BRAND GUIDELINES

the **UK** DOMAIN
by NOMINET

CONTENTS

The UK Domain provides useful and trusted small business advice and resources to help business owners and entrepreneurs start, build and grow their enterprises online.

Today, over 3 million UK businesses and millions more consumers use a domain name ending in .UK and rely on our registry services.

The UK Domain Family, including **.co.uk**, **.uk**, **.org.uk** and **.me.uk**, is managed and operated by Nominet.

Emphasising and owning the dot

The dot is a fundamental part of our visual identity, enabling us to express the personality of the UK Domain in a simple, relevant and energetic way.

We use '.' or 'DOT' in our everyday language and use the prefix '.' in everything we do online. It also forms a vital part of all .UK domains.

Because the dot is a central part of our brand – from what we see to what we say - we should confidently own the dot in everything we do.

The UK Domain

The UK Domain is run and managed by Nominet.

Nominet exclusively operates the .UK internet domain name registry. Nominet's domain services support a vital part of the UK's online economy, with millions of businesses and consumers depending on the .UK domain name registry.

There are three tiers in which customers can encounter the Nominet brand: our Masterbrand, Service Brands or Product Brands. The Product Brands fall within each of our Service Brand sectors as shown below.

MASTERBRAND

SERVICE BRAND

PRODUCT BRAND

The UK Domain

The shorter domain for everyone

For businesses and individuals.

Whether you're starting your digital journey or taking your business to the next level, get on board with your own .uk.

Confident. Entrepreneurial.

The original domain for British business

One of the most established and popular domains in the world, .co.uk is a great choice for business and enterprise in the UK.

Established. Commercial. Trusted.

For your cause

Ideal for charities, fundraising and social causes.

Dependable. Safe. Responsible.

When it's all about me

The alternative email or web address for unique individuals who just want to stand out.

Personal. Special. Exclusive.

The UK Domain logo

This is the UK Domain logo. It has been designed to reference the four domains, using their coloured dots and also emphasising the 'UK'.

Please don't alter the logo in any way. Wherever possible, use this primary version of the logo.

PRIMARY LOGO

EXCLUSION ZONE

To help the UK Domain logo stand out and to avoid any visual conflicts or cluttering, an exclusion zone has been created using the height of the 'e'.

The UK Domain logo

There may be instances when the primary logo may not be suitable for the space provided. For these circumstances there is a horizontal version of the logo available.

SECONDARY LOGO
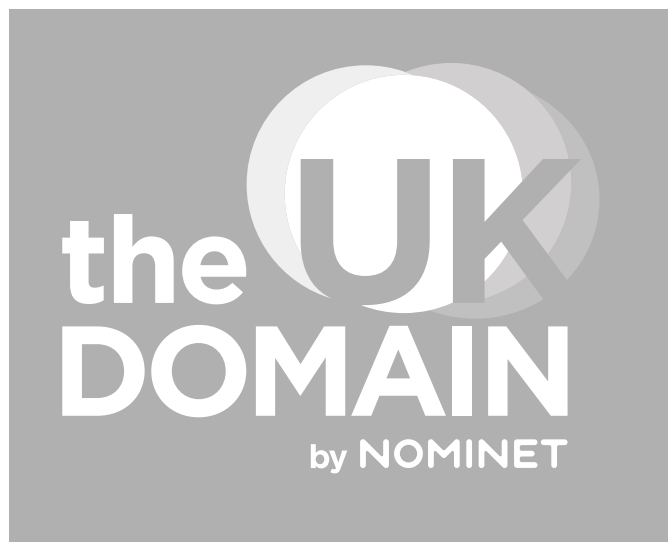

EXCLUSION ZONE

As with the primary logo, an exclusion zone has been created using the height of the 'e'.

The UK Domain logo

There may be instances when a full colour version of the logo isn't applicable. In these circumstances there are alternative colour versions available.

