

Introducing our new brand

January 2021



ROYAL BRITISH LEGION



Representing the Royal British Legion

Since 1921, the Royal British Legion has been supporting the Armed Forces community. Over that time the world in which we operate has changed and we have evolved as an organisation.

Everything we do is about creating better futures for our Armed Forces community and their families, by bringing together nations, communities and individuals. We are determined to ensure that the unique contribution of the Armed Forces community is never forgotten, that individuals are enabled to live fulfilled lives – and that we make a difference.

But to do that we need support from the public, now and into the future. We need people to be aware of our work – and care about it. To understand what we do and why it's so important, and then take an active role in helping us achieve it.

We need to fully understand and adapt to the changing needs of the people we support – including how we reach them. In essence, we need to enable people to find us and understand what we have to offer – whether they need access to our services or want to support our work. And that's where our brand comes in.

How we present ourselves

A brand is not just a logo. It is how we're perceived — how people recognise us and know what to expect. It's the sum of everything we do, including the values we stand for.

Brand identity is like a uniform. It is how we present ourselves — it's the tools we can use to create a consistent impression and sets our standard. It covers all aspects: what we look like - our logo, colours and style of imagery; and how we sound — our tone of voice when we speak or in our written communications.

It is the badge of honour that unites our staff, members and volunteers, and tells everyone the sort of people we are and the important work we do.

We need one clear brand to support our ambition.



Fit for the future

As we celebrate our centenary and look to the future, we need one consistent and clear brand that helps people to easily find us, understand who we are and the wide range of things we do.

This year has thrown into sharp relief the importance to our work of digital channels, for both providing and receiving support. From keeping our community connected through video calls, to engaging with new audiences and delivering a very different Poppy Appeal with lots of new ways to get involved online — the role of digital can't be overstated.

But critically, our existing brand identity — created c.30 years ago, before many of the digital channels we now rely on - is no

longer fit for purpose for a digital world. In the last year alone, over 6.3 million users visited our website, over half of which were using a mobile phone. But when used on these channels at a smaller size, our identity is lost and our logo becomes illegible. In 2018, research showed that only 39% of people correctly attribute this logo to the RBL. Over the years, the logo has also evolved into 36 different logos and sub-brands, which is not only confusing for people, it means we are missing opportunities to better explain what we do.

Our new identity and logo will help us to be fit for the future whilst celebrating our history.

Our logo



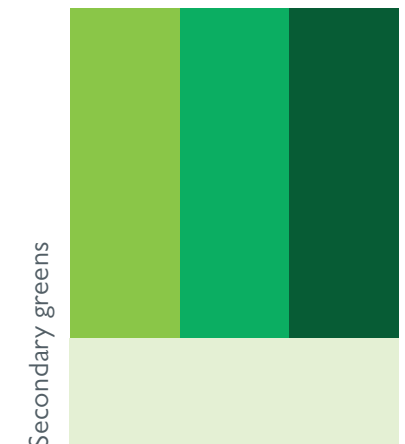
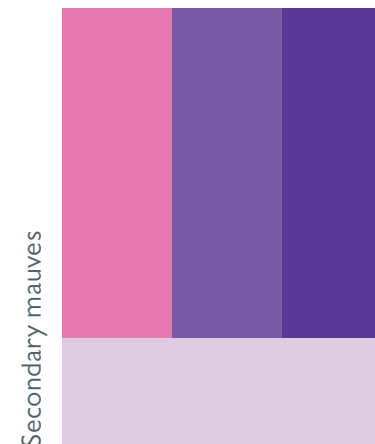
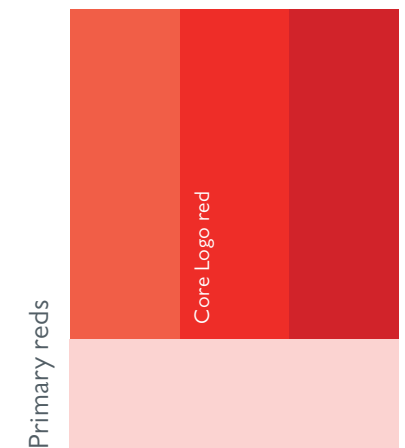
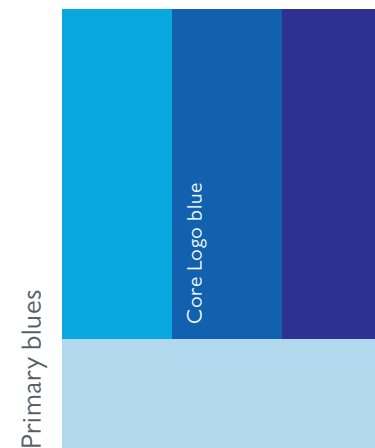
The iconic two-petal poppy is an enduring symbol of Remembrance and hope for a peaceful future. It remains at the heart of the new brand identity. But our welfare work is vital and less well known, so we need to focus on the Royal British Legion – and all that represents.

