Royal Society of Biology

Visual identity guidelines

Contents

Introduction

Our brand represents what we stand for and what we believe in; it reflects our unique personality. The harder we make our brand work for us the more visible we'll become.

In these guidelines you'll find all the elements of our visual identity to help you tell our story and find the right tone. Here are all the tools you need to produce clear, relevant, effective and consistent communications that will help people understand us, encourage them to support us and inspire their continuing loyalty.

Our logo

Primary logo

Our logo is the single most important element of our visual identity. Used correctly and consistently it will help people recognise us instantly.

Our primary logo consists of the symbol and our name. See page 9 for PMS references and colour breakdowns.

It's available in vector and postscript formats, including eps, jpg and png.

Royal Society of Biology

Using our logo

Positive versions

Negative versions

Always reproduce the logo in green and blue if you can. But if two colour isn't an option you can use the single colour logo.

Exclusion zone

Using our logo

Exclusion zone
To maximise our visual presence we need our logo to stand out, and to do that successfully it needs space to breathe. That's why we protect it with an exclusion zone.

The minimum exclusion zone around the logo is the cap height of two capital R's within the logo. Keep this zone free of any imagery, text, or other element such as page edges.
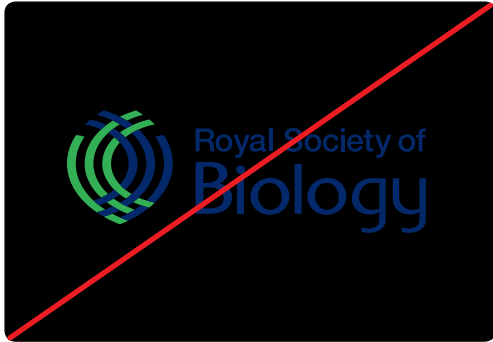
Minimum size
The minimum size of the logo is 35mm wide. When scaling the logo up and down make sure the proportions stay the same.
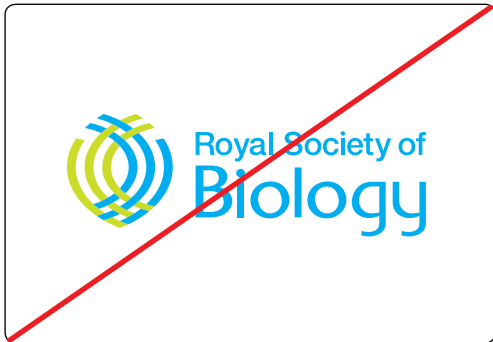

35mm

Using our logo

Don't do this

Never place the logo on a background that does not provide sufficient contrast, or clashes with the logo.

Never rotate or distort the logo.

Never change the logo colours.

Never change the relative proportions or alignment of any of the elements.

Logo misuse

Shown here are examples of unacceptable formats. Never alter the colours, proportions and relationship between the elements.

Our symbol

When the symbol is used as a graphic element, it must always be accompanied by the logo. The symbol can be used as a background element, but must be used in a subtle manner.

Only use the symbol colourways illustrated here.

Our coat of arms

The Coat of Arms may be used as a secondary design element on certain items, for example certificates.