PRIMARY LOGO IN WHITE

PRIMARY LOGO IN GREY

PRIMARY LOGO IN WHITE/COLOUR

SECONDARY LOGO IN WHITE

SECONDARY LOGO IN GREY

SECONDARY LOGO IN WHITE/COLOUR

The UK Domain logo

When choosing which logo is appropriate, background colour is an important consideration. Our primary logo stands out best on white, but can also be used on very light backgrounds. For all other background colours, please use the logo in white.

Wherever possible, use the logo on solid colours. Avoid using busy or complicated backgrounds, or anything that compromises the legibility of the logo.

PRIMARY LOGO ON 25% GREY

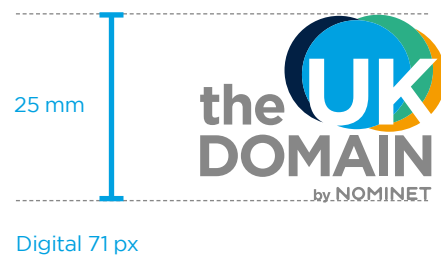**PRIMARY LOGO IN WHITE ON COLOURED BACKGROUNDS**

The UK Domain logo

To ensure legibility, our primary and secondary UK Domain logos must never appear smaller than indicated.

In circumstances when the logo needs to appear smaller than these sizes, please use our smaller logo. This smaller logo has been specifically created for this use, so never use it larger than specified.

MINIMUM SIZE FOR PRIMARY LOGO

25 mm

Digital 71 px

SMALL PRIMARY LOGO

Only use between 10 to 24 mm

10 mm

24 mm

Digital 29 px

Digital 68 px

MINIMUM SIZE FOR SECONDARY LOGO

20 mm

Digital 57 px

SMALL SECONDARY LOGO

Only use between 8 to 19 mm

8 mm

19 mm

Digital 23 px

Digital 54 px

The UK Domain icon

The UK Domain icon is also available for when additional branding is required, such as a profile image on a social account, on merchandise or within a presentation document.

A full colour version is available as well as a white out version.

PRIMARY ICON

PRIMARY ICON IN WHITE ON COLOURED BACKGROUNDS

.uk logo

This is the **.uk** logo. Never alter the logo in any way and always ensure that the logo stands out when placing it on a background colour or image.

PRIMARY LOGO

SECONDARY LOGO

COLOUR

BLUE
299
88/8/0/0
0/163/224
#00A2D2

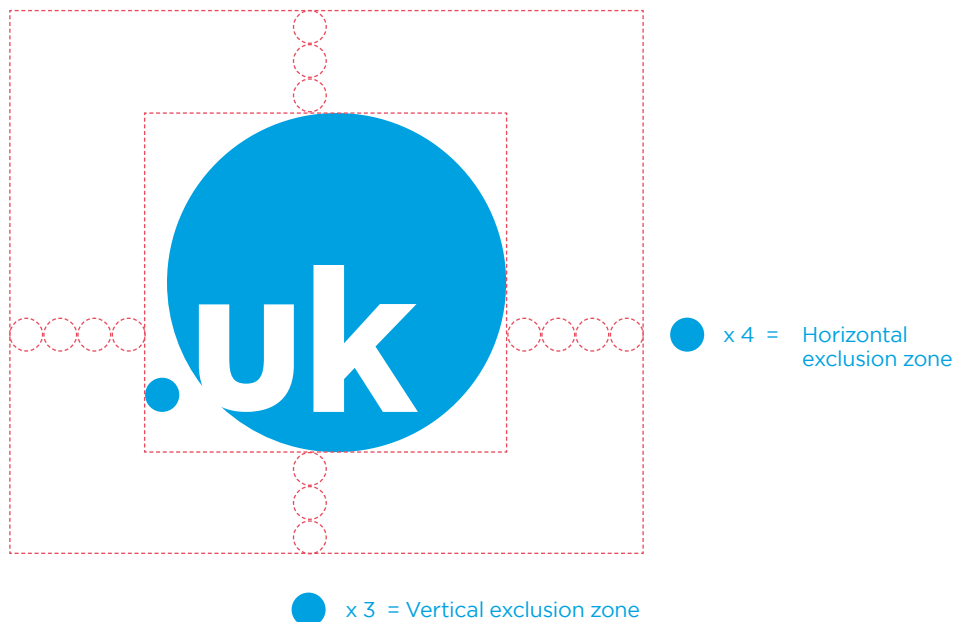The secondary version of the logo can be used on dark or colourful backgrounds.