The lettering in our logo is inspired by the Grave of the Unknown Warrior in Westminster Abbey. The original inscription was composed by Herbert Ryle and is a classic example of an English Egyptian font. Using this inspiration, our lettering is designed as a symbol of Remembrance. Our new font used outside of our logo is Gill Sans, designed by the English artist Eric Gill in 1926.

Our colours

Our colour palette is grounded in British heritage with a modern twist. The national colours have been given a slightly more contemporary and warmer hue, supported by our secondary palette of greens

and mauves that are inspired by British military ribbons. Collectively they create a distinctive, strong and quintessentially British colour palette.





Our imagery

Photography is one of our most powerful tools and we capture powerful un-staged images of the people we support and the work we do. These images are authentic and help us to tell our story. We also use observational photography to help extend the story of the Armed Forces community, and of course our much loved poppy.



Our tone of voice

Our new tone of voice guides the way we speak as an organisation and differentiates us from our competitors. Our central theme, “We’ve got your back,” conveys that through thick and thin, we’ll always be there for the Armed Forces community, and that we’re honest, inspiring, responsible and resolute.

Speaking with a single, consistent voice ensures that when people hear or read our words, they can be confident it is coming from us.



Why now?

The need to review how we present ourselves and protect the Royal British Legion brand began in 2017 and has been a comprehensive process involving input from across the organisation. It was due to launch in the summer of 2020, but that was put on hold as a result of Covid-19.

As we celebrate our centenary, we need to ensure we are ready for the future - we've done the work but it needs to be in use to benefit. More than ever people who need our services must be able to find us and for those who can, to be able to support us.

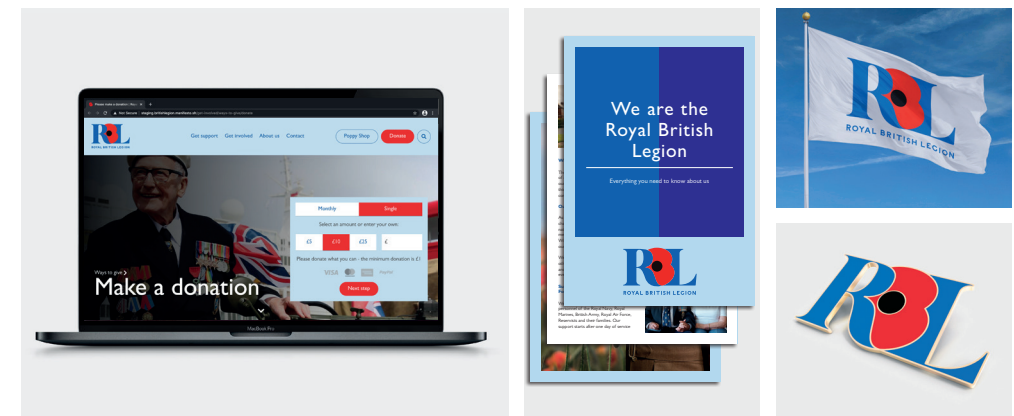
So our new brand identity launches at the start of the centenary year, and the beginning of our next chapter. But, this is the brand for our future – not just in commemoration of this year. A change not

overnight but for the long-term, we're taking a no waste approach to roll out, using up existing materials first to ensure that charity money isn't wasted.

Protecting our brand

With the new brand comes a range of tools, assets and support to ensure all who need to can represent the Royal British Legion confidently, correctly and consistently, as one unified organisation. These resources are available on the Gustav Brand hub and Membership Brand page on our main website rbl.org.uk/membersbrandpage

This is an exciting time for the Royal British Legion, and your support on the journey is so important to us.





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