

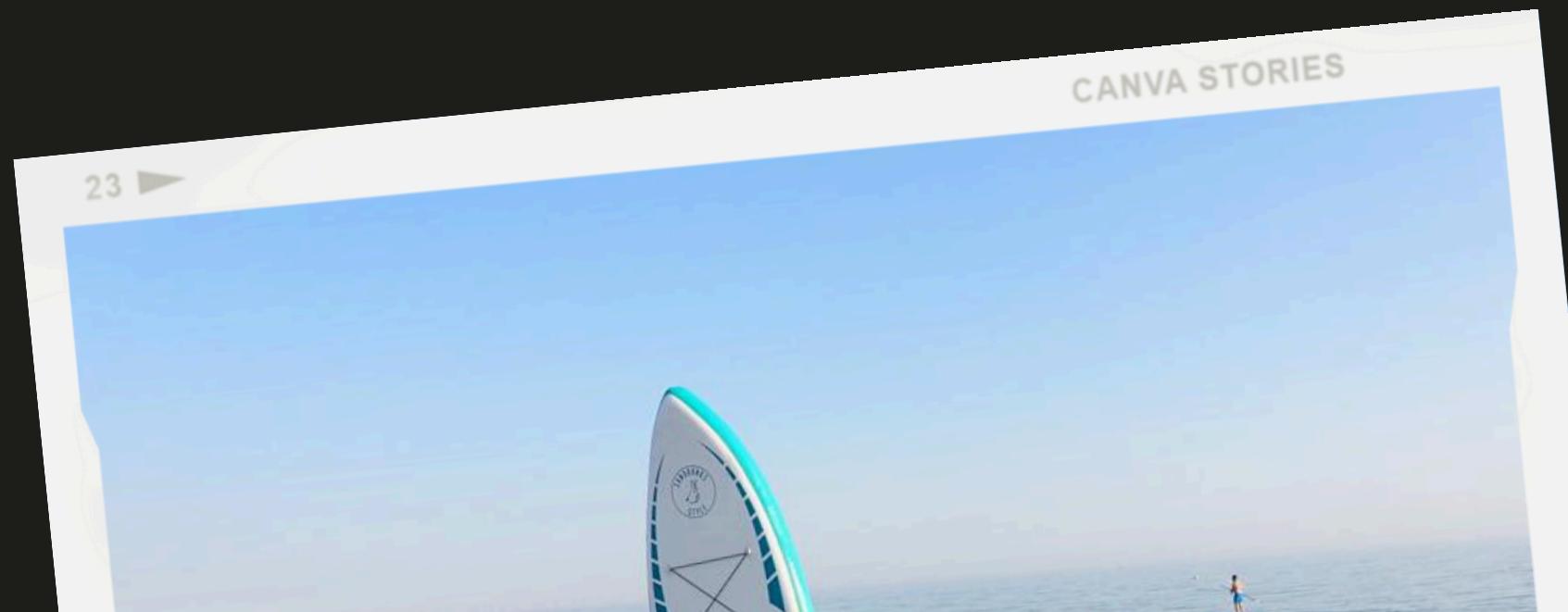
BRAND GUIDELINES

Round Table Great Britain & Ireland
Spring 2024
V 1.0





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IT'S ALL ABOUT BEING
CONSISTENT AND
MEMORABLE TO HELP
OUR ORGANISATION
GROW.

GUIDELINES INTRODUCTION

These brand guidelines have been created to ensure that Round Table Great Britain & Ireland and the “Tables” within remain consistent throughout all visual and written touchpoints including marketing, content creation, public communications, and internal communications.

Remaining consistent will help our brand become memorable and create a clearer public understanding of what our organisation is about, and best of all you will help build and grow Round Table Great Britain & Ireland.



FILM NEGATIVE

FILM NEGATIVE

FILM NEGAT



WHO ARE WE?

Round Table is a worldwide movement of young ordinary guys, aged 18-45, who get together to **DO MORE**. Whether it be trying a new sport, going on an adventure, or raising money for our communities, we aim to have fun, make friends, and live life to the fullest.

