

Membership Brand Guidance

2025



Contents

3 Using this document

A.4 Our Brand

A.5 Introduction

A.6 Our strategy

A.7 Core logo

A.8 Our logo

A.9 Elements of our logo

A.10 Our logotype

A.11 The poppy

A.12 Clear space and minimum size

A.13 Colour versions

A.15 Approved background colours

A.16 Positioning

A.17 Sizing

A.18 Things not to do

A.19 Alternate logos

A.20 Horizontal logo

A.21 Colour versions

A.22 Things not to do

A.23 Our Membership badge

A.24 Membership badge

A.25 Using the Membership badge

A.26 How to use

A.27 Things not to do

A.28 Core colours and fonts

Colour

A.29 Overview

A.30 Primary colour palette

A.31 Using primary colours

A.32 Things not to do

Typography

A.33 Overview

A.34 Elements to include

Photography

A.35 Overview

A.36 Style 1

A.37 Style 2

A.38 Style 3

A.39 Things not to do

A.40 Tone of voice

B.42 Core brand

B.43 Introduction

B.44 Strategy

B.45 A line of support

Framework

B.46 Overview

B.47 Construction

B.48 Typography

B.49 Imagery

B.50 Core brand gallery

58 Membership FAQs

59 Essential information

Using this document

This document is for everyone who uses the RBL brand. It defines our brand and the elements that it contains. It sets out the rules and guidelines for using those elements. It shows examples of the brand in action.

This document is hyperlinked so you can navigate to the section that you need easily.

There are other supporting documents available including more detailed brand design guidelines for designers, photography and video guidelines, tone of voice guide, brand processes guidance and much more.

You will find these on the brand pages on Gustav, but if you ever have any questions, please contact the Brand team at brand@britishlegion.org.uk — we're here to help.



One Legion, one brand.

Our brand



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. Our support for them starts after one day of service and continues throughout 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 our brand is important

The Royal British Legion is a recognised and trusted brand. It brings understanding and awareness and adds value to our work. It is a valuable asset for our charity, ensuring we are seen as one coherent and strong RBL. This does not happen by accident; it takes careful use and management to create consistency and strength across our work.

Our responsibility

It is the responsibility of all of us to ensure our visual and verbal identity is consistent. That means following what is written in this document and sticking to the rules. The brand is designed to work across everything we do and to present a coherent whole. If designs are created that go against that, our brand and the RBL is undermined.

Here to support you

The RBL Brand team is here to support you in applying our brand. The team can advise you on any project and can help you navigate these guidelines if you have questions. To get in touch please contact brand@britishlegion.org.uk



Putting the
Poppy at the heart of
the organisation.

Our strategy

Why we exist

The Royal British Legion is at the heart of a national network that supports our Armed Forces community through thick and thin — ensuring their unique contribution is never forgotten.

Support

We give our Armed Forces community support for life.

Remembrance

We ensure their service and sacrifice is remembered.

Campaigning

We campaign to protect and secure their rights.

One Legion

To deliver this shared purpose, we act as one. We share values and direction. We reinforce the Royal British Legion brand at every opportunity. We ensure our services and our fundraising are clearly part of our brand. We don't change our brand or create new brands.

By acting as one and presenting ourselves as one, we ensure that more people are aware of us and recognise and understand what we do. That builds value into our brand, and into our activities.



We act as one.



Core logo

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 servicemen and women — 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. Illustrated above at 100mm (wide).

The elements of our logo



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.** Please do not recreate or adapt the master artwork.

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.

Our logotype must never be separated from our symbol, nor used on its own.

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.**

Core logo



Print



25mm



75px

Digital

Core logo minimum 'clear space' rule

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 **x1.5** as illustrated above. If the core logo is used at the minimum size you could consider applying **x3** poppy centres, depending on the application and what the logo is positioned next to.

Core logo 'minimum size' rule

For accurate legibility and reproduction the recommended minimum size for print is 25mm (wide) and for screen 75 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.**

Colour versions of the core logo



Full colour



Grayscale

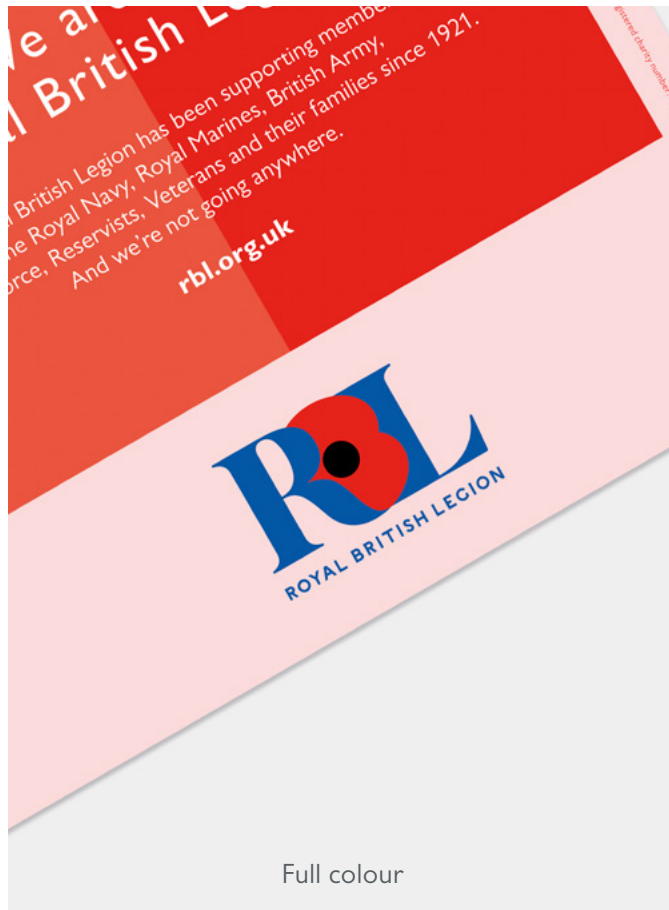


White

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 wherever possible. See pages A.14-15 for when the white logo can/should be used.

Colour versions of the core logo



Full colour



Grayscale



White

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 wherever possible. Whatever the context our logo should always be used with confidence and pride, and never hidden away. *The white logo should be reserved for special circumstances e.g. event merchandising, or team sports.*

Using our core logo — approved background colours



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:

Core logo backgrounds: 1. **White**, 2. **Pastel Blue** and 3. **Pastel Red**
White logo backgrounds: 4. **Core logo Blue** (or Dark Blue) and 5. **Black**

