



Brand Guidelines 2015

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1.0

Welcome

1.1

The Purpose of the Brand Guidelines

The RSL brand and its sub-brands (Rockschool, Vocational Qualifications and Performance Arts Awards) are the most valuable asset we have as a company. These guidelines are here to help everyone working for, or with RSL, to understand more about the brand, what we stand for, and how to implement the brand effectively.

Please ensure that you follow these guidelines as closely as possible. You should adhere to them whenever you are communicating with our **customers, reps, distributors** or **dealers**.

2.0

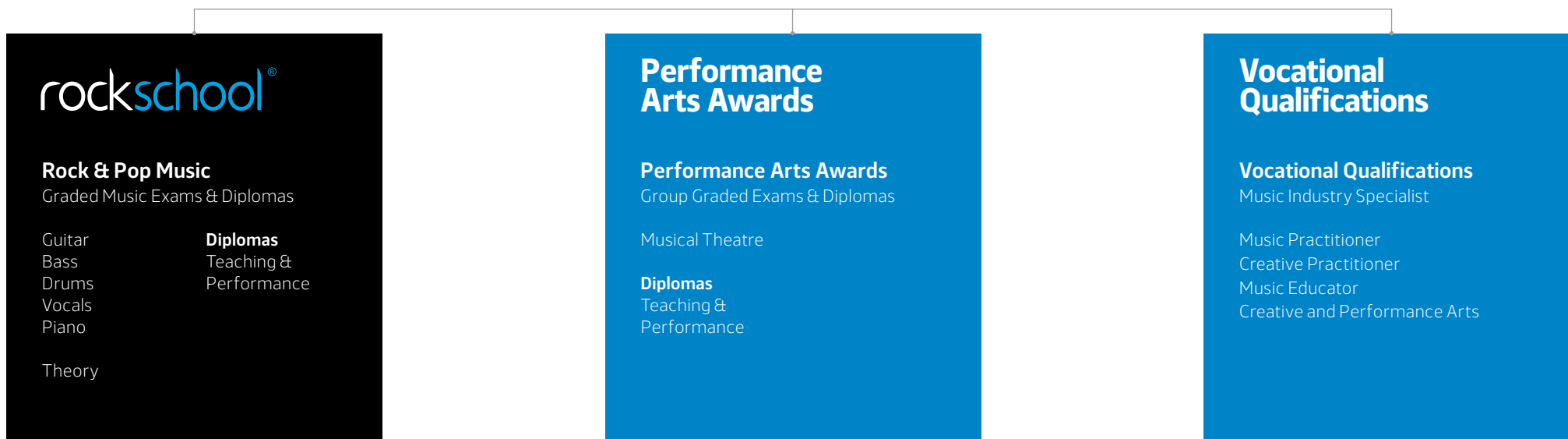
RSL The Brand

Who We Are

RSL (Rockschool Limited) is the leading name in Contemporary Arts. We are a global, specialist awarding body. We pride ourselves on our knowledge of the sectors we work in, and the quality and integrity of the qualifications we award. The world is full of musicians, performers and practitioners who are keen to hone their skills and we are here to support them.

Sub-brands

RSL is the acronym for Rockscool Limited. RSL is the parent company for Rockscool Graded Music Exams, Performance Arts Awards and Vocational Qualifications.



Why Do We Exist?

We believe Contemporary Arts education should be:

- Diverse
- Relevant
- Practical
- Flexible
- Enjoyable
- Engaging

RSL is committed to motivating students and teachers across the world by providing the most engaging, innovative and diverse Contemporary Arts qualifications. We aim to equip learners with lifelong knowledge and skills, by delivering a rewarding experience that's both practical and academically relevant.

Our Vision

Our vision is to empower more contemporary artists and educators across the globe. We want every musician, performer and practitioner to have access to a contemporary arts education that's practical, relevant and engaging.

Position

We're proud to approach things differently...

