

RHS Britain in Bloom Logo Guidelines

RHS BRITAIN IN BLOOM LOGO

Below is the RHS Britain in Bloom Finalist's logo. This logo is the only logo which finalists have the permission to use and is intended for use on all material where applicable. These guidelines relate to all versions of the BIB Finalist's logo as well as the Neighbourhood Awards logo. Please ensure that all guidelines outlined in this document are adhered to at all times.



1. MINIMUM LOGO SIZE

This logo should be used at a size no smaller than 55mm in width.



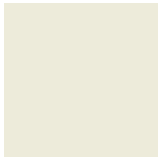
2. LOGO EXCLUSION ZONE

Please ensure that there is an area of clear space around the logo as illustrated below:



3. COLOUR PALETTE

The colour breakdown for the RHS green and stone which make up the logo can be found below:



RHS STONE
PANTONE - 454
C9 M6 Y17 OK
R229 G231 B212



RHS GREEN
PANTONE - 3305
C100 M0 Y61 K61
R0 G88 B74

4. RHS CORPORATE FONTS

Stone Sans is the corporate typeface for Britain in Bloom. All text on the logos have been converted to outlines, therefore, no fonts will be required for loading.

Stone Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Stone Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Stone Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Stone Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

6. POSITIONING OF THE RHS BRITAIN IN BLOOM LOGO

The logo should always be used where applicable and positioned at the top right hand corner where possible.

7. FILE FORMATS

All logos will be provided as EPS and JPEG files. JPEG files should only be used for stationery purposes e.g. press releases, headed paper.

7. PROOFING/SIGN OFF PROCESS

All materials on which you intend to use the RHS Britain in Bloom Finalist's logo should be signed off by the RHS. Please send proofs to britaininbloom@rhs.org.uk for sign off prior to going to print. You must allow at **least 2 days** for sign off to allow for any amendments to be made if required.

Please note that after the results are announced new logos will be issued which stipulate the medal achieved and year it relates to.