Positioning our core logo



Spacing dot

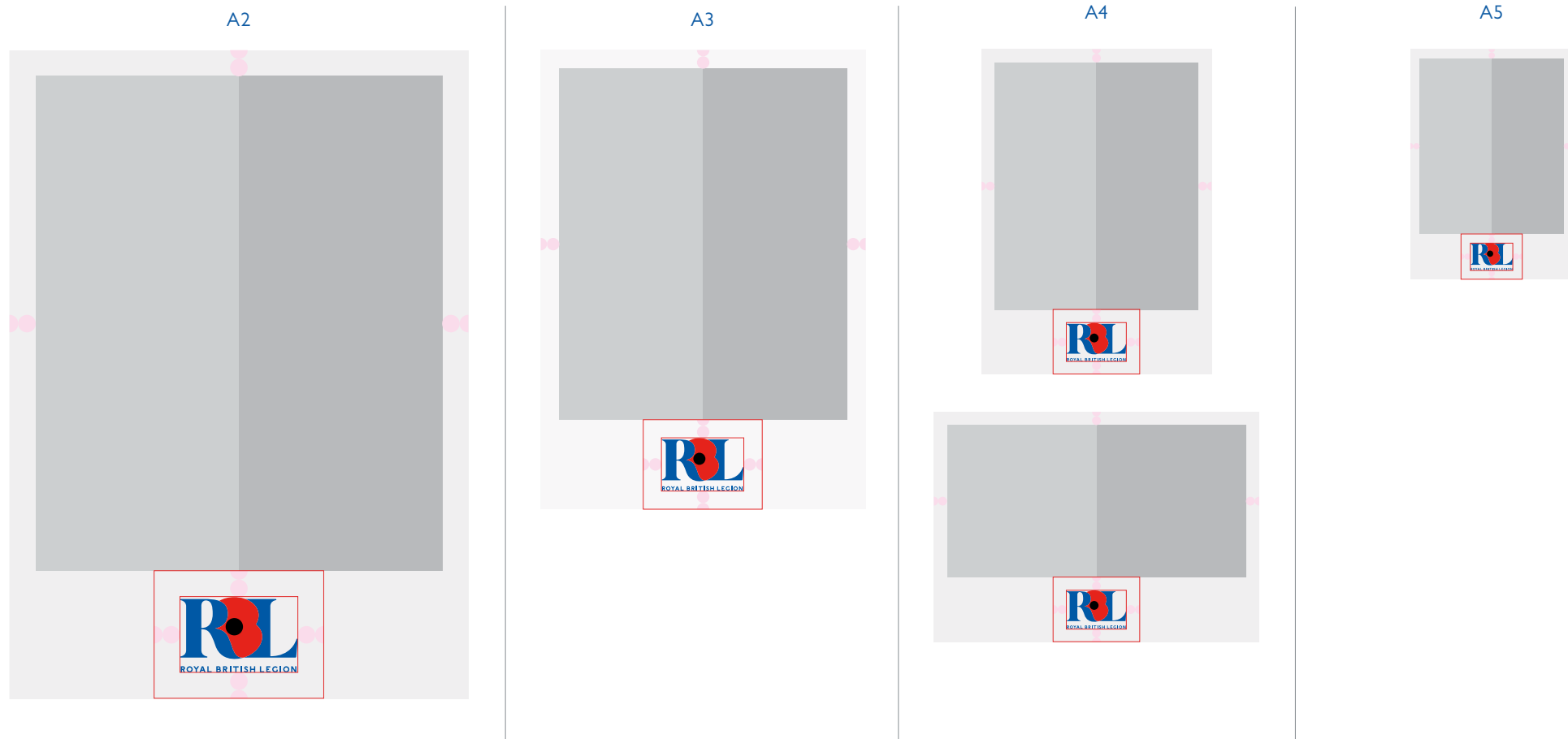


Do not do this

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 A.12 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 centred at the top.

Sizing our core logo



How to size and position our core logo

The illustrations above detail the size and position of our core logo for A-format applications. When our logo and frameworks are used consistently they will allow us to build a strong and cohesive brand system.

A2 portrait:	420 x 594mm	Logo height: 69mm	Margins: 24mm
A3 portrait:	297 x 420mm	Logo height: 48mm	Margins: 17mm
A4 portrait:	210 x 297mm	Logo height: 35mm	Margins: 12mm
A4 landscape:	297 x 210mm	Logo height: 35mm	Margins: 12mm
A5 portrait:	175 x 210mm	Logo height: 26mm	Margins: 9mm

Our core logo — things not to do



1.

ROYAL BRITISH LEGION

2.



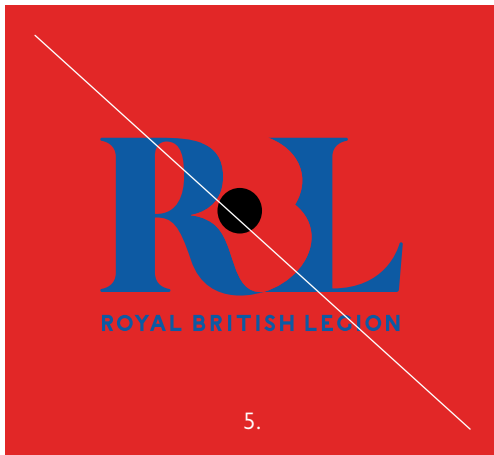
3.

ROYAL BRITISH LEGION



4.

ROYAL BRITISH LEGION



5.

ROYAL BRITISH LEGION



6.

ROYAL BRITISH LEGION



7.

ROYAL BRITISH LEGION



8.

ROYAL BRITISH LEGION

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.

1. Don't separate the logotype from our symbol.
2. Don't use the logotype on its own.

3. Don't stretch or distort the logo.
4. Don't infill the poppy with imagery.
5. Don't place our core logo on a red background; the poppy will disappear.
6. Don't place our core logo on images where it does not read; it will lack stand out.
7. Don't place our white logo on images where it does not read; it will lack stand out.
8. Don't infill the letters of our symbol.



Alternate logos

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. **Note:** to ensure legibility and quality, please carry out a test to find the right size for your use and application.

Colour versions of the horizontal logo



Full colour



Grayscale



White

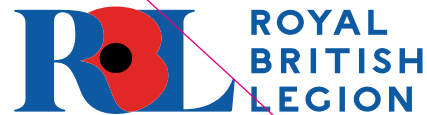
We have three colour versions of our horizontal logo

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 wherever possible.

Alternate logos — things not to do




1.



2.



3.



4.

Respecting our alternate logos

To maintain a strong and distinctive brand it is important to use our alternate logos correctly. Don't alter any logo file formats from those supplied.

1. Don't use the logotype on its own.
2. Don't stretch or distort the horizontal logo.
3. Don't infill the poppy with imagery.
4. Don't place our horizontal logo on a red background; the poppy will disappear.



Our Membership badge

Our Membership badge



Full colour



Grayscale

Membership badge

The membership badge is a Crown Badge that was assigned to the Royal British Legion by Her Late Majesty Queen Elizabeth II in 1972, to commemorate the RBL's 50th anniversary. Prior to that, the same design was used as a logo without the Crown surmounting it.

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 in conjunction with our core logo on certain membership collateral; this will reinforce heritage and a sense of membership.

Using the Membership badge

The badge (also known as the RBL “crest”, “seal” or “lion”) contains a royal crest. Under this licence, the badge cannot be used for fundraising or licensed to third parties without the Lord Chamberlain’s consent.

The badge can only be used in the following areas:

1. Ceremonial products — The badge may appear on a pre-approved list of ceremonial items, produced by the Product and Trading team and approved by the Membership Council. No additional ceremonial products may be created. If you would like to discuss or order ceremonial products, please contact membershipservices@britishlegion.org.uk

2. RBL Membership products — The badge may be used on approved products to denote membership, and to foster a sense of unity and heritage. Examples include branch stationery, internal documents, mugs and personal clothing items, available from the Poppy Shop or your MEO. To order these products, please contact membershipservices@britishlegion.org.uk

3. RBL marketing materials — The badge should not be used for RBL marketing or promotional purposes. Materials such as event banners, gazebos or posters should feature the core RBL logo, not the badge. RBL branding is used on these items to create consistency and recognition for the RBL charity and its cause. To order these products please go to MAP.

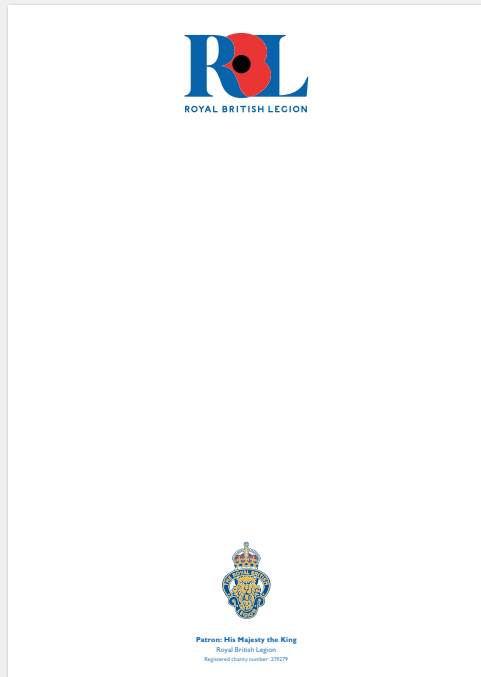
Requesting approval or guidance

The Poppy Shop features a range of Membership badge products, and on MAP there’s a range of collateral and templates featuring the badge. Please always use these materials rather than creating your own.