- We think of ourselves as a global awarding authority, committed to providing excellence in the Contemporary Arts
- We created the first ever graded music exams for rock and pop musicians in 1991
- We created the first ever musical theatre group graded exams in 2011
- We think great products and even better customer experience are a minimum
- We only work with industry experts and education specialists when developing new qualifications
- We are a team of dedicated musicians, educators and performance arts professionals.

What Makes Us Different?

We're different because...

Our people are:

Friendly
Well-informed
Relaxed
Encouraging
Happy
Musically-orientated
Believe in making a difference

Our qualifications are:

Academically rigorous
Industry relevant
Bespoke
Challenging
Rewarding
Original
Practical
Specialist
Diverse
Flexible
Adaptable
Progressive
Unrivalled
Fully accredited

Our processes are:

Straightforward
Intuitive
Personal
Respectful
Targeted
Simple
Relevant
Engaging

Personality

RSL communicates with passion, authenticity and authority. We want people to feel engaged and empowered by every interaction they have with us.

People

From beginner enthusiasts to professional musicians on their journey to a career in the music industry, RSL delivers outstanding quality and unrivalled levels of expertise. We're here to support those who want to get the most out of their musical and performing talents.

Company

Since its humble beginnings in a small office in West London to a global awarding authority across 34 countries, RSL has come a long way since 1991. We gave birth to popular music examinations and started a revolution throughout music education. This world view, to think differently about contemporary music education is distilled in all our qualifications from our Graded Music Exams to our Performance Arts Awards. We ensure we're continuously innovating, motivating and engaging through every product and qualification we develop, whether you're a school teacher in Milton Keynes or an up and coming musician in Malaysia. RSL qualifications are a reflection of our customers' musical, performing and creative talents.

Values

RSL is the leading provider of Contemporary Arts qualifications worldwide. Every piece of communication and branding must reinforce the core values of the RSL brand. These values are:

Innovation

Our qualifications use the latest teaching and assessment methods to ensure RSL qualifications deliver the most practical, relevant and enjoyable experience to our candidates and teachers.

Excellence

We deliver the highest standards to learners through our specialist knowledge, and commitment to continuous development.

Practicality

We pride ourselves on the practicality and the flexibility of our qualifications. We want all our candidates to have skills that drive their progression throughout the creative arts.

Inclusivity

Our team are friendly, caring and passionate. We respect diversity and encourage individualism.

Accreditation

RSL is recognised by the qualifications regulators of England (Ofqual), Wales (Qualifications Wales), Northern Ireland (CCEA) and the Scottish Qualifications Authority (SQA).

All our qualifications are regulated by Ofqual into the Qualifications and Credit Framework and some are eligible for funding by the Education Funding Agency (EFA) and/or Skills Funding Agency (SFA).

RSL – The Global Awarding Body

RSL has a dedicated network of reps in over 30 countries worldwide that share our passion for the Contemporary Arts. It is paramount that our values and brand must remain consistent when applied in territories across the globe. For more information on how to apply the RSL brand, and sub-brands in your territory contact: davidmather@rslwards.com



3.0

Qualification Suites

About

rockschool®

Rockschool Graded Music
Exams and Diplomas



Performance
Arts Awards

Unique Musical
Theatre Grades



Vocational
Qualifications

Specialist Music
Industry Qualifications



RSL is home to the most innovative and engaging qualifications in the Contemporary Arts.

Rockschool

Graded Music Exams

World renowned Graded Music Exams for rock and pop musicians.
Perform to the highest standards, when it matters most.



Guitar

Entry Level–Grade 8



Bass

Entry Level–Grade 8



Drums

Entry Level–Grade 8



Vocals

Grades 1–8



Popular Piano

Grades Debut–8



Band Based Keys

Grades Debut–5



Bands

Grades 3, 5 and 8

Rockschool

Graded Music Exams



The No.1 choice for rock and pop musicians since 1991.

