Brand Guidelines
Our brand

This document is a guide to the brand communication style for Kew.

It explains what our brand stands for, how it’s expressed, and how the creative elements fit together in all our communications.

The guide should be followed when commissioning, designing or delivering any kind of communications.
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Our brand
Our brand
A strong brand is one of the most valuable assets an organisation owns. To make it truly powerful it needs to be applied consistently so anyone dealing with the Royal Botanic Gardens, Kew knows who we are and what we stand for. Everyone has a part to play in doing this and bringing our brand to life. These guidelines are to help you represent our brand consistently.
Our brand
At the heart of any brand is a big idea. Simple. Memorable. True.
For the Royal Botanic Gardens, Kew this big idea is

Plants Matter.
For health. For pleasure. For beauty. For life.

A simple but powerful expression of what we believe in. Plants Matter is the focus of everything we do.
Helping us make the right choices.
Part of our DNA – invisible, but vital.
With Plants Matter at its heart, our brand platform is a summary of all the elements that make Kew special.

Our vision for the future is about the impact we want to make.
Our positioning is the unique place we occupy in the world.
Our offer describes what we do for all our audiences.
Our values are the things we believe in that drive the way we do things.
Our personality is the image we want to project.
The Brand Platform is the essential tool to help us make the right decisions in everything we do.
9 Masterbrand logo – Colour variations

Three-colour masterbrand logo
White masterbrand logo on Kew dark green
White masterbrand logo on Kew mid green
White masterbrand logo on Kew light green
13 Masterbrand logo – Colour variations

Always ensure good legibility of the masterbrand logo when using it on photographic backgrounds.
Masterbrand logo – Colour variations

Masterbrand logo in Kew mid green

Masterbrand logo in Kew mid green
Masterbrand logo in Kew dark green
Masterbrand logo in Black

![Masterbrand Logo in Black](image-url)
Masterbrand logo – Colour variations
Three colour
Single colour (Kew mid green or dark green)
Single colour (Black & white)
X Do not put the masterbrand logo in a box or any other shape

X Do not alter the relationship between the mark and the Royal Botanic Gardens lettering

X Do not distort the masterbrand logo

X Do not put the masterbrand logo on an overly complicated background where it becomes illegible
X Do not use the masterbrand logo in other colours (that have not been specified in these guidelines)

X Do not try to recreate the masterbrand logo

X Do not add a suffix to the masterbrand logo

X Do not ‘squash’ the logo
The masterbrand logo should always have breathing space. This can be determined by the width of the ‘e’.

The minimum recommended size for the masterbrand logo is 30mm wide (150 pixels online). In exceptional circumstances when it has to be used below this size please remove the ‘Royal Botanic gardens’ wording. It should never be used below 10mm wide (75 pixels online).
Masterbrand logo – Recommended sizes

A1
Logo width: 120mm
Margins: 30mm

A2
Logo width: 80mm
Margins: 20mm

A3
Logo width: 55mm
Margins: 15mm

A4
Logo width: 40mm
Margins: 10mm

A5/DL
Logo width: 40mm
Margins: 10mm
Masterbrand logo – Recommended size for items where Royal Botanic Gardens cannot sit under the main logo, e.g. Book spine / pencils

In these circumstances it can be placed as shown here.

10mm spine
Logo width: 7mm
The logo works most effectively if the K in Kew is left aligned, we also want it to be in a prominent position so top left is the preferred position. In exceptional circumstances it can be positioned elsewhere. The masterbrand logos (right) are numbered 1 to 4 in order of preference. The logo should not be centred.
24 Masterbrand logo – Relationship to the Royal Crest
The Royal Crest should not be used as a logo or replace our main logo but can be used as an endorsing mark where appropriate. Appropriate circumstances would include where the royal connection adds significant weight or impact. Examples could include formal invitations, scientific publications or overseas publishing.
It should always be physically separated from the masterbrand logo in order to prevent confusion. It should be positioned as an endorsement rather than another logo.
Ideally, it should appear on a different page or at a minimum underneath the main logo.
Masterbrand logo – Relationship to the Royal Crest

When using the Royal Crest with the masterbrand logo, the Royal Crest size is determined by the height of the letter ‘K’ and Royal Botanic Gardens lettering. The exclusion zone can be determined by the size of the Royal Crest when they are being used together.

