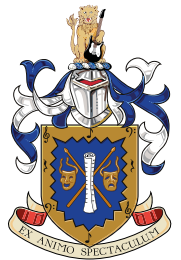


# RSL CLASSICAL

## BRAND GUIDELINES





# RSL CLASSICAL MASTER LOGO

There are two variations for primary use of the Classical master logo:

- Black logo on light coloured background
- White logo on dark coloured background



RSL CLASSICAL

The logo is rendered in black on a light grey background. The 'R' in 'RSL' has a diagonal slash, and the 'I' in 'CLASSICAL' has a small figure on top.

RSL CLASSICAL

The logo is rendered in white on a dark grey background. The 'R' in 'RSL' has a diagonal slash, and the 'I' in 'CLASSICAL' has a small figure on top.



# RSL CLASSICAL

## MASTER LOGO VARIATIONS

There are four variations for the secondary use of the Classical master logo where the logoform is placed inside a filled or transparent circle:

- 1** Black logo / white fill on light coloured background
- 2** White logo / black fill on dark coloured background
- 3** Black logo / transparent on light coloured background
- 4** White logo / transparent on dark coloured background





# R&L CLASSICAL MASTER LOGO USAGE

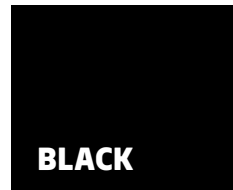
Here are some examples of how the primary and secondary uses of the Classical logo can be used over photography.





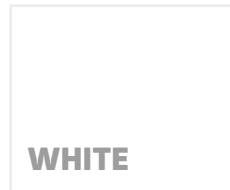
# RSL CLASSICAL

## COLOUR PALETTE



**BLACK**

CMYK **0 0 0 K100**  
RGB **0 0 0**  
Pantone **Awaiting**  
Web **#000000**



**WHITE**

CMYK **0 0 0 0**  
RGB **255 255 266**  
Pantone **Awaiting**  
Web **#ffffff**



A close-up, low-angle shot of piano keys, showing several black and white keys in the foreground, receding into the distance. The lighting is dramatic, with a strong light source from the side, creating deep shadows and bright highlights on the keys.

# **RSL** CLASSICAL

[RSLAWARDS.COM/CLASSICAL](https://rslawards.com/classical)