Ordnance Survey®

Corporate identity guidelines

Use of the Corporate Mark and colours

This guide is intended for anyone producing communications using the Ordnance Survey Corporate Mark and outlines the rules with which we manage our corporate identity.

The purpose is to ensure that all our communications materials embody Ordnance Survey's brand and help to position it appropriately.

Although some rules are fixed, these guidelines are not intended to be limiting, and there is some scope for creative expression within the context of the guidelines.

Corporate policies to be adhered to

1. Please ensure that the Corporate Mark is applied to all Ordnance Survey marketing and communication materials, both online and offline, and without exception.
2. Please ensure that all data images, graphics and photographs used in any Ordnance Survey materials that are not owned by Ordnance Survey feature the appropriate licence and copyright acknowledgements.
3. All Ordnance Survey communication materials using the Corporate Mark must be proofread and signed off by the Corporate Marketing team before final production.
4. Our Welsh language policy must be adhered to when producing any communications materials on behalf of Ordnance Survey.
5. Contact the Corporate Marketing team for advice and guidance on any aspect of these guidelines, or for approval to use the Corporate Mark in any way that is not covered within these guidelines, **corporatemarketing@ordnancesurvey.co.uk**

Our corporate brand is made up of a number of graphic elements

Ordnance Survey Corporate Mark

The Corporate Mark comprises the **1** OS Symbol and **2** Ordnance Survey namestyle. The Ordnance Survey namestyle is not a typeface, it is specially created artwork. On colour backgrounds the OS Symbol must always appear with the white outline box as shown; the **only** exception is on preprinted material.

1 OS Symbol   **2** Ordnance Survey namestyle
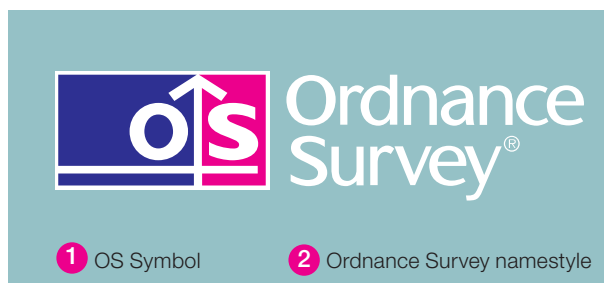
A bilingual version (English/Welsh) of the Corporate Mark is also available.

Colours

OS Blue (Pantone® 273), **OS Pink** (Pantone® Process Magenta) and **OS Fresh Platinum** (Pantone® 5483) are our corporate colours. Specific colours can be used to help distinguish paper map products where appropriate. Please refer to our *Corporate literature hierarchy* for details of templates available using our corporate colours/styles.

For any enquiries please contact:
corporatemarketing@ordnancesurvey.co.uk

Typeface

Helvetica® Neue is the corporate typeface. This font should be used in all corporate material. For web and new media, a combination of Helvetica and Verdana® fonts is acceptable.

Helvetica Neue has a variety of weights that should be fully utilised, with the simple caution that clarity must be the deciding factor. Also, in the cause of readability, please do not go below 8 point for body text and 12 point for titles, headlines and subheads in printed material.

When using text on a coloured background, please only use black or white text. Do not use OS Blue text, OS Pink or OS Fresh Platinum colour.

