



## **The RS Brand Guidelines**

Basic guidelines for the correct use of the RS brand

**For UK Press & Media use only**

For usage guides outside of the UK and outside the scope of the Press  
Centre please send an email to:

[uk.marketing@rswww.com](mailto:uk.marketing@rswww.com)

# The RS logo and how to use it

## Appearance


The RS logo must always appear with its border.



The RS letters & logos are registered Trademarks

## Colour

When in colour, the logo must be red on a white background.

	<b>CMYK 4 colour</b>
	Cyan – 0 Magenta – 100 Yellow – 100 Black – 0
Pantone 485	

Black on a white background may be used in single colour printing.

For web work use hex #cc0000.

## Size

There are no limitations on the size of logo permitted.

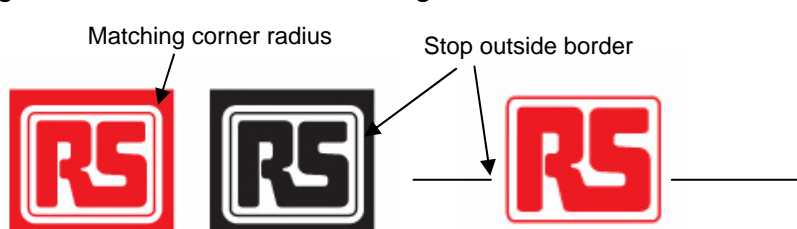
However, if printed below 10mm wide the RS\_MASTER LOGO\_SML.EPS file should be used. To obtain this logo, please refer to the UK Marketing intranet site. This has a thicker keyline to accommodate a loss in printing quality at reduced size.

## Backgrounds

The logo must not be placed directly on a coloured background or image.

Background colours and other graphics should stop away from the logo border, to make the logo appear on a white background. The break should be at least that of the space between the letters RS and the logo border. The corner radius of a background should match that of the logo border.

Nothing should cross or touch the logo.



## Do great things - where and how to use it

### **Correct positioning – on the page**

The preferred position of Do great things is at the bottom right hand corner of a page.

### **Appearance**

Do great things must be set in **AF Generation ZaZ** medium, upper and lower case.



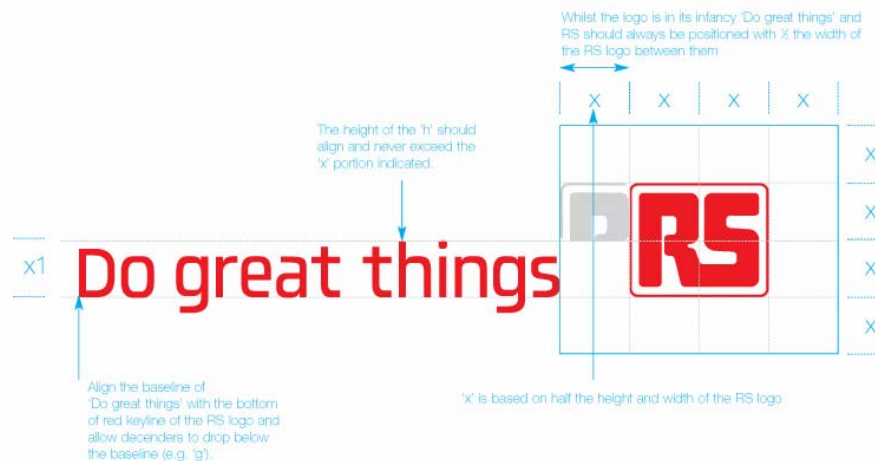
It must not be reset in type or used in any other style - e.g. bold, caps, small caps or italic. Neither should any other graphic element be added, for example - drop shadow, underscore, a rule through the logo or a solid block of colour through the middle of the logo.

Do great things is not punctuated.

### **Correct positioning – with the RS logo**

When used, Do great things must be positioned before the logo.

There should always be clear space between Do great things and the logo, equal to half the width of the logo, detailed overpage.



The type of Do great things should align with the bottom of the logo's border, therefore the descenders (of the 'g') of Do Great Things should hang below.

## Colour

In four colour printing Do great things must appear in red (see **RS logo, Colour**, page 2). For single colour work, use black on a white background.

On a coloured background Do great things should be reversed out to white.

For web work use hex #cc0000.

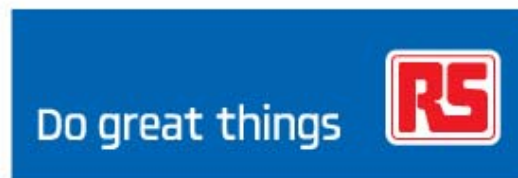
Red C0/M100/Y100/K0: for standard four colour process work  
Use PMS 485 when specifying the logo as a spot colour

Black: for one colour (mono) work only

Do great things 

Do great things 

White out on any full colour background



White on black background (mono only)



Use white reversed out on a patterned background image



## Do great things trademark

Do great things is a registered trademark but it does not need a TM or ® mark if a trademark statement is added.

## When to include the RS web address?

The main places where this will apply are on promotional items and adverts.

rswwww.com is a registered trade mark.

To be used when the RS logo is required with the web address but without 'Do great things'

'rswwww.com' must be positioned x1 away from the bottom of the RS logo. It should also align with the width of RS logo as indicated.

'x' is based on the height of the 'rswwww.com'.

Please use the eps of 'rswwww.com' supplied.



To be used when the RS logo is required with the web address and 'Do great things'

To be used when the RS logo, the web address and DGT are required together but should only be used at or LARGER than 22% (65mm wide).

Do great things



To be used when the RS logo is required with the web address and 'Do great things' at a reduced size

To be used when the RS logo, the web address and DGT are required together but should only be used at or SMALLER than 21% (62mm wide).

Do great things  
rswwww.com

