



90 YEARS
1916-2006

BRAND MANAGEMENT GUIDE



90 YEARS
1916-2006

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2006 is the RSL's 90th anniversary. To commemorate, an RSL anniversary logo has been produced.

For information or if you have any questions regarding this guide, please contact the PR Officer, RSL (QLD Branch) by phone 07 3634 9444 or email profficer@rslqld.org

www.rslqld.org

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INTRODUCTION

Welcome to the RSL (QLD Branch) 90th Anniversary Brand Management Guide. This Guide has been developed to help you apply the RSL anniversary identity correctly throughout 2006.

WHY DO WE NEED BRANDING?

It is important to present a single unified identity within the RSL and to the wider community. By presenting the RSL in a professional and consistent manner at all times, it tells people that we are a cohesive and recognisable organisation. When used consistently and correctly, the RSL logo and its associated elements will support and strengthen its identity in the eyes of our organisation. A co-ordinated approach to managing the RSL anniversary identity is advantageous because such an approach assists in the marketing of the brand.

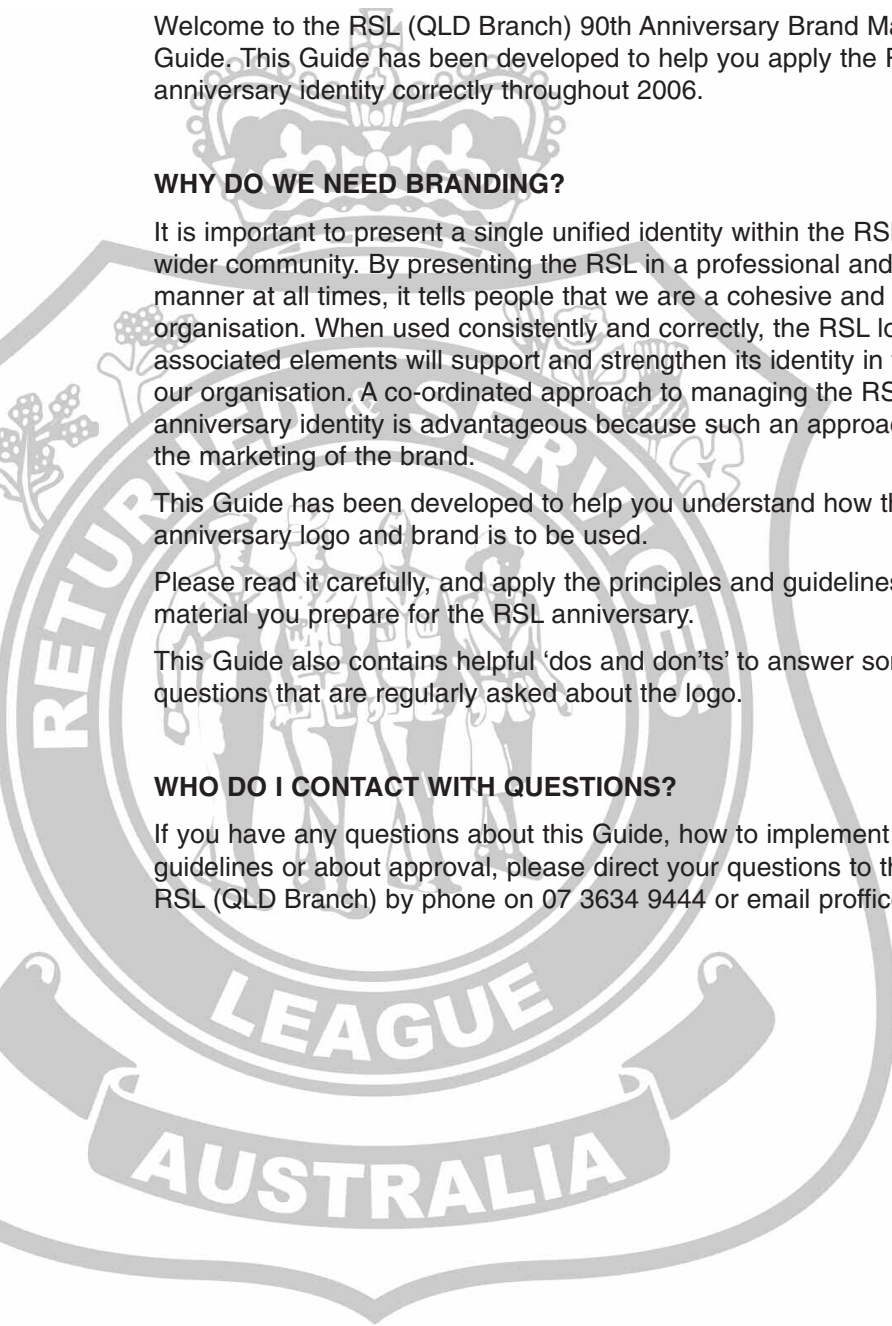
This Guide has been developed to help you understand how the RSL anniversary logo and brand is to be used.