AN EVENTS BASED CLUB

A YOUNG MAN'S CLUB

**FOCUSED ON DELIVERING A
PROGRAMME OF SOCIAL AND
COMMUNITY EVENTS**



OUR ORIGINS

Round Table was born here in the UK when Louis Marchesi was inspired by a speech given by the future king in 1927. The speech referred to King Arthur's Knights of the Round Table and spoke of the importance of young people coming together in the spirit of friendship and working together to do good.

Taking the elements Louis enjoyed from an existing men's club, Rotary, and merging them with elements of the Prince of Wales' speech, the idea for Round Table was born.

Having raised millions for charity, Round Table is changing lives while staying true to its original values. It's not just about breaking free from traditional constraints; it's about making a tangible, positive impact on communities, trying new experiences, and forging lasting friendships that echo the spirit of King Arthur's legendary Round Table.



Louis Marchesi, 1928



**VISUAL
IDENTITY**



ROUND TABLE

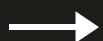
GREAT BRITAIN & IRELAND



OUR LOGO

The updated Round Table logo embraces a modern aesthetic with a sleek monochrome design. The iconic round table, representing equality and camaraderie, takes center stage, rendered in a bold and contemporary style. The choice of the Eurostile font adds a touch of modernity, with its clean lines and bold lettering.

This refreshed logo reflects the evolution of Round Table while honouring its rich history, encapsulating a sense of unity, strength, and a commitment to a vibrant future.



LOGO VARIATIONS



Vertical



Horizontal



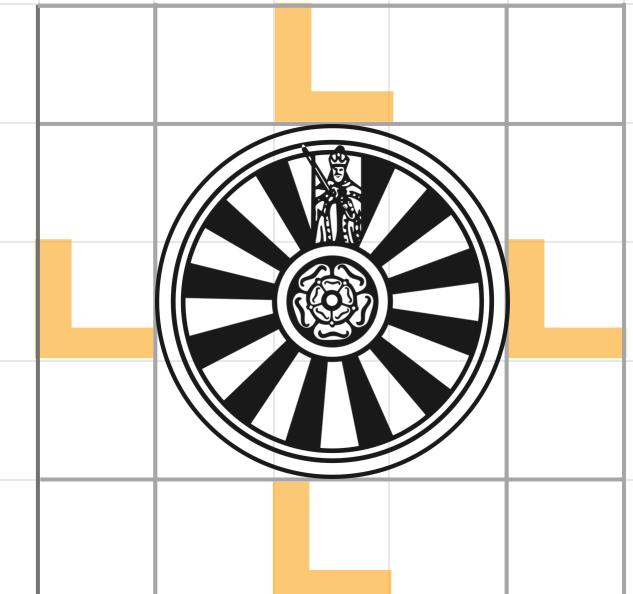
Icon



LOGO SPACING

**The safe distance
to put your logo in**

Please give our logo space to breathe. This clear space is measured by the height and width of the letter 'L' in 'Table'



LOGO RULES

THE DON'TS FOR USING OUR LOGO



DO NOT change the color.
Use colors in the palette.



DO NOT crop
the logo.



DO NOT add
shadows or effects.



DO NOT rotate
the logo.



DO NOT put over
another illustration



DO NOT use tint
or opacity.

LOCAL TABLE IDENTITIES

Round Table Great Britain & Ireland loves to see individual Tables celebrate their community and individuality by incorporating elements into their visual identity. However, we must make an effort that our public-facing image remains consistent to strengthen the Round Table brand and prevent confusion.

When amending the Roundel for your Table, please follow the following guidelines.



DO NOT distort or warp the rondel.



DO NOT change the brand colours.



DO NOT cover >30% of the rondel.

Examples of acceptable adaptations





OUR TAGLINE

The "Do More" slogan has played a vital role in defining Round Table's identity for more than a decade, encapsulating our spirit.

By embracing the "Do More" philosophy, we are empowered to achieve greatness and positively impact the world around us.