If a branch or county is unsure whether a proposed use of the Membership badge complies with these guidelines, they should seek clarification by emailing membershipservices@britishlegion.org.uk



Using the Membership badge — how to use



The badge must always remain in its original form

1. Official use only — only officially recognised RBL branches, counties, and membership groups may use the Membership badge.
2. Maintain design integrity — always reproduce the badge in its official form, keeping the proportions, colours and details as specified in these guidelines. Use high-res files provided by RBL to ensure the badge appears clearly and professionally. Place the badge on a neutral and appropriate background that maintains its visibility and respectability.
3. Permitted usage — The badge may be used for official materials such as branch and county stationery, membership certificates or awards, and approved digital/print materials. It may be included on social media pages or websites dedicated to promoting RBL membership activities, following RBL's social media policies.
4. Report misuse — Report any suspected misuse of the badge to membershipservices@britishlegion.org.uk for review.

Using the Membership badge — things not to do



1.



2.



3.

Respecting our Membership badge

1. Don't alter, redraw, or misrepresent the Membership badge in any way.
2. Don't stretch, distort, or compress the badge.
3. Don't add text, images, or any decorative effects.
4. Don't use the badge for any commercial purposes, including merchandise, clothing, fundraising items or promotional items, without prior approval from RBL.
5. **The badge must not be used in political campaigns or lobbying activities.**
6. Don't use for personal purposes, such as on personal websites, business cards, or non-RBL-related communications.
7. Don't use in association with organisations or activities that don't align with RBL's values.



Core colours and fonts

Primary colour palette — overview



Heritage meets modern

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

Primary colour palette

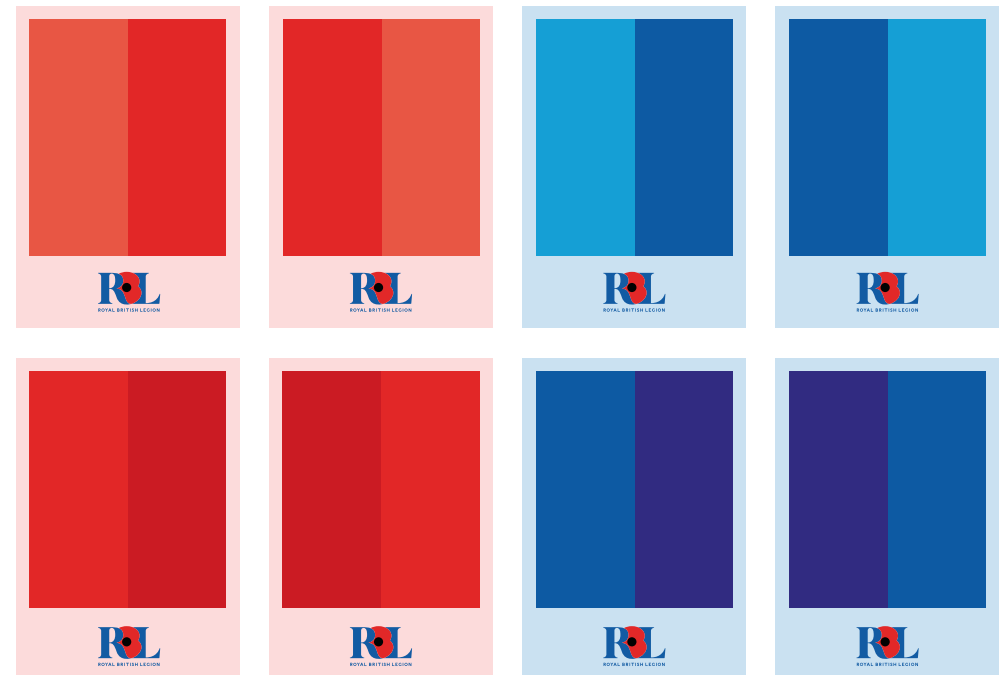
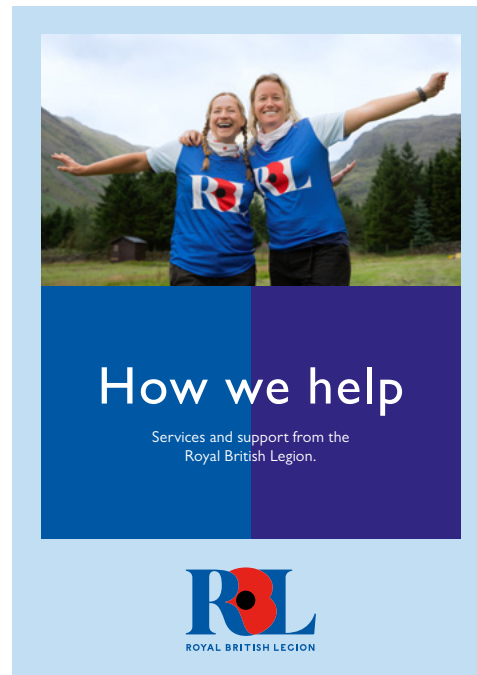
Pastel Blue PMS: 277 CMYK: 28.5.2.0 RGB: 202.225.241 HEX: CAE1F1	Light Blue PMS: 2925 CMYK: 75.15.0.0 RGB: 21.159.213 HEX: 159FD5	Core logo Blue PMS: 2132 CMYK: 95.65.0.0 RGB: 13.90.163 HEX: 0D5AA3	Dark Blue PMS: 286 CMYK: 100.100.0.0 RGB: 49.43.129 HEX: 312b81
Pastel Red PMS: 496 CMYK: 0.20.10.0 RGB: 252.219.219 HEX: FCDDBD	Light Red PMS: Warm Red CMYK: 0.78.75.0 RGB: 232.86.68 HEX: E85644	Core logo Red PMS: 185 CMYK: 0.95.95.0 RGB: 226.39.39 HEX: E22727	Dark Red PMS: 200 CMYK: 15.100.100.0 RGB: 203.27.35 HEX: CB1B23
Pastel Grey PMS: 5315 CMYK: 4.3.3.4 RGB: 240.240.240 HEX: F0F0F0	Light Grey PMS: 429 CMYK: 5.0.0.50 RGB: 143.149.153 HEX: 8F9599	Mid Grey PMS: Cool Gray 10 CMYK: 15.0.0.75 RGB: 87.94.98 HEX: 575E62	Core logo Black PMS: Black 6 CMYK: 20.20.20.100 RGB: 0.0.0 HEX: 000000

Primary colour specifications

Our primary colours should be printed using the 4-colour CMYK printing process or as solid Pantone® (PMS) colours. Where possible, it is advisable to obtain printed or digital proofs, before final production, to ensure we achieve the best possible result.

