



Corporate identity guidelines

Version 2.2 July 2003

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This guide is intended for anyone producing communications for Ordnance Survey, and outlines the different elements that make up our corporate identity.

The purpose is to ensure that all our work embodies Ordnance Survey brand attributes, expresses them consistently, and helps to build an awareness of the brand.

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

The aim is to create an image that reflects Ordnance Survey, an organisation that is professional, modern and forward looking. The image needs to be relevant to both the business-to-consumer map business *and* the business-to-business map and data business.

The need is to convey a highly professional and modern image, underpinned by an approach that is both customer and user-friendly.

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10 top guidelines for the Corporate Brand – Vertical Marketing Managers and Campaign Managers.

- Ensure that the Corporate Brand, identity and specifications meet the highest professional standards and reflect corporate values at all times.
 - Definitive
 - Agile
 - Focused
 - Working in partnership
- Corporate Brand is applied to all promotional and non-promotional media.
- Variations of the use of the Corporate Brand – consult with Corporate Communications before implementation.
- Corporate Communications will provide internal and external advice and issue guidelines on the use of our Corporate Brand.
- Corporate Communications will maintain effective communication links with other work areas to improve understanding of the importance of the Brand, its development, protection and relationship with product brands.
- Corporate Communications will develop and standardise templates and instructions for documentation.
- Ensure legal statutory bilingual policies are adhered to when producing promotional media (for example, consumer leaflets, point-of-sale, packaging and so on).
- Corporate and product brands' trademarks and external trademarks are added to all promotional and non-promotional literature.
- Ensure all mapping (internal or external), graphics and photographs belonging to external sources have copyright acknowledgments.
- Ensure all promotional and non-promotional media is signed off by our Corporate Communications proof-reader, to ensure our corporate brand values are maintained at all times.

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The branding is made up of a number of key graphic elements

The Corporate Mark

Comprises the OS Symbol and Ordnance Survey namestyle.

The typefaces

Arial® is the corporate typeface.

The colours

OS Blue (Pantone® 273), OS Pink (Pantone® Process Magenta), OS Fresh Platinum (Pantone® 5483,) and silver (Pantone® 877) are the corporate colours. Map product colours are included to help distinguish product where appropriate. **See 2.18.**

For any enquiries contact:

David Freemantle

Phone: 023 8079 2292

Email: dfreemantle@ordsvy.gov.uk

The imagery

- Photographic images to be more target-specific.
- Graphic imagery – subtle use of mapping as a very restrained background.

The copy

- Should be concise and clear
- Inspiring and authoritative
- Purposeful and friendly
- Benefit orientated
- Jargon free

See *Authors' Guide* for reference.

If you require a copy contact

Wayne Debeugny.

Phone: 023 8079 2065

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All the elements of the identity work together to correctly express the Ordnance Survey brand.

However, once they've been introduced into a piece, they need not all be used all the time.

For example, the front cover of a brochure should feature all the design elements, but they may not all be necessary inside. Once established, the branding can be relaxed.

Elements at work

When incorporating the brand elements into a communication piece, it is important to first identify:

What is the purpose and objective of the piece?

Elements can then be tailored to reinforce that message.

A more minimal approach to design makes the spread clean and easy to read. There is no need to over-embellish; too many design elements on a page can confuse the message.

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Ordnance Survey

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SO16 4GU

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The Corporate Mark and the Bilingual Corporate Mark consist of the OS Symbol and Ordnance Survey namestyle

The Ordnance Survey namestyle is not a typeface, it is specially created artwork.

The Corporate Mark will allow reproduction down to a minimum size of 20 mm width. The Bilingual Corporate Mark will allow reproduction down to a minimum size of 32 mm width. On printed material up to A3 size the width is 70 mm for the Corporate Mark and 110 mm for the Bilingual Corporate Mark.

In black and white the Corporate Mark can reproduce in all black.

The Corporate Mark and brand names

To protect the Corporate Brand, the **only** way that the OS Symbol element of the Corporate Mark can be used separately is when the OS Symbol is the prefix of an authorised brand name.

All versions are available in a variety of file formats.

