BRAND GUIDELINES

Last updated: 22/06/2026

LOGO

The Royal Advisors Logomark Is A Core Part Of Our Identity And Should Always Remain Clear, Sharp, And Easy To Recognise. For Digital Use, The Minimum Width Is 60px To Ensure It Keeps Its Impact And Legibility.

142px

The Royal Advisors Logotype Is Our Full Wordmark And Should Be Used Whenever The Brand Name Needs To Be Clearly Shown And Easily Read. It Must Always Appear In Its Original Form, Without Changes To The Type, Weight, Or Spacing, To Protect Consistency And Recognition.

ROYAL ADVISORS

The Royal Advisors Lockup Combines The Logomark And Logotype Into One Complete Brand Signature. Use This Version When Both The Symbol And Full Name Need To Appear Together. The Spacing And Arrangement Must Always Remain Unchanged To Keep The Brand Consistent And Recognisable.

ROYAL ADVISORS

Logo
Clearspace

The Royal Advisors Logo Should Always Have Enough Clear Space Around It To Stay Visible And Uncluttered. As A Rule, Use The Height And Width Of The Logomark As The Minimum Clear Space On All Sides, And Never Place Text Or Graphics Inside This Area.

The Royal Advisors Logo Should Only Appear In Gold, Emerald Green, Black And White. Use The Black Version On Light Backgrounds And The White Version On Dark Backgrounds To Keep Contrast Strong And The Mark Clear. Unapproved Colours Should Never Be Used.

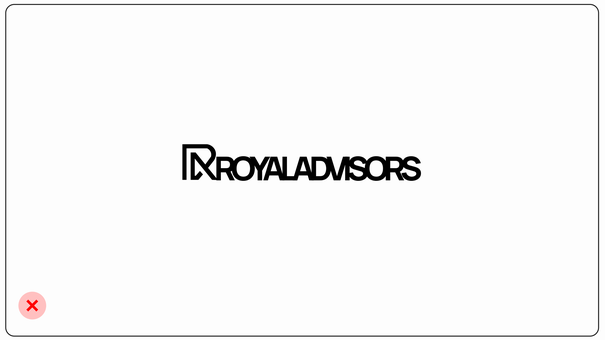
ROYAL ADVISORS

ROYAL ADVISORS

The Royal Advisors Logo Must Always Be Protected. The Rules Below Show Common Mistakes To Avoid, Helping Keep The Logo Clear, Consistent, And Easy To Recognise Wherever It's Used.

Do Not Change The Logo Layout.
Rearranging Or Stacking The Elements Breaks Consistency And Weakens Recognition.

Do Not Adjust Letter Spacing.
The Spacing Within The Wordmark Is Carefully Balanced. Stretching Or Condensing The Letters Disrupts The Visual Harmony Of The Logo.



Do Not Merge Or Compress The Wordmark.
Merging Or Compressing The Logo May Cause Legibility Issues And Reduce Clarity

Do Not Use Unapproved Colours.
The Logo Should Only Appear In Official Brand Colours. Random Colours Weaken The Identity And Creates Inconsistency.

Do Not Place The Logo On Busy Backgrounds.
The Logo Must Remain Clear And Readable At All Times. Complex Images Or Low Contrast Backgrounds Reduce Visibility And Impact.

Do Not Apply Effects Or Gradients.
The Logo Should Remain Clean And Flat. Adding Gradients, Shadows, Or Visual Effects Distorts The Identity And Reduces Professionalism.

TYPOGRAPHY

Royal Advisors Uses Manrope Semi-Bold As Its Primary Typeface.
It Should Be Used Across All Brand Communications To Maintain Consistency.

Do Not Replace It With Other Fonts.

Font Family

MANROPE SEMI-BOLD

Example Copy

Launch, Grow, Succeed

Character Set

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ123456789
0‘?’“!”(%)[#]{@}/&\←+÷×=›®©$€£¥¢:;,.*

Royal Advisors Uses Clash Grotesk Medium As Its Sub-Headline Typeface.
It Should Be Used Across All Brand Communications To Maintain Consistency.

