



Using the RSA Fellowship Logo

The following guidelines are intended to help Fellows and organisations support the work of the RSA. We have set out below some points to consider when using the RSA Fellowship logo to ensure the RSA brand image and identity is managed carefully.

When can I use it?

- ☑ **When permission has been obtained by RSA staff member:** for the UK discuss use with your Regional staff lead; for Global consult with Director of Global.
- ☑ **When running events** use of the logo will require using the Fellowship registration platform (currently Eventbrite) and is subject to data protection procedures.
- ☑ **If you have received project funding and support through RSA Catalyst/Crowdfunding** you will be granted permission as part of your confirmation details
- ☑ By using the RSA Fellowship logo you are agreeing to abide by the RSA Fellows' charter and our charitable aims.
- ☑ Use of the RSA Fellowship logo is subject to the necessary regulatory provisions (such as data protection, insurance, health & safety and accessibility).

When can't I use it?

- ☒ **To promote your personal status.** The RSA logo is not permitted to be used on a website or social media profile or email signature, as this might be construed as a personal endorsement
- ☒ **To promote, or appear to promote, any kind of commercial activity,** as this is prohibited by our charitable status.
- ☒ **In any other way that has not been signed off by an RSA staff member.**
- ☒ Fellow-led or Fellow-supported activity without the RSA Fellowship logo is not subject to necessary regulatory provisions.
- ☒ If you would like to use the RSA Fellowship logo but need clarification of criteria or are not sure whether it's appropriate, contact a member of the Fellowship team who will be happy to advise you.

[Contacts](#)

Exclusion zone and positioning

An exclusion area has been created to ensure the logotype has sufficient breathing space and is not constricted by surrounding design elements. This is equal to half the height of the green shaded area (shown below as x) and applies on every side.



Fellowship colour

The Fellowship logotype always uses PMS 7723 (a Pantone colour used in professional printing only). This colour can be reproduced as CMYK (based on combinations of cyan, magenta, yellow and black pigments) and RGB (based on combinations of red, green and blue).

- Use the **CMYK** version of the logotype if you are producing a document to be printed.
- Use the **RGB** version of the logotype if it will be used online, or if you are making your document in Microsoft Word.

If you are producing a document that will be printed professionally, please contact the RSA for further guidance.

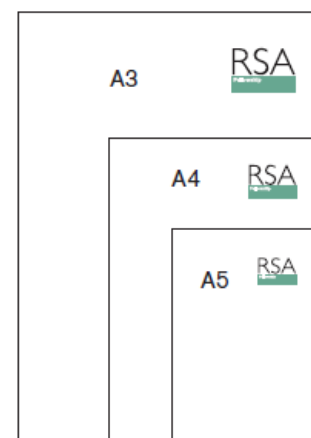
PMS 7723

CMYK		RGB	
Cyan	62%	Red	107
Magenta	17%	Green	163
Yellow	50%	Blue	135
Black	1%	Hex	6BA387

Logotype size

The size of the logotype can be varied according to the context in which it is being used. However, the following measurements should be used as a rule of thumb:

Paper size	Logo width
A3	60mm
A4	45mm
A5	35mm



Minimum size

There will be instances where the logotype needs to be reproduced at a small scale. The standard logotype (incorporating the strapline in the platform) should only be used when it is **at least 30mm** in width. Below this size, the standard logotype should be replaced with a version that omits the word 'Fellowship'. The version of the logotype without the word 'Fellowship' should be used at sizes above 30mm only in special circumstances.