To obtain an electronic version contact:

Corporate Design and Publishing

Phone: 023 8079 2822



oscm0301 at normal size



aocm0301 at normal size



socm0301 at normal size



oscm0301 at minimum size



aocm0301 at minimum size



socm0301 at minimum size

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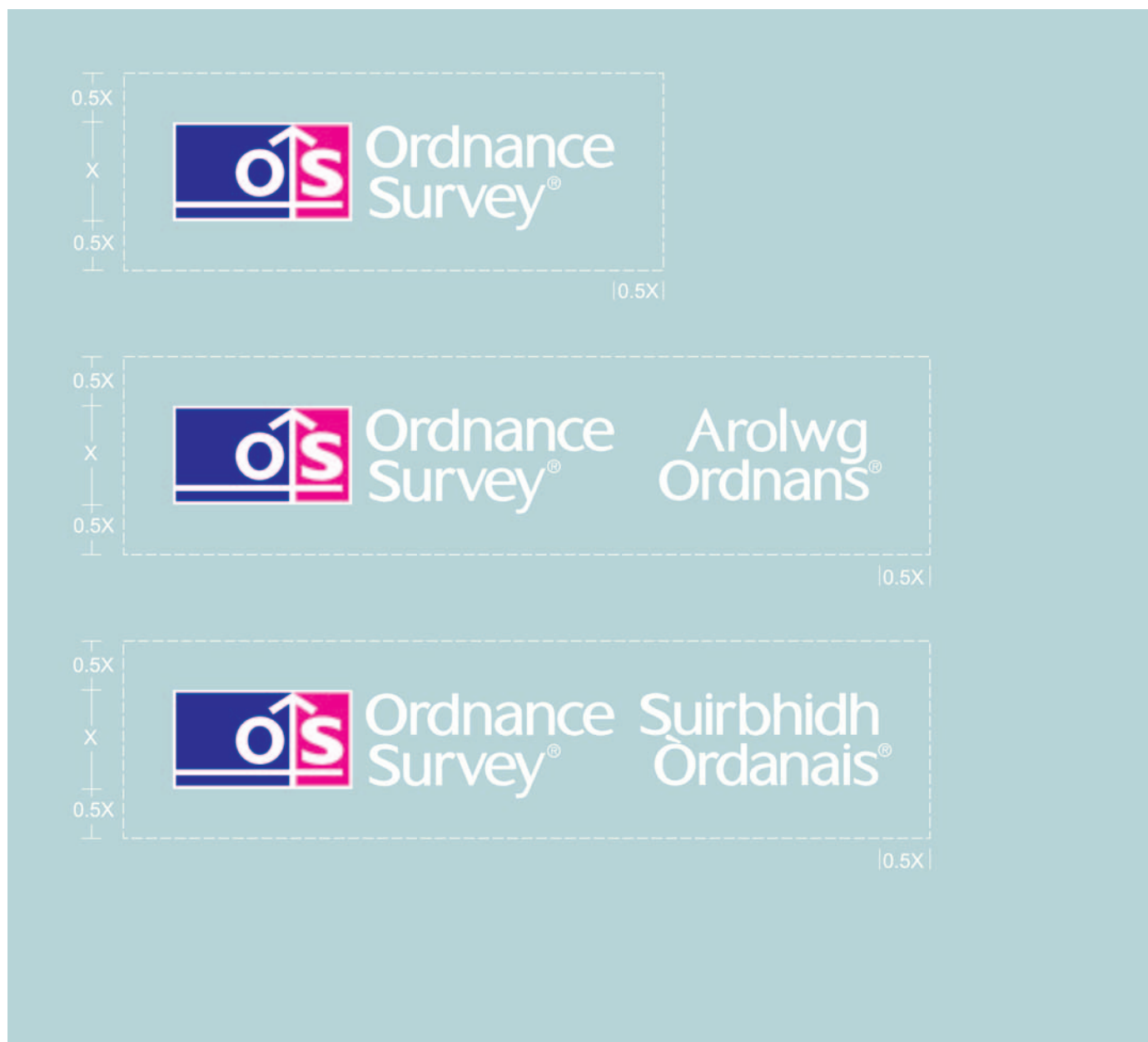
The Corporate Mark protection zone

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.

These are the versions for use on a colour background.

