Logo Use Guidelines

Welcome to the **ROYAL MARINES HERITAGE TRAILS** logo brand identity guide, created to help volunteers and partners reinforce consistent application of the visual and written elements of the **RMHT** brand throughout all communications, including publications, presentations and all marketing materials both online and offline.

Royal Marines, Deal.

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Our Mission

The **ROYAL MARINES HERITAGE TRAILS** was created to sustain the history and heritage of the Royal Marine presence in Deal and Walmer for future generations. Our mission is to create an atmosphere that is alive and thriving through public consultation and working with schools and local groups to ensure the wider local community has the opportunity to understand the history and legacy of the landmarks in their own town.

Engaging the community with a celebration of the past and an eye to the future.

We trust that the friends, families and descendants of the 554,544 former Royal Marine recruits, who have passed through RM Depot Deal, will celebrate this legacy by participating in the discovery of the Trails.

Our mandate from the beginning was to engage the community, including younger people who may have little knowledge of the Royal Marines, to bring our military history to life. To build the proper structure that would support a registered charity required obtaining grant funding. We applied to the Charity Commission detailing how the public would benefit from the project and on 12 December 2016 the **RMHT** was registered as an official charity.

Logo Brand Identity Guidelines

This guide is designed to help project the values and vision of **ROYAL MARINES HERITAGE TRAILS** with its brand implementation, as well as to ensure a clear, consistent style and quality of presentation throughout all marketing vehicles. A brand is a unique stand-alone mark that is integral to identifying a product or service. An organisation's brand identity is derived from the ideals the entity represents, and how it desires to be perceived by the public. For instance, **ROYAL MARINES HERITAGE TRAILS** may be branded a community-based, family-friendly, event destination based on the history of the Royal Marines in the Deal and Walmer locales.

The **ROYAL MARINES HERITAGE TRAILS** *brand* is comprised of a *logotype (or wordmark)* with a custom-drawn *logomark* (*or logo)* icon. The logo symbol, the **Royal Marines Band Service** iconic ceremonial pith helmet, is a strong and clear identifier for the organization. The **RMHT** logo is composed of a red diamond shape, enclosing a helmet icon which always appears as pure white, surrounded by navy blue text. The colours reflect those of the **Royal Marines Band** ceremonial dress uniform.

PRIMARY AND SECONDARY LOGO

The compact **PRIMARY** version logo is the **preferred logo** or **signature** for most applications such as stationery, print advertising and signage, where vertical space is not an issue. The **SECONDARY** logo is horizontally-oriented and should only be used in situations where vertical space is not available.

PRIMARY LOGO (Preferred version)
VERTICAL ORIENTATION

For use on stationery, signage, print ads, etc.

SECONDARY LOGO
HORIZONTAL ORIENTATION

Use when vertical space is unavailable, such as Web site headers or address labels

LOGO BRAND TYPEFACE

The **ROYAL MARINES HERITAGE TRAILS** logo brand is based on the **FUTURA** typeface and presents a clean, easy-to-read structure which, even today, gives an appearance of efficiency and forwardness to the **RMHT** brand. The roundness of the letter forms complement the shape of the logo helmet icon. Futura is a sans-serif typeface, designed by Paul Renner, and was released in 1927. It is based on geometric shapes that were representative of the visual elements of the Bauhaus design style of 1919–1933 and was commissioned as a typeface by the Bauer Type Foundry.

Renner's design rejected the approach of most previous sans-serif designs, which were based on the models of sign painting—condensed lettering and nineteenth-century serif typefaces—in favour of simple forms such as circles, triangles and squares. The lowercase letters have tall ascenders, which rise above the cap line, and use a single-story 'a' and 'g', previously more common in handwriting than in printed text.

FUTURA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

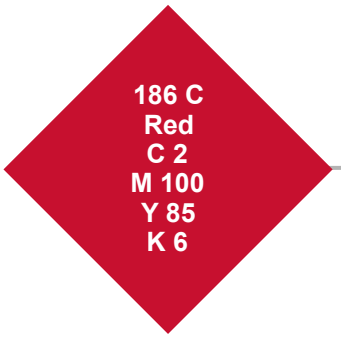
abcdefghijklmnopqrstuvwxyz1234567890

Click here for more information on this typeface.

