Our brand

Brand guidelines | 2021

R L
ROYAL BRITISH LEGION

Contents

Our brand — an introduction

About the Royal British Legion

The Royal British Legion exists to bring together our nations, communities and individuals to create better futures for our Armed Forces community and their families. All year round, we support serving and ex-serving personnel every day of the week. Our support for them starts after one day of service and continues through life long after service is over. We are also the national champion of Remembrance, ensuring the Armed Forces community's sacrifice and unique contribution is never forgotten. We have been here since 1921, and we're not going anywhere.

Why we need Brand guidelines

The Royal British Legion is a well-known and trusted brand throughout the nation, and it is our responsibility to ensure our visual and verbal identity is consistent across all our work so we can confidently present ourselves as one Legion.

As we continue to push forward past our centenary, this is even more important to ensure our purpose is clear, our work remains relevant to new and expanding audiences and so the nation understands our important role in society and attributes this back to us.

These guidelines provide all the information needed to apply our visual and verbal identity correctly throughout all our work. Well-managed brands ensure everything they do is consistent — and we all have the responsibility to ensure we are adhering to the guidance outlined in this document.

Here to support you

The RBL Brand team is here to support you in applying our brand. The team is here to help consult on any project and can help you navigate these guidelines if questions arise.

For enquiries please contact
Brand@britishlegion.org.uk

Putting the Poppy at the heart of the organisation.

Our logo

ROYAL BRITISH LEGION

Our logo

Putting the poppy at the heart of the organisation
The poppy, a symbol that means so much to our nation, is proudly placed at the heart of both our organisation and our brand. Positioned at the heart of our logo between the R and L, visually demonstrating our role in caring for and supporting our Armed Forces community — past, present and future.

Based on English typographic letter forms, our logo evokes heritage, tradition and unity. It is elegant, contemporary and timeless. It is our most valuable asset — we should use it with confidence, and care, at all times. The following pages illustrate how our logo, and its versions, should be used across our communications.

The elements of our logo

Symbol

Our logo

Logotype

Our logo encompasses two inseparable parts

The Royal British Legion logo, with the poppy at its heart, has been specially drawn. It is made up of two elements, our **symbol** and **logotype**. **These fundamental elements must never be separated**, unless there are exceptional circumstances that are approved by the Brand team.

Our logotype

The Grave of the Unknown Warrior | © Westminster Abbey, London.

Logotype

ROYAL BRITISH LEGION

A logotype with a story
Our bespoke logotype is inspired by 'The Grave of the Unknown Warrior' found at the west end of the Nave of Westminster Abbey. His body was brought from France and buried on 11th November 1920. Its inscription, composed by Herbert Ryle (Dean of Westminster), is a fine example of an English Egyptian font. Using this inspiration, our logotype is designed as a symbol of Remembrance.

We must try to avoid separating our logotype from our symbol as much as possible, however there are exceptions with smaller items (corporate pins, stickers) and clothing. Any exceptions must be approved by the Brand team.

The poppy

An enduring symbol
Since 1921, the red poppy has been a symbol of both Remembrance and hope for a peaceful future. Poppies are worn in recognition of the Armed Forces community; those currently serving and ex-serving personnel and their families.

The poppy has been drawn in a contemporary and geometric fashion. Please do not recreate or adapt the master artwork, or separate the poppy from our logo, without permission from the Brand team. (The poppy is a valuable Legion asset and registered trade mark. It must be protected.)

Formats of our logo

Core logo
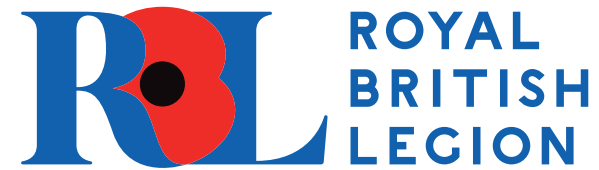
Horizontal logo

We have two formats of our logo
There are two ways to show our logo. This is dependent on the application and space available. Our 'Core logo' is always the preferred option and should be used where possible. The 'Horizontal logo' should be used where space is restricted, e.g. alongside partner logos or if greater legibility of our logotype is required. See pages 23 and 24 for examples of use.

We must try to avoid separating our logotype from our symbol as much as possible, however there are exceptions with smaller items (corporate pins, stickers) and clothing. Any exceptions must be approved by the Brand team.

Logo   Framework   Elements   Expression   Gallery   Information

Core logo

Print

30mm

115px

Digital

Core logo minimum 'clear space' principle

To ensure stand out of our core logo, it is important to retain sufficient clear space around it. No text or graphics should enter this clear space. Our 'minimum' clear space principle is calculated using the dimensions of the centre of the poppy **x1** as illustrated above. If the core logo is used at the minimum size you could consider applying **x2** poppy centres, depending on the application and what the logo is positioned next to.

Core logo 'minimum size' principle

For accurate legibility and reproduction the recommended minimum size for print is 30mm (wide) and for screen 115 pixels (wide). The minimum size may vary depending on the process or materials used. To ensure legibility and quality, please carry out a test to find the right size for your use and application.

Horizontal logo

Print

35mm

130px

Digital

● = ●

Horizontal logo minimum 'clear space' principle

To ensure stand out of our Horizontal logo, it is important to retain sufficient clear space around it. No text or graphics should enter this clear space. Our 'minimum' clear space principle is calculated using the dimensions of the centre of the poppy **x2** as illustrated above.

Horizontal logo 'minimum size' principle

For accurate legibility and reproduction, the recommended minimum size for print is 35mm (wide) and for screen 130 pixels (wide). The minimum size may vary depending on the process or materials used. To ensure legibility and quality, please carry out a test to find the right size for your use and application.

Logo   Framework   Elements   Expression   Gallery   Information

Colour versions of the core logo

Full colour

Grayscale

White (limited use)

We have three colour versions of our core logo

To ensure our logo is always visible we have developed three colour versions. It is important that our full colour core logo is our first choice and used where possible. See page 13 for when the white (limited use) logo can/should be used.

Logo   Framework   Elements   Expression   Gallery   Information

Colour versions of the core logo

Full colour

Grayscale

White (limited use)

Using the right core logo

It is important that we use the right 'colour version' of the logo at the right time. Our full colour core logo is our first choice and used where possible. Whatever the context our logo should always be used with confidence and pride, and never hidden away. *The white (limited use) logo should be reserved for special circumstances e.g. event merchandising, or team sports.*

Our core logo — things not to do

1.

2.

3.

4.

5.

6.

7.

8.

Respecting our core logo

To maintain a strong and distinctive brand it is important to use our core logo correctly.

Don't alter any logo file formats from those supplied. Please **don't…**

1. Separate the logotype from our symbol (unless approved by the Brand Team)
2. Use the logotype of its own
3. Stretch or distort the logo

4. Infill the poppy with imagery
5 Add a keyline to our symbol; it will change its form
6. Place our logo on a red background; the poppy will disappear
7. Place our logo on images in print; it loses stand out (except for use in video and animation, please see page 47 and Video Guidelines)
8. Infill the letters of our symbol.

Logo   Framework   Elements   Expression   Gallery   Information

Our horizontal logo — things not to do
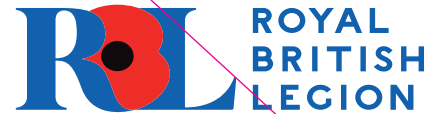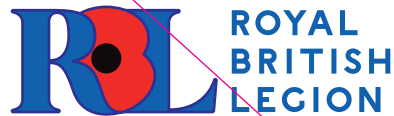
1.

2.

3.

4.

5.

6.

7.

8.

Respecting our core logo

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3. Stretch or distort the logo

4. Infill the poppy with imagery
5 Add a keyline to our symbol; it will change its form
6. Place our logo on a red background; the poppy will disappear
7. Place our logo on images in print; it loses stand out
8. Infill the letters of our symbol.

Logo   Framework   Elements   Expression   Gallery   Information

'In support of' logo

In support of

ROYAL BRITISH LEGION

Print

30mm

115px

Digital

'In support of' logo

A charitable brand associated with trust and benevolence is of great value to commercial organisations looking to be associated with it. It can also be of considerable value to the Royal British Legion to be associated with certain products and organisations, and to give third party organisations access to our brand assets. Please see Legal Guidelines for further detail.

When and where to use the 'In support of' logo

Our 'In support of logo' is available for use by third parties who are raising money for the Royal British Legion, but do not have a formal corporate partnership in place. Advice on when it is appropriate for this to be used is available from the Brand and Corporate Partnerships teams. 'Supported by' and 'Funded by' logo formats are also available (see page 24).

Our core logo and the Membership badge

Full colour

Minimum size

50mm

Grayscale

50mm

Minimum size

Membership Badge

Our members are hugely important to us and we want to make them feel part of our family. In doing so, the membership badge (Lion emblem) can be used alongside our core logo, as illustrated within membership communications; this will reinforce heritage and a sense of membership.

The composite artwork (illustrated above) can be found in our logo library, which should not be altered or rearranged in any way. To ensure legibility and quality, please carry out a test to find the right size for your use and application, respecting the minimum size as shown above.

Brand framework

ROYAL BRITISH LEGION

What is a brand framework and why does it matter?

We have established four clear principles that have helped to shape our brand framework.

1. The Royal British Legion must be at the heart of all we do
- Our brand is the Royal British Legion.
- We want people to recognise the Royal British Legion and the work we do.
- For this reason we use the Royal British Legion wherever we can.
- All our services are from the Royal British Legion.
- All our fundraising is for the Royal British Legion.
- We avoid creating or using other brands.

2. We make sure our work and our contribution is recognised
- We make sure that what we do is seen.
- Where we support other organisations through funding or grants, we make sure that contribution is recognised — by showing our name and logo.
- Where we work with others we show our relationship.
- We do this by ensuring the use of our 'Supported by' or 'Funded by' logo lockups.

3. We use the word 'poppy' only within fundraising activities
- We don't own the word 'poppy'.
- There are many other companies that use this word within their name.
- By using the word 'poppy' for our services we can cause confusion.
- We only use the word 'poppy' within the names of fundraising activities — this helps us to build on the appeal and recognition of the Poppy Appeal.
- We always link our fundraising names to the Royal British Legion to help increase understanding of what we do.

4. We identify which organisations are part of RBL and which are not
- Where an organisation **is** part of the Royal British Legion Group we ensure that we make that clear.
- Where an organisation is **not** part of the Royal British Legion Group we ensure that there is a clear difference in their branding.

Brand framework — designations

Line 1
Line 2
Line 3

ROYAL BRITISH LEGION

ROYAL BRITISH LEGION

Line 1
Line 2
Line 3

Festival of Remembrance 2021

ROYAL BRITISH LEGION

ROYAL BRITISH LEGION

Festival of Remembrance 2021

Core logo designation construction

Horizontal logo designation construction

Increasing awareness of what we do

With the Royal British Legion at the heart of all we do, it is important to promote awareness of our work. We can do this by adding a designation to the right of our logo. Designations, from our approved list of events and places, should be typeset in Gill Sans Medium with specifications established within the artwork files. These composite artworks can be found in our logo library, which should not be altered or rearranged in any way. *Further examples are illustrated on the next page.*

Brand framework — designation examples

Downham and District Branch

Riders Branch

Downham and District Branch

Membership

Festival of Remembrance 2021

Festival of Remembrance 2021

Remembrance and Commemorative events

Galanos House

Galanos House

Service and Support

Poppy Shop

Fundraising

Increasing awareness of what we do

The above examples illustrate designations from our approved list of events and places, to build recognition and increase awareness of the work we do.

Logo   Framework   Elements   Expression   Gallery   Information

Brand framework — working with partners

Partner logo

Partner logo

Core logo — we lead

Horizontal logo — we lead

Let one brand lead

We normally take the lead when we've initiated the project, or the event or programme we're talking about is predominantly led by us. In this case, follow our construction principles as illustrated above, by adding the partner's logo in the space to the right of our logo. These composite artworks can be found in our asset bank, which should not be altered or rearranged in any way.

Brand framework — working with partners

Core logo — partner leads

Horizontal logo — partner leads

Let one brand lead

Our partner normally takes the lead when they've initiated the project, or the event or programme we're talking about is predominantly led by them. In this case, follow our construction principles as illustrated above, by adding the partner's logo in the space to the left of our logo. These composite artworks can be found in our logo library, which should not be altered or rearranged in any way.

Brand framework — endorsements

Partner logo

Funded by

ROYAL
BRITISH
LEGION

Partner logo

Supported by

ROYAL
BRITISH
LEGION

BRAVO 22
COMPANY

Funded by

ROYAL
BRITISH
LEGION

CWGC
Commonwealth War Graves Commission

Supported by

ROYAL
BRITISH
LEGION
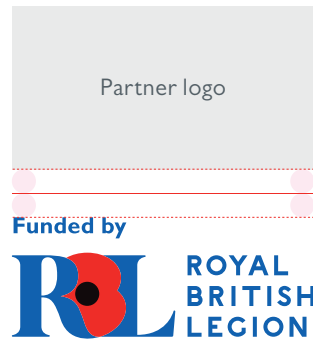
Services and support delivered by others

We don't deliver all services and support ourselves, but often work with others who receive our support or funding. In these cases we ensure our role is clear. For example where we fund a recovery programme, we show our role 'Funded by' and where a recovery centre is supported by us, we show our role 'Supported by'.