OS Blue text   OS Pink text
Ordnance Survey   **Ordnance Survey**

OS Fresh Platinum
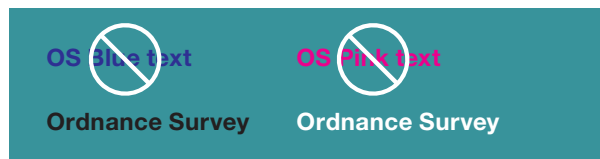
Helvetica Neue 37 Thin Condensed
Helvetica Neue 37 Thin Condensed Oblique
Helvetica Neue 27 Ultra Light Condensed
Helvetica Neue Ultra Light Condensed Oblique
Helvetica Neue 47 Light Condensed
Helvetica Neue 47 Light Condensed Oblique
Helvetica Neue 57 Condensed
Helvetica Neue 57 Condensed Oblique
Helvetica Neue 67 Medium Condensed
Helvetica Neue 67 Medium Condensed Oblique
Helvetica Neue 77 Bold Condensed
Helvetica Neue 77 Bold Condensed Oblique
Helvetica Neue 87 Heavy Condensed
Helvetica Neue 87 Heavy Condensed Oblique
Helvetica Neue Black Condensed
Helvetica Neue Black Condensed Oblique
Helvetica Neue 107 Extra Black Condensed
Helvetica Neue 107 Extra Black Condensed Oblique
Helvetica Neue 35 Thin
Helvetica Neue 35 Thin Italic
Helvetica Neue 25 Ultra Light
Helvetica Neue 25 Ultra Light Italic
Helvetica Neue Light
Helvetica Neue 45 Light Italic
Helvetica Neue 55 Roman
Helvetica Neue 56 Italic
Helvetica Neue 65 Medium
Helvetica Neue 66 Medium Italic
Helvetica Neue 75 Bold
Helvetica Neue 76 Bold Italic
Helvetica Neue 85 Heavy
Helvetica Neue 86 Heavy Italic
Helvetica Neue 95 Black
Helvetica Neue 95 Black Italic
Helvetica Neue 33 Thin Extended
Helvetica Neue 33 Thin Extended Oblique
Helvetica Neue 23 Ultra Light Extended
Helvetica Neue 23 Ultra Light Extended Oblique
Helvetica Neue 43 Light Extended
Helvetica Neue 43 Light Extended Oblique
Helvetica Neue 53 Extended
Helvetica Neue 53 Extended Oblique
Helvetica Neue 63 Medium Extended
Helvetica Neue 63 Medium Extended Oblique
Helvetica Neue 73 Bold Extended
Helvetica Neue 73 Bold Extended Oblique
Helvetica Neue 83 Heavy Extended
Helvetica Neue 83 Heavy Extended Oblique
Helvetica Neue 93 Black Extended
Helvetica Neue 93 Black Extended Oblique

1. The Corporate Mark should always be used as downloaded and never recreated.

2. On all printed material the normal width is 70 mm for the Corporate Mark and 110 mm for the bilingual Corporate Mark. The Corporate Mark may be used as large as necessary, but may not be used smaller than 20 mm wide.

◄   20 mm   ►

The bilingual Corporate Mark will allow reproduction down to a minimum width of 32 mm.

◄   32 mm   ►

3. Do not change the Corporate Mark's colours.

4. Do not remove or change the Corporate Mark's text.

5. Do not distort the Corporate Mark.

6. Do not rotate the Corporate Mark.

7. In all cases there is a protection zone around the Corporate Mark equivalent to half the height of the OS Symbol. No text, rules, picture edges, trim or folds should encroach into this space.
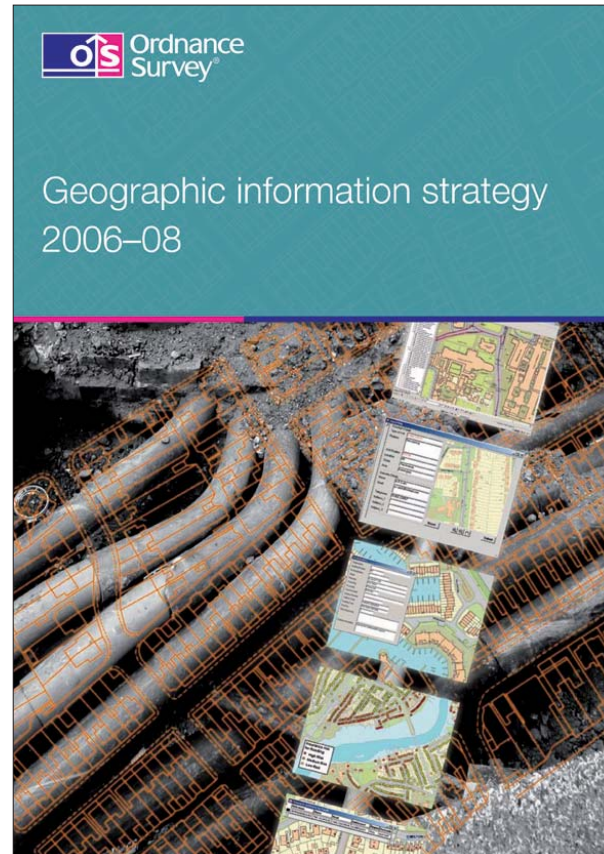

0.5X

X

0.5X

|0.5X|

8. For black and white use, the Corporate Mark can reproduce in all black, or all white as shown.

The preferred position for the Corporate Mark is at top or bottom left within artwork. Exceptions can be made for display, invitations, place-setting cards and name badges.

