ut labore et dolore magnam

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quaratur volutatem. Ut enim ad minima
veniam, quis nostrum.

Opportunities for Improvement

1

A4 Internal

Visual style

PowerPoint

The PowerPoint examples to the right, show how the dynamic angular grid can be used in a landscape format for opening screen, dividers and content pages.

Opening slide / divider



Conference rates



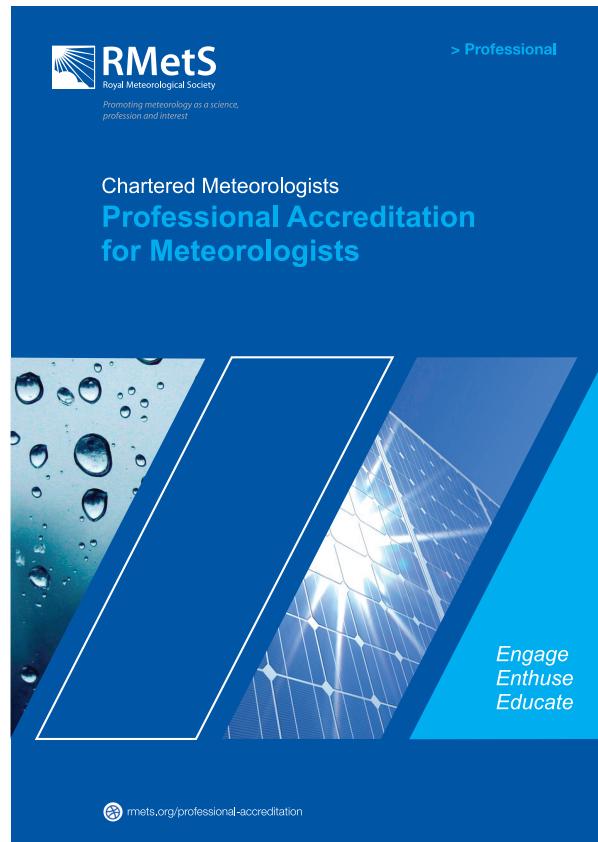
> Education

Visual style

RMetS, MetLink and theWeather club

Using the dynamic angular grid and assigned sub-brand colours creates a consistent look across all collateral whilst still being able to clearly identify RMetS, MetLink and theWeather club.

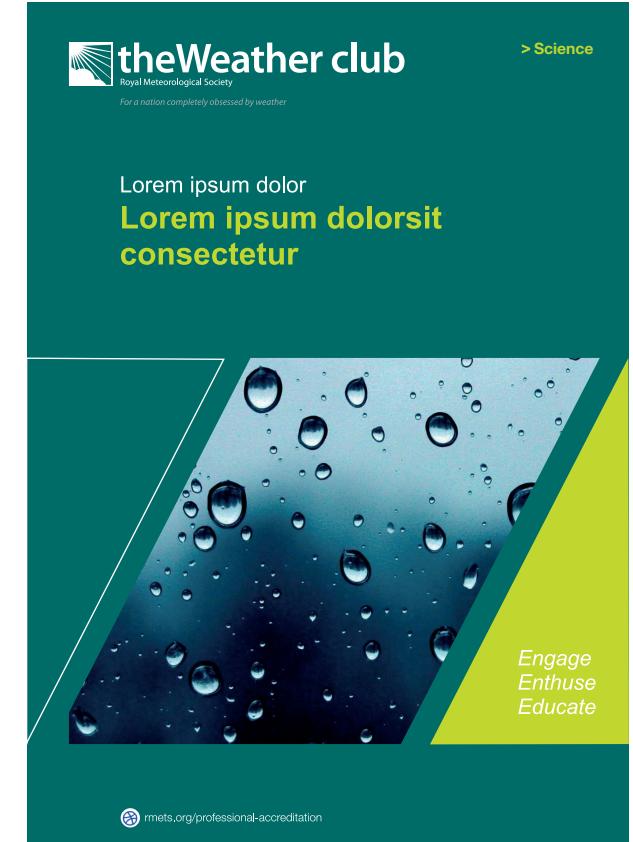
RMetS



MetLink



theWeather club

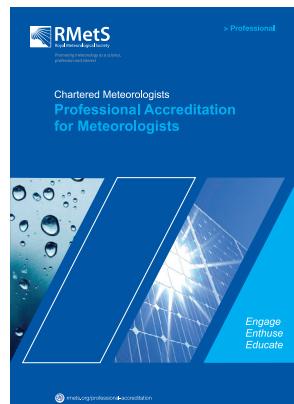


Visual style

When all the previous examples are shown together it illustrates a strong, coherent visual style with consistent use of the strengthened RMetS, MetLink and the Weather club logos.



Professional



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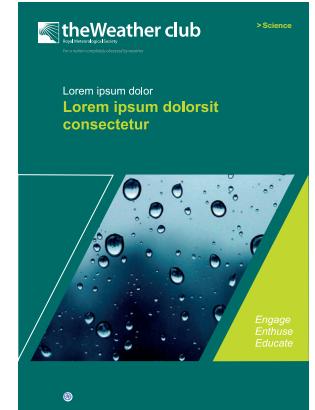
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RMetS



MetLink



theWeather club

Student & Early Career



Visual style

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Contacts

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