Ordnance Survey brand guidelines

Our brand

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 Communications 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 Communications 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.**

corporatecommunications@ordnancesurvey.co.uk

The basics

Our vision is that:

Ordnance Survey and its partners will be the content provider of choice for location-based information in the new information economy.

Our strategic themes:

Focusing on our **customers**
- Maintain and grow profitable revenue through delivering customer-led solutions
- Drive innovation in the market

Collaborating to solve problems and respond to new challenges
- Maximise the use of data across the public sector
- Develop our role as the national mapping agency and improve our value to Government

Enriching data **content**
- Improve our geospatial content
- Deliver our product and service strategy

Computerising our processes and future-proofing our systems
- Deliver our investment programme
- Invest in technology

Re-engineering our organisation to improve efficiency and reduce **costs**
- Invest inefficiency
- Develop our capability

Our corporate brand is made up of a number of key components:
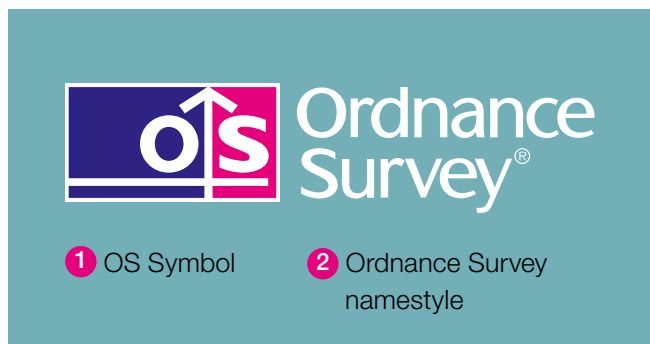
The Corporate Mark

The font

Helvetica Neue 45 Light
Helvetica Neue 65 Medium
Helvetica Neue 95 Black

The colours

PANTONE®	PANTONE®	PANTONE®
5483 C 100%	273 C 100%	Process Magenta C 100%
C62 **M**9 **Y**20 **K**27	**C**100 **M**100 **Y**0 **K**0	**C**0 **M**100 **Y**0 **K**0
R102 **G**153 **B**153	**R**047 **G**040 **B**127	**R**196 **G**000 **B**121
HEX 669999	**HEX** 2F287F	**HEX** C40079

The 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. The Corporate Mark should always be used as downloaded and never recreated. A bilingual version (English/Welsh) of the Corporate Mark is also available. On all printed material the normal width is 70 mm for the Corporate Mark and 112 mm for the bilingual Corporate Mark.

① OS Symbol   **②** Ordnance Survey namestyle

◀ 20 mm ▶

The Corporate Mark may be used as large as necessary, but may not be used smaller than 20 mm wide.

◀ 32 mm ▶

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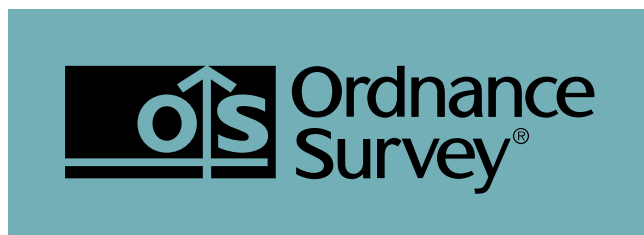
Corporate Mark versions

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

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.

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.

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

A clear space

The Corporate Mark is supplied in two forms; the first has a white namestyle for use on a coloured background, and the second has a blue namestyle for use on white or a very light background. In order for the Corporate Mark to stand out as much as possible there are a few rules governing its placement on artwork.

In all cases there must be 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. The Corporate Mark may be used on a background image but only if the area upon which it is placed is uncluttered by detail. If the background colour is very light, in order to improve clarity we suggest the blue namestyle version of the Corporate Mark is used.

Please do not

Change the Corporate Mark's colours

Remove or change the Corporate Mark's text

Distort the Corporate Mark

Rotate the Corporate Mark

Isolate the OS Symbol

Corporate Mark positioning

To achieve consistency, the preferred position for the Corporate Mark on communications is at top or bottom left within artwork. If this positioning is not possible, or if the layout of a design dictates an alternative, exceptions can be made. **On all front cover design, however, the position of the Corporate Mark is always at top left.**

