

LOGO

LIMITED USE

Limited use logos are only to be used if the primary logo is illegible or space is limited.

These versions should be used sparingly.

To use any of the limited use logos please contact your State branch.

RSL Shield (on its own)

When to use:

- website favicons
- social media profile
- picture app icons (where applicable)



RSL Shield (with National or State URL)

When to use:

- when text in primary logo is illegible
- limited space
- merchandise



rslnational.org

RSL Portrait

When to use:

- when text in primary logo is illegible
- limited space
- merchandise



RSL

RSL Landscape

When to use:

- when text in primary logo is illegible
- limited space
- merchandise



RSL

LOGO

COLOURS

RSL logos are available in four colour variations:

- full colour — blue text,
- full colour — white text,
- mono,
- reversed mono.

These are the only colours to be used for our logo.

Full colour — blue text (preferred use)

Full colour is the preferred version.

Full colour — white text

The full colour text can be reversed out when placement of logo is over dark imagery or RSL Primary blue or gradient.

Mono

One colour applications should use 100% black. One colour applications in any other colour (even those from RSL's approved palette) should not be used.

Mono should only be used when full colour is not possible.

Reversed mono

The white version can be reversed out for dark colours when printing is not full colour.

Full colour — blue text (preferred use)



Full colour — white text



Mono



Reversed mono



Logo colour breakdown — these colours are not to be used anywhere else



PMS 7694 C
CMYK 100 57 9 52
RGB 1 66 106
HEX #01426a



PMS 485 C
CMYK 0 95 100 0
RGB 218 41 28
HEX #da291c



PMS 7409 C
CMYK 0 31 100 0
RGB 240 179 35
HEX #f0b323



PMS 133 C
CMYK 19 37 100 59
RGB 108 87 27
HEX #6c571b



PMS 7731 C
CMYK 79 0 89 22
RGB 34 136 72
HEX #228848



PMS 7455 C
CMYK 90 66 0 0
RGB 58 93 174
HEX #3a5dae



PMS 402 C
CMYK 13 16 21 36
RGB 157 150 141
HEX #d968d

LOGO

INCORRECT USE

To maintain the integrity and consistency of the brand, always use the master artwork for all logo versions.

Do not:

- A. create alternative lockups or edit text or shield in any way
- B. change the positional relationship of any of the elements
- C. rotate the logo
- D. place the logo on a background that compromises its legibility
- E. use any effects such as drop shadows, glows, etc
- F. distort the logo
- G. change the colours of the logo
- H. use the logo on any colour other than white or mono
- I. recreate the logo in any way.

A



B



C



D



E



F



G



H



I



LOGO

CLEAR SPACE AND MINIMUM SIZE

Clear space

This is the minimum space to keep clear around all logos to ensure visibility. The rules on the right apply to all RSL logos, nationally.

The minimum clear space is calculated by using a quarter the width of our shield (shown here as "x") at any given size. Where possible, a greater amount of clear space is preferred.

Minimum size

To ensure legibility, the logo must never be any smaller than the absolute minimum size shown at right. Please note this is the minimum size, not the desired size.

RSL Landscape (preferred logo)



RSL Portrait



Absolute
minimum size



26mm

Recommended
minimum size



30mm

Absolute
minimum size



14mm

Recommended
minimum size



20mm

LOGO

CO-BRANDING

When the RSL logo is used together with logos from other organisations, there must be a 0.5x isolation zone as shown on the right.

When co-branding, always position the partner brand to the right of the RSL logo. This is to ensure the RSL logo retains prominence.

Always ensure our minimum spacing rules are followed.

For additional guidance on co-branding and use of the RSL logo with multiple logos, **please contact your State branch.**

RSL Landscape



RSL
Australia

insert partner's logo here

0.5x

RSL Portrait



0.5x

insert
partner's
logo here

LOGO

LOCKUP PLACEMENT

Placement guide

This page shows the strongest logo placement across different collateral.

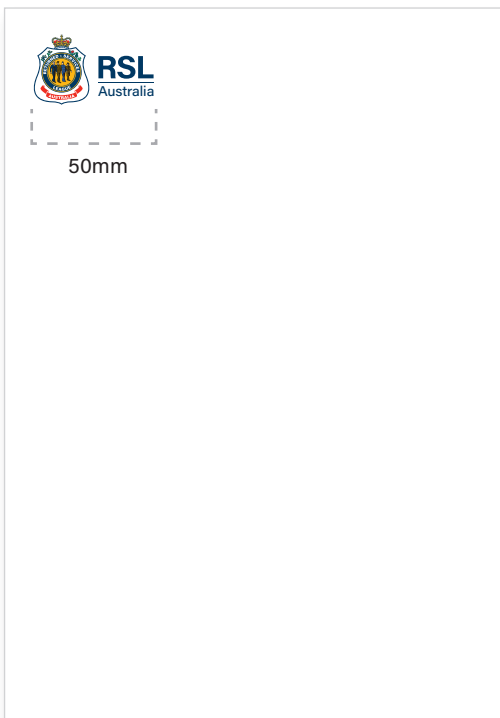
These examples are a guide only. Our goal is to ensure the logo is displayed optimally across all applications.

Apply your best judgement based on the overall piece of collateral and surrounding design elements.

Optimum width for primary logos

Page size	RSL Landscape	RSL Portrait
Minimum	26mm	14mm
DL	38mm	20mm
A6	32mm	17mm
A5	38mm	20mm
A4	50mm	26mm
A3	70mm	37mm
Embroidery	Shield height 60mm	

A4



DL