Wherever possible, use the .uk blue. However, a grey version is available for use where print restrictions dictate.

.uk logo

To help the .uk logo stand out and to avoid any visual conflicts or cluttering, an exclusion zone has been created.

To ensure legibility, the .uk logo must never appear smaller than indicated. Always use the height of the circle to measure the minimum size.

EXCLUSION ZONE

x 4 = Horizontal exclusion zone

x 3 = Vertical exclusion zone

MINIMUM SIZE

Minimum print size

15 mm | .uk

Minimum web size

43 px | .uk

.co.uk logo

This is the **.co.uk** logo. Never alter the logo in any way and always ensure that the logo stands out when placing it on a background colour or image.

PRIMARY LOGO

SECONDARY LOGO

COLOUR

NAVY BLUE
7463
100/73/12/67
0/43/73
#002B49

The secondary version of the logo can be used on dark or colourful backgrounds.

Wherever possible, use the .co.uk navy blue. However, a grey version is available for use where print restrictions dictate.

.co.uk logo

To help the .co.uk logo stand out and to avoid any visual conflicts or cluttering, an exclusion zone has been created.

To ensure legibility, the .co.uk logo must never appear smaller than indicated. Always use the height of the circle to measure the minimum size.

EXCLUSION ZONE

MINIMUM SIZE

● x 4 = Horizontal exclusion zone

● x 3 = Vertical exclusion zone

Minimum print size

15 mm

Minimum web size

43 px

.org.uk logo

This is the **.org.uk** logo. Never alter the logo in any way and always ensure that the logo stands out when placing it on a background colour or image.

PRIMARY LOGO

.org.uk

SECONDARY LOGO

.org.uk

COLOUR

GREEN
339
74/0/59/0
0/179/136
#00B388

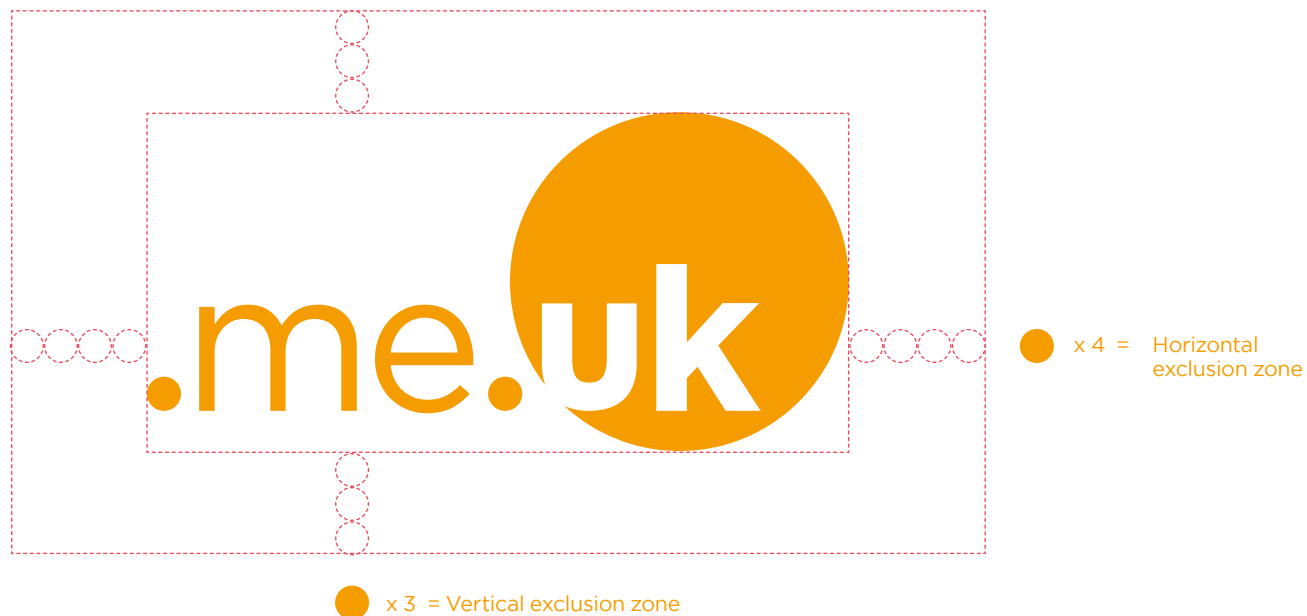The secondary version of the logo can be used on dark or colourful backgrounds.

