



THE
ROYAL
PARKS

ROYAL PARKS HALF GUIDELINES

INTRODUCTION

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The award-winning Royal Parks Half Marathon was set up in 2008 as an annual fundraising initiative. We were looking to raise sustainable funds for the charity for London's eight Royal Parks, as well as enabling other charities of all sizes to be involved in a major challenge event. In its first 14 years, the event has raised over £55 million for over 1,000 charities.

BRAND PROPOSITION

BRAND PROPOSITION

WHO

The Royal Parks Half is the most beautiful half marathon in the world.

WHAT

We give everyone the opportunity, to run through London's most iconic parks and sites.

HOW

By organising and sustainably managing the event meticulously, for an unforgettable day.

BRAND VOCABULARY

ATTRIBUTES

(the words we'd like people to associate with Royal Parks Half)

Quality
Iconic
For everyone
Caring
Inspiring

PERSONALITY

(if the brand was a person, how would we describe its character?)

Pioneering
Dedicated
Warm
Genuine
Motivational

VALUES

(what we feel is important and what we stand for)

Responsible
Excellent
Inclusive
Open
Respectful

BRAND ESSENCE

A REMARKABLE
RACE FOR
EVERYONE

HOW TO WRITE ABOUT THE EVENT

When writing about the Half Marathon please use the name of the event in full for the first reference. For subsequent mentions you can refer to it as the Royal Parks Half.

Our event is a half marathon, which doesn't need capital letters, but when we're talking about our Half Marathon as an event, it should have capital letters.

Royal Parks Half Marathon, presented by ...

For example:

It's the moment you've all been waiting for... the public ballot is now open for 2023.

Royal Parks Half Marathon, presented by ... - don't miss out!

Enter the ballot between now and 5pm on Wednesday 8 February and you could be joining us and 16,000 other awesome runners for the Royal Parks Half on 8 October 2023.

TONE OF VOICE

We all express ourselves slightly differently with different groups of people, but these expressions should always have a common tone. So, when representing the Royal Parks Half Marathon, you should always sound:

STRAIGHTFORWARD

Personal
Friendly
Informal

We always avoid the formal, third person tone of large organisations, and prefer to use the first person. When we communicate, we like every person to feel we're speaking directly to them, not to a crowd.

EXPERT

Informed
Encouraging
Confident

We should be simple, direct, and accurate with real facts and examples to bring our communications to life.

ENGAGING

Human
Interesting
Valuable

We're open to ideas and discussion so our communications should always be person to person, and focused on who we're talking to. We try to tell our story from a runner's point of view.

PASIONATE

Motivational
Upbeat
Enthusiastic

We believe strongly in our ideas, however big or small, and we like everyone to know why we love our event as much as we do. We like to use words and phrases that inspire a positive reaction.

WARM/FRIENDLY

Open,
Supportive
Light hearted

We hope that when people take part in our event they feel like one of us and we are supportive on their journey towards race day. We also occasionally bring out our quirky sense of humour.

HOW OUR TONE OF VOICE WORKS

Our tone of voice is warm, expert and straightforward. It doesn't use management speak or jargon, but sounds passionate about the event. The tone should be friendly and direct, never in the third person, and be helpful.

WE WOULDN'T SAY...

The Half Marathon is a premium Autumnal event maximising the wellbeing opportunities of the Royal Parks.

Ballot applicants will be notified this afternoon as to whether they have been successful or not.

Participants

WE WOULD SAY...

16,000 runners take to the world-famous streets and Parks of London each October, to conquer the 13.1 mile route through four magical Royal Parks and feel great about their achievement..

We'll be letting everyone know how they got on in the ballot this afternoon.

You, our runners, our spectators, our volunteers (depending on who you're speaking to)

A FEW NOTES ON HOUSE STYLE

Dates, times and days

Please use the simpler constructions:

Sunday 8 October 2023 or 08.10.23 (not Sunday, October 8th, 2023 or 8th October 2023)

Registered charity

The following sentences are acceptable:

- The Royal Parks is a registered charity, number 1172042
- Registered charity, no. 1172042

How to write about partnerships

Keep it simple in external communications:

the Royal Parks Half Marathon, presented by ... is on Sunday 8 October 2023



LOGO

ROYAL PARKS HALF LOGO



Large use logo

File name: TRP_RPH_LOGO_BLACK_RGB_LRG

Minimum height: 14mm

Logos created for print (CMYK eps, Pantone eps, png) and web (RGB eps, png, jpg)

ROYAL PARKS HALF LOGO WHITE, GREY AND BLACK

The Royal Parks' half logo must predominantly be White. When the backgrounds are too light the logo can be also be used in grey or black. Colour or tints should never be used. The logo master artworks are supplied as digital files for print (CMYK and Pantone eps) and web (RGB eps, png).



File name:
TRP_RPH_LOGO_WHITE_RGB_LRG



File name:
TRP_RPH_LOGO_GREY_RGB_LRG



File name:
TRP_RPH_LOGO_BLACK_RGB_LRG

ROYAL PARK HALF LOGO LARGE AND SMALL USE VERSIONS

A large and small version of The Royal Parks Half logo has been created and spaced to achieve maximum clarity when used at small sizes. Use the small use logo only in instances where the logo height is 33mm or below.

