



Royal College
of Midwives

brand guidelines

Introduction

Welcome to our brand guidelines.

This guide introduces the Royal College of Midwives brand and explains how to use our toolkit.

Following these examples will help you create on-brand communications that are beautiful, engaging and relevant.

brand overview

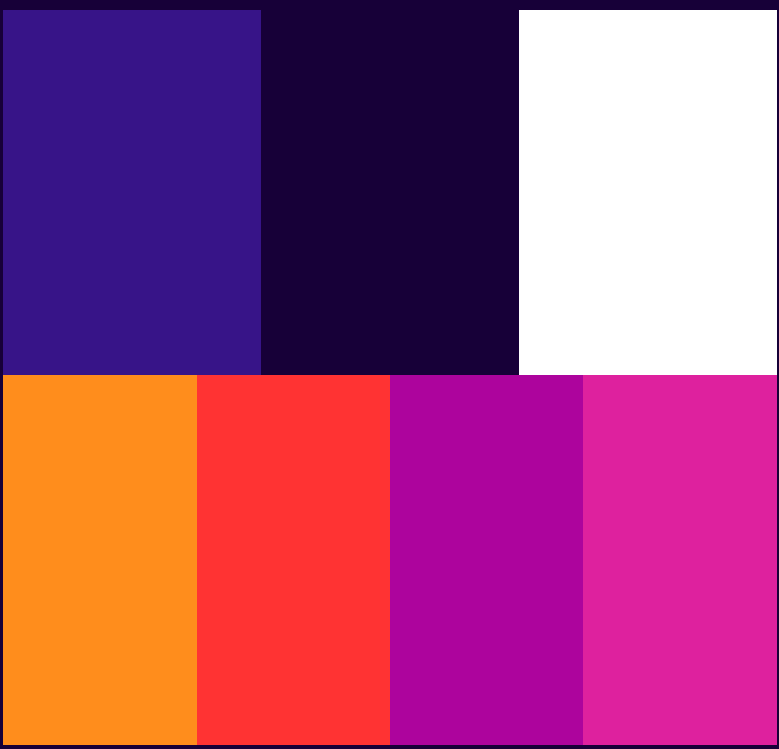
Brand toolkit

Here are the elements that make up our brand system.

Logo



Colour



Typography



Graphic devices



Photography



Illustration



 Image Disclaimer. All images used in these sections are for illustrative purposes only. Images need to be replaced before sharing this document with anyone outside of the Royal College of Midwives team.

1.0 logos

1.1 Symbol

Symbol of unity

Our symbol takes four m's and interlinks them to create a powerful symbol of unity.

Each m is composed of simple geometric shapes. These shapes have been extracted to create our brand font and as graphic shapes in our brand system.



1.2 Our logo

Master logo

Our logo is composed of our symbol and logotype. The master logo is shown here – this is the version we most commonly use.



Royal College
of Midwives

1.3 Logo variations

Horizontal logo

Our horizontal logo should be used on wider formats. This version is more appropriate for small uses or in line-ups with other logos.

Angled logo

Our angled logo is set in two lines on a 45 degree angle to the symbol. It can be used in larger format when our name is legible.

Symbol

Our symbol should only be used on its own if the wording 'Royal College of Midwives' is present prominently nearby.

Horizontal lockup



Angled lockup



Symbol



1.4 Colour variations

Which logo to use

Logos 1 and 2 are our full-colour logos, please select the appropriate colourway for your design ensuring both the logotype and symbol are fully legible.

- 1 For use on light backgrounds when the symbol and logotype are both legible
- 2 For use dark coloured backgrounds when the symbol and logotype are both legible
- 3 For use on light backgrounds when the colour version of the symbol is not legible
- 4 For use on dark backgrounds when the colour version is not legible

1. Colour black



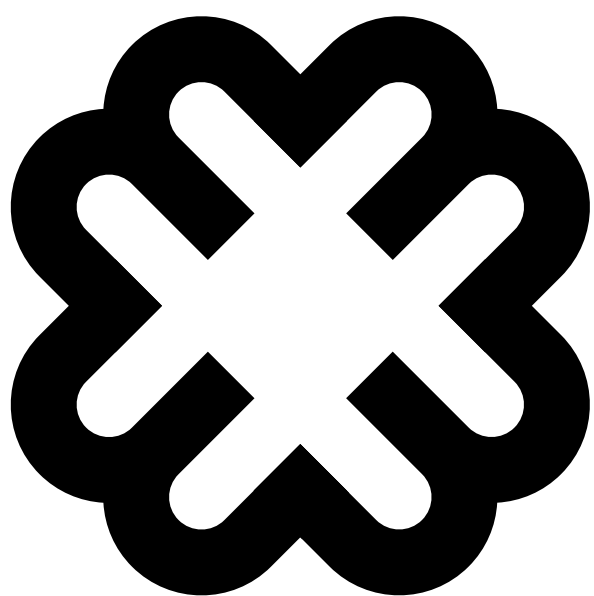
Royal College
of Midwives

2. Colour white



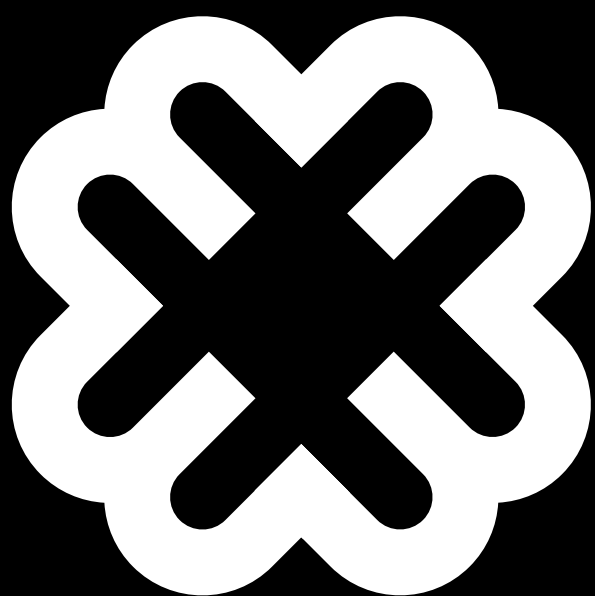
Royal College
of Midwives

3. Black logo



Royal College
of Midwives

4. White logo



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1.5 Usage on colour backgrounds

Because our full colour symbol contains four colours, we must be careful to ensure it is clearly visible on colour backgrounds. Please use the version most legible on the background colour demonstrated here.