Wherever possible, use the .org.uk green. However, a grey version is available for use where print restrictions dictate.

.org.uk logo

To help the .org.uk logo stand out and to avoid any visual conflicts or cluttering, an exclusion zone has been created.

To ensure legibility, the .org.uk logo must never appear smaller than indicated.
Always use the height of the circle to measure the minimum size.

EXCLUSION ZONE

MINIMUM SIZE

x 4 = Horizontal exclusion zone

x 3 = Vertical exclusion zone

Minimum print size

15 mm .org.uk

Minimum web size

43 px .org.uk

.me.uk logo

This is the **.me.uk** logo. Never alter the logo in any way and always ensure that the logo stands out when placing it on a background colour or image.

PRIMARY LOGO

SECONDARY LOGO

COLOUR

ORANGE
1375
0/45/100/0
255/158/27
#F49C14

The secondary version of the logo can be used on dark or colourful backgrounds.

Wherever possible, use the .me.uk orange. However, a grey version is available for use where print restrictions dictate.

.me.uk logo

To help the .me.uk logo stand out and to avoid any visual conflicts or cluttering, an exclusion zone has been created.

To ensure legibility, the .me.uk logo must never appear smaller than indicated. Always use the height of the circle to measure the minimum size.

EXCLUSION ZONE

MINIMUM SIZE

x 4 = Horizontal exclusion zone

x 3 = Vertical exclusion zone

Minimum print size

15 mm .me.uk

Minimum web size

43 px .me.uk

Logos together

When the four domains appear together, ensure they are all the same height and evenly distributed, adhering to previous exclusion zones and minimum heights. Use the full colour versions wherever possible.

When displayed vertically, right align to the large dot.

This is the preferred hierarchy of the logos. Only reorder if given a specific request to do so.

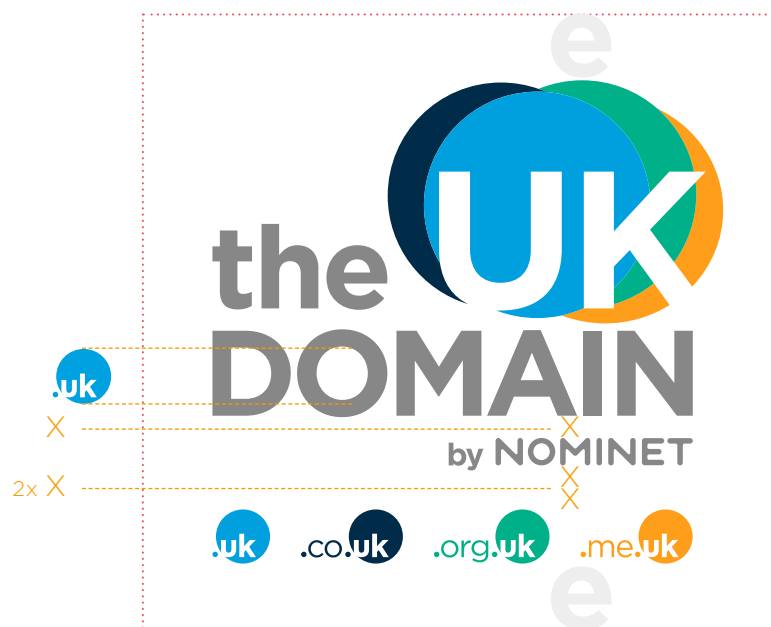**FOUR DOMAINS LOCK UP - HORIZONTAL**

FOUR DOMAINS LOCK UP - VERTICAL

Logos together

There will be times when the UK Domain will need to appear alongside the four domain logos. In these cases it's important that there is consistency across the brand, so they should only appear together as instructed.