The Royal Parks' logo must never be used smaller than 15mm in height. The large use logo should be used when the required height is 34mm or above.



Large use logo

File name: TRP_RPH_LOGO_BLACK_RGB_LRG

Minimum height: 34 mm

Logos created for print (CMYK eps, Pantone eps, png) and web (RGB eps, png, jpg)



Small use logo

File name: TRP_RPH_LOGO_BLACK_RGB_SML

Minimum height: 15 mm

Maximum height: 33 mm

Logos created for print (CMYK eps, Pantone eps, png) and web (RGB eps, png, jpg)

ROYAL PARKS HALF LOGO EXCLUSION ZONES

The logo should have as much space around it as possible, to help it stand out and ensure any secondary material does not undermine its authority. The logo must have a minimum clear space around, not interrupted by any other design or logo.

Use half the x height of the 'a' to prevent any secondary material inhibiting legibility. This area should be left clear of type, pictures, shapes and other logos. The Logos must have a minimum clear space around, not interrupted by any other design or logo. Exclusion zones should be maintained each time the logo is used, including on photographic backgrounds, where an appropriate area of clarity within the image should be allowed for the logo.

Please note: All areas shown in grey in the example are guides only and should not be printed.



ROYAL PARKS HALF LOGO CORRECT USAGE

Ensuring The Royal Parks Half logo is used in the correct way is essential. Consistent application of the logo helps to build recognition. The master logo must never be modified, warped, stretched, recoloured or used in any other form than that supplied by The Royal Parks.

For the avoidance of doubt, the following examples illustrate correct and incorrect examples. This also applies to any park logos, or partnership logos.



✓ Correct



✗ Stretched



✗ Altered proportions



✗ Sandstone logo on white



✗ Separated or moved



✗ Distorted



✗ Multiple colours



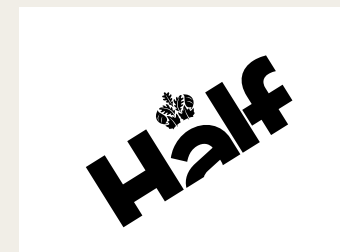
✗ Made-up logo



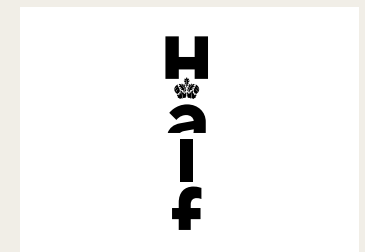
✗ Added gradient



✗ Outlined



✗ Rotated



✗ Changing orientation

ROYAL PARKS HALF LOGO ON IMAGERY

When placing the logo on an image, ensure there is sufficient contrast between the logo colour and the background image.



✓ Correct use of the logo on an image



✗ Incorrect use of the logo on an image

COLOUR

A wide-angle photograph of a park path during autumn. The path is covered in a thick layer of fallen yellow leaves. On the right side, a row of tall trees with yellow foliage lines the path. On the left, there are several ornate black metal benches. A group of people is walking along the path in the distance, and a few people are sitting on the benches in the foreground. The overall atmosphere is peaceful and scenic.

PRIMARY COLOUR PALETTE

Colour plays an important role in the identity. It will help to create a strong recognisable brand and reflect the unique nature of The Royal Parks Half.

There are four colours in the palette: Orange, Grey, White and Black. Orange and Grey are the primary colours and should be used wherever possible, while White should be used for the logo on the Orange or Grey, for text and any other information that needs to sit on imagery.

When a light background colour hinders legibility black can be used for the text. The specifications outlined on the right are listed for CMYK, Pantone, RAL and in RGB and HEX for use on screen.

Orange

CMYK: 0/40/100/0
RGB: 250/166/36
PANTONE: 130
RAL: 1028
HEX: FAA61A

Gray

CMYK: 0/0/10/70
RGB: 108/104/99
PANTONE: 424
RAL: 7005
HEX: 6C6863

Black

CMYK: 0/0/0/100
RGB: 0/0/0
RAL: 9005
HEX: 000000

White

CMYK: 0/0/0/0
RGB: 255/255/255
RAL: 9010
HEX: FFFFFFFF

GRAPHIC DEVICES



MAIN GRAPHIC DEVICES

The two primary colours Orange and Grey represent the unique nature of the race, running through the parks in Autumn and past the iconic buildings of London. To reflect the name the Royal Parks Half brand uses half patterns as an important part of the visual identity.

A selection of graphic devices have been created using the primary colours in 'half's'. The graphic devices should be used to brand, signpost, decorate or create attention on the majority brand touch-points for the event.

The patterns can be reproduced in Pantone, CMYK, RGB using the correct colour breakdowns, always in half and half proportions.



ILLUSTRATIVE GRAPHIC DEVICES

Alternative uses for the half patterns have been created for areas that require decoration, such as banners or scrims. These can use a variety of different patterns that must always use the brand colour palette and be half and half.

It is also essential that the patterns start and finish at the half way point at either end, to ensure they can be joined smoothly as required.

In addition, illustrations can be added to denote landmarks or famous vistas in the parks en-route.



ILLUSTRATIVE GRAPHIC DEVICES

In addition, the half and half illustrations can be used to highlight and promote the unique qualities of the Royal Parks Half, or key messages and facts that you'd like to highlight and share with competitors, spectators and sponsors.



