



RSL AUSTRALIA BRAND STYLE GUIDE

Date: October 2025

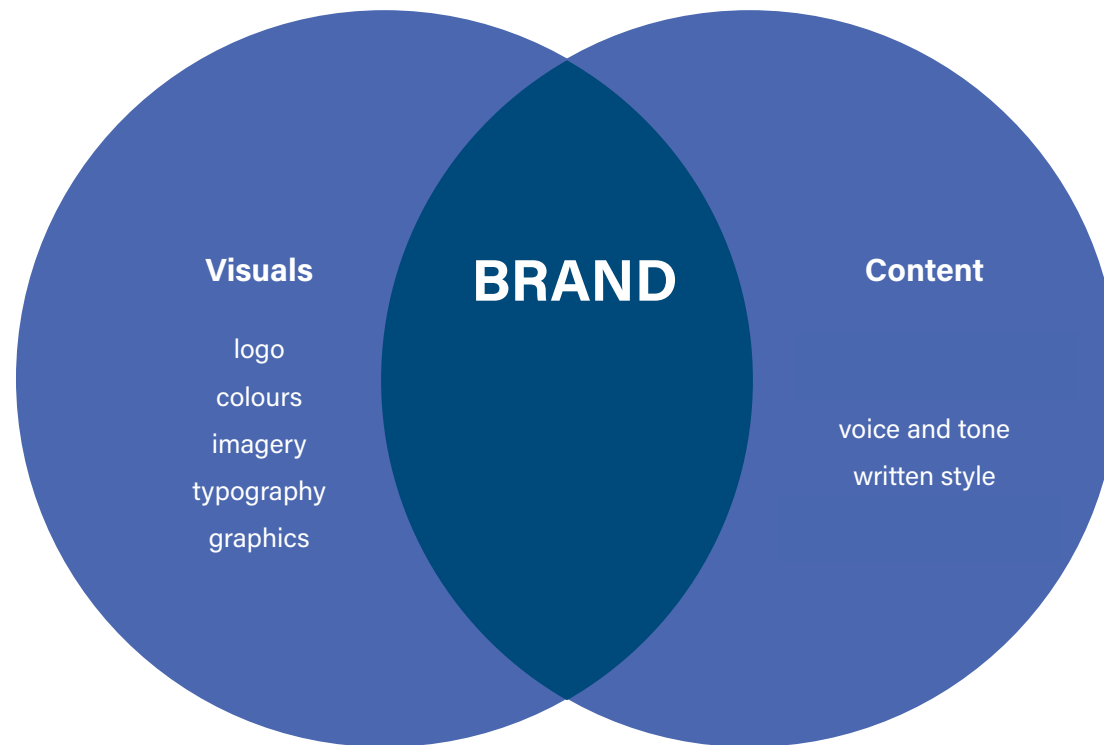
ONE RSL, ONE BRAND

It is essential to apply our brand consistently if we are to effectively present RSL Australia as a single unified entity to veterans, our Defence family and the public, whether they are engaging at a National, State, District or Sub Branch level.

Everything we do should support and strengthen the reputation of RSL Australia, restore pride in the RSL brand and build trust.

To achieve this, every RSL staff member, elected official and volunteer is responsible for following these guidelines and applying the brand correctly and consistently.

Our brand is what our members and clients think of when they hear RSL or see our shield. When the visual representation, our voice and the tone we use in our content is consistent, it makes our brand stronger, more memorable and more trustworthy.



CONTENTS

Visual Style

- Visual overview

- Logos

 - Primary logos

 - Limited use logos

 - Logo colours

 - Incorrect use

 - Clear space and minimum size

 - Co Branding

 - Lockup Placement

Colour

- Primary

- Secondary

Fonts

- Brand fonts

- Alternative fonts

Photography

Graphics

- Graphic and transparency device

- Social media icons, URL & phone number

Content Style

- Content overview

- How we talk about us?

