Logo
Guidelines
2025

Logo
Primary logo

Black logo
Our primary version, used most often. It works best on light backgrounds or pale imagery, ensuring clarity and definition.
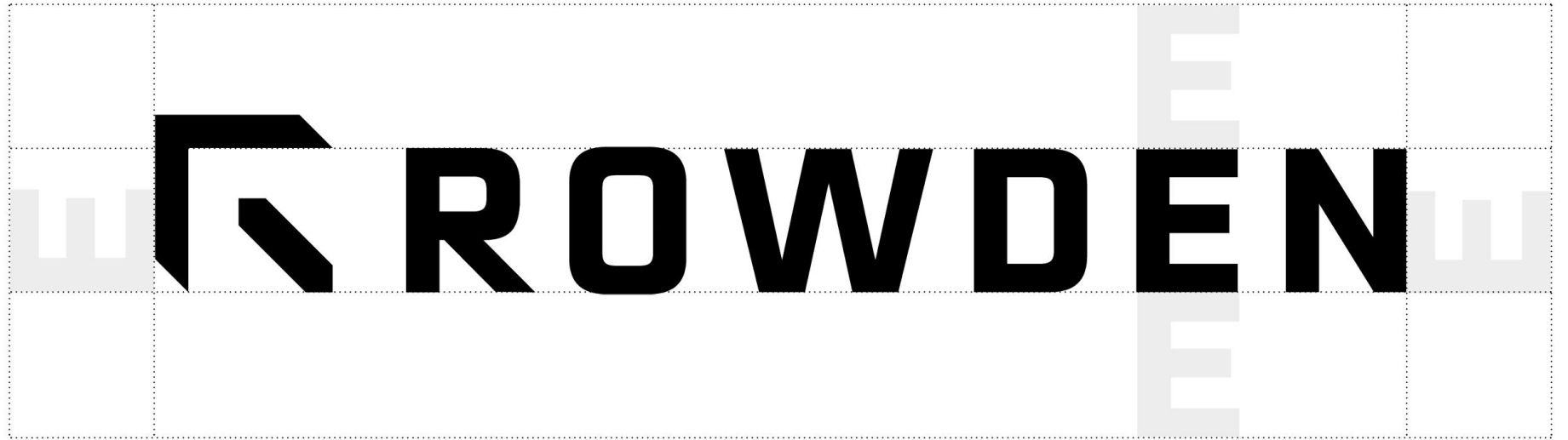
White logo
Reserved for dark backgrounds or imagery, the white version provides maximum contrast and visibility.

Logo
Clear space

The Rowden logo needs a defined margin to remain clear and legible. Use the height of a capital letter in the logotype (shown here with an "E") to set the minimum clear space around it.


The logo placement
Consistency is key. Wherever possible, the logo should sit top left or centred on print and digital layouts. These placements give it authority — with top left aligning to reading hierarchy, and centre placement providing balance — while avoiding competition with other elements.
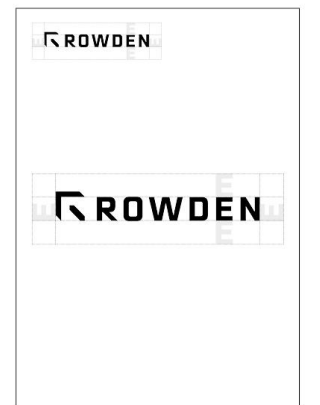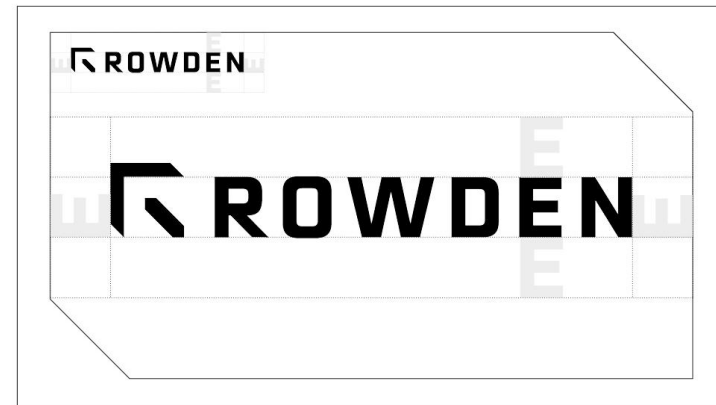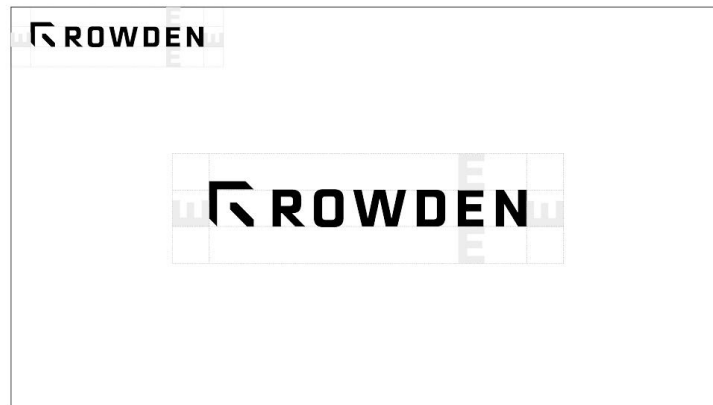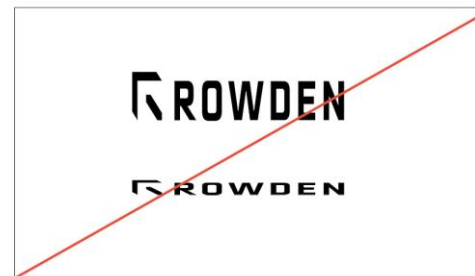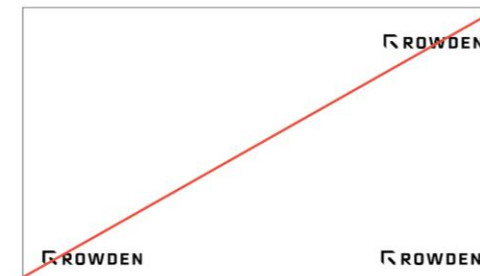
Logo
Check list

