

RHS

*Membership  
& Gardens*

# IDENTITY TOOLKIT

June 2016



Sharing the best in Gardening

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# INTRODUCTION

RHS gardens are amongst the most beautiful and awe-inspiring in the world. A walk through them in any season offers the opportunity to encounter plants and flowers in a personal, intimate and ‘up-close’ way. Encounters that are memorable, and truly world-class.

Whilst many people have already visited our world-class gardens and delighted in the breath taking beauty of the plants within them, we’d like to make an even larger audience aware of them, so that they too can “share the best in gardening”.

We have therefore created a stronger, more confident identity for our gardens and the membership offer that accompanies them - an identity which clearly badges them as RHS jewels, and which drives more people to visit them, and join RHS when they do.

This toolkit is the blueprint for that identity – please read and follow it with care.

## THE CONCEPT

Everything in our design and tone of voice has been created to express the world-class nature of our gardens. This world-class stature will be achieved by combining all the elements in these guidelines: photography, signature, logo, typeface, layout and copy tone of voice.

By using macro photography we can show off our magnificent flowers' details, demonstrating that we are exhibiting best in class.

By creating a signature for each garden and membership, we give each of the gardens stature and confidence – a self belief.

We use a bold open typeface, Core Circus, to bring modernity to the design.

Our tone of voice is simple and confident. Less is always more. Headlines such as 'Spring in Bloom', 'Glorious Summer', 'Magnificent May' all give us impact and standout, when accompanied by the right image.

Everything is underpinned by the RHS brand logo. The stamp of excellence.





## RHS PHOTOGRAPHY

### The image is king

Our photography is impactful and impressive.

To achieve this big, bold feel we use macro photography with full bleed close crops to add a sense of scale whilst also showing off the delicate detail of the flower.

The image should always be the hero of the piece.

This will dictate where the headline sits and can also determine the size of the signature.

Please note, we have retained an 'invisible' brand bar, in which text should preferably be situated. But, in some cases the large and impactful image will result in copy appearing within the area that would previously have been for image only.



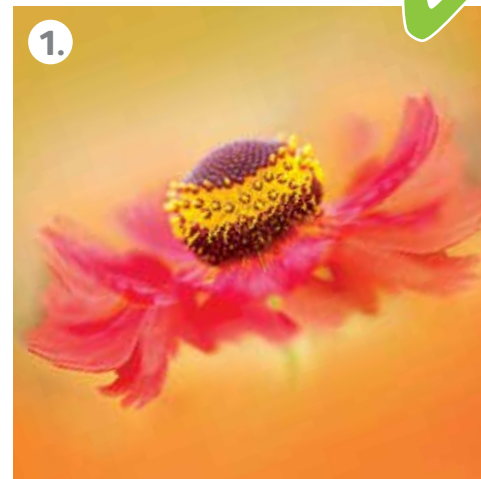
## RHS PHOTOGRAPHY (CONTINUED)

### Image searching

When looking for images it's important to find an isolated, naturalistic looking flower with crisp focussed detail. It should look authentic and also be found in at least one of the RHS gardens. For practical purposes it is ideal to choose an image with plenty of space around it. This makes it easier to create one master image which can then be used across all formats.

In most cases there will be a clear contrast between the flower and the background to give the maximum standout. However, depending on the image and the theme, this is not a definitive rule. For example, our summer execution (1) has a softer mix of colour palette to convey a hot sunny ambience.

The image should always be on a coloured background as the signature will always appear in white over it.



## RHS PHOTOGRAPHY (CONTINUED)

### Retouching

With most images there will be a need to extend the background's width and height to accommodate extreme formats. This should look natural and seamless.

Sometimes it may be necessary to boost the colours of the image to give it more standout. However, be mindful we still need to retain the beauty of the flower and avoid this looking artificial. See opposite.

It is also important to remember that the text and signature will appear in white and using a darker tint in the background may be required for legibility.

### Additional imagery

Any additional imagery other than the hero flower, used in RHS comms (eg. gardens, people) should be selected and used as per existing guidelines.