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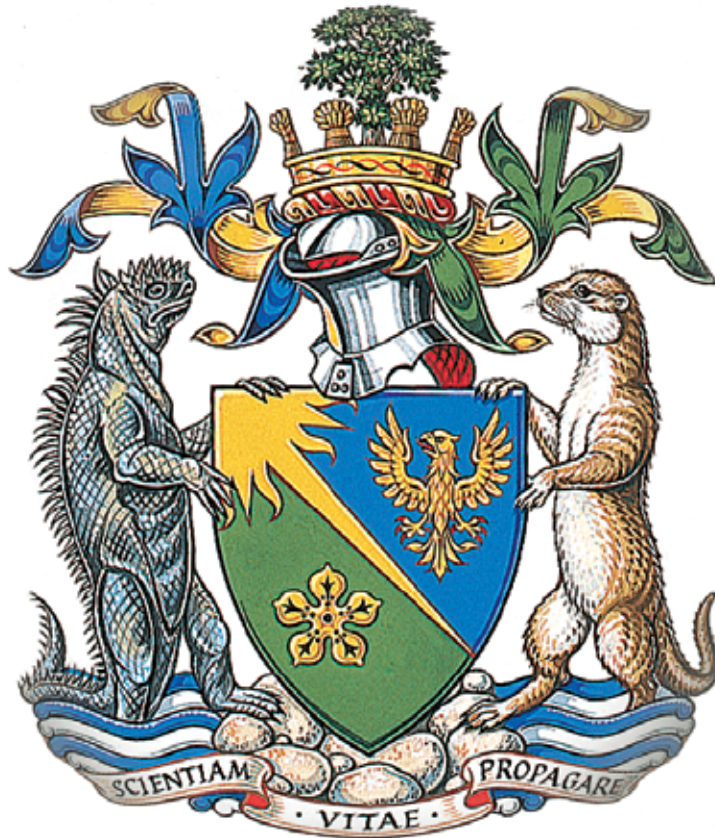
This is to certify that

Robert Derbyshire

has been admitted as a

Member

by resolution of the Council and is entitled to employ the designation Chartered Biologist

Election Date 10 October 2009
Membership Number 123456789

Chief Executive

Incorporated by Royal Charter
Registered Charity No. 277981

Primary typeface

Helvetica Neue Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Our typefaces

Typography doesn't just convey what we want to say, it makes a visual impact too. It's a key expression of our brand voice, tone and personality, so it's important to adopt the most suitable typefaces to help us tell our unique story.

Primary typeface
Out primary typeface is Helvetica Neue. The Helvetica font family includes Light, Regular and Bold, with italics in all three weights.

Online/internal typeface

Arial regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial bold
abcdefghijklmnopqrstuvwxyz
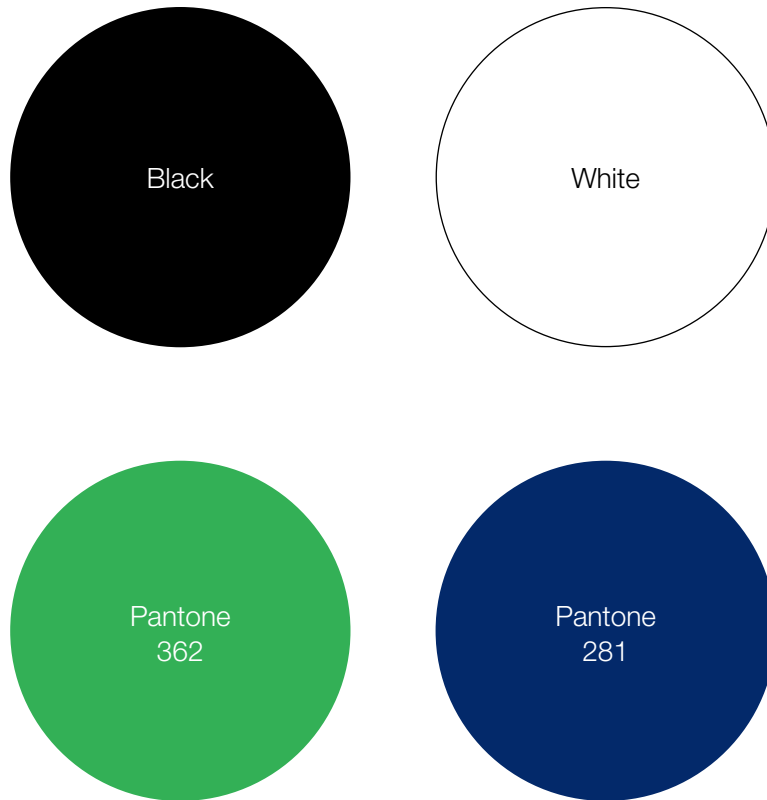**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
1234567890

Online/internal typeface
Arial is our online typeface.

