

# RHS Britain in Bloom Logo Guidelines

## RHS BRITAIN IN BLOOM LOGO

Below is the RHS Britain in Bloom logo. This logo is intended for use on all Britain in Bloom material where applicable. These guidelines relate to all versions of the BIB 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.



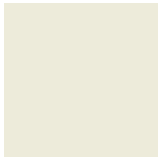
### 2. LOGO EXCLUSION ZONE

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 logo should be signed off by the RHS. Please send proofs to [britaininbloom@rhs.org.uk](mailto: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.