

THE ROYAL PARKS

OYSHO ROYAL PARKS HALF GUIDELINES

NOVEMBER 2026

INTRODUCTION



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The award-winning Oysho 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.

Celebrating its 19th event in 2026, the Oysho Royal Parks Half has raised over £88 million for over 1,900 charities.

BRAND STRATEGY



BRAND STRATEGY

The brand strategy is the foundation for the Oysho Royal Parks Half brand identity.

It informs how the brand is communicated in application, by defining the brand proposition and establishing a brand vocabulary that we want audiences to associate with the Oysho Royal Parks Half brand.

The brand vocabulary also helps to define the Oysho Royal Parks Half Brand Essence – the event's reason for being that should be evident in every brand experience.

VISION, PURPOSE AND VALUES

The Oysho Royal Parks Half incorporates The Royal Parks' vision, purpose and values.

OUR VISION

To provide free access to beautiful, natural and historic parks, which improve our quality of life, health and wellbeing – this is particularly important in a city environment.

OUR PURPOSE

The Royal Parks is the charity which manages, protects and improves the parks in an exemplary and sustainable manner so that everyone, now and in the future, has the opportunity to enjoy their natural and historic environments.

OUR VALUES

Responsible, Excellent, Inclusive, Open, Respectful

BRAND PROPOSITION

The brand proposition is the core narrative to be used as inspiraton for written content.

WHO

The Oysho 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 our event)

Quality
Iconic
For everyone
Caring
Inspiring

VALUES

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

Responsible
Excellent
Inclusive
Open
Respectful

PERSONALITY

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

Pioneering
Dedicated
Warm
Genuine
Motivational

A REMARKABLE RACE FOR EVERYONE

HOW TO WRITE ABOUT THE EVENT

When writing about the Oysho Royal Parks 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 Oysho Royal Parks Half.

Our event is a half marathon, which doesn’t need capital letters.

WE WOULD SAY...

Enter the ballot between now and 5pm on Friday 6 February and you could be joining us and 17,000 other awesome runners for the Oysho Royal Parks Half Marathon on 11 October 2026.

This year's Oysho Royal Parks Half features a new finish line between two iconic landmarks.

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 Oysho 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.

WE WOULD SAY...

17,000 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:

E.g. Sunday 11 October 2026 or 11.10.26
(not Sunday, October 11th, 2026 or 11th October 2026)

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 Oysho Royal Parks Half Marathon, is delivered in partnership with [insert event service provider].

LOGOS



MASTER LOGOS

The Oysho Royal Parks Half logo lock-up should be used on all brand applications as shown, and not be changed or altered in any way. The logos are made up of three elements: the marque, the type and the Headline Sponsor logo. These elements are combined at precise sizes and coordinate to create the logo. This relationship must never be altered.

Large and small versions of all logos have been created, where some of the finer details within the previous marque have been simplified and spaced to achieve maximum clarity when used at small sizes. Black, White and Grey versions have been created in CMYK, Pantone and RGB formats.

Please ensure you select the correct logo, with the end usage in mind. When the logo appears on a white or light background, the Grey or Black versions should be used, and on a dark background the White versions should be used. All versions of the logo can only be used from the master artworks, which are held and supplied by The Royal Parks.

LOGO LOCK-UP VERTICAL

Always use the the event lock-up logo when using a logo. Examples of how the event lock-up logo should be used are on the following pages.

The ‘Oysho Royal Parks Half’ should always be written in title case in any copy, headlines or when mentioned by any third-party.