- Voice and tone

VISUAL STYLE

BRAND VISUAL OVERVIEW

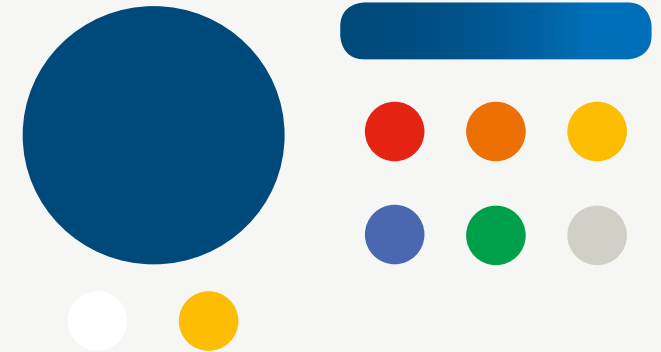
Our brand visuals comprise a set of graphic elements that make up our visual identity. A brief overview of these elements are shown on this page.

The following pages outline these elements and guidance for their use.

RSL Logo (page 5-11)



Colour (page 12-14)



Typography (page 15-16)

OSWALD
Georgia *Acumin*

MICROSOFT ALTERNATIVES

ARIAL NARROW
Georgia *Arial*

Graphic and Transparency Device (page 17-18)



Imagery (page 19)



LOGO

PRIMARY

A strong and consistently expressed logo provides instant brand promotion and helps our audiences recognise and trust our brand.

Our logo is one of the most important personifiers of the RSL Australia brand from the National and State Branches to Sub Branches and should remain constant across all marketing material — internal and external. It can be used in either portrait or landscape format.

In a world where we compete with other strong brands, it's important that our logo is distinctive and always used correctly.

The use of any RSL logo should always be approved at a State level unless an approved template has been used.

RSL AUSTRALIA (NATIONAL BRANCH)

Landscape (preferred version)



Portrait



RSL QUEENSLAND (STATE BRANCH)

Landscape (preferred version)



Portrait



RSL DISTRICTS AND SUB BRANCHES

Landscape (preferred version)



Portrait



LOGO

LIMITED USE

Limited use logos are only to be used if the primary logo is illegible or space is limited.

These versions should be used sparingly.

To use any of the limited use logos please contact your State branch.

RSL Shield (on its own)

When to use:

- website favicons
- social media profile
- picture app icons (where applicable)



RSL Shield (with National or State URL)

When to use:

- when text in primary logo is illegible
- limited space
- merchandise



rslaustralia.org

RSL Portrait

When to use:

- when text in primary logo is illegible
- limited space
- merchandise



RSL

RSL Landscape

When to use:

- when text in primary logo is illegible
- limited space
- merchandise



RSL

LOGO

COLOURS

RSL logos are available in four colour variations:

- full colour — blue text,
- full colour — white text,
- mono,
- reversed mono.

These are the only colours to be used for our logo.

Full colour — blue text (preferred use)

Full colour is the preferred version.

Full colour — white text

The full colour text can be reversed out when placement of logo is over dark imagery or RSL Primary blue or gradient.

Mono

One colour applications should use 100% black. One colour applications in any other colour (even those from RSL's approved palette) should not be used.

Mono should only be used when full colour is not possible.

Reversed mono

The white version can be reversed out for dark colours when printing is not full colour.

Full colour — blue text (preferred use)



Mono



Full colour — white text



Reversed mono



Logo colour breakdown — these colours are not to be used anywhere else

PMS 7694 C	PMS 485 C	PMS 7409 C	PMS 133 C	PMS 7731 C	PMS 7455 C
CMYK 100 57 9 52	CMYK 0 95 100 0	CMYK 0 31 100 0	CMYK 19 37 100 59	CMYK 79 0 89 22	CMYK 90 66 0 0
RGB 1 66 106	RGB 218 41 28	RGB 240 179 35	RGB 108 87 27	RGB 34 136 72	RGB 58 93 174
HEX #01426a	HEX #da291c	HEX #f0b323	HEX #6c571b	HEX #228848	HEX #3a5dae

PMS 476 C	PMS 4625 C	PMS 475 C	PMS 3945 C	PMS 7543 C
CMYK 51 68 69 55	CMYK 19 37 100 83	CMYK 0 13 28 0	CMYK 9 0 100 0	CMYK 44 27 21 0
RGB 77 53 45	RGB 64 47 0	RGB 255 223 186	RGB 240 233 4	RGB 148 167 182
HEX #4d352d	HEX #402f00	HEX #ffdfba	HEX #f0e904	HEX #94A7B6

LOGO

INCORRECT USE

To maintain the integrity and consistency of the brand, always use the master artwork for all logo versions.