Our elements

ROYAL BRITISH LEGION

Our colours — an overview

Primary palette

Secondary palette

Core
Logo Blue
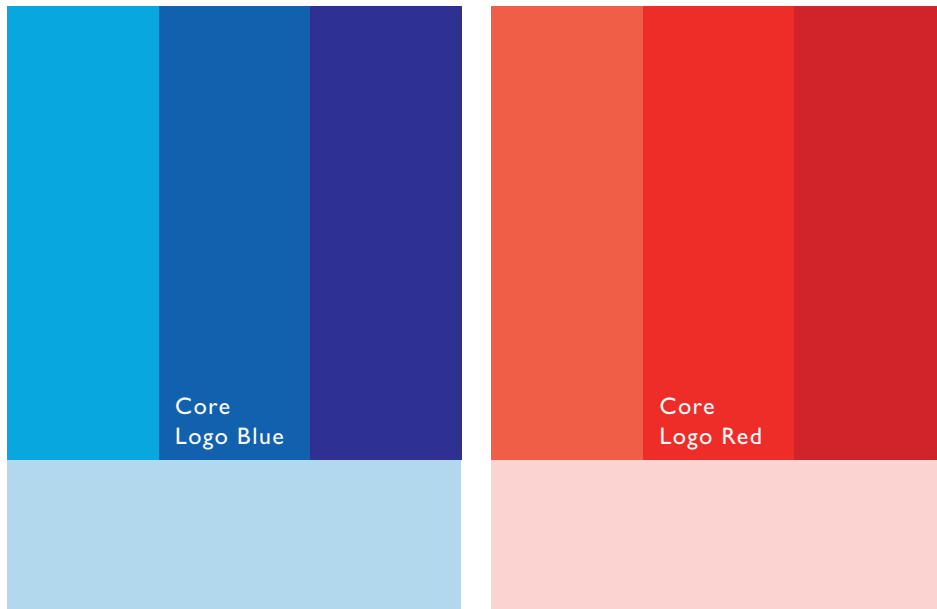
Core
Logo Red

Primary blues

Primary reds
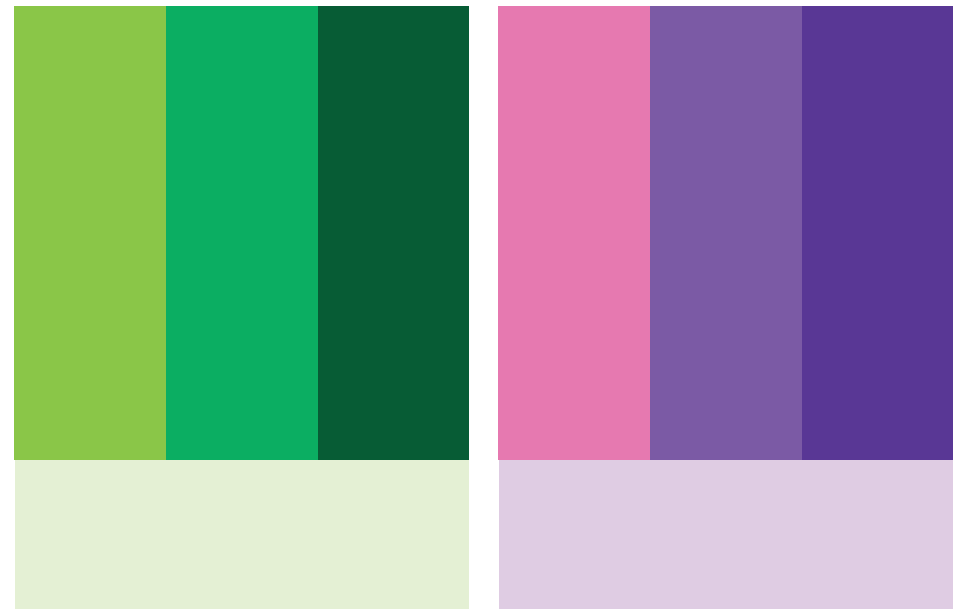
Secondary greens

Secondary mauves

Heritage meets modern

Our colour palette combines British heritage with contemporary modern. The national colours found in our core and primary palette have been given a slightly more contemporary and warmer hue, supported by our secondary palette inspired by colours associated with British military ribbons. Collectively they create a distinctive, strong and quintessentially British colour palette.

Our colours — print

Pastel Blue	Light Blue	Core Logo Blue	Dark Blue
Pantone® 277	Pantone® 2925	Pantone® 2132	Pantone® 286
CMYK: 28.5.2.0	CMYK: 75.15.0.0	CMYK: 95.65.0.0	CMYK: 100.100.0.0

Pastel Red	Light Red	Core Logo Red	Dark Red
Pantone® 496	Pantone® Warm Red	Pantone® 185	Pantone® 200
CMYK: 0.20.10.0	CMYK: 0.78.75.0	CMYK: 0.95.95.0	CMYK: 15.100.100.0

Pastel Mauve	Light Mauve	Mid Mauve	Dark Mauve
Pantone® 263	Pantone® 673	Pantone® 266	Pantone® 2091
CMYK: 10.20.0.0	CMYK: 5.65.0.0	CMYK: 60.75.0.0	CMYK: 80.95.0.0

Pastel Green	Light Green	Mid Green	Dark Green
Pantone® 2275	Pantone® 376	Pantone® 347	Pantone® 3425
CMYK: 10.0.20.0	CMYK: 50.0.95.0	CMYK: 85.0.85.0	CMYK: 90.35.95.35

Pastel Grey	Light Grey	Mid Grey	Core Logo Black
Pantone® 5315	Pantone® 429	Pantone® Cool Gray 1	Pantone® Black 6
CMYK: 4.3.3.4	CMYK: 5.0.0.50	CMYK: 15.0.0.75	CMYK: 20.20.20.100

CMYK and Pantone® specifications

All of our colours can be printed using the 4-colour CMYK printing process or as solid Pantone® special colours. Where possible, it is advisable to obtain printed or digital proofs, before final production, to ensure we achieve the best possible result.

The colours shown on this page and throughout these guidelines aren't intended to match the Pantone® Colour Standards.

Our colours — digital

Pastel Blue RGB: 202.225.241 HEX: CAE1F1	Light Blue RGB: 21.159.213 HEX: 159FD5	Core Logo Blue RGB: 13.90.163 HEX: 0D5AA3	Dark Blue RGB: 49.43.129 HEX: 312b81
Pastel Red RGB: 252.219.219 HEX: FCDBDB	Light Red RGB: 232.86.68 HEX: E85644	Core Logo Red RGB: 226.39.39 HEX: E22727	Dark Red RGB: 203.27.35 HEX: CB1B23
Pastel Mauve RGB: 230.213.233 HEX: E6D5E9	Light Mauve RGB 225.107.164 HEX: E16BA4	Mid Mauve RGB: 127.86.155 HEX: 7F569B	Dark Mauve RGB: 90.49.133 HEX: 5A3185
Pastel Green RGB: 236.242.219 HEX: ECF2DB	Light Green RGB: 124.159.50 HEX: 7C9F32	Mid Green RGB: 0.133.87 HEX: 008547	Dark Green RGB: 9.100.48 HEX: 096430
Pastel Grey RGB: 240.240.240 HEX: F0F0F0	Light Grey RGB: 143.149.153 HEX: 8F9599	Mid Grey RGB: 87.94.98 HEX: 575E62	Core Logo Black RGB: 0.0.0 HEX: 000000

RGB and Hex specifications

All of our colours can be used across our digital platforms. All colours are AA compliant and have a contrast ratio of 4.5:1 (at least) for normal text and 3:1 for large text. However, our five pastel colours should not be used for text. Some colour specifications have been altered to ensure they adhere to these standards.

Our fonts

Gill Sans

Monotype Pro

Eric Gill, 1926

We are the Royal British Legion

Book	Medium	**Bold**
For all body copy in both print and digital including *Book italic*	For all headlines with unique spacing for 'brand ownability' in both print and digital	For all subheadings in both print and digital including ***Bold italic***

5 approved weights

Gill Sans

Gill Sans MT can be purchased from
https://www.fontshop.com
Where Gill isn't available on desktop applications please use Arial.

Gill Sans is a humanist sans serif with geometric qualities. It is a clean font that meets ADA standards of Accessible Design, designed by the English artist and type designer Eric Gill in 1926. Gill Sans roots can be traced to the typeface commissioned for the London Underground designed by Gill's teacher Edward Johnston. For guidance on how use our fonts and specifications, see pages 56–60.

Our imagery — an overview

1.

2.

3.

Our photographic style

Photography is one of our most powerful communication tools. Where possible our photography should capture a moment, an emotion and should not be overtly staged. We have three photographic styles:

1. People
2. Areas of work
3. Observational

Logo   Framework   Elements   Expression   Gallery   Information

Our imagery — people

Our people

Our images are authentic and tell the stories of the people we support at home or work, with family and loved ones in action and in portraiture.

Our imagery — areas of work

Our areas of work

Our images bring to life our areas of work across Services and Support, Fundraising, Remembrance, Campaigning, Volunteering and Membership to show the breadth of ways in which we support the Armed Forces community.

Our imagery — observational
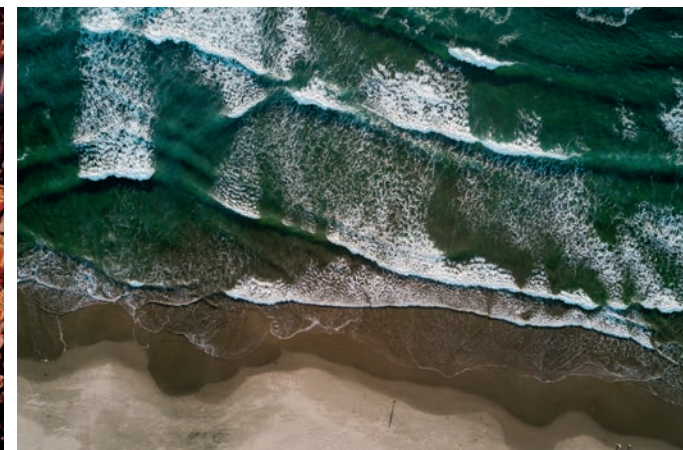
Our observational imagery

Our photography can include objects and ambient observational images, from the details to an expanded view they help us tell the story of our Armed Forces community and the work we do, including our much loved poppy.

Our iconography style

187,328

Enquiries have been made to our helpline using phone, email and live chat channels

538

People attended the Battle Back Centre, using adaptive sport activities to help improve their confidence, mental health and wellbeing

Awards granted with the help of our expert guidance on war pensions and armed forces compensations came to

£5.5m

Our external grants programme made grants to other organisations totalling £3.5 million helping

33,887

people

90,368

visitors came to our Pop In centre, where they were given face to face support

Our help centre advisors have handled

18,214

enquiries to Veterans' Gateway via phone, email, text and live chat

The Royal British Legion provided people with financial support that equalled £8.7 million

900

wounded, sick and injured personnel were helped with recovery support through the Invictus Games, Mission Himalaya, Bravo 22 recovery through the arts programme and the Battle Back centre

Our iconography style

Our illustrative style uses simple geometric iconography to reflect our brand expression.

The statistics used on this page are illustrative only.

1. Keep illustrations simple and graphic to reflect our typeface, Gills Sans
2. Only use the primary red and blue palettes
3. Background tints may be used from primary palettes
4. Use only two colours per illustration from one palette
5. Use only reds or blues within the same illustration.

Our iconography style
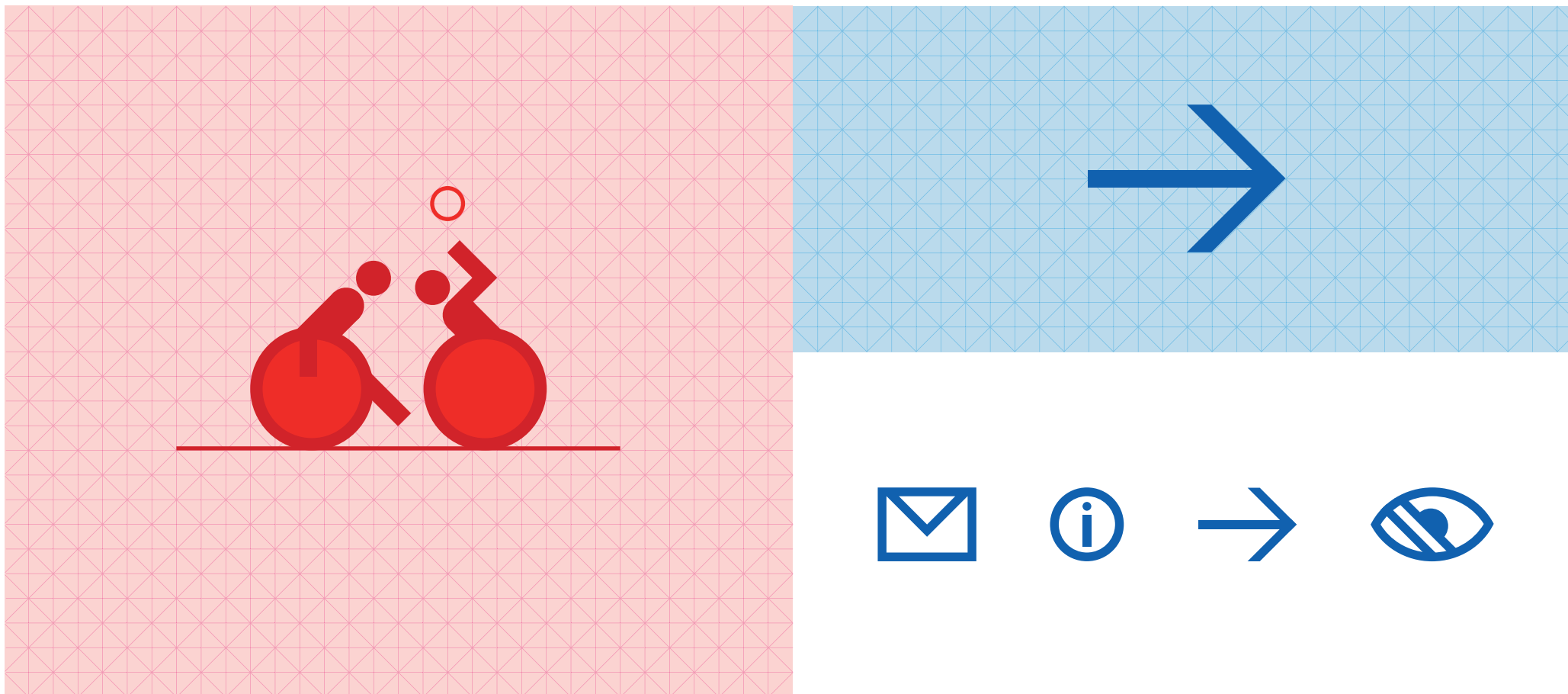
How to draw iconography
Our icons are always drawn using our 'icon grid' for consistency and to reflect the geometric angles and qualities of our typeface Gill Sans.

1. Always use the 'icon grid' when constructing our illustrations and icons
2. Use only geometric shapes
3. All angles must be either 90 or 45 degrees
4. Always construct icons on the grid and then scale accordingly
5. Keep the widths of lines consistent.

