The Royal Society of Chemistry is the world’s leading chemistry community, advancing excellence in the chemical sciences.

We’re the oldest chemical society in the world and we’re ambitious for our future.

We want to be seen as the leading voice and trusted partner for science and humanity.

From bringing chemical scientists together, to promoting and sharing knowledge of the highest quality, what we do is really important.

So we need to communicate it.

This is why brand and identity is so vital.

These guidelines contain everything you need to know to help the Royal Society of Chemistry make an impact. They explain the ideas at the heart of our brand, and show how to use our logo, choose imagery and create our tone of voice so that we properly reflect the dynamic nature of our work.

With our worldwide network, our successful knowledge business and a truly international vision, we already have an excellent reputation.

By using our brand to best effect, we’ll ensure we always look and sound like the world’s leading chemistry community.
How we describe ourselves

The Royal Society of Chemistry in a sentence – for sign-offs and other general uses

The Royal Society of Chemistry is the world’s leading chemistry community, advancing excellence in the chemical sciences.

(17 words)

The Royal Society of Chemistry in a short paragraph – to be used as an introduction to the organisation

The Royal Society of Chemistry is the world’s leading chemistry community, advancing excellence in the chemical sciences. With 48,000 members and a knowledge business that spans the globe, we are the UK’s professional body for chemical scientists; a not-for-profit organisation with 170 years of history and an international vision for the future. We promote, support and celebrate chemistry. We work to shape the future of the chemical sciences – for the benefit of science and humanity.

(75 words)

The Royal Society of Chemistry in a longer description – tailor as needed for different audiences

The Royal Society of Chemistry is the world’s leading chemistry community, advancing excellence in the chemical sciences. With over 48,000 members and a knowledge business that spans the globe, we are the UK’s professional body for chemical scientists, supporting and representing our members and bringing together chemical scientists from all over the world.

A not-for-profit organisation with a heritage that spans 170 years, we have an ambitious international vision for the future. Around the world, we invest in educating future generations of scientists. We raise and maintain standards. We partner with industry and academia, promoting collaboration and innovation. We advise governments on policy. And we promote the talent, information and ideas that lead to great advances in science.

In a complex and changing world, chemistry and the chemical sciences are essential. They are vital in our everyday lives and will be vital in helping the world respond to some of its biggest challenges.

We’re working to shape the future of the chemical sciences – for the benefit of science and humanity.

(170 words)
Who we are
The world’s leading chemistry community

What we do
Advance excellence in the chemical sciences

Why we do it
To shape the future of the chemical sciences for the benefit of science and humanity

What drives us
Bringing chemical scientists together; promoting and sharing knowledge and ideas

How we do it
Connecting the world with the chemical sciences

Our style
Integrity, Dynamic, Excellence, Accessible

Our brand
Our logo reflects the dynamic creativity of chemistry. It’s about diversity, collaboration and community, becoming stronger as it builds and overlaps. Use it proudly.

We spell out our full name: Royal Society of Chemistry. This gives clarity about who we are and helps us reach new and international audiences.

Always reproduce the logo from the supplied artwork. It should not be re-created under any circumstances. It’s available from design@rsc.org in the following formats.

**EPS/AI**
This version works for all professional design software like InDesign, Illustrator and Photoshop.

**JPEG**
This is compatible for all Microsoft software, such as Word and PowerPoint.

**PNG**
Use this format for emails and online. **VIDEO OR ANIMATION**
Use PNG or JPEG. PNG is preferred, since it features alpha-transparency.
Consistency in the size of our logo, how it’s used and where it’s placed are important to ensure we increase our impact.

**Placement**
Our logo is designed to occupy any of the four corners of page, screen or environment.

**Minimum size**
The recommended minimum logo size is 10mm (80 pixels) high.

**Recommended logo sizes**
- A3 - logo height 52mm
- A4 - logo height 37mm
- A5 - logo height 26mm
- A6 - logo height 18mm
- DL - logo height 26mm
- 210 x 210mm - logo height 26mm

**Non-standard logo sizes**
If non-standard sized materials are required, the size can be adjusted using this simple rule: size the height of the logo to 12.5% of the longest dimension of the document (round down to omit decimals).
Exclusion zone

Exclusion zones by format

A3 - exclusion zone 15mm
A4 - exclusion zone 10mm
A5 - exclusion zone 8mm
A6 - exclusion zone 5mm
DL - exclusion zone 8mm
210 x 210mm - exclusion zone 8mm

Our logo is protected by an exclusion zone. This ensures maximum visibility and impact. The exclusion zone is calculated by the width of the 'C' in the graphic.

The exclusion zone can be used as a guide to align our logo from the page or screen.
We often work in partnership with other organisations. When negotiating these partnerships we need to visually establish our relationship.

**Partnerships**
Where the Royal Society of Chemistry is the lead organisation, our logo should have the stronger visual presence. This hierarchy also applies to accreditation marks e.g. The Queen’s Award for Enterprise emblem.

**Partnerships (50:50)**
Both logos should have equal presence.

Sometimes we work with more than one partner. Their logo will need to be spaced equally next to other organisations’ logos with the most important partner appearing first. Partner logos can be placed at the top or the base of the front, back or inside cover of a document (depending on the agreement and the design).

If using logos on images the background must be clear with excellent contrast and visibility. Logos can align with the base of our graphic mark or our name but this will be dependant on the structure of the individual logos.

**Our logo on other organisations’ materials**
Our logo should still appear in a prominent position and size. Always ensure our brand guidelines are followed and the correct logo artwork format is supplied.
Dos and don’ts

Use only the supplied colourways
Do not use the logo with gradients
Do not stack the graphic and text
Do not add effects to the logo

Keep the logo in proportion
Do not split the logo elements
Avoid changing the relationship between text and graphic
Do not use other typefaces

Do not centre the logo elements
Do not flip the logo elements
The logo should never have a shadow
Do not rotate the logo

Improper use of the Royal Society of Chemistry logo reflects negatively on the brand.

Our logo can sit on a patterned background, gradient or image but care should be taken to ensure that the logo’s clarity and accessibility is maintained.
Above you can see the additional 14 colours we use to support our core colours. You can use them to add variety, signpost key information and colour code communications. You can use each colour in a complementary pair with dark and vibrant/warm tones as illustrated above or create your own complementary colour combinations from our palette.

Our core colours are dark blue (Pantone 5405), yellow (Pantone 604), light teal (Pantone 5503) and warm grey (Pantone 7534).

Use them prominently to help make our message stand out from the crowd.

Less is more when it comes to colour.

Always make sure your chosen colour combinations are balanced and work in harmony with each other.

For on-screen and web applications refer to the RGB or Hex values.