Do not:

- A. create alternative lockups or edit text or shield in any way
- B. change the positional relationship of any of the elements
- C. rotate the logo
- D. place the logo on a background that compromises its legibility
- E. use any effects such as drop shadows, glows, etc
- F. distort the logo
- G. change the colours of the logo
- H. use the logo on any colour other than white or mono
- I. recreate the logo in any way.

A



B



C



D



E



F



G



H



I



LOGO

CLEAR SPACE AND MINIMUM SIZE

Clear space

This is the minimum space to keep clear around all logos to ensure visibility. The rules on the right apply to all RSL logos, nationally.

The minimum clear space is calculated by using a quarter the width of our shield (shown here as "x") at any given size. Where possible, a greater amount of clear space is preferred.

Minimum size

To ensure legibility, the logo must never be any smaller than the absolute minimum size shown at right. Please note this is the minimum size, not the desired size.

RSL Landscape (preferred logo)



RSL Portrait



Absolute minimum size



26mm

Recommended minimum size



30mm

Absolute minimum size



14mm

Recommended minimum size



20mm

LOGO

CO-BRANDING

When the RSL logo is used together with logos from other organisations, there must be a 0.5x isolation zone as shown on the right.

When co-branding, always position the partner brand to the right of the RSL logo. This is to ensure the RSL logo retains prominence.

Always ensure our minimum spacing rules are followed.

For additional guidance on co-branding and use of the RSL logo with multiple logos, **please contact your State branch.**

RSL Landscape



RSL
Australia

insert Partner Brand here

0.5x

RSL Portrait



0.5x

insert
Partner Brand
here

LOGO

LOCKUP PLACEMENT

Placement guide

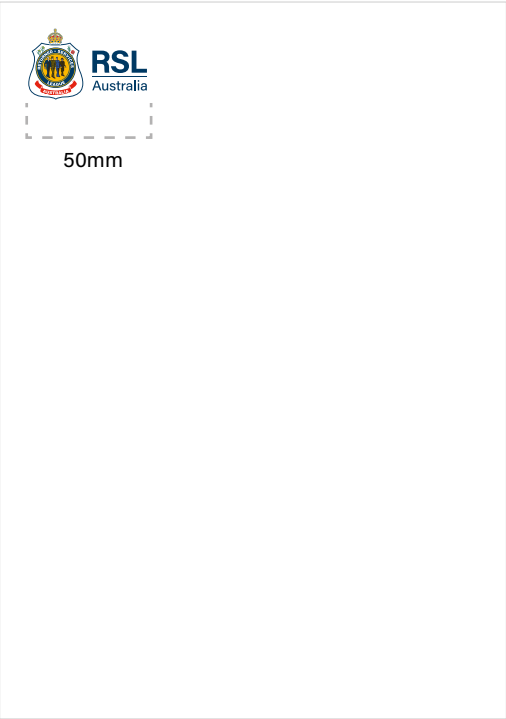
This page shows the strongest logo placement across different collateral.

These examples are a guide only. Our goal is to ensure the logo is displayed optimally across all applications. Apply your best judgement based on the overall piece of collateral and surrounding design elements.

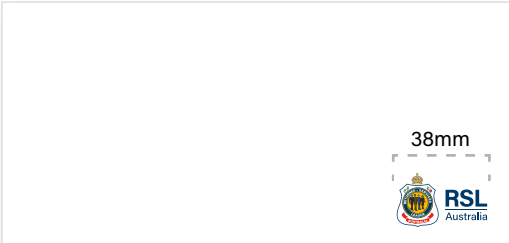
Optimum width for primary logos

Page size	RSL Landscape	RSL Portrait
Minimum	26mm	14mm
DL	38mm	20mm
A6	32mm	17mm
A5	38mm	20mm
A4	50mm	26mm
A3	70mm	37mm
Embroidery	Shield height 60mm	

A4



DL



COLOUR PRIMARY

Primary palette

Blue is RSL's identifying colour and should always lead.

