

The logos

The primary and reversed versions of the logo should be used wherever possible. They are designed to work in conjunction with the colours in the brand colour palette, as well as working on top of photography and illustrations.

The mono and white versions of the logo should be used sparingly and should always be seen as secondary options to the primary and reversed logos.

In the logo pack those marked with 'digital' are for use on social media profiles, presentations or on websites. Those marked with 'print' are for use on any printed materials such as flyers, posters, or brochures.

If you have a query or would like to discuss any further use of the logo, please contact brand@rsc.org



Primary logo



Reversed logo



Mono logo



White logo

The logo – safe area and minimum size

The logo needs a clear space around it to allow it to stand out wherever it appears. It's important not to allow text or other graphic elements to encroach into this space.

The safe area is equal to half the height of the C marque (as show on the right). Please bear in mind this is the minimum safe area – more space around the logo is always a good thing.

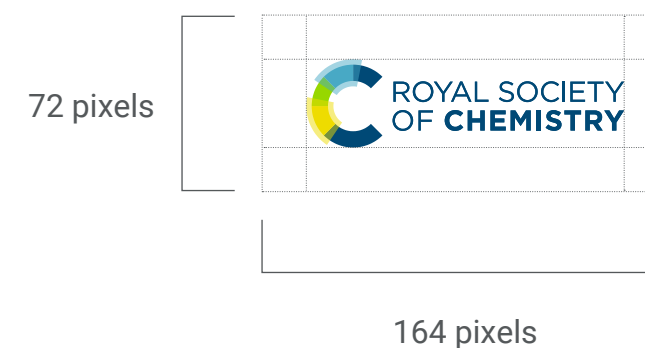
To ensure maximum legibility, the logo should not be reproduced smaller than the sizes show below right.



Digital – trimmed
(without safe area)



Digital –
(including safe area)



Print



What can't be done to the logo?

Always use the artworked versions of the Royal Society of Chemistry logo – don't create your own or alter the artwork. Using the correct version of the logo is vital for our reputation and integrity.

If you have a query or would like to discuss any further use of the logo, please contact brand@rsc.org.



Don't skew it



Don't recolour it



Don't stack the elements



Don't resize any of the elements



Don't change the font



Don't add any effects



Don't place the logo on a solid fill of any of the primary palette colours – the parts of the C marque that use these colours will vanish



Don't place the logo on a busy photographic or patterned background