Our data visualisation style

Where the money comes from

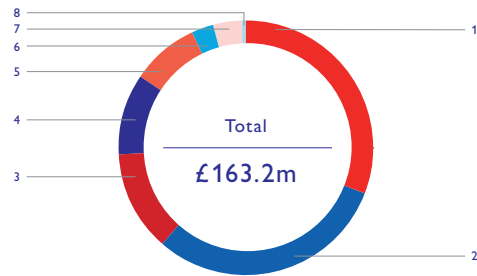|		£ Million	%
1	The Poppy Appeal	50.5	30.9
2	Donations, legacies and events	50.1	30.7
3	Lotteries and trading	20.5	12.6
4	Fees charged to care home residents	16.8	10.3
5	Grants for welfare services and Remembrance	14.1	8.6
6	Membership subscriptions	4.6	2.8
7	Investment income	6.1	3.8
8	Other	0.5	0.3
	Total Income	**9.5**	**100.0**

Chart at 50%

Total

£163.2m
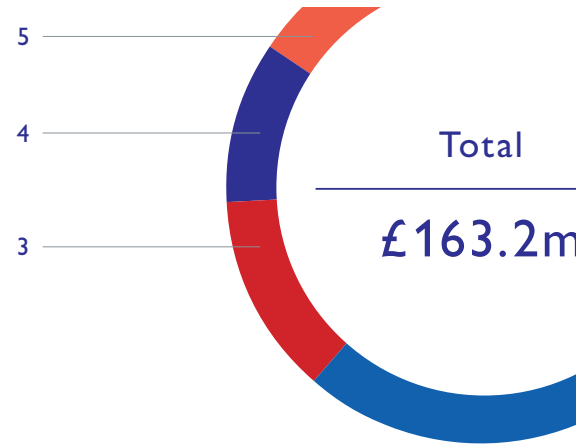
Where the money comes from

🟥	**1**	The Poppy Appeal
🟦	**2**	Donations, legacies and events
🟥	**3**	Lotteries and trading

Section of chart at 100%
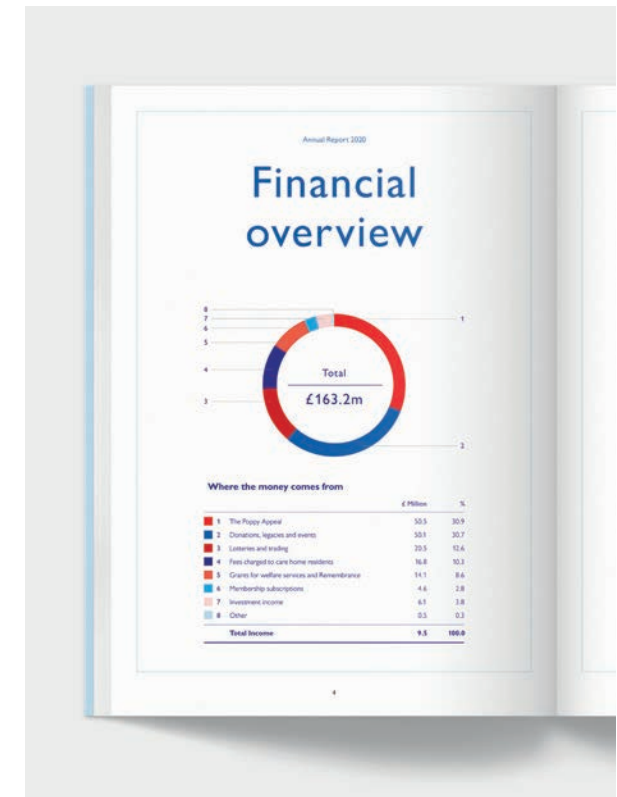
Annual Report

Our charts and graphs

Our charts and graphs are geometric and contemporary reflecting our overall brand expression. They should be clean, concise and easy to understand.

1. Always start with primary palettes where possible
2. Use modern and simple chart styles
3. Titles and totals in Gill Sans MT Pro Bold
4. Keep lines fine but with a bold underline for totals
5. Always use the alternative 1, found in glyphs, for accessibility.

Our data visualisation style
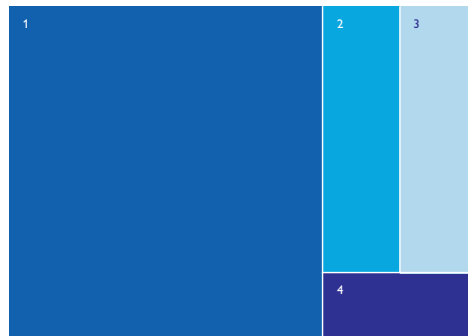
Where the money goes to (Capital costs)

		£ Million	%
1	The National Memorial Arboretum development	6.4	67.4
2	Care homes and break centres	1.3	13.7
3	Improving IT Infrastructure	1.2	12.6
4	Other	0.6	6.3
	Total Capital costs	**9.5**	**100.0**

Chart at 50%

Where the money goes to (Capital

■	1	The National Memorial Arboretum developme
■	2	Care homes and break centres
■	3	Improving IT Infrastructure
■	4	Other

Total Capital costs

Section of chart at 100%

Annual Report

Our charts and graphs

Our charts and graphs are geometric and contemporary reflecting our overall brand expression. They should be clean, concise and easy to understand.

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4. Keep lines fine but with a bold underline for totals
5. Always use the alternative 1, found in glyphs, for accessibility.

Our tone of voice

Warm welcome — Human

Determined — Empathetic

We've got your back — Empowering

Champions — Confident

Modern Britain — Modernity

Our tone of voice defines the way our organisation uses language and it helps us differentiate ourselves from our competitors.

We use five tonal values arranged into a simple matrix. These values are composed of a mission statement, a key theme and four sub-themes (see next page).

Our core and most important tonal value is the central one, **We've got your back.** Your copy should always in some way reflect this tonal value. The four tonal values orbiting it can be used in varying degrees. You can 'flex' them up and down as and when they are appropriate. You can even omit one of these tonal values entirely if you are using others more strongly. Please see the full Tone of Voice guidelines for more detail.

Our tone of voice explained

We've got your back

This tonal value is at the heart of everything we say. Through thick and thin, we will always be there for those that need us whether we're trying to improve the world for the Armed Forces community, make life better for our service users or encourage people to join us in Remembrance.

Key theme: Empowering

Sub themes: Honest, Responsible, Inspiring, Resolute

Warm welcome

Like a huddle with your teammates. We'll always be here, ready to welcome anyone and everyone, ready to make them feel safe and cared for.

Key theme: Human

Sub themes: Approachable, Positive, Supportive, Empathetic

Determined

Determined is about passion, energy, togetherness. Our ultimate aim? To make our audience feel part of our mission.

Together, we're determined to make a difference.

Key theme: Emphatic

Sub themes: Energetic, Togetherness, Speaking from the heart, Galvanising

Modern Britain

Since 1921, the Royal British Legion has been part of the national fabric. But being in such a position comes with a huge responsibility — to represent the voice of a nation.

Key theme: Modernity

Sub themes: Inclusivity, Britishness, Conversational, Relatable

Champions

We consider ourselves the champion of the Armed Forces community. This must come across in our language in the form of total confidence. Whether you are writing about Remembrance, the poppy or the AF community, think and write like a champion.

Key theme: Confident

Sub themes: Poignant, Proud, Respectful, Having integrity

Our
visual expression

ROYAL BRITISH LEGION

A line of support

1.

2.

Let's talk

Need some advice?
If you are serving or have ever
served in the Armed Forces, pop in for
a chat, we're here for you.

rbl.org.uk

3.
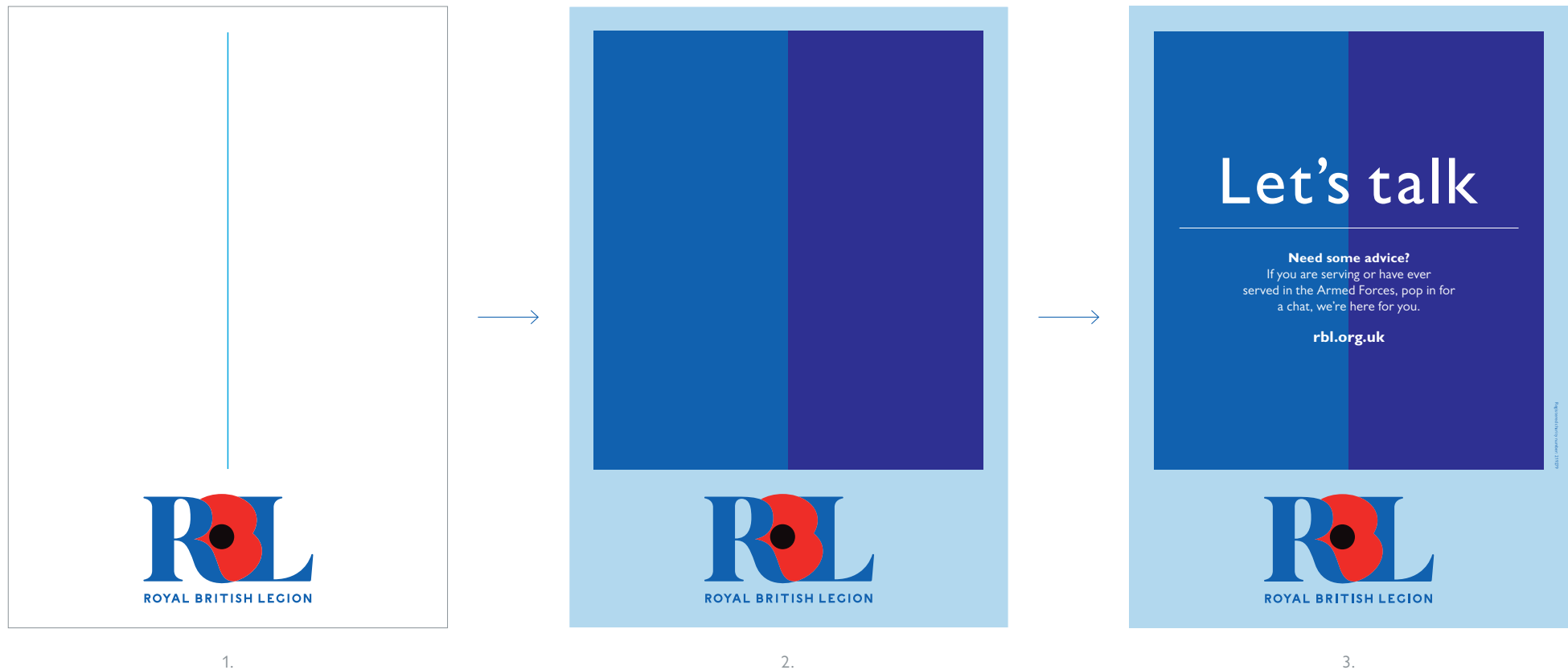
A vital lifeline — honest, direct and approachable

1. Our core visual identity represents one strong idea — a line of support that remains true all year round, every day of the week.
2. Our colours come together to define this central line of support where all of our elements are connected.
3. From messaging and imagery through to our logo, it is a singular idea that represents our role; to support our Armed Forces community.

Our visual expression framework — overview

We are the
Royal
British Legion

The Royal British Legion has been supporting members
of the Royal Navy, Royal Marines, British Army,
Royal Air Force, Reservists, Veterans and their families since 1921.
And we're not going anywhere.

rbl.org.uk

RBL
ROYAL BRITISH LEGION

Remember
together

For 2021, we encourage everyone to 'Remember Together'
to commemorate the service and sacrifice that many
friends, allies, and Commonwealth nations made alongside Britain
in defence of its freedoms, values, and way of life.

rbl.org.uk

RBL
ROYAL BRITISH LEGION

1921–2021

100 years
of supporting
the Armed Forces
community

rbl.org.uk

RBL
ROYAL BRITISH LEGION

Ownable and confident

When our elements come together around our one central idea, we will be able to build a strong and consistent visual expression. The framework has been designed to be flexible — from using only colour and typography to adding our photographic style (within the right panel) — but, with our logo always sitting confidently at the centre of every application.

Logo   Framework   Elements   **Expression**   Gallery   Information

Our visual expression framework — construction

Spacing dot

We are the
Royal
British Legion

And this is how we can help.

The Royal British
Legion has been
supporting members
of the Royal Navy,
Royal Marines,
British Army, Royal
Air Force, Reservists,
Veterans and their
families since 1921.
And we are not going
anywhere.

We're here for financial guidance

If you're having money issues, we're
here to help. Whether you are struggling
with debt or emergency situations,
need support setting up your new
home or accessing benefits, our team
have got you covered.

If you have been injured or suffer from
illness as a result of service, we can
help with appeals to both the war
pensions, Armed Forces compensation
scheme. We're also here to support
you through every step of an
independent inquest with support and
guidance on legal procedures.

We'll help you live independently

We know how important your home is
and we're here to keep you living
independently for as long as possible.
That's why we offer support to veterans
with mobility aids, 24 hour care phones,
and make sure there is always someone
to talk to. What's more, we can help
with home adaptations and maintenance.

We're here t

Our specialist r
provide both lo
care to membe
community and
helping you mai
and live with lik
Additionally ou
offers practical,
support to fami
with dementia.

**We'll make s
highest qualit**

Quality support
you back on yo
of rehabilitatio
various sports a
We're also here
support to vete
in crisis.

Finance | Employment
Independent living | Care
Recovery | Respite

Using our biggest asset to create our visual expression framework

The poppy has a vital role in constructing our framework across every application.
We use the centre of the poppy (of the chosen size for each application —
see page 49) to create our spacing framework in all print and digital applications.

Logo   Framework   Elements   **Expression**   Gallery   Information

Our visual expression framework — using imagery

Let's talk

Need some advice?
If you are serving or have ever served in the
Armed Forces, pop in for a chat, we're here for you.

rbl.org.uk

R L
ROYAL BRITISH LEGION
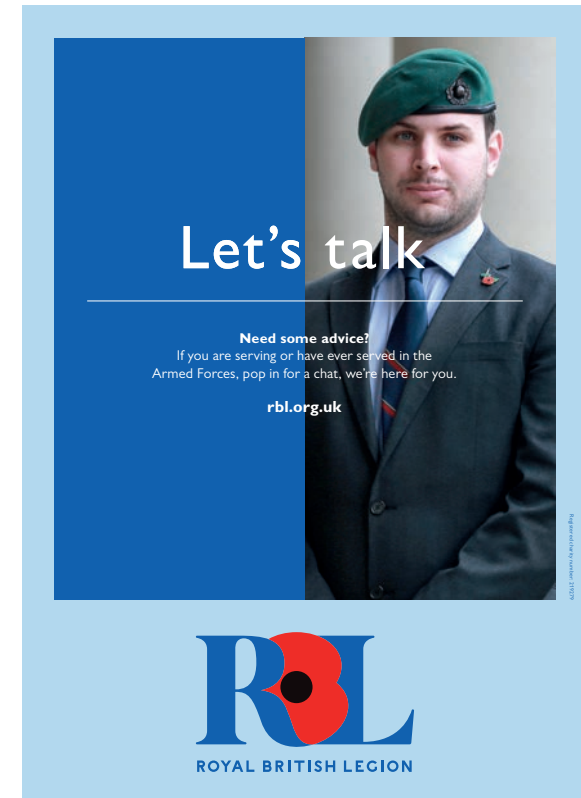
Cropping imagery

Please consider the following when cropping images to place within the right panel of our visual framework.