Do Not Replace It With Other Fonts.

Font Family

Manrope Medium

Example Copy

Launch, Grow,
Succeed

Character Set

Abcćdefghijklmnopqrsštuvwxyzž1234567890‘?’“!”(
%)[#]{@}/&\←+÷×=›®©$€£¥¢:;,.*

Royal Advisors Uses Manrope Regular As Its Body Copy Font.
It Should Be Used Across All Brand Communications To Maintain Consistency.

Do Not Replace It With Other Fonts.

Font Family

Manrope Regular

Example Copy

Launch, Grow, Succeed Is Our Motto At Royal Advisors Consulting We Want To Help You All The Way Through To Sucess With Our World-Class Consultation Services

Character Set

Abcćdefghijklmnopqrsštuvwxyzž1234567890‘?
’“!”(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Line-Height Is Consistent Across All Typography.

As A Rule:
• Larger Type Sizes Use Tighter Line-Height
• Smaller Type Sizes Need More Space For Readability

Headings Sit Best At 90%.
Body Copy Should Sit Around 100%

60%

LAUNCH, GROW, SUCCEED

70%

We Are Committed To Helping You Build And Expand Your Business With Valuable Tips, Tricks, And Insights. Our Aim Is To Provide You With The Knowledge And Resources Necessary To Tackle The Challenges Of Entrepreneurship And Achieve Lasting Success In A Competitive Landscape.

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- Avoid

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Grow With Valuable Insights,

Equipping You To Tackle

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COLOURS

Royal Advisors Core Colours Are Emerald Green, Rich Gold, Ivory These Should Be Used As The Primary Brand Colours Across All Applications. Do Not Replace With Unauthorised Alternatives

Emerald Green
rgba(0, 81, 74, 1)
#00514a

Rich Gold
rgba(216, 174, 42, 1)
#d8ae2a

Ivory
rgba(247, 244, 237, 1)
#f7f4ed

Royal Advisors' Colour System Enhances The Core Palette With Supporting Tones For Depth And Contrast. MYS Champagne Accent (#C0a27e) Is For Subtle Highlights. MYS Royal Purple (#450a8f) Supports Primary Elements. MYS Deep Purple (#2e0365) Adds Weight For Backgrounds. MYS Pure White (#Ffffff) Ensures Clarity.

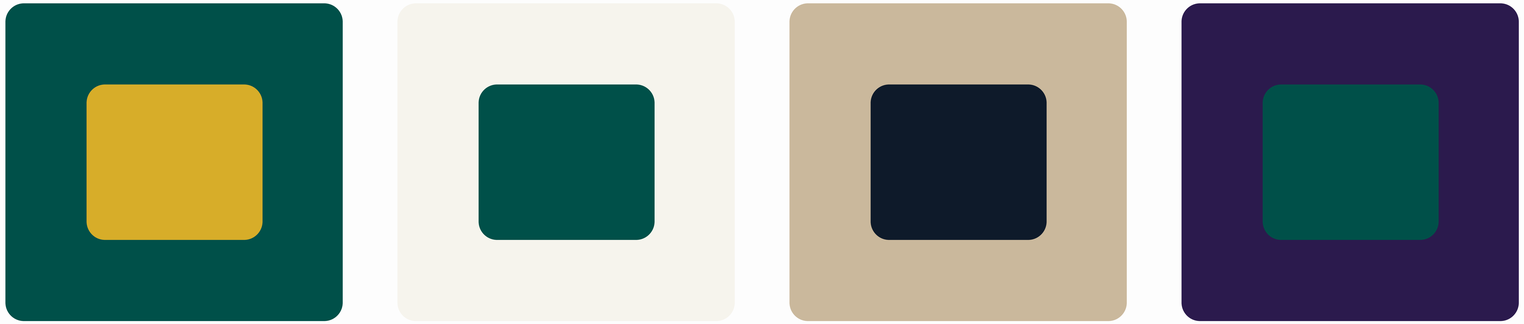
Royal Purple
rgba(44, 26, 77, 1)
#2c1a4d