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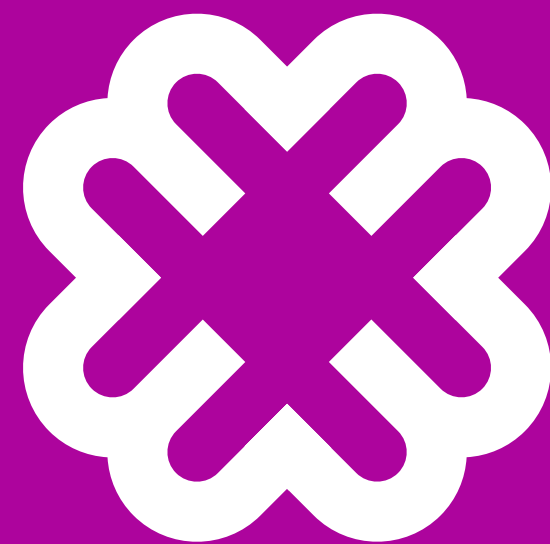
Royal College
of Midwives



Royal College
of Midwives



Royal College
of Midwives



Royal College
of Midwives

1.6 Clearspace and margins

When using the logo in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come in.

Clearspace

To allow our logo to stand out, do not place any designed objects in the clearspace shown here. Clearspace is calculated from the x height of the 'm' in our symbol.

Margins

The logo's margins are the space between the logo and the edge of the composition. When placing the logo in a composition use 1/2 the x-height indicated here.

This is a suggested margin, do not place the logo any tighter — but in certain instances the space can be increased.



1.7 Master logo size

We always want to ensure our logo is recognisable and as bold as possible. For this reason, we use the master logo at no less than 1/4 of the width of a layout.

Here are some examples of common sizes we use:

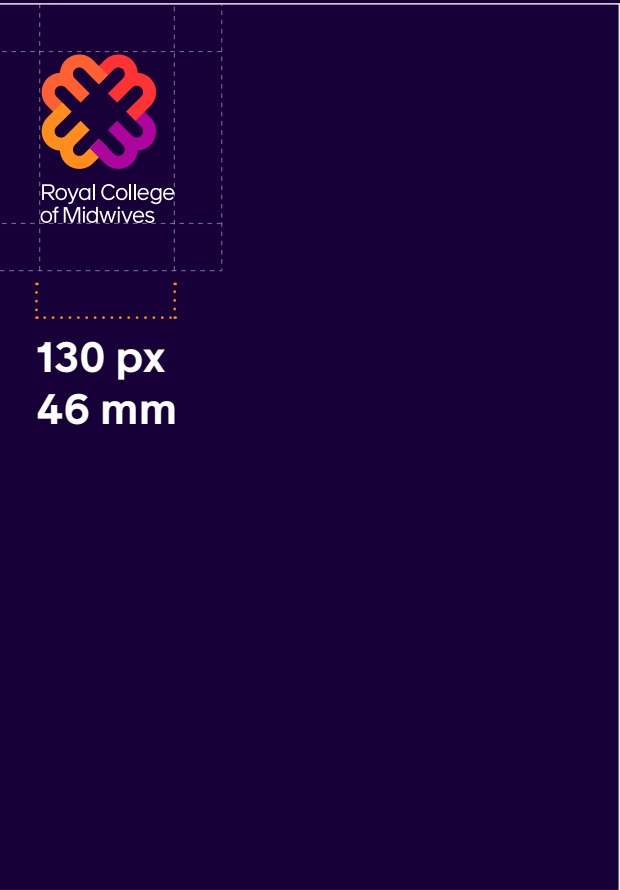
- A5** W 42 mm
- A4** W 46 mm
- A3** W 58 mm