TYPEFACE

PRIMARY TYPEFACE

TT NORMS PRO

TT Norms Pro Bold should be used for the titling on all of the Royal Parks' Half branded materials. TT Norms Pro Medium should be used in body copy (the only exception is open documents like PowerPoint presentations, that will need to be viewed and amended by third parties, and should use a system font).

TT Norms Pro is available in several weights, but we only use Bold and Medium as specified. To accentuate or pick out words within body copy, please use TT Norms Medium Italic.

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@£\$%^&*()_+**

Medium

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@£\$%^&*()_+**

*Medium
Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

IMAGERY

A young woman with blonde hair, wearing a grey coat over a white and black patterned sweater and a red turtleneck, is cheering with her arms raised in the air. She is holding a smartphone in her right hand. The background is a blurred crowd of people at an outdoor event, likely a race, with trees and foliage visible. The lighting is bright, suggesting daytime.

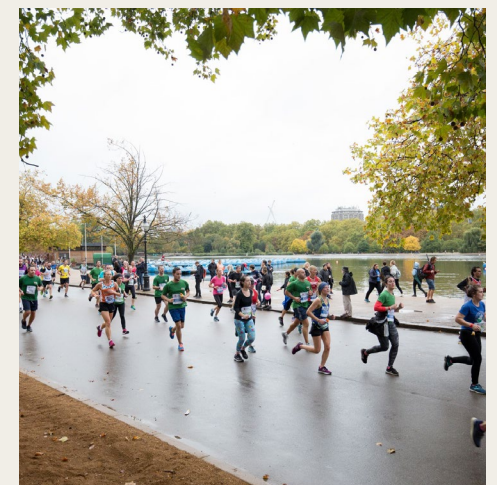
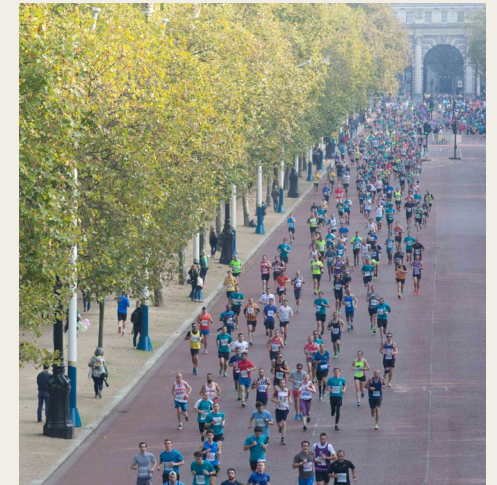
IMAGERY

ICONIC PARKS

The Royal Parks Half landscape photography is for sharing beautiful vistas in and around the parks on the course route. The images must be of the highest quality, and relate to the race but it is essential they show off the stunning landscapes and capture the beauty of the parks.

All imagery should be in colour and sourced from The Royal Parks image library or the Royal Parks Half image bank from previous years, where possible. However, when commissioning or using outsourced photography, ensure all copyright should be cleared.

Please avoid vista shots that feel overused or clichéd. Where possible, using images that have a natural half and half aspect to the image would be good.



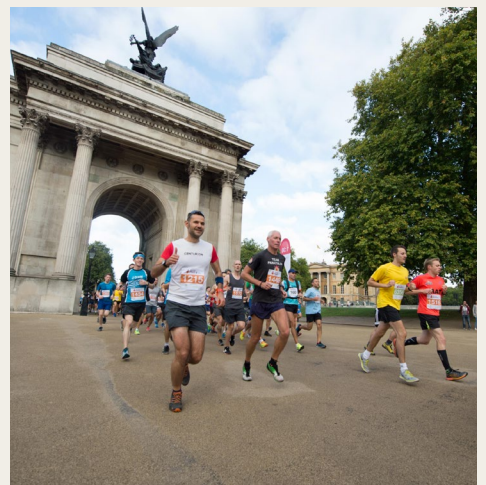
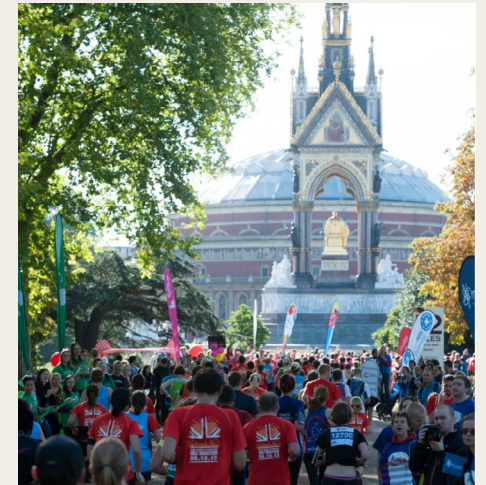
IMAGERY

ICONIC LANDMARKS

The Royal Parks Half landmark photography captures the iconic, historic landmarks of iconic that the competitors get to run past or see.

The images must be of the highest quality, be in colour and sourced from The Royal Parks image library or the Royal Parks Half image bank from previous years, where possible. However, when commissioning or using outsourced photography, ensure all copyright should be cleared.

Please avoid unnecessary light effects such as light leaks or flares, and avoid images that are clearly edited or retouched in a way that makes them feel unnatural or obviously doctored.