The minimum size is 20mm wide and it can only be used in Kew dark green, black or white.
26 Masterbrand logo – Relationship to the Royal Crest

For certain corporate uses (e.g. formal invitations, business cards etc) it can be used on the same side but the Masterbrand logo should still lead, so the Crest should be positioned bottom left or right.

See examples...
27 Masterbrand logo – Relationship to the Royal Crest

When using the masterbrand logo and the Royal Crest on A4 (and bigger), align the Royal Crest with the address details.
28  Masterbrand logo & third party logos
See example of Kew leading and a third party endorsing (left). In this case, a lead sponsors’ logo will represent an area up to 70% of Kew’s logo.
See example of a third party leading and Kew endorsing (middle).
See example of both parties on an equal level (right).
Guidelines on minimum size and the exclusion zone should be followed (page 21).
Masterbrand logo & third party logos

Where possible the Kew masterbrand logo should lead and it should always have the same visual presence as the logos around it.
30 Endorsing
Here are two examples where the masterbrand logo is endorsing an event or campaign.
Colour palette
32 Colour palette – Primary & secondary

You can use all of these colours all year round plus black and white. Always match to the uncoated CMYK reference. Tints can be used for internal layouts, for example, charts and diagrams.
Helping the planet breathe

Ensure that you always have an element of green, either within the image, the type or the masterbrand logo.
Typography
**Typography**

Our brand typeface is Frutiger.

Frutiger should be used for all applications, except for typing letters, powerpoint, internal documents, or online HTML text. In these cases, use Arial as the default font.

Keep typography simple. Do not overcrowd layouts and do not use too many type sizes. Use weight to draw emphasis instead.
36 Typography
To add flexibility, the full Frutiger family can be used including:

- Frutiger 45 Light
- Frutiger 46 Light Italic
- Frutiger 55 Roman
- Frutiger 65 Bold
- Frutiger 66 Bold Italic
- Frutiger 75 Black
- Frutiger 95 Ultra Black
Frutiger 45 Light
abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 55 Roman
abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 65 Bold
abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography
For body copy always use Roman, picking out headings with Bold
Frutiger 75 Black
abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 95 Ultra Black
abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

For titling use light, black and ultra black
Italics should be reserved for Latin names, for adult facing materials. For family materials they can be more widely used.
GRASSES
BAMBOO
SILVER BIRCH
POPLAR
REDWOOD
41 Typography
Condensed can be used where you have limited space, for example on forms. They can also be used for illustrative purposes.

Frutiger 47 Light Condensed
abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Frutiger 57 Condensed
abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Frutiger 67 Bold Condensed
abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 77 Black Condensed
abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 87 Extra Black Condensed
abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Typography
The following examples demonstrate the way that Frutiger can be used to reflect a variety of personalities to suit a diverse range of communications, from formal to fun.
When using expressive typography, take inspiration from nature...
Type can be simple...
Frutiger 55 Roman
Frutiger 46 Light italic

Primrose
Primula vulgaris
Type can reflect growth...

Frutiger 45 Light
Type can be decorative...

Frutiger 65 Bold

Discover more!
Type can be decorative...

Frutiger 65 Bold
Exhibition continues September 2011

Type can be expressive...

Frutiger 45 Light
Frutiger 65 Bold
50 Typography
Type can be expressive...
Frutiger 47 Light Condensed

TREE TOPS
Typography
Type can be decorative...

Frutiger 95 Ultra Black
Type can be decorative...

Frutiger 75 Black
Type can be expressive...
Type can be fun...

Frutiger 65 Bold
Imagery

Use simple, engaging, high quality imagery. A wide range of imagery is available to express the variety of personalities found across the organisation. Example themes will be shown over the following pages. Illustration and typographic treatments are also options.

When using any of these types of imagery, ensure that the logo is fully legible.
Imagery – Do use

Abstract/texture

Close up/detail

SEM
The grounds

The architecture

The plants
60 Imagery – Do use

Botanical illustration

Graphic illustration

Patterns inspired by nature
Commissioned ‘handcrafted’ illustration
Commissioned ‘handcrafted’ illustration
Sculpture/art in the Grounds
In me thou see'st the twilight of such a day As after sunset fadeth in the west; Which by and by black night doth take away, Death's second self, that seals up all the rest.

This thou perceiv'st, which makes thy love more strong, To love that well, which thou perceiv'st, fire, must leave ere long.
Imagery – Do use

Info graphics and diagrams to bring facts and figures to life...

