



RHS Recommended: Award of Garden Merit mark guidelines



Introduction

Welcome to the RHS's guidelines for the RHS Recommended: Award of Garden Merit (RHS Recommended: AGM) trade mark.

The RHS Recommended: AGM mark has been developed to be easy to use. The rules around its application have been made as flexible as possible, focusing on enabling our partners to prominently display the mark on their products and marketing material.

Full Toolkit

We recognise that there are many different uses of the logo in different sized spaces in print and digital assets. The toolkit provided on this page gives flexibility to cover the breadth of communication spaces it is used in. Guidance for use of each of the assets in the toolkit are detailed in the following pages of this document.

Asset type	Example	Where it is likely to be used	Page
Full RHS Recommended: Award of Garden Merit mark	 	On larger plant packaging and point of sale assets and larger print and digital spaces	4-8
Abbreviated mark: Icon from centre of the full mark	 	In very small digital or print search, navigation or directory spaces	9
Full name of the award	RHS Recommended: Award of Garden Merit	In all long form copy as the first reference to the award and when talking about the award generally	8
Long abbreviation of the name in copy	RHS Recommended: AGM	In long form copy talking about the award	8
Short abbreviation of the name in copy	RHS:  RHS: 	On very small retail or interpretation spaces e.g. plant labels, plant directories or other plant listings	8

RHS Recommended: Award of Garden Merit mark



COLOUR

The RHS Recommended: AGM mark should appear in one of these two basic states, white out or solid. The colour versions are the preferred versions to use.

The version used should be chosen in accordance to how it stands out on your packaging and marketing material.

MONO

In some cases it won't be possible to use a colour version. Where this is the case the mono variations can be used.

These mono versions should not be used online.

COLOURS

RHS GREEN

C: 90 R: 00
M: 20 G: 78
Y: 60 G: 68
K: 60

RHS GOLD

C: 10 R: 230
M: 29 G: 180
Y: 83 G: 74
K: 00

NOTE: All versions of the mark can be downloaded from the RHS website.
rhs.org.uk/AGMplants

Reproduction - on coloured background or image



COLOUR

The marks are designed to work on any textured background or image.

MONO

A mono version is also available.

These mono versions should not be used online.

Clear space



The minimum clear space for the RHS Recommended: AGM mark is half the width of the trophy icon.

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.



At A4 the min. logo width = 22.5mm

At A4 the min. half cup width = 5.5mm

Usage

All uses of the RHS Recommended: AGM mark should be in the form and colours provided by the RHS.

Don't alter it in any way

You cannot...



(i) recolour



(ii) angle



(iii) stretch horizontally



(iv) stretch vertically



(v) skew



(vi) alter the opacity



(vii) tint



(viii) add effects



(ix) use whiteout over an image



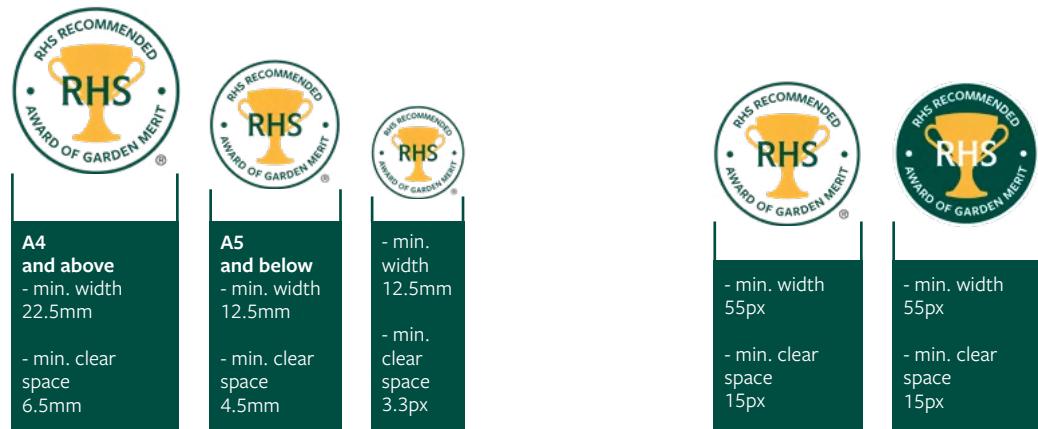
(x) have a box around it

If in any doubt

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

Position, size & hyperlinking

Below is a set of minimum sizes and clear spacing for the RHS Recommended: AGM. When using the mark it is important to ensure the text remains legible.



PRINT

ONLINE

Online the mark must always be in colour and hyperlinked to the RHS Award of Garden merit website;
rhs.org.uk/AGMplants

TEXT ONLY

When the space for a mark is less than 12.5mm wide in print and 55pt wide on online, use the icon as per page 9 or the abbreviated copy as per page 10.

Use of the icon only



Where limited space is available the trophy icon can be used instead of the full RHS Recommended: AGM mark. Examples of this would be very small digital spaces and small plant label spaces.

Where possible the icon provided on this page should be used but where platforms only allow a certain form of iconography then please use whichever trophy icon is available.

Naming conventions

The RHS Recommended: Award of Garden Merit in text

The RHS Recommended: Award of Garden Merit must always be clearly identified in copy. On the first mention in text, the RHS Recommended: Award of Garden Merit (RHS Recommended: AGM) must be used. After this the abbreviation RHS Recommended: AGM may be used.

When accompanying the logo with a text description about the award, please use the following copy:

The RHS Recommended: Award of Garden Merit

This plant/cultivar has been awarded the RHS Recommended: Award of Garden Merit because it has proved to be reliable in appropriate conditions and a good performing plant.

For more information on RHS Recommended: Award of Garden Merit plants visit rhs.org.uk/plants

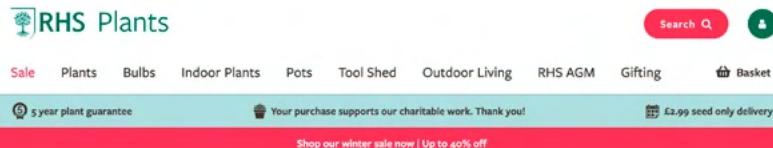
If limited copy space is available you can just use RHS:  as per the toolkit on page 3

Application

The mark has been designed as a simple badge that is easy to apply to any product/format.

Please be sensible when using the mark, always choose the colour that provides the best standout and position it where you'd expect to see it.

If the mark can't be seen clearly, or it's interfering with other design elements, use one of the alternative design solutions.



CONTACT

If you need any help in using these guidelines, or
have any questions about applying the
RHS Recommended: Award of Garden Merit
mark, please contact **brand@rhs.org.uk**