- Mobile** W 145 px
- Tablet** W 197 px

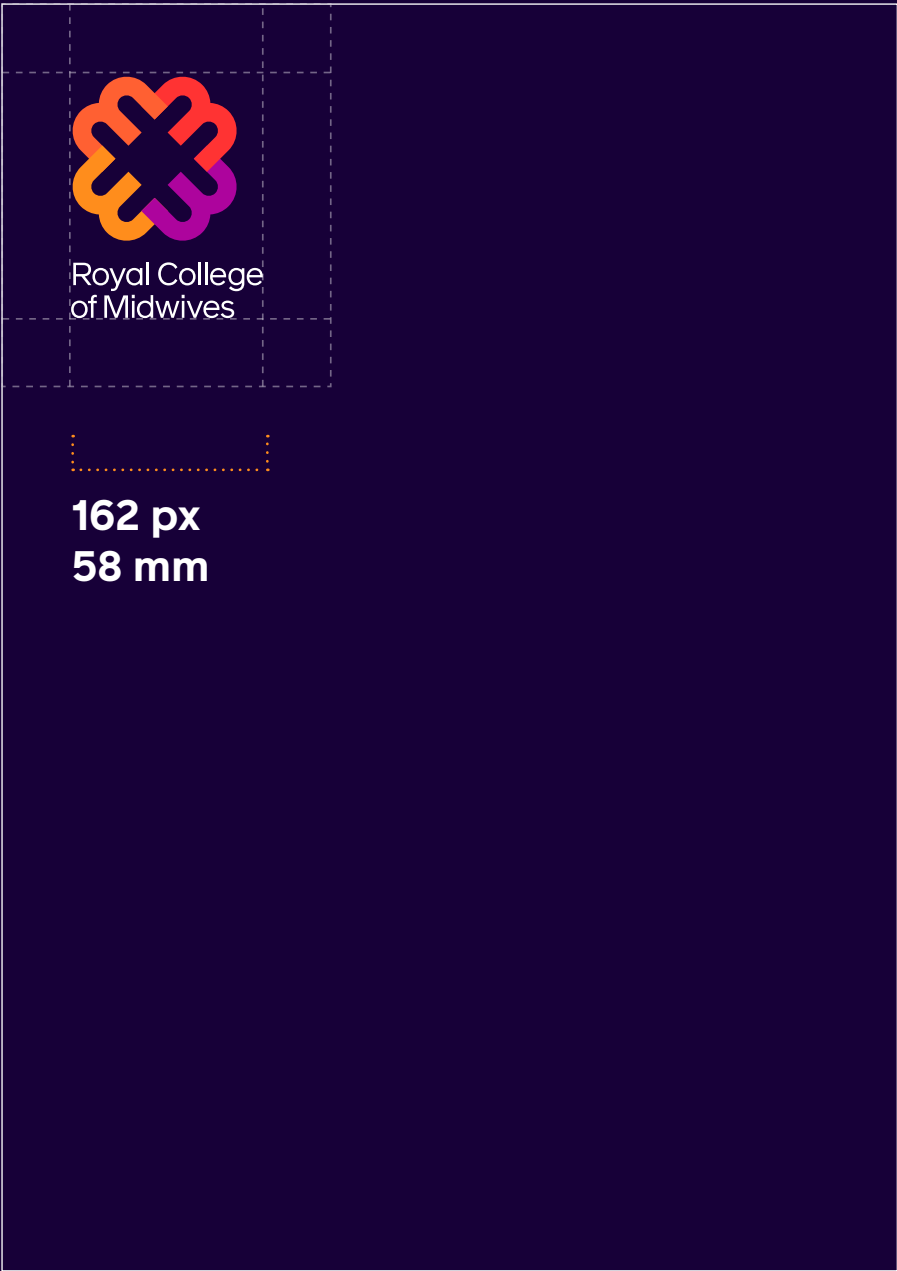
A5



A4



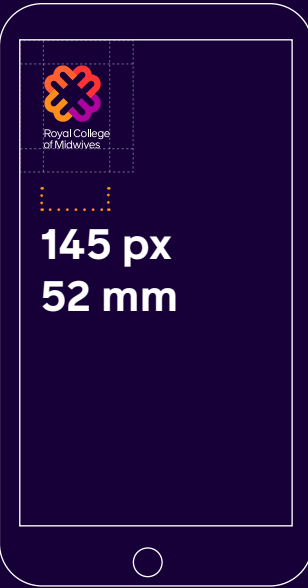
A3



Tablet



Phone



Large poster



1.8 Horizontal logo size

We always want to ensure our logo is recognisable and as bold as possible. For this reason, we use the horizontal logo at no less than 1/4 of the width of a layout.

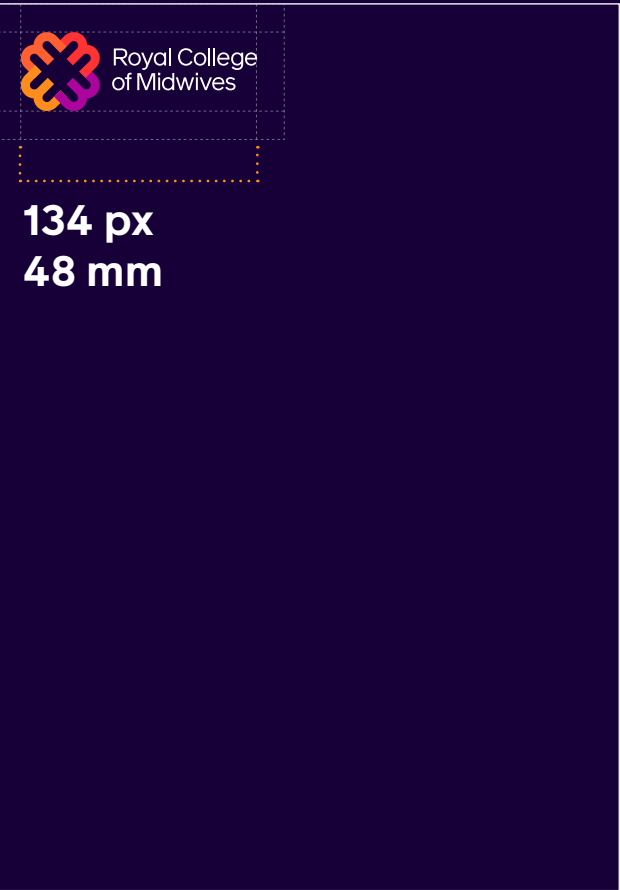
Here are some examples of common sizes we use:

- A5** W 42 mm
- A4** W 48 mm
- A3** W 68 mm
- Mobile** W 168 px
- Tablet** W 230 px

