



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.

6 Our brand

At the heart of any brand is a big idea. Simple. Memorable. True.

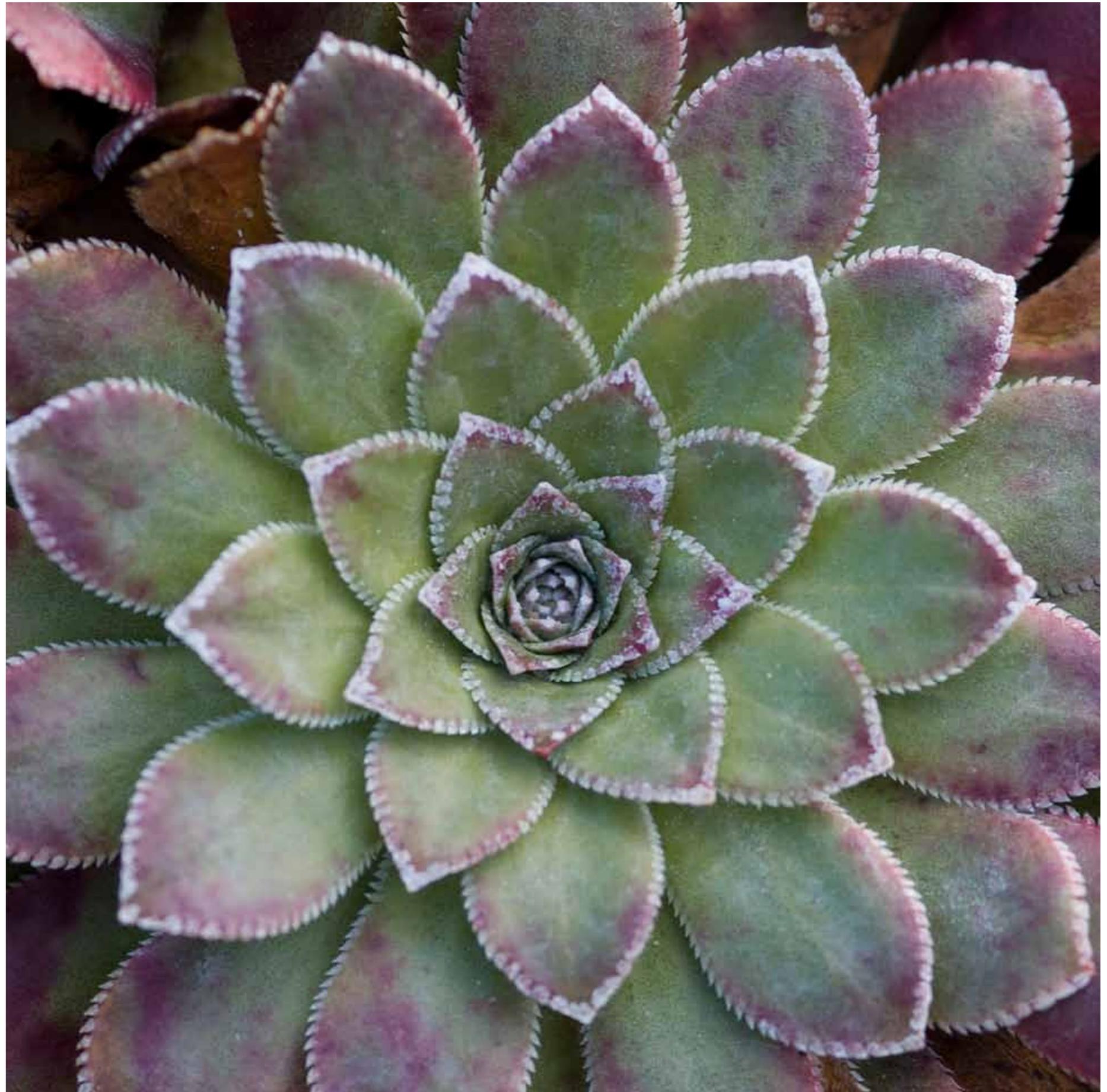
For the Royal Botanic Gardens, Kew this big idea is

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.



7 Brand platform

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.



Masterbrand logo

9 Masterbrand logo – Colour variations

Three-colour masterbrand logo



10 Masterbrand logo – Colour variations

White masterbrand logo on Kew dark green



11 Masterbrand logo – Colour variations

White masterbrand logo on Kew mid green



12 Masterbrand logo – Colour variations

White masterbrand logo on Kew light green



13 Masterbrand logo – Colour variations

White masterbrand logo on photography

Always ensure good legibility of the masterbrand logo when using it on photographic backgrounds

The image shows the Kew logo in white, set against a background of a dense field of pink azalea flowers. The logo consists of the word 'Kew' in a classic serif typeface, with a distinctive flourish on the final 'w'. The background is a close-up photograph of the flowers, with some in sharp focus and others blurred, creating a textured, natural setting.

ROYAL BOTANIC GARDENS

14 Masterbrand logo – Colour variations

Masterbrand logo in Kew mid green



15 Masterbrand logo – Colour variations

Masterbrand logo in Kew dark green



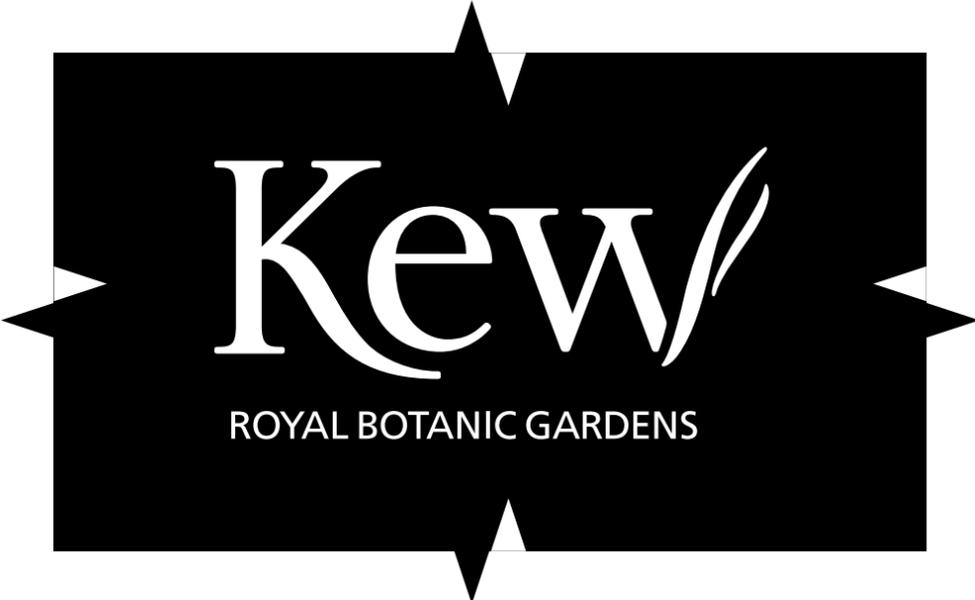
16 Masterbrand logo – Colour variations

Masterbrand logo in Black



17 Masterbrand logo – Colour variations

- Three colour
- Single colour (Kew mid green or dark green)
- Single colour (Black & white)



18 Masterbrand logo – X Do not

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



19 Masterbrand logo – X Do not

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



20 Masterbrand logo – Exclusion zone & minimum size

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).



21 Masterbrand logo – Recommended sizes

A1

Logo width: 120mm
Margins: 30mm



Kew
ROYAL BOTANIC GARDENS

A2

Logo width: 80mm
Margins: 20mm



Kew
ROYAL BOTANIC GARDENS

A3

Logo width: 55mm
Margins: 15mm



Kew
ROYAL BOTANIC GARDENS

A4

Logo width: 40mm
Margins: 10mm



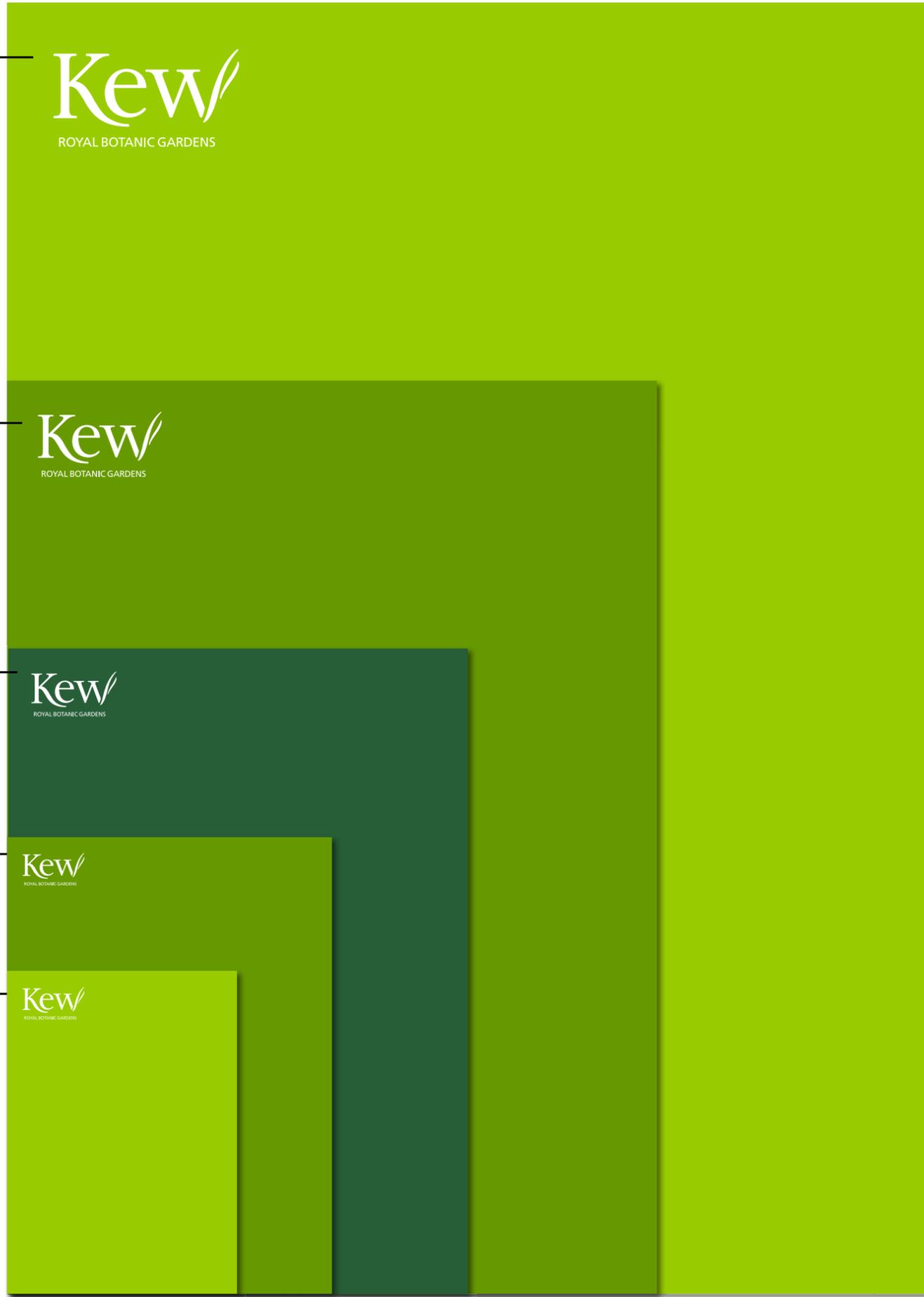
Kew
ROYAL BOTANIC GARDENS

A5/DL

Logo width: 40mm
Margins: 10mm



Kew
ROYAL BOTANIC GARDENS



22 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

23 Masterbrand logo – Positions on the page

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.

1



4



2



3



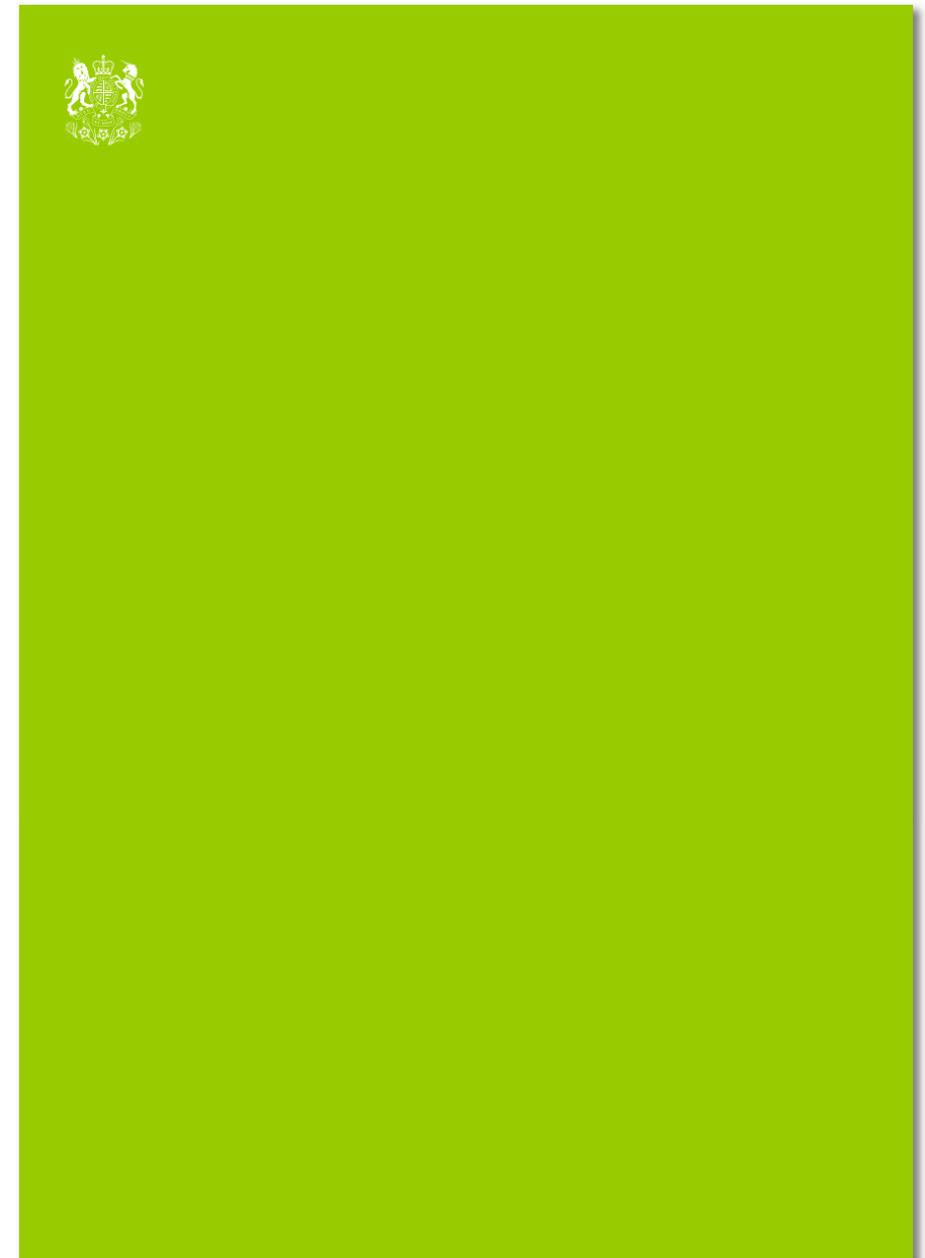
24 Masterbrand logo – Relationship to the Royal Crest

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.