For approval of a design, or for more information please contact:
corporatecommunications@ordnancesurvey.co.uk
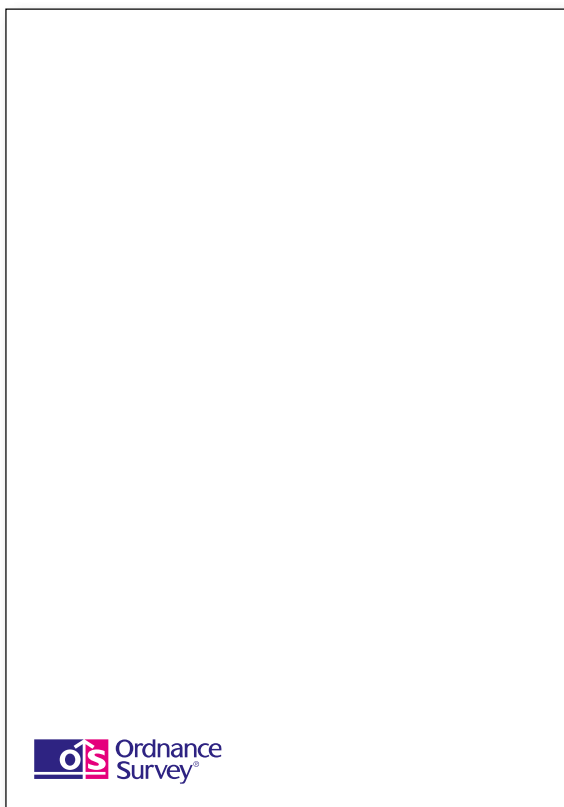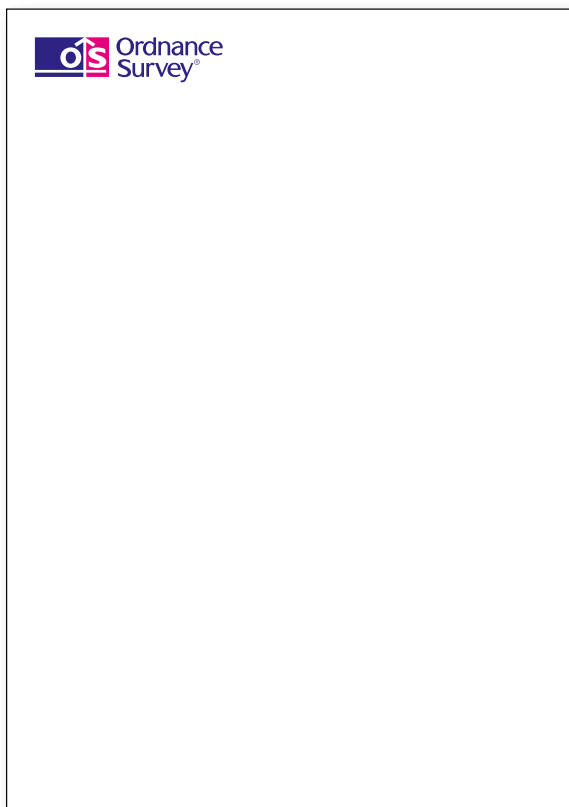
The font

Helvetica® Neue is the corporate typeface. This font should be used in all corporate material. For web and new media, the use of Arial font 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.

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

The colours

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.

For all business to consumer 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% only**, known as **OS Lilac**.

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

To help distinguish the different sectors of our business, appropriate colours may be introduced on to the communication piece.

OS Blue
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
Paint equivalents NCS 1070-R20B
Vinyl equivalents Arlon VT 756 Hot pink-opaque

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

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.

About us	Business	Support	Leisure	Education and research	Public sector	Consumer
PANTONE® 5483 C 100% C62 M9 Y20 K27 R102 G153 B153 HEX 669999	PANTONE® 273 C 100% C100 M100 Y0 K0 R047 G040 B127 HEX 2F287F	PANTONE® Process Magenta C 100% C0 M100 Y0 K0 R196 G000 B121 HEX C40079	PANTONE® 173 C 100% C0 M70 Y100 K0 R255 G102 B051 HEX FF6633	PANTONE® Process Cyan C 100% C100 M0 Y0 K0 R051 G153 B255 HEX 3399FF	PANTONE® Cool Grey 10 C 100% C0 M0 Y0 K60 R136 G140 B147 HEX 888C93	PANTONE® 271 C 100% C43 M37 Y0 K0 R145 G145 B203 HEX 9191CB
PANTONE® 5483 C 75% C47 M7 Y15 K20 R140 G179 B179 HEX 8CB3B3	PANTONE® 273 C 75% C75 M75 Y0 K0 R099 G094 B159 HEX 635E9F	PANTONE® Process Magenta C 75% C0 M75 Y0 K0 R211 G064 B155 HEX D3409B	PANTONE® 173 C 75% C0 M52 Y75 K0 R255 G140 B102 HEX FF8C66	PANTONE® Process Cyan C 75% C75 M0 Y0 K0 R102 G179 B255 HEX 66B3FF	PANTONE® Cool Grey 10 C 75% C0 M0 Y0 K48 R166 G169 B174 HEX A6A9AE	
PANTONE® 5483 C 50% C31 M5 Y10 K14 R178 G204 B204 HEX B2CCCC	PANTONE® 273 C 50% C50 M50 Y0 K0 R151 G147 B191 HEX 9793BF	PANTONE® Process Magenta C 50% C0 M50 Y0 K0 R255 G127 B188 HEX E17FBC	PANTONE® 173 C 50% C0 M35 Y50 K0 R255 G178 B153 HEX FFB299	PANTONE® Process Cyan C 50% C50 M0 Y0 K0 R153 G204 B255 HEX 99CCFF	PANTONE® Cool Grey 10 C 50% C0 M0 Y0 K34 R195 G197 B201 HEX C3C5C9	
PANTONE® 5483 C 25% C16 M2 Y5 K7 R217 G229 B229 HEX D9E5E5	PANTONE® 273 C 25% C25 M25 Y0 K0 R203 G201 B223 HEX CBC9DF	PANTONE® Process Magenta C 25% C0 M25 Y0 K0 R240 G191 B221 HEX F0BFDD	PANTONE® 173 C 25% C0 M18 Y25 K0 R255 G217 B204 HEX FFD9CC	PANTONE® Process Cyan C 25% C25 M0 Y0 K0 R204 G229 B255 HEX CCE5FF	PANTONE® Cool Grey 10 C 25% C0 M0 Y0 K17 R225 G226 B228 HEX E1E2E4	

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www.ordnancesurvey.co.uk
customerservices@ordnancesurvey.co.uk

General enquiries: +44 (0)8456 05 05 05
Dedicated Welsh Language HelpLine: 08456 05 05 04
Textphone (deaf and hard of hearing users only please): +44 (0)23 8005 6146

Customer Service Centre, Ordnance Survey, Adanac Drive, SOUTHAMPTON, United Kingdom, SO16 0AS.

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