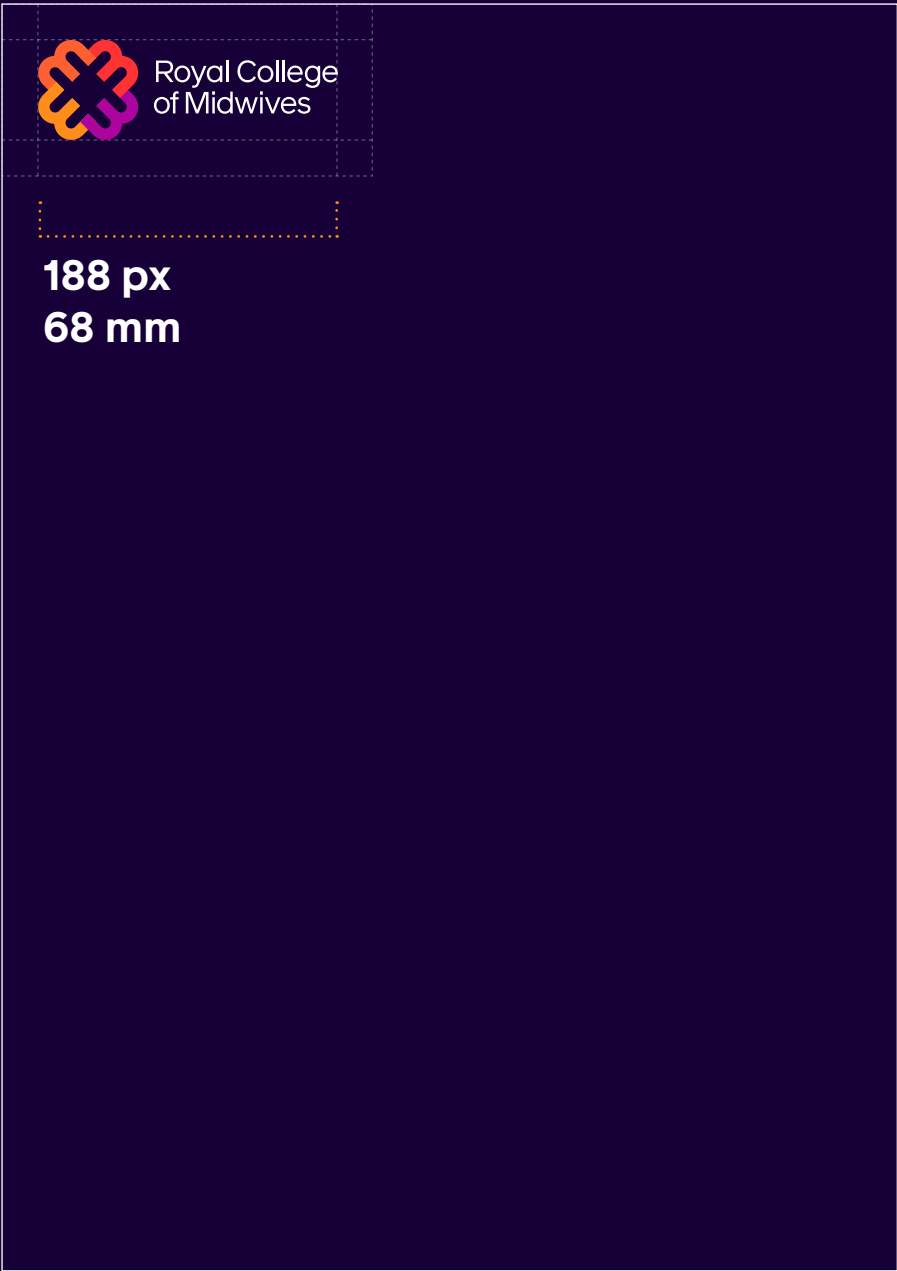
A5



A4



A3



Tablet



Phone



Large poster



1.9 Angled logo size

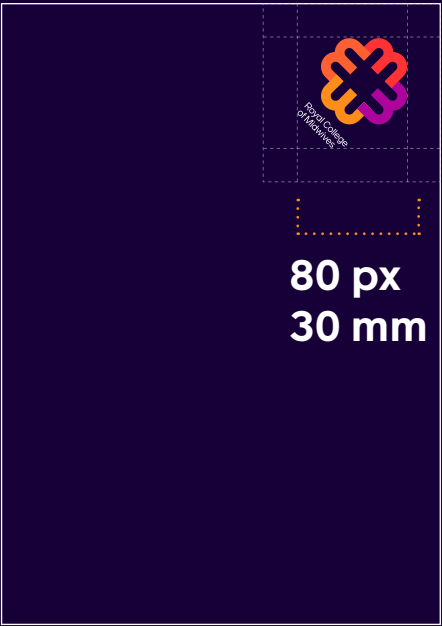
We always want to ensure our logo is recognisable and as bold as possible. For this reason, we use the angled logo at no less than 1/4 of the width of a layout.

Here are some examples of common sizes we use:

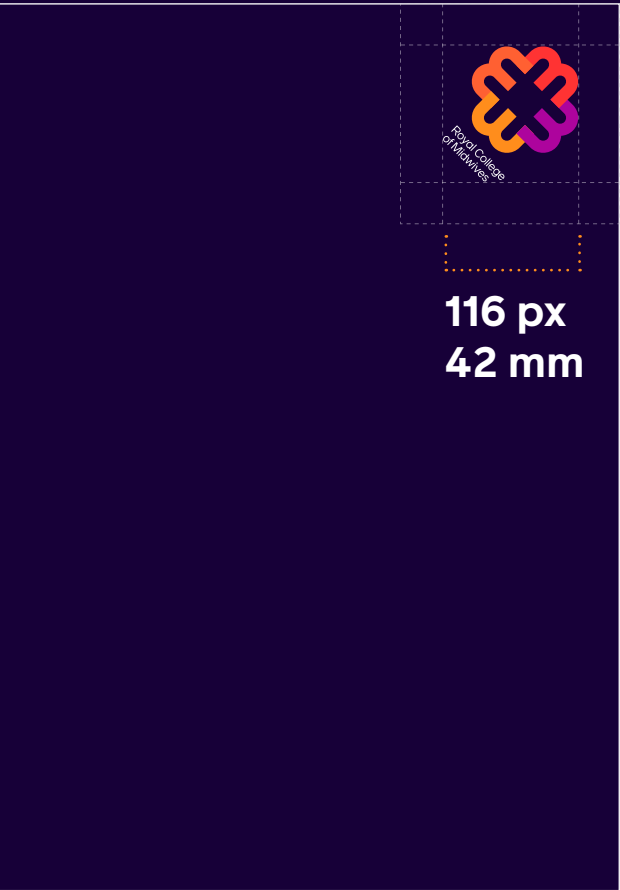
- A5 W 30 mm
- A4 W 42 mm
- A3 W 58 mm

- Mobile W 146 px
- Tablet W 200 px

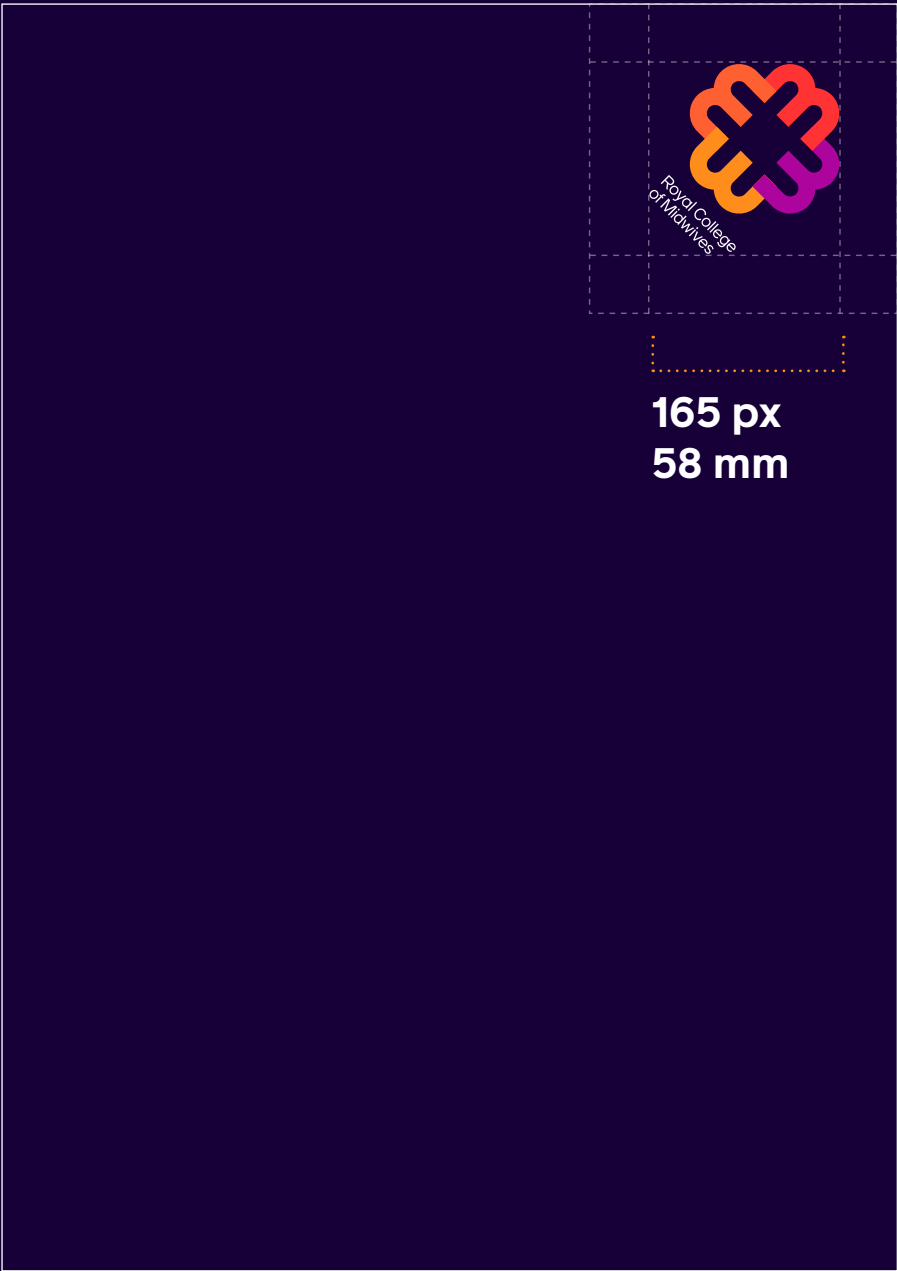
A5



A4



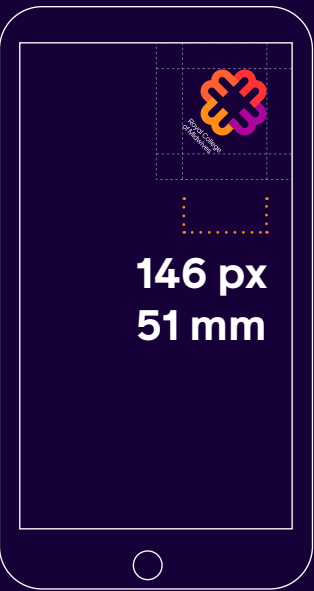
A3



Tablet



Phone



Large poster



1.10 Small use

When you need to use logo at the small size always select the horizontal version. It should never be smaller than following sizes:

Screen

No smaller than 150 pixels wide for horizontal logo and no smaller than 40px for symbol only.

Print

No smaller than 42 mm wide for horizontal logo and no smaller than 14mm for symbol only.

Do not use the master or vertical logos in these instances.