IMAGERY

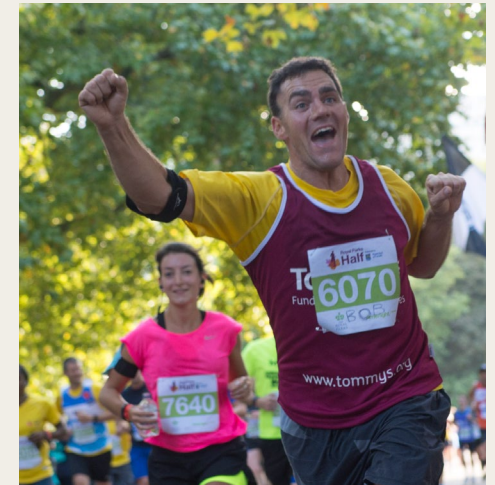
ICONIC MOMENTS

The moments in time photography reflects how people enjoy the race as competitors, spectators or as staff.

These images need to be high quality and taken at a previous Royal Parks Half within the setting of The Royal Parks.

When art directing a shoot, or looking for stock imagery, please keep in mind the following:

- It is essential the locations are recognisable and are on the race route.
- Avoid posed shots or people looking straight to camera – these images should capture moments of people enjoying the day, without the subject being aware of the photographer.
- Choose settings with natural light.
- The images should feel bright, but avoid unnecessary light effects, such as light leaks or flares.
- Avoid images that are edited or retouched in a way that makes them feel unnatural or obviously doctored.
- Avoid unnecessary images of objects without human interaction.



APPLICATIONS



POSTERS

The posters should mainly use the landscape or landmark photography for the imagery, but there will be instances where 'moments in time' photography will be more appropriate, for example to highlight impact for people, learning events or charitable benefits.

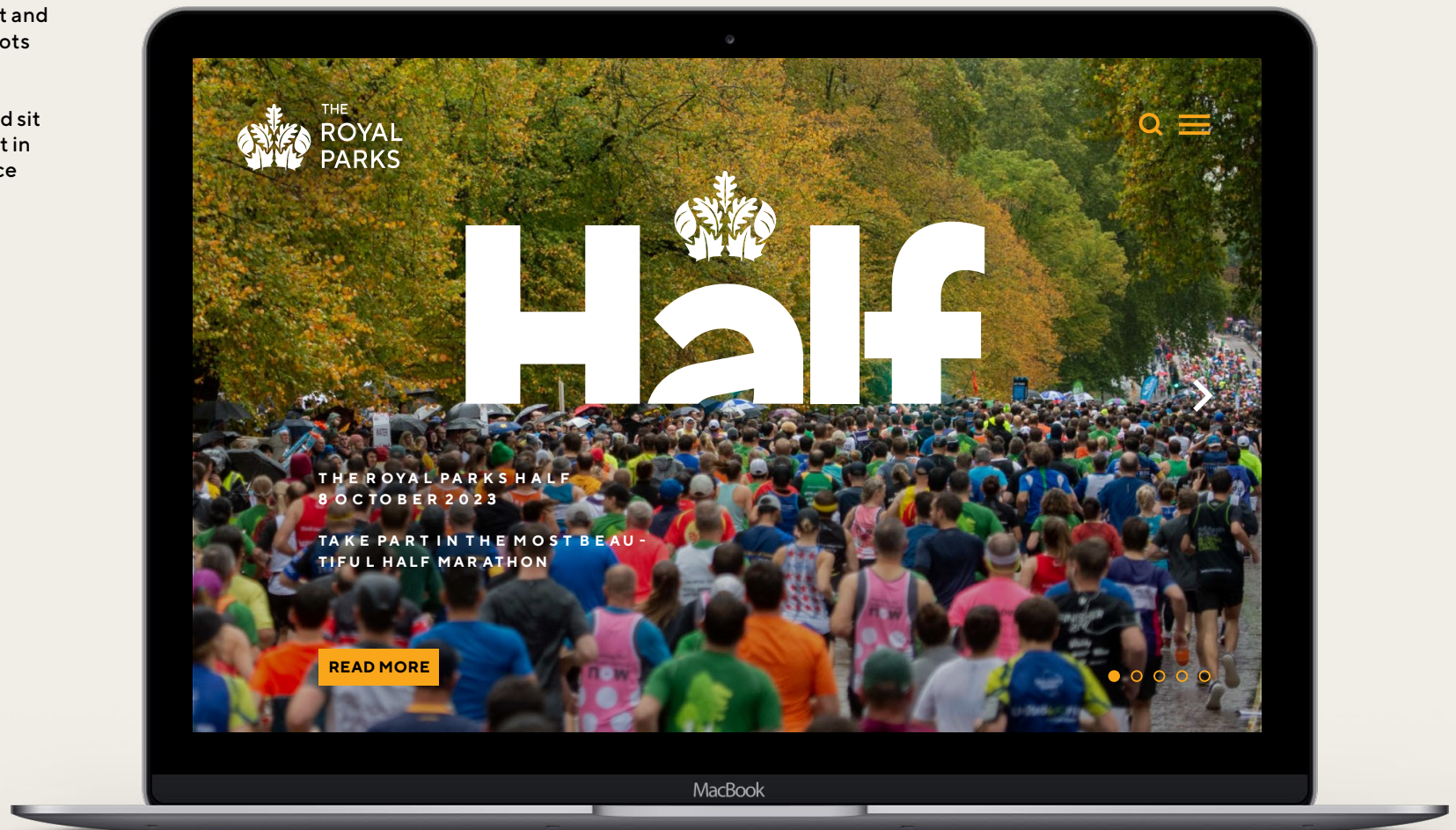
The Half logo should be used large and sit on the half way line. The accompanying copy should be succinct, have a simple link to the image and should be legible when reversed out from the image.