DO
MORE

DO
MORE

DO
MORE

DO
MORE

DOMORE

DOMORE

DOMORE

DOMORE



Golden Yellow
#FBAF33



Table Grey
#1D1D1A



White
#FFFFFF



Black
#000000

ROUND TABLE COLOURS

The Round Table colour palette is thoughtfully curated to evoke a sense of warmth, sophistication, and timelessness.

This harmonious combination of Golden Yellow, Table Grey, Black, and White ensures a consistent and cohesive visual identity across all brand elements, reinforcing the enduring values and inclusive ethos of Round Table.





GOLDEN YELLOW

HEX: #FBAF33

RGB: 251, 175, 51

CMYK: 0%, 29%, 80%, 2%

Pantone: Coated Pan137c / Uncoated Pan137u

POSITIVE ENERGY
CAMARADERIE
ADVENTURE



TABLE GREY

HEX: #1D1D1A

RGB: 29, 29, 26

CMYK: 0%, 0%, 10%, 89%

Pantone: Black 3C

STRENGTH
UNITY



WHITE

HEX: #FFFFFF

RGB: 255, 255, 255

CMYK: 0%, 0%, 0%, 0%

Pantone: 000C White

BLACK

HEX: #000000

RGB: 0, 0, 0

CMYK: 0%, 0%, 0%, 100%

Pantone: Black C



BRAND TYPOGRAPHY

This carefully curated selection of fonts ensures a cohesive and recognisable typographic expression that aligns seamlessly with the Round Table brand, reflecting our commitment to a modern, inclusive, and dynamic identity.

EUROSTILE EXTENDED BOLD: LOGO & MAIN HEADINGS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! ? @ # % & * () . , " / - + = < >

EUROSTILE EXTENDED HOLLOW: ALTERNATIVE HEADINGS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! ? @ # % & * () . , " / - + = < >

Typography Continued →



CONTINUED...

EUROSTILE REGULAR EXTENDED: SUBHEADINGS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! ? @ # % & * () . ' , " / - + = < >

OPEN SANS: PARAGRAPH

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? @ # % & * () . ' , " / - + = < >

TABLER.WORLD 



[DOWNLOAD THE FONT PACK FROM TABLER WORLD HERE](#)

PHOTOGRAPHY STYLE





GROUP PHOTOS

Take a group photo at each social event which shows the activity you're doing. Where possible, avoid 41 club members to emphasise we're a young man's club.



ACTION SHOTS

Capture candid images of members and prospective members partaking in social events and volunteering.

FUN SELFIES

Grab a selfie of you and your mates having fun.

IMMERSIVE POV

Point of view images that give your audience an idea of what it's like being at a Round Table event.

CHARITABLE GIVING

Show the public where their donations go.

Try to take more consideration over your charitable donations. Make your photos tell the story.

IMAGES TO AVOID

BLACK TIE EVENTS

Imagery of members wearing black tie gives an elitist, exclusive impression.

BOOZE FOCUSED

Promotion of **unhealthy relationships** with alcohol (clearly drunk).



OVER 45'S

We're a **young** men's club!

REGALIA

Regalia and chains give a stuffy, old fashioned impression.

INAPPROPRIATE CONTENT

Images that can be taken out of context, promote sexism or unacceptable behaviour.

BORED PEOPLE

We're about having fun, show that!



TONE OF VOICE

Tone of voice is not just what we say but how we say it. It's the personality that shines through our words, making Round Table communication distinctive, relatable, and engaging. This way of speaking is to be maintained through all communications including social media, drafting emails, or internal communication, let the guide be your companion.

The ultimate aim is to speak in a way that welcomes and resonates with our target audience to help the young men of Great Britain & Ireland discover what Round Table is all about!



BE FRIENDLY

Keep it warm and welcoming. We're mates, after all!



INJECT FUN

Embrace humour and playfulness to keep the atmosphere light.

STAY POSITIVE

Maintain an optimistic outlook, focusing on the good vibes.