## RHS SIGNATURE

The handwritten style of the RHS Signatures reflects the confidence and stature of the RHS as a world-class horticultural organisation. It also allows us to clearly signpost which garden or subject the piece is about.

### Positioning and size

The signature should sit in a clear space within the image, either on the background or over the flower.

It should be positioned in the top left hand corner (small) or top centre (large) depending on the composition of the image. See opposite.

### The relationship between the signature and the brand mark

The signature is the primary mark on all of our Gardens and Membership comms. It will therefore have page dominance.

The RHS brand logo will stay in the same place as set out in the brand guidelines.

The RHS typeface, in the signature mark and the keyline have been taken from the brand logo to build a relationship between them. The signature is owned by the brand.



Small signature

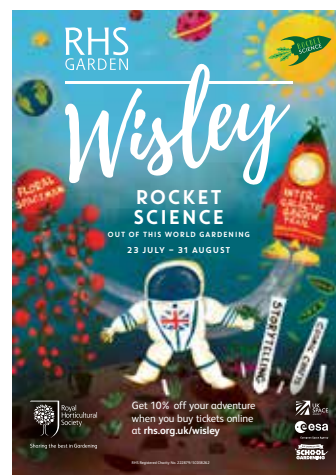


Large signature



## RHS SIGNATURE

This comparison of layouts shows how the template is still at work providing consistency across all communications even when alternative imagery is implemented.



## RHS SIGNATURE (CONTINUED)

### RHS Signature on photography

The RHS Signature must be white and positioned over areas of imagery where enough contrast allows the Signature to be clear and legible in white.

Areas of low contrast and high detail should be avoided as they will obscure the Signature.

The font used to make the signature lockups is Playlist Script. This font should only be used when creating new signature lockups and **never for headlines or body copy**. Using this font elsewhere would undermine the integrity of the signatures. The lockups are personal to each garden which gives them individuality.



## RHS LOGO AND THE 'INVISIBLE' BRAND BAR

Within the toolkit we have developed the existing brand bar to become an 'invisible' brand bar, inside which the logo and non-headline text should be situated.

However, in keeping with our principle of promoting the image as the hero of the piece, there is some flexibility in text positioning. Depending on the image used, the non-headline text can be moved out of the brand bar position to be aligned underneath the heading if this helps to complement the composition (1).

The RHS logo should always be positioned as specified by the core guidelines across all executions (2).

The registered charity number can move to suit the composition of the photography and allow for maximum legibility (3). But, it must remain aligned to the bottom of the existing base margin to give the RHS logo enough clear space. If required, the colour of the image should be boosted for maximum legibility of the text.

### Creating the brand bar

Please refer to the core guidelines regarding the construction and positioning of the brand bar and all the elements within it, including the stacked and landscape logo.



See RHS core guidelines for a full matrix of sizes



Clear space = one quarter of the logo width



Clear space = one tenth of the logo width

# TITLES, COPY AND INFORMATION

## Titles and headlines

Our titles and headlines are set in Core Circus, this font is only available in uppercase. They can be centred or ranged left within a clear and readable space. This depends on the composition of the photography. These examples show either centred (1, 4, 6) titles and headlines, ranged left titles (2, 3) or single word titles (5).

## Key dates and information

Key dates and information can also be positioned with the title to ensure maximum standout. Event dates that form part of the main headline should be set in Core Circus. Other text in this area should use FS Albert which should be set in sentence case. Including dates that appear as additional information (4).





# TITLES, COPY AND INFORMATION (CONTINUED)

## Offers and promotions (1)

Offers and promotions can be differentiated from other information by using a white panel with reduced opacity to integrate it with the image behind. Product shots and roundels can also be placed inside the panel.

Please note, when promoting an offer, there should be an asterisk included linking to the terms and conditions.

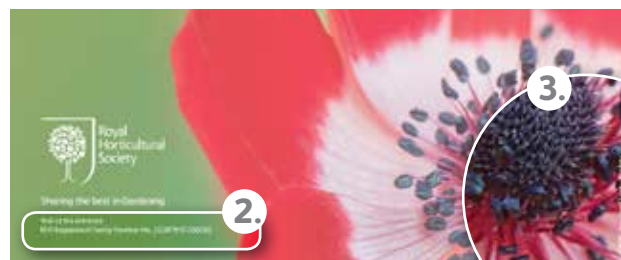


## Terms and conditions (2)

Full terms and conditions should be positioned beneath copy and information set within the brand bar area. Abbreviated terms and conditions can be placed in the same position or collated with registration details beneath the logo if there is no other copy set in the brand bar.