The RGB and HEX specifications should be used across our digital platforms and are AA compliant for normal text and large text. However, our three primary pastel colours should not be used for text. *The colours shown on this page and throughout these guidelines aren't intended to match the Pantone® Colour Standards.*

Using colour

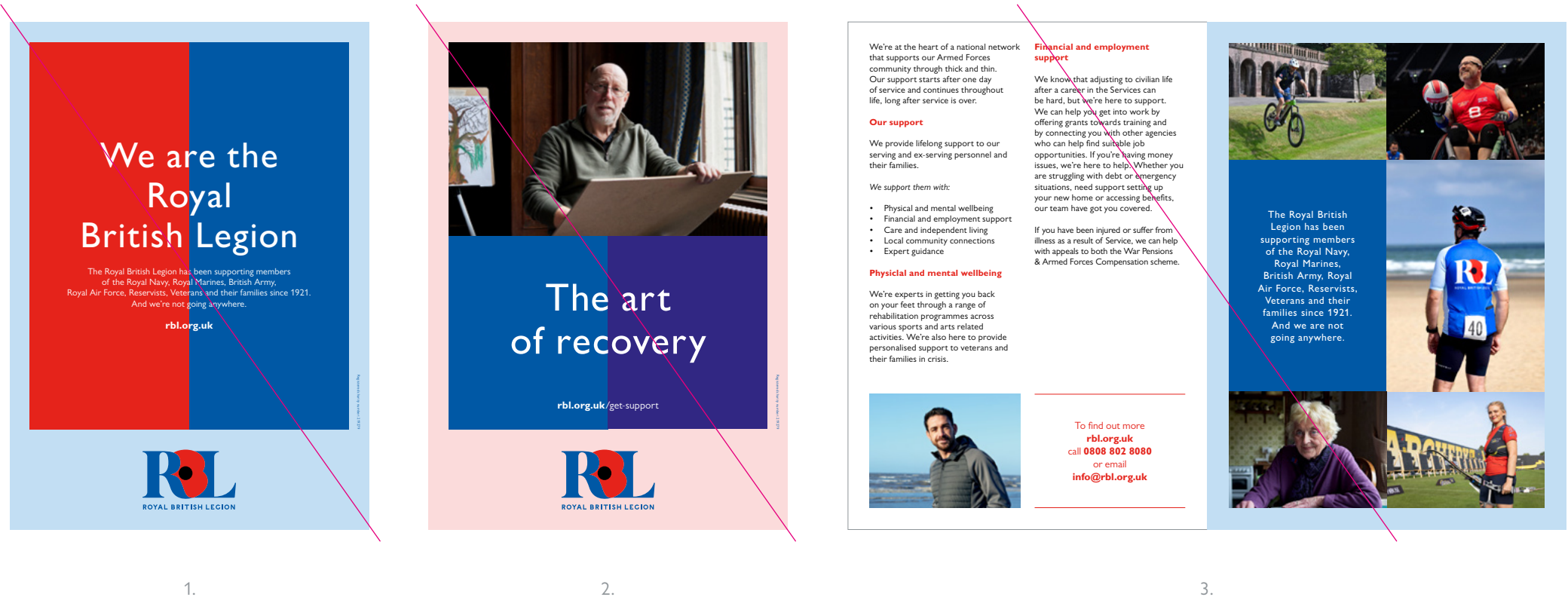


Approved combinations

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.**

Colour — things not to do



Things not to do

To maintain a strong and distinctive brand it is important to use our colour palettes correctly.

1. Don't mix primary colour palettes e.g. Reds and Blues.
2. Don't use pastel colours outside of their colour family.
3. Don't mix primary colour palettes within an application (or section).

Typography overview

Gill Sans

Monotype Pro

Medium

The quick brown
fox jumps over the
lazy dog.

For headlines only
with our unique letterspacing
for 'brand ownability'.

Book

The quick brown
fox jumps over the
lazy dog.

For all body copy.

Book italic

*The quick brown
fox jumps over the
lazy dog.*

For highlighting words
within body copy.

Bold

**The quick brown
fox jumps over the
lazy dog.**

For all subheadings.

Bold italic

***The quick brown
fox jumps over the
lazy dog.***

For highlighting words
with emphasis.

Gill Sans

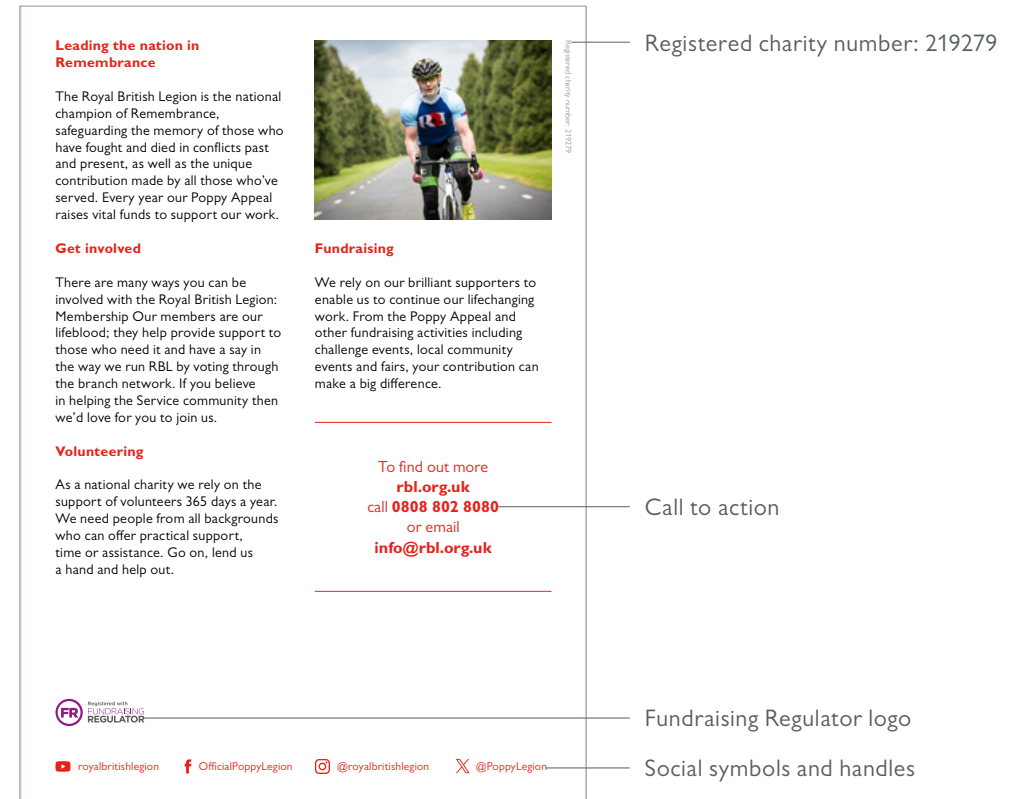
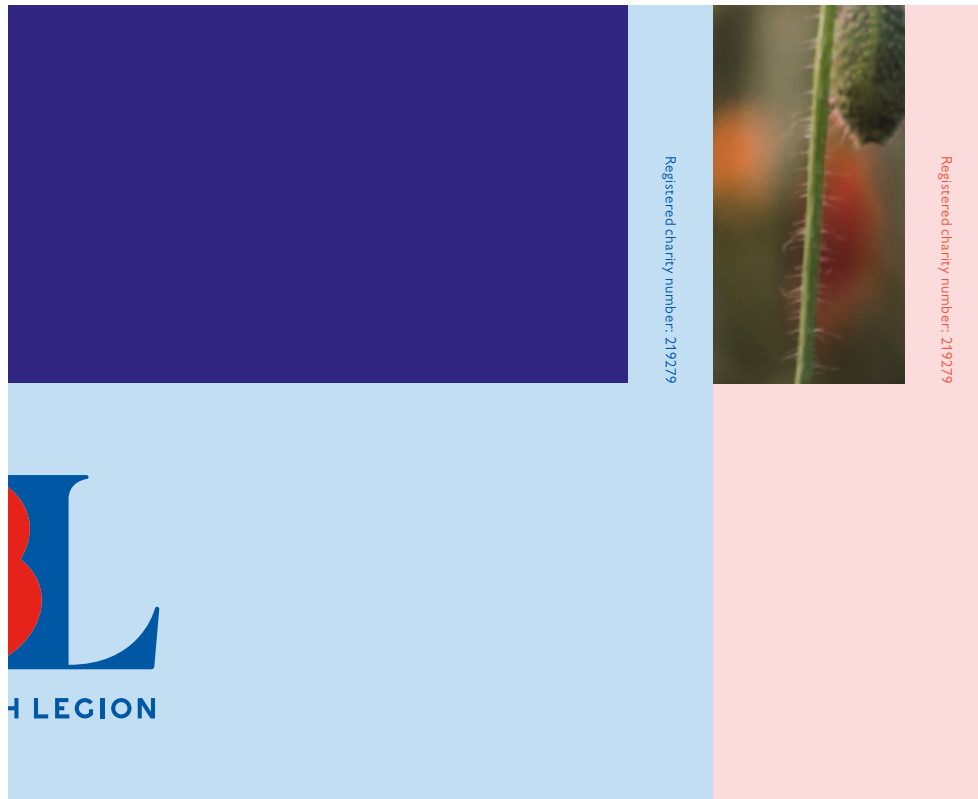
Gill Sans Monotype Pro can be purchased from

<https://www.myfonts.com>

Where Gill Sans 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.