1. Think about where the type sits over the image and crop accordingly
2. Always centre the subject within the crop
3. Close crops focus the subject matter and are more dynamic
4. Ensure the crop helps create a strong holistic composition of each communication.

Our visual expression framework — using imagery

Let's talk

Need some advice?
If you are serving or have ever served in the
Armed Forces, pop in for a chat, we're here for you.

rbl.org.uk
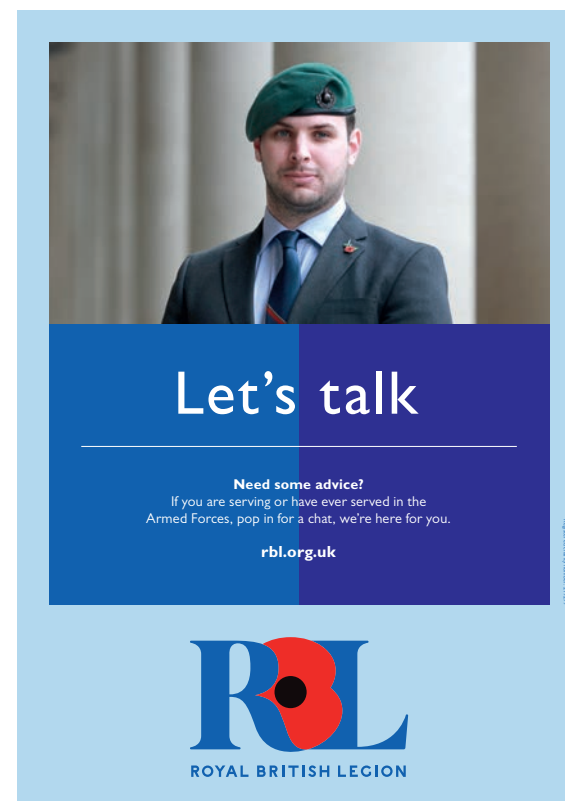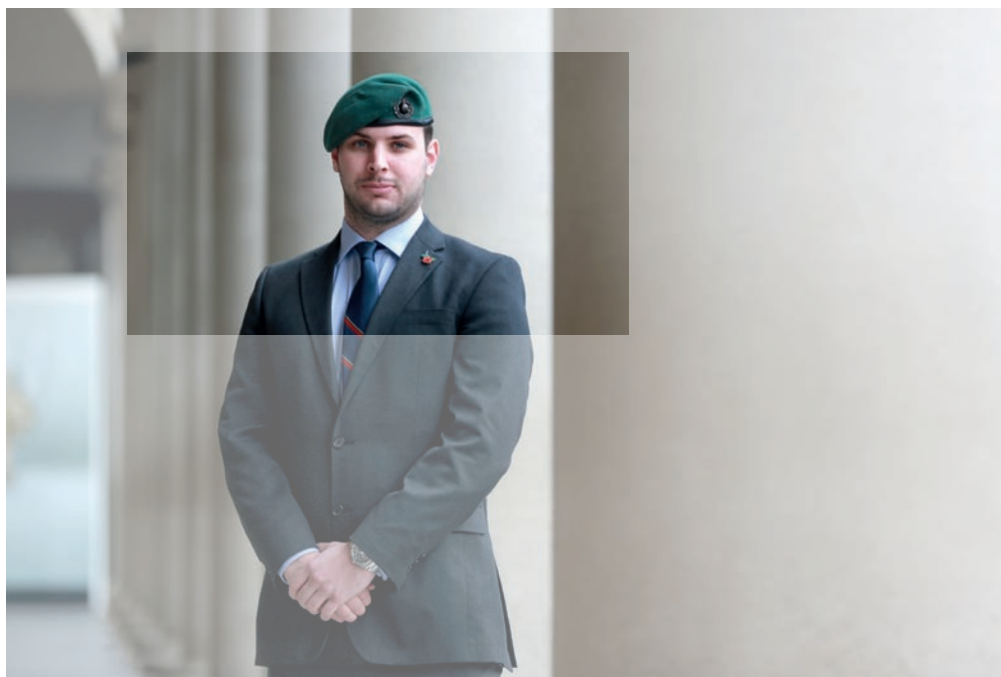
Cropping imagery

It is not always possible to crop an image vertically in the visual framework. In this case a horizontal crop can be used. Remember to consider the composition.
1. Always centre the subject within the crop
2. Close crops focus the subject matter and are more dynamic
3. Ensure the crop helps create a strong holistic composition of each communication.

Using our core logo — approved background colours

1.

2.

3.

4.

5.

6.

7.

8.
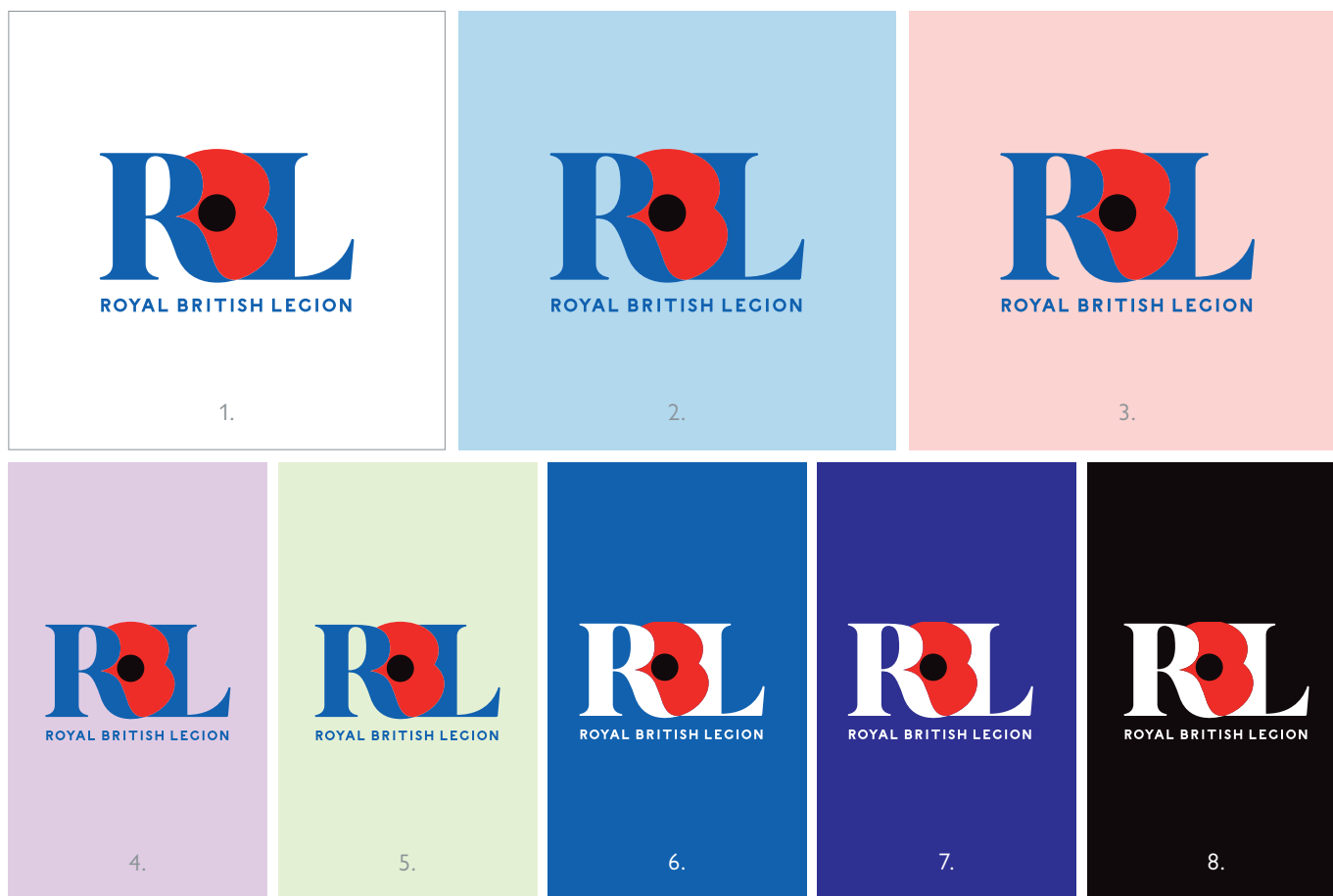
Ensuring our core logo has stand out

Our core logo has been designed to sit on an approved number of background colours. The swatches shown above are 'our approved' backgrounds:

Primary backgrounds: 1. **White**, 2. **Pastel Blue** and 3. **Pastel Red** (top row)
Secondary backgrounds: 4. **Pastel Mauve** and 5. **Pastel Green**
Limited use backgrounds: 6. **Core logo Blue**, 7. **Dark Blue** and 8. **Black**

Positioning our core logo

Spacing dot

We are the
Royal
British Legion

The Royal British Legion has been supporting members
of the Royal Navy, Royal Marines, British Army,
Royal Air Force, Reservists, Veterans and their families since 1921.
And we're not going anywhere.

rbl.org.uk

Mrs Name Surname
Building name
Street/Road Name
Town/City
County
Postcode
UK

Month, 2020

Dear Mrs Surname

Title of letter is positioned of the first line

Ut optasitatem velibusam facitem est sequia et quatur recabo. Invendit, officietur sendiorerum als que
odit laborioria pratium faccumque estio ipis doluptas adis molore, que viti delia dolupit, quam, seces
vidunt am, eaquis debis et occatus mi doloritio illupta dolent plam volento

Ut as explabo. Torio dus estrum quo voluptat unt adigent volento omni berum nihilla serum, doluptatem
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accus sam inullo miliberem volorum et aditat ab id evelecto blaborro et con expliquma idi level eatium
edus ipsam aut molesse quiatenimus acepudam facerati sandand volento.

Omniminum exces rem eum fugitatur audae sitatia eum dolore quation pel eruptis essincia qui delenim
endiorum emporiamus, tem id als a minum dolorior sandignatem facepudae simaios sinct aquibuso.
Ut am als iusam cum, aspe nobiti dus erernatur assecumet del moluptatur? Eque voloreseque lorem
als ped modigen daesedi audande dolenda quidel ilitatur? As as eiur et mintore ptatemp et al puditibus
ipicidusdam a molore heniat ex earum am illam reperspici remporem solume.

Your sincerely,

Name Surname
Position/Department

Patron: Her Majesty the Queen
Royal British Legion
Haig House | 199 Borough High Street, London SE1 1AA
+44 20 3207 2253 | rbl.org.uk
Registered charity number: 219279

Bravo 22

The art
of recovery

rbl.org.uk/get-support

Do not do this

Core logo minimum 'clear space' principle

When positioning our core logo it is important to ensure it stands out. It is important to retain sufficient clear space around it as outlined on page 10 of this document. In the majority of instances our core logo should be centred at the bottom of all applications. e.g. posters, advertising, leaflets etc. However, there are some instances e.g. stationery and the website where the core logo can be left aligned or centred at the top.

Sizing our core logo

Format	A6	A5 leaflet/ brochure	A4 poster/ brochure	A3 poster	A2 poster	A1 poster	4 sheet poster	Lightbox poster	Business card	A4 Letterhead/ Direct mail	C6 Envelope	Pop-Up banner	Social media square	16 x 9 end-frame
Orientation	Portrait	Portrait	Portrait	Portrait	Portrait	Portrait	Landscape	Portrait	Landscape	Portrait	Landscape	Portrait	Square	Landscape
Dimensions	105mm x 148mm	148mm x 210mm	210mm x 297mm	297mm x 420mm	420mm x 594mm	594mm x 840mm	1016mm x 1524mm	769mm x 1295mm	85mm x 55mm	210mm x 297mm	162mm x 114mm	1000mm x 2260mm	1080px x 1080px	3840px x 2160px
Logo size (w)	40.5mm	57mm	81mm	114mm	162mm	229mm	326mm	297mm	42.5mm	55mm	55mm	380mm	810px	1610px
Margins	6mm	8.5mm	12mm	17mm	24mm	34mm	54mm	44mm	8mm	8mm	8mm	55mm	—	—
Position	Bottom centre	Bottom centre	Bottom centre	Bottom centre	Bottom centre	Bottom centre	Bottom centre	Bottom centre	Middle centre	Top centre	Bottom centre	Bottom centre	Middle centre	Middle centre

How to size and position our core logo

The chart above details the size and position of our core logo for general applications. It also lists the margins for each application, to ensure the visual brand framework is constructed correctly every time.

Using our core logo in animation

Film — Core logo

Film — White (limited use) logo

Social media

Ensuring our logo has stand out

Our logo has been designed to sit on an approved number of backgrounds in animation and film. The approved animation files can be found in our logo library.
For more detail, please refer to the separate Video Guidelines.

The swatches shown above are approved background colours:
Film — Core logo: **Pastel Blue, Pastel Red** and **White**
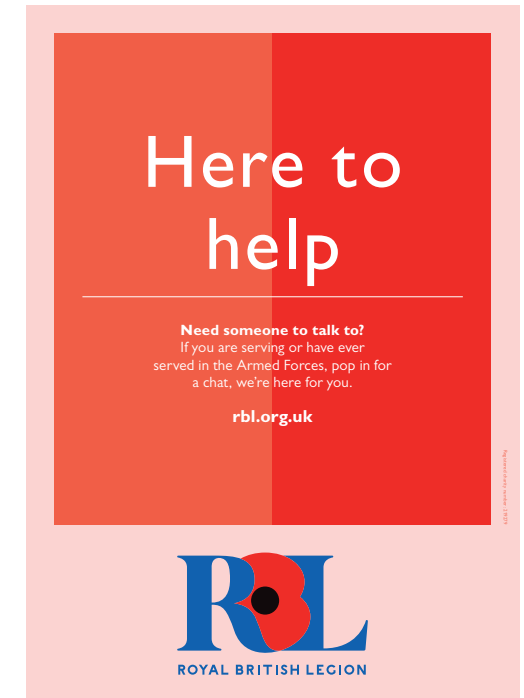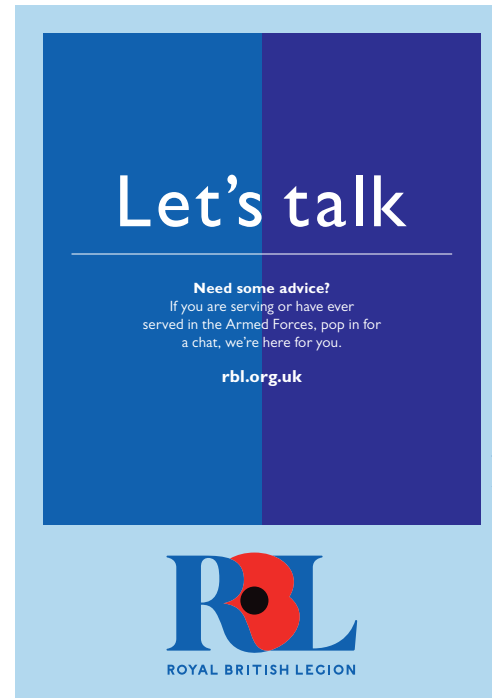Film — White (limited use) logo: Opening/closing footage or a **Black** screen
Social media — Core logo: **All our approved pastel colours only** and **White**

Using colour — primary palette

Primary blue palette

Light Blue	Core Logo Blue	Dark Blue
Pastel Blue		

Light Red	Core Logo Red	Dark Red
Pastel Red		

Primary red palette

Let's talk

Need some advice?
If you are serving or have ever
served in the Armed Forces, pop in for
a chat, we're here for you.

rbl.org.uk

RBL
ROYAL BRITISH LEGION

Here to help

Need someone to talk to?
If you are serving or have ever
served in the Armed Forces, pop in for
a chat, we're here for you.