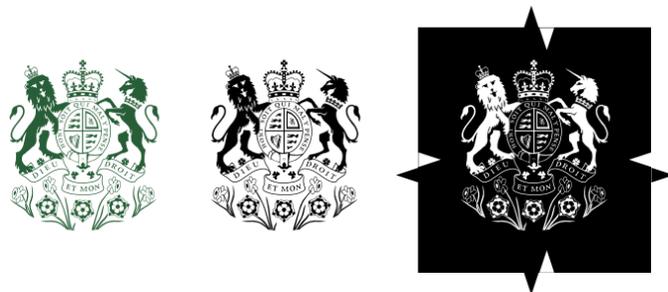


25 Masterbrand logo – Relationship to the Royal Crest

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.



The Royal Crest can either be positioned: bottom left corner, in which case it should be left aligned with the masterbrand logo; or it can be positioned in the bottom right hand corner (as shown in the example on the right). It should never be positioned alongside the masterbrand logo. The examples above show the minimum amount of space permitted between the masterbrand logo and the Royal Crest.

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.



Royal Botanic Gardens, Kew
Richmond, Surrey TW9 3AB, UK
T +44(0)20 8332 5000
F +44(0)20 8332 5197
www.kew.org

Royal Botanic Gardens Kew has exempt charitable status. Printed on 100% recycled paper ♻️



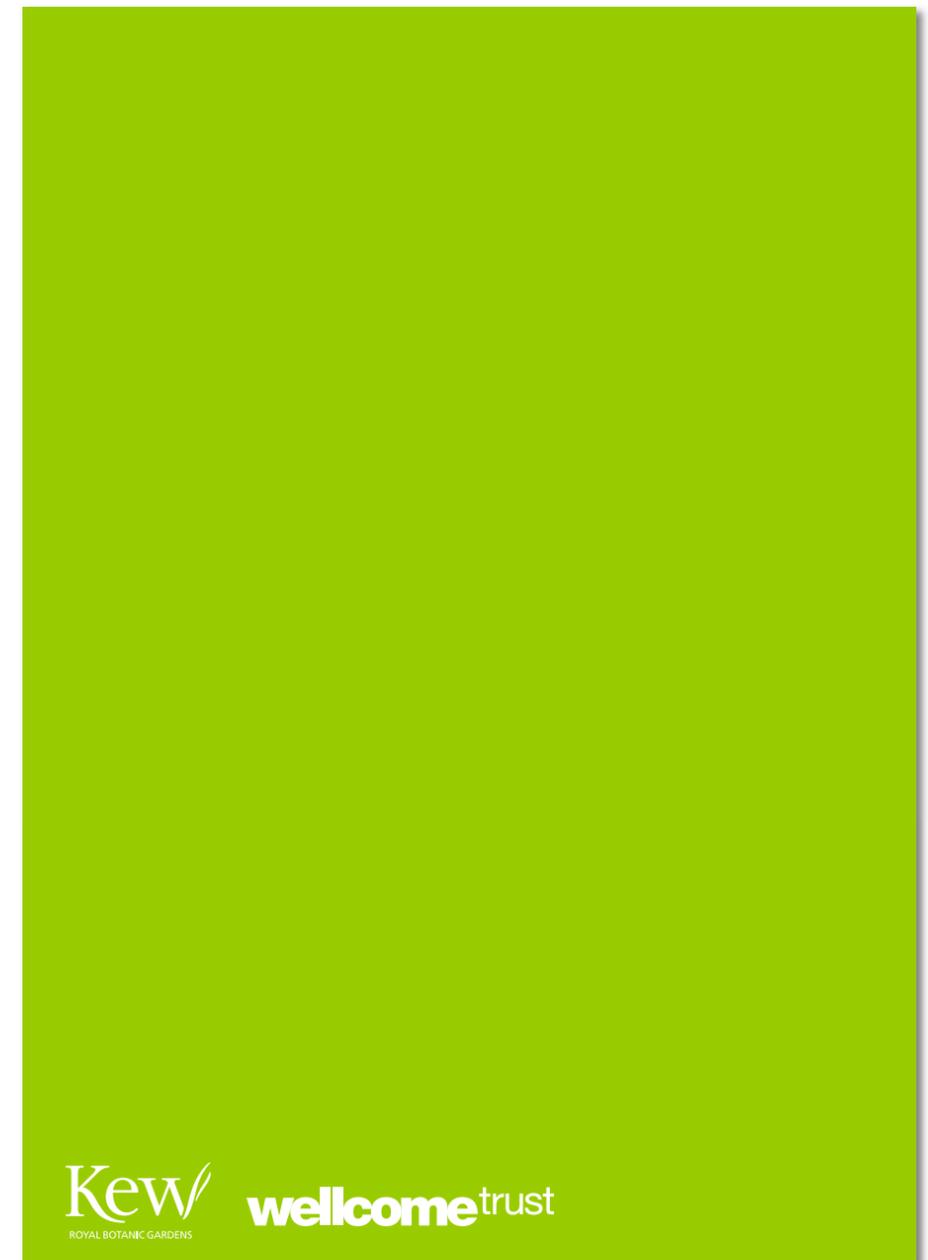
28 Masterbrand logo & third party logos

See example of Kew leading and a third party endorsing (left). In this case, a lead sponsor's 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).



29 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.



**Kew^{the}
music**

Kew Gardens
6-11 July 2011

BRYAN FERRY
SOPHIE ELLIS-BEXTOR

JOOLS HOLLAND
AND HIS RHYTHM & BLUES ORCHESTRA
SANDIE SHAW, RUBY TURNER,
LOUISE MARSHALL

JAMIE CULLUM
NATALIE WILLIAMS

BLONDIE
THE MAGNETS

THE FEELING
THE NOISETTES

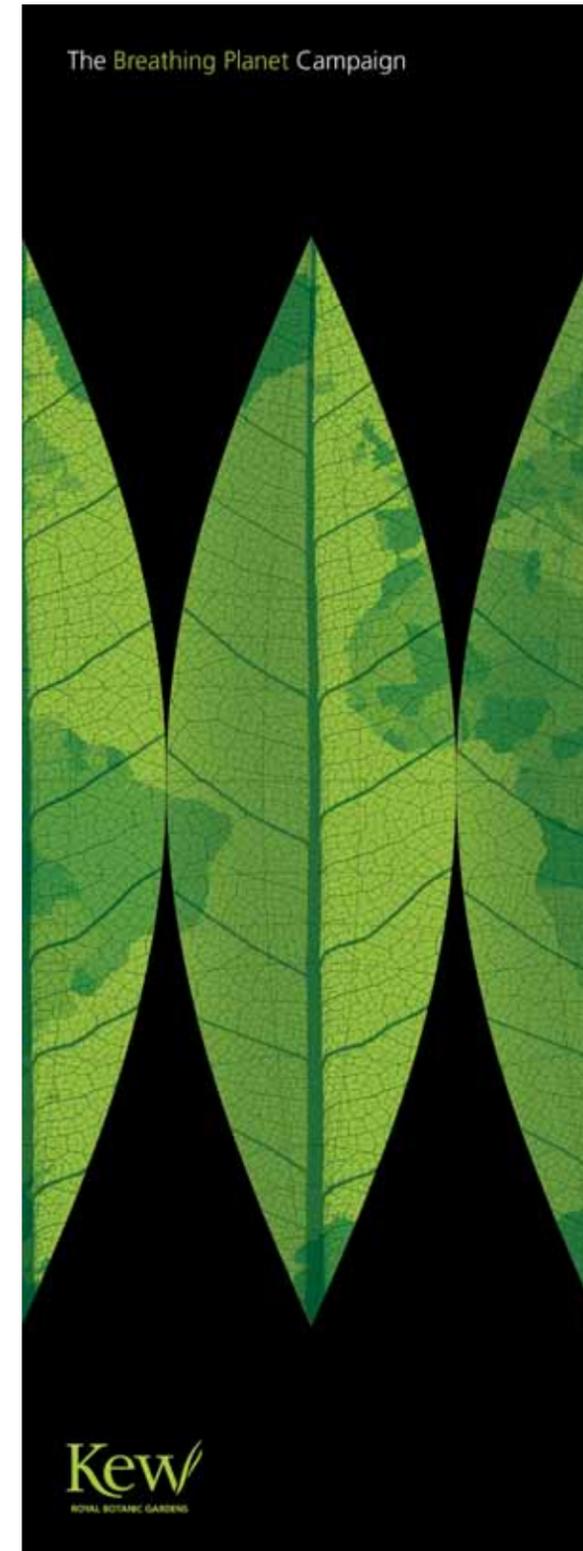
ORQUESTA BUENA VISTA SOCIAL CLUB

OMARA PORTUONDO & CHUCHO VALDÉS

Visit www.kew.org/music
or call 0871 231 0834

Kew
ROYAL BOTANIC GARDENS

The poster features a green background with stylized sunburst patterns in yellow, orange, and purple. White line art depicts a person's profile and hands. The Kew logo is at the bottom.



The Breathing Planet Campaign

Kew
ROYAL BOTANIC GARDENS

The poster has a black background with three large, stylized green leaves of varying shades. The Kew logo is at the bottom.

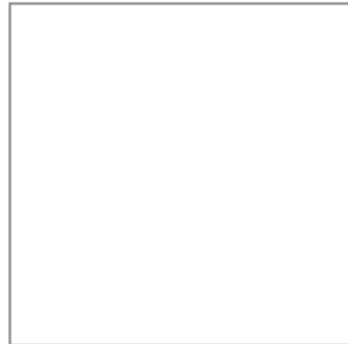


Colour palette

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.

Primary



Secondary (Logo can only be used in primary colours)

Winter



Spring



Summer



Autumn



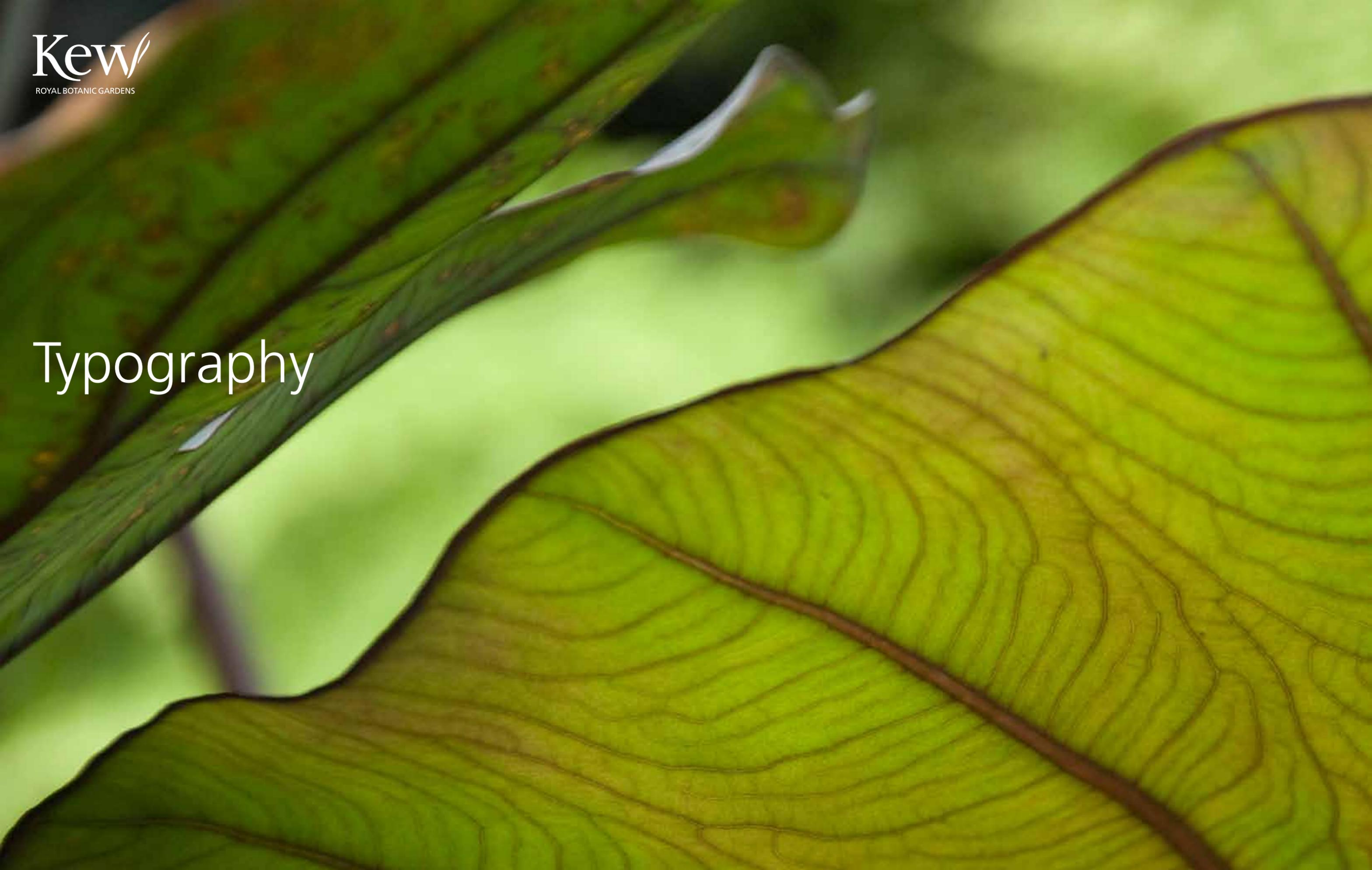
33 Colour palette – Element of green

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



Helping
the planet breathe

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...

ORCHID

Frutiger 45 Light

WILLOW

Frutiger 46 Light Italic

DAFFODIL

Frutiger 55 Roman

TULIP

Frutiger 65 Bold

SHRUB

Frutiger 66 Bold Italic

OAK

Frutiger 75 Black

BEECH

Frutiger 95 Ultra Black

37 Typography

For body copy always use Roman, picking out headings with Bold

Frutiger 45 Light

abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 55 Roman

abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 65 Bold

abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

38 Typography

For titling use light, black and ultra black

Frutiger 75 Black

abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 95 Ultra Black

abcdefghijklmnopqrstuvwxyz

1234567890 £&*?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

39 Typography

Italics should be reserved for Latin names, for adult facing materials. For family materials they can be more widely used.

Frutiger 46 Light Italic

abcdefghijklmnopqrstuvwxy

1234567890 £&?!*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 66 Bold Italic

abcdefghijklmnopqrstuvwxy

1234567890 £&*?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 77 Black Condensed

abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 87 Extra Black Condensed

abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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...

45 Typography

Type can be simple...

Frutiger 55 Roman

Frutiger 46 Light italic

Primrose

Primula vulgaris

46 Typography

Type can reflect growth...

