

CAMRA 50th Anniversary Logo FAQs

What is the 50th logo?

CAMRA has created a new logo to celebrate our 50th anniversary. It comes in a range of brand colours and can be found [here](#).

Where do I use the new logo?

The new logo is designed to replace the current CAMRA logo where possible. So, wherever you are using the full CAMRA logo, with or without the bubble device the new 50th logo can replace it. Examples include branch magazines, festival branding, branch websites etc.

When do I use the new logo?

The 50th logo should ideally be used for our 50th year, therefore throughout the year 2021. However, if the activity starts in 2020 and will continue into 2021 (e.g. *The Good Beer Guide*) or the promotion kicks off in 2020 for a 2021 activity (e.g. a festival) then the new logo can be used. It should be retired in 2022 and branches should revert to the traditional logo. Branches should aim to revert to the original logo by April 2022. But if you still have stock of printed material, with the anniversary logo on it post April 2022, of course we can continue to use it.

Is there any deadline to get the new logo in place?

We are aiming for all CAMRA branded items to use the new logo from January 2021. However, we realise that this may not be possible in all instances and therefore ask that you use your best efforts to update our branding where you are able to.

I still have branded physical items (e.g. printed materials, T-shirts etc.) using the current logo. Can I continue to use them or do I need to reprint them?

Of course, please continue to use up all existing items that you have! We don't want to waste money reprinting materials which are current and viable apart from the logo branding.

I have existing designs for materials that I want to use, do I need to update them?

We do not want the new logo usage to generate additional costs for CAMRA. Therefore, if you have existing designs and it will cost to redesign these assets to include the new logo, please use the existing designs to avoid new costs. However, if materials can be updated without incurring a design or update cost or if you have the budget, we encourage you to use the new logo. This could include for example, digital assets, websites, social media, emails etc. Newly designed materials should include the new logo.

How do I use the new logo?

The new logo should be used in conjunction with the existing Brand Guidelines that can be found [here](#).



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However, please find below some specific information on using the new logo, including sizing and positioning:

Can we still use the roundel separately?

Yes, the new logo is designed to replace the bubble device and current full logo. Where the roundel is currently used separately, it can remain as such and work in conjunction with the new logo to replace the current logo. For example, on the national website the roundel would remain on the top left and the new logo would replace the bubble device on the bottom right.

Please see section 4.06 and 4.07 of the Brand Guidelines on where you use just the roundel or just the full logo on its own.

Can the new logo replace the roundel?

The new logo can also be used to replace the roundel where the roundel is used on a standalone basis. Please use your best judgement as to where this may be appropriate e.g. if using the roundel on social media, if you replaced it with the new logo would it be legible or would the roundel be a better fit?

What about the roundel in other places e.g. in other logos?

The use of the roundel remains as part of our identity and is incorporated into our other CAMRA sub-brand logos e.g. whatpub, CAMRA Books, official branch logos fest logos etc.

Can we still use all the colours in the brand guidelines?

The new 50th logo comes in 4 colour variations (gold, white, slate grey and dark blue plus 2 transparent versions – gold and white. Even though we don't have the new logo in all the current brand colours, they are designed to complement the full brand colour palette and can be used in conjunction with it.

How do we size and position the new logo?

The new logo can be positioned in the same place as the current logo e.g. top or bottom righthand side. You also have the option to use the logo centrally if you wish. We have provided guidance on logo size and positioning and an example of its use on the following pages.

If you have any further queries on using the 50th logo in your designs or materials, please email: Marilyn.odonoghue@camra.org.uk





This page shows the size and position of the new logo in comparison with the existing bubble graphic logo



A4 document.

15mm

Placement can
be at the top,
bottom or at
the centre of
the page



15mm

45mm

CAMRA 50th Logo

Standard A-sizing for print

To ensure we have consistency across all branded items, these are the recommended roundel widths for standard A-size formats.

A0: 210mm

A1: 145mm

A2: 105mm

A3: 75mm

A4: 45mm

A5: 38mm

A6/DL: 35mm



15mm

15mm





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“ Great beer comes from much love,
dedication and passion and that’s what
CAMRA membership helps to support ”

**Real friends deserve
real beer**

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