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ROYAL BRITISH LEGION

Using primary colours

Our blue and red palettes should be our first choice for communications.
This will ensure the brand achieves greater recognition among our supporters
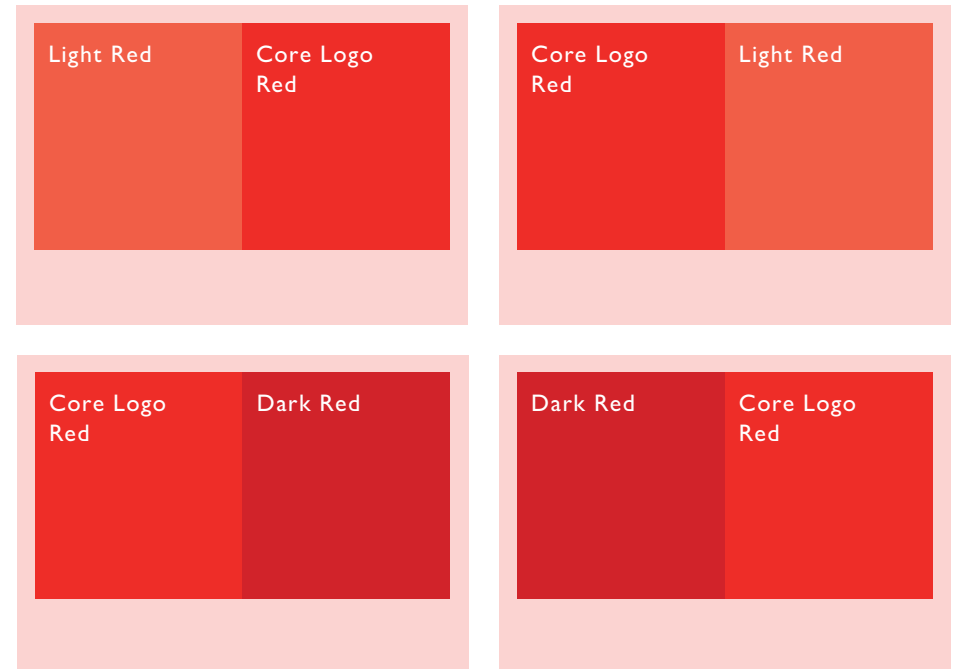and key stakeholders.

Primary palette — colour combinations

Primary blue palette

| Light Blue | Core Logo Blue |
| Core Logo Blue | Light Blue |

| Core Logo Blue | Dark Blue |
| Dark Blue | Core Logo Blue |

Approved combinations

Primary red palette

| Light Red | Core Logo Red |
| Core Logo Red | Light Red |

| Core Logo Red | Dark Red |
| Dark Red | Core Logo Red |

Approved combinations

Using primary colour combinations

In any one application (printed section or digital application), only use colours from within **one** primary colour palette e.g. primary blue. The approved and fixed combinations are illustrated above. **Never mix a primary blue with a primary red.**
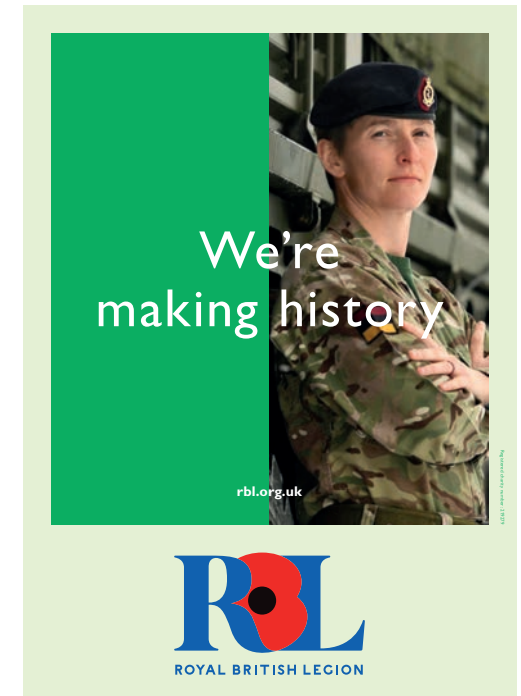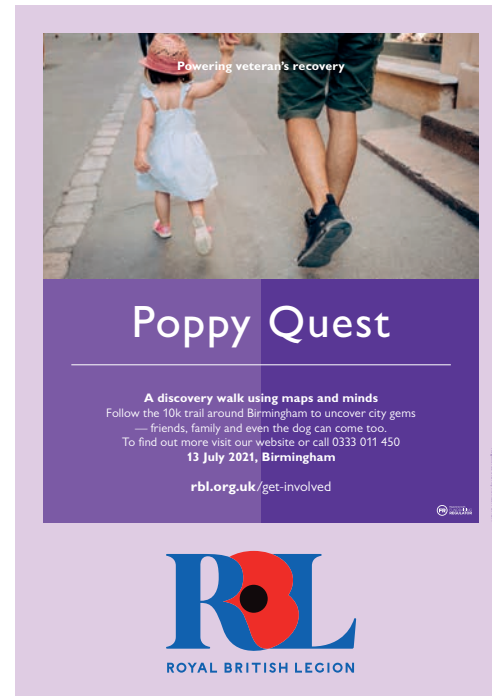
Using colour — secondary palette

Secondary mauve palette

Light Mauve	Mid Mauve	Dark Mauve

Pastel Mauve

Light Green	Mid Green	Dark Green

Pastel Green

Powering veteran's recovery

Poppy Quest

A discovery walk using maps and minds
Follow the 10k trail around Birmingham to uncover city gems
— friends, family and even the dog can come too.
To find out more visit our website or call 0333 011 450
13 July 2021, Birmingham

rbl.org.uk/get-involved

We're
making history

**rbl.org.uk**

Secondary green palette

Using secondary colours

Only use the secondary colour palette when there is a need to differentiate from the core message or highlight events. For example, fundraising and direct mail applications can use the mauve palette. The green palette should be used very sparingly but can offer visual variety e.g. the financial section of the Annual Report, and military images.
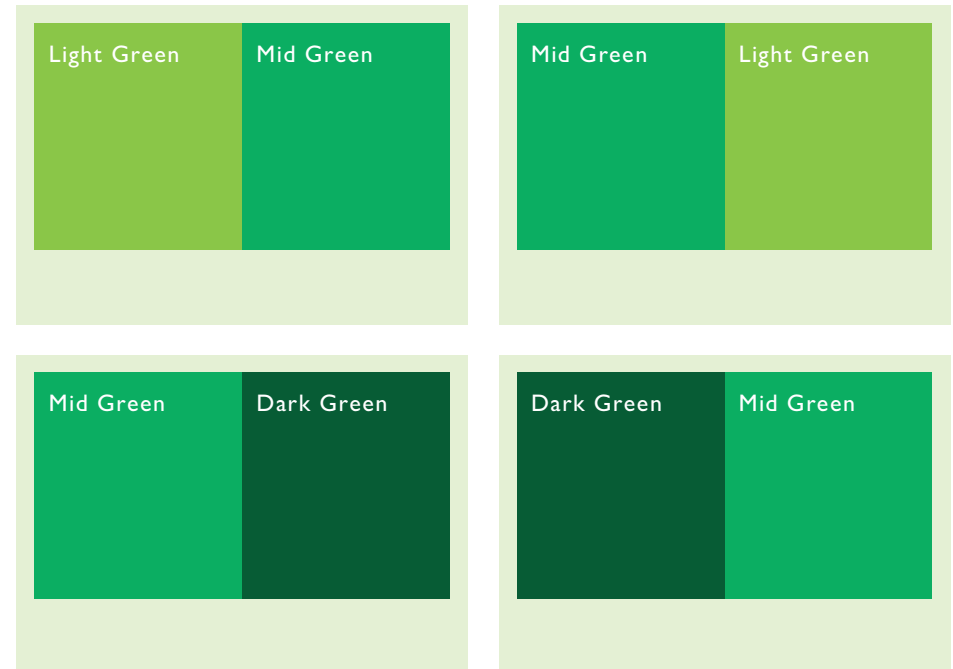
Secondary palette — colour combinations

Secondary mauve palette

Light Mauve	Mid Mauve

Mid Mauve	Light Mauve

Mid Mauve	Dark Mauve

Dark Mauve	Mid Mauve
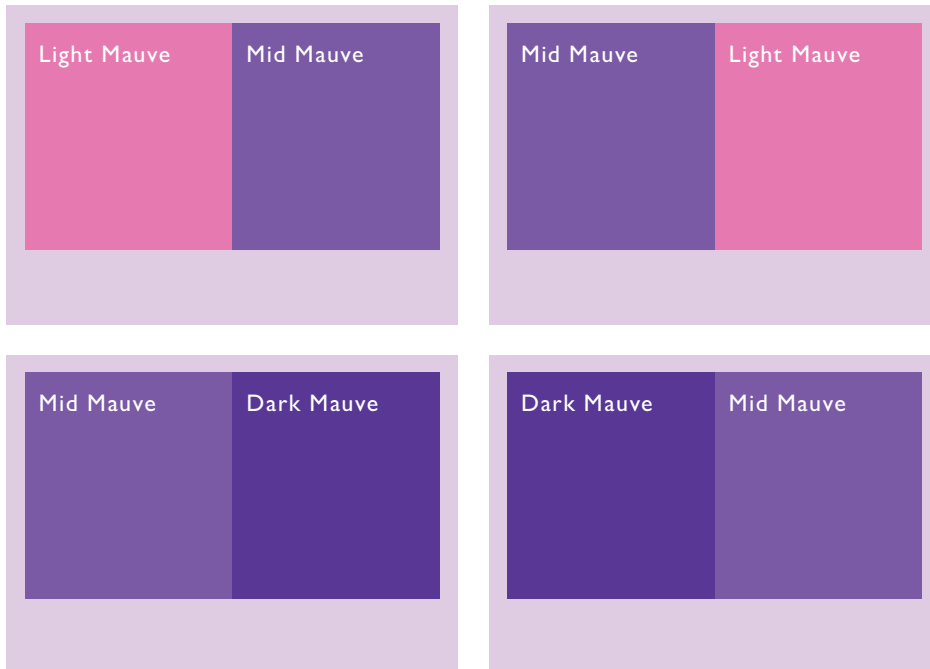
Approved combinations

Secondary green palette

Light Green	Mid Green

Mid Green	Light Green

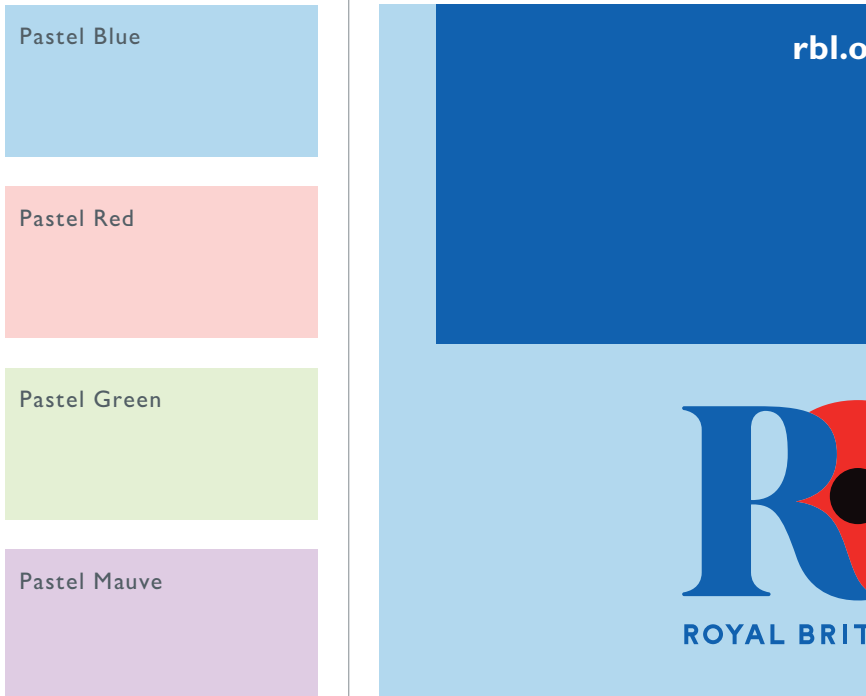| Mid Green	Dark Green

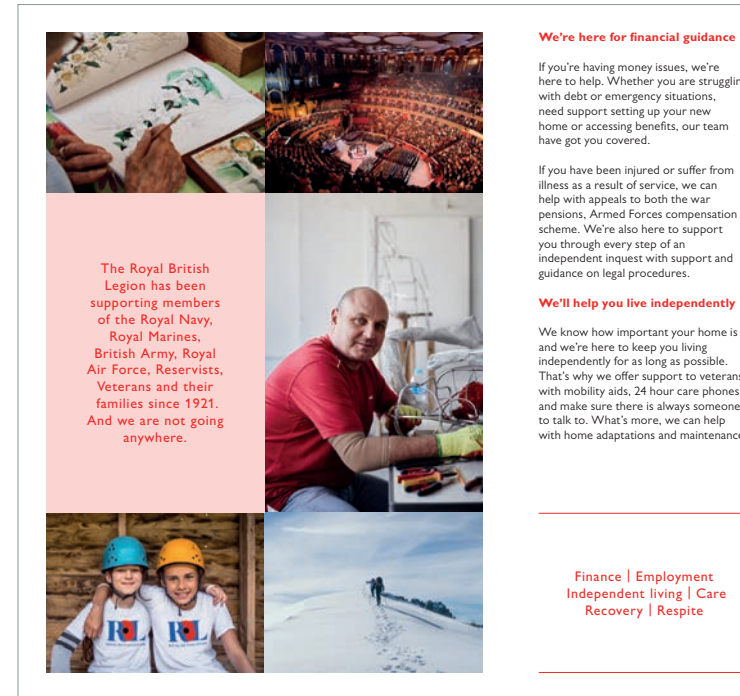| Dark Green	Mid Green

Approved combinations

Using secondary colour combinations

In any one application (printed section or digital application), only use colours from within **one** secondary colour palette e.g. secondary mauve. The approved and fixed combinations are illustrated above. **Never mix a secondary colour with a primary colour.**

Using our pastel colours

Pastel Blue

Pastel Red

Pastel Green

Pastel Mauve

rbl.o

R

ROYAL BRIT

We're here for financial guidance

If you're having money issues, we're here to help. Whether you are struggling with debt or emergency situations, need support setting up your new home or accessing benefits, our team have got you covered.

