



Royal Horticultural Society RHS Perfect for Pollinators Guidelines





1 Introduction

Welcome to the Royal Horticultural Society's guidelines for the RHS Perfect for Pollinators mark.

The new RHS Perfect for Pollinators mark has been developed to be easy to use.

The rules around application are as flexible as possible, and focussed on enabling our partners to prominently display the RHS Perfect for Pollinators mark.

2 The RHS Perfect for Pollinators mark



The RHS Perfect for Pollinators mark appears in one of two basic states, both are full colour.



2.1 The RHS Perfect for Pollinators mark Reproduction - on white

Colour Logo



The preferred RHS Perfect for Pollinators marks are the colour versions.

These logos can be found in the <No background> folder.

File names: **1** RHS_Bee_FC1_N.eps

2 RHS_Bee_FC2_N.eps

Mono Logo



In some cases it won't be possible to use a colour version. Where this is the case use the mono version instead. This logo can also be found in the <No background> folder.

File names: **1** RHS_Bee_N_mono.eps



2.1 The RHS Perfect for Pollinators mark Reproduction - on background (or image)

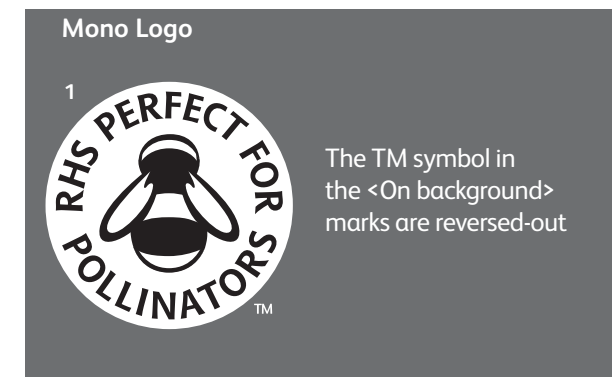


When applying to a background colour, heavy tint or image use the logos in the <background> folder.

These logos can be found in the <background> folder.

File names: **1** RHS_Bee_FC1_B.eps

2 RHS_Bee_FC2_B.eps



Mono versions are also available.

These logos can also be found in the <On background> folder.

File names: **1** RHS_Bee_B_mono.eps



2.2 The RHS Perfect for Pollinators mark Reproduction

Colours

There is also a set of RGB RHS Perfect for Pollinators marks for online and presentation purposes. These are supplied in a separate folder and are clearly marked with an RGB suffix, file names:

- | | |
|---------------------------------|---------------------------------|
| 1 RHS_Bee_FC1_B_RGB.eps | 1 RHS_Bee_FC1_B_RGB.png |
| 2 RHS_Bee_FC2_B_RGB.eps | 2 RHS_Bee_FC2_B_RGB.png |
| 3 RHS_Bee_B_mono_RGB.eps | 3 RHS_Bee_B_mono_RGB.png |
| 4 RHS_Bee_FC1_N_RGB.eps | 4 RHS_Bee_FC1_N_RGB.png |
| 5 RHS_Bee_FC2_N_RGB.eps | 5 RHS_Bee_FC2_N_RGB.png |
| 6 RHS_Bee_N_mono_RGB.eps | 6 RHS_Bee_N_mono_RGB.png |

3 RHS Perfect for Pollinators mark usage

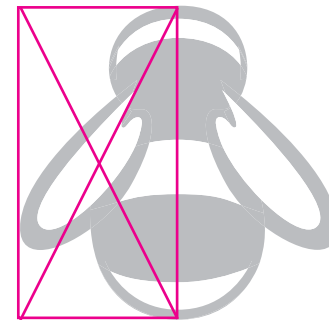
Clear space



The minimum clear space for the RHS Perfect for Pollinators mark is half a bee width.

Any accompanying text should sit outside the minimum clear space of the logo. This space is also the minimum distance that the logo can be from the edge or trim of any application.

Of course, the indicated clearance is a minimum guide only, and may be increased.





3.1 RHS Perfect for Pollinators mark usage

Position & size

Preferred logo sizes

Opposite is a set of minimum sizes for the RHS Perfect for Pollinators mark.

When using the logo it is important to ensure the text remains legible.

Print:



A4 and above
– min. 22.5mm



A5 and
below –
17.5mm

Yellow or mono only:



Min.
12.5mm



Min.
12.5mm

Online:



Min.
55px



3.2 RHS Perfect for Pollinators mark usage

Small space logo on white/light tint

Preferred logo sizes

When the RHS Perfect for Pollinators mark's legibility is an issue a secondary version of the logo can be used – typically when a logo is smaller than 12.5mm, or the method of reproduction uses a low dpi.

It is envisaged that this logo will normally be used with accompanying text. Always ensure the this text highlights the full name 'RHS Perfect for Pollinators'.

The aforementioned clear space rules still apply to the small space logo.

This logo is only available in Yellow and black or Mono (print and online).

File names:

Vertical

RHS_Bee_FC2_N_small.eps

RHS_Bee_FC2_N_mono_small.eps

Horizontal

RHS_Bee_FC2_N_VERTsmall.eps

RHS_Bee_FC2_N_mono_VERTsmall.eps

Vertical:



RHS Perfect for Pollinators.

The RHS Perfect for Pollinators mark is only given to plants that support pollinating insects in gardens. Bees, butterflies, moths, hoverflies and many others visit flowers to feed on nectar and pollen; while doing so they transfer pollen and increase seed set and fruit development. Find out more at rhs.org.uk/plants



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Horizontal:



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3.3 RHS Perfect for Pollinators mark usage

Small space logo on background colour

Preferred logo sizes

When the small space logo appears on a background it appears within a white box.

All the eps logos already have this box applied to the artwork.

File names:

Vertical

RHS_Bee_FC2_B_small.eps

RHS_Bee_FC2_B_small_mono.eps

Horizontal

RHS_Bee_FC2_B_VERTsmall.eps

RHS_Bee_FC2_B_VERTsmall_mono.eps

Clear space:



Vertical on black/background:



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Horizontal on black/background:



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3.4 RHS Perfect for Pollinators mark usage

Don't alter it in any way

You cannot...



(i) recolour...



(ii) angle...



(iii) stretch horizontally...



(iv) or vertically...



(v) skew...



(vi) alter the opacity...



(vii) or tint...



(vii) use whiteout over
an image...



(viii) and add effects.

If in any doubt...

Any derivation from the supplied Logo artwork is not permitted. Always use supplied Logo artwork, NEVER attempt to recreate the logo.



4 Naming conventions

RHS Perfect for Pollinators mark in text

RHS Perfect for Pollinators must always be clearly identified in copy.

When mentioned in text, “RHS Perfect for Pollinators” must always be employed in full.

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Further information

If you still need help

If you need any help in using these guidelines, or have any questions about applying the RHS Perfect for Pollinators mark, please contact **brand@rhs.org.uk**