WEBSITE HOMEPAGE

Our website landing page is confident and shows off the unique and beautiful shots from our image library.

The Half logo should be used large and sit on the half way line. Text should be set in white and the messaging should entice viewers to want to read more.

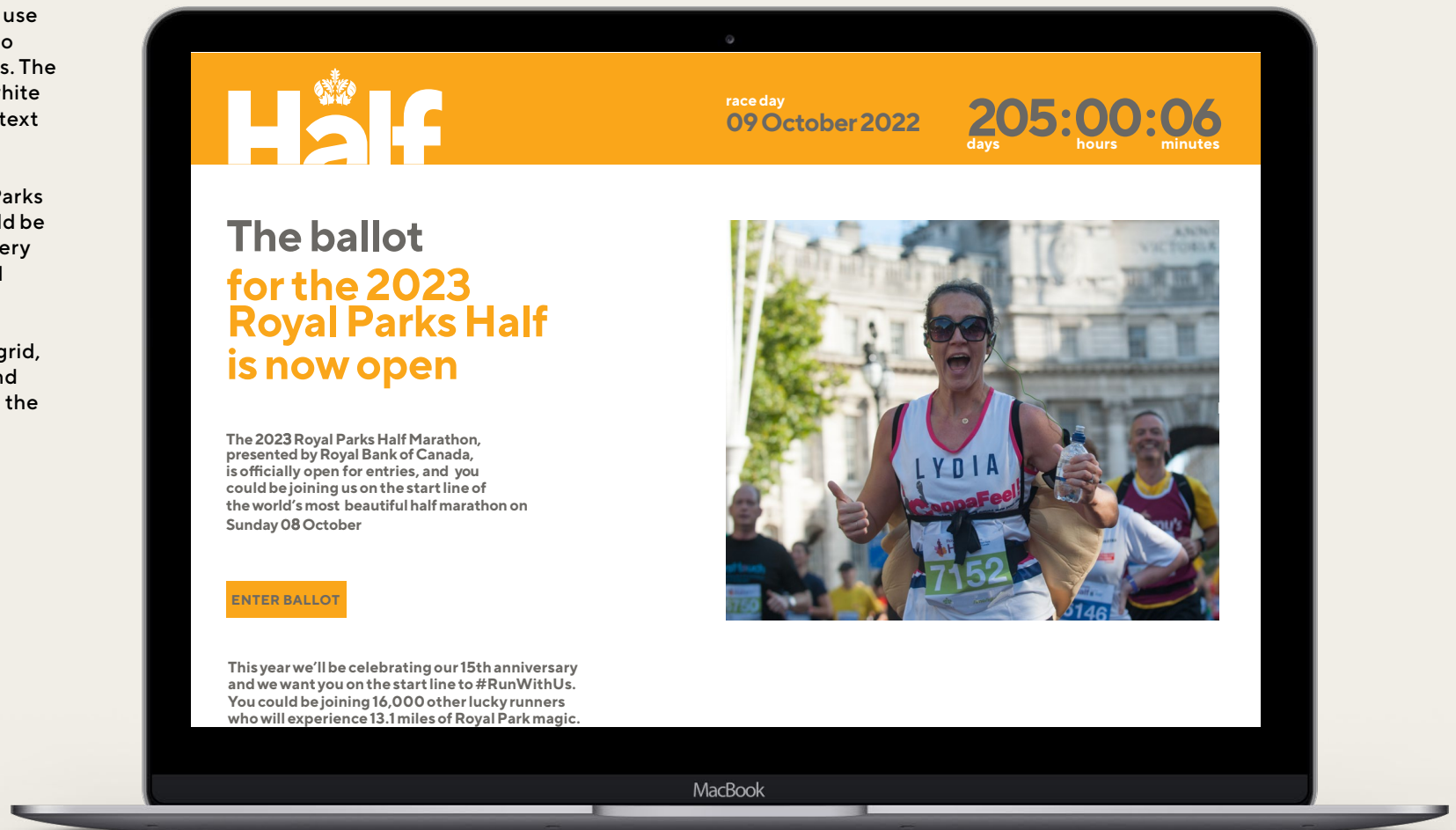


WEBSITE CONTENT PAGE

Internal pages for the website should use the brand colour palette as a header to house the logo and countdown details. The main part of the page should have a white background and use a simple grid for text and images.

