Visual identity guidance

To be reviewed in 2025

Royal College of
Obstetricians &
Gynaecologists

RCOG logo

Royal College of
Obstetricians &
Gynaecologists

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

• The RCOG logo should always be used in full

• Do not attempt to redraw, resize or recreate any element of the logo

• Approval is required to use the RCOG logo

• Never change the width or height of the logo

• Never distort the logo to avoid pixelating or blurring

Size use

Print minimum: The minimum size the logo may be used for print application is 35mm.

Digital minimum: The minimum size the logo may be used for digital application is 100px.

Royal College of
Obstetricians &
Gynaecologists

35m
m

Royal College of
Obstetricians &
Gynaecologists

100px

Logo resolution

Print resolution: The minimum resolution for any printed material is 300dpi.

Digital minimum: The minimum resolution when using the logo digitally is 72dpi.

RCOG logo

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. Clear space minimums are built into the logo file(s).

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.

RCOG logo variations

The use of the reversed logo on an colour background is reserved for digital communications only. The same guidelines in terms of minimum size and clear space apply.

Coat of arms

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

Brand colours and font
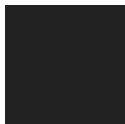
Core colours

Dark blue
#001747
RGB 0, 23, 71

White
#FFFFFF
RGB 255, 255, 255

Typography
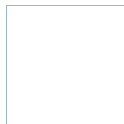
Dark blue
#001747
RGB 0, 23, 71
Heading colour

Off black
#222222
RGB34, 34, 34
Body colour

Mid blue
#004176
RGB 0, 65, 118
Sub headings

Yellow
#ffe07b
RGB 255, 224, 123
Alert/highlight

White
#FFFFF
RGB 255, 255, 255
Dark background

Dark teal
#416D81
RGB 65, 109, 129
Supporting white background

Font

The standard font for all internal and external communications including documents, email and digital materials is Calibri 12 pt. This font must be used to ensure consistency, accessibility and brand alignment.

Secondary/theme colours

Mid blue
#004176
RGB 0, 65, 118
Membership

Burgundy
#880f4e
RGB 136, 15, 78
Education

Dark green
#006e68
RGB 0, 110, 105
Clinical quality

Purple
#9c3a92
RGB 156, 58, 146
Public

Gold
#b88917
RGB 184, 137, 23
Royal / Strategy

Bright blue
#007CBA
RGB 0, 124, 186
Alternative

Interaction colours and alerts

Interaction blue
#0264CB
RGB 2, 100, 203
Website

Error red
#EB0033
RGB 253, 0, 51
Warning/error

Yellow
#ffe07b
RGB 255, 224, 123
Alert/highlight