

# Brand Guidelines and Logos

## About The Royal Gardens Brand

The Royal Gardens represents a movement that blends heritage with sustainability, promoting biodiversity and responsible gardening worldwide. Our brand identity reflects the elegance, credibility, and impact of this initiative.

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## Logo Usage

- The official logo must be used in its original form, without alterations or distortions.
- Maintain sufficient clear space around the logo to ensure visibility and legibility.
- Use only approved color variations (primary and secondary versions).
- Logos may not be combined with other elements that alter their intended representation.

## Primary Colors

- **Royal Blue (#283454)** – Represents trust, strength, and heritage.
- **Imperial Red (#ee344e)** – Symbolizes passion, energy, and commitment to the cause.

## Typography

- **Primary Typeface:** Poppins – For official documents, press releases, formal communication, digital and marketing materials.

## Correct and Incorrect Usage Examples

- ✓ Use the logo in high resolution for all print and digital materials.
- ✓ Ensure the logo is placed on a neutral or brand-compliant background.
- ✗ Do not modify or recolor the logo in unapproved shades.
- ✗ Avoid placing the logo on cluttered or low-contrast backgrounds.

## Accessing Logos

Official logo files (SVG, PNG, and EPS) can be downloaded from:  
[royalgardens.no/brand-guidelines/logos]

## Contact Information

For brand-related inquiries, approvals, or custom usage requests, please contact:

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