Rockschool Graded Music Exams are designed for passionate rock and pop musicians who want to get the most out of their musical talents. Established in 1991, a Rockscool Graded Music Exam is a true gauge of a musician's musical and performance ability.

Candidates are examined on their performance, technical ability and general musicianship over five key elements:

- **Performance Pieces**
- **Technical Exercises**
- **Sight Reading and Improvisation/Quick Study Piece**
- **Ear Tests**
- **General Musicianship Questions**

Rockscool Graded Music Exams are fully accredited by all four UK regulators, Ofqual, CCEA, DCELLS, SQA.

Rockschool

Diplomas in Teaching and Performance

University-level qualifications for the accomplished musician.



Teaching Diploma

Levels 4 and 6



Performance Diploma

Levels 4 and 6



**Intensive Teaching
Diploma Course (ITDC)**

Levels 4 and 6



Rockschool

Diplomas in Teaching & Performance

Amplify your teaching and performance credentials

Rockschool offers four qualifications in teaching and performance. Created for the established musician, these qualifications target key areas of a musician's career and require both industry-related skills and advanced musical knowledge.



The Performance Diploma is a professional performance qualification, enabling established musicians to go beyond Grade 8, requiring knowledge of all aspects of professional performance.



Designed as a qualification leading directly to a career in instrumental music teaching, the Rockschool Teaching Diploma is focused on the practical application of a variety of teaching methods.



Performance Arts Awards

Unique Musical Theatre Grade Exams

The only musical theatre exams in the UK to individually grade each student within a group examination.

Musical Theatre

Grades 1–8

Teaching and
Performance Diplomas



Performance Arts Awards

Unique Musical Theatre Grade Exams

Performance Arts Awards (PAA) are the UK's only fully integrated musical theatre group grade exams, enabling students to be individually graded without the stress of individual performance.

PAA exams have three sections, all of which are designed to test the candidates' core skills and ability at any level.

- **Performance**
- **Technical Exercise**
- **Discussion**

Performance Arts Awards are fully accredited by all four UK regulators, Ofqual, CCEA, DCELLS, SQA.


PAA also include Teaching and Performance Diplomas.



Vocational Qualifications

Specialist Music Industry Qualifications

Specialist Music Industry Qualifications for schools, colleges and private providers.

 **Music Practitioners**
Levels 1–3

 **Creative Practitioners**
Level 4

 **Music Educators**
Level 3



Vocational Qualifications

Specialist Music Industry Qualifications

The No.1 choice for music teachers and department heads in over 200 schools and colleges worldwide.

RSL have been accrediting innovative, industry-focused vocational qualifications since 2005 that are taught the world over.

RSL Vocational Qualifications are developed alongside a range of industry professionals, educators and academics.





4.0

Visual Identity

RSL Master Logo

The RSL master logo is comprised of the RSL tick wordmark and '**Awarding the Contemporary Arts**' strapline.



RSL Master Logo Variations

There are four main colour variations for the RSL master logo:

- Blue 'RSL' with 85% Black Strap
- White 'RSL' with 50% Blue Strap
- Monochrome positive
- Monochrome negative



RSL Master Logo Exclusion Zones

The Master logo should always have breathing space. This can be determined by the height of the 'R'.



4.1.3

RSL Master Logo Minimum Sizes

The minimum recommended size for the master logo in print, including strapline, is **40mm wide**. For online applications the minimum recommended width is **180 pixels**.

In exceptional circumstances when it has to be used below this size (book spines, for example) use the single-colour RSL wordmark without strapline. This should never be used at a width of **less than 10mm**.



RSL Master Logo Do Nots

The RSL Master logo must not be modified in any way that is not specified in this document.

