



Guidance on use of the RCP logo



Royal College
of Physicians

The Royal College of Physicians (RCP) logo is based on our coat of arms, which was granted in 1546 by Henry VIII, some years after the founding of the college in 1518. The design incorporates a hand feeling the pulse of an arm, above a pomegranate.

Our most important brand asset

The RCP logo, which combines our shield and name, is the single most recognised element of our visual brand and should be protected and used consistently on all occasions. We have firm rules on its size, colour and position on materials.

Materials produced by the RCP

Our logo should be included on communications, products, guidance and published materials produced by the RCP. Most will come through our design team, who are the experts on our logo and will ensure that it is used correctly.

Due to space constraints, some materials such as social media assets may use the shield without the name, and a single line version of our logo may be used to enhance legibility, for example on small items of merchandise such as pens.

Jointly published materials and endorsements

Rules about our logo size and position also apply when we publish jointly with another organisation. If the RCP is publishing the material, our design team will ensure that the logo is used correctly. If another organisation is leading on the project, we can send them the logo along with instructions for how to place it.

Any external use of our logo should first be signed off by an RCP senior officer or director. The logo

should then be requested from our design team, and the artwork or a visual sent to them to approve prior to publication. This also applies when the RCP is endorsing guidance or material published externally. Wording to define the relationship should be included, such as 'Endorsed by', 'Supported by', 'In association with' or whatever explains our involvement most appropriately.

Conferences and events

The RCP logo may only be used on conference and event materials when the RCP is a partner and with pre-approved permission.

We are frequently approached by organisations asking to use our logo because their conference or event has CPD approval. Please note that CPD approval from the Federation of the Royal Colleges of Physicians of the UK does not entitle an organisation to use the RCP logo. If you would like to explore partnering with the RCP for your event, please contact rcpevents@rcp.ac.uk if you are in the UK or global@rcp.ac.uk if you are based overseas.

Use by individuals

We do not permit use of the RCP logo by individuals, including our members and fellows. RCP fellows may use the FRCP post-nominal as a mark of their achievement, or choose to display their fellowship certificate. RCP members and fellows may also be interested in purchasing branded items from our shop.

If you have any queries or would like to request the RCP logo for a specific use, please contact publications@rcp.ac.uk – we can advise you on whether it is appropriate to include and, if so, provide the correct version and file type, along with guidance on positioning.