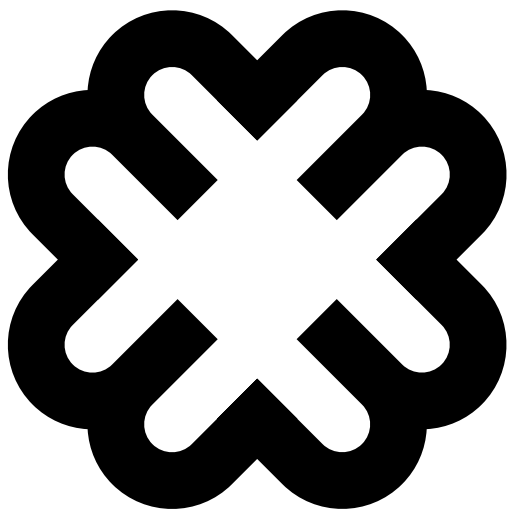
120 pixels
42 mm



200 pixels
42 mm



40 pixels
14 mm



40 pixels
14 mm

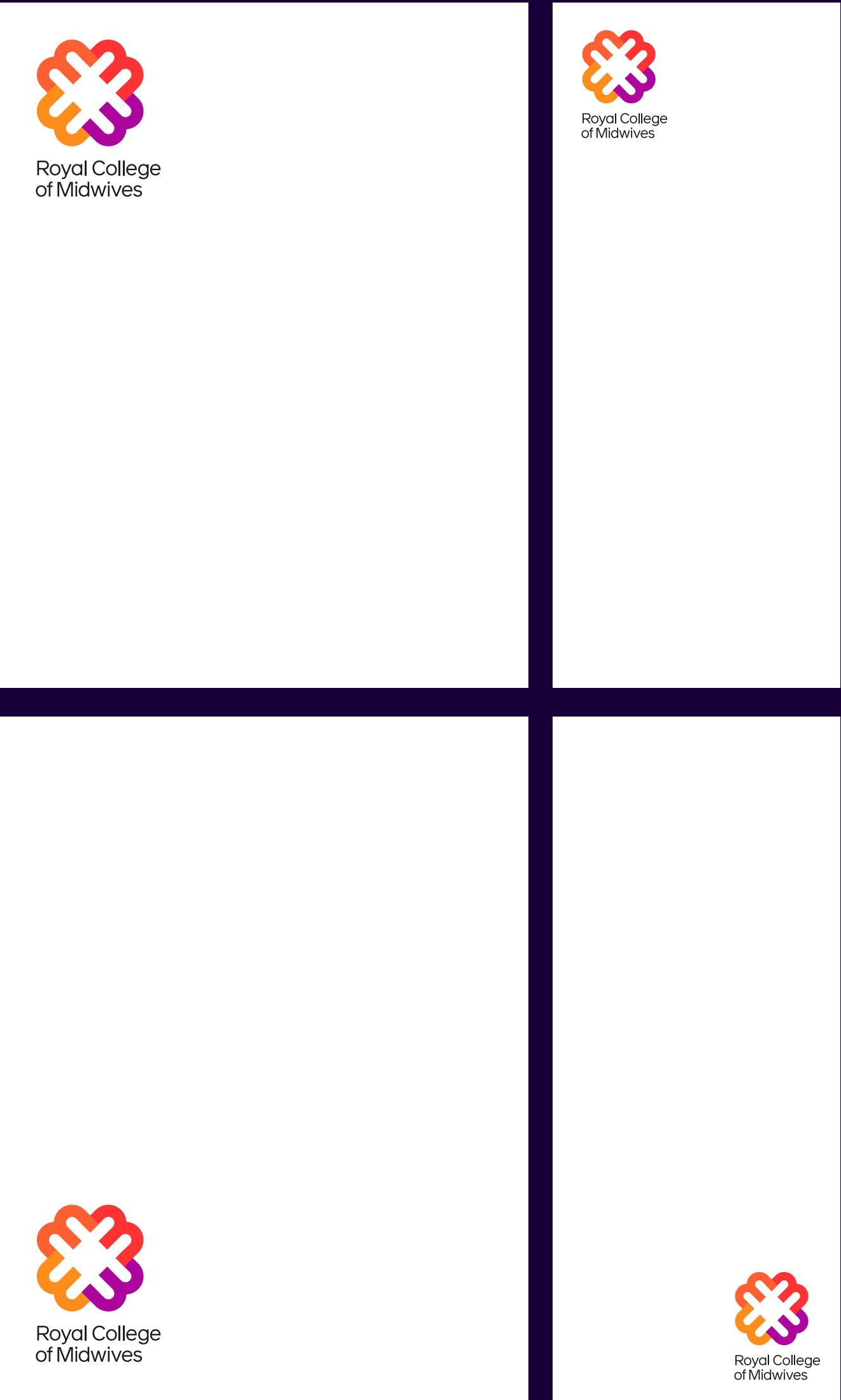
1.11 Placement

Our design system is flexible and the placement of our logo should be dictated by layout, legibility and imagery. As long as we observe the clearspace rule, the master and horizontal logos can be placed in any corner, on either side or centered in the document ensuring it is clearly visible and legible.

Please note angled logo can only be used in the top right corner or centred.

When use of the master logo is not appropriate, use the horizontal or angled logos for wide or square designs.