Please read it carefully, and apply the principles and guidelines in any material you prepare for the RSL anniversary.

This Guide also contains helpful 'dos and don'ts' to answer some of the questions that are regularly asked about the logo.

WHO DO I CONTACT WITH QUESTIONS?

If you have any questions about this Guide, how to implement its guidelines or about approval, please direct your questions to the PR Officer, RSL (QLD Branch) by phone on 07 3634 9444 or email profficer@rslqld.org



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THE LOGO

THE PREFERRED VERSION

The logo must only be used in the configurations and colours shown on these and following pages. The RSL anniversary logo may NOT be redrawn or altered under any circumstances. If you have any doubts about your use of the logo, contact the PR Officer at RSL (QLD Branch).



90 YEARS
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colour + silver foil



90 YEARS
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colour + 5th colour
metallic PMS 877



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colour - CMYK only

These are the preferred logos, with the foil option being the main logo choice. If budget restricts the use of the foil logo, then the metallic and CMYK version can be used. Always use these versions of the logo unless space or colour restrictions require otherwise. Use the greyscale or mono versions of the logo (see below) where colour reproduction is not available.

THE ALTERNATIVE VERSION

Use the greyscale or mono versions of the logo where colour reproduction is not available. The PMS logo can be used where applicable eg. screenprinting.



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PMS



90 YEARS
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greyscale



90 YEARS
1916-2006

mono



reverse

The RSL anniversary logo may also appear in an icon style logo, as in the samples below. Use this version of the logo ONLY when space restrictions make it more suitable than the preferred logo.



foil, metallic or greyscale



mono



LOGO USAGE

COLOUR LOGO MINIMUM SIZE

The preferred logo should never be reproduced smaller than 20mm in width, because the detail and positioning type are difficult to successfully reproduce below this size.



CLEARSPACE

The preferred logo must always maintain a suitable amount of clearspace around it. Allow a space roughly equivalent to one quarter of the width of the logo at whatever size it is used.



PROPORTIONS

The logo must not be squashed or stretched from its correct proportions.

UNACCEPTABLE USE OF THE LOGO

The icons and wordmark may not be shifted relative to each other. It is not permissible to alter any elements of the logo, such as substituting another font for the wordmark or changing the colour of the icons. Shadowing or borders may not be used to surround the logo.



LOGO COLOURS

The logo consists of several colours. The logo is designed to be reproduced primarily in CMYK/colour format.

CMYK

RSL logo:

-  C8, M0, Y100, K0
-  C95, M0, Y100, K27
-  C0, M28, Y100, K6
-  C0, M12, Y28, K0
-  C16, M32, Y100, K61
-  C100, M73, Y0, K2
-  C100, M68, Y8, K52
-  C100, M35, Y0, K100
-  C0, M94, Y100, K0
-  C0, M0, Y0, K0

Anniversary logo:

-  C0, M0, Y0, K50

PMS

PMS (Pantone Matching System) equivalents for these cmyk colours are supplied for the purposes of ensuring consistency of colour reproduction.

