# Brand one-sheet

**Interim.** All branding is interim and subject to change before launch day: the logo, the palette, the fonts and the type scale. Version of October 7, 2026. The full guide is at /styleguide/ on the Society's website.

## The seal




**Seal, red**
Primary. Use it wherever color is possible.




**Seal, black**
Secondary. One-color print, used sparingly.

**Smallest:** 64 px wide on screens, 0.75 in (19 mm) in print.

**Clear space:** one fifth of the seal's width on every side.

**Backgrounds:** White, Tint or white paper only. Never red, black or a photograph.

**Files:** Logo folder. Scale width and height together.

## Color

| | | | |
|---|---|---|---|
| | **Red** #990000 | RGB 153, 0, 0 CMYK and Pantone to come | The seal, buttons, the current section in the navigation, and urgent notices such as a deadline closing soon. Never decoration, and never more than about a tenth of a page. |
| | **Navy** #0B2545 | RGB 11, 37, 69 CMYK and Pantone to come | The structural color: the hero and title bands, the figures band, the join block, headings, rules and chips. |
| | **White** #F8F9FB | RGB 248, 249, 251 CMYK and Pantone to come | The page. A cool white, never pure white. |
| | **Black** #1A1A1C | RGB 26, 26, 28 CMYK and Pantone to come | Reading text and subheadings. A cool near-black, never pure black. |

Supporting: Navy deep #071A33, Navy soft #163A6B, Navy line #2D4F7F, Text on navy #C9D4E4, Muted #5B606A, Tint #E7EBF1, Border #CFD6DF, Border tint #C3CBD6, Border strong #76808E. The navy's shades for the dark bands, and cool neutrals for readable text and outlines. Swatches: Colors folder (.ase).

## Type

**Barlow Condensed** — Display: page titles, section headings, the hero title, the navigation and the utility bar, labels, chips and the figures. Medium (500) for titles, headings and navigation; regular (400) for labels, chips and meta lines; semi-bold (600) sparingly for emphasis at display size. The utility bar, navigation, section headings and labels are set in capitals by the stylesheet; the text itself stays in sentence case. Italic only for the title of a work inside a heading.

**Source Sans 3** — Everything that is not display: reading text, subheadings (H3), buttons, cards, forms and the side columns. Regular (400) for reading text; semi-bold (600) for subheadings, buttons and emphasis; bold (700) sparingly; italic for titles of works. No other weights.

Website sizes: page title 44 px, section heading 32 px, subheading 19 px, reading text 17 px, small text 14 px. Both fonts are free to install and share: Fonts folder.

## Do and don't

**Do**

- Put the seal on the page White, the Tint, or white paper.
- Use the seal files exactly as supplied, scaling width and height together.

**Don't**

- Put the seal on red, black, a photograph or a pattern.
- Stretch, crop, rotate, recolor or add effects to the seal.

- Build the page in navy, white and the tint, and keep red for the seal, buttons and urgent notices, about a tenth of any page.
- Write headings and buttons in sentence case: Read the issue. Let the stylesheet set the navigation, section headings and labels in capitals.
- Use the Society's own photographs, archive material and marks, with their source recorded.
- Use a comma, a colon or a new sentence.
- Use red for headings, rules or backgrounds, or bring in a third color.
- Capitalize Every Word, or type a heading in capitals.
- Use stock, AI-generated or placeholder images.
- Use em dashes.