PRIMARY LOGO WITH FOUR DOMAINS LOCK UP

The four domain logos should appear at the same height as the centre of the 'O'. The logos should line up to the left and right of 'DOMAIN', and the space between each one should be evenly distributed.

The four domain logos should be double the distance away from 'DOMAIN' to 'NOMINET'.

The exclusion zone is based on the 'e' and is applicable to the whole lock up.

Logos together

SECONDARY LOGO WITH FOUR DOMAINS LOCK UP

The four domain logos should appear at the same height as the centre of the 'O'. The logos should line up to the left and right of 'DOMAIN', and the space between each one should be evenly distributed.

The four domain logos should be double the distance away from 'DOMAIN' to 'NOMINET'.

The exclusion zone is based on the 'e' and is applicable to the whole lock up.

Logos together

There may be circumstances when using a logo lock up isn't practical, and separating the logos will help legibility and impact. Here are some guidelines for those circumstances.

Tips

• Ensure all logos are legible

• Adhere to the minimum sizes and exclusion zones for each of the individual logos

• Ensure the spaces between the four domains are evenly distributed

• When using the logos in a landscape format, use the baseline of 'the UK Domain' to line up the baseline of the four domains

• In a portrait format, right align the logos to 'the UK Domain'
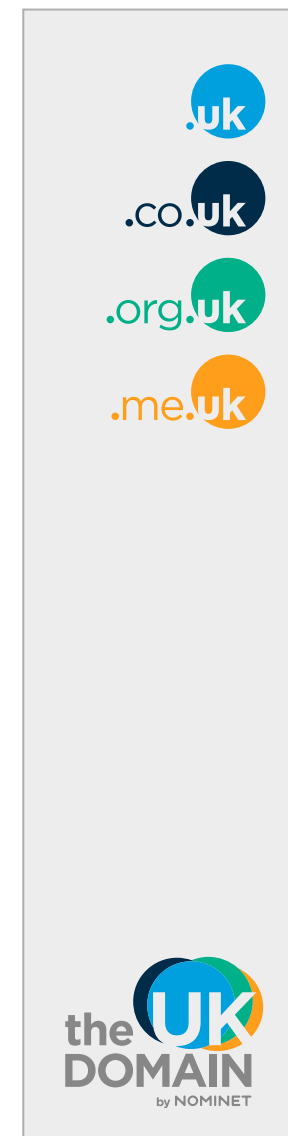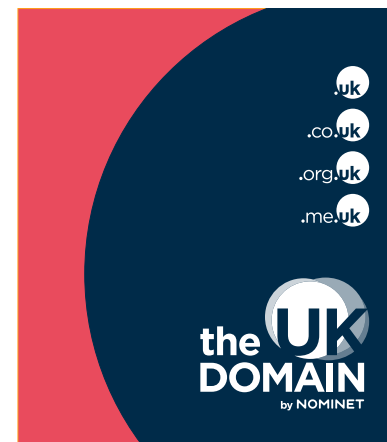
Colour palette

Our colour palette is derived from our domain logos, with additional supporting colours. Individually they are bold colours, but when used together they can make an even greater impact.

We can use tints of these brand colours, if necessary. Please be aware that tints will dilute their impact, so should be used sparingly.

