











RB LOGO STAFF GUIDELINES

Royal Brunei Airlines logo is the primary representation of who we are. RB logo strongly reflects the company's symbolic identity across all our stakeholders. Therefore, it is important for all RB staff to abide by the following logo guidelines.

1) CORRECT LOGO

All RB staff is required to ensure that the correct RB logo is to be used at all times. Old RB logos as demonstrated below, should no longer be used in any form as they no longer represents RB as a brand and contradicts with our warm, stylish, and classic brand image.

Void			Approved	
  Royal Brunei	  <i>ROYAL BRUNEI</i>	  ROYAL BRUNEI AIRLINES	  ROYAL BRUNEI AIRLINES	  ROYAL BRUNEI AIRLINES
Old logo 1	Old logo 2	Old logo 3	Full Colour	Single Colour

The difference between 'Old logo 3' and the approved 'Full Colour' RB logo is the different state crests being used.



Old Logo
(previously proposed by agency)



State Crest



Correct RB Logo
(following State Crest
in Dark Brown
Pantone 412C)














The approved RB logo uses an exact replica of the State Crest as shown below:



2) RB LOGO COLOUR VERSIONS

Clear visibility of the logo must always be achieved by ensuring a strong contrast between the logo and the selected background.

LOGO COLOUR	BACKGROUND COLOUR	EXAMPLES		
Full colour	Only to be used with white or beige tones background, in order to show clarity and prominence of the logo			
Single colour	Only to be used on white background or in reverse form; white on dark tones background.			
				

3) INCORRECT USE OF LOGO

The examples demonstrated below represent some of the incorrect use of RB logo:

INCORRECT USE



DO NOT stretch or alter the proportions.



DO NOT add any filters or special effects.



DO NOT change the colours.



DO NOT create additional keyline versions.



DO NOT remove elements of the brandmark.



DO NOT change the font.



DO NOT alter elements of the brandmark.



DO NOT change the position of the elements.



DO NOT create greyscale versions.



DO NOT apply outlines to the brandmark.



DO NOT apply gradient colours to the brandmark.



DO NOT apply holding shapes unless specified in this guidelines document.

4) EXAMPLES OF PROHIBITED USE OF OLD RB LOGO

The following are some examples of old RB logo that should no longer be used by all RB staff.