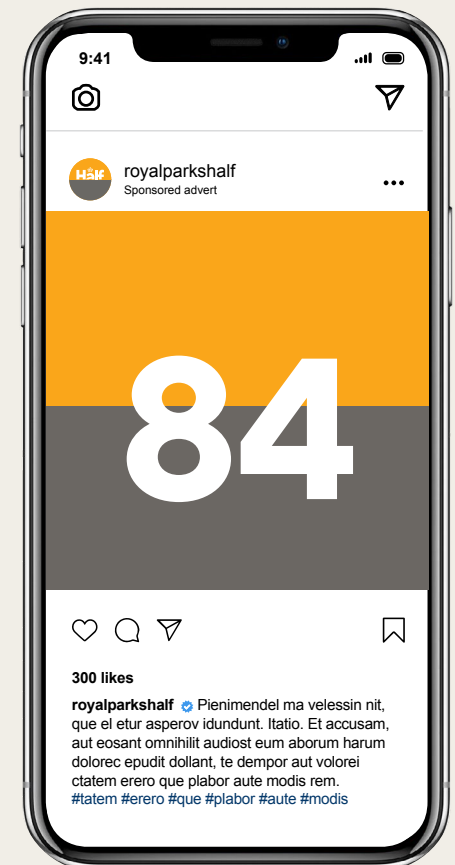
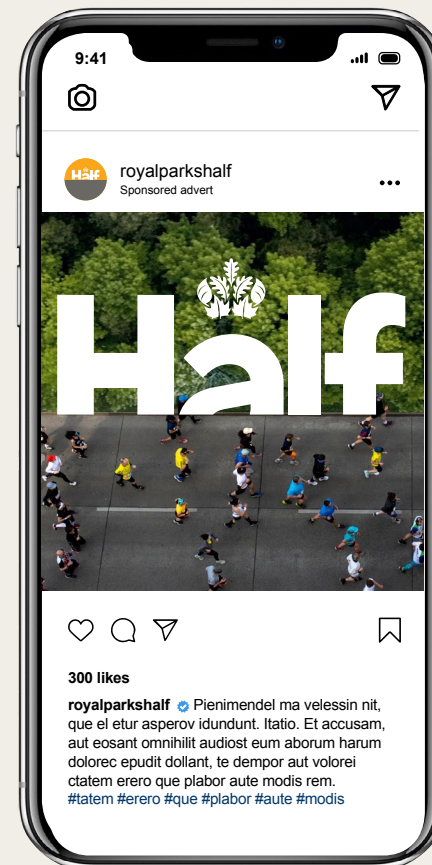
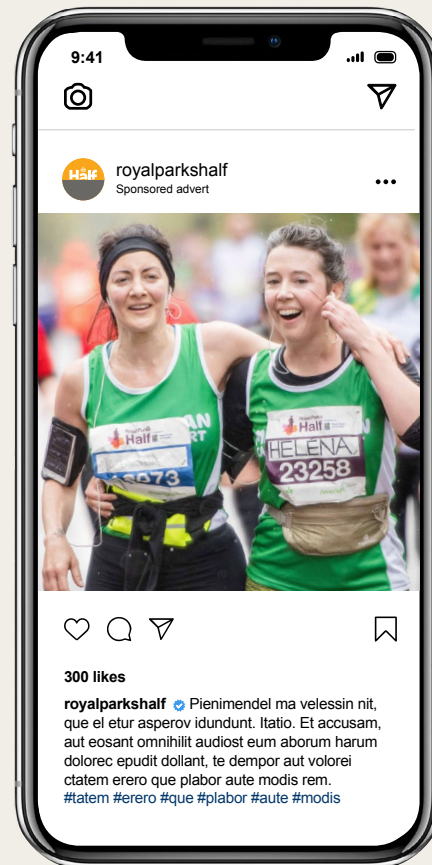
The Royal Parks fonts and the Royal Parks Orange and Grey brand colours should be used for all written information. Imagery should be relevant to the content and follow the imagery guidelines.

The design layout uses a two column grid, to retain the brand principle of half and half, so one half is always information, the other to carry imagery.



SOCIAL MEDIA MOBILE

Using the same principles as the website, the mobile version is clear and concise. Navigation is simple, uses the brand elements and enables visitors to locate what they need as easily as possible.

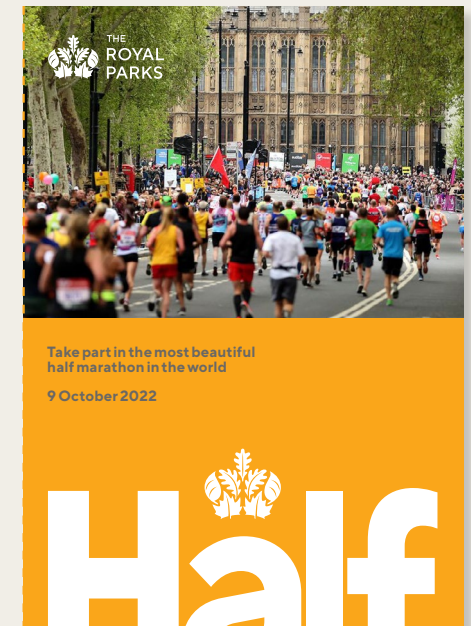


LEAFLET COVERS

Leaflet covers should use interesting crops of our imagery that feel engaging. As a marketing application from The Royal Parks' brand, the masterbrand logo should be locked into the top left. The logo should either be Black or White, depending on the image used.

For images with dark backgrounds use the White logo, and for images with light backgrounds use the Black logo.

The cover should be made up of two halves. One should use the distinctive Orange colour, the other should hold imagery or use the brand Grey. The Royal Parks Half logo should be used large on the half way point where the two half panels meet.