LOGO BRAND INK COLOURS

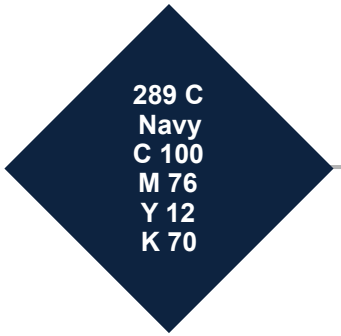
The colour palette was developed to ensure that the **ROYAL MARINES HERITAGE TRAILS** brand remains consistent across all communications. The Pantone Matching System® (PMS) ink colours have been selected for the **RMHT** logo brand and communications materials. The **colour values** for RGB, HEX/HTML (for Web) use and CMYK (for 4-colour process print) are included below and should be provided to your print and design partners before marketing materials are prepared.

The colours in this guide were reproduced to simulate the PANTONE® ink colours specified and should NOT to be used for colour matching.*



Colour Values for PMS 186 C Red:

RGB	200 16 46
HEX/HTML	C8102E
CMYK	2 100 85 6



Colour Values for PMS 289 C Navy:

RGB	12 35 64
HEX/HTML	0C2340
CMYK	100 76 12 70

**Refer to the current edition of the PANTONE Color Formula Guide for accurate colours*.

LOGO BRAND DOs and DON'Ts

It is essential that the **ROYAL MARINES HERITAGE TRAILS** logo, both primary and secondary versions, appears consistently in all materials **only** in the manner specified in this guide.

- DO use **only the approved colour** signatures as outlined in this style guide.
- Do NOT alter any **aspect** of of the logotype (i.e. do not stretch or squeeze the artwork or change the colours).
- Do NOT attempt to recreate the artwork. **Use ONLY the supplied files**.
- If you experience any problem using the files provided please DO contact the charity for **assistance**.
- The logo **symbol is not normally used as a design element** except as a background texture or subtle design element as examples in the pages of this publication show. If you are in doubt about brand symbol use please contact the charity for advice (see contact information at the end of this guide).
- DO maintain the integrity of the brand as a representative of the **RMHT**.

DO's AND DON'Ts OF LOGO USAGE

The integrity of the **RMHT** logo brand must be maintained in all communications materials. When the logo is used over a photograph the logo **must be legible and prominent** and not reduced in clarity or contrast. See examples below.

NO

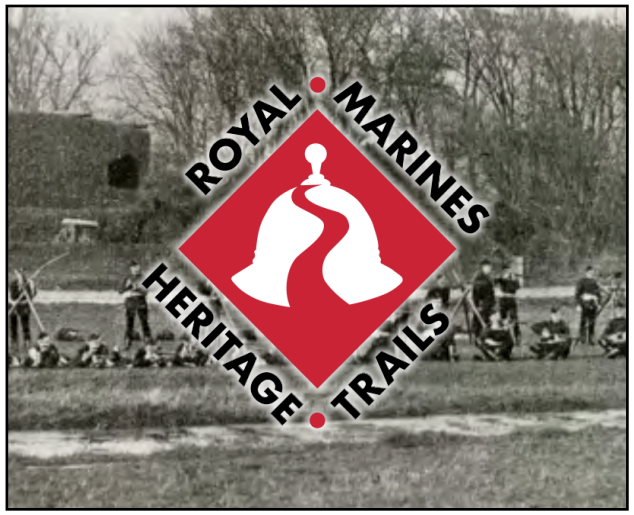
DON'T put the main logo over a dark image. The type will not be readable, harming the brand image.

YES

DO use the white reverse or Red and White logo over a dark photo (shown with a 289 Blue screen under logo).

NO

DON'T use glow or shadow effect under the logo as it will impair the logo contrast and clarity.



YES

DO reduce opacity of a dark background to create contrast with the logo. This photo was reduced to 30% opacity.

LOGO SCALE

One way to maintain visual consistency in the **ROYAL MARINES HERITAGE TRAILS** identity program is to control the scale of the logo for all applications. Below are recommended sizes for using the logo in various applications.

BUSINESS CARD LOGO SIZE (minimum size allowed)

27.9 mm Wide x 28.6 mm High (2.79 x 2.86 cm, 1.1” x 1.13”).

Text is 9 pt.