Typography elements to include



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. The 'Fundraising Regulator' logo should never change in colour, unless it is white out for a colour background. It is also important to include the 'Fundraising Regulator' logo when our brand promotes a fundraising activity or event.

Photography overview



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.

Photography: style 1



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.

Photography: style 2



Our areas of work

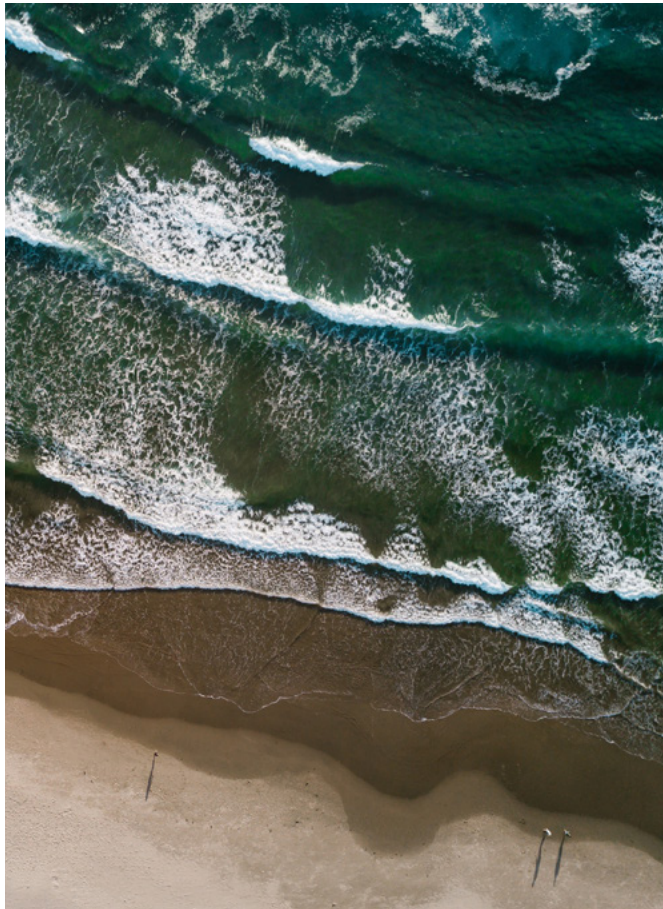
Our images bring to life our areas of work across Services and Support, Fundraising, Remembrance, Campaigning, Volunteering and Membership to show the breadth of ways in which we support the Armed Forces community. Photography tone should always be considered and thoughtful for our areas of work.

Welfare: Human, supportive, warm, proud, relatable, empowering, showing our staff, volunteers and members supporting our community.

Remembrance: Respectful and appropriate to the event capturing images of all generations in moments of reflection and celebration.

Fundraising: Passionate, energetic, positive, enthusiastic and proud, showing our people and supporters making a difference.

Photography: style 3



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.

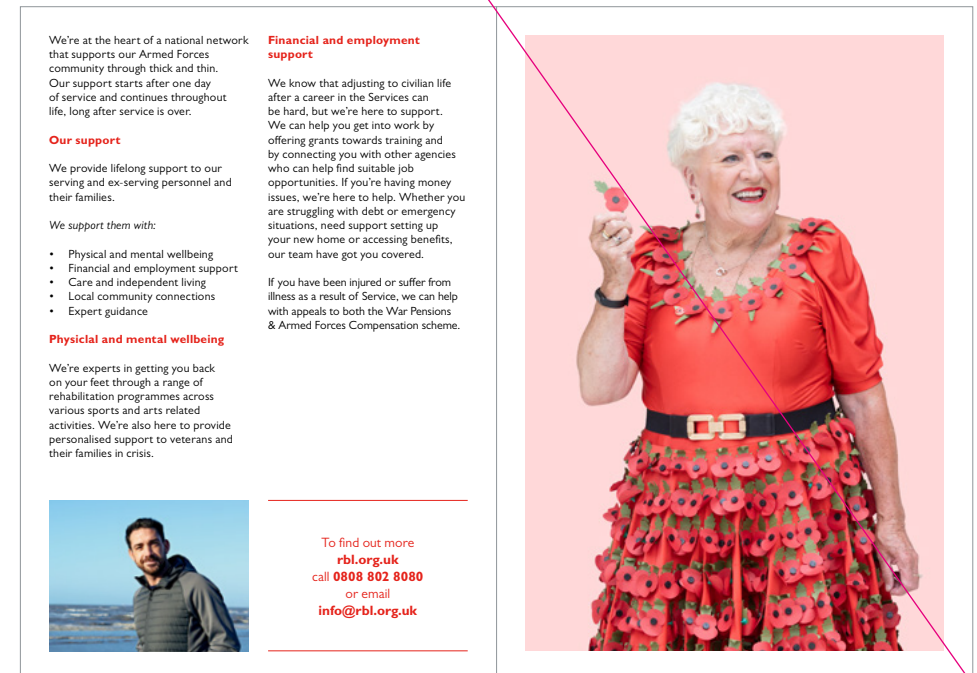
Photography — things not to do



1.



2.



3.

Things not to do

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

1. When choosing an image consider how it will work with typography. Don't use images where the text is not readable or accessible.
2. Don't create an empty focal point, drawing the interest to an empty centre. Always centre the subject in the frame.
3. Don't use cutout images. We must always use images in context.

Our tone of voice



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.

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

Core brand



Core brand — an introduction

This section is for everyone who is responsible for producing branded materials and items for the Royal British Legion. It details what is at the heart of our brand. Our core expression brings together the elements from the primary and secondary toolkit to create a powerful and unifying look and feel for the Royal British Legion. It helps to create cohesion and to build trust in everything we do.

Everything must use the core expression. We do not deviate from this, though Fundraising and the Poppy Appeal add additional elements to it.

Users:

Everyone

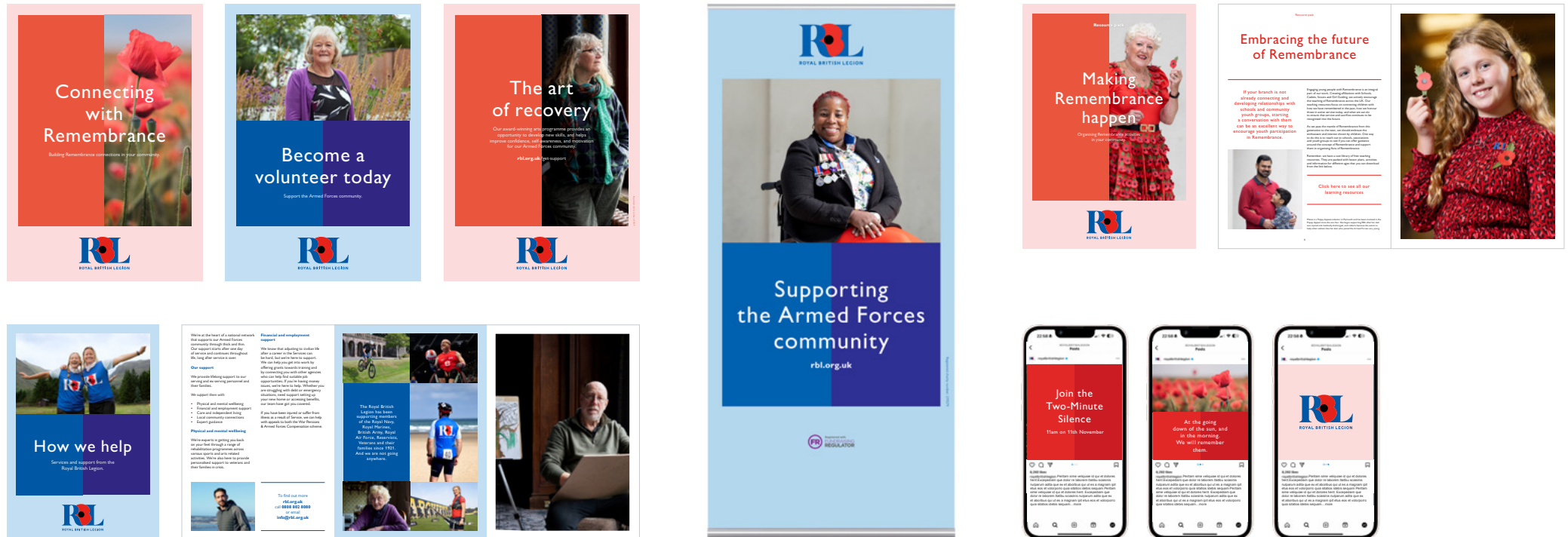
Used for:

Every area of the Royal British Legion.

Note:

fundraising and Poppy Appeal also have additional specific elements that are described separately.

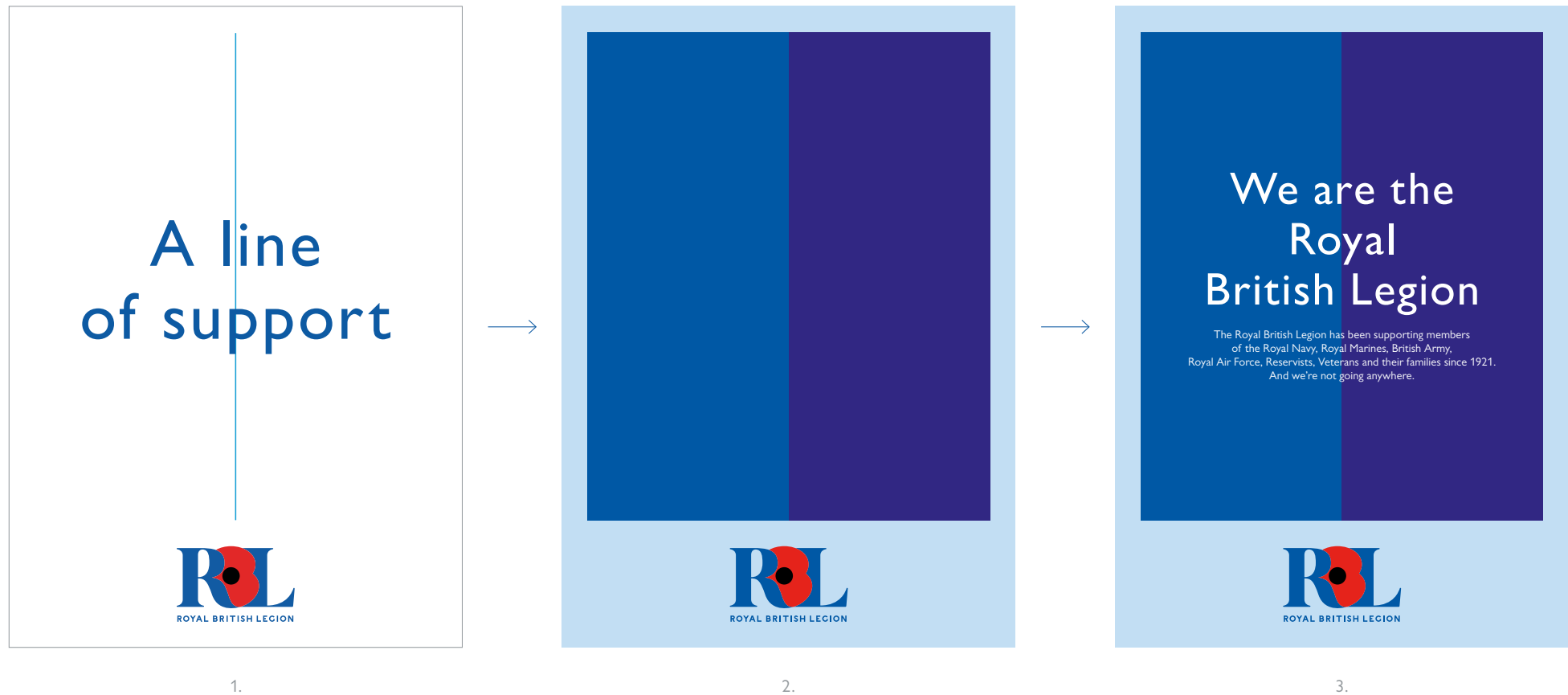
Core brand — overview



Our core brand

Our core expression brings together the elements from the primary and secondary toolkit to create a powerful and unifying look and feel for the Royal British Legion. The following pages go into more detail.

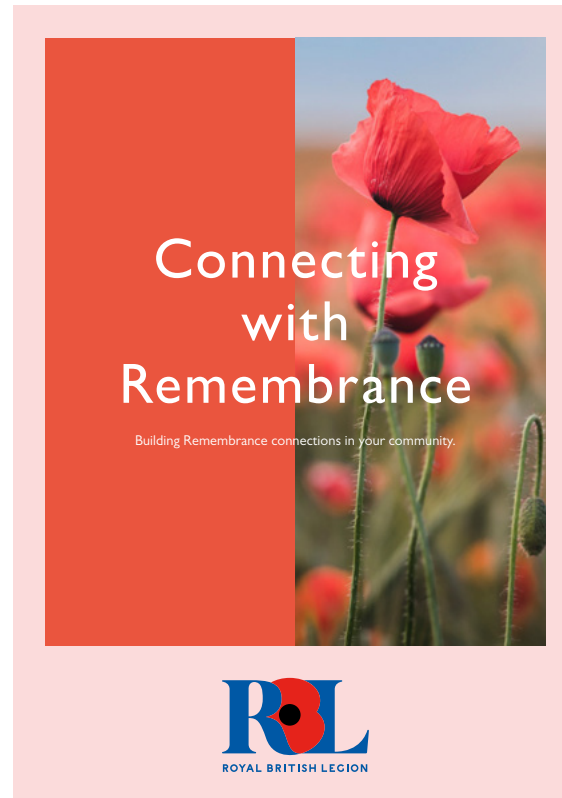
A line of support



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.

Core brand framework



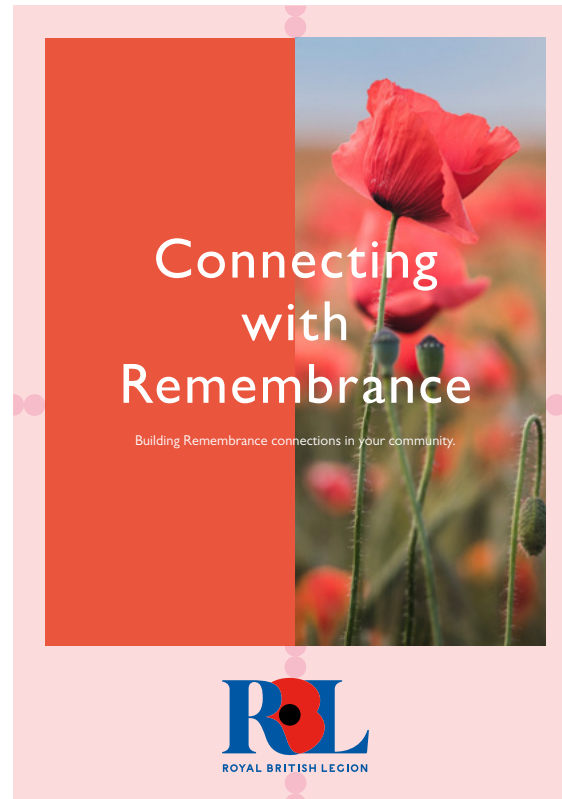
Ownable and confident

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 — but, with our logo always sitting confidently at the centre of every application.

