



Logo Guidelines

Interim guide April 2010

LAUNCH >



The establishment of the UK Space Agency has elevated the UK's profile as a major player in the world's space industry. Clear and consistent communications will play a vital part in reinforcing this leading role. The most visible tool in communicating the essence of the Agency and influencing the way others perceive us is our logo.

This guide explains its structure and provides some basic rules governing its use. There are only a few rules but they must be adhered to if our logo is to retain recognition and to reflect the strengths of the Agency.

Emma Lord
UK Space Agency

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Visual identity – overview

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Logo >



Colours >



Typeface >

Agenda

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Corporate material >



Our logo

Primary logo

This is the version of the logo that should be used at all times, unless the size is to be less than 30mm wide (see below). The colour version **must** always be set on white background, never on a coloured background or an image. This applies to both printed and electronic communication. If the logo has to be used on a coloured, dark or image-based background, either the solid black version or the reversed, white version should be used. See page 6 for details.

Small usage logo

Use the small version of the logo when it is to appear less than 30mm wide.



The logo should only ever be used in its original form, do not try to reproduce it yourself.

Logos can be obtained from
steven.watson@ukspaceagency.bis.gsi.gov.uk



Our logo

Exclusion zone

Always ensure there is adequate space around the logo, as illustrated in the examples. This is the exclusion zone and is equivalent to the height of the words UK SPACE. No type, or other graphic elements can appear in this zone.

Primary logo

X = height of UK SPACE text



Small usage logo

X = height of UK SPACE text



Minimum size

Please observe the minimum size guidance and the instructions regarding which version of the logo should be used.

Primary logo

Use the primary version of the logo when it is to appear 30mm wide or larger.



Small usage logo

Use the small version of the logo when it is to appear less than 30mm wide. The logo should never appear less than 18mm wide.



Our logo

Logo variants

The full colour logo **must** only ever be used on a white background.

Full colour



Black /white

If the logo is to appear on a coloured or dark background the black and white version **must** be used.



Usage over an image

If the logo is to appear over an image the black and white version **must** be used. Ensure there is sufficient contrast and the logo stands out. If the image is busy, **do not use** it as a background to the logo.



Our logo

Things to avoid

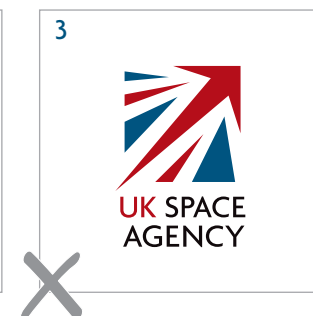
Always use the artwork provided when reproducing the logo. It is important for brand consistency and recognition that the artwork is not adapted or altered in any way.

Logo misuse

Always use the logo consistently. These are examples of how the logo **must not** be used.

Examples of misuse

- 1 **Never** distort the logo by stretching or condensing it.
- 2 **Never** rotate the logo.
- 3 **Never** alter any of the logo elements.
- 4 **Never** replace the logo typeface.
- 5 **Never** alter the colour of the logo.
- 6 **Never** use the logo on a background colour with poor contrast.
- 7/8 **Never** use the logo on a background that compromises the logo's legibility.
- 9 **Do not** abbreviate. In all verbal, printed and written communications, emails, letters and online, UK Space Agency is always in full. We do not abbreviate, other than to refer to 'the Agency'.



Relationship with BIS

On 1 April 2010 the UK Space Agency was launched. The new Agency is being created following the Space Innovation and Growth team report sponsored by the Department for Business, Innovation and Skills (BIS) and a public consultation on how to fund and organise the civil space sector (July-October 2009). The agency has replaced the British National Space Centre and will bring together for the first time a range of UK space activities under one single management to enhance efficiencies and improve strategic decision making.

The agency's responsibilities will include scoping and delivering UK Government's space requirements; strengthening the UK's relationship with the European Space Agency; agreeing with UK industry how to maximise the benefits of space technologies; and working with the scientific community to provide a clear voice on decisions that affect the sector.

Our relationship with BIS is acknowledged through the text endorsement used on stationery and through the placement of the BIS logo on publications, usually on the back cover.