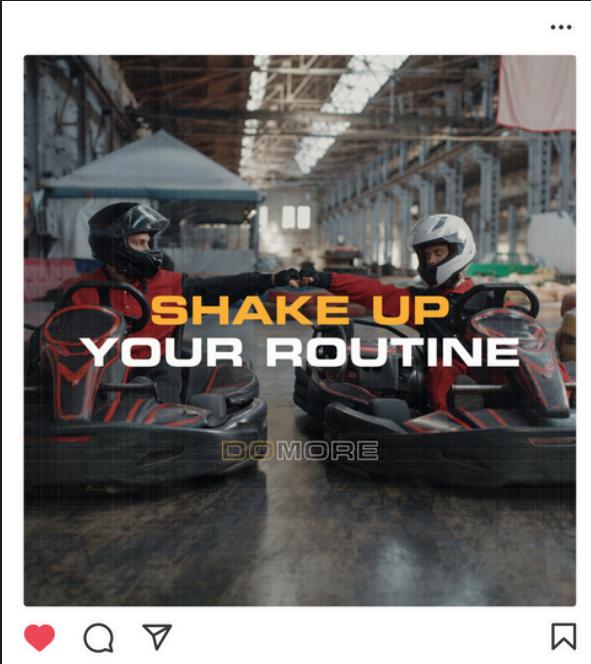
BE BOLD

We're all different, use language that connects with your communities.



