

RHS Award of Garden Merit  
Registered mark guidelines



## 1 Introduction

### **Welcome to the Royal Horticultural Society's guidelines for the Award of Garden Merit (RHS AGM) registered trademark.**

The RHS AGM mark has been developed to be easy to use. The rules around its application have been made as flexible as possible, focusing on enabling our partners to prominently display the mark on their products and marketing material.

Other than the rules stated here the mark should be used in line with the lead organisations brand guidelines.

*\*Please note that from January 2015 this marked changed from a trademark to registered mark, therefore the logo has been adapted to accommodate this.*

## 2 The RHS AGM mark

### Colour



The RHS AGM mark should appear in one of these two basic states, white out or solid. There are two colour variations.

These colour versions are the preferred versions to use.

The version used should be chosen in accordance to how it stands out on your packaging and marketing material.

### Mono



In some cases it won't be possible to use a colour version. Where this is the case the mono variations can be used.

These mono versions should not be used online.

**RHS Leaf Green**  
C100 M0 Y61 K61  
R0 G88 B74

**RHS Apple Green**  
C50 M0 Y100 K25  
R115 G150 B0

*\* All versions of the mark can be downloaded from the RHS website;*

*[rhs.org.uk/AGMplants](https://rhs.org.uk/AGMplants)*

## 2.1 Reproduction - on coloured background (or image)



When applying to a coloured background, heavy tint or image use the marks in the <background> folder, when downloaded from the website.

*\*The R symbol in these marks are reversed-out*



A mono version is also available.

This mono version should not be used online.

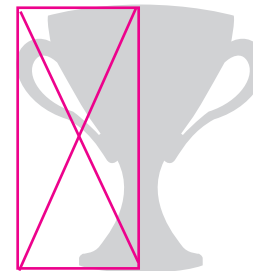
### 3 Clear space



The minimum clear space for the RHS AGM mark is half the cup width of the AGM Award.

Any accompanying text should sit outside the minimum clear space of the logo. This space is also the minimum distance that the logo can be from the edge or trim of any application.

Of course, the indicated clearance is a minimum guide only, and may be increased.



At A4 the min. logo  
width = 22.5mm

At A4 the min. half  
cup width = 5.5mm

## 4 Position, size & hyperlinking

Below is a set of minimum sizes and clear spacing for the RHS AGM. When using the mark it is important to ensure the text remains legible.

Print:



A4 and above  
– min. width  
22.5mm  
– min. clear  
space 6.5mm



A5 and  
below  
– min. width  
17.5mm  
– min.  
clear space  
4.5mm



– min.  
width  
12.5mm  
– min.  
clear  
space  
3.3mm

Online:

Online the mark must always be in colour, either white out or solid, and hyperlinked to the RHS Award of Garden merit website; [rhs.org.uk/AGMplants](https://rhs.org.uk/AGMplants)



– min.  
width  
55px  
– min.  
clear  
space  
15px



– min.  
width  
55px  
– min.  
clear  
space  
15px

Text ONLY:

When the space for a mark is less than 12.5mm wide in print and 55ppt wide on online, DO NOT display the mark, ONLY refer to the RHS AGM in text. See page 8 for correct text to use.

## 5 Don't alter the mark in any way

You cannot...



(i) recolour...



(ii) angle...



(iii) stretch horizontally...



(iv) or vertically...



(v) skew...



(vi) alter the opacity...



(vii) or tint...



(viii) and add effects.



(ix) use whiteout over  
an image...



(x) have a box around  
it

**If in any doubt...**

Any derivation from the supplied artwork is not permitted. Always use the supplied artwork, NEVER attempt to recreate the mark.



## 6 Naming conventions

### The RHS Award of Garden Merit in text

The RHS Award of Garden Merit must always be clearly identified in copy. Upon the first mention in text, “the Royal Horticultural Society’s Award of Garden Merit (RHS AGM)” must be employed. Thereafter the abbreviation “RHS AGM” may be used.

For applications where extreme space limitations apply it is permissible to use the shortened abbreviation “AGM”, as long as it has previously been identified by the use of “the Royal Horticultural Society’s Award of Garden Merit (AGM)” in preceding text or clearly identified annotation.

When accompanying the logo with text, or when the available space is less than 12.5mm (print) and 55pt (online) so that a mark can not be used, use the following description:

#### **RHS Award of Garden Merit.**

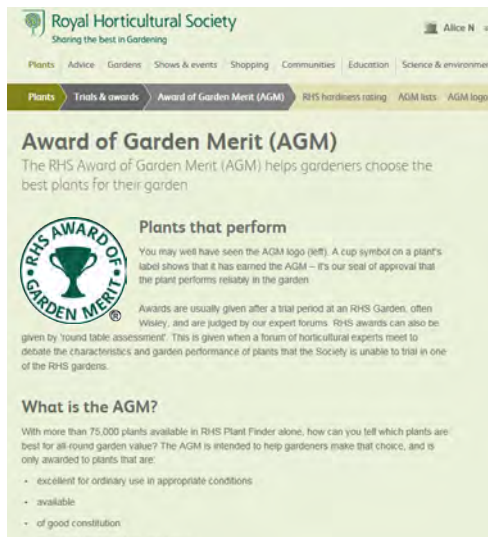
This plant/cultivar has been awarded the RHS Award of Garden Merit because it has proved to be reliable in appropriate conditions and a good performing plant. For more information on RHS Award of Garden Merit plants visit [.rhs.org.uk/plants](https://www.rhs.org.uk/plants)



## 7 Application

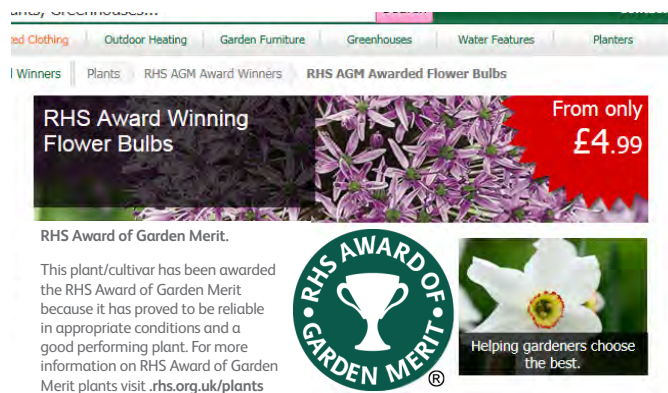
The mark has been designed as a simple badge that is easy to apply to any product/format. Please be sensible when using the mark, always choose the colour that provides the best standout and position it where you'd expect to see it.

If the mark can't be seen clearly, or it's interfering with other design elements, use one of the alternative design solutions.



Vine Black Hamburg

Sweet fruits Jul-Oct. Indoor variety.  
For dessert use.



## 8 Further information

If you need any help in using these guidelines, or have any questions about applying the RHS Award of Garden Merit mark, please contact **[brand@rhs.org.uk](mailto:brand@rhs.org.uk)**