Frutiger 45 Light

COME
AND
SEE
WHAT'S
NEW
SPRING
2011

47 Typography

Type can be decorative...

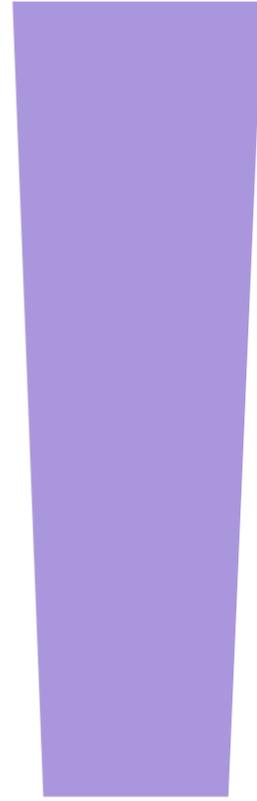
Frutiger 65 Bold

Discover
more!

48 Typography

Type can be decorative...

Frutiger 65 Bold



49 Typography

Type can be expressive...

Frutiger 45 Light

Frutiger 65 Bold

GR **OW**

**Exhibition
continues
September
2011**

50 Typography

Type can be expressive...

Frutiger 47 Light Condensed

TREE TOPS

51 Typography

Type can be decorative...

Frutiger 95 Ultra Black

flower



52 Typography

Type can be decorative...

Frutiger 75 Black

daisy

53 Typography

Type can be expressive...

Frutiger 45 Light

play
find run

branches
trunks

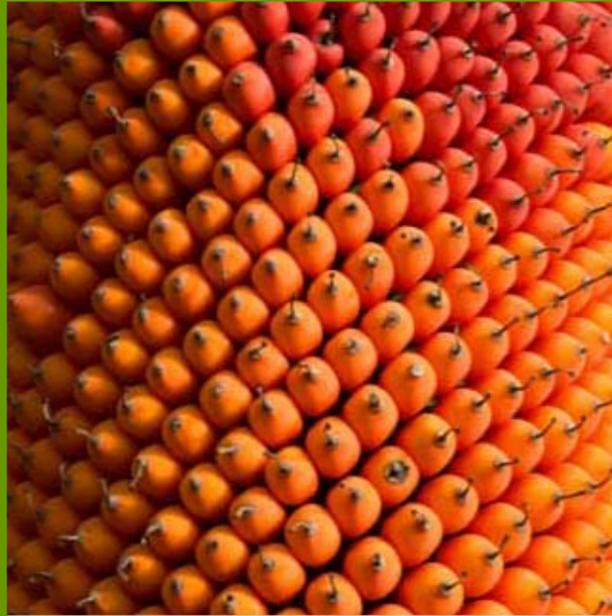
Imagery



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.