## Image credits (3)

Image credits should be run vertically up the right hand side. A drop shadow can be applied to ensure legibility.



RHS  
*Membership*

**YOUR YEAR OF INSPIRATION**  
WITH 3 MONTHS FREE RHS MEMBERSHIP

Experience the ever-changing sights and scents of our magnificent gardens all year round when you join the RHS.

A year's membership gives you:

- Unlimited access to the four famous RHS Gardens: Wisley, Hyde Hall, Harlow Carr and Rosemoor, with free entry for a family guest.
- Free entry to over 175 RHS Partner Gardens across the UK.
- Discounted tickets and access to Members' Days at spectacular RHS Shows, including the RHS Chelsea Flower Show.
- A free subscription to *The Garden* magazine, worth £54 per year.

Join from  
~~£57~~  
**£42.75\***

**1.**

Enjoy 3 months free membership when you pay by Direct Debit - we'll give you 12 months for the price of 9 and a free pair of Burgon & Ball gardening gloves

For RHS membership and medium ladies' gloves:  
Visit [rhs.org.uk/3885GM](http://rhs.org.uk/3885GM) or call 020 3176 5820 quoting 3885GM

For RHS membership and large ladies' gloves:  
Visit [rhs.org.uk/3885GL](http://rhs.org.uk/3885GL) or call 020 3176 5820 quoting 3885GL

**2.**

## TITLES, COPY AND INFORMATION (CONTINUED)

### Roundels

The roundels are used to hold and highlight key information such as offers and prices. Text is set in FS Albert and key information in the text should be enlarged to draw attention to the offer. Positioning on the layout should also ensure optimum standout, eg. near titles or envelope windows, as indicated on the examples shown on this page.

A contrasting colour should be used for maximum standout. Colours can be taken from the RHS core guidelines but there is flexibility with this and a colour which compliments or is taken from the hero image is an option.



## TEMPLATES

The image should always be the hero of the piece. This will dictate where the headline and other copy sits as well as determine the size of the signature. Please see page 11 for more information.

### Wisley Spring Gardens

A2 Poster (420x594mm)

These character counts are the ideal maximum amount recommended.



NEQUE ODIA  
DI SINUMET

Core Circus, 90.5 pt  
No more than 22 characters

Dipsom Facita Solles • Day 00 Date – Day 00 Date  
Henem Que Iposit • Day 00 Date – Day 00 Date  
Ipienie Nihiliati • Day 00 Date – Day 00 Date  
Que Iposit Aut • Day 00 Date – Day 00 Date  
Velluptas Rerist Que • Day 00 Date  
Eceptat Istibus • Day 00 Date  
Facita Solles Voluptur • Day 00 Date – Day 00 Date  
Evenis Enist • Day 00 Date

FS Albert, 40 pt  
No more than 8 events  
Name and date only

Impor as velluptas rerist [rhs.org.uk/wisley](https://rhs.org.uk/wisley)  
Follow us @RHSWisley

FS Albert, 33 pt  
No more than 45 characters

## TEMPLATES (CONTINUED)

### Wisley Spring Gardens

6 Sheet (300x450mm)

These character counts are the ideal maximum amount recommended.



FS Albert, 18pt  
No more than 40 characters

Core Circus, 85pt  
No more than 16 characters

Core Circus, 30pt  
Date only

FS Albert, 24pt  
No more than 150 characters



## TEMPLATES (CONTINUED)

### Wisley Spring Gardens

A5 Press Advert (148x210mm)

These character counts are the ideal maximum amount recommended.