**LET'S MAKE EVERY
WORD COUNT, AND
KEEP THE ROUND TABLE
CONVERSATION ALIVE,
VIBRANT, AND
UNIQUELY OURS!**

SOCIAL MEDIA TEMPLATES

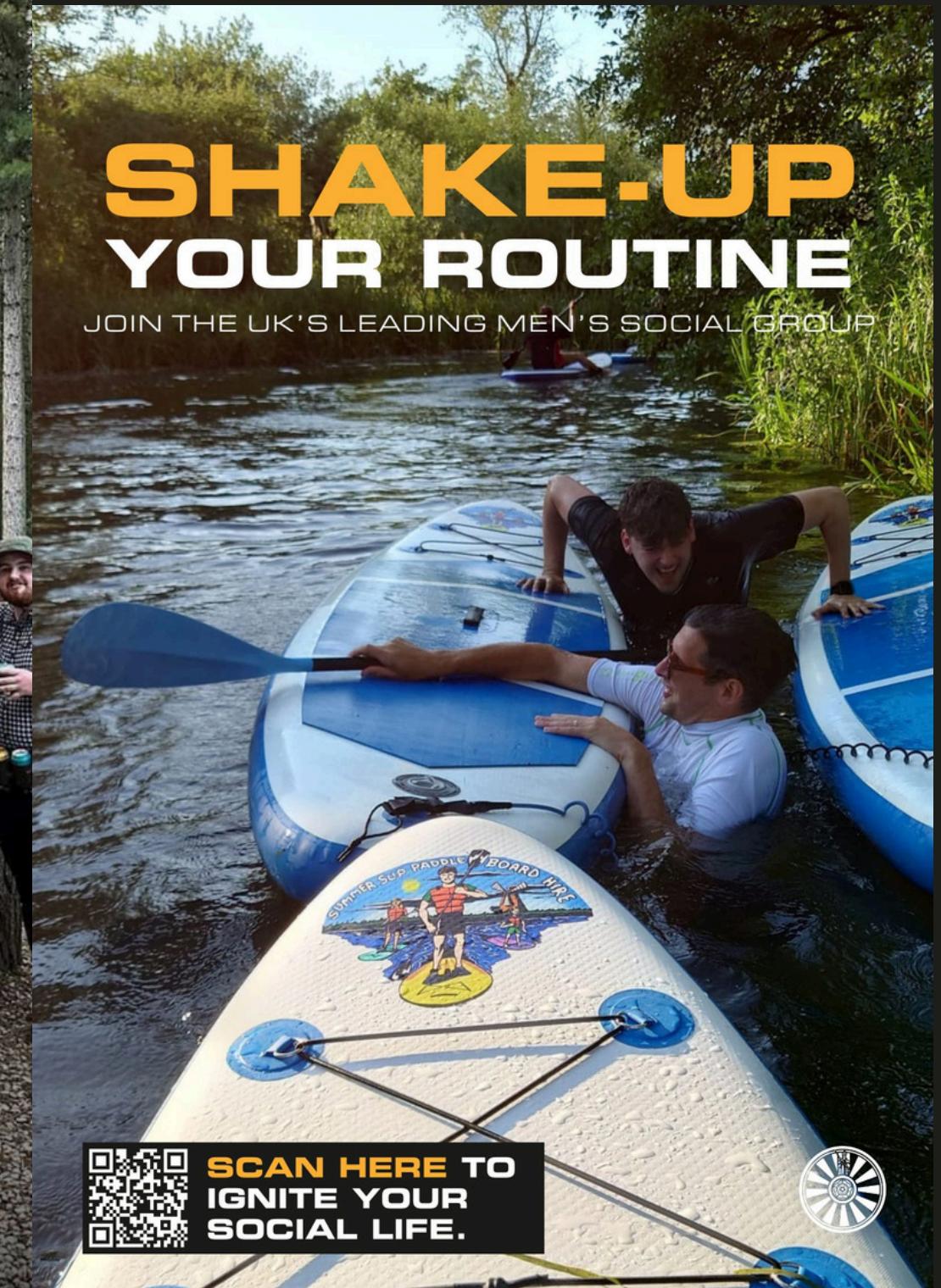