57 Imagery – Do use

Abstract/texture



Close up/detail

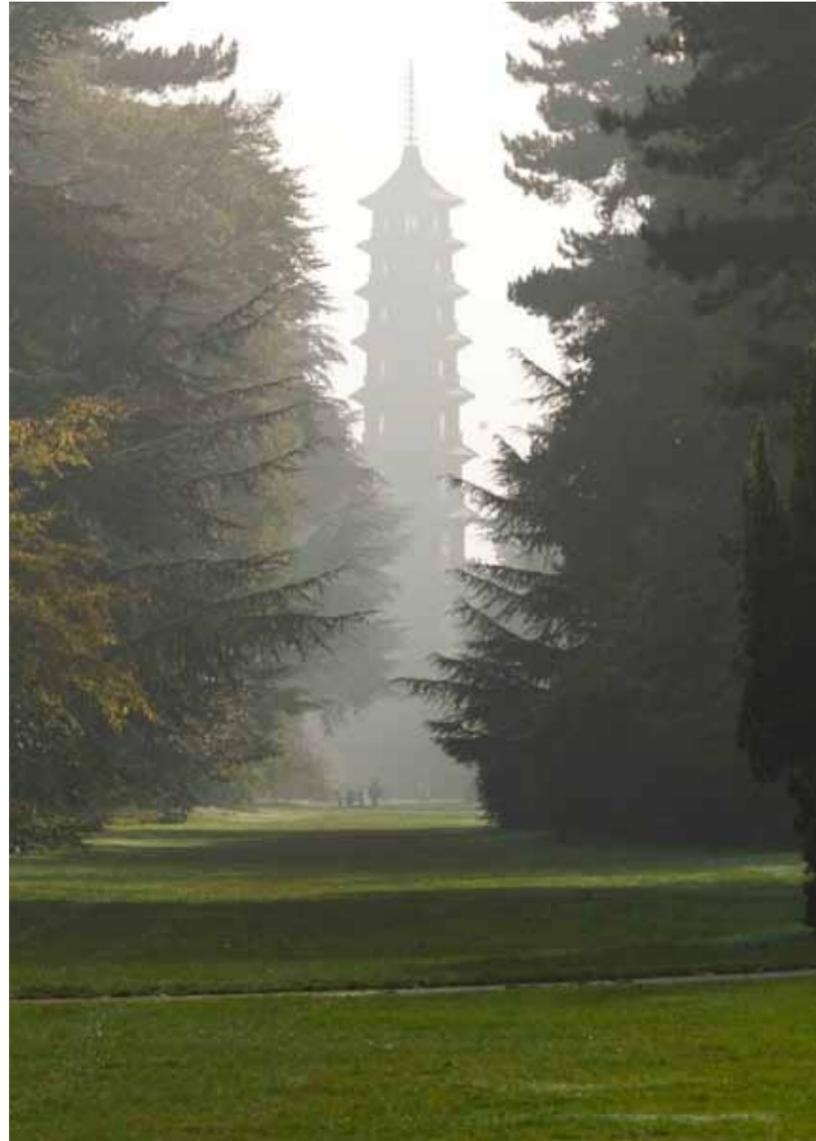


SEM

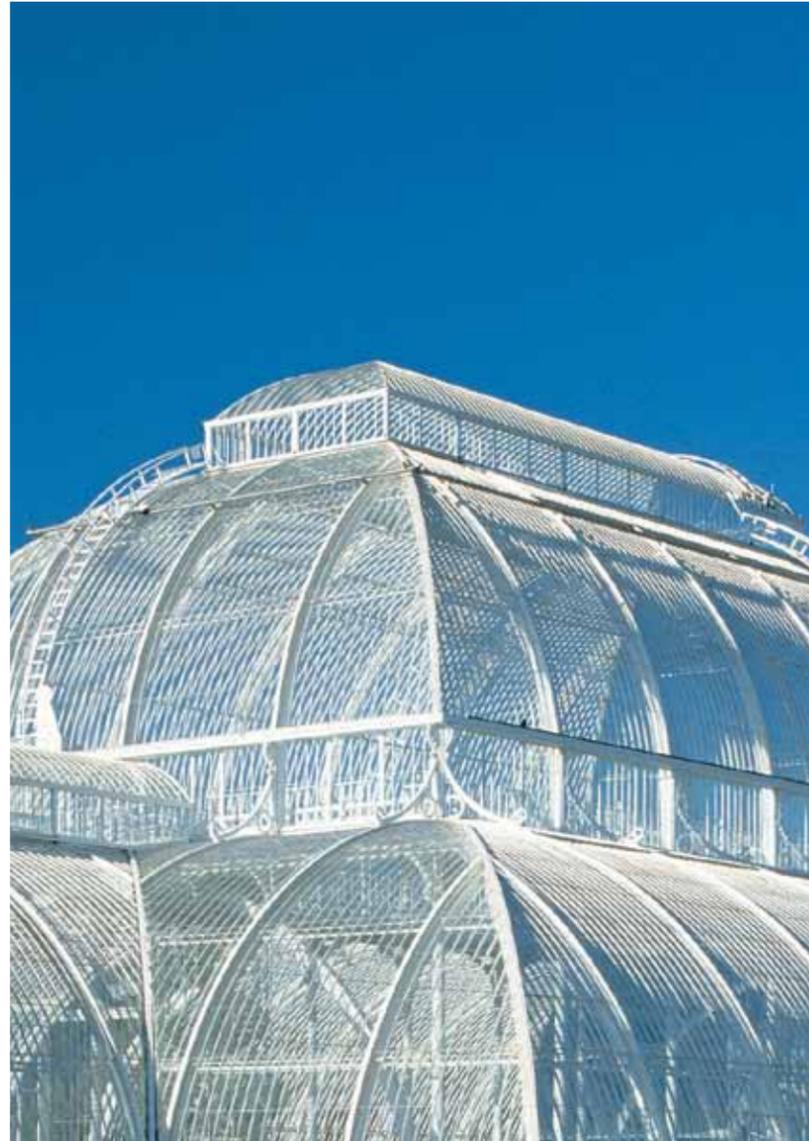


58 Imagery – Do use

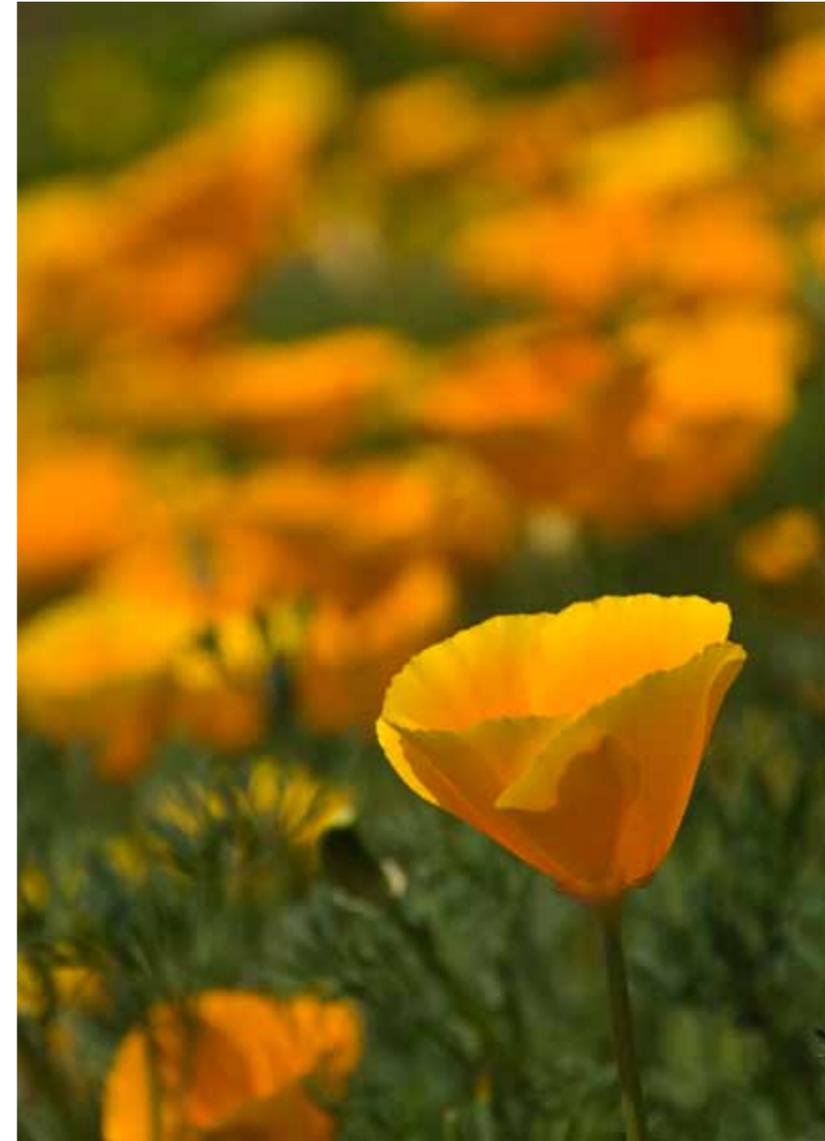
The grounds



The architecture



The plants



59 Imagery – Do use

The visitors



The scientists



The horticulturists



60 Imagery – Do use

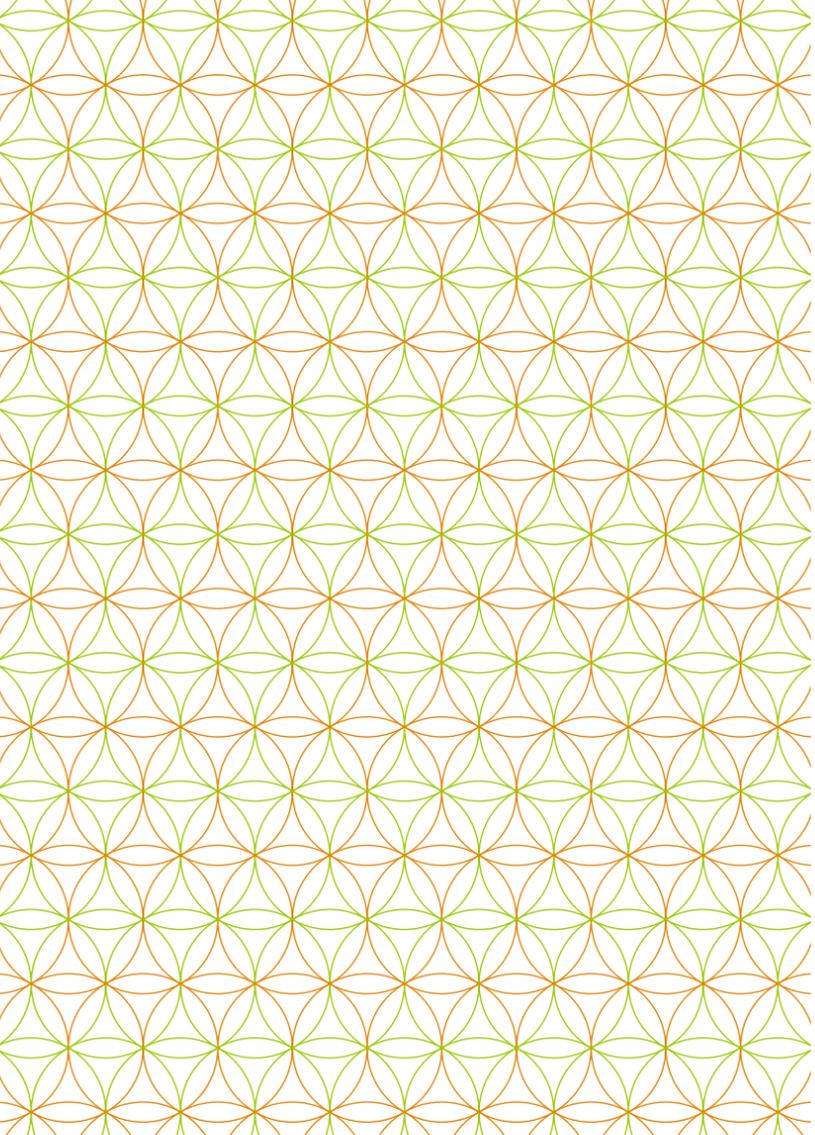
Botanical illustration



Graphic illustration



Patterns inspired by nature



61 Imagery – Do use

Commissioned 'handcrafted' illustration



Commissioned 'handcrafted' illustration

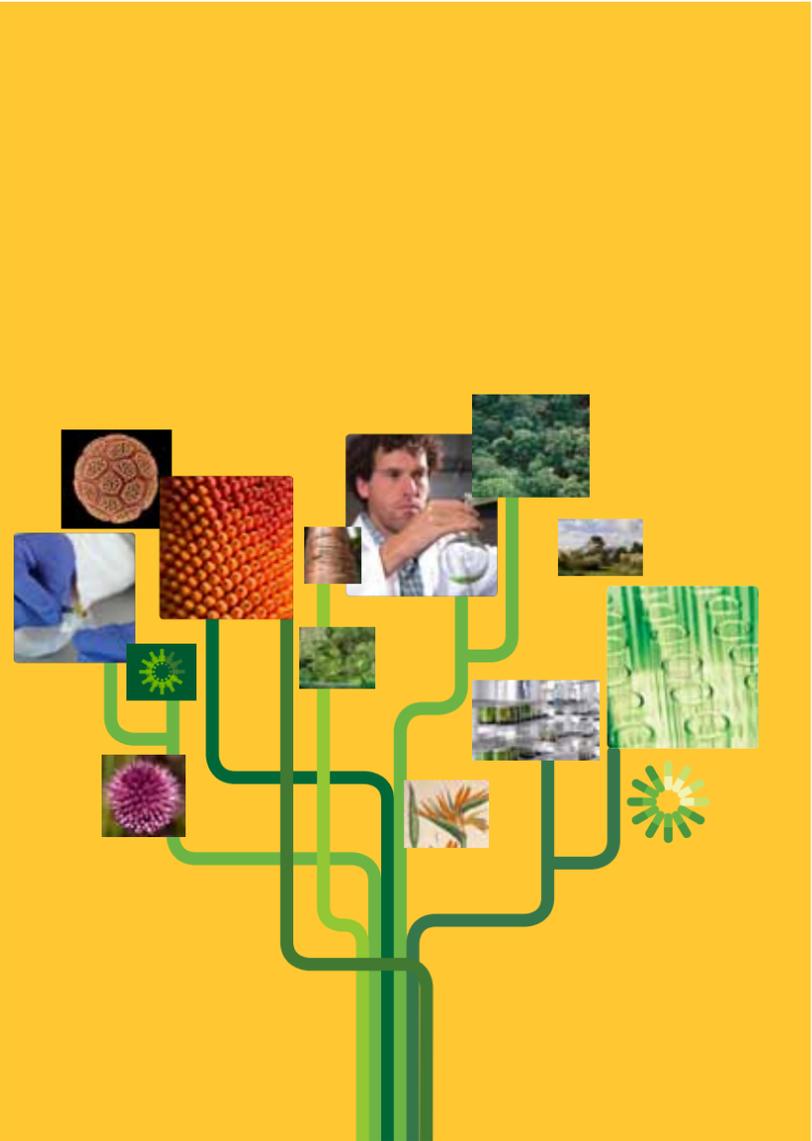
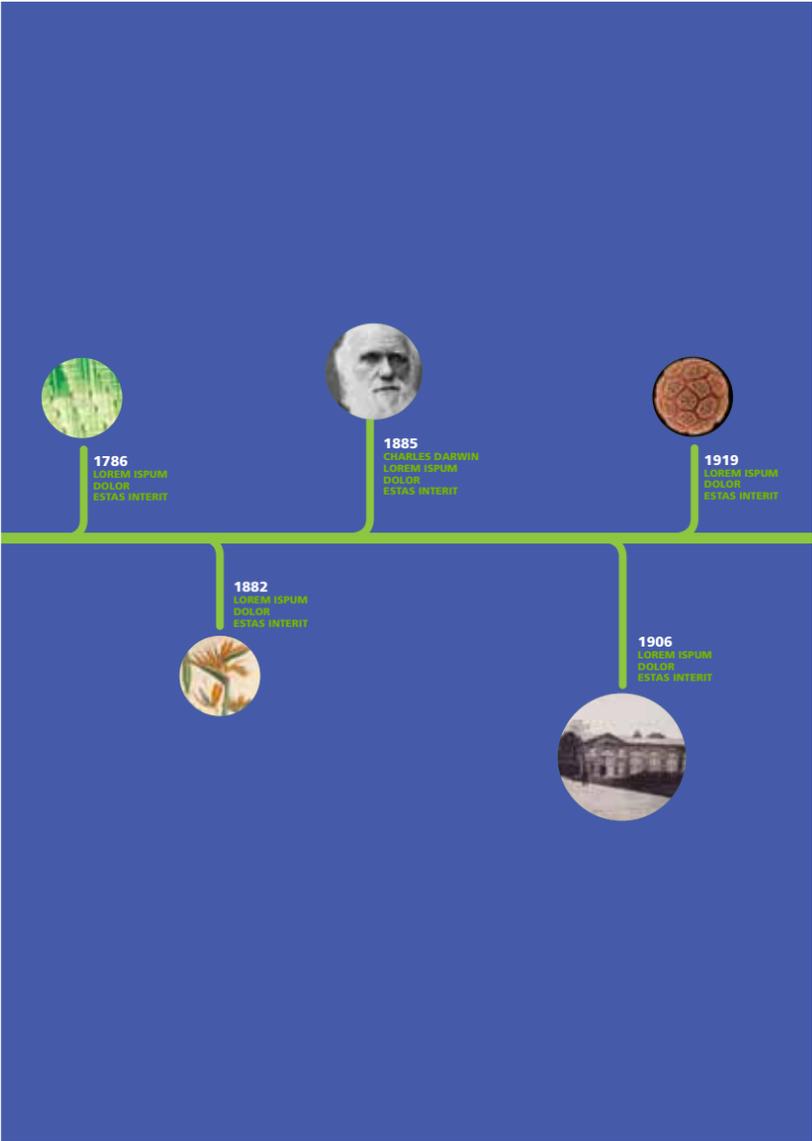
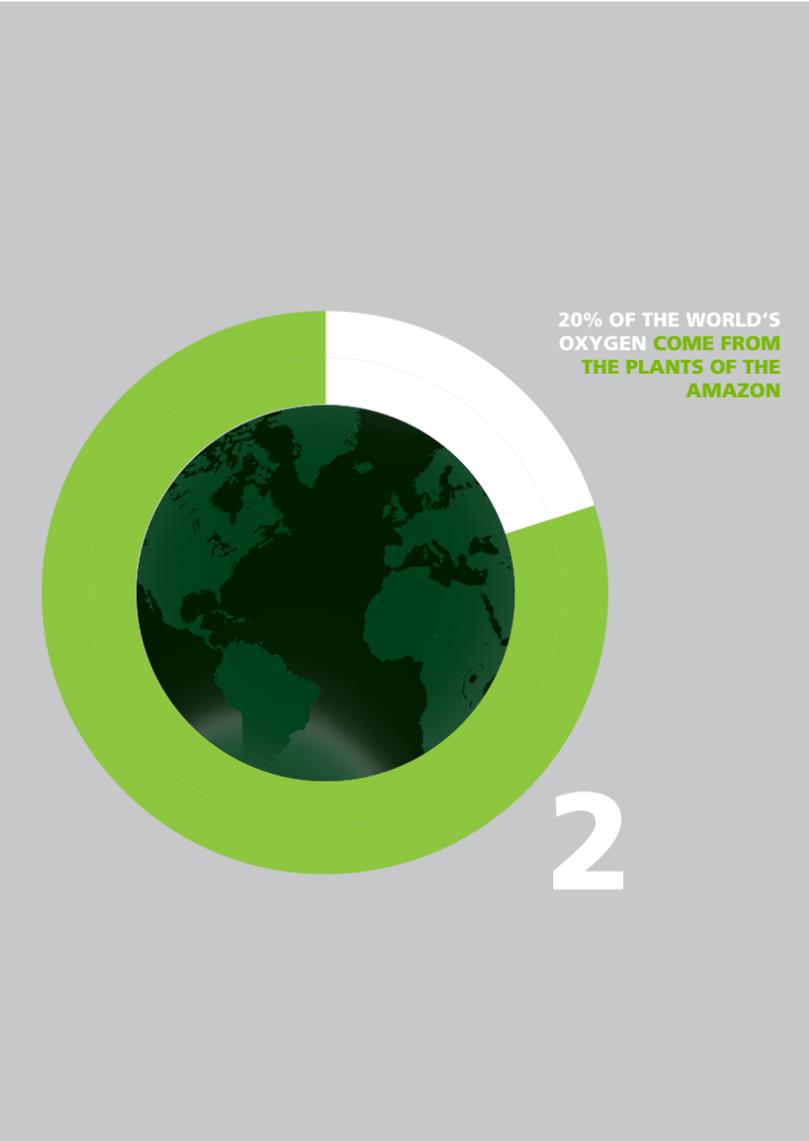


Sculpture/art in the Grounds



63 Imagery – Do use

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



64 Imagery – X Do not use

X Clichéd imagery

Don't use models, use real people
People should be natural, not posed



X Clip art

Does not represent high quality
It's not an ownable style



X Uninspiring imagery

Imagery should be engaging and well
photographed



65 Imagery – X Do not use

Stock library illustration which doesn't reflect the quality of the Kew offer...

X



X



X



66 Imagery – X Do not use

X Bad crops
Do not crop out the main focus
of the image



X Low resolution
Images should be used no lower than 300dpi



X Busy shots without a focus
Keep compositions simple



67 Imagery – X Do not

X Flip imagery

Pictures of plants and architecture should never be flipped or rotated.



Right way



68 Imagery – X Do not

Use devices, drop shadows or keylines unless necessary.

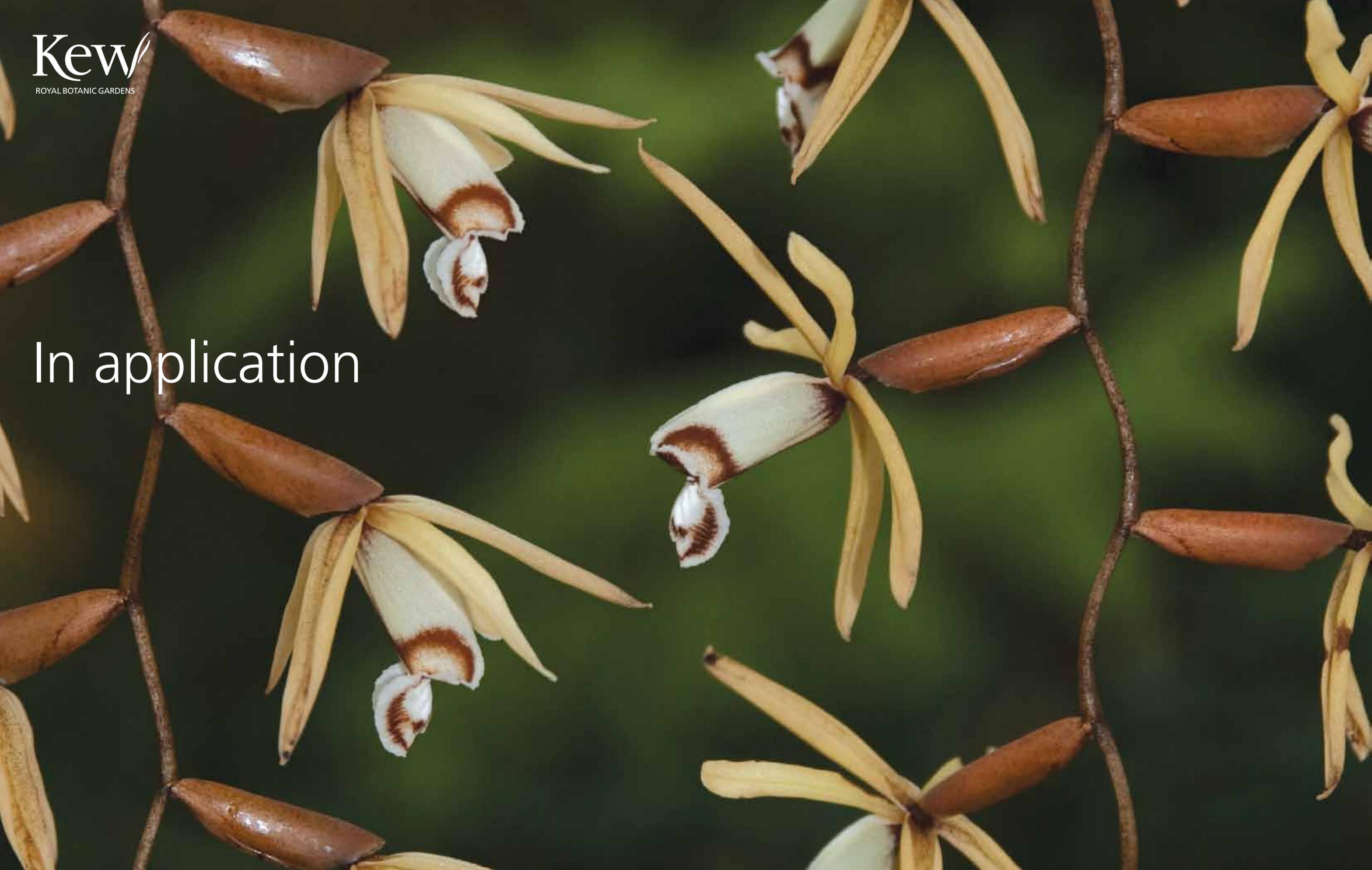
X



X



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 foot print.

Please follow these recommendations:

Paper should to 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:·

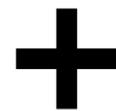
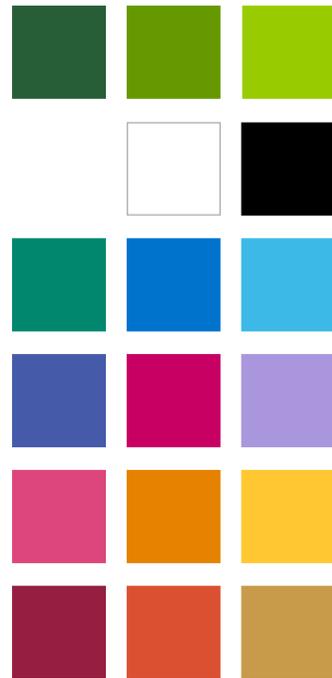
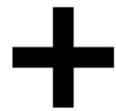
FSC, Carbon neutral status

ISO 14001

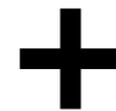
EMAS (European Ecomanagement & Audit Scheme)

WPA (Waterless Printing Association)

The following pages give examples of how the brand elements could come together.