Ensure the RSL blue is applied and reproduced consistently across all channels and campaigns.

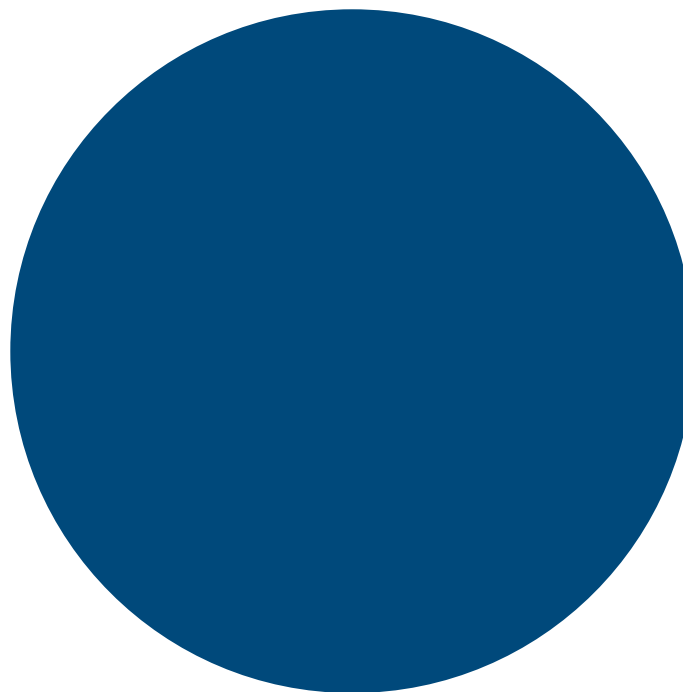
Colour reproduction

Accurate colour reproduction is critical to the success of our visual identity. Always use correct colour values to maintain brand consistency.

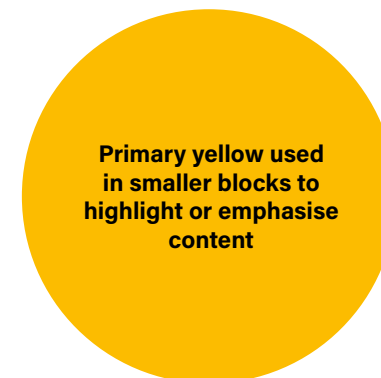
Colour for all reproduction methods including printing, vinyl, paint, fabrics, embroidery, cotton, plastic, etc. must be matched as closely as possible to the Pantone® reference provided.

Proofing or testing is highly recommended to ensure that colour reproduction of any application meets the standards set out in these brand guidelines.

Primary colours

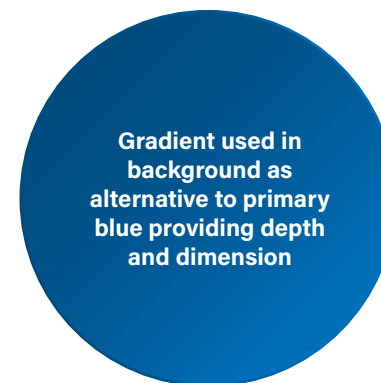


PMS 7692 C
CMYK 100 45 0 45
RGB 0 91 141
HEX #005587



Primary yellow used in smaller blocks to highlight or emphasise content

PMS	7408C	If matt cello involved in print process
CMYK	0 29 100 0	CMYK 0 20 100 0
RGB	246 190 0	
HEX	#F6BE00	



Gradient used in background as alternative to primary blue providing depth and dimension

Gradient light right to left

CMYK	100 45 0 45	CMYK	100 45 0 0
RGB	0 91 141	RGB	0 119 192
HEX	#005587	HEX	#0077c0

0% location

Location 70% with the gradient at -45°

COLOUR SECONDARY

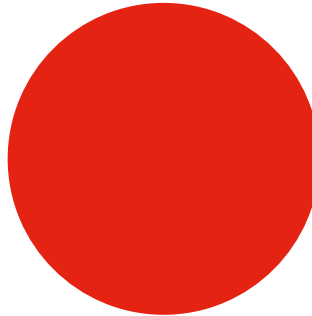
These secondary colours play a supporting role to our primary colour palette.