If you have been injured or suffer from illness as a result of service, we can help with appeals to both the war pensions, Armed Forces compensation scheme. We're also here to support you through every step of an independent inquest with support and guidance on legal procedures.

We'll help you live independently

We know how important your home is and we're here to keep you living independently for as long as possible. That's why we offer support to veterans with mobility aids, 24 hour care phones, and make sure there is always someone to talk to. What's more, we can help with home adaptations and maintenance.

Finance | Employment
Independent living | Care
Recovery | Respite

The Royal British Legion has been supporting members of the Royal Navy, Royal Marines, British Army, Royal Air Force, Reservists, Veterans and their families since 1921. And we are not going anywhere.

Posters and front covers   Inside communications

Using our pastel colours

Our pastel colours play a key role in our visual expression. They have been added to our toolkit to ensure we are perceived as a warm and approachable organisation. Each colour should only be used within its own palette.

For applications such as leaflets, only the mid or core colours from the selected colour palette should be used for headlines, sub-headings or quotes and always used on white backgrounds. Body copy should always be set in black, as shown in the example on the right. When using text on pastels only use our core colours and ensure text is legible with sufficient contrast.

Using colour — things not to do

4.

1.   2.   3.   5.
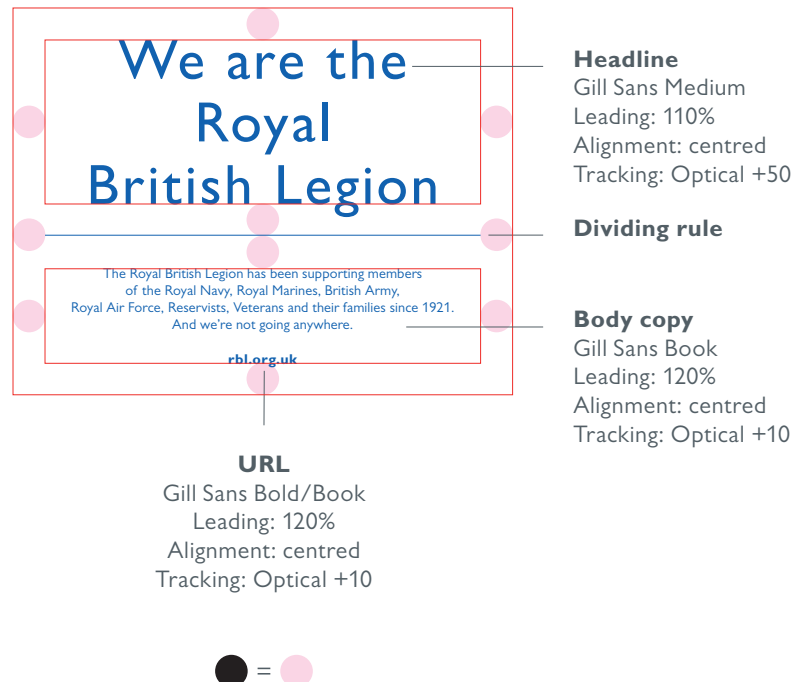
Things not to do

To maintain a strong and distinctive brand it is important to use our colour palettes correctly. Please **don't…**

1. Mix colour palettes e.g. Reds and Blues
2. Use pastel colours outside of their colour family
3. Replace our pastel framework colours with a strong colour from our palette

4. Where possible mix colours in our iconography illustrations
5. Mix colour palettes within an application (or section).

Layout and typography — principles

We are the Royal British Legion

Headline
Gill Sans Medium
Leading: 110%
Alignment: centred
Tracking: Optical +50

Dividing rule

The Royal British Legion has been supporting members of the Royal Navy, Royal Marines, British Army, Royal Air Force, Reservists, Veterans and their families since 1921. And we're not going anywhere.

rbl.org.uk

Body copy
Gill Sans Book
Leading: 120%
Alignment: centred
Tracking: Optical +10

URL
Gill Sans Bold/Book
Leading: 120%
Alignment: centred
Tracking: Optical +10

● = ●

We are the Royal British Legion

The Royal British Legion has been supporting members of the Royal Navy, Royal Marines, British Army, Royal Air Force, Reservists, Veterans and their families since 1921. And we're not going anywhere.

rbl.org.uk

RBL ROYAL BRITISH LEGION

We are the Royal British Legion

The Royal British Legion has been supporting members of the Royal Navy, Royal Marines, British Army, Royal Air Force, Reservists, Veterans and their families since 1921. And we're not going anywhere.

rbl.org.uk

RBL ROYAL BRITISH LEGION

Using typography in our visual framework

Our layout and typeface is an important asset of our toolkit. Using the centre of the poppy (from our logo) its measurement creates the 'Inset-margins' of each text frame. Using the typographic construction, as illustrated, creates our unique layout.

It is essential that the correct typographic specifications are used for our headlines, supporting copy and URL as outlined above. It will allow us to build visual recognition. Our headlines, typeset in Gill Sans Medium, should always have letter spacing of +50 (Optical spacing) for brand ownability. Always group text boxes along with the dividing rule. Centre this group within the coloured panels, ensuring the same distance from the top to the bottom, as indicated by the arrows above (the dividing rule may not always be centred in the coloured panels).

Layout and typography — principles

Battle Back Centre

Battling back

rbl.org.uk/get-support

ROYAL BRITISH LEGION

Battle Back Centre

Battling back

rbl.org.uk/get-support

ROYAL BRITISH LEGION

Label
Gill Sans Bold
Leading: 120%
Alignment: centred
Tracking: Optical +10

Headline
Gill Sans Medium
Leading: 110%
Alignment: centred
Tracking: Optical +50

URL
Gill Sans Bold
Leading: 120%
Alignment: centred
Tracking: Optical +10

Galanos House

Powering veteran's recovery

Survival

1921–2021
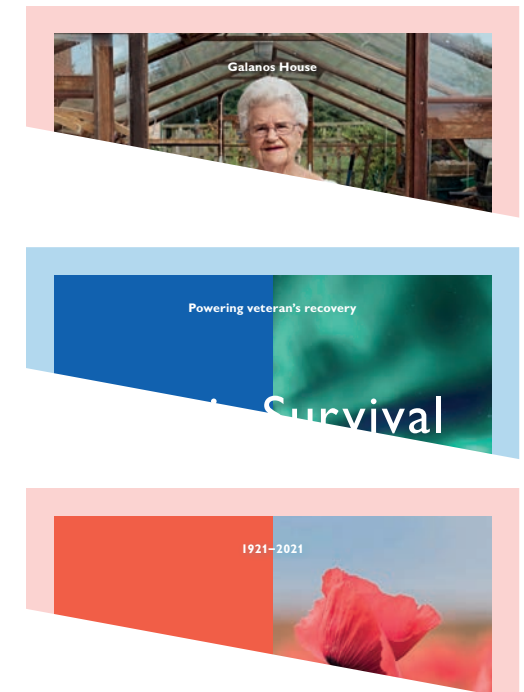
Labelling examples

Using typography in our visual framework

When our covers or posters do not include/need any supporting copy, the URL moves to the bottom of two colour panels with the headline remaining centred in the height. To identify a communication a label can be positioned top centre of each communication e.g. Galanos House. These elements are also positioned using the centre of the poppy (from our logo).

Typography principles

We're here for financial guidance

If you're having money issues, we're here to help. Whether you are struggling with debt or emergency situations, need support setting up your new home or accessing benefits, our team have got you covered.

If you have been injured or suffer from illness as a result of service, we can help with appeals to both the war pensions, Armed Forces compensation scheme. We're also here to support you through every step of an independent inquest with support and guidance on legal procedures.

We'll help you live independently

We know how important your home is and we're here to keep you living independently for as long as possible. That's why we offer support to veterans with mobility aids, 24 hour care phones, and make sure there is always someone to talk to. What's more, we can help with home adaptations and maintenance.

We're here through life

Our specialist residential care homes provide both long and short term care to members of the Armed Forces community and their dependants, helping you maintain your independence and live with like minded individuals. Additionally our team of admiral nurses offers practical, clinical and emotional support to families and carers of those with dementia.

We'll make sure you receive the highest quality support

Quality support we're experts in getting you back on your feet through a range of rehabilitation programmes across various sports and arts related activities. We're also here to provide personalised support to veterans and their families in crisis.

Finance | Employment Independent living | Care Recovery | Respite

The Royal British Legion has been supporting members of the Royal Navy, Royal Marines, British Army, Royal Air Force, Reservists, Veterans and their families since 1921. And we are not going anywhere.

Quotes and pullouts
Gill Sans Medium
Leading: 110%
Alignment: centred
Tracking: Optical +50

Key points
Gill Sans Medium
Leading: 110%
Alignment: centred
Tracking: Optical +50

Subtitles
Gill Sans Bold
Leading: 120%
Alignment: range left
Tracking: Optical +10

Body copy
Gill Sans Book
Leading: 120%
Alignment: range left
Tracking: Optical +10

–	Always use N dashes for dates (1921–2021)
—	Always use M dashes in body copy
-	Only use short dashes as hyphens
'	Use correct apostrophe, not feet marks
" "	Use correct 66, 99 speech marks not inch marks
Aa	Do not overuse Gill Sans Bold
ABC	Don't overuse capital letters
A A	For headline use 110% leading
A A	For body copy use 120% leading
1	Always use alternate 1s found in the glyphs menu

Styling matters

In each and every communication it is important that our typographic principles are adhered to. When followed, they will help us create clean, consistent and accessible layouts. The table (shown right) outlines a quick reference guide to ensure we style typography on brand.

Typographic — detailing

The next 100

In 2021 we celebrate our centenary. We encourage everyone to remember the service and sacrifice of our servicemen and women, while continuing to support them as we look to the future.

rbl.org.uk

Always use alternate style 1s found in the glyphs menu and centre n-dashes in the cap-height

To make our headlines ownable always use 'Optical' spacing +50 and always kern headlines that clash awkwardly with the centre line

Always rag the text so that the line lengths alternate between short and long and are balanced with the headline width

A4 type size guide

Headline size varies according to length of copy and impact needed

Body copy 15pt on 18pt leading

URL 17pt on 18pt leading

Please note:
Body copy can be scaled up if necessary but please scale the URL proportionally. e.g. For 18pt body copy the URL would be 21pt

---

Details matter
To ensure we achieve 'brand consistency' across all our communications it is important to follow our brand principles and styling. The example shown left illustrates the incorrect use of the component parts.
Attention to detail really counts — as illustrated in the correct example shown on the right.

If your body copy requires better visibility over your chosen image, you can add a drop shadow to the text. A 2-10% opacity gradient can also be overlayed onto the image. Please use your best judgement here.

Logo　　　　Framework　　　　Elements　　　　**Expression**　　　　Gallery　　　　Information

Typography — things not to do

Let's talk

Need some advice?
If you are serving or have ever
served in the Armed Forces, pop in for
a chat, we're here for you.

rbl.org.uk

1.

Let's talk

Need some advice?
If you are serving or have ever
served in the Armed Forces, pop in for
a chat, we're here for you.

rbl.org.uk

2.

The Royal British
Legion has been
supporting members
of the Royal Navy,
Royal Marines,
British Army, Royal
Air Force, Reservists,
Veterans and their
families since 1921.
And we are not going
anywhere.

3.

We are here to help

We provide lifelong support
to serving and ex-serving
personnel and their families.
We've been here since
1921 and we'll be here as long
as they need us.

4.

We are here to help

We provide lifelong support
to serving and ex-serving
personnel and their families.
We've been here since 1921
and we'll be here as long
as they need us.

5.

We are here to help

We provide lifelong support
to serving and ex-serving
personnel and their families.
We've been here since 1921
and we'll be here as long as
they need us.

6.

We are here to help

We provide lifelong support
to serving and ex-serving
personnel and their families.
We've been here since
1921 and we'll be here as long
as they need us.

7.

Things not to do

When using our typeface, there are some things we should not do. Please **don't...**

1. Set headlines and supporting copy in Gill Sans Bold
2. Set headlines without our 'ownable spacing' (50+ tracking)
3. Set pull-out text/quotes in Gill Sans Bold
4. Set body copy in colour
5. Right align body copy
6. Justify body copy
7. Change the type specifications unnecessarily e.g. leading.

Using imagery — principles

Remember together

For 2021, we encourage everyone to 'Remember Together'
to commemorate the service and sacrifice that many
friends, allies, and Commonwealth nations made alongside Britain
in defence of its freedoms, values, and way of life.

rbl.org.uk

Communications and literature

The Royal British Legion
has been supporting members of the Royal Navy,
Royal Marines, British Army, Royal Air Force,
Reservists, Veterans and their families since 1921.
And we are not going anywhere.
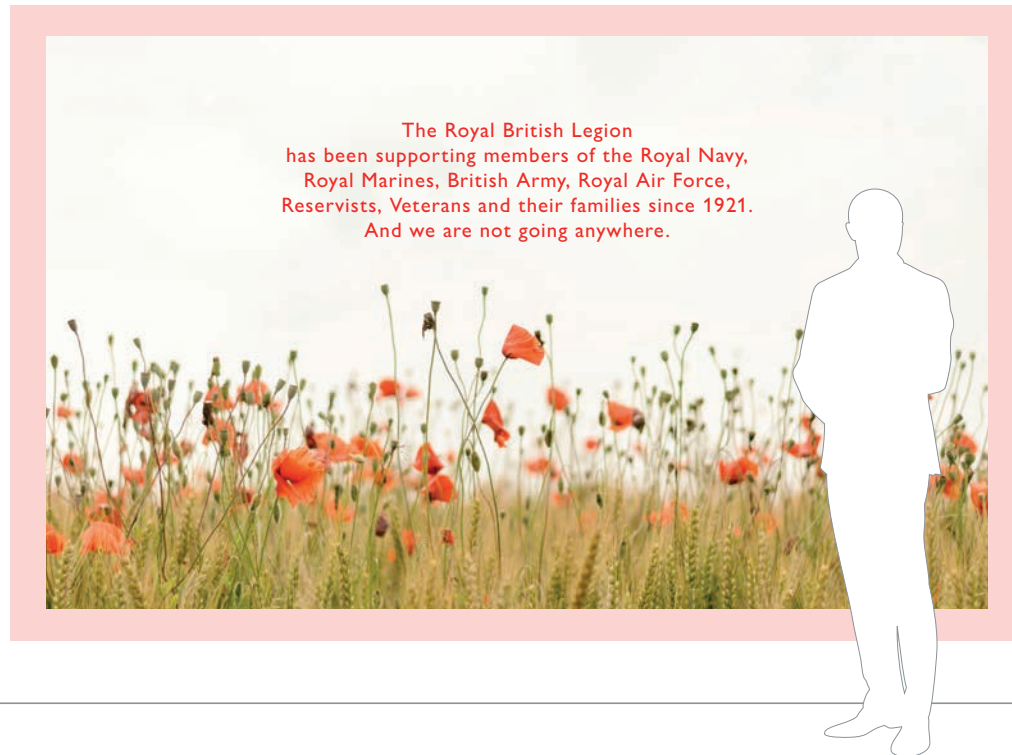
Environments

An image-led brand

Photography plays an important role in our brand. It brings our brand to life by capturing a moment from an event, or an emotion from one of our people. Together, with our other visual elements, it sits at the heart of our printed, digital and environmental applications.