ABCDE
abcdef
ABCDE
abcdef
ABCDE
abcdef

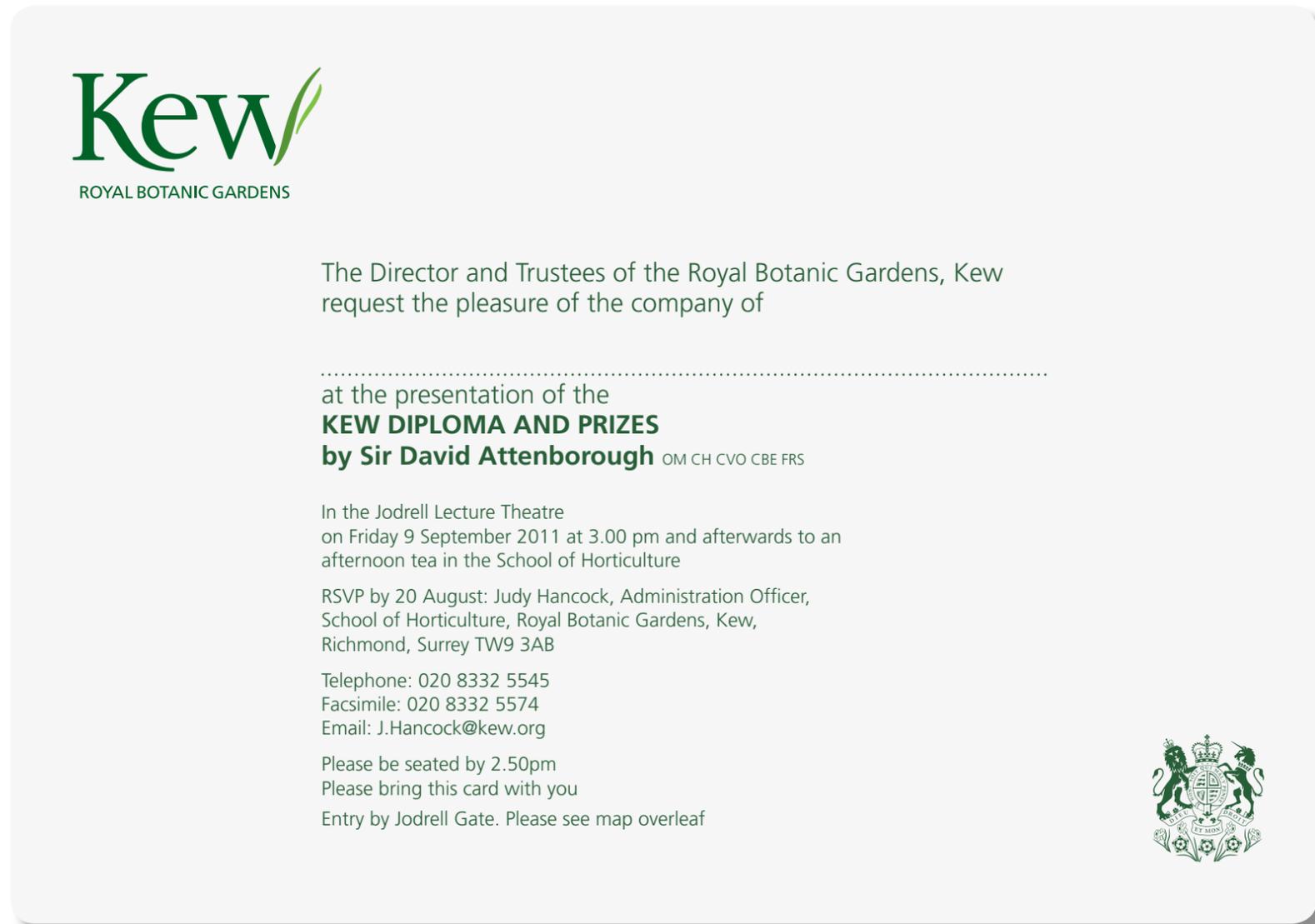


Masterbrand logo

Colour Palette

Typography

Imagery





**Poetry inspired
by nature
Exhibition**

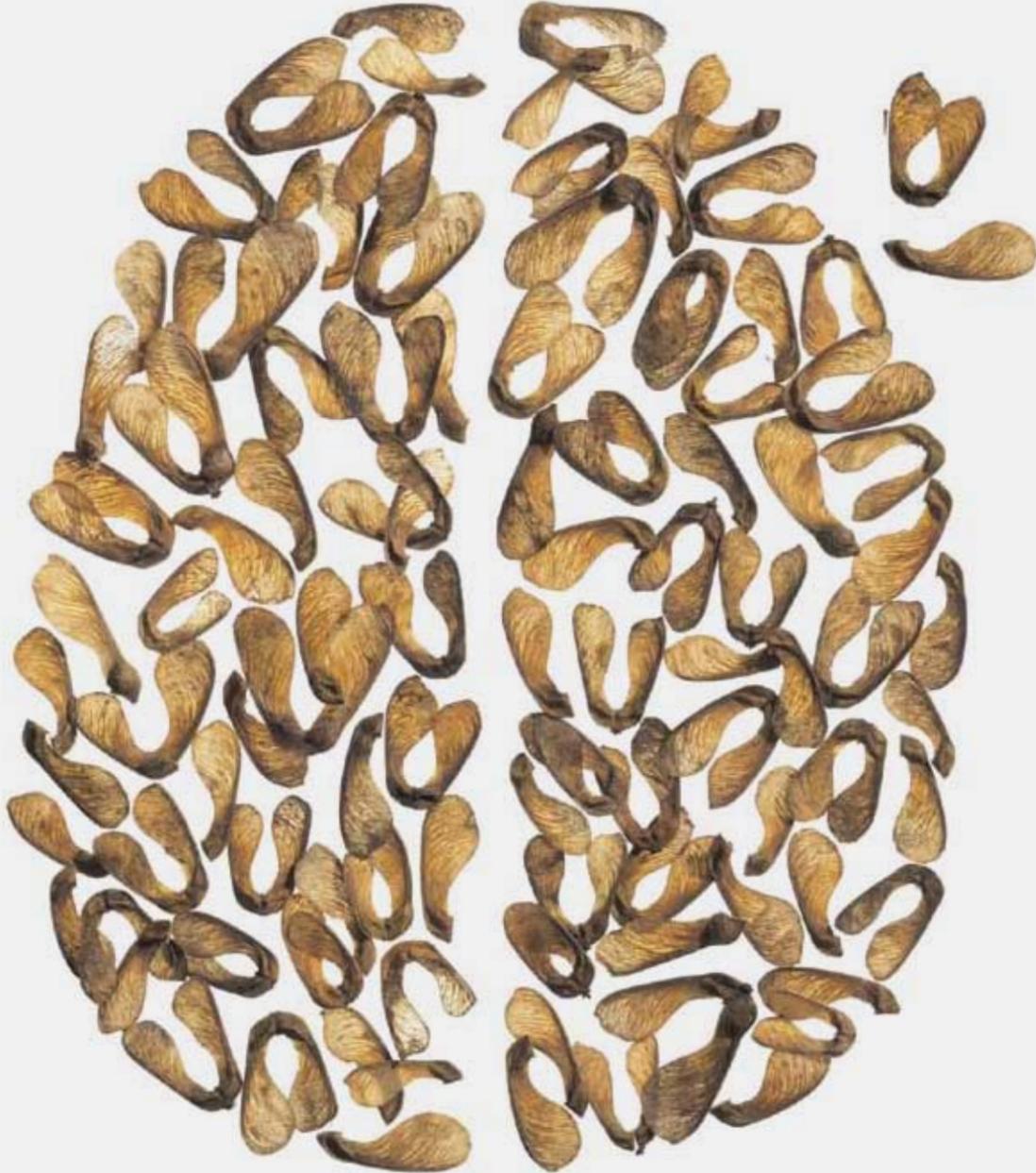
When yellow leaves, or none, or few, do hang upon those boughs which shake against the cold, Bare ruined choirs, where late the sweet birds sang. In me thou see'st the twilight of such a day As after sunset fadeth in the west; Which by and by black night doth take away, Death's second self, that seals up all the rest.

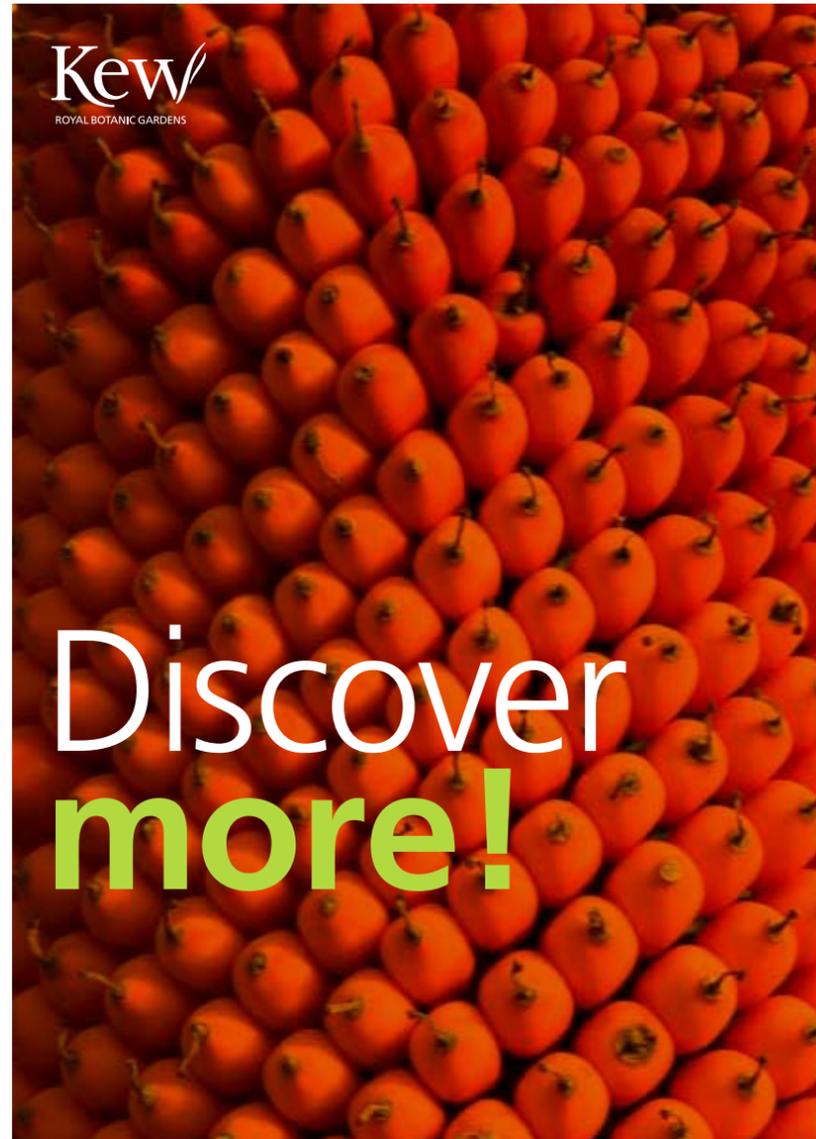
*That time of year thou may'st in me behold
This thou perceiv'st, which makes thy love more strong,
To love that well, which thou must leave ere long.*

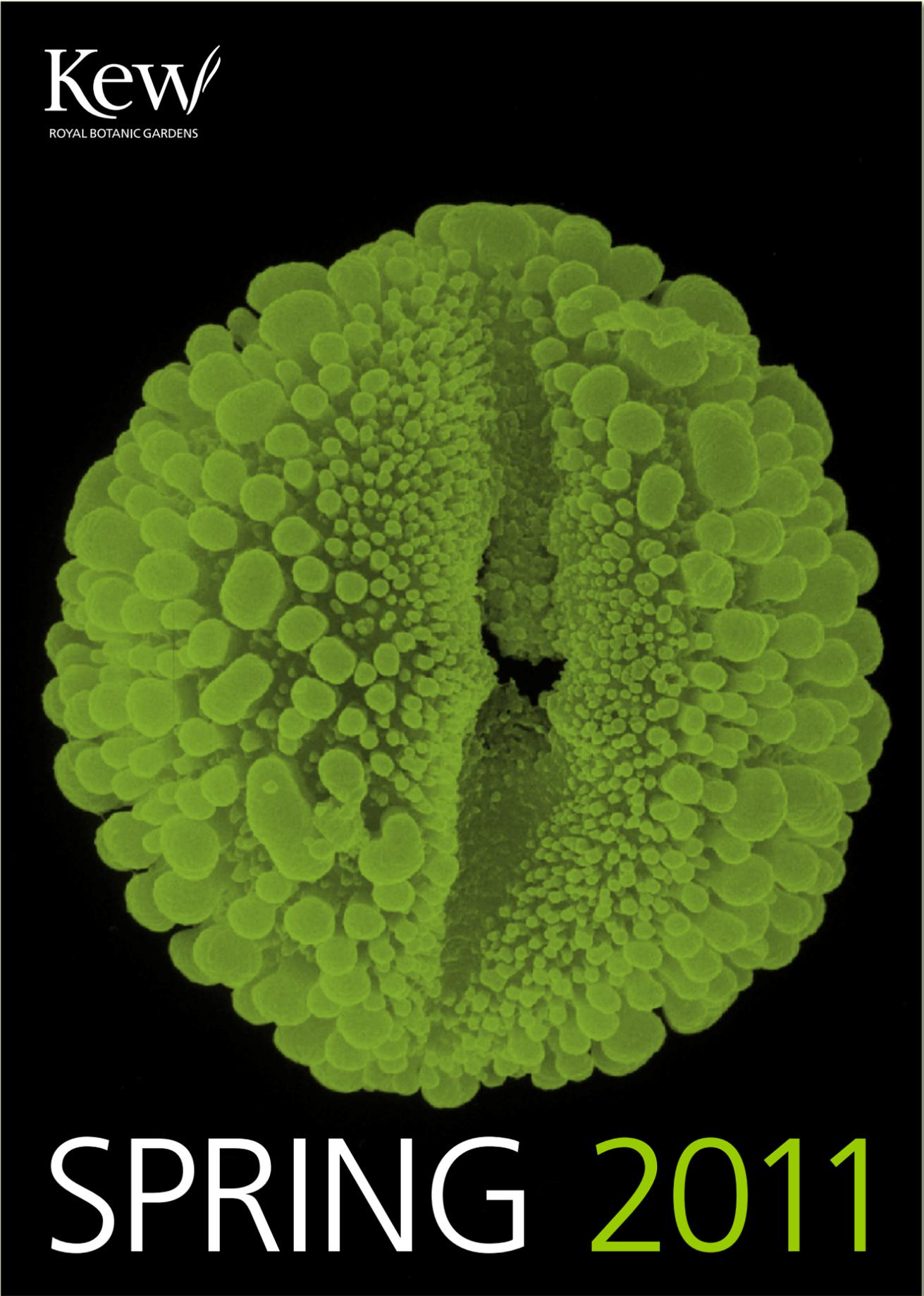
*That on the ashes of his youth
doth lie, whereon it must expire,
Consum'd with that which it was nourish'd by.*



