

Visual Identity at a glance

Royal College of Obstetricians and Gynaecologists



Royal College of
Obstetricians &
Gynaecologists

RCOG logo

Our logo is the College's most recognisable symbol and is unique to us.



Royal College of
Obstetricians &
Gynaecologists

RCOG logo variations

Reversed logo. The use of the reversed logo on an RCOG colour background is reserved for digital and external communications only.



Coat of arms

The RCOG coat of arms should be used for materials related to the Royal Charter only.



Size use

Minimum sizes

The minimum size the logo may be used for print application is 35mm or 100px for digital application.



35mm / 100px

Clear space

In order to protect the integrity of the RCOG logo, it is important that no other logo, graphic or element infringes on its space.



Alignment

The logo should be positioned in the top right corner of ALL print and digital communications, with the exception of our website. Any other positioning of the logo must be approved by the Digital Team. Remember to always follow the exclusion zone logo guidelines to ensure the logo is not positioned too close to the edge of the page.



Colour palette

Colour is an important part of the RCOG's brand identity. Consistent use of the brand colour palette is essential in maintaining our brand identity.

Primary

The RCOG's primary colours are:

Light blue

Pantone 298C
C66 M8Y3 K0
R52 G182 B228
HEX #34B6E4

Dark blue

Pantone 7462C
C100 M70 Y22 K0
R0 G84 B139
HEX #00548B

Dark grey

Pantone 446C
C0 M0Y0 K80
R87 G87 B86
HEX #575756

Black

C0 M0Y0 K100
R0 G0 B0
HEX #000000

Secondary

The RCOG also has a secondary colour palette to provide flexibility and variety:

Bright blue

Pantone 7461
C95 M42 Y6 K0
R0 G124 B186
HEX #007CBA

Grey blue

Pantone 550
C52 M22 Y18 K0
R125 G169 B189
HEX #7DA9BD

Green

Pantone 326
C79 M9Y42 K0
R0 G169 B162
HEX #00A9A1

Grey

Pantone 444
C53 M40 Y42 K5
R125 G135 B135
HEX #7D8687

Orange

Pantone 1595C
C11 M76Y100 K1
R217 G94 B22
HEX #D95E16

Light green

Pantone 367C
C39 M0Y76 K0
R163 G216 B105
HEX #A3D86

Dark purple

Pantone 2715
C46 M81 Y1 K0
R157 G74 B149
HEX #9d4a95

Red

Pantone 185C
C0 M100Y92 K0
R235 G28 B45
HEX #EB1C2D

Typography

RCOG staff

Calibri Regular should be used for all internal communications. The standard size to be used is 12pt.

Calibri Bold should be used for headings.

External professional designers

Gill Sans Light should be used for all external communications. The standard size to be used is 11pt.

Gills Sans SemiBold should be used for headings.

Alignment

All text should be left aligned and should not be justified.

Example use

Heading 1 - Light 32pt

Heading 2- SemiBold 26pt

Subheadings - semibold 15pt

Call to action - Light 18pt

Bold body copy - SemiBold 11pt

Standard body copy - Light 11pt

Footer text - Regular 10pt

Quote - Light Italic 12pt

URL in page footer - SemiBold 9pt