The Corporate Mark position

The preferred position for the Corporate Mark is at top or bottom left within artwork, normally with a 20 mm border from the edge on A4 documents. However, the Corporate Mark should not be placed where the minimum distance from the trim or fold edge is less than double the protection zone.



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The Corporate Mark

4-colour versions for use on a colour background.

4-colour versions for use on a white background.



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2-colour versions for use on a colour background.

2-colour versions for use on a white background.



oscm0303



aocm0303



socm0303



oscm0304



aocm0304



socm0304

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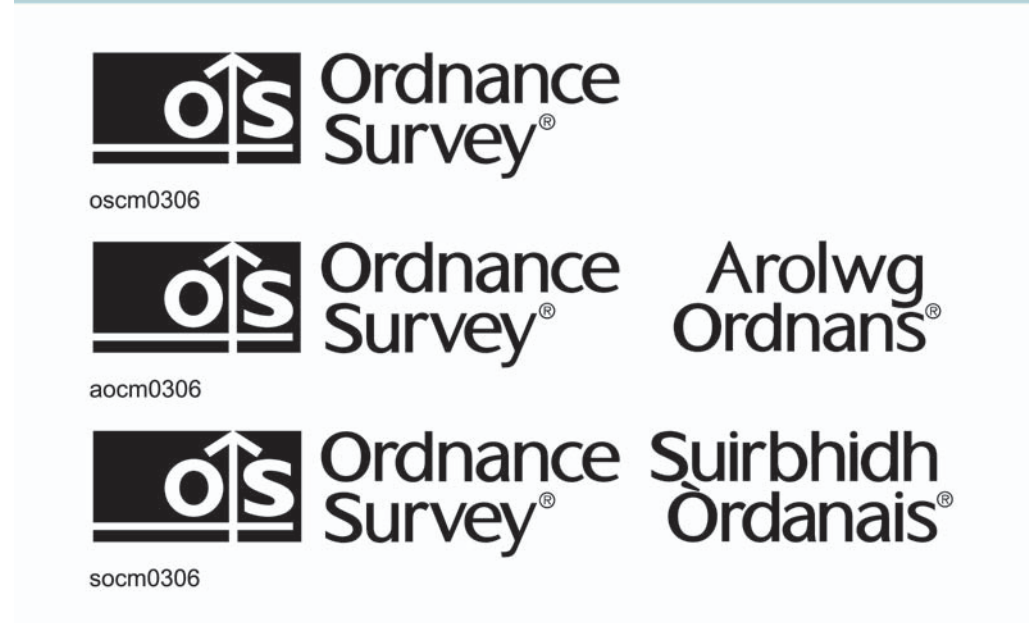
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The Corporate Mark

Mono colour versions for use on a black background.

Mono colour versions for use on a white background.



Corporate Mark

[Versions](#)[Variations](#)[Protection zone](#)[4-colour](#)[2-colour](#)[Mono colour](#)[Pre-printed](#)[Watermark](#)[Incorrect usage](#)[Type](#)[Colours](#)[Imagery](#)[Copy](#)[Other logos](#)**The Corporate Mark**

Where the Corporate Mark appears on materials that are pre-printed 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 a foil blocked Corporate Mark on a bookmark, internal order forms or etched glass. All material should be approved if the design is new and/or unusual.

All versions are available in a variety of file formats.

To obtain an electronic version contact:

Corporate Design and Publishing

Phone: 023 8079 2822



oscm0307



oscm0308



oscm0309

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The Corporate Mark in use as a watermark

The Corporate Mark can be used as a watermark, and is recommended as a 10% tint for CopyVoid® paper and 40 to 60% reversed out Corporate Mark for colour screen images.

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How not to do it

The Corporate Mark only appears in the versions specified earlier. Some examples of incorrect uses are shown here.

- The Ordnance Survey namestyle does not appear on its own (figure 1).
- Colour configurations other than those specified should not be used (figure 2).
- Do not allow see through of the Corporate Mark (figure 3).
- Always reproduce the Corporate Mark in the horizontal format (figure 4).
- Do not let any words or shapes appear within the protection zone (figure 5).
- Do not stack or reconfigure the Corporate Mark (figure 6).
- Do not reproduce the Corporate Mark in a distinctive box or shape (figure 7).
- Do not include the Corporate Mark within another logo (figure 8). This can also lead to the Corporate Mark being reproduced below the minimum size, and without the exclusion area being maintained.