RHS  
GARDEN

*Wisley*

**DOLORE  
ES VULUM**

**Dolore Este Vulupte • 0 – 0 Date**  
**Mod Magnaturis Ipienie • 0 Date – 0 Date**  
**Venturion Rere Nam • 0 Date – 0 Date**

 Royal  
Horticultural  
Society  
Sharing the best in Gardening

Dolorum fugit aut quam [rhs.org.uk/wisley](https://rhs.org.uk/wisley)  
**Eosa venturion rere nam**  
 Sanis mod magnaturis ipienie nihil.

RHS Registered Charity Number No. 222879/SC038262

Core Circus, 38 pt  
No more than 16 characters

FS Albert, 14 pt  
No more than 3 events  
Name and date only

FS Albert, 11 pt  
No more than 100 characters

When artwork is to be printed on newsprint or similar,  
the text can be boldened to ensure legibility.

## TEMPLATES (CONTINUED)

### Wisley Spring Gardens 48 Sheet (1562x762mm)

These character counts  
are the ideal maximum  
amount recommended.



FS Albert, 27 pt  
No more than 65 characters

EIUMQUAM  
QUA DOLUPT

DATE - DATE 2016

Core Circus, 228 pt  
No more than 40 characters

Core Circus, 110 pt  
Date only

Royal Horticultural Society  
Sharing the best in Gardening

Nus as eosa venturion rhs.org.uk/wisley  
Macita solles voluptur evenis.  
Volores simolorum que non evella.

RHS Registered Charity Number No. 2287951038362

FS Albert, 58 pt  
No more than 40 characters

# TEMPLATES (CONTINUED)

## Wisley Spring Gardens

Insert (210x165mm)

Core Circus, 40 pt  
No more than 35 characters

FS Albert, 28 pt  
No more than 50 characters

FS Albert, 18 pt  
No more than 50 characters

FS Albert, 10 pt  
No more than 4 bullet points

FS Albert, 10 pt  
No more than 85 characters



FS Albert, 18 pt  
No more than 75 characters

FS Albert, 11 pt  
No more than 520 characters



FS Albert, 18 pt  
No more than 64 characters

FS Albert, 11 pt  
No more than 4 bullet points in each column

FS Albert, 13 pt  
No more than 125 characters

FS Albert, 13 pt  
No more than 125 characters

## TEMPLATES (CONTINUED)

### Membership Banners

Leaderboard (728x90px)



Heading: Core Circus Regular 16pt

Button: FS Albert 14pt

Flower takes up 20-25% of the space





## COLOUR

All colours used should be taken from the key image. These can be used as flat panels of colour (1) to hold content or as extensions of the photograph background (2, 3).

Suitable colours can also be taken from the RHS colour palette as long as they complement the hero image.

Please note, overall there should ideally be no more than 3 key colours used in each piece.



● ● ● key colours



● ● ● key colours



● ● ● key colours



## COLOUR (CONTINUED)

Colour for copy is predominantly white. For extra stand out colours can also be taken from the hero image (1,3) or from a colour which complements the image (2).

Coloured panels can also be used to emphasise key text using the same principles (4).

In some instances (3,5), it may be necessary to use a white box with 80% opacity to enhance legibility of the copy while still integrating it with the image behind. Where text appears on white like this, the font can be coloured or black.




Please note, overall there should ideally be no more than 3 key colours used in each piece.



● ● ● key colours

## COLOUR (CONTINUED)

Additional colours used for copy should be used sparingly and only used to pull out promotions, call to actions and headlines in text-heavy pieces.