If in doubt, contact:

davidmather@rslawards.com



Do Not use any colour other than those specified within this document



Do Not try to redraw the RSL wordmark



Do Not alter the relationship between the RSL wordmark and strapline



Do Not distort the logo in any way



Do Not rotate the logo either with or without the strapline



Do Not place the logo within a box or any other shape unless specified within this document.



Do Not place the logo over a busy background or over an area of a photograph that does not provide enough contrast to ensure legibility.

RSL Master Logo with URL

Sometimes it will be necessary to include the RSL Awards URL as part of the Master logo.

Use only the approved Master with URL logo found in the assets folder. This logo is subject to the same colour variations, minimum sizes, exclusion zones and prohibited alterations as the Master logo.

However, when measuring the exclusion zone beneath the Master With URL logo, work from the baseline of the URL.

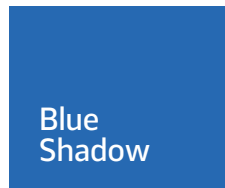


Primary Colour Palette



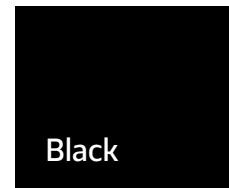
Blue

CMYK **C85 M35 Y0 K0**
RGB **R0 G133 B200**
Pantone 285 C
Web #0085c8



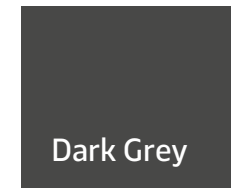
Blue
Shadow

CMYK **C85 M55 Y0 K0**
RGB **R42 G106 B178**
Pantone 286 C
Web #2a6ab2



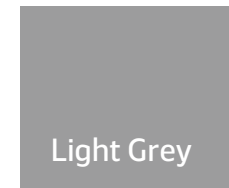
Black

CMYK **C0 M0 Y0 K100**
RGB **R0 G0 B0**
Pantone N/A
Web #000000



Dark Grey

CMYK **C0 M0 Y0 K85**
RGB **R75 G75 B75**
Pantone N/A
Web #4a4a49



Light Grey

CMYK **C0 M0 Y0 K50**
RGB **R208 G208 B208**
Pantone N/A
Web #d0d0d0

White

CMYK **C0 M0 Y0 K0**
RGB **R255 G255 B255**
Pantone N/A
Web #ffffff



Typography

Our brand typeface is **Webnar**.

Webnar should be used for all RSL applications including internal and external documents. When Webnar is not available, Arial can be used as the default font.

Keep typography simple.

Do not overcrowd layouts and do not use too many type sizes.
Use weight to draw emphasis instead.

We use three core weights:

- Light
- **Medium**
- **Bold**

While the full Webnar family is available to use, as a rule use Light for body copy and Bold for headlines. Medium should be used for Straplines and Crossheads (sub-headings). Type, including headlines, should be set upper and lower-case.

Always observe good typography practices.

Typefaces

Webnar Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 £&*?!

Webnar Medium

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 £&*?!

Webnar Bold

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 £&*?!

4.3.2

Typography Exceptions

Body copy should always be set on a white background but, in certain circumstances, the application may require the use of white copy reversed-out of a dark background (e.g. the RSL Blue Gradient, a photograph). In this instance, to aid legibility of small type sizes, it is suggested to set the copy using Webnar Regular.

To avoid miss-registration issues in print and legibility, small type sizes reversed-out of a dark background or photograph should ideally be set using Webnar Regular. This text is 8.5 point.

Webnar Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&*?!

Rockschool

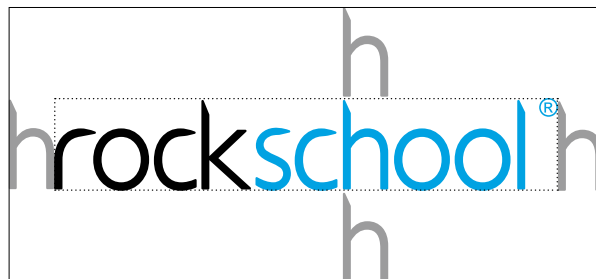
Logo

The Rockschool logo comprises the Rockschool wordmark.

rockschool®

Exclusion Zone

The Rockschool wordmark exclusion zone is equal to that of the height of the 'h' letterform vertically and the width of the 'h' letterform horizontally as illustrated below.