Master logo



Horizontal logo



Angled logo



1.12 On screen

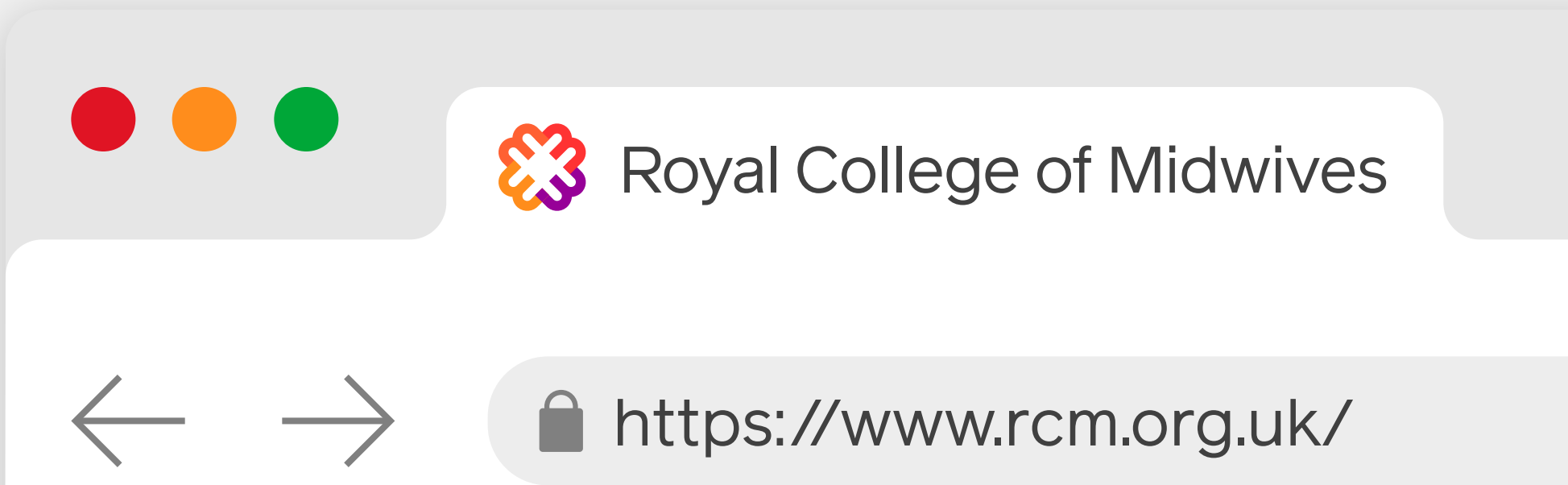
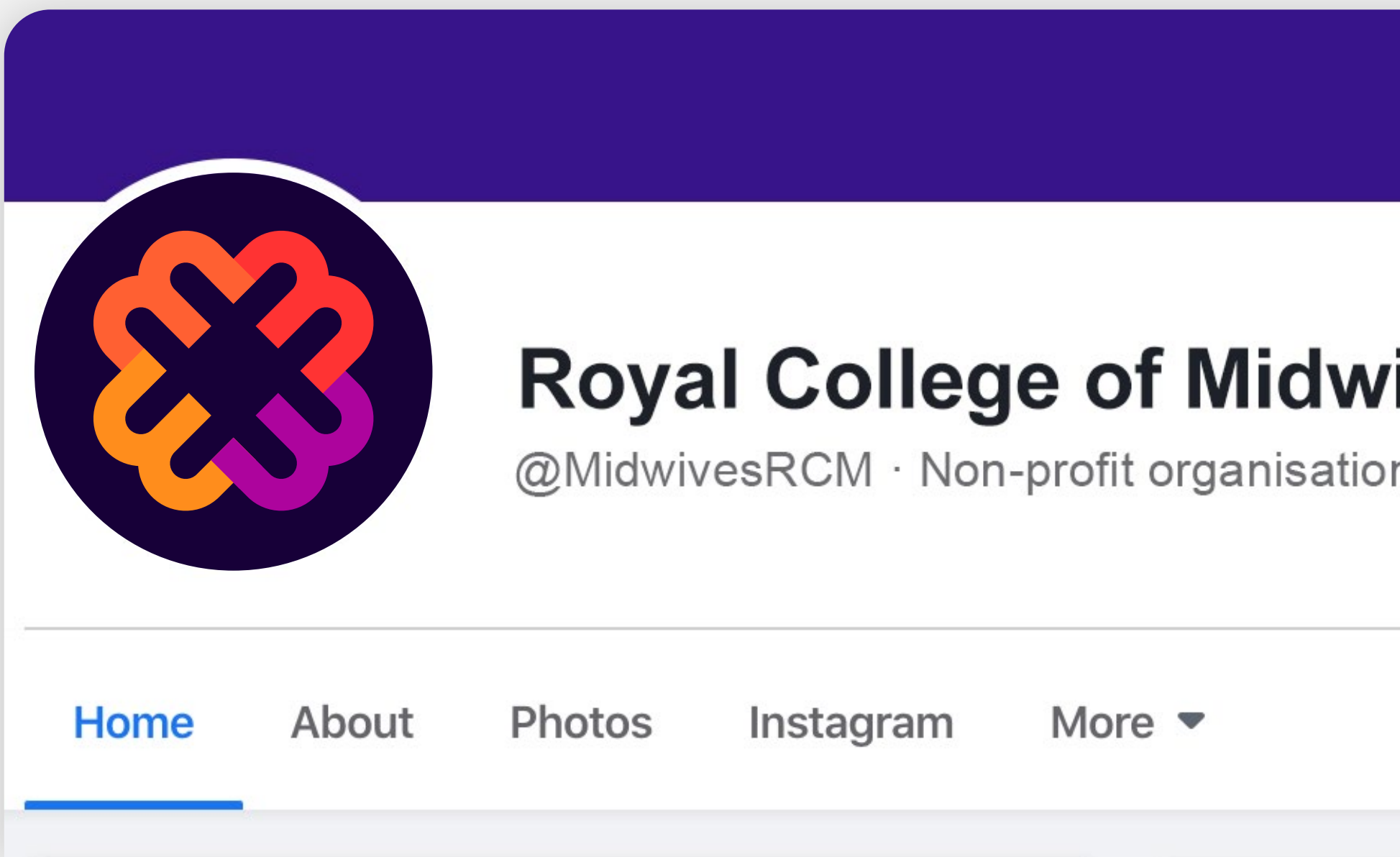
On social media platforms like Facebook, Twitter, Instagram and LinkedIn our symbol is centered on a berry coloured circle.

Our website favicon uses the logo adjusted for small sizes. There are two files for light and dark modes. Please see which file to use in our index on page 71.