20% of the world’s oxygen come from the plants of the Amazon.

Charles Darwin

1882

1885

1906

1776

1919

Lorem Ipsum

Dolor Estas Interit

Lorem Ipsum

Dolor Estas Interit

Lorem Ipsum

Dolor Estas Interit
Clichéd imagery
Don’t use models, use real people
People should be natural, not posed

Clip art
Does not represent high quality
It’s not an ownable style

Uninspiring imagery
Imagery should be engaging and well photographed
65 Imagery – Do not use
Stock library illustration which doesn’t reflect the quality of the Kew offer...
Bad crops
Do not crop out the main focus of the image

Low resolution
Images should be used no lower than 300dpi

Busy shots without a focus
Keep compositions simple
X Flip imagery
Pictures of plants and architecture should never be flipped or rotated.

Right way
68 Imagery – Do not

Use devices, drop shadows or keylines unless necessary.
In application
In application

When bringing all these elements together it is important to ensure your design is simple, allows text to breathe and keeps different images and type styles to a minimum.
Environmental care

When considering your design brief please also consider sustainability issues and take into account the following:

All printed material should be produced using environmentally friendly methods as much as possible. We aim to use recycled and where possible, uncoated paper, and work with print companies who have suitable environmental accreditation. Designs should be created specifically to look good on recycled, uncoated paper, while print runs and locality of print companies should also be considered to reduce the carbon footprint.

Please follow these recommendations:

- Paper should be as close to 100% recycled as possible.
- The minimum requirement should be not less than 50% recycled and 50% from managed forests and FSC accredited.
- Print companies should use some or all of these processes:
  - Computer-to-plate origination
  - Waterless press capacity
  - Alcohol-free printing process
- Inks should be vegetable based
- Where possible the finish should be uncoated

Print companies should have accreditation in one or more of the following and locally based printers are preferable:

- FSC, Carbon neutral status
- ISO 14001
- EMAS (European Ecomanagement & Audit Scheme)
- WPA (Waterless Printing Association)

The following pages give examples of how the brand elements could come together.
In application – Core branding elements

Masterbrand logo + Colour Palette + Typography + Imagery
The Director and Trustees of the Royal Botanic Gardens, Kew request the pleasure of the company of

at the presentation of the
KEW DIPLOMA AND PRIZES
by Sir David Attenborough

GM CH CVO CBE FRS

In the Jodrell Lecture Theatre
on Friday 9 September 2011 at 3.00 pm and afterwards to an afternoon tea in the School of Horticulture

RSVP by 20 August: Judy Hancock, Administration Officer,
School of Horticulture, Royal Botanic Gardens, Kew,
Richmond, Surrey TW9 3AB
Telephone: 020 8332 5545
Facsimile: 020 8332 5574
Email: J.Hancock@kew.org

Please be seated by 2.50pm
Please bring this card with you
Entry by Jodrell Gate. Please see map overleaf
Helping the planet breathe

Poetry inspired by nature
Exhibition

In application
Discover more!

Newsletter
2011
76  In application
In application
In application
Exhibition continues September 2011

Discover more!
Plants matter
Styling from covers should be extended into internal spreads.


8.5pt/10pt

84 In application – Sample layouts

Recommended font sizes...
In application – Bags
In application – Bags


Aliquam pellentesque faucibus placerat. Donec libero risus, dignissim vel interdum eget, laoreet vitae ante. Aliquam commodo tincidunt odio, a commodo ante lobortis iaculis. Proin ut odio velit, id tincidunt
Discovering & learning Education workshop July 2011

Discovered September 2011
In application – Interpretation signage

Pink rock orchid
Dendrobium speciosum
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In dapibus ullamcorper dui eget iaculis. Aliquam erat volutpat. Mauris non nisi justo, eu lacinia

Purple lotus flower
Dendrobium speciosum
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In dapibus ullamcorper dui eget iaculis. Aliquam erat volutpat.
What is this plant?

Anthriscus
Brand architecture
All Wakehurst materials should follow these guidelines, including logo position, size, colour and also how we use imagery and typography. This is to ensure the audience instantly recognises that Wakehurst is a part of Kew.

The name Wakehurst should be included in the publication title, it should not be incorporated into the masterbrand logo.
GROW at Wakehurst

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kew.org
Education programme at Wakehurst for Autumn 2011
Discovering & learning at Wakehurst
For help & guidance please email brand@kew.org