**Helping
the planet breathe**

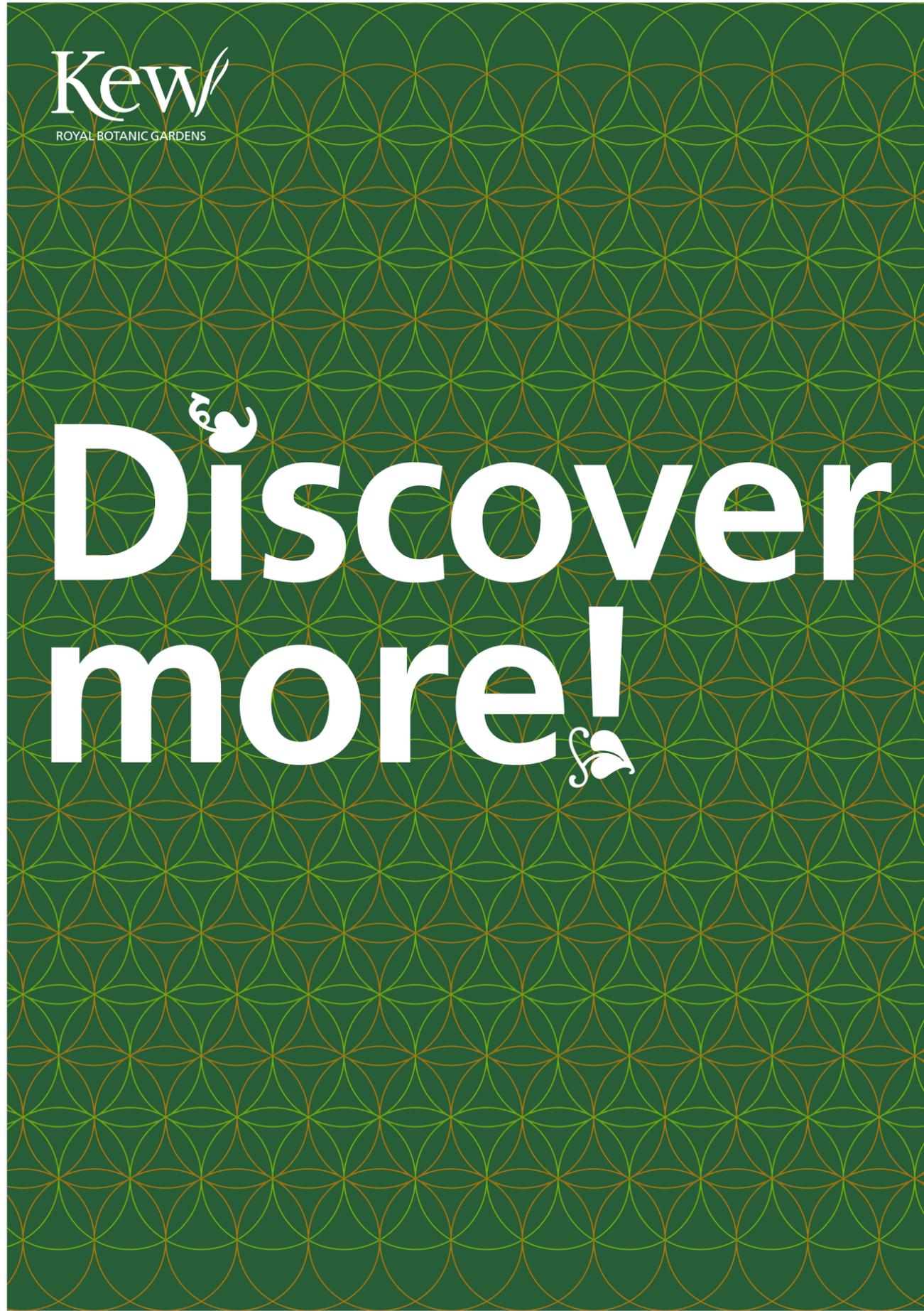


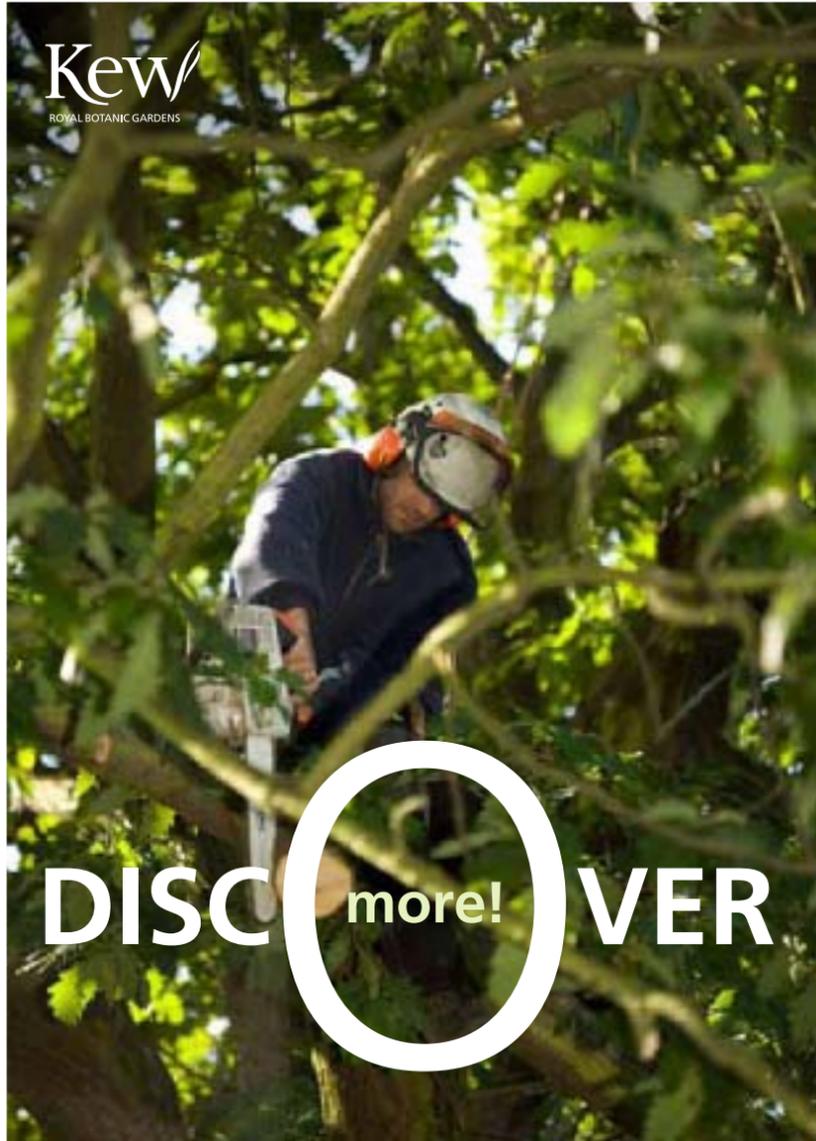










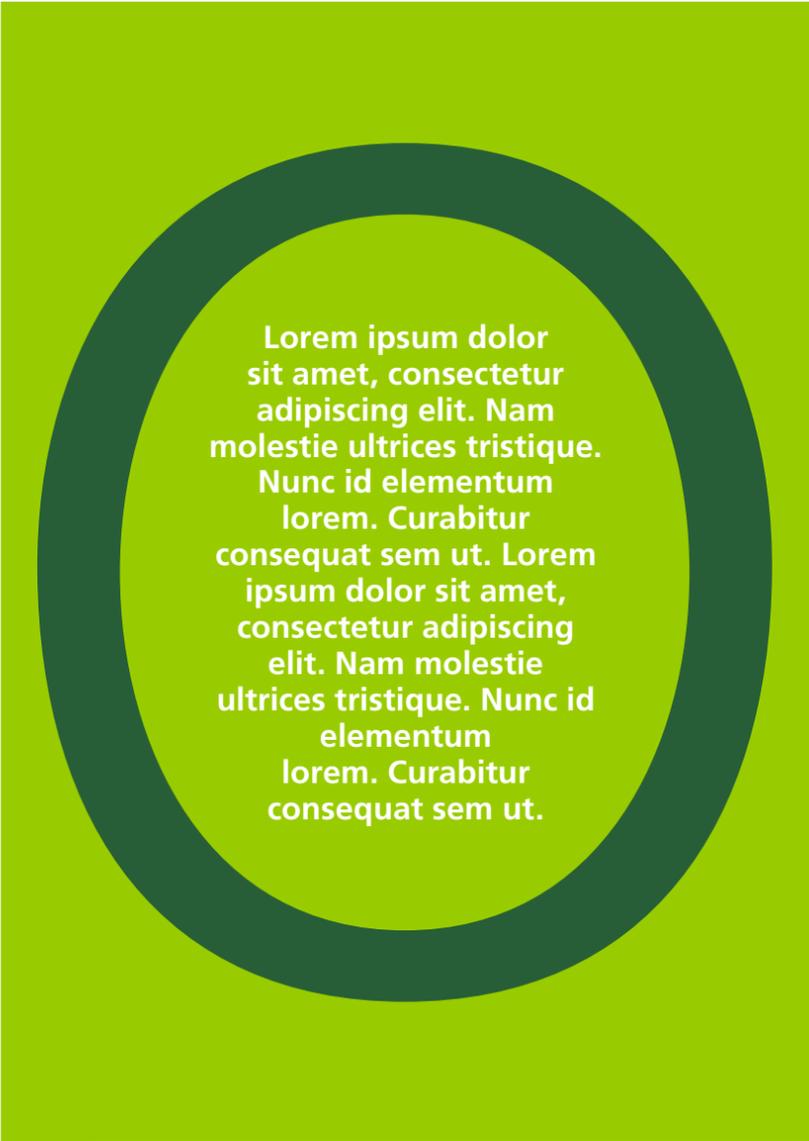
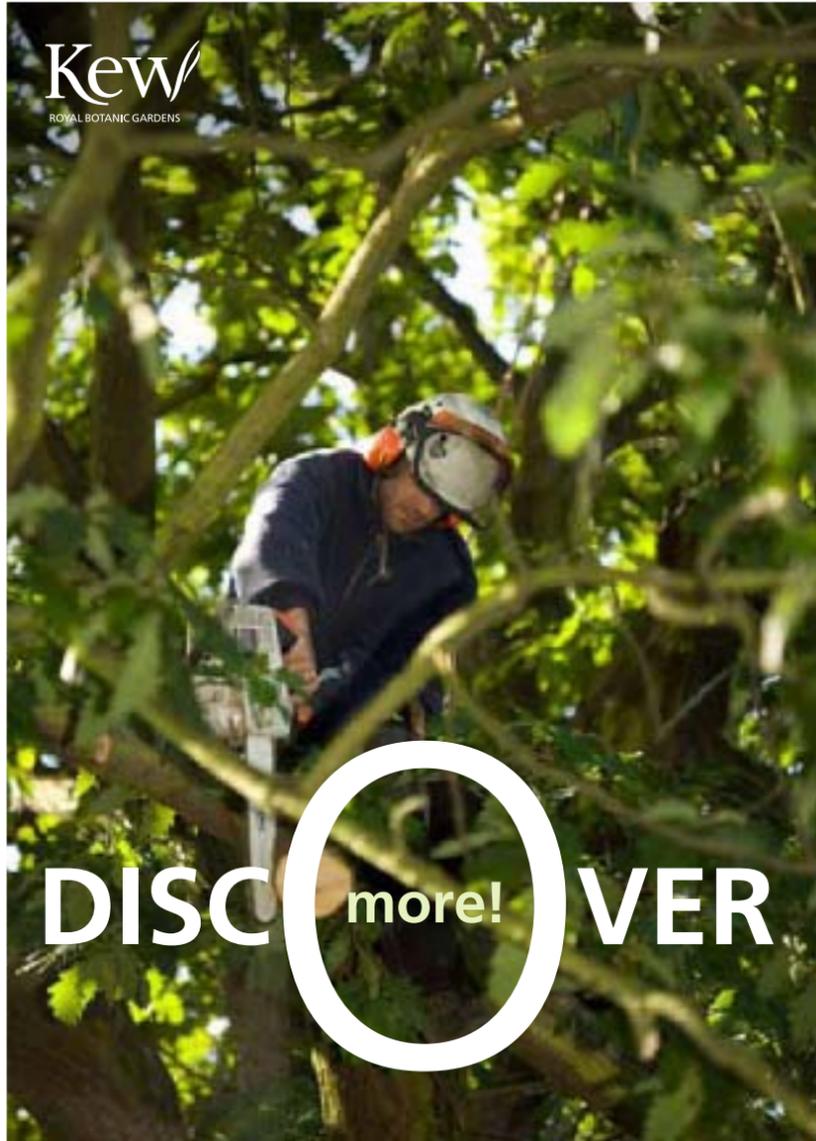




82 In application – Sample layouts

Styling from covers should be extended into internal spreads.





Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam molestie ultrices tristique. Nunc id elementum lorem. Curabitur eleifend consequat sem ut dictum. Aliquam dapibus arcu id orci pulvinar mattis in id elit. Suspendisse potenti. Praesent ac ipsum vitae orci tempus consectetur non vitae purus. Morbi ut tellus a lectus blandit dapibus aliquet vitae neque. Etiam sed pretium ipsum. Pellentesque feugiat iaculis magna sed scelerisque. Aenean pretium interdum nulla, quis feugiat ante accumsan id. Morbi nisl lectus, molestie sed tempor sed, aliquam a arcu.

egestas eu nec augue. Phasellus urna enim, convallis sit amet convallis in, hendrerit non turpis. Quisque vel dolor rhoncus odio dictum pellentesque nec non nunc. Nulla arcu ante, blandit ullamcorper facilisis at, ornare nec ipsum. Sed consequat convallis placerat. Curabitur auctor varius commodo. Etiam ut eros enim, sed dictum tortor. Integer adipiscing, ligula at cursus faucibus, diam purus auctor nibh, sit amet varius.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam molestie ultrices tristique. Nunc id elementum lorem. Curabitur eleifend consequat sem ut dictum. Aliquam dapibus arcu id orci pulvinar mattis in id elit. Suspendisse potenti. Praesent ac ipsum vitae orci tempus consectetur non vitae purus. Morbi ut tellus a lectus blandit dapibus aliquet vitae neque. Etiam sed pretium ipsum. Pellentesque feugiat iaculis magna sed scelerisque. Aenean pretium.




mentum, augue justo molestie urna, et elementum purus nunc et dolor. Vestibulum felis urna, lobortis sed iaculis vitae, suscipit id libero. Donec eu scelerisque odio. Quisque quis enim tellus. Morbi a elit in nunc tristique convallis vitae at nisl. Suspendisse eu nisi eu elit fringilla

84 In application – Sample layouts

Recommended font sizes...