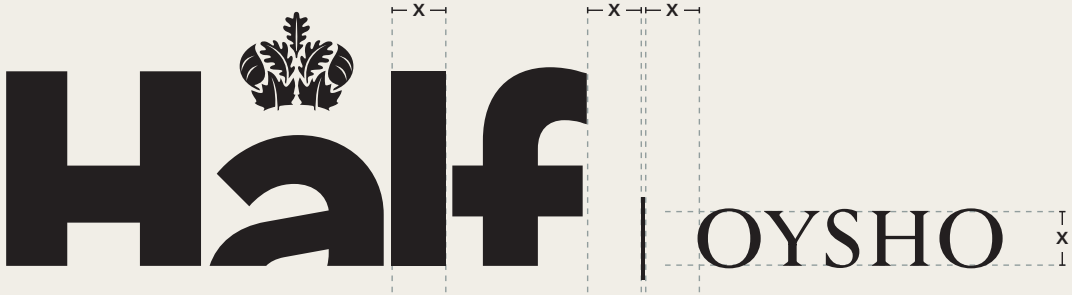


Current large use logo
File name: TRP_RPH-OYSHO_LOGO_VERTICAL_BLACK_RGB_LRG
Minimum Half logo trademark height: 34mm
Logos created for print (CMYK eps, png) and web (RGB eps, png)

LOGO LOCK-UP HORIZONTAL

A horizontal variation is also available, when the vertical option isn't suitable for certain formats.

The Oysho Royal Parks Half logo lock-ups artworks are supplied as digital files for print (CMYK eps) and web (RGB eps, png). The 'Oysho Royal Parks Half' should always be written in title case in any copy, headlines or when mentioned by any third-party.



Current large use logo
File name: TRP_RPH-OYSHO_LOGO_HORIZONTAL_BLACK_RGB_LRG
Minimum Half logo trademark height: 34mm
Logos created for print (CMYK eps, png) and web (RGB eps, png)

LOGO LOCK-UP
WHITE, GREY AND BLACK

The Oysho 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 eps) and web (RGB eps, png).







LOGO LOCK-UP
LARGE AND SMALL USE VERSIONS

A large and small version of the Oysho 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 Oysho Royal Parks Half 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
Minimum Half logo trademark height: 34mm



Small use logo
Minimum Half logo trademark height: 15 mm
Maximum Half logo trademark height: 33 mm

LOGO LOCK-UP 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.



LOGO LOCK-UP
EXCLUSION ZONES

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LOGO LOCK-UP
CORRECT USAGE

Ensuring the Oysho 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

✕ Changing logo colour



✕ Separated or moved



✕ Distorted



✕ Multiple colours



✕ Made-up logo



✕ Added gradient



✕ Outlined



✕ Rotated



✕ Changing orientation

LOGO LOCK-UP 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



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 Oysho 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

Grey

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: FFFFFF

TYPEFACE



PRIMARY TYPEFACE
TT NORMS PRO

TT Norms Pro Bold should be used for the titling on all of the Oysho 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.

For typographical spacing and usage please follow The Royal Parks Masterbrands Guidelines.

Bold

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

Medium

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

Medium Italic

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

IMAGERY


Half
OYSHO
FINISH
OYSHO
SALOMON
ROYAL PARKS
MARRIOTT
ALZHEIMER'S RESEARCH
RUN
Sevie
P
RUN!
Half
OYSHO
22526
WAVE 5
BAG DROP Q
MEDAL
T-SHIRT RELAY
FOR A CURE
Half
OYSHO
24297
VICKY!
WAVE 7
BAG DROP R
ROYAL PARKS

PHOTOGRAPHY GUIDANCE

The following pages set out the different types of shots that can be included in a photography commission.

Include within a shoot some ‘half and half’ images. These should split the image in half juxtaposing two different types of subject matter.

Also consider including free space for graphic and text overlay to help legibility.

Do not use any photography that clearly shows an old Headline Sponsor branding.

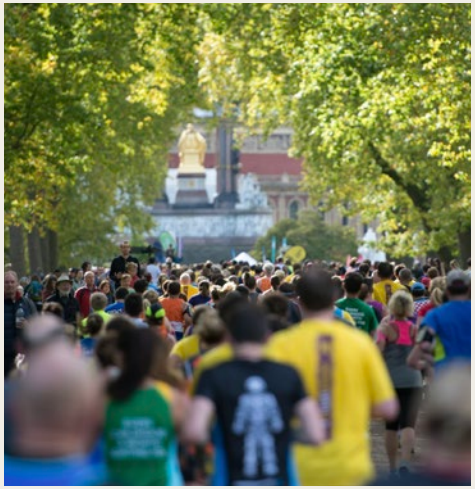
More detailed information about this may be found in our Photographer Graphic Guidance document.