RSL logo:

-  PMS 3965
-  PMS 356
-  PMS 124
-  PMS 155
-  PMS 133
-  PMS Reflex Blue
-  PMS 295
-  PMS Black 6
-  PMS 1795
-  White










Anniversary logo options:

-  PMS 877 Metallic Silver
- OR
-  Silver Foil

GREYSCALE

The greyscale version of the logo consists of tints of black as well as 100% black.

RSL logo:

-  11% Black
-  56% Black
-  26% Black
-  10% Black
-  58% Black
-  58% Black
-  100% Black
-  52% Black
-  White




Anniversary :

-  50% Black

ADDITIONAL

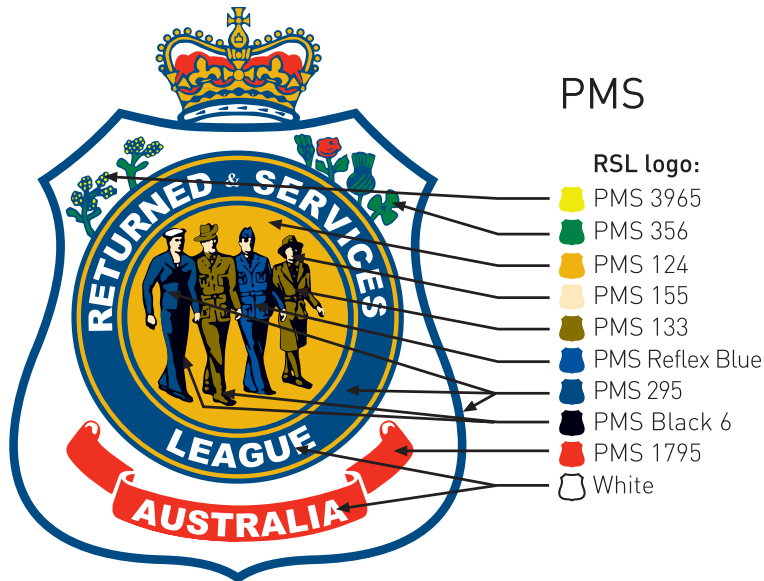
The anniversary tag recommendation is to be printed as a silver foil. Alternatively, a silver metallic or greyscale version can be used.

Anniversary logo options:

-  PMS 877 Metallic Silver
- OR
-  Silver Foil
- OR
-  50% Black



PMS & CMYK LOGO BREAKDOWN



PMS

RSL logo:

-  PMS 3965
-  PMS 356
-  PMS 124
-  PMS 155
-  PMS 133
-  PMS Reflex Blue
-  PMS 295
-  PMS Black 6
-  PMS 1795
-  White



Anniversary logo options:

-  PMS 877 Metallic Silver
- OR
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CMYK

RSL logo:

-  C8, M0, Y100, K0
-  C95, M0, Y100, K27
-  C0, M28, Y100, K6
-  C0, M12, Y28, K0
-  C16, M32, Y100, K61
-  C100, M73, Y0, K2
-  C100, M68, Y8, K52
-  C100, M35, Y0, K100
-  C0, M94, Y100, K0
-  C0, M0, Y0, K0



Anniversary logo:

-  C0, M0, Y0, K50



TYPOGRAPHY

PRIMARY TYPEFACE

There is only one primary typeface to use for all RSL Queensland work. This typeface is TRAJAN (Bold). This typeface is to be as capital letters only when used for headings, subheading or major information lines.

The TRAJAN (Bold) typeface is shown below.

TRAJAN BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUPPORTING TYPEFACE

The supporting typeface can be used as the body text style. The Avenir family of typefaces are listed below.

Avenir (light)
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir (oblique)
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir (medium)
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir (heavy)
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

WHERE IT IS NOT POSSIBLE TO USE AVENIR TO CONFORM WITH THE STYLE GUIDE, PLEASE SUBSTITUTE THIS FONT WITH ARIAL.