Quotes:
Frutiger Bold 65
15pt/17pt

touch
smell

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam molestie ultrices tristique. Nunc id elementum lorem. Curabitur consequat.

draw

Titles: Frutiger Bold 65
Body copy: Frutiger Roman 55
8.5pt/10pt

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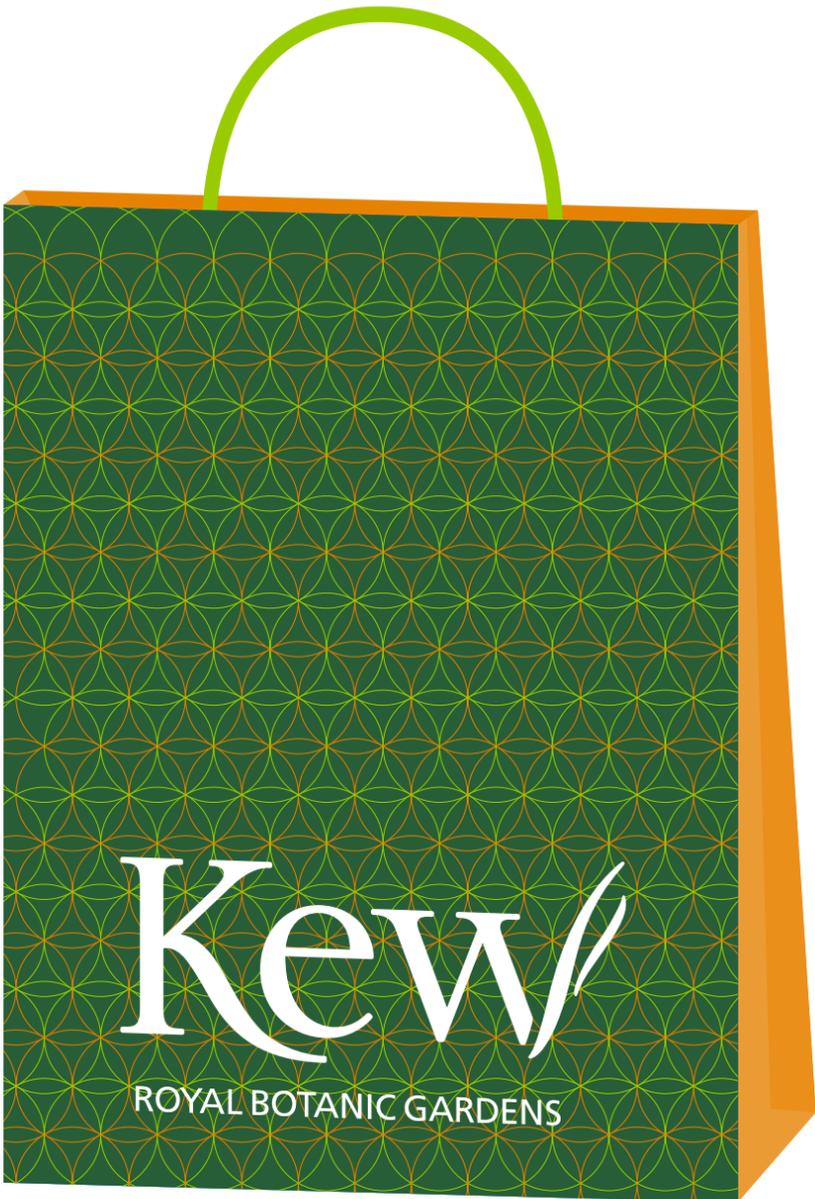
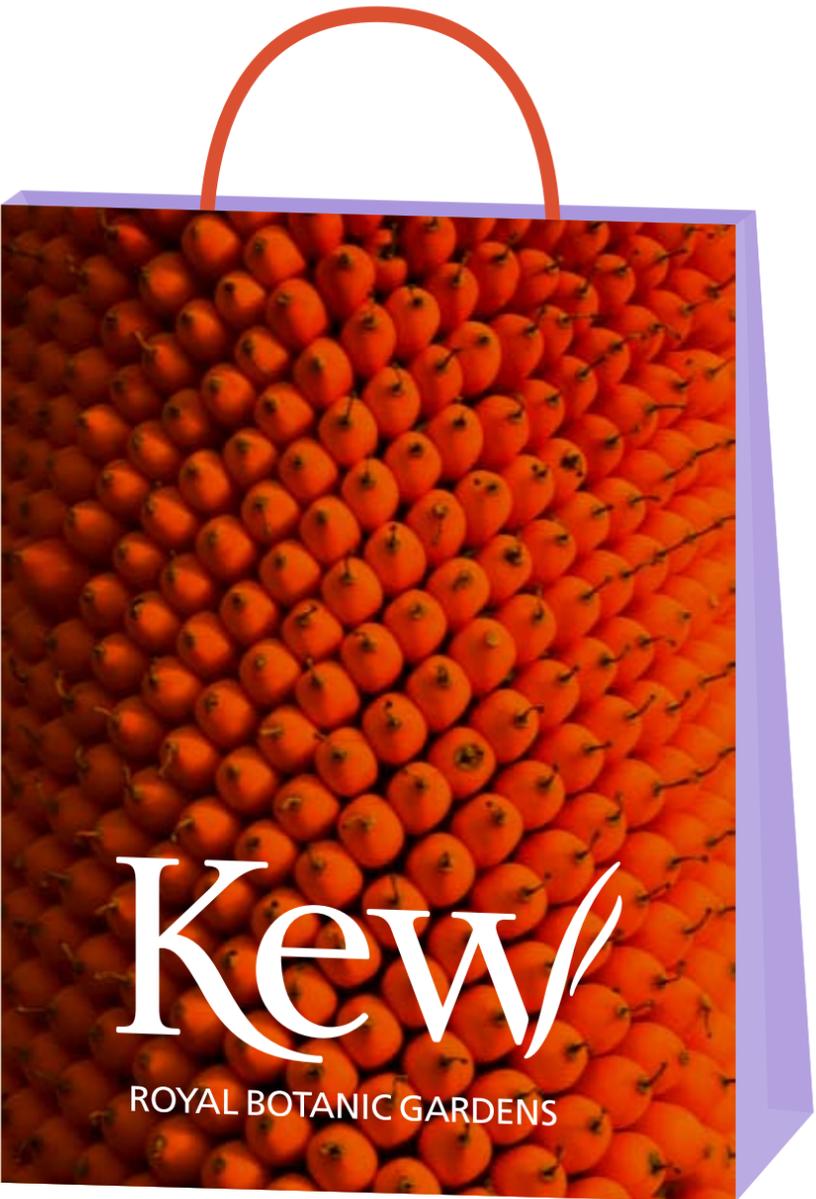
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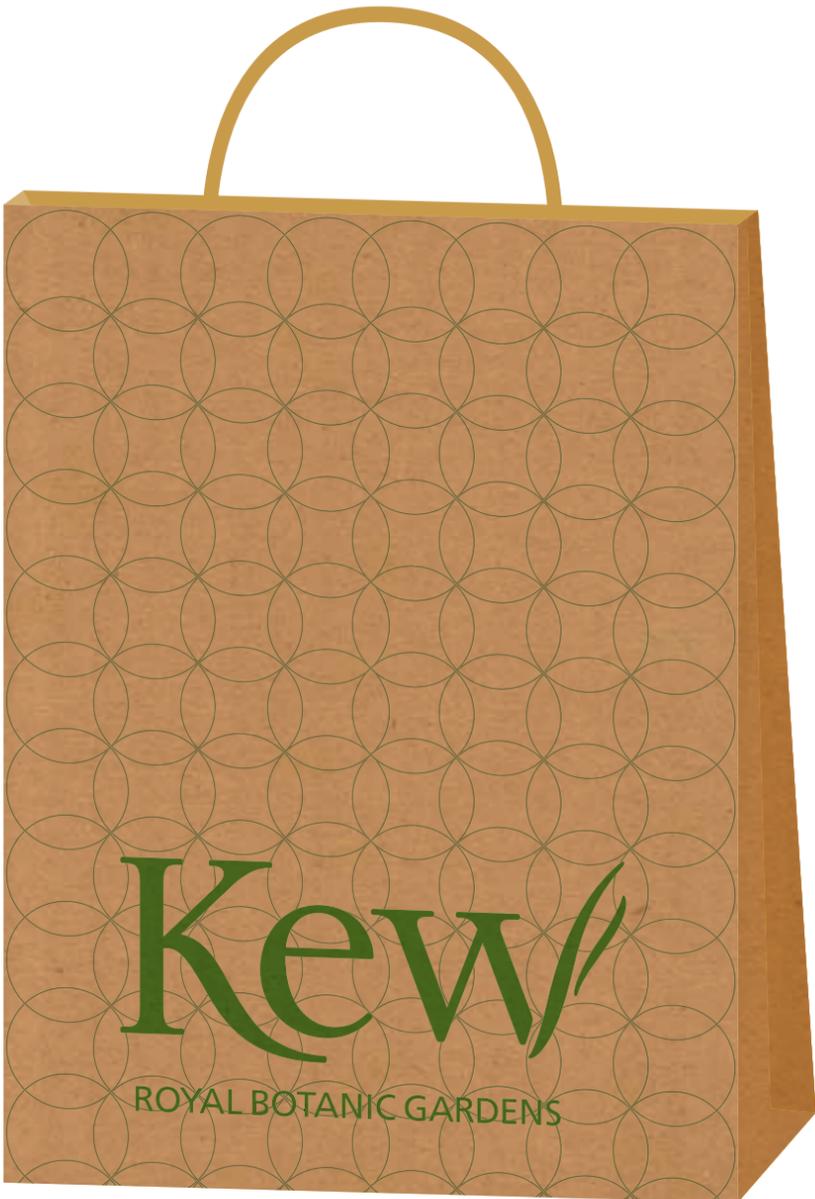
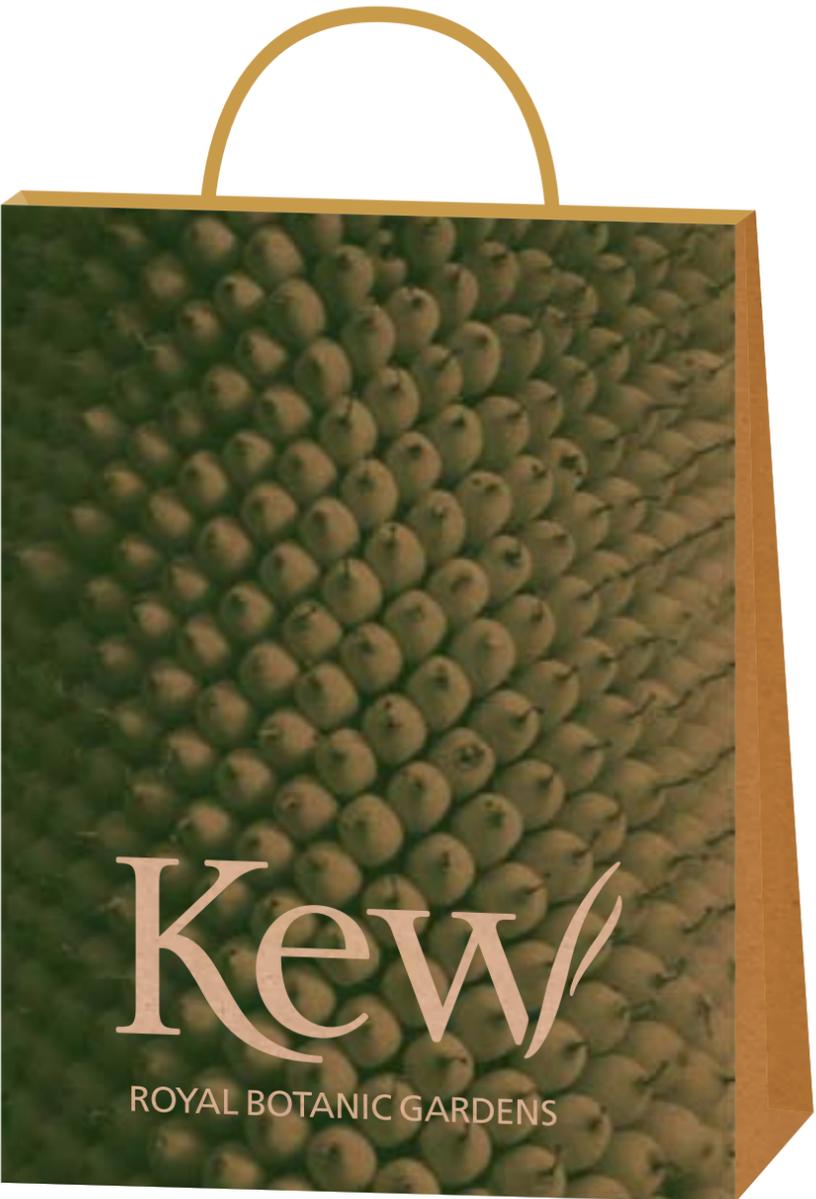
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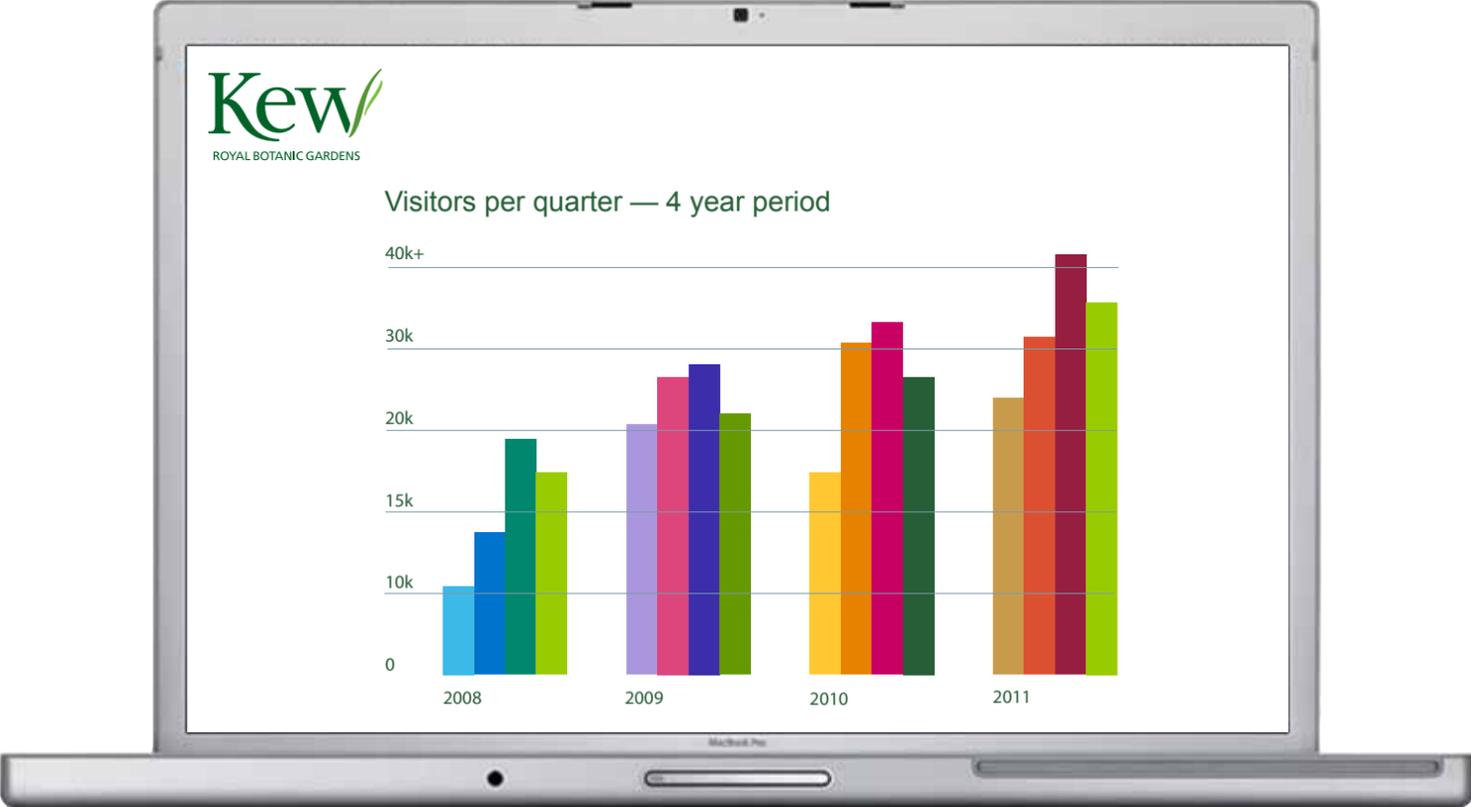
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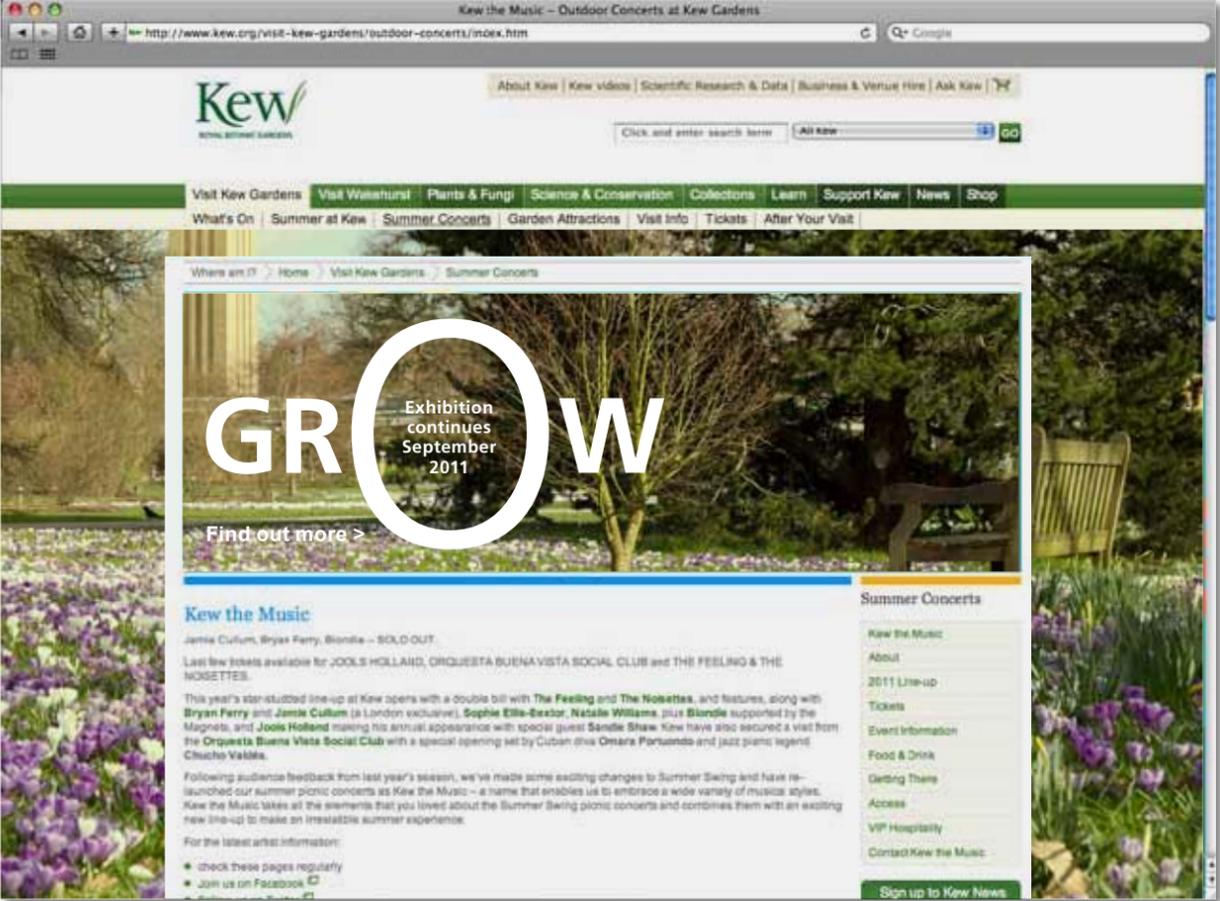
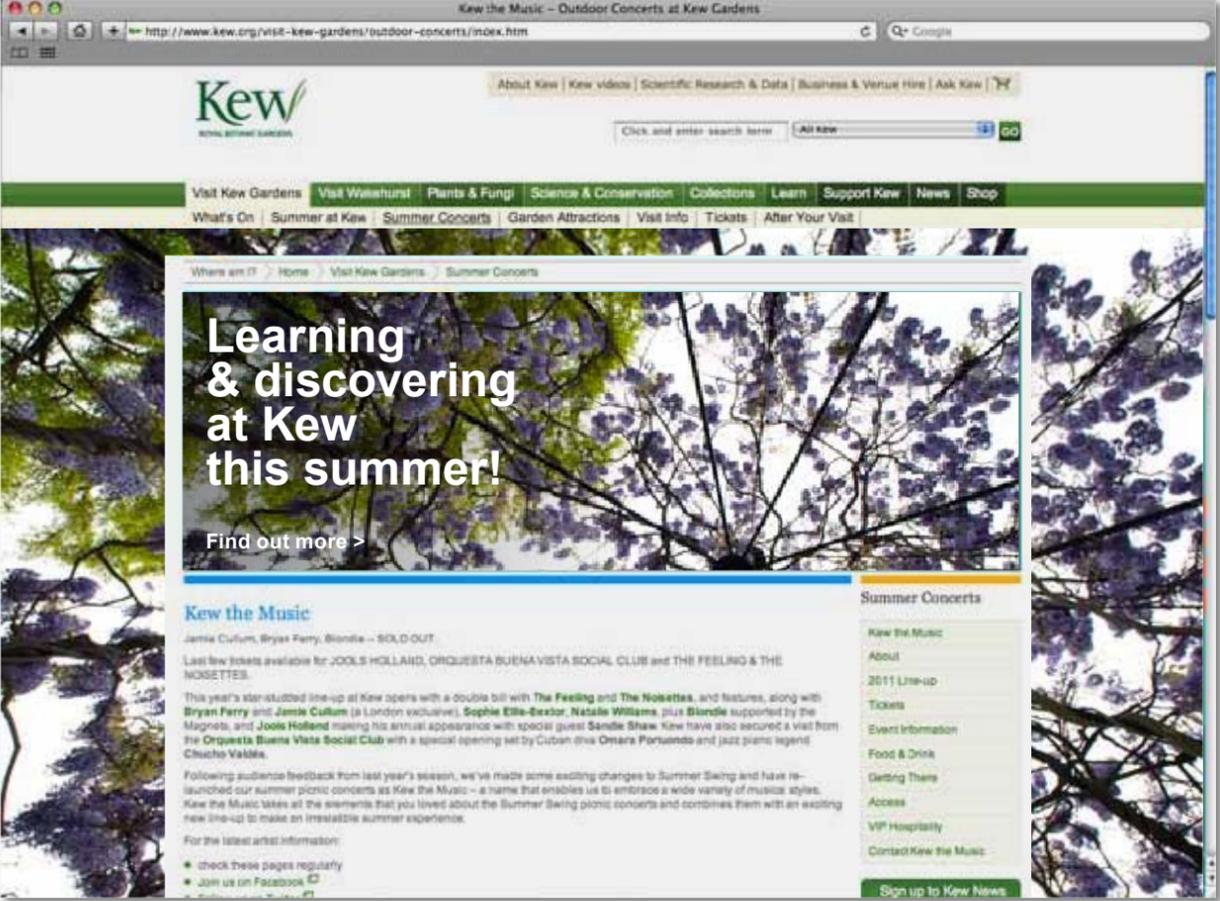
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Pink rock orchid
Dendrobium speciosum