IMAGERY
ICONIC PARKS

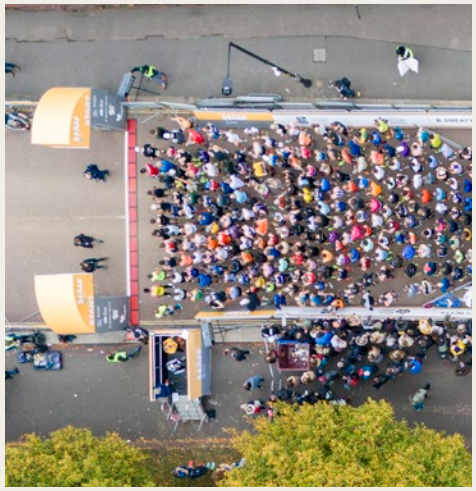
The Oysho Royal Parks Half landscape photography is for sharing beautiful vistas in and around the parks on the course route. The images must be of the highest quality, and relate to the race but it is essential they show off the stunning landscapes and capture the beauty of the parks.

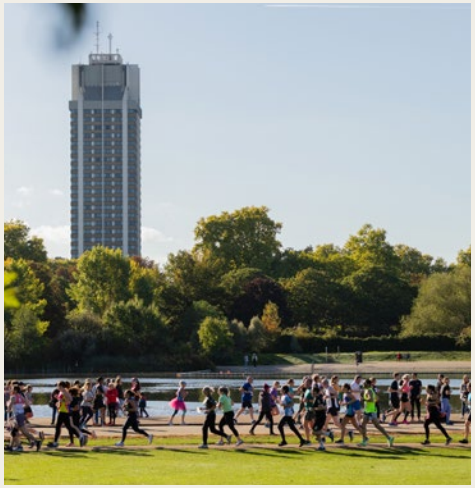
All imagery should be in colour and sourced from The Royal Parks image library or the Oysho Royal Parks Half image bank from previous years, where possible. However, when commissioning or using outsourced photography, ensure all copyright should be cleared.

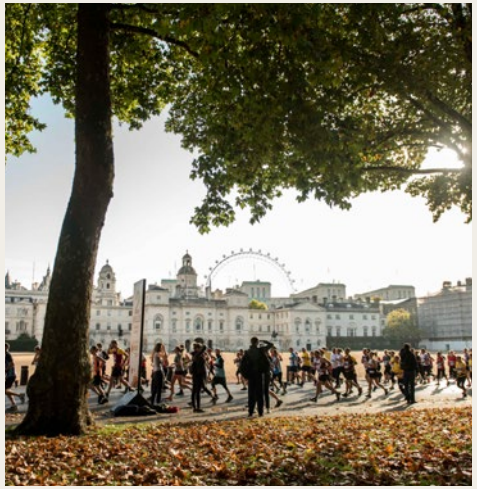
Please avoid vista shots that feel overused or clichéd. Where possible, using images that have a natural half and half aspect to the image would be good.













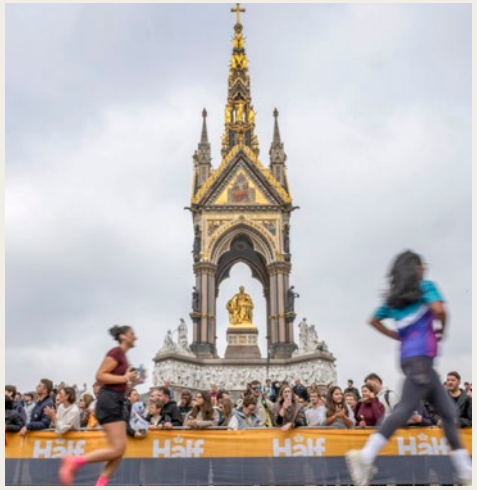
IMAGERY
ICONIC LANDMARKS

The Oysho Royal Parks Half landmark photography captures the iconic and historic landmarks that the participants 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 Oysho Royal Parks Half image bank from previous years, where possible. However, when commissioning or using outsourced photography, ensure all copyright should be cleared.