 <p>RHS <i>Membership</i></p> <p>Enjoy 12 months for the price of 9*</p> <p><b>TURN YOUR HOBBY INTO A PASSION</b></p> <p>Enjoy every season with RHS membership <a href="https://rhs.org.uk/join">rhs.org.uk/join</a></p> <p>Royal Horticultural Society Sharing the best in Gardening</p>	 <p><b>Join us from just £42.75 and enjoy fantastic membership benefits including:</b></p> <p><b><u>Unlimited entry to our RHS Gardens</u></b> Our four world-class gardens are unique places of beauty, tranquillity and inspiration. They are free for you to visit throughout the year. You can bring a family guest for free.</p> <p><b><u>Free entry to over 175 RHS Partner Gardens</u></b> With a network of RHS Partner Gardens the length and breadth of the UK, you'll never be far from a great day out.</p> <p><b><u>Free and discounted events</u></b> Hundreds of events at our gardens – many just for members. From shows to food fairs, animals to art, there's something for everyone.</p> <p><b><u>Priority booking for RHS Shows</u></b> Members' Days, priority booking and discounted tickets at our shows – RHS Chelsea Flower Show included.</p> <p><b><u>Personalised advice from our experts</u></b> Free personalised advice just for you – by phone, email or in person.</p> <p><b><u>A monthly subscription to The Garden</u></b> The RHS magazine is jam-packed with advice and inspiration.</p> <p><b>Join the RHS today – and turn your hobby into a passion</b></p>	<p><b>RHS membership directly supports our charitable work across the UK</b></p>  <p>The RHS is driven by a simple love of plants, and a desire to fire the imagination of an entire nation of gardeners.</p> <p>Our work in education, science and communities is only possible thanks to the generous support of our members, donors, volunteers and sponsors.</p> <p>With your help, we can harness the power of gardening to make the world a better place – one gardener at a time.</p> <p>To find out more visit <a href="https://rhs.org.uk">rhs.org.uk</a></p>	<p><b>Choose the membership that best suits you</b></p> <p><b>Save 25%</b> Get 12 months for the price of 9 by Direct Debit</p> <p><b>Individual membership from <del>£57</del> £42.75</b> <b>Free RHS Garden entry</b> 1 member + 1 family guest <b>OR</b> 2 children (5-16 years) <b>Free Partner Garden entry</b> (member only)</p> <p><b>Joint membership from <del>£85</del> £62.25</b> <b>Free RHS Garden entry</b> 2 members + 1 family guest + 4 children (5-16 years) <small>Free Partner Garden entry (main member only)</small></p> <p>Student, Life and Senior Life memberships are available, please visit <a href="https://rhs.org.uk/join">rhs.org.uk/join</a> for more details.</p> <p>We also offer Fellowships, visit <a href="https://rhs.org.uk/rhs-fellowship">rhs.org.uk/rhs-fellowship</a> for more information.</p> <p><b>Join today at the membership desk</b> visit <a href="https://rhs.org.uk/join">rhs.org.uk/join</a> or call 020 3176 5820 (weekdays 9am – 5pm)</p> <p><b>Already paid for garden entry?</b> Ask at the entrance and we'll take the cost of up to two adult tickets off membership when you join today.</p> <p><i>giftaid it</i></p>
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## TONE OF VOICE

To achieve the goal of our campaign identity we must not only look and feel 'world-class' we must also sound it. With this in mind, the following are some helpful guidelines to make sure we maintain a confident and inspiring tone of voice throughout our Gardens and Membership communications.

The RHS tone of voice can be divided into two key language drivers:

### 1. BOLD AND CONFIDENT:

This is a reflection of our horticultural expertise and the world-class nature of our gardens. At the heart of our campaign identity lies a renewed confidence in our value for gardeners and non-gardeners alike.

It can be seen in our new single-minded and simple visual approach and through the use of concise, impactful headline copy and text.

For example:

***SPRING IN BLOOM*** (1)

OR

***SO MUCH TO INSPIRE  
SO CLOSE TO HOME*** (2)





## TONE OF VOICE (CONTINUED)

### 2. INSPIRING AND EXCITING:

This expresses our core proposition for Gardens & Membership, giving people a clear reason to visit our gardens and make RHS Membership a central part of their leisure activities. It also acts as a balance to our simple, impactful approach, ensuring that our language remains lively and descriptive.