Minimum Size

The minimum reproduction size for the Rockschool wordmark is **25mm** wide in print or **100 pixels** online.



Rockschool

There are four permitted variations of the Rockschool logo:

- Primary full-colour on black or dark background/photograph
- Secondary full-colour on white or light background
- White on black or dark background
- Black on white or light background



Rockschool

Colour Palette

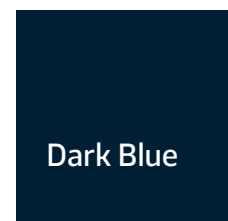
An important brand element is our electric blue; a striking blue that is instantly recognisable as Rockschool. By using it sparingly and accenting it with black, white and dark blue, we can create a strong brand message that is consistent and familiar.

Primary



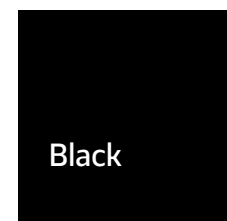
Electric Blue

C86 M08 Y0 K0
R0 G161 B122
Pantone 299 C
Web #00a2e2



Dark Blue

C100 M47 Y23 K79
R0 G49 B69
Pantone 303 C
Web #001f35



Black

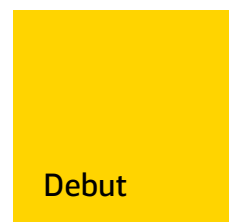
C0 M0 Y0 K100
R0 G0 B0
Pantone N/A
Web #000000



White

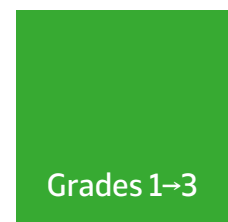
C0 M0 Y0 K0
R255 G255 B255
Pantone N/A
Web #ffffff

Secondary



Debut

C0 M15 Y100 K0
R0 G255 B212
Pantone N/A
Web #ffd500



Grades 1→3

C75 M0 Y100 K00
R57 G181 B74
Pantone N/A
Web #37aa32



Grades 4→5

C2 M100 Y100 K0
R232 G30 B37
Pantone N/A
Web #e0020c



Grades 6→8

C100 M50 Y0 K0
R0 G113 B188
Pantone N/A
Web #0068b4

Rockschool

Typography

Rockschool uses three core typefaces:

- Myriad Semibold Condensed
- Gill Sans Light
- Veneer Regular

Headlines

Headlines must be set using Myriad Semibold Condensed, all upper-case only. When more impact at display sizes is required – book titles, for example – Myriad Bold Condensed can be used in its place.

Body copy

Body copy must be set using Gill Sans Light. When the application calls for white text reversed-out of black and legibility or miss-registration issues become a concern, default to Gill Sans Regular.

Character and flavour

Ocasionally design treatments will call for embellishments which add character and flavour to the overall design. In these instances it is recommended to use Veneer. Good type practices and design-sense must be applied – **use Veneer sparingly and effectively.**

Rockschool

Typography

Myriad Semibold
Condensed
(Uppercase only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&*?!

Gill Sans Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&*?!

Veneer Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&*?!



RSL Imagery

Images should reflect the raw creative passion and performance elements of RSL qualifications. Always ensure the selected images tie in with the overall brand story, so that our customers know RSL qualifications are made for musicians and performers who demand the highest academic standards and unrivalled levels of industry relevance.

Imagery should:

- Inspire musicians and performers
- Reflect the qualification level, performance ability and age-range
- Encourage enjoyment through performance
- Portray authenticity, honest outlook of the Contemporary Arts
- Complement text and copy elements
- Reinforce brand position and personality