Social media symbol



Favicon

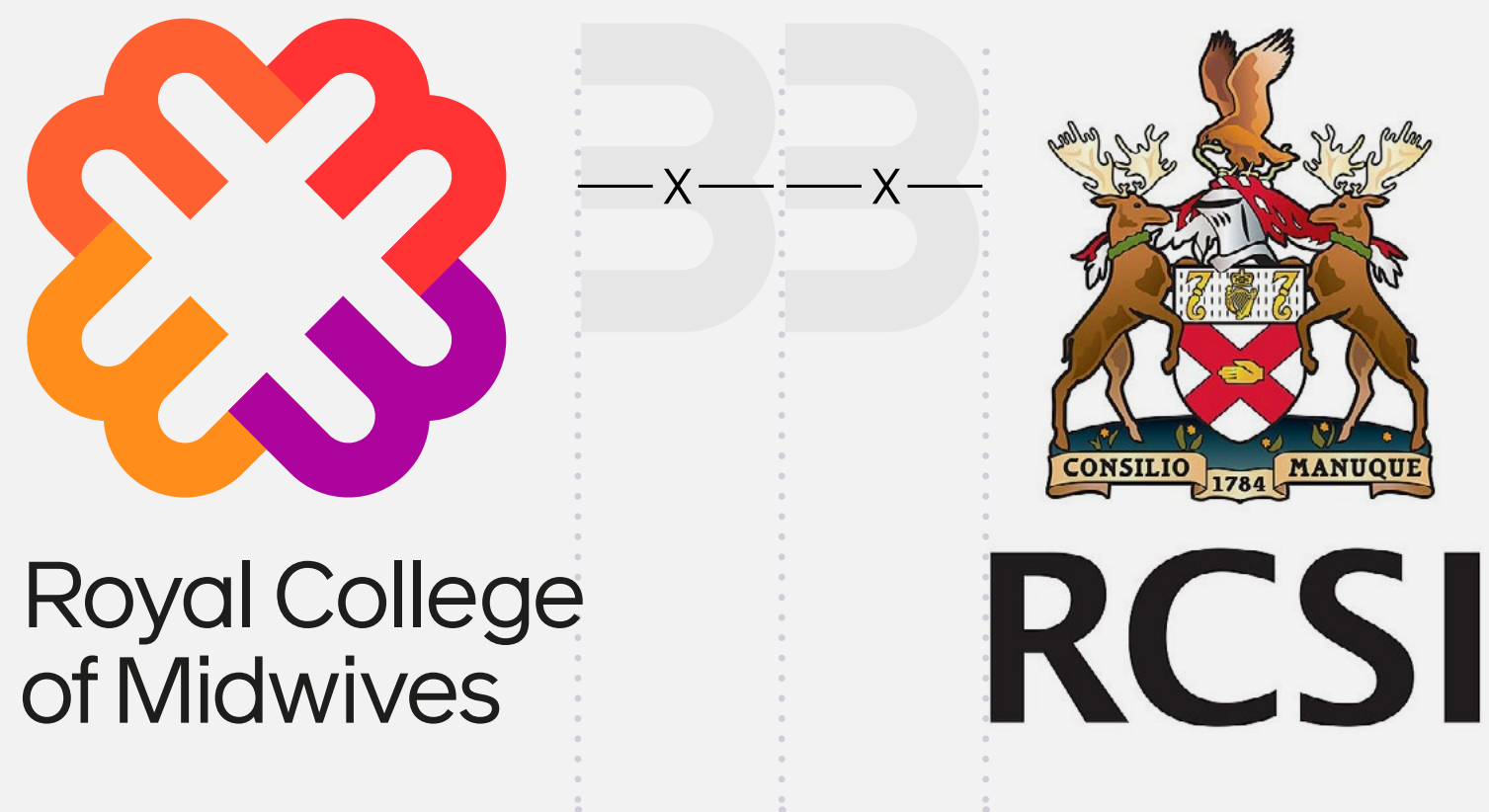


1.13 Partnerships and endorsements

Partnerships

We work with some fantastic organisations, but we all need our own space.

As a general rule, we lead with our logo on the left and try to leave two times the x-height between our logo and our partners logos. If in a tighter space, never encroach on the clearspace outlined on page 12.



Endorsements

We are always happy to support the businesses we work with in any way we can. We have created a logo specifically for this purpose in four different colourways.



1.14 Misuse

Do not place the logo on complicated background imagery



Do not place on an angle



Do not outline symbol or logotype



Do not change the colour of the symbol or logotype



Do not change the size, position or re-create the logo in any way



Do not use the logotype in isolation



Do not place the logo in a containing shape or box



Do not crop the logo



Do not distort the logo



Do not change the add effects to the logo



2.0 colour

2.1 Our palette

Our colour palette reflects our position as advocates for change. Warm, positive and future focussed, we aim to stand out, speak out and speak up for our members.

While we have a range of colours to choose from, we are not a multicoloured brand, so please take note of the following pages on how to use colour to say who we are.

2.2 Core colours

Indigo, berry and tangerine make up our core palette.

Berry

This is our lead core colour. We can use it for headings, graphic devices and backgrounds.

Tangerine

This is our lead highlight colour. We can use it for headings, graphic devices and as a background colour as long as we use it with the black or white logo files.

Indigo

This is predominantly used as a background colour. We use it instead of black for backgrounds.

Black and White

We use black and white for all body text. We do not use of black for backgrounds.

Please observe the guidance on accessible colour combinations on page 26 when working with text.

Berry		Tangerine		Indigo		White	
Print Pantone 2736U CMYK 95/100/0/0		Print Pantone 2026U CMYK 0/75/90/0		Print Pantone 2766U CMYK 92/98/0/55		Print CMYK 0/0/0/0	
Screen RGB 55/20/136 HEX 371488		Screen RGB 255/96/50 HEX ff6032		Screen RGB 23/0/56 HEX 170038		Screen RGB 255/255/255 HEX ffffff	
						Black	
						Print CMYK 0/0/0/100	
						Screen RGB 0/0/0 HEX 000000	
50% Tint		50% Tint					
30% Tint		30% Tint					

2.3 Secondary colours

Our secondary palette is made up of four core colours. We use these in graphic shapes and for headings. We do not use our secondary colours as body text.

Please observe the guidance on accessible colour combinations on page 26 when working with text.

Apricot & Violet

Can be used as a background colour and as highlight colours in graphic shapes or icons.

Fuchsia & Scarlet

Only use these colours as highlighted elements for graphic shapes and iconography. Do not use these as background colours.

Apricot	Violet	Fuchsia	Scarlet
Print Pantone 130U CMYK 0/55/100/0	Print Pantone 247C CMYK 40/90/0/0	Print Pantone 246U CMYK 15/90/0/0	Print Pantone 1788U CMYK 0/90/80/0
Screen RGB 255/141/28 HEX ff8d1c	Screen RGB 173/4/157 HEX ad049d	Screen RGB 222/33/158 HEX de219e	Screen RGB 255/51/51 HEX ff3333
50% Tint	50% Tint	50% Tint	50% Tint
30% Tint	30% Tint	30% Tint	30% Tint

2.4 Colour combinations

When using our secondary colours for backgrounds please take note of the following colour combinations for complementary highlight colours.

Please note this guidance is for using highlight colours in graphic shapes only. For guidance on accessible colour combinations in typography please see page 26.



2.5 Accessible colour combinations

Why?

Ensuring a good contrast between type and background colour helps people with visual impairments or colour vision deficiencies to interact with digital experiences in the same way as their non visually-impaired counterparts.

Contrast ratio

Web content accessibility guidance (WCAG 2.1) requires a minimum contrast ratio between type and background colour which varies depending on type size. There is no equivalent measure for printed content so you should use your best judgment. Small text should have a minimum ratio of 4.5:1 and large text contrast should be a minimum ratio of 3:1.

Small text is defined as

Bold – under 14 point/ 19.5px
Regular – under 18 point/ 24px

Large text is defined as

Bold – over 14 point/ 18.5px
Regular – over 18 point/ 24px

Accessible colour combinations for small and large text



Accessible colour combinations for large text only



Thank you for taking the time to learn about our brand.
You should now have all the tools you need to communicate our
message effectively.

If you do still have questions please contact Jo Tanner, Director of
Communications & Engagement at jo.tanner@rcm.org.uk