The 'inspiration' part of our tone of voice is central to our new, refreshed approach. Where appropriate, 'inspiration' should be mentioned specifically or implied through the descriptive language used,

For example:

***YOUR YEAR OF INSPIRATION*** (1)

OR

***FAMILY ADVENTURES ALL YEAR ROUND*** (2)



## tone of voice (continued)

### FLEXING OUR LANGUAGE DRIVERS

The two key RHS language drivers can be 'dialled up and down' to create appropriate copy for individual pieces of communication. For example:

#### AWARENESS & ANNOUNCEMENT MATERIALS

In awareness or announcement communications, for example external posters, people often have limited time to take in the copy. We should therefore use a combination of impactful images and short, but descriptive headlines, eg:

***SPRING IN BLOOM*** (1)

and

***GLORIOUS SUMMER*** (2)

Additional copy should be kept to a minimum, with only the key benefit and/or offer included, eg:

*Visit us as Wisley bursts into a riot of colour.*

*Save 10% on tickets at [rhs.org.uk/wisley](https://rhs.org.uk/wisley)*

*RHS members go free. (3)*



## tone of voice (continued)

### OFFER-LED & INFORMATIONAL MATERIALS

In posters or other print materials where the principal objective is to express a membership offer or impart information about multiple events, a more explanatory headline or copy style is required.

Often this will require a main headline, plus explanatory subhead or call to action.

For example:

**ENJOY 12 MONTHS FOR THE PRICE OF 9**

*Join us today (1)*

OR

**SHARE YOUR PASSION FOR GARDENING**

*Introduce a friend today (2)*



## TONE OF VOICE (CONTINUED)

Alternatively a concise and evocative headline might be used to off-set the following more explanatory copy, eg:

### **MAGNIFICENT MAY**

*Spring Craft & Design Fair*

*30 April – 2 May*

*Devon Chilli Fiesta*

*7 – 8 May*

*Plant Heritage Spring Fair*

*14-15 May*

*Scouting For All – May Half Term*

*28 May to 5 June*

*Join us as Rosemoor bursts into a riot of colour*

*[rhs.org.uk/rosemoor](https://rhs.org.uk/rosemoor)*

*Follow us @ RHS\_Rosemoor*





# TONE OF VOICE (CONTINUED)

## SOME GENERAL LANGUAGE RULES

### 1. SIMPLE AND SINGLE-MINDED

Our confidence will be best reflected in the use of simple, short sentence structure.

We avoid overcomplicated phrases and long sentences that use multiple sub-clauses. Where possible, each sentence should contain a single thought or two complementary phrases at the most.

For example:

✓ *Join us for a family day out as Wisley bursts into a riot of colour. Walk through woodland bluebells and be inspired by the spring display in our world-famous gardens*

NOT

✗ *Join us soon, and bring the whole family, as the world-famous gardens at Wisley burst into an amazing array of your favourite spring flowers – from woodland bluebells to meadows filled with glorious daffodils.*

The use of bullet-points is recommended in pieces where more than one key benefit needs to be described. (1)

### 2. CONVERSATIONAL NOT FORMAL

In our materials we should talk directly to the reader, as if speaking face-to-face, using words that are natural in conversation. This can be achieved by using informal (often Anglo-Saxon-based) language rather than formal (or Latin-based) language, eg:

✓ *We want to invite everyone in the area to get involved*

BUT NOT

✗ *We want to facilitate community engagement*

OR

✓ *Fill in the form below*

BUT NOT

✗ *Complete the attached form*



## TONE OF VOICE (CONTINUED)

### 3. EVOCATIVE BUT NOT OVERWRITTEN

When writing descriptive copy it's still important to be as concise as possible. A phrase containing one or two well-chosen adjectives or a sentence with a couple of complementary phrases will be enough to paint an evocative picture.

On the other hand, a paragraph containing a list of unconnected garden highlights, each with its own descriptive phrase, can quickly become overcomplicated and difficult to read.

For example:

✓ **GLORIOUS SUMMER**

OR

✓ **SPRING IN BLOOM**

AND

✓ *With meandering woodland walks through carpets of bluebells, you'll never be short of inspiration.*

BUT NOT

✗ **ENJOY GLORIOUS DAYS OUT AND EXCITING, INSPIRING EVENTS FOR ALL THE FAMILY THIS SUMMER**

OR

✗ *From meandering, shaded woodland walks where shafts of light fall on carpets of 30,000 glorious bluebells, to our streamside paths featuring a spectacular collection of flowering Meconopsis (blue poppy) – you'll never be short of inspiration.*

# PUTTING IT ALL TOGETHER

The correct application of the toolkit allows the visual consistency to flex across our range of offerings, from world class collateral to local events.

