



**ROYAL
PHILHARMONIC
ORCHESTRA**

Logo Guidelines

November 2021

Using the RPO logo

The RPO 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 RPO 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 RPO logo.

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

50% Logo Mark



Minimum size

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

When using as a partner logo, the RPO 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 RPO logo can be used in the four following colourways – blue/black, all black, all white or blue/white.

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