Core brand framework — construction



Spacing dot



Using our biggest asset to construct a consistent 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 A.17) to create our spacing framework in all print and digital applications. Margins must be a poppy dot and a half.

Core brand framework — typography



Using typography to build a recognisable framework

Our layout and typeface is an important asset of our toolkit. Using one poppy dot and a half (from the logo size used) this measurement creates the 'Inset-margins' of each text frame. Once the headline and supporting copy is typeset, centre this group within the coloured panels, ensuring that it is equidistant from the top and the bottom. When our framework is used consistently it will create our unique layout and allow us to build brand recognition.

Core brand framework — imagery



Cropping imagery to build a dynamic framework

Please consider the following when cropping images to place within the panels 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 place a focus on the subject matter and are more dynamic.
4. Ensure the crop helps create a strong holistic composition of each communication.

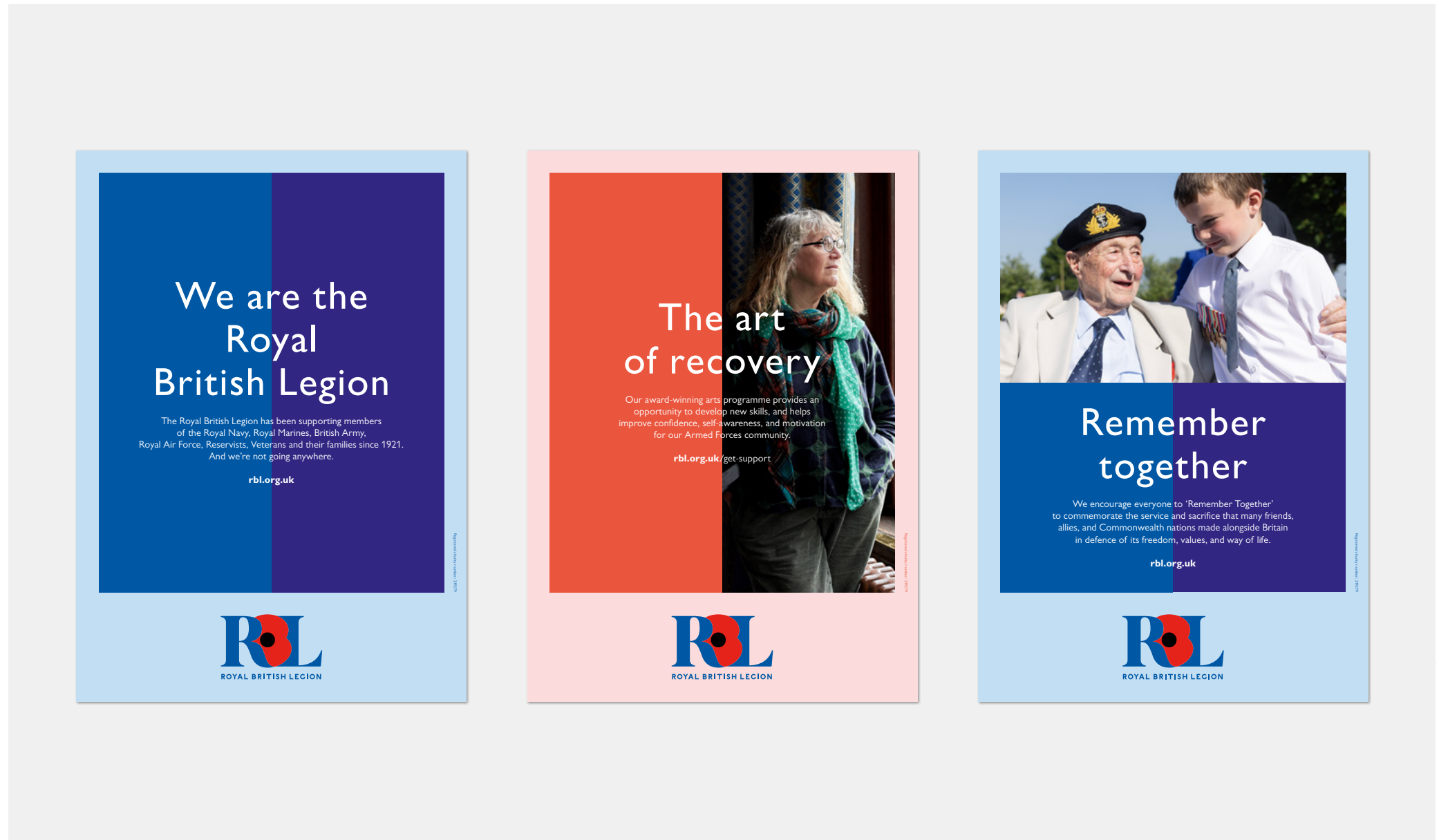


Gallery

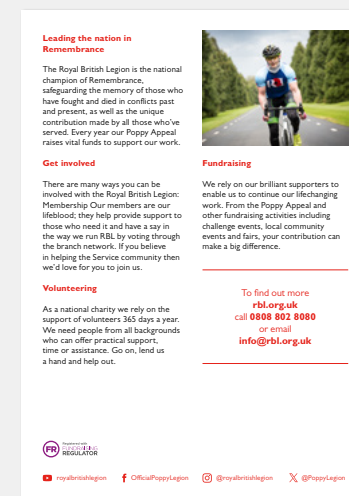
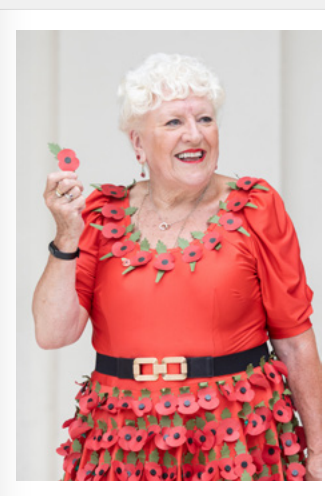
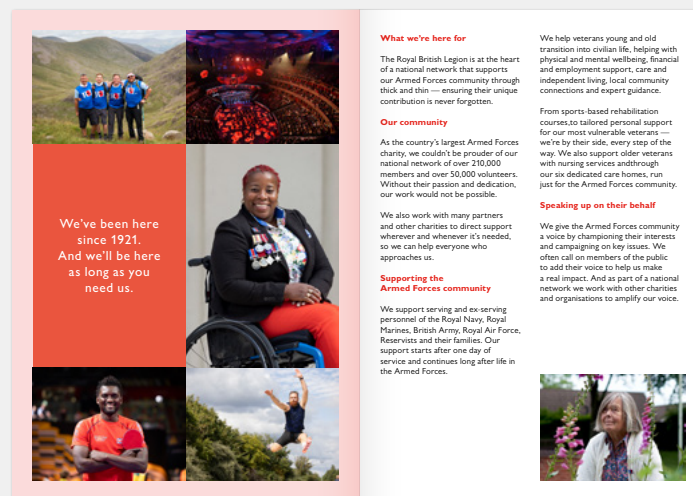
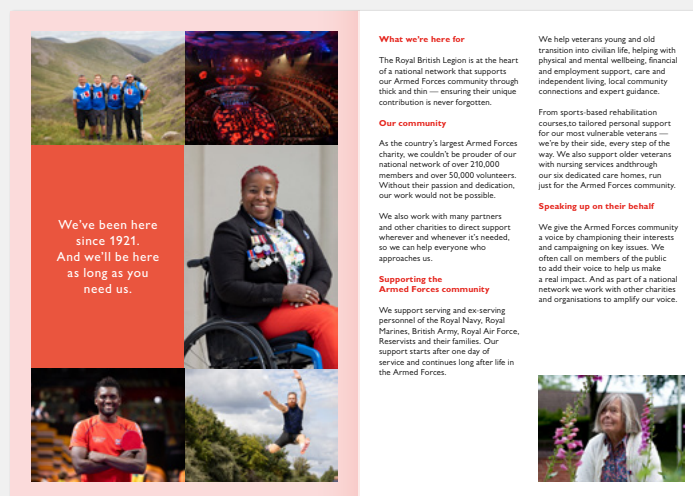
Core brand — logo



