

NEW LOGO AND TRADING NAME FOR THE RCC PILOTAGE FOUNDATION

The Pilotage Foundation is pleased to announce that it is adopting a new logo and trading name. The current registered name of RCC Pilotage Foundation will remain unchanged, but the Foundation will henceforth trade under the name “Royal Cruising Club Pilotage Foundation”.



ROYAL CRUISING CLUB PILOTAGE FOUNDATION

This follows extensive discussions which originated with a branding review commissioned in 2016 and subsequent consultation with various stakeholders including the Royal Cruising Club and the Foundation’s publishers, Imray and Bloomsbury, all of whom have enthusiastically supported the change.

The new logo is considered suitably modern and in line with the Foundation’s ethic and ambitions, as well as more accurately representing the Foundation’s activities. The logo is a departure from the previous logo of crown and Maltese cross which originates from the RCC burgee and has been developed particularly reflecting the Foundation’s charitable objective, ‘to educate the public in the science and practice of navigation’.

The adoption of the new trading name of “Royal Cruising Club Pilotage Foundation” in fact represents a reversion to the title used by the Foundation in earlier years. It also resolves confusion on the part of the media and some foreign language editions of the Foundation’s publications who have anyway frequently referred to the Foundation as the Royal Cruising Club Pilotage Foundation.

The new title and logo will be used on all Foundation publications in future, including the 4 Imray publications currently in process for publication in the coming months, on the Foundation’s website and on all self-publication e-books and downloads as well as in publicity material and correspondence.