ROYAL

COLLEGE

OF MUSIC

London

A BRIEF GUIDE TO USING THE
ROYAL COLLEGE OF MUSIC LOGO

V2 UPDATED JULY 2019

When writing **Royal College of Music** in text, always ensure you capitalise the 'R', 'C' and 'M' and use lowercase 'of' as shown above. Once the name has been established by using it in full, subsequent references in the same document or application may use the acronym RCM if preferred.

Our logo

The RCM logo should only be reproduced from the master artwork file and should not be redrawn or altered in any way. Usage of the logo and brand should always be approved by the RCM.
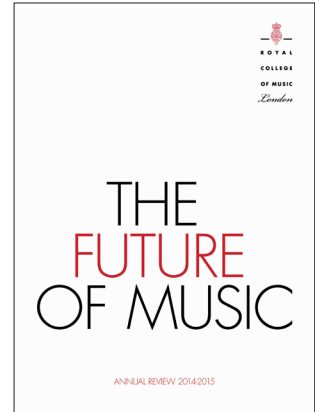
Primary logo

The primary logo should be used on white backgrounds or where there is a clear space on a background image. Please always ensure the logo is clearly visible. This is our preferred logo format.

Primary logo

Example

Primary block logo

The primary block logo can be used on photographic backgrounds and textures where the primary logo is not suitable or clearly visible.

Primary block logo

Example

Black and white

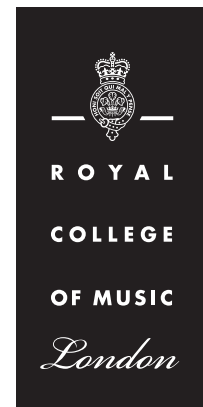For black and white publications, greyscale versions of both logos, including a white out logo, are available.

White out logo example

Single colour version of the primary logo

Single colour block logo

Secondary logo

The horizontal logo takes the elements of the primary logo and rearranges them for use where space is restricted.

The horizontal logo should not be used in layouts where the primary logo can be used.

ROYAL COLLEGE OF MUSIC
London

ROYAL COLLEGE OF MUSIC
London

Spacing

To ensure prominence and legibility, the Royal College of Music primary logo is always surrounded by an area of clear space which remains free of any graphic elements.

The area of clear space is based on the size of the crest in the logo, as shown below.

ROYAL COLLEGE OF MUSIC
London

ROYAL COLLEGE OF MUSIC
London

ROYAL
COLLEGE
OF MUSIC
London

ROYAL
COLLEGE
OF MUSIC
London
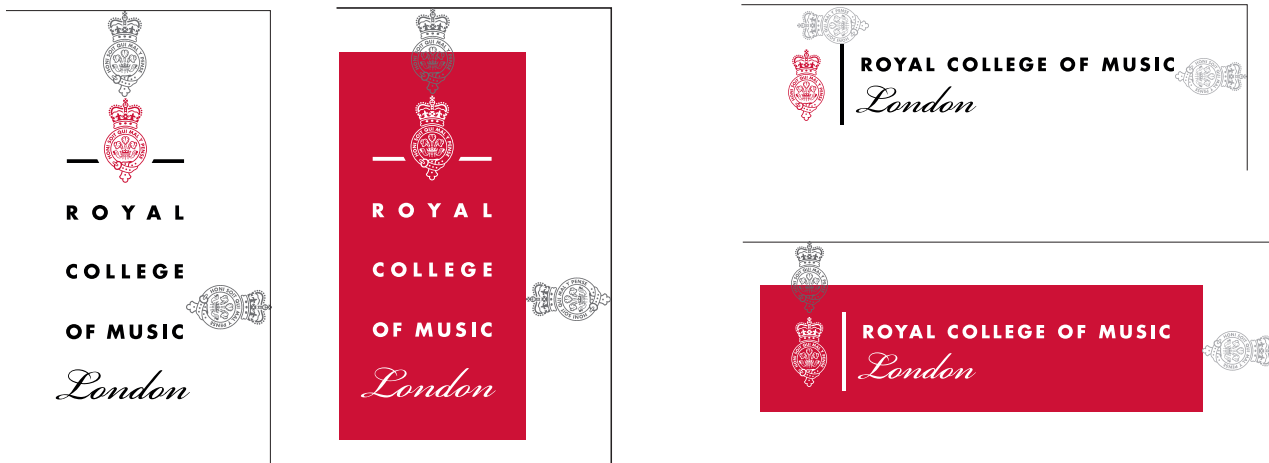
Logo sizes

In order to ensure legibility, the logo should never be reproduced smaller than the sizes shown below. Please ensure the logo is scaled in proportion and is not distorted or amended in any way.

Minimum sizes

12mm

17mm

ROYAL
COLLEGE
OF MUSIC
London

ROYAL
COLLEGE
OF MUSIC
London

Minimum size 10mm

ROYAL COLLEGE OF MUSIC
London

Minimum size 17mm

ROYAL COLLEGE OF MUSIC
London
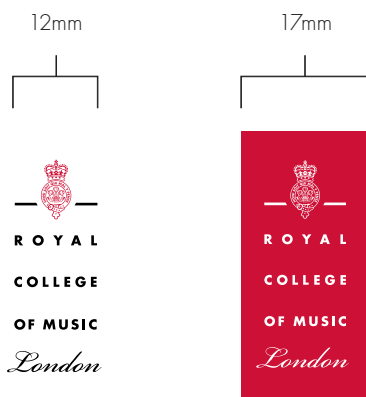
Primary logo

Primary block logo

Partnership logos

For collaborative materials, the RCM logo should be placed alongside partner logos, as shown below.

Where possible, the primary logo should be used. However, if there are space restrictions the horizontal logo should be used instead.

Partnership logos used on other communication pieces
not produced by the RCM

Maintain clear space
between each logo

Things to avoid

This page shows some examples of misuse of the Royal College of Music logo. The same principles apply to all versions of the logo. The logo should only be reproduced from the master artwork file and should not be redrawn or altered in any way.

Please do not reproduce any of the text within the logo in colour.

ROYAL COLLEGE OF MUSIC
London
John Smith Artistic Director

Name and job title included in the logo
exclusion zone

Logo stretched

Logo cropped

London written
in a different colour

Logo squashed

Logo difficult to see

Logo difficult to see

Background too busy

Contact

We hope you find this a useful guide. If you have any questions, please contact the Communications and Marketing department at brand@rcm.ac.uk or call 020 7591 4300.