Using imagery — principles

Single image

The Royal British Legion has been supporting members of the Royal Navy, Royal Marines, British Army, Royal Air Force, Reservists, Veterans and their families since 1921. And we are not going anywhere.
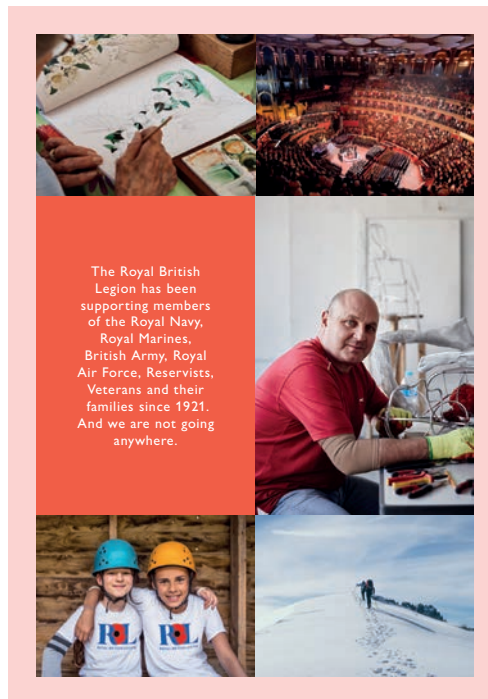
A collection of images

Two images / a line of support

An image-led brand

Photography can be used in several different ways:
1. A singular image used with our frame
2. A grid of images, that captures what we do
3. Two connecting images, which come together to illustrate our central line of support

Using imagery — commemorative

The process　　　　　　　　　　　　　　　　　　　　**The result**
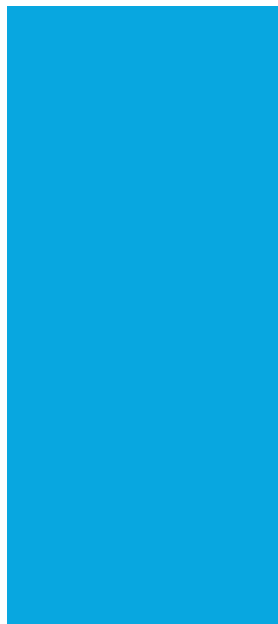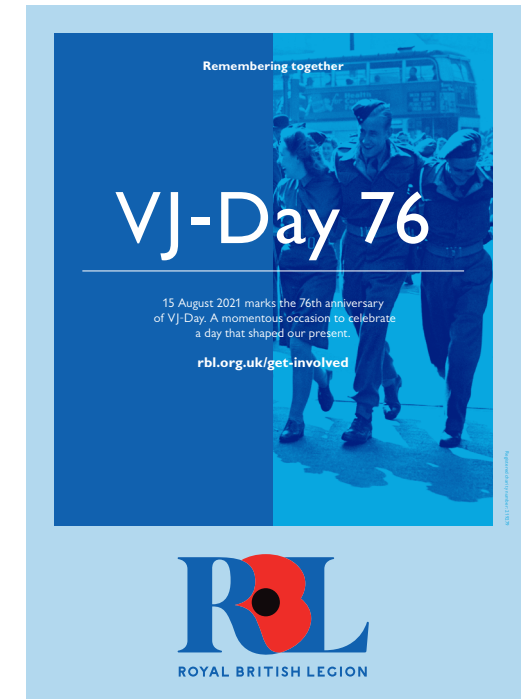
1.　　　　　　2.　　　　　　3.　　　　　　4.　　　　　　5.

Creating a distinctive look for commemorative events

While looking to the future, we also commemorate and remember past conflicts.
For these communications, a distinctive treatment has been created for imagery.
The framework in which the imagery sits does not change, and still uses the other
elements from our toolkit.

1. Take a historical photograph
2. In Photoshop, convert the photograph to grayscale. Using adjustments: adjust the 'levels' to bleach the whites and deepen the blacks.
3. Bring the image into inDesign, select the image and change to your chosen colour
4. Select the image and in 'effects' change to multiply. Put this image on to chosen light colour background.

Logo　　　Framework　　　Elements　　　**Expression**　　　Gallery　　　Information

Using imagery — things not to do
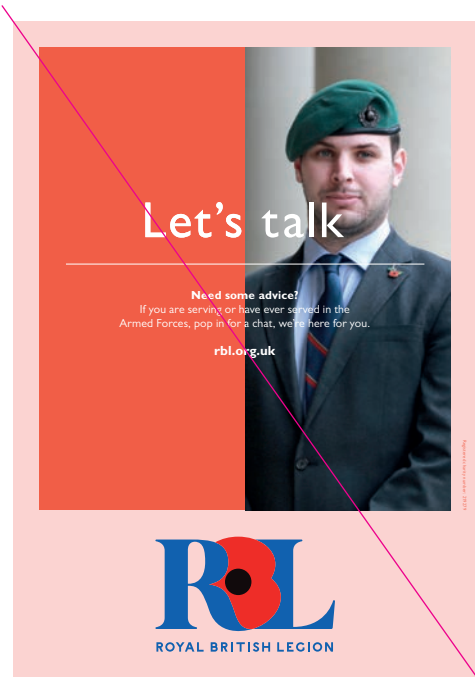
1.

2.

3.

4.

Things not to do

To maintain a strong and distinctive brand, it is important to use our imagery at its best. Please **remember to...**

1. Consider how the image works with typography, be mindful of obstructing the image
2. Crop images so that the subject matter is centred and balanced
3. Not use cutout images
4. Not use imagery that uses our old brand, where possible

Important elements to include

Registered charity number: 219279

Registered charity number: 219279

Registered charity number: 219279

Registered charity number: 219279

ION

Fundraising Regulator logo

Registered charity number: 219279 — Registered charity number

Reg charity no: 219279 — Limited space Registered charity number

offer advice and support on everything from PTSD to housing.
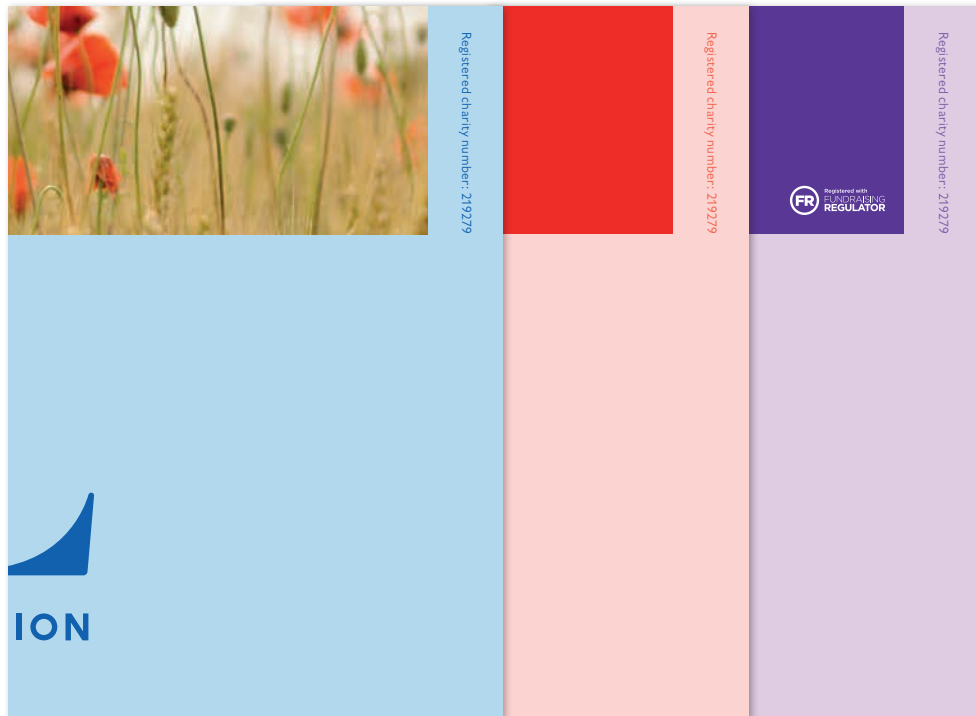
Registered charity number: 219279

Fundraising Regulator logo and Registered charity number

All materials should carry the Royal British Legion's registered charity number which is written as follows: Registered charity number: 219279. It should always be visible, e.g. within the margin of our framework, or on back covers/panels of our printed literature. On posters, the registered charity number should always match the colour of the left coloured panel. It is also important to include the 'Fundraising Regulator' logo when our brand promotes a fundraising activity or event.