They are used to add accents of contrast to aid our communications.

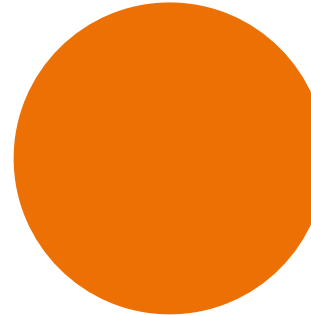
The following pages show examples of how to use our secondary colour palette.

Note: CMYK values have been slightly adjusted for printing to ISO 12647-7.

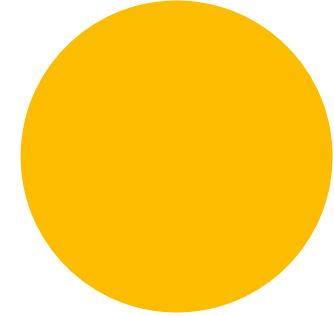
Secondary Colours



PMS 485 C
CMYK 0 95 100 0
RGB 218 41 28
HEX #DA291C

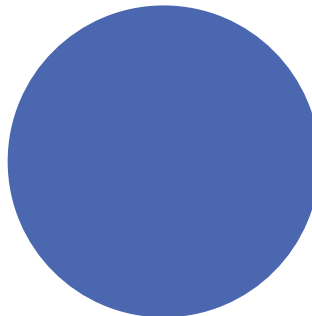


PMS 152 C
CMYK 0 66 100 0
RGB 229 114 0
HEX #E57200

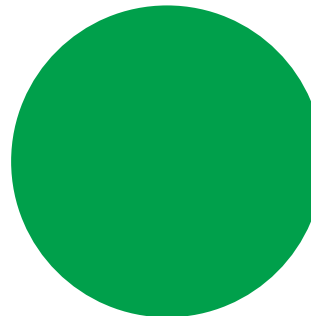


PMS 7408 C
CMYK 0 29 100 0
RGB 240 179 35
HEX #f0b323

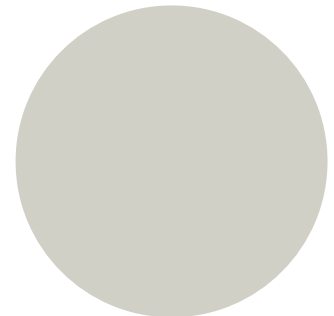
If matt cello involved in print process
CMYK 0 20 100 0



PMS 7456 C
CMYK 78 59 0 0
RGB 96 100 178
HEX #06EB2



PMS 2257 C
CMYK 87 0 91 0
RGB 0 173 80
HEX #00AD50



PMS 420 C
CMYK 9 6 14 16
RGB 199 201 199
HEX #C7C9C7

COLOUR
**SECONDARY COLOUR
USE**

Infographics



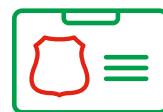
ESTABLISHED
IN 1916



7 STATE & TERRITORY
BRANCHES



1,087
SUB-BRANCHES

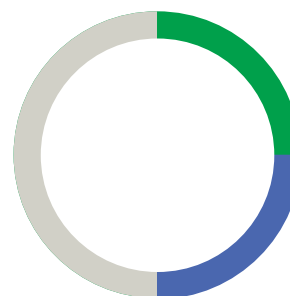
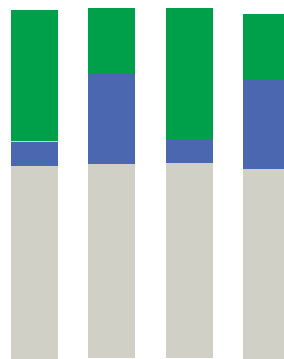


OVER 153,000
MEMBERS

Pull-out quotes

*“The RSL is Australia’s largest
ex-service organisation,
dedicated to serving those who
have served, since 1916.”*

Charts, graphs, diagrams



DESCRIPTION	0.0%
DESCRIPTION	0.0%
DESCRIPTION	0.0%

Index colour coding

Contents		
1.0	Section Name	1.0 Section Name
2.0	Section Name	2.0 Section Name
3.0	Section Name	3.0 Section Name
4.0	Section Name	4.0 Section Name
5.0	Section Name	5.0 Section Name

FONTS

BRAND FONTS

Headline font: Oswald

Oswald should only be used for headlines.