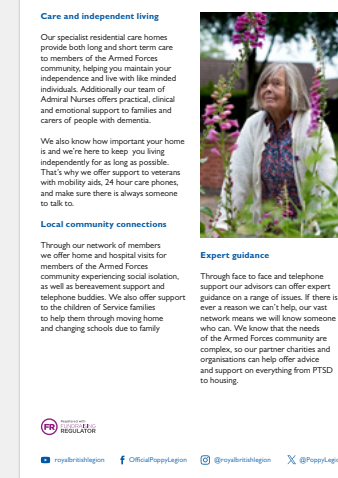
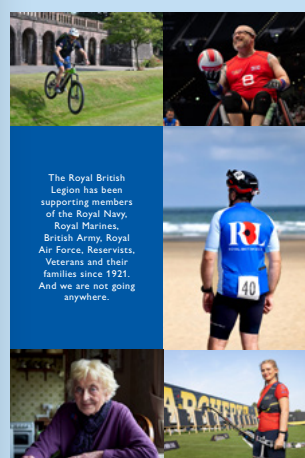
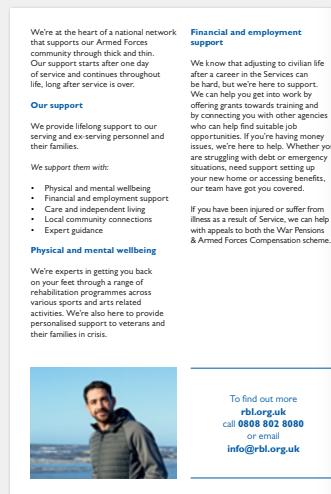
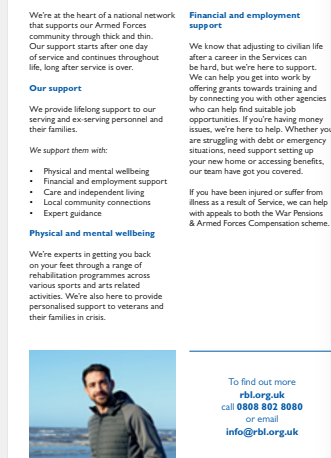
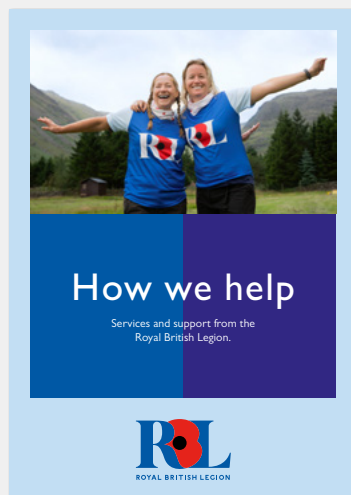
Core brand — posters



Core brand — leaflet



Core brand — leaflet



Core brand — A4 brochure



Core brand — large format



Core brand — events



Membership FAQs

Where can I access RBL branded assets and collateral?

There are a variety of assets available on the Membership Administration Portal (MAP) to support you and your branch in effectively communicating your important work within local communities and ensuring the best possible presence. These resources include designs for promotional items such as gazebos, banners, and bunting, as well as business materials like letterhead templates and business cards.

The files for the items are 'print ready' which means you can simply download the file and provide it to a local printer to produce. Alternatively, if you don't have a preferred local printer, please contact our product team at productordering@britishlegion.org.uk who will be happy to help you get in touch with a preferred supplier.

How do I order RBL branded collateral eg. Leaflets & posters?

Small items such as gizzets for fundraising, or leaflets and posters are available for order by contacting your regional inbox / MET team. Larger items such as gazebos and bunting can be ordered by using the order form on MAP, simply head to the 'Recruitment and Retention' section within 'Documents' on MAP for guidance.

What is the process for getting new branded items or promotional materials created or approved?

Please email membershipservices@britishlegion.org.uk with your request and they will confirm whether the item you are requesting is allowed to be created. Please refrain from creating any products or sharing any new collateral without prior approval.

What is the Royal British Legion's policy regarding branches and counties creating or procuring their own products?

Branches and counties should not create or procure their own products. The RBL does not approve or take responsibility for products that have not been procured and managed by the RBL's product team. We understand that homemade goods are often used for fundraising so please refer to our Product Safety Guidance document on MAP for more information on how to ensure the safety of your homemade items.

Can we receive a branch logo lockup?

If you need a designation branch logo lock up (the RBL logo with your branch name) created, please contact your Membership Engagement Officer. Please note that these logos are for digital use and branch building signage only.

Can we use the RBL logo on merchandise or fundraising products?

The RBL logo can be used on some merchandise and fundraising products. All products sold or donated comply with a range of legislative requirements to ensure safety. Our experienced product team and safety adviser ensure that all items available for sale or donation through the Poppy Shop or appeal meet these standards. Therefore, all products must be procured through the agreed process, and branches are not permitted to procure their own products without following this procedure. Please refer to our Product Safety pamphlet on MAP for more details.

Who can I contact for any brand enquiries?

Please email membershipservices@britishlegion.org.uk with your enquiry and they will direct you to the brand team if appropriate.

Essential information

Imagery: titles and credits

When supplying images to the Brand team for use in any collateral (print or online) please fill in our caption sheet with details that include:

1. Name of photographer.
2. Written permission from the copyright holder to use the image for editorial (social, PR, internal communications), brand and fundraising (where applicable) with time constraints.
3. Release forms.
4. Permission from the MoD for serving personnel.
5. Names, titles, roles of people in the image.
6. Short caption to describe the image.
7. Date of event.
8. Name of event.

These details may not always be used but they are necessary to ensure that Asset Bank is managed properly.

Imagery: get permission

You must get a release form from anyone featured in images if you want to use the image for Brand or Fundraising materials.

When taking photographs that include under-18s or vulnerable adults please obtain a release form and ensure that the 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 RBL.

Asset Bank

Asset Bank is a library of approved RBL images and videos that may be used by staff in their own internal and external materials.

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 in brand materials.

Asset Bank is managed by the Brand team.

Imagery: file sizes

When images are selected for print (offline) use, such as fundraising collateral and brand materials, please ensure they are at least 300dpi, between 30MB–45MB before jpeg compression and in RGB 98 colour format.

Images need to be high-resolution (hi-res) for print, and low-resolution (lo-res) for the web.

Resolution refers to the clarity of an image. The lower the resolution, the more likely it is to appear fuzzy or pixelated. When commissioning photographs, it is best to ask the photographer to supply high-resolution jpeg images at 300dpi. On occasions TIFF or RAW files will be needed. RAW files are very large but they can be used at any size (including billboards).

Remember the shape of the space you're filling. Ensure photographs are captured in both landscape and portrait formats for wider use both online and offline. Please refer to the format guidelines listed above.

Copyright

A great many publicly available photographs and almost all videos will be protected by copyright. You should always consider when planning to use an image in any publication on behalf of the RBL the following.

1. Identify the author of the image.
2. Request permission.
3. If you receive approval from the author, keep this on file for future reference.
4. If you do not receive a response from the author, or the author refuses to give you permission, you must not use the image.
5. The license you may be granted, will be for a specific usage and time period.
6. Any images containing artworks or private property (e.g. historic buildings) to be cleared with the copyright holder.

Printing and paper stocks

Where possible it is our preference that we use FSC paper. Please ensure you add the FSC logo. We also recognise the need for members to use home and local printers. Where possible please ensure your paper is FSC.

For advice please contact brand@britishlegion.org.uk



Thank you