It's also our internal typeface. Use it for all your documents, emails and presentations.

Our colour palette

Primary palette

Black

White

Pantone
362

Pantone
281

Colour is crucial, because brands are often recognised by colour as much as by their name or logo. It's important that our palette conveys our personality and is distinctive enough to make us instantly recognisable.

Our primary colours are black, white, green and blue.

Black

C 0	M 0	Y 0	K 100
R 0	G 0	B 0	

White

C 0	M 0	Y 0	K 0
R 255	G 255	B 255	

Pantone 362

C 75	M 0	Y 90	K 2
R 72	G 169	B 66	

Pantone 281

| C 100	M 83	Y 0	K 42
R 0	G 61	B 125	

Note
The colours shown aren't intended to match Pantone® Colour Standards and shouldn't be used for colour matching. For accurate Pantone® Colour Standards, please refer to the current edition of the Pantone® Colour Formula Guide. Pantone® is a registered trademark of Pantone® Inc.

Our colour palette

Our secondary palette opens up our colour options in a warm and vibrant way. It gives us the flexibility to use colour to support imagery, and align a colour to a specific department.
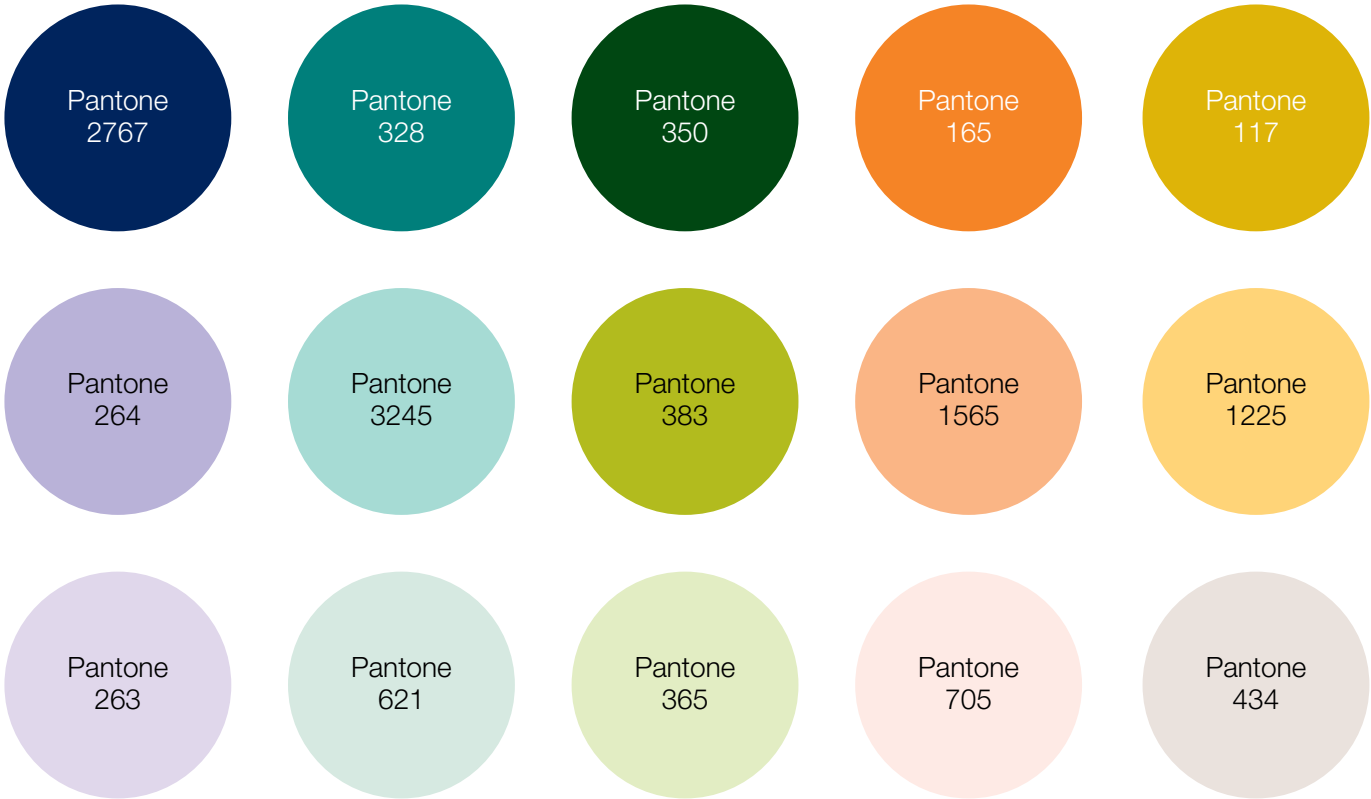
Pantone 2767
C 100 M 90 Y 10 K 77   R 24 G 43 B 73