Corporate mark and brand names

To protect the Corporate Brand, the **only** way that the OS Symbol element of the Corporate Mark can be used separately is when the OS Symbol is the prefix of an authorised brand name.

figure 1

figure 2

figure 3

figure 4

figure 5

figure 6

figure 7

figure 8

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Arial is the corporate typeface. This font should be used in all litho printed material and in all other documentation.

Arial 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, don't go below 8 point for body text and 12 point for titles, headlines and sub-heads in printed material.

To obtain a licence for fonts contact:

FACES

Phone: 01276 38888

Fax: 01276 38111

Email: fonts@faces.co.uk

Text on a coloured background.

Do not use OS Blue text at any size, or OS Pink text in smaller sizes, on top of the OS Fresh Platinum colour; black or white text are, however, both equally effective. Do not use OS Fresh Platinum text on OS Pink.

For PANTONE® colour references see 2.17 and 2.18.

Arial MT
Arial MT, italic
Arial MT, bold
Arial MT, bold italic
Arial MT BI
Arial MT BI, italic
 Arial MT Cn
Arial MT Cn, bold
Arial MT Cn Ex Bd
 Arial MT Cn Lt
Arial MT Ex Bd
Arial MT Ex Bd, italic
 Arial MT Lt
Arial MT Lt, italic
Arial MT Md
Arial MT Md, italic
 Arial Narrow MT
Arial Narrow MT, italic
Arial Narrow MT, bold
Arial Narrow MT, bold italic

Arial MT
Arial MT, italic
Arial MT, bold
Arial MT, bold italic
Arial MT BI
Arial MT BI, italic
 Arial MT Cn
Arial MT Cn, bold
Arial MT Cn Ex Bd
 Arial MT Cn Lt
Arial MT Ex Bd
Arial MT Ex Bd, italic
 Arial MT Lt
Arial MT Lt, italic
Arial MT Md
Arial MT Md, italic
 Arial Narrow MT
Arial Narrow MT, italic
Arial Narrow MT, bold
Arial Narrow MT, bold italic

Corporate Mark

Two corporate colours are used in the Corporate Mark: OS Blue and OS Pink. The third corporate colour is OS Fresh Platinum.



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The third colour has been introduced to give a modern, fresh and appealing look to the brand. OS Fresh Platinum complements the colours of the Corporate Mark, and gives a modern look to our image.

The Corporate colours – print, multimedia and web

Tints of the PANTONE® colours go down to a value of 30% only because if CMYK versions of the Fresh Platinum are used, the individual percentage of inks becomes too small to hold on a printing plate.

OS Fresh Platinum

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 Blue

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 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.

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To help distinguish the different map products offered by Ordnance Survey, the appropriate colour may be introduced on to the communication piece alongside the corporate background.

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

For any enquiries contact:

David Freemantle
Phone: 023 8079 2292
Email: dfreemantle@ordsvy.gov.uk



For print

For orange, use
 PANTONE® 1655

Process colour 65M 87Y

For multimedia and web

255R 102G 051B
 #FF6633



For print

For dark blue, use
 PANTONE® 540

Process colour 100C 47M 47K

For multimedia and web

000R 051G 102B
 #003366



For print

For magenta, use
 PANTONE® Process Magenta

Process colour 100M

For multimedia and web

255R 000G 102B
 #FF0066



For print

For silver, use PANTONE® 877

Process colour 47C 38M 36Y 4K

For multimedia and web

153R 153G 153B
 #999999



For print

For dark green, use
 PANTONE® 349

Process colour 100C 83Y 47K

For multimedia and web

000R 102G 051B
 #006633

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Imagery should be relevant to the communication piece.

Whichever scale of mapping is being promoted, imagery should be relevant. For example, don't show large-scale data within a consumer piece that advertises small-scale mapping, or vice versa.

By the same token, photographic images should also be pertinent to the target audience. Landscapes and images of outdoor pursuits are appropriate for Explorer™ and Landranger® mapping and so on, while *information-led* images of a more technical nature will be more suitable for digital products and Business-to-Business campaigns.

Mapping data and photographic images can be provided by Ordnance Survey.