LEAFLET SPREAD

Leaflet spreads should be succinct and elegant. Ensure information is clear and simple to navigate, using negative space with care. Try to avoid overloading spreads with information, and use our headline and typographic styling to create a balance with imagery used.



race for charity

Take part in the race to raise funds for your favourite charities

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BANNERS & MILE MARKERS

It is important applications help create a strong brand recognition with The Royal Parks' Half brand.

To ensure high visibility and identification, signage applications such as banners and mile markers, should use the brand colours in the graphic patterns. As each application is a different size it is important the design is used in halves on the relevant size. Ensure all logos are reproduced in White.

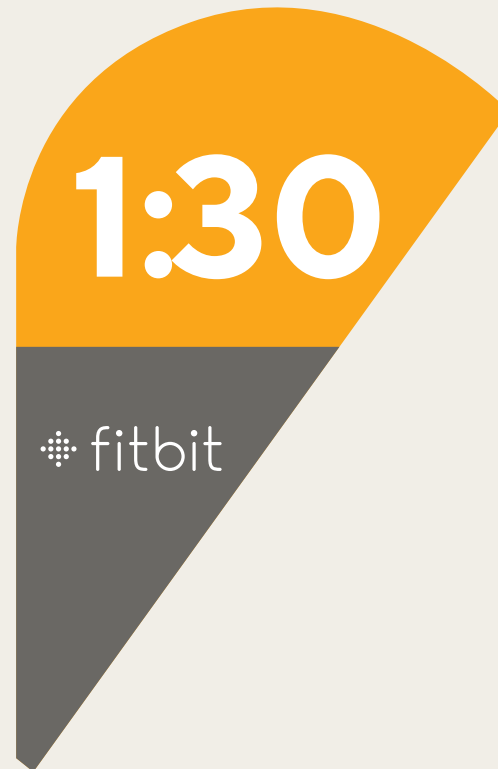
Messaging should be in white, but visibility is essential, so if required the Grey can be used if it helps visibility.



PACER FLAGS

Like the Mile Markers, to ensure high visibility and identification, pacer flags should use the brand colours in the graphic patterns.

As each application is a different size it is important the design is used in halves on the relevant size. Ensure all logos are in White. Messaging should ideally be in white, but visibility is essential, so if required the Grey can be used if it helps visibility.