Minimum allowable scale. Use only where other identifiers for the **RMHT** are present such as the full name of the organisation for example.

LETTERHEAD LOGO SIZE (typical size for most uses)

43.5 mm Wide x 44.8 mm High (4.25 cm x 4.5 cm, 1.71 in. x 1.77 in.)

Text is 14 pt.

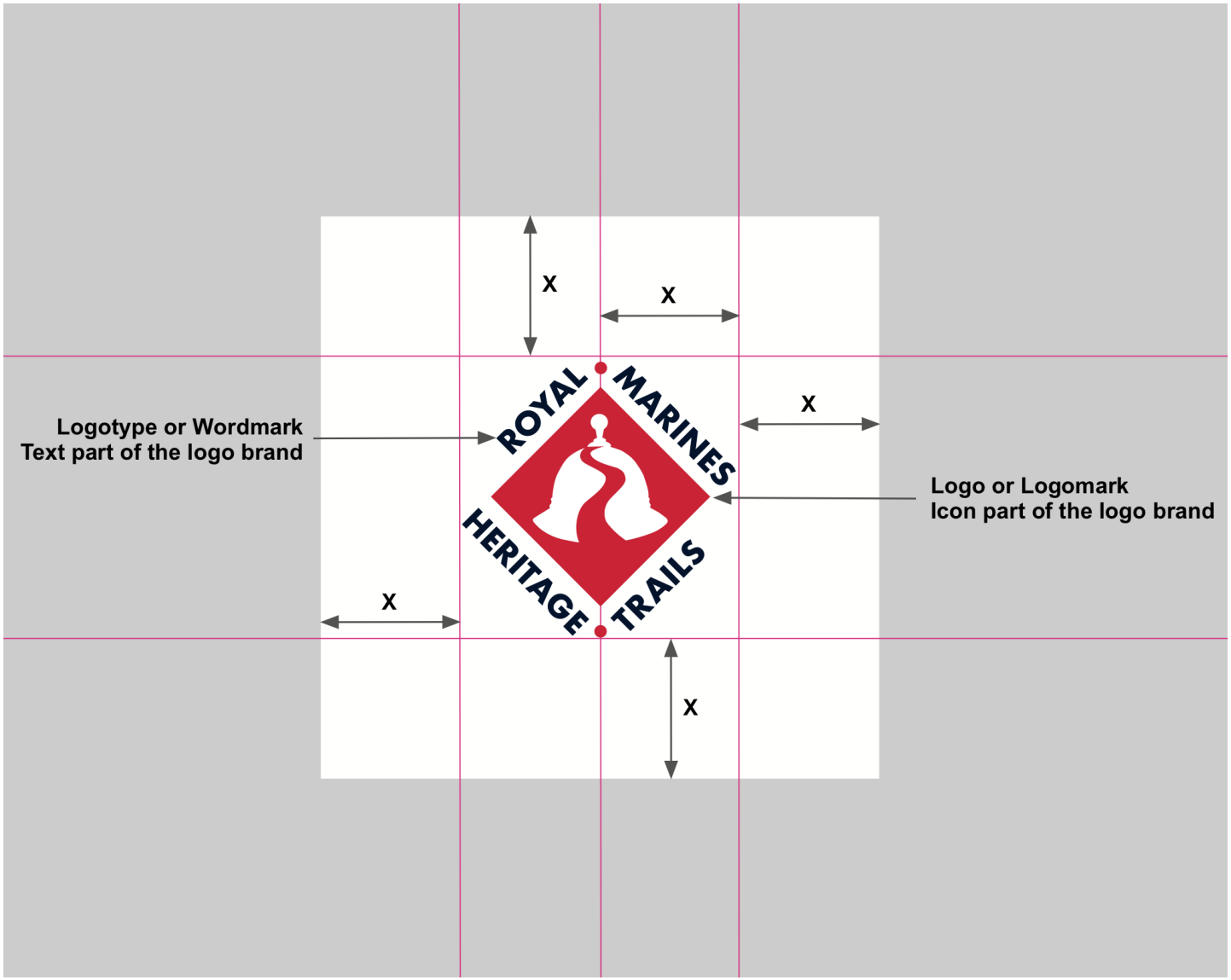
Use for letterhead, contracts, forms, Web applications, advertisements, brochures, rack cards, post cards, packaging.