Please note: Photographs of children that have been used in printed material, and which will be reproduced as PDF files for the web site, must have prior permission from the childrens' parents before showing them on our web site, or have them edited first.

For further information contact:

Kate Lyons

Corporate Identity Officer

**Room C361
Ordnance Survey
Romsey Road
SOUTHAMPTON
SO16 4GU**

Phone: 023 8079 2274

Fax: 023 8030 5053

Email: klyons@ordsvy.gov.uk

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Authors' guide

The Authors' guide is available on our Intranet. The main points are summarised below. This document gives guidance to authors and originators of all forms of written communication.

By defining conventions it aims to create a greater consistency in our material and so enhance our brand expression. It also gives more details on the conventions to be observed in promotional, technical, external and internal copy.

Ordnance Survey

Ordnance Survey can only be shortened to OS if the letters OS are the prefix of an authorised brand name, for example, OS MasterMap®.

Do not over explain. Do not over qualify. Do not over complicate.

Jargon

Geographical data and mapping terms are perfectly acceptable and expected by our audience. However, any obscure terminology should always be followed by a simple explanation and an illustration of its practical use if possible.

Style

Our copy operates a *sliding scale* from direct to informal. Achieve this through vocabulary and structure. For instance, business orientated copy may be more technically driven but avoid creating separate business and leisure styles.

Pace

Copy should be clear and brisk. Use short, sharp sentences – where possible, keep them to under 20 words. Try to construct paragraphs of no more than four or five sentences. This helps avoid densely packed pages of impenetrable copy.

Standard copy

Ordnance Survey Press Office is able to supply standard statements and paragraphs on the business and its products and services.

Contact:

Phone: 023 8079 2251

Fax: 023 8030 5295

Email: phand@ordsvy.gov.uk

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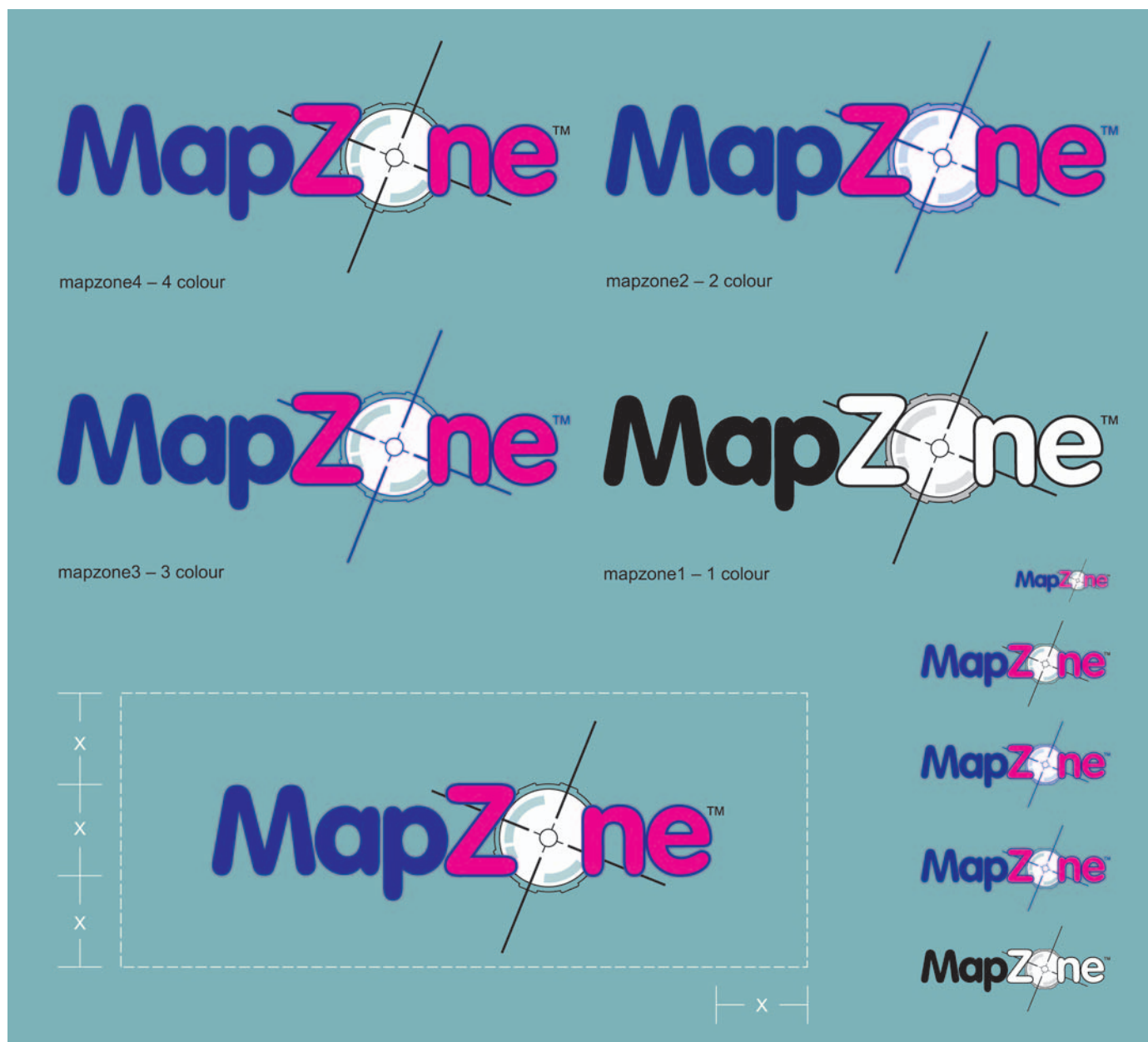
Other logos