LINK FOR IMAGES HERE

LINK FOR TEMPLATES HERE

POSTER TEMPLATES

CLICK IMAGES FOR LINKS

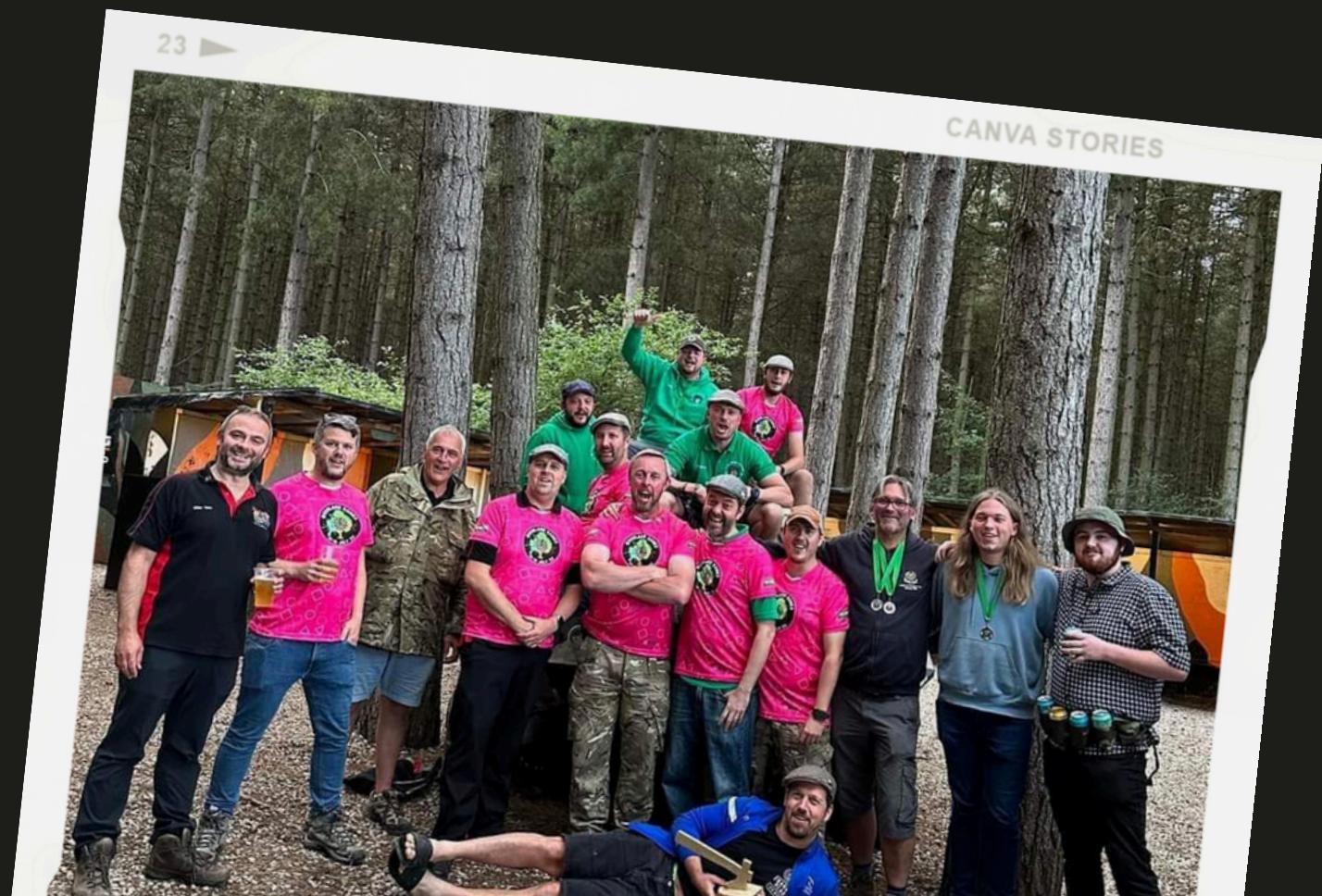
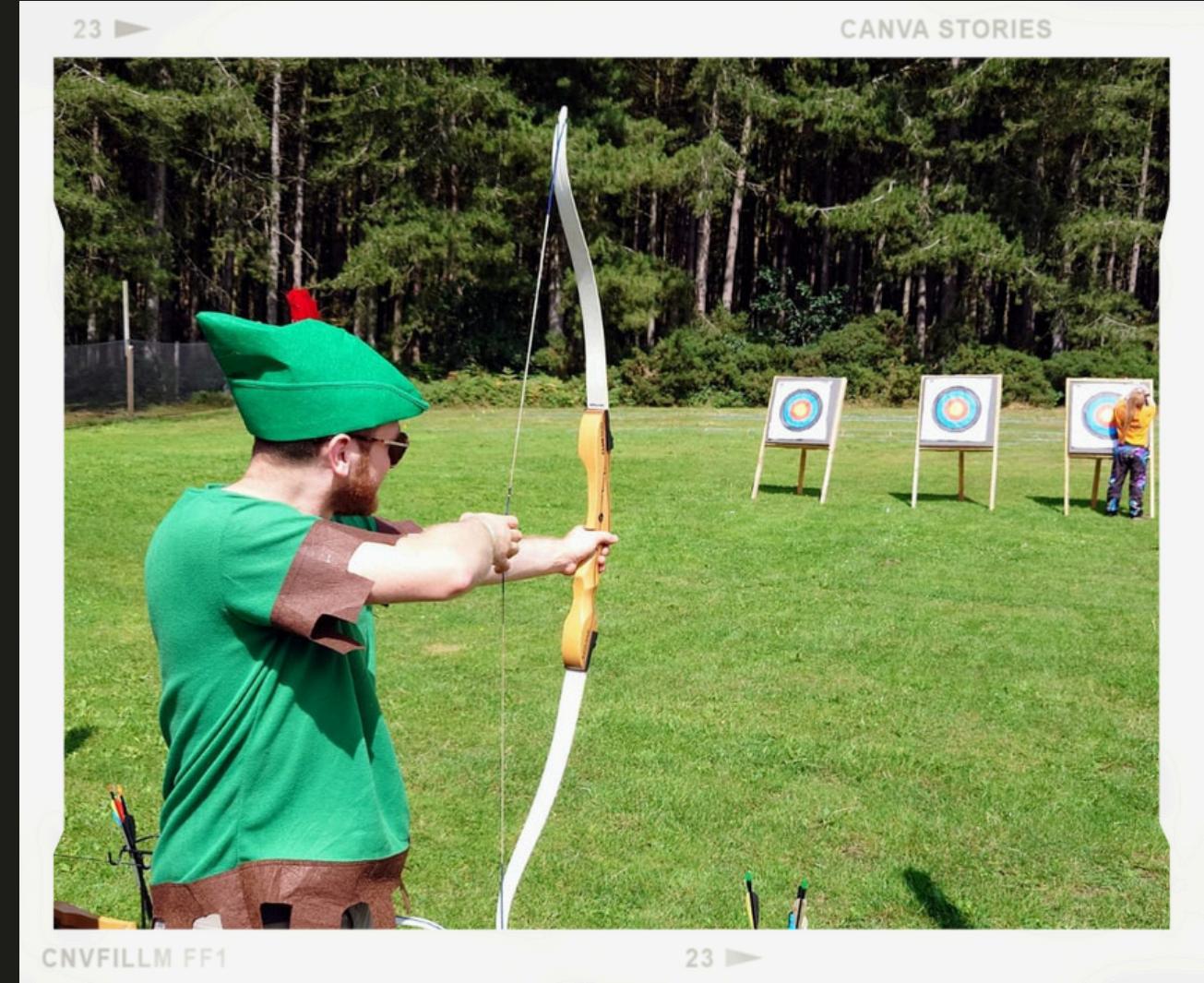