Pantone 264
C 26 M 38 Y 0 K 0   R 193 G 175 B 229

Pantone 263
C 10 M 18 Y 0 K 0   R 219 G 207 B 233

Pantone 328
C 100 M 10 Y 63 K 41   R 0 G 115 B 99

Pantone 3245
C 44 M 0 Y 23 K 0   R 128 G 224 B 211

Pantone 621
C 12 M 1 Y 9 K 2   R 209 G 223 B 214

Pantone 350
C 81 M 22 Y 79 K 70   R 40 G 78 B 54

Pantone 383
C 35 M 0 Y 100 K 20   R 162 G 173 B 0

Pantone 365
C 24 M 0 Y 42 K 0   R 200 G 229 B 154

Pantone 165
C 0 M 72 Y 100 K 0   R 255 G 99 B 25

Pantone 1565
C 0 M 42 Y 51 K 0   R 255 G 170 B 123

Pantone 705
C 0 M 11 Y 2 K 0   R 241 G 219 B 223

Pantone 117
C 7 M 28 Y 100 K 12   R 199 G 153 B 0

Pantone 1225
C 0 M 19 Y 79 K 0   R 255 G 203 B 79

Pantone 434
C 5 M 11 Y 8 K 12   R 207 G 195 B 195

Colour swatches:

Pantone 2767	Pantone 328	Pantone 350	Pantone 165	Pantone 117
Pantone 264	Pantone 3245	Pantone 383	Pantone 1565	Pantone 1225
Pantone 263	Pantone 621	Pantone 365	Pantone 705	Pantone 434

Note
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Photography

Our imagery

We live in an increasingly visual world and imagery is a key element of our brand. Good quality, well-composed photography of the life sciences should be supplemented with icons from our library.

When you choose photography and the icons remember that our personality is reflected in the imagery we use.

Photography tips
- Use real people in real situations wherever possible.

- Make sure the composition is strong.

- Consider the way you crop the image.

Our imagery

Icon library

1. Flower (A)	2. Beaker	3. Microscope	4. Pipette	5. Flask	6. Magnifying glass	7. Brain	8. Butterfly	9. Dragonfly	10. Bear
11. Bird (A)	12. Family	13. Camel	14. Melon	15. Cross	16. Atom	17. Heart	18. Globe	19. Hand	20. Suitcase
21. Sun	22. Apple	23. Tree	24. Planting	25. Happy man	26. Cloud	27. Anatomy	28. Syringe	29. DNA	30. Solar panel
31. Mortar board	32. Book / test tube	33. Turbine	34. Cactus	35. Tablet	36. Flower (B)	37. Computer	38. Bird (B)	39. Corn	40. Ant
41. Duck	42. Hand / leaf	43. Big Ben	44. Fish	45. Venus flytrap	46. Stag beetle	47. Red squirrel			

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Contacts

Please ensure that you follow these guidelines and use the elements accurately and consistently across all your communications.

Always consult with the marketing team before producing or commissioning any marketing/promotional materials.

Jon Kudlick
Director of Membership,
Marketing & Communications