Highlight or alternative heading font: Georgia

Georgia can be used as a more formal headline (i.e. commemorative) or for highlighted information (i.e. pull-out quotes, introductory paragraph). It should not be used as body text.

Body font: Acumin

Acumin can be used for sub headings and body copy.

Please note that Oswald is a Google font and does not require a licence for use.

All versions of Georgia and Acumin are licensed.

Oswald and Acumin are available through Adobe Fonts if you hold an Adobe Creative Cloud licence.

HEADLINE FONT — FREE GOOGLE FONT (FONTS.GOOGLE.COM)

OSWALD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
1234567890

HIGHLIGHT FONT — MICROSOFT FONT (DESKTOP LICENCE FROM FONTS.COM)

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
1234567890

BODY AND SUBHEADING FONT — ADOBE FONT (ADOBE ADOBE FONTS OR DESKTOP LICENCE FROM FONTSpring.COM)

Acumin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
1234567890

EXAMPLE

SHOULDER TO SHOULDER, ALWAYS

*Every day we reflect the gratitude of
Australians through our support of
the Defence community*

Brand Purpose

Hendelectur am necaeca eperumqui necto volorem poresci psapiste repre
nimaximint aborae pedipistion es coribus andendipid maiorrovitat re,
sendaeprene velesti onsequam, ut voluptatur magnisto que pla eumqui
doluptur sit dit voluptaquam ad magnitis consenis alitaturiae. Nequam
solest etur, officiu ndemolore, cus erat nonsequate il eaquidebit que
pos venihic tem quaepud aecepella qui sendit landent iaturio optam, ut
am quistio. Et invelitat.

FONTS

ALTERNATIVE FONTS

Certain platforms will not be able to display our brand fonts, such as Microsoft Word. In these instances, use our alternative fonts.

System fonts

Use system fonts for applications such as PowerPoint and Microsoft Word where you need to share documents with people who may not have the licence or free fonts installed on their system.

- Headline font: Arial Narrow should only be used for headlines.
- Highlight or alternative heading font: Georgia can be used for pull out quotes and to break up long headings. It is not to be used for body text.
- Body font: Arial
Use Arial in all Microsoft Office applications (e.g. Word and PowerPoint), as this is a standard PC and Mac font.

ALTERNATIVE HEADING FONT — MICROSOFT FONT

ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

1234567890

HIGHLIGHT FONT — MICROSOFT FONT

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

1234567890

BODY AND SUBHEADING FONT — MICROSOFT FONT

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

1234567890

EXAMPLE

SHOULDER TO SHOULDER, ALWAYS

*Every day we reflect the gratitude of
Australians through our support of
the Defence community*

Brand Purpose

Hendelectur am necaeca eperumqui necto volorem poresci psapiste repre nimaximint aborae pedipistion es coribus andendipid maiorrovitat re, sendaeprene velesti onsequam, ut voluptatur magnisto que pla eum-qui doluptur sit dit voluptaquam ad magnitis consenis alitaturiae. Nequam solorest etur, officiu ndemolore, cus eratin nonsequiate il eaquidebit que pos venihic tem quaepud aecepella qui sendit landent iaturio optam, ut am quistio. Et invelitat.

PHOTOGRAPHY

PHOTOGRAPHY STYLE

- Warm, authentic and engaging photography style
- Images show veterans interacting through everyday activities
- Images should always have more than one person unless we are profiling or heroing a specific veteran
- Show diversity in ethnicity, age and gender.