Example 1: top left

Example 2: Bottom left

Example 3: Invitation

Where the Corporate Mark appears on materials that are preprinted or do not allow the background to be changed, a solid version of the Corporate Mark should be used. This solid version can be black, white or platinum for foil blocking. Such instances might include corporate promotional items, for example, pens, clocks and etched glass. All material should be approved if the design is new and/or unusual.
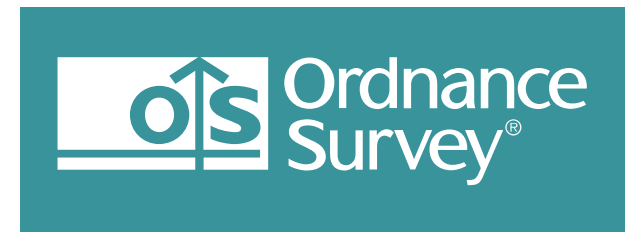
All versions of the Ordnance Survey Corporate Mark are available in a variety of file formats. Please contact Corporate Design and Publishing for technical details.

To obtain an electronic version please contact:
design@ordnancesurvey.co.uk

Two corporate colours are used in the Corporate Mark: OS Blue and OS Pink. The third corporate colour is OS Fresh Platinum, which complements the colours of the Corporate Mark in our corporate and business to business communications materials.

Tints of the PANTONE® colours are not allowed to be reduced below 30%.

For all business to consumer point-of-sale material the colour chosen is similar to a 50% tint of the OS Blue. To achieve good control over this colour, PANTONE® 271 is used at 100%, known as OS Lilac.

Please note: This colour is for use ONLY on point of sale material in our business to consumer market. OS Fresh Platinum and OS Lilac are produced by 5-colour process only.

OS Fresh Platinum
For use on corporate and business to business collateral as the primary colour

For print
For OS Fresh Platinum, use PANTONE® 5483
Process colour 65C 24Y 34K

For multimedia and web
OS Fresh Platinum is achieved by using:
102R 153G 153B #669999
153R 204G 204B #99CCCC
204R 255G 255B #CCFFFF

OS Lilac
For use as the primary colour on our business to consumer collateral

For print
Point of sale, use PANTONE® 271
Process colour 43C 37M

For multimedia and web
153R 153G 204B #9999CC

OS Blue
For use as a secondary colour

For print
For OS Blue, use PANTONE® 273
Process colour 100C 100M

For multimedia and web
OS Blue is achieved by using:
000R 000G 255B #0000FF
051R 051G 255B #3333FF
102R 102G 255B #6666FF
153R 153G 255B #9999FF

Print (specials)
Hostmann and Steinberg Alpha Universal
OS logo blue ref: 43SM 78*

Paint equivalents
NCS 3070-R70B

Vinyl equivalents
Arlon VT 774 Royal purple-opaque

OS Pink
For use as a secondary or spot colour

For print
For OS Pink, use PANTONE® Process Magenta
Process colour 100M

For multimedia and web
OS Pink is achieved by using:
255R 000G 255B #FF00FF
255R 051G 255B #FF33FF
255R 102G 255B #FF66FF
255R 153G 255B #FF99FF

Paint equivalents
NCS 1070-R20B

Vinyl equivalents
Arlon VT 756 Hot pink-opaque

The colours on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE colour standard. Consult current PANTONE Colour Publications for accurate colour. PANTONE® is the property of Pantone, Inc.

*Available as a special ink from Keane Graphic Products. There is no PANTONE© equivalent.

To help distinguish the different consumer map products offered by Ordnance Survey, the following appropriate colours may be introduced on to the communication piece.

They should be used sparingly as accent colours to the background colour.

OS Explorer Map
For print
Orange, use PANTONE® 1655
Process colour 71M 98Y

For multimedia and web
255R 102G 051B #FF6633

OS Landranger Map
For print
Magenta, use PANTONE® Process Magenta
Process colour 100M

For multimedia and web
255R 000G 255B #FF00FF

OS Travel Map – Tour
For print
Cyan, use PANTONE® Process Cyan
Process colour 100C

For multimedia and web
000R 153G 204B #0099CC

OS Travel Map – Road
For print
Dark green, use PANTONE® 349
Process colour 100C 83Y 47K

For multimedia and web
000R 102G 051B #006633

OS Travel Map – Route
For print
Dark blue, use PANTONE® 540
Process colour 100C 47M 47K

For multimedia and web
000R 051G 102B #003366