



**ROYAL  
PHILHARMONIC  
CONCERT ORCHESTRA**

# Logo Guidelines

December 2021

## Using the RPCO logo

The RPCO logo, formed of the logo mark and logotype, must be used as supplied. Never separate the mark and text or change the proportions.

You must gain approval from the RPO's marketing team when using the RPCO logo in your artwork.



Logo Mark

Logotype

## Clear space

Please allow the clear space equal to 50% of the size of the logo mark around all sides of the RPCO logo.

No text or design elements should appear within the exclusion zone, other than the background colour.

50% Logo Mark



## Minimum size

The RPCO logo should never appear smaller than 100px wide in digital or 40mm wide in print.

When using as a partner logo, the RPCO logo must be of an equal size and placement to other partner logos.



Digital min size  
100px wide



Print min size  
40mm wide

## Versions

The RPCO logo can be used in the four following colourways – blue/black, blue/white, greyscale and all white.

Please select the version that gives the best contrast between the artwork and background.