BIS logo



Text endorsement

An executive agency of the Department for Business, Innovation and Skills

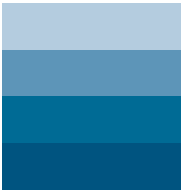
Website address

www.ukspaceagency.bis.gov.uk

Logo colours



Pantone 1807
C11 M95 Y71 K33
R158 G48 B57
Hex 9E3039

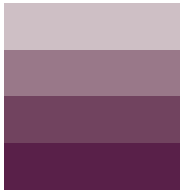


Pantone 302
C100 M49 Y12 K58
R0 G65 B101
Hex 004165

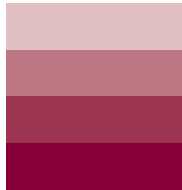


Pantone Black 6
C20 M20 Y20 K100
R17 G28 B36
Hex 11C24

Supporting colours



Pantone 518
C57 M85 Y20 K65
R76 G50 B76
Hex 4F324C



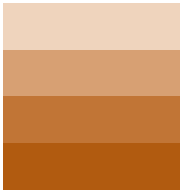
Pantone 209
C21 M97 Y35 K61
R110 G39 B61
Hex 6E273D



Pantone 1797
C2 M98 Y85 K7
R196 G38 B46
Hex C4262E



Pantone 166
C0 M78 Y100 K0
R224 G82 B6
Hex E05206



Pantone 160
C6 M72 Y100 K32
R157 G81 B22
Hex 9D5116



Pantone 130
C0 M35 Y100 K0
R240 G171 B0
Hex F0AB00

Colour palette

We have provided a broad colour palette which is bold and flexible, providing warm and bright colours as well as more authoritative and restrained options for UK Space Agency corporate documents.

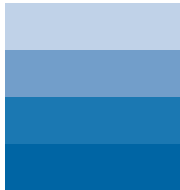
The primary colours of the logo are supported by a range of secondary colours which have been selected specifically to complement the vast range of space industry imagery available. The use of colours complementing the colour cast of an image, or its central theme, will vastly improve the effectiveness of the communication.



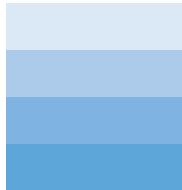
Pantone 2758
C100 M95 Y5 K39
R11 G34 B101
Hex 0B2265



Pantone 295
C100 M70 Y8 K54
R0 G47 B95
Hex 002F5F



Pantone 301
C100 M54 Y4 K19
R0 G82 B147
Hex 005293



Pantone 284
C59 M17 Y0 K0
R106 G173 B228
Hex 6AADE4



Pantone 633
C98 M6 Y10 K28
R0 G126 B163
Hex 007EA3



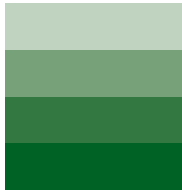
Pantone 3272
C99 M0 Y48 K0
R0 G165 B153
Hex 00A599



Pantone 417
C33 M23 Y34 K66
R109 G111 B100
Hex 6D6F64



Pantone 5743
C11 M95 Y71 K33
R158 G48 B57
Hex 9E3039



Pantone 357
C93 M19 Y94 K69
R39 G89 B55
Hex 275937



Pantone 347
C96 M0 Y99 K0
R0 G155 B72
Hex 00948



Pantone 376
C59 M0 Y100 K0
R122 G184 B0
Hex 7AB800



Pantone 3995
C23 M25 Y100 K70
R105 G93 B21
Hex 695D15



Pantone 3985
C12 M13 Y100 K45
R151 G135 B0
Hex 978700

Typeface for printed materials

The UK Space Agency primary typeface is called Agenda. This typeface is supported by Helvetica Neue. These typefaces must be used across all UK Space Agency printed communications.

Primary and supporting typeface

Use for all printed communications.

Agenda is the primary typeface and is used in our logo. Agenda can be used for both headings and body copy.

Helvetica Neue is the supporting typeface. This allows for flexibility as well as a more authoritative option for corporate documents. Helvetica Neue can be used for both headings and body copy.

Agenda

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Agenda Light
Agenda Medium
Agenda Bold

Helvetica Neue

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Helvetica Neue Light
Helvetica Neue Roman
Helvetica Neue Medium
Helvetica Neue Bold

Typeface for computer-generated documents

The typeface for all UK Space Agency computer-generated document (for example those that are not being printed) is Arial.

Our typeface for emails is also Arial.

Secondary typeface

Only for use in internal computer-generated documents eg. letters using the letterhead template.

Arial

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Arial Regular
Arial Bold

Stationery

These examples show the letterhead and business card in their standard format.

Letterhead (UK Space Agency staff only)

Staff have been provided with a Word template for the letterhead. The typeface used in this template is Arial (see page 10 for more information on typefaces).



Letterhead

Please use Word template.



PowerPoint (UK Space Agency staff only)

Staff have been provided with a PowerPoint template for presentations. The typeface for this is Arial.

PowerPoint

Please consider the font size and layout to use and do not put too much information on each slide – a maximum of 25 words per OHP or slide. A maximum of six bullet points is accepted as good practice.