GRAPHICS

GRAPHIC AND TRANSPARENCY DEVICE

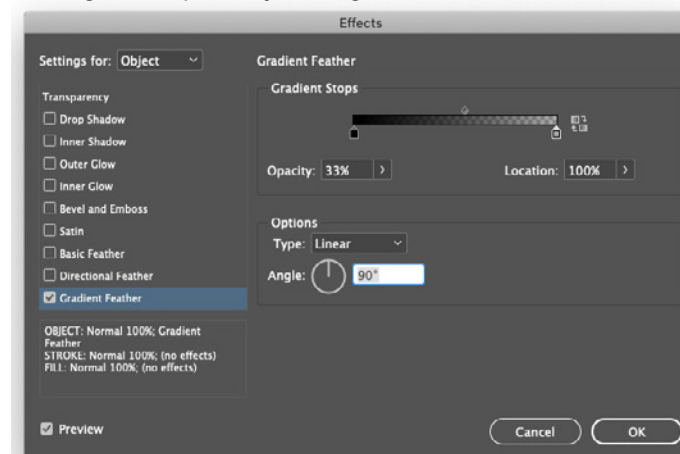
Graduating Transparent Background Panel - for advertising campaign usage:

The semi see-through panel is to be used exclusively within brand communications, and implemented by an experienced designer. It forms part of a copy block, with the RSL Logo underneath.

The InDesign specifications indicated will build the initial panel. Any adjustments for legibility of copy are to be made by the designer, sympathetic to the underlying image/photograph.



Indesign Transparency settings



GRAPHICS

SOCIAL MEDIA ICONS URL AND PHONE NUMBER

- Displayed in RSL blue or white (on dark background).



rslaustralia.org

rslaustralia.org

02 6280 4079

02 6280 4079

CONTENT STYLE

CONTENT OVERVIEW

The copy we write for our website, our member publications, our brochures or our social media platforms is an extension of the RSL Australia brand. And it is just as important for us to speak and write with one voice as it is for our logo and visual branding to be applied and represented consistently.

The RSL Australia Content Style Guide outlines how we talk about ourselves, our voice and tone and a house style guide for using common words, punctuation and spelling.

Note: Only the first section of this guide is outlined in this document.



**How do we talk
about us?**

(page 24)

**Voice
and tone**

(page 25)

Written style

Refer to full document
"RSL Australia Content Style Guide"

HOW DO WE TALK ABOUT US?

Although the legal name of the organisation is the Returned & Services League of Australia Limited, it should always be referred to in marketing copy as RSL Australia. We do not use RSL Aus or any other variation of our name.

In legal documents, the full legal name of the organisation – Returned & Services League of Australia Limited – should be used.

National Branch

When writing about National Branch, use RSL Australia unless it enhances understanding to use National Branch e.g. to differentiate National Branch from State Branches.

EXAMPLE

RSL Australia

State Branch

When writing about State Branch, use RSL Victoria, for example, unless it enhances understanding to use State Branch e.g. to differentiate State Branch from Districts and Sub-Branches. State Branch should never be referred to as Head Office.

EXAMPLE

RSL Victoria

Districts

The acronym RSL should precede the name of each District e.g. RSL Moreton District. Never use RSL at the end of the District name; this is to avoid confusion between Districts and the many RSL and Service Clubs that use this convention.

EXAMPLE

RSL Moreton District

Sub Branches

In marketing copy, the acronym RSL should appear in the name of every Sub Branch following the locality e.g. Gaythorne RSL Sub Branch, Cairns RSL Sub Branch. We should always use the words Sub Branch to differentiate our welfare operations from RSL and Services Clubs e.g. Warwick RSL Sub Branch vs Warwick RSL Memorial Club.

EXAMPLE

Gaythorne RSL Sub Branch

VOICE AND TONE

Voice

Our voice conveys the values and personality of RSL Australia to our audience in every piece of content we create.



RSL Victoria

Tone

Our tone will vary depending on the channel we are using and the audience we are speaking to.

On social media, we are conversational, approachable and helpful. We can be lighthearted or even humorous if the occasion permits.

On our website and in our member publications, we are more formal but still approachable, inclusive and informative. knowledgeable, informative and always factually correct.

On our website and in our member publications, we are more formal but still approachable, inclusive and informative.

In position papers, white papers, submissions to parliamentary inquiries and other official documentation, we are formal, knowledgeable and unafraid to stand for our convictions.