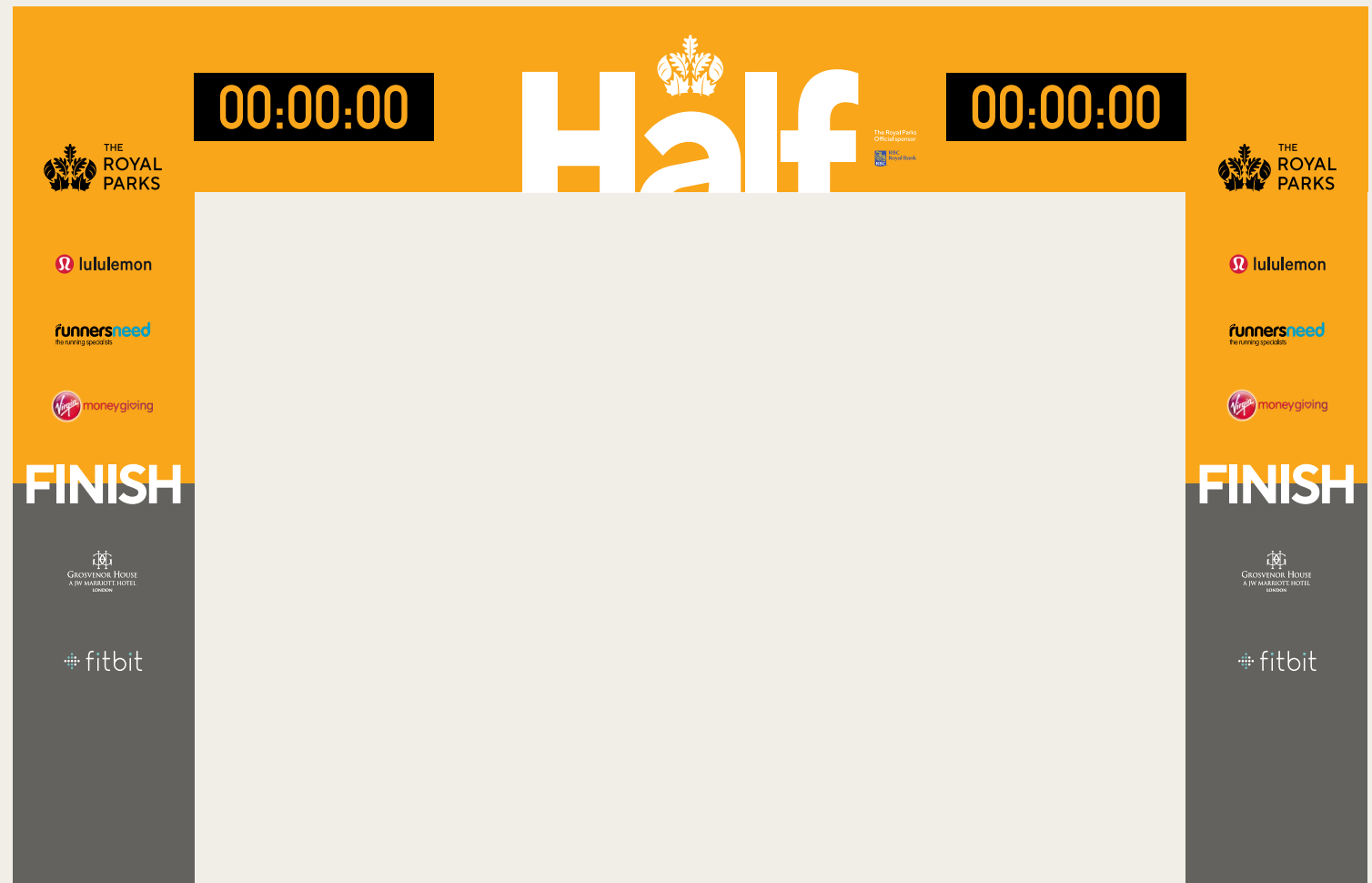


START AND FINISH LINE GANTRY

The start and finish line gantry should use the primary brand colours of Orange and Grey in the graphic half patter from top to bottom. The Royal Parks Half logo should be in white.

Ensure all partner logos are legible and partner guidelines are followed. When it is not possible to use full colour logos on the Orange or Grey, the monotone versions of the partner logos should be used in White or Grey to maximise legibility.

If using The Royal Parks logo on the Orange background, please use the master black version from The Royal Parks Masterbrand logos.



FINISHING TAPE

For applications like the finishing tape, we use our the brand colours of Orange and Grey in a graphic half and half pattern, for brand recognition.

The Royal Parks Half logo sits on the half way line where the two colours meet. Ensure the The Royal Parks Half logo is in White.

Any typography such as 'winner' should visually sit centrally between the top and bottom edges.



MARQUEE BANNERS

All marquee banners use the brand colours of Orange and Grey in a graphic half and half pattern, for brand recognition.

The Royal Parks Half logo sits on the half way line where the two colours meet. Ensure the The Royal Parks Half logo is in White.

Any typography such as 'charities, vip, media' should visually sit centrally between the top and bottom edges.



PHOTO OPPORTUNITIES

All marquee banners use the brand colours of Orange and Grey in a graphic half and half pattern, To aid greater brand recognition the Royal Parks Half logo can be used large as a sculptural object for photo opportunities.

The physical logo should be large enough for a group to stand in front of as a backdrop, but not so big it gets cropped out of a photo. The Royal Parks Half logo can be used in White or Orange for this application, but to reflect the brand values, should be made from sustainable and innovative material, such as recycled materials.

It should be manufactured in a circular business model and be easily recyclable at the end of life. Wherever possible, all material should be sourced and produced within the UK or EU.



RACE BIB

The race bibs use the brand colours of Orange and Grey in a graphic half and half pattern, for brand recognition. The Royal Parks Half logo sits on the half way line where the two colours meet. Ensure the The Royal Parks Half logo is in White.

Any information that needs to be highly visible, like the competitor number, should be in White on the Grey panel. The Grey can be used for secondary information, such as the date, on the Orange background.



LANYARDS

Lanyards use the brand colours of Orange and Grey in a graphic half and half pattern, for brand recognition.

The Royal Parks Half logo sits on the half way line where the two colours meet at a large size (ideally edge to edge on this application).

Ensure the The Royal Parks Half logo is in White. The name, any information or partner logos reverse White out of the Grey background.



T-SHIRTS

For staff brand applications that need to help people identify with the Royal Parks Half, we use the brand colours of Orange and Grey in a graphic half and half pattern, for brand recognition.

On horizontal applications, The Royal Parks Half logo sits on the half way line. On vertical designs, the logo sits on the left hand side of the chest. On both options the logo is in White and has The Royal Parks logo neatly placed on the right hand sleeve.

T-shirts or uniform items should be made from sustainable and innovative material, such as recycled materials. They should be manufactured in a circular business model and be easily recyclable at the end of life.

Wherever possible, all material should be sourced and produced within the UK or EU.



BAGS

Tote bags use the brand colours of Orange and Grey in a graphic half and half pattern, for brand recognition. The Royal Parks Half logo sits on the half way line where the two colours meet at a large size. Ensure the The Royal Parks Half logo is in White.

The Royal Parks logo is used as a hem tag following the guidelines.

Wherever possible, all material should be sourced and produced within the UK or EU.



MERCHANDISING

Merchandise items, such as re-usable sports water bottles, use the brand colours of Orange and Grey in a graphic half and half pattern, for brand recognition.

The Royal Parks Half logo sits on the half way line where the two colours meet at a large size. Ensure the The Royal Parks Half logo is in White.

Merchandising items should be made from sustainable and innovative material, such as recycled materials. They should be manufactured in a circular business model and be easily recyclable at the end of life.

Wherever possible, all material should be sourced and produced within the UK or EU.



CONTACT



GET IN TOUCH

For more information about the brand, to seek permission for usage or obtain logo master artwork files, please contact our brand and marketing team. Also get in touch if you require further information on our comms, training, or general queries.

Please note, as the brand rolls out there will be an embedding period whereby certain sample applications may be amended and new chapters added to an updated version of the guidelines.

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