These are basic guidelines for the use of the MapZone® logo. They show the different forms the logo can take: 4-colour, 3-colour, 2-colour and 1-colour.

There is an exclusion zone around the MapZone logo. No text, rules, picture edges, trim or folds should encroach into this space.

The logo should be reproduced in four colours where possible.

The normal minimum size of the logo is 30 mm in width. However, in exceptional purposes, for example, printing on promotional items such as pencils or pens, the width can be decreased to 15 mm.



Standards

Ordnance Survey has accreditation to the following standards:

- Charter Mark**
 Shown on corporate items with its strapline. It is used in a way that makes it clear it is a corporate award rather than product specific.



- Investor in People**
 Shown on corporate items, including recruitment advertisements.



- Disability Symbol**
 Shown on corporate items, including recruitment advertisements.



- Crystal Mark**
 Shown only on material approved by the Plain English Campaign.



A more detailed user guide is available.

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We have created special logos for our Partners to use. Partners may use the logos for which they are granted rights in their corporate stationery, promotional and display material, subject to the specifications in the style guide. The logos should only be used in a way that makes it clear that they are a corporate accreditation rather than an endorsement of a product or service.

The logos and their style guide are available on the Partner section of our web site www.ordnancesurvey.co.uk

Contact

Partnership Licensing Team

Phone: 023 8079 2725

Fax: 023 8079 2835

Email: plt@ordsvy.gov.uk

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Options logos

For anyone producing Ordnance Survey Options™ branded communications and outlines, there are design guidelines available.

All uses of the Options™ brand identity must be approved by Ordnance Survey before production.

For logos and their style guide contact:

Melanie Tibbert

Phone: 023 8079 2920

Email: mtibbert@ordsvy.gov.uk

Summary

Product names and trademarks

When referring to Ordnance Survey product names, authors should check the latest version of the *Ordnance Survey product names and trademarks* leaflet to ensure the correct depiction of the names and their trademark status.

The leaflet is available on our web site.

While every care has been taken in preparing this leaflet, to the extent permitted by law, Ordnance Survey will not be liable by reason of breach of contract, negligence or otherwise for any loss or consequential loss arising as a result of you relying on the contents of this leaflet. Ordnance Survey reserves the right to change the products described in this leaflet from time to time.

Ordnance Survey, the OS Symbol, Landranger and OS MasterMap are registered trademarks and Explorer, the MapZone logo Options and Ordnance Survey Options are trademarks of Ordnance Survey, the national mapping agency of Great Britain.

PANTONE® is the property of Pantone, Inc.
CopyVoid is a registered trademark of Kalamazoo Security Print Ltd.
Arial is a trademark of The Monotype Corporation or its subsidiaries.

Designed and produced by Corporate Design and Publishing, Ordnance Survey.