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Purple lotus flower
Dendrobium speciosum

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Purple lotus flower
Dendrobium speciosum

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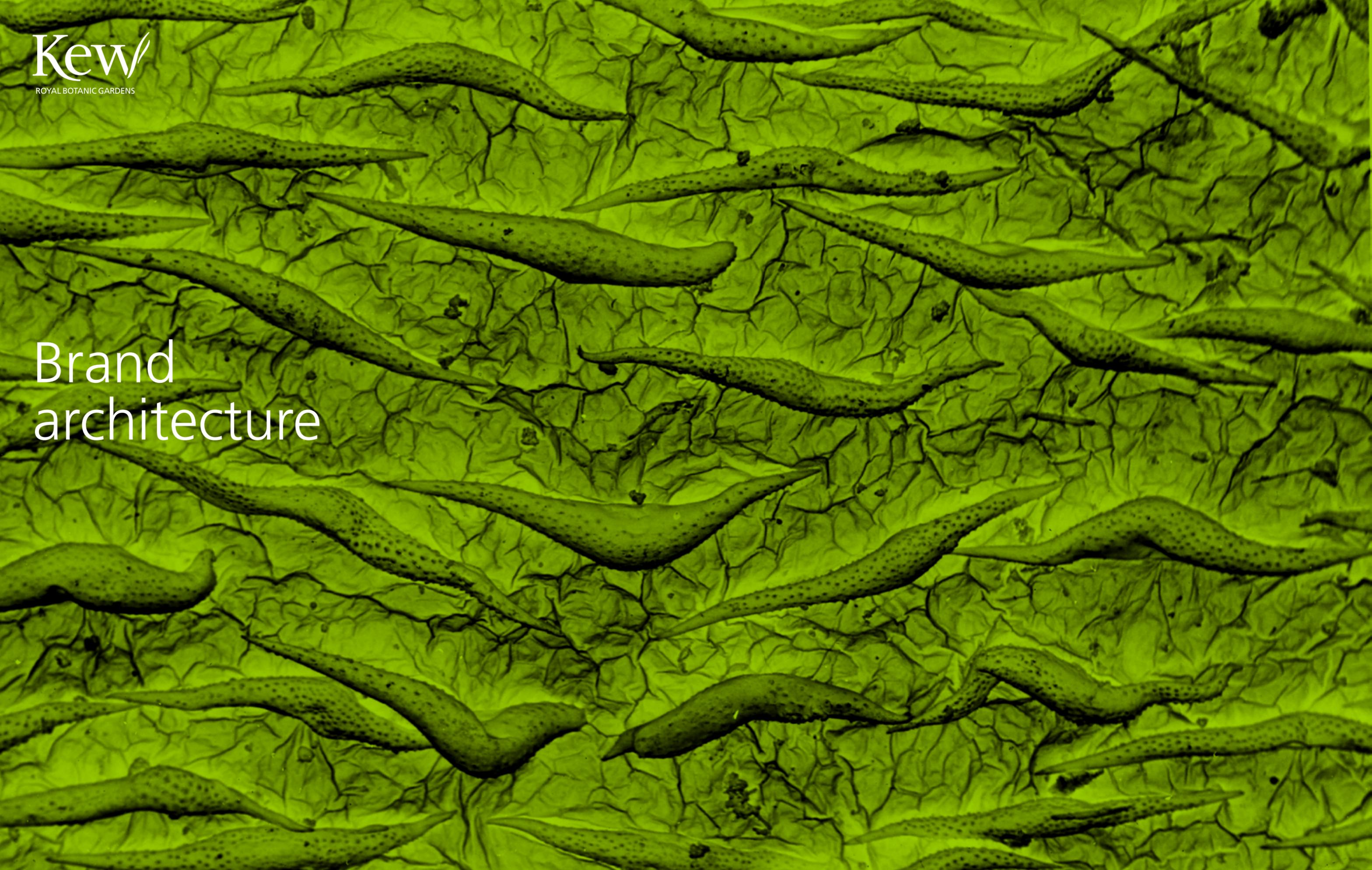
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Brand architecture

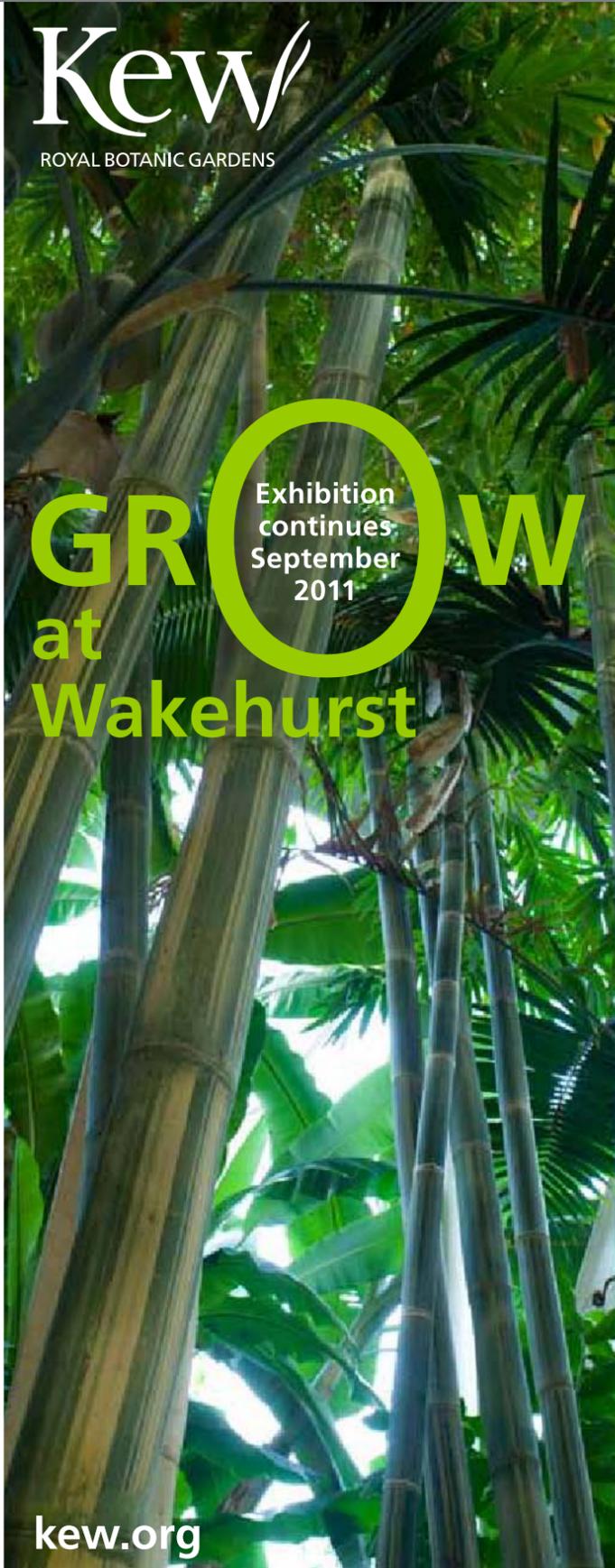


93 Brand architecture – Wakehurst

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.





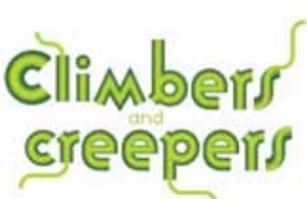




Masterbrand



Other on-site logos



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For help & guidance please
email brand@kew.org