Any of the colours can be used across UK Domain communications. If you're focusing on a specific domain (e.g. .co.uk), lead with the corresponding colour and use the others as support.
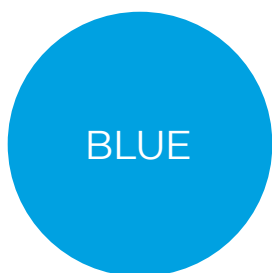
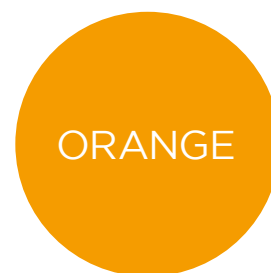**PRIMARY COLOURS**

SUPPORTING COLOURS
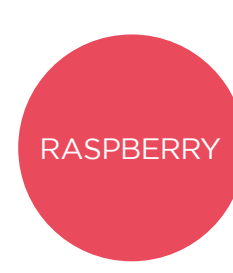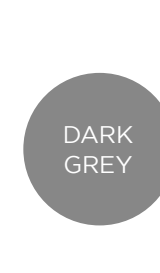
NAVY BLUE	BLUE	GREEN	ORANGE	RASPBERRY	GREY	DARK GREY
7463	299	339	1375	1787	GREY	DARK GREY
100/73/12/67	88/8/0/0	74/0/59/0	0/45/100/0	0/82/51/0	36/28/28/0	0/0/0/60
0/43/73	0/163/224	0/179/136	255/158/27	244/54/76	167/168/170	135/135/135
#002B49	#00A2D2	#00B388	#F49C14	#F4364C	#A8A7A8	#878787

(body copy only)

Gradients

Our gradient uses the UK Domain primary palette running from Navy Blue to Blue. The gradient can be applied in any direction, starting with the Navy Blue at the top, bottom, left or right.

.UK

Typeface

The UK Domain typeface is **Gotham**

Aa

Gotham Thin
Use for creating large, striking headlines. Avoid using at smaller sizes, especially in print.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Gotham Book
Use for body copy or large amounts of text, especially at smaller sizes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Gotham Bold
Use for headings or for added emphasis.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Modern and distinctive. Gotham is available in a variety of weights, but we only use Thin, Book, Book Italic, Bold and Bold Italic. Wherever possible, use Gotham in all your communication materials, whether in print or online.

To download the fonts, go to: Typography

If you are unable to use Gotham, for example for third-party usage such as registrar co-branding or live online text, use the system font Arial as an alternative typeface.

As the UK Domain has a strong, colourful visual identity, we like to keep our supporting copy simple.

E.g.   **Body copy**
Gotham Book
10pt / 12pt leading
Left justified
Kerning Optical

Creative assets

The UK Domain style is fun, relatable, energetic and has the dot at the heart of everything we create.

Our UK domains are flexible and made to suit you, as are our creative assets. We have created a variety of assets to ensure everything we produce conveys a sense of fun and variety.
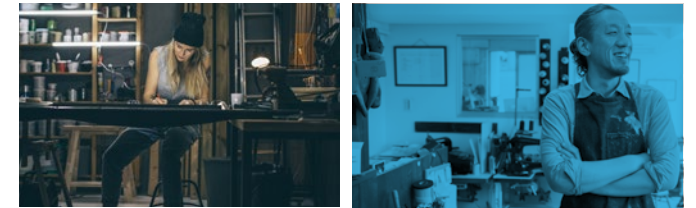
These assets can be adapted to different types of communications, so please only use the assets provided and don't create any new ones.

We don't recommend using all the assets at the same time, instead selecting the ones which are most appropriate to the application.

THE DOT

PHOTOGRAPHY

TYPOGRAPHY

THE DOMAIN FOR EVERYONE

The dot

The dot is our most important creative element. It's our unique proposition and should therefore be the starting point of everything we do.

Our dot is adaptable depending on the communication.

Experiment with scale and colours from our palette. Never change the shape or add any effects to the dot.

It can be used as a highlight and to house **important** information, headlines or imagery

The dot can be **large** and cropped off the page

ONLY

USING

OUR

PALETTE

Iconography

Icons are created from clear and simple linework, with a rounded end cap. Iconography must be simple to relay a visual message quickly.

Our icons use one line weight. They can be coloured using the primary and secondary colour palette and can be created with or without a circle behind.

STATS

72%
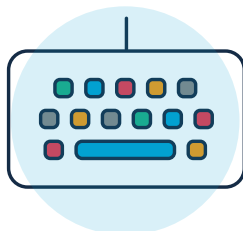
Line weight: 6pt rounded
Circle opacity: 15%