Note: These are example logo sizes for stationery and support materials already designed. In all cases, judgement should be used to ensure the logo is always legible.

LOGO NON-INFRINGEMENT ZONE

The white area represents the minimum space that should separate the logo from other elements on the page. x = half the width of the logo.

The **ROYAL MARINES HERITAGE TRAILS** logo brand is the main identifier for the charity and must be prominently displayed on all advertising. **Care must be taken that the logo not be crowded or overshadowed by other visual elements. There should be ample negative space or white space surrounding the logo to ensure its visibility.** Use this illustration as a visual guide for providing the necessary white space for logo non-infringement spacing zone. The white area, approximately one-half the width of the logo, shows the minimum space allowed around the logo.



CMYK AND PMS LOGO FILE USAGE

Logo files for 4-colour CMYK Process printing are included in the package and should be used in all cases when **full colour printing** is required such as magazine ads, flyers, brochures etc. The CMYK, Process or 4-colour designation, is based on using using **C**yan (blue), **M**agenta, **Y**ellow and blac**K** inks for printed materials. Files are also supplied in 1-colour versions in black, 186 C red, 289 C navy and pure white reverse which would be used on a dark background. Examples below.

2-COLOUR PRIMARY LOGO

This is the second most desirable version to use when 4-colour is not possible (i.e. Advertising specialties such as mugs and key fobs, as well as embroidery for clothing). Note: this logo version is also suppled with the logotype in white for use on darker backgrounds.

RMHT Red
PANTONE® 186 C (coated) or U (uncoated)

RMHT Navy Blue
PANTONE® 289 C (coated) or U (uncoated)

Uncoated PANTONE® inks should be used for applications such as letterhead or newsprint. Coated inks are for printing on gloss or other coated paper (has a thin coating of clay).

1-COLOUR PRIMARY LOGOS

Use when 1-colour printing is required. The black-and-white version is to be used when colour is not an option, such as for newspaper ads or fax transmission sheets. Uncoated PANTONE® inks should be used for applications such as letterhead or newsprint. Coated inks are for printing on gloss or other coated paper, which has a thin coating of clay.

100% Black

PMS 186 Red

PMS 289 Navy Blue

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1-COLOUR PRIMARY LOGOS - REVERSED

The white reversed logo should be used over dark backgrounds to ensure contrast and visibility no matter the background. The black-and-white version is to be used when colour is not an option, such as for newspaper ads, on dark headers or footers or on fax transmission sheets. Uncoated PANTONE® inks should be used for applications such as letterhead or newsprint. Coated inks are for printing on gloss or other coated paper, which has a thin coating of clay. The primary logo is shown reversed out on black as well as on the **RMHT** logo colours.

White Reverse on 100% Black

White Reverse on 186 Red

White Reverse on 289 Navy Blue

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4-COLOUR CMYK SECONDARY LOGO

2-COLOUR PANTONE SECONDARY LOGO

1-COLOUR SECONDARY LOGO

Use when 1-colour printing is required. The black-and-white version is to be used when colour is not an option, such as for newspaper ads or fax transmission sheets. Uncoated PANTONE® inks should be used for applications such as letterhead or newsprint. Coated inks are for printing on gloss or other coated paper (which has a thin coating of clay). Shown here in 100% black but files are also supplied using the **RMHT** red and navy colours.

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1-COLOUR SECONDARY LOGO REVERSED

The white, or reversed, version of the logo should be used when the background is dark to ensure contrast and visibility in every situation. In this example, the secondary logo is shown reversed out on a solid portion of a photograph which offers good clarity and contrast between the white reversed version of the logo and the background.

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Contacts & Acknowledgements

ROYAL MARINES HERITAGE TRAILS, with firm local support, has launched its professionally presented and researched trail, and is set to participate in engagement with stake-holders, communities and schools.

- The Heritage Lottery Fund
- The MOD Covenant Fund
- Kent County Council
- Dover District Council
- Deal Town Council
- Dover Town Council
- Walmer Parish Council
- The Deal Sergeant's Mess Pantomime
- The Drapers Company

We'd like to express our deep gratitude to all concerned, both those that have funded us directly, and those that helped secure the funding.

Thank you!

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