

RPS BRAND MARK

Guidelines and specifications for clients

2019 | 1.0

rpsgroup.com



SPECIFICATIONS

The RPS brand mark is the most immediate representation of our company, people and global brand. Our brand mark acts as a distinct and recognisable signature across all communications.

Always use approved supplied artwork when applying the RPS brand mark. It must not be altered or recreated in any way.

DO NOT modify, change or otherwise adjust any of the modular elements, colour, typeface, tagline, proportions or orientation.

DO NOT add effects, borders, type, graphic elements or any other background clutter to it.

There are two variations of the brand mark for global use.

1. Brand mark + Tagline

Please use the RPS brand mark with tagline lock-up on all communications and marketing materials.

2. Brand mark

The RPS brand mark is permitted for use on materials where appropriate. Please consult with your contact at RPS.

The brand mark should always appear on **WHITE** for all external communications to maintain clarity and brand consistency.

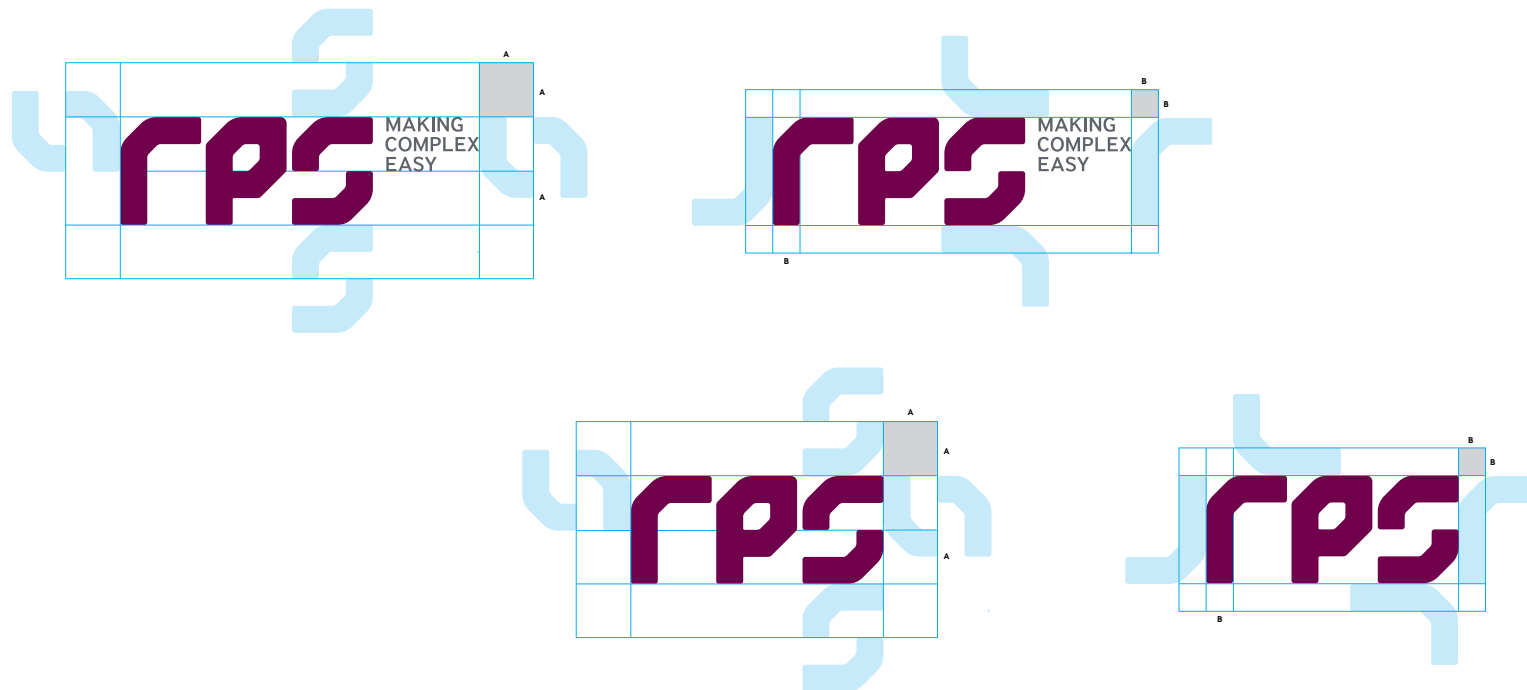
When a white background is strictly unavailable, a monochromatic version can be supplied but is subject to approval. A visual quality review must be carried out by RPS.



EXCLUSION ZONES

The exclusion zone consists of a rectangular area surrounding the RPS brand mark. To ensure the clarity of the identity, no other logos, graphic elements or typography must be positioned within the safe distance.

The safe distance is measured by unit A, taken from the RPS brand mark as shown. For web and digital please use unit B, measured from the RPS brand mark as the required clear space. Both exclusion zones defined below are proportionate for the brand mark at any size.



BRAND MARK MINIMUM SIZE

Scale and proportion should be determined by space, aesthetics, function and visibility. When applying the brand mark to communications material please consider the proportion of the brand mark. Below are the recommended minimum sizes.



Minimum Size A1
60mm



Minimum Size A2
50mm



Minimum Size A3
40mm



Minimum Size A4/US
35mm



Minimum Size A5
30mm



Minimum Size A6
25mm



Minimum Size A1
35mm



Minimum Size A2
30mm



Minimum Size A3
25mm



Minimum Size A4/US
20mm



Minimum Size A5
16mm



Minimum Size A6
14mm