Never adjust or modify the Rowden logo. Only approved versions may be used. The following rules highlight common mistakes to avoid, ensuring the logo is always applied consistently and correctly.
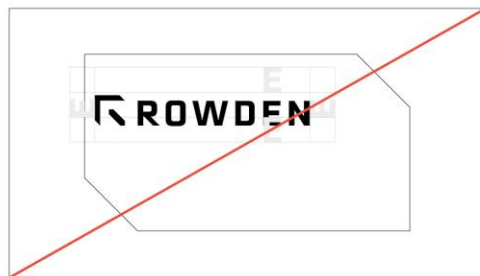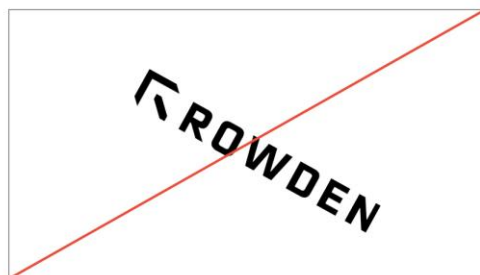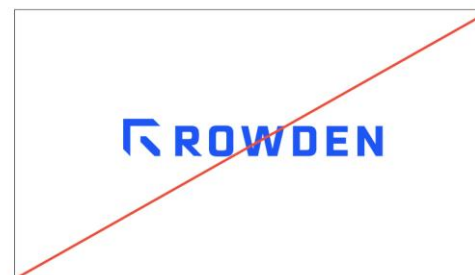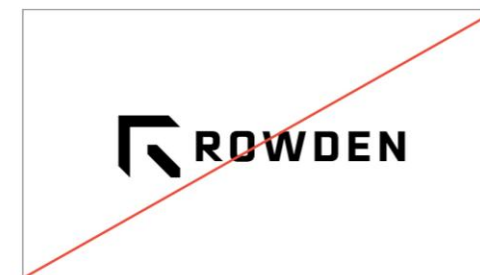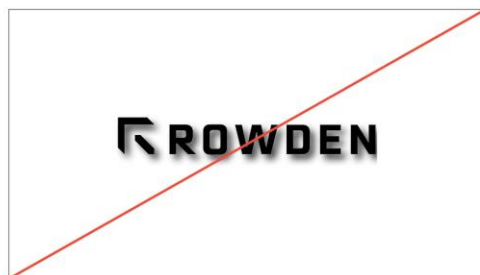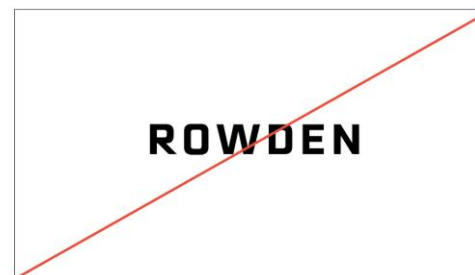
1. Always check the clear space rule around the logo and that no other separate elements enter it.

2. Do not alter the proportion of the logo.

3. The logo should appear top left or centrally on any printed materials or screens.

4. Do not alter the orientation of the logo.

5. The logo colour should only appear in black or white.

6. Do not alter the size of brand mark in relation to logo text.

7. Do not add shadow to the logo.

8. Never run the logo without its brand mark.

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ROWDEN