COMMON OBJECTIONS

WHY CAN'T WOMEN JOIN? THAT'S SEXIST!

Not at all! Round Table's focus on men isn't about exclusion; it's about creating a space where guys of all backgrounds can bond, have fun, and make a positive impact. We totally appreciate and support groups like Ladies Circle, which provide a similar space for women. It's about celebrating diversity and ensuring everyone has a chance to thrive in their own unique way. So, while Round Table is for the lads, we wholeheartedly champion inclusivity in various forms across our communities!



WHAT'S THE DEAL WITH THE AGE LIMIT?

Our age limit is just a number. Once you "age out," you move on to 41 Club and continue the adventure. We're a young man's club that loves to stay fresh and dynamic. It's not about doing things a certain way because "it's how it's been done" - we're all about adopting, adapting, and improving.



SOUNDS A BIT EXCLUSIVE & OLD-FASHIONED?

Round Table is the opposite of exclusive. We're a bunch of everyday lads, aged 18-45, who just want to make the most of our evenings. No funny handshakes or entry criteria here - just mates doing cool stuff together.

ISN'T IT JUST ANOTHER MEN'S CLUB?

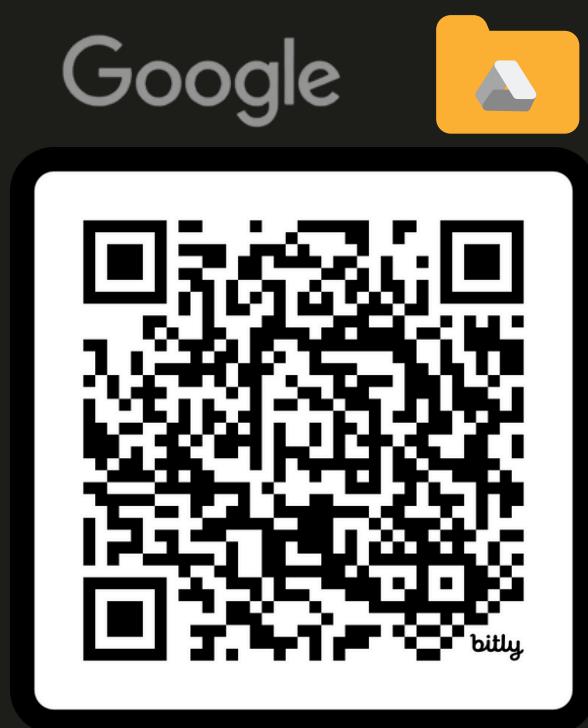
Round Table is way more than just a men's club! From axe throwing to white-water rafting, we're all about trying new experiences, making lasting friendships, and giving back to our communities. It's not just a club; it's a chance to break free from the ordinary and do something extraordinary.



DOWNLOADABLES

Resources, fonts, templates, images, and video content are all available to download via Tabler World in the Resources Folder. There are links in images throughout the document as well in case you missed them. The Google Drive Content Library has also been updated with images.

You can visit both by scanning the QR codes below. If you have any issues accessing or using any of the downloadables, email **media@roundtable.co.uk** for help.



CLICK THE IMAGES FOR LINKS