Gallery

ROYAL BRITISH LEGION

Using our core logo

Forename Surname
Job Title

T 000 0000 0000 | M 000 0000 0000
fsurname@rbl.org.uk

Royal British Legion
Haig House, 199 Borough High Street, London SE1 1AA
rbl.org.uk
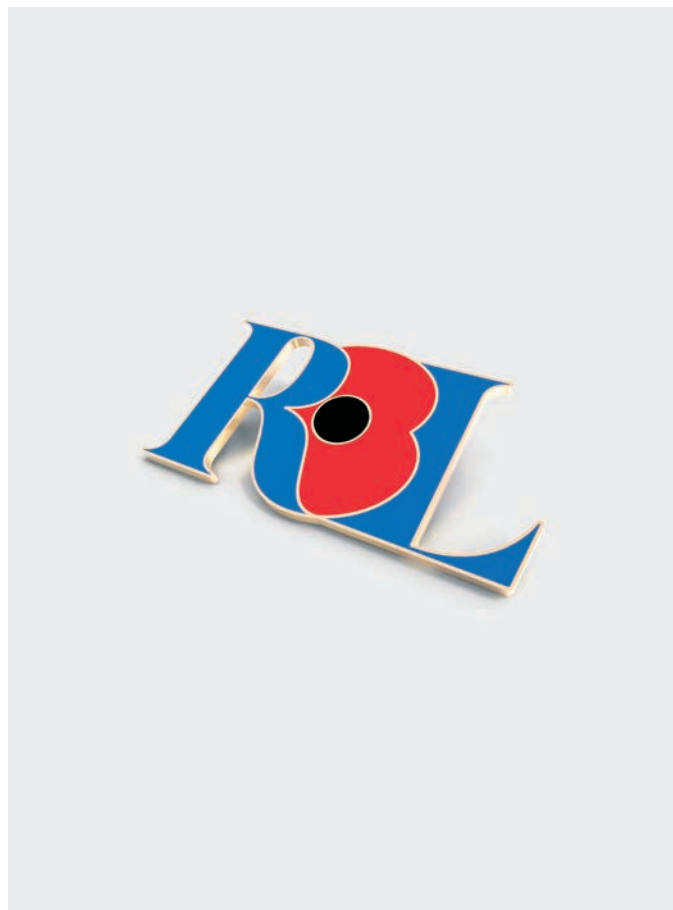
Using our core logo
If the production of an application is limiting
e.g. for a lapel pin (as shown above), separating
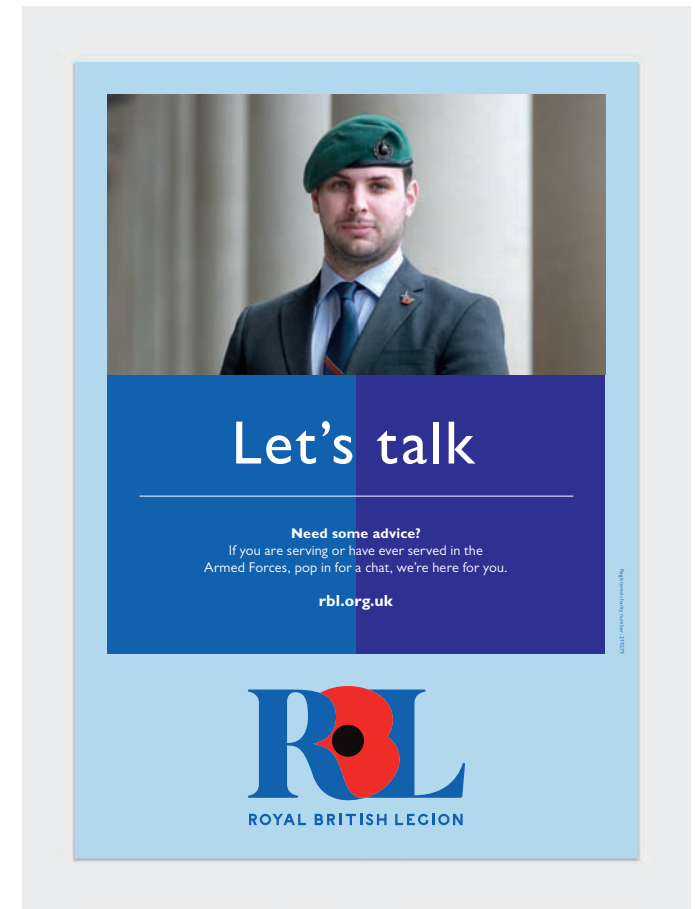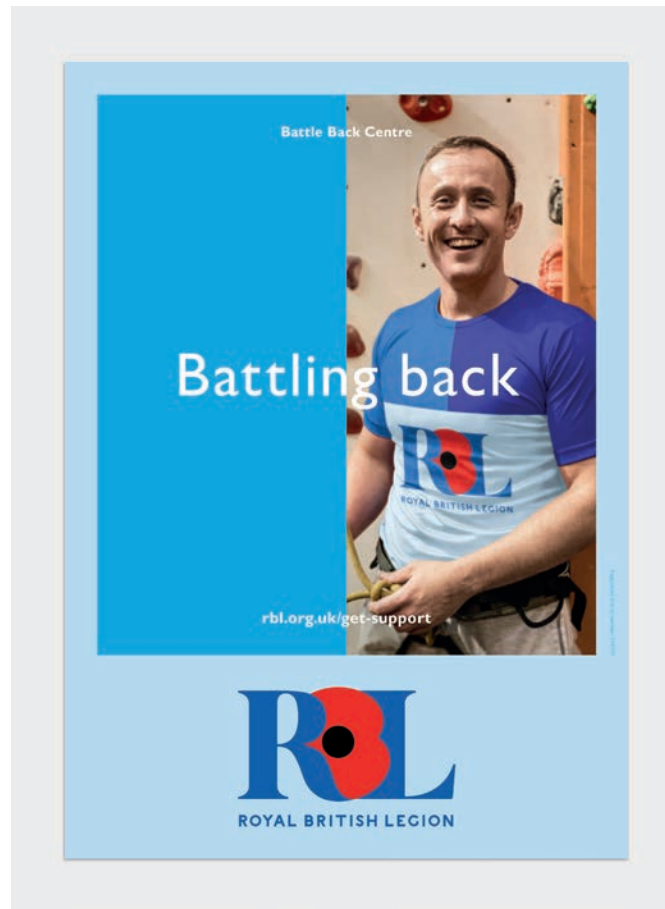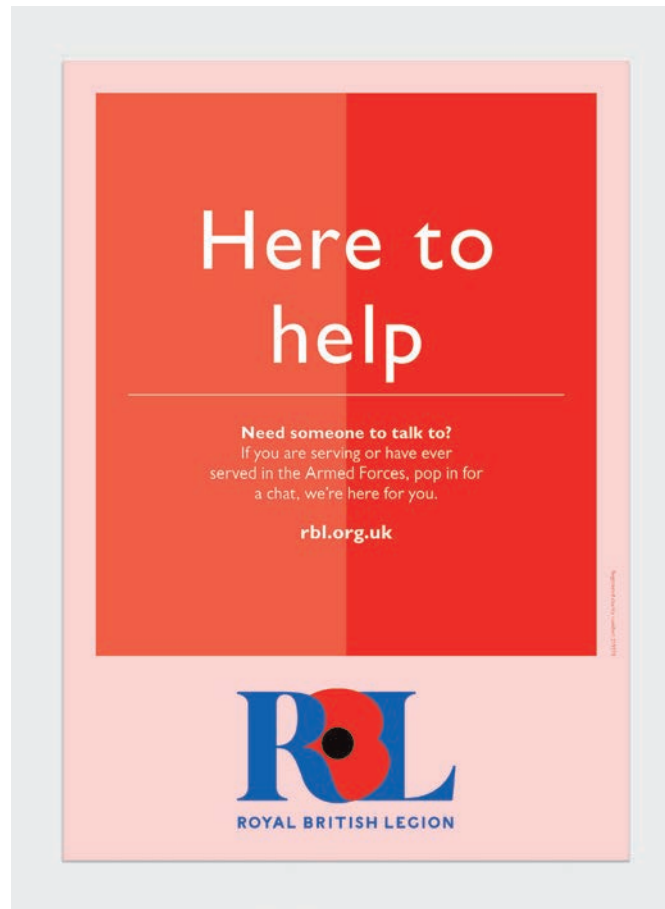the logotype from our symbol is permitted.
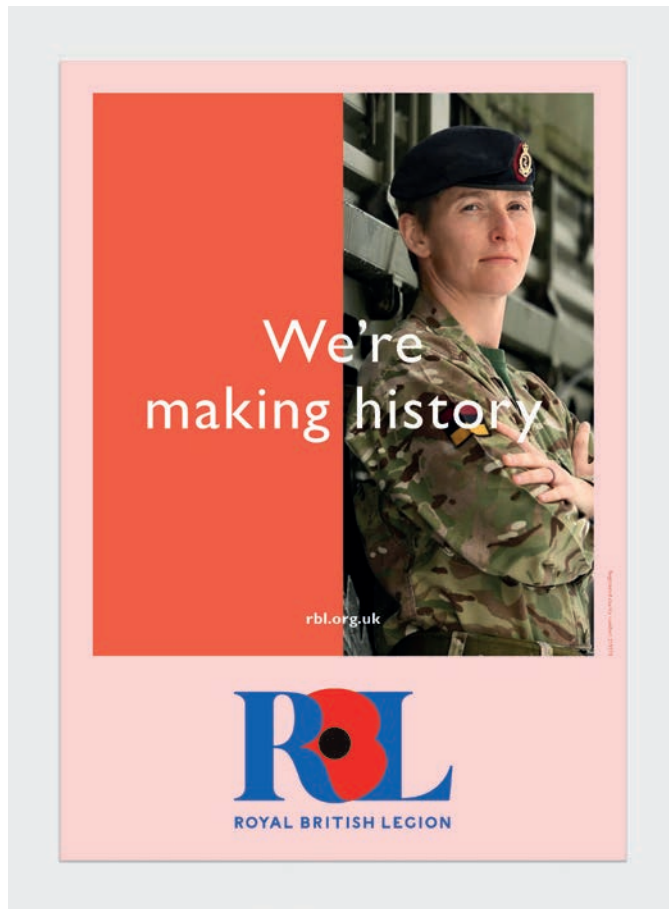
Printed materials

Printed materials
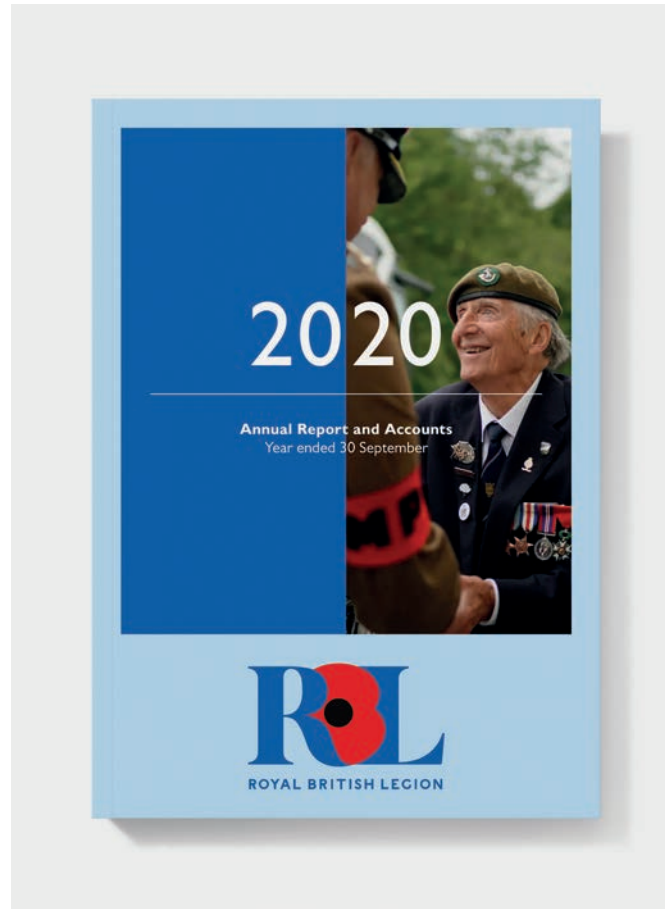
Posters

Posters

Digital applications
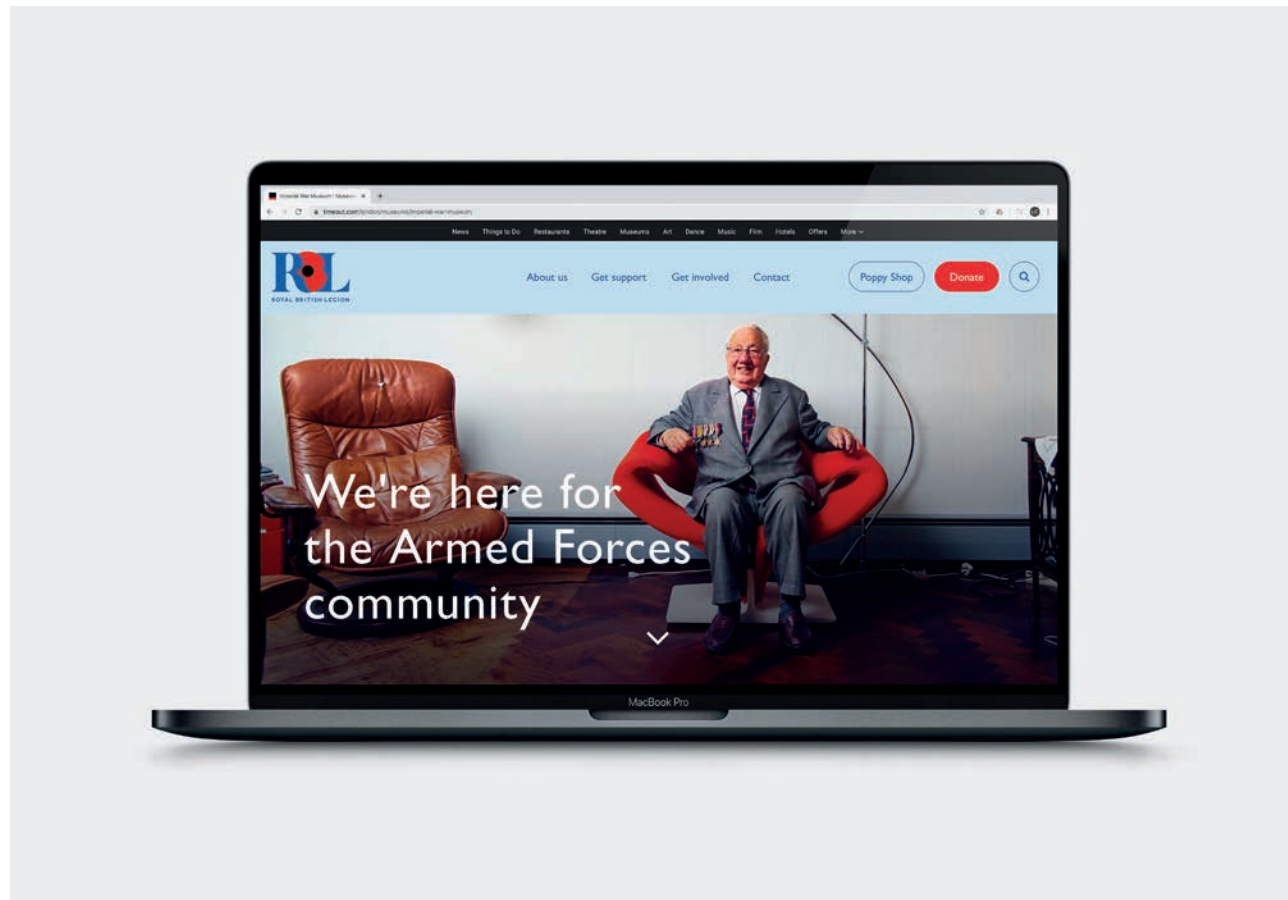
Pop-in centres
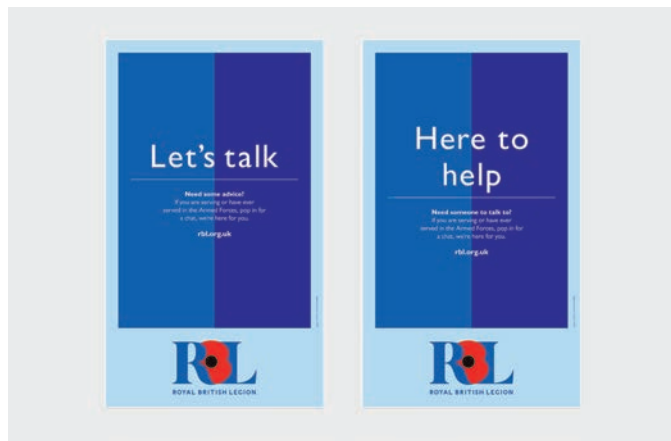
Festival of Remembrance

Essential information

ROYAL BRITISH LEGION

Essential information

Imagery — titles and credits

When supplying images to the Studio team for use in any collateral (print or online) please supply all the relevant details which include:

1. name of photographer
2. written permission from the photographer to use the image for editorial, print, on-line, social, DM with time constraints
3. written clearance from the copyright holder where applicable
4. short caption to describe the image
5. permission forms or email confirmation
6. permission forms from the MoD for serving personnel
7. names of people in the photograph
8. date of event
9. name of event

These details may not always be used but they are necessary to ensure the media library is managed properly. Permission forms are a legal requirement.

Imagery — get permission

You must get written permission from anyone featured in photographs. Ideally this will be a full photographic permission form, but an email or formal letter is an acceptable alternative.

When taking photographs that include under-18s or vulnerable adults please obtain a photographic permission form and ensure that the child's/children's parent or guardian (in the case of a vulnerable adult) signs the form and gives permission for its use without cost, and preferably without restriction (i.e. 'no online use') to the Legion.

Media/image library

The Legion has an online media library, Asset Bank, which contains images and videos that are used for publicity of the Legion. These come from various sources and can be used for a range of materials, from low resolution everyday shots for the intranet to high quality set-up shots used for 48-sheet posters.

If you need additional access rights to the media library, please email **Studio@britishlegion.org.uk**

Imagery — offline/print use

When images are selected for print (offline) use, such as adverts, DM pieces, leaflets, posters etc, ensure they are at least 300dpi, between 30MB-45MB before jpeg compression and in RGB 98 colour format.

As with selecting images for online use, remember the shape of the space you're filling. For example, if you are supplying an image for the front cover of a leaflet or brochure which is portrait, don't supply an image which is horizontal and can't be cropped to make a striking portrait image. Ensure photographs are captured in both landscape and portrait formats for wider use both online and offline.

When commissioning photographs, it is best to ask the photographer for TIFF images, high resolutions 300dpi. All images must be delivered with captions in the metadata. We may require access to RAW files for some projects. For advice, please contact Studio.

Any images containing artworks or private property (eg historic buildings) to be cleared by the photographer with the copyright holder for RBL's usage.

Printing and paper stocks

Where possible it is our preference that we use 100% recycled paper. Our 'House' paper is Revive 100. We also recognise the need for members to use home and local printers. Where possible please ensure your paper is 100% recycled.

Further information

For further enquiries please contact **Studio@britishlegion.org.uk**

ROYAL BRITISH LEGION