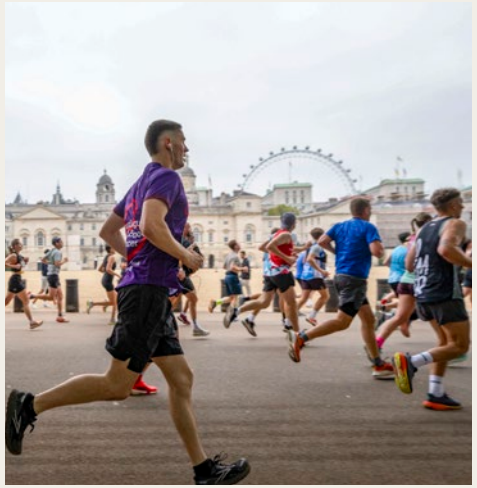
Please avoid unnecessary light effects such as light leaks or flares, and avoid images that are clearly edited or retouched in a way that makes them feel unnatural or obviously doctored.

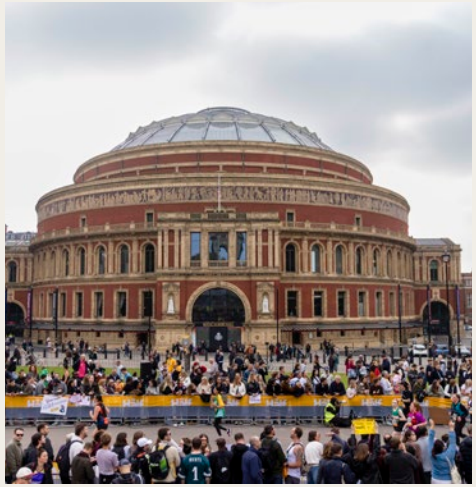












IMAGERY
ICONIC MOMENTS

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

These images need to be high quality and taken at a previous Oysho 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:

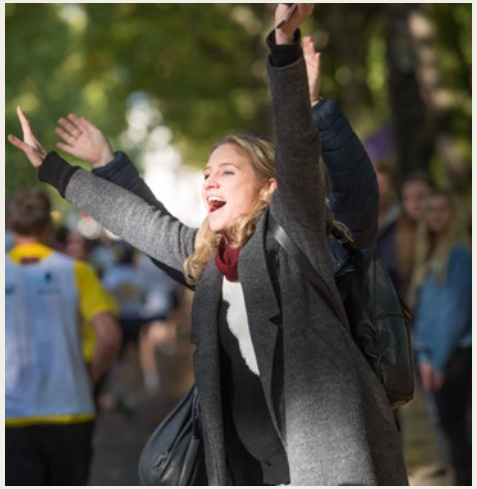
- It is essential the locations are recognisable and are on the race route.
- Avoid posed shots or people looking straight to camera – these images should capture moments of people enjoying the day, without the subject being aware of the photographer.
- Choose settings with natural light.
- The images 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.

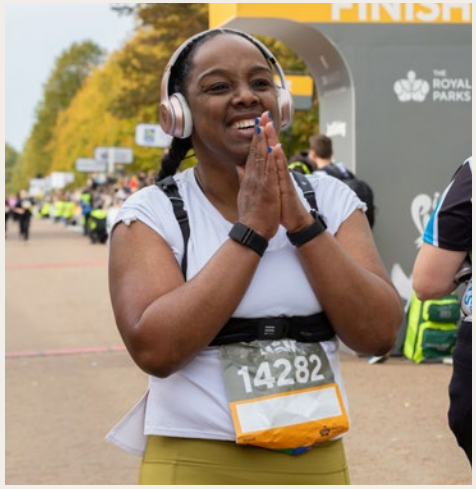














Oysho Royal Parks Half Guidelines