Midnight Navy
rgba(14, 26, 43, 1)
#0e1a2b

Warm Sandstone
rgba(203, 184, 157, 1)
#cbb89d

The Royal Advisors Color System Guarantees Approved Combinations For Consistency And Clear Visuals. Always Use Colors That Contrast Well For Easy Reading And Accessibility.

Steer Clear Of Unapproved Mixes That Can Make Text Hard To Read. Each Pairing Should Feel Purposeful And Match The Core Identity.

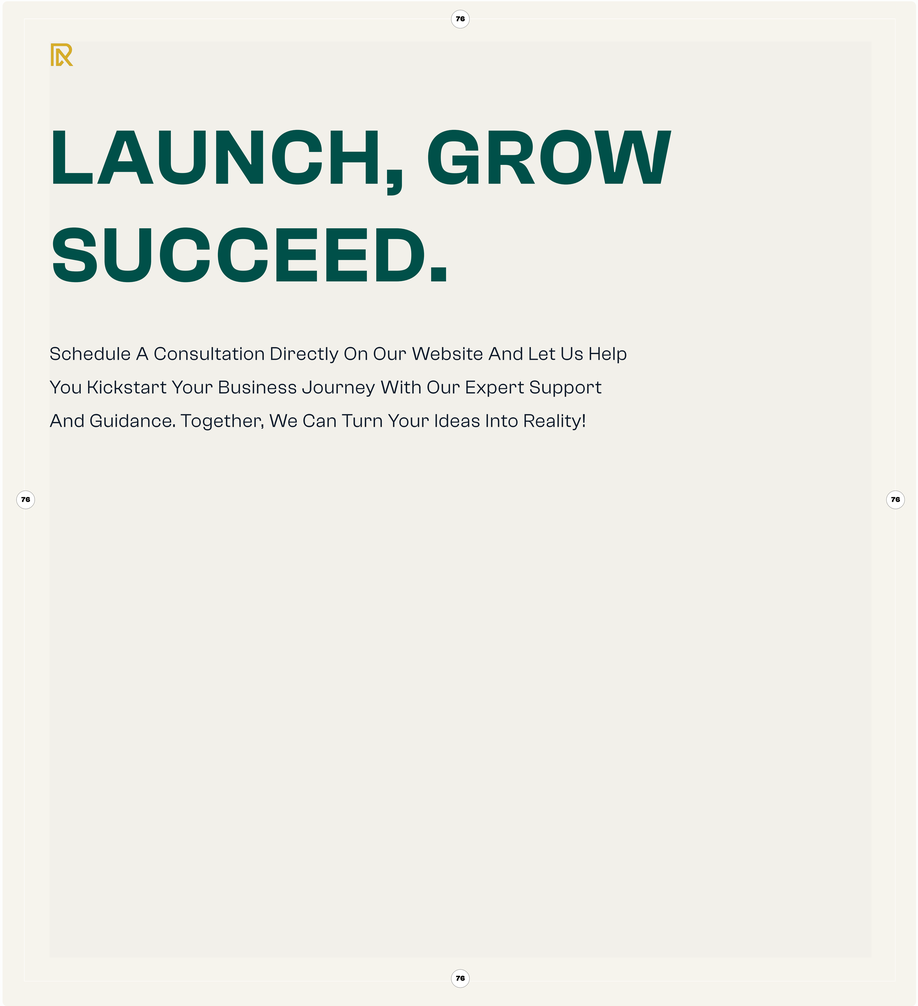


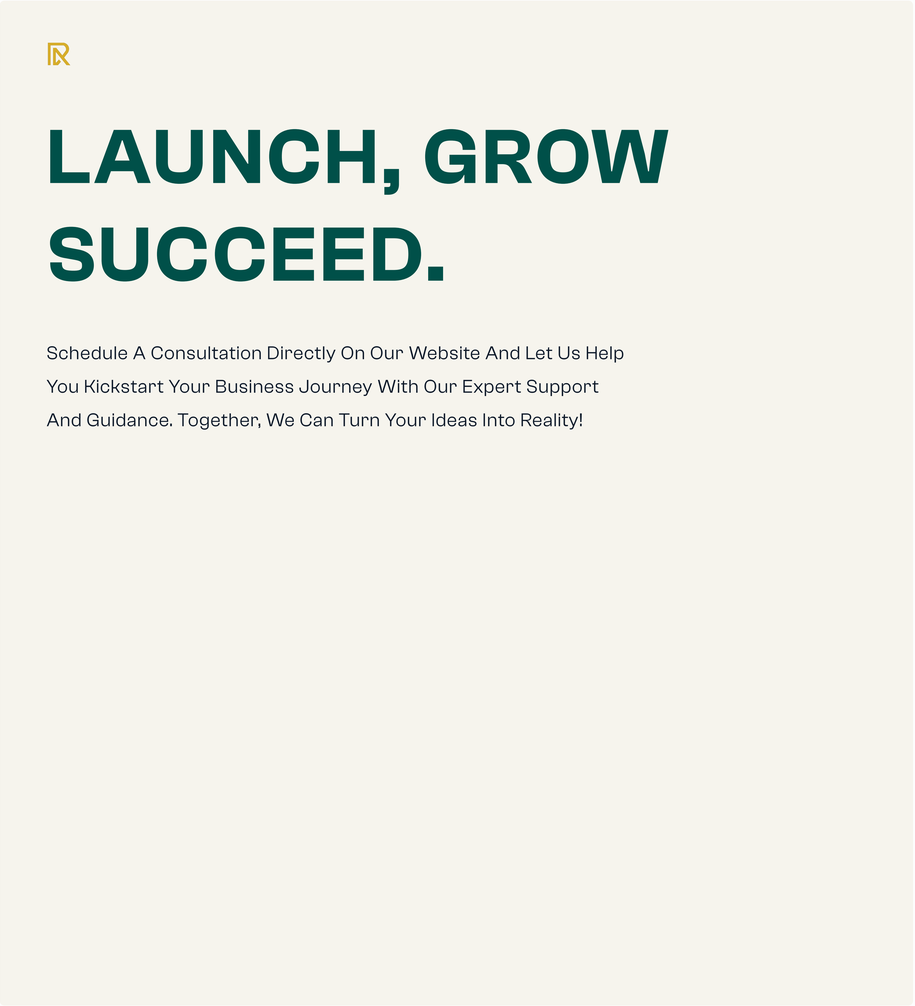
Only Use Approved Gradients In The Royal Advisors Brand Identity Only For Backgrounds

LAYOUTS

To Create Consistent Margins, Take The Longest Side Of The Application And Divide It By 25. This Produces A Margin Equal To 4% Of The Layout, Allowing It To Scale Proportionately Across Different Formats And Sizes.

In Extreme Formats (Very Wide Or Very Tall Layouts), Margins May Need To Be Adjusted Manually To Maintain Optical Balance And Visual Consistency.





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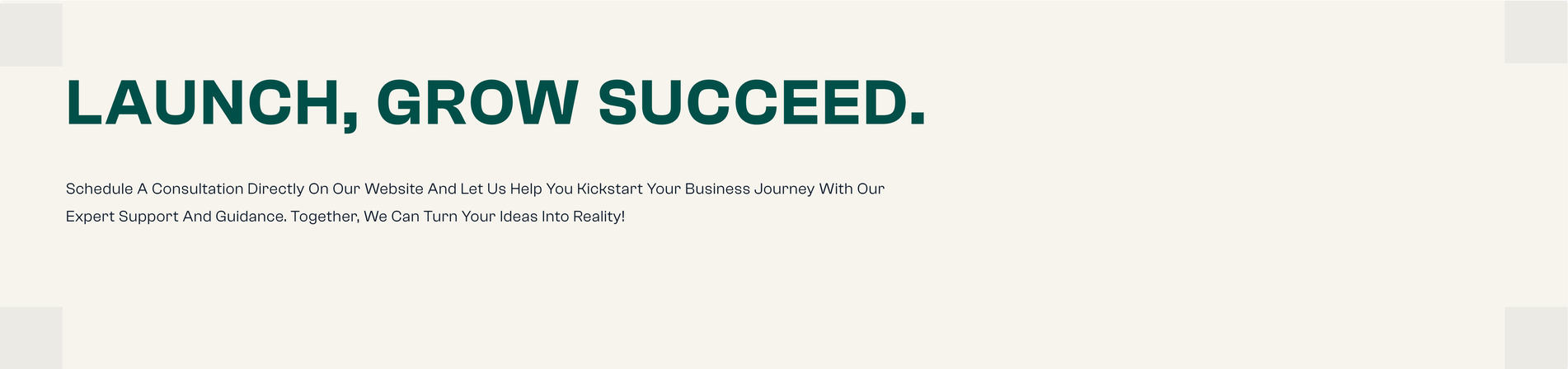
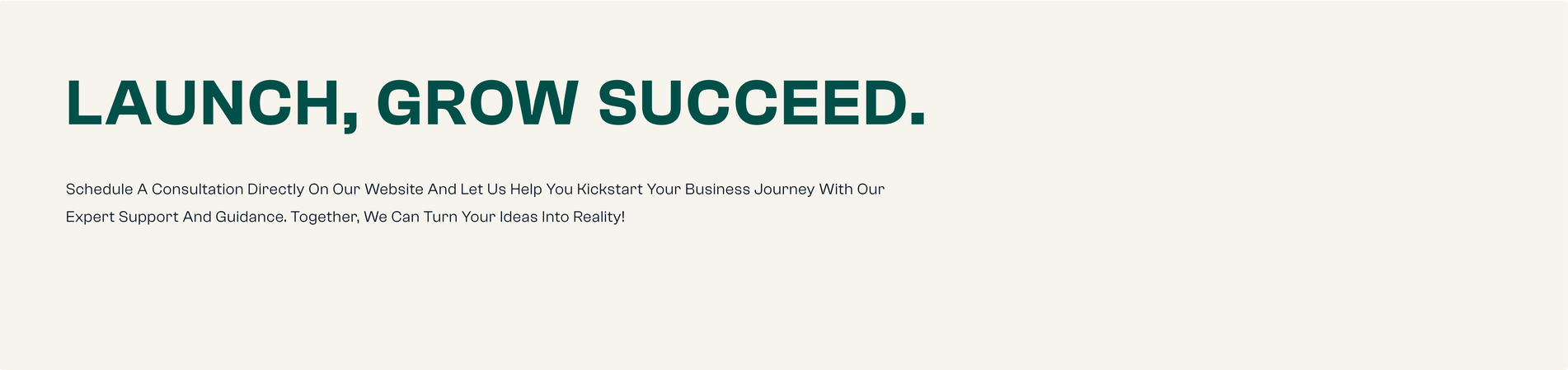
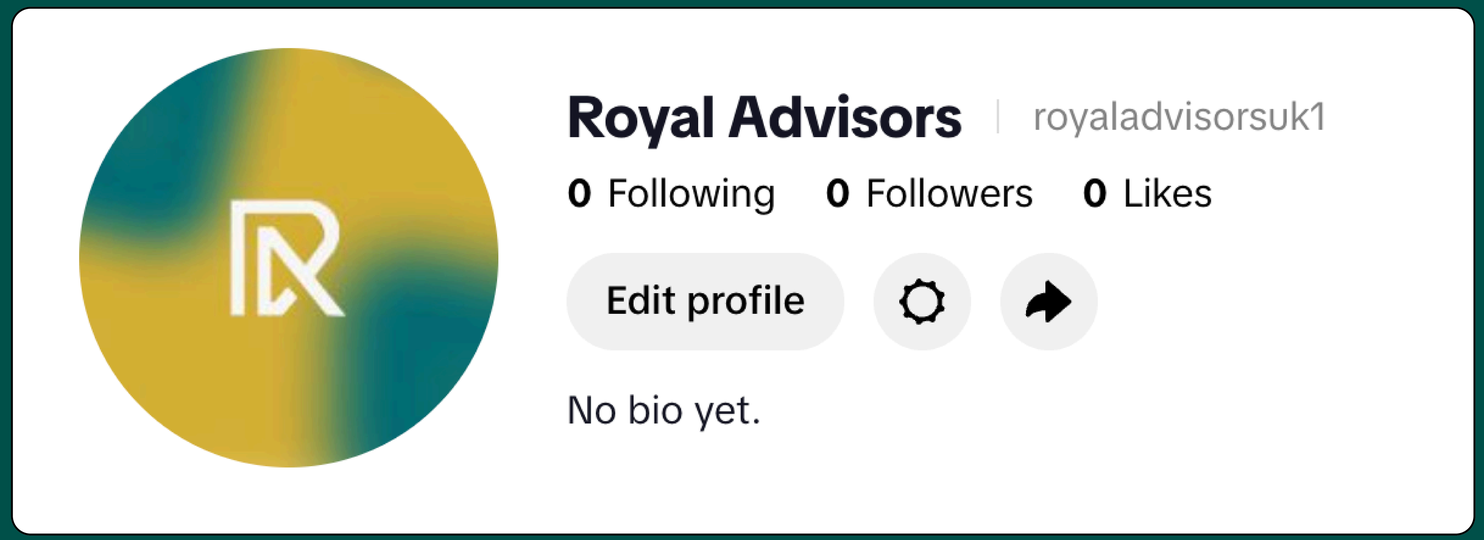
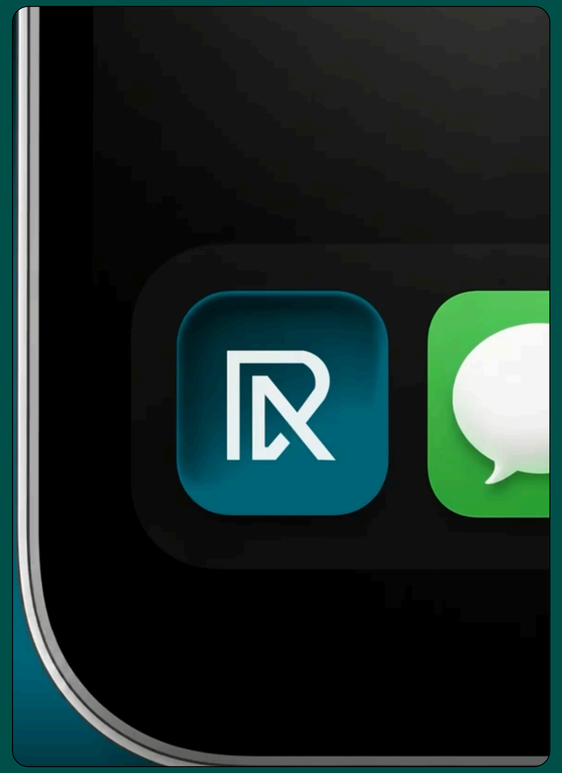




BRAND IN ACTION


Royal Advisors
royaladvisorsuk1
0 Following
0 Followers
0 Likes
Edit profile
No bio yet.

Launch. Grow. Succeed
Edit profile
Royal Advisors
@RoyalAdvsuk41



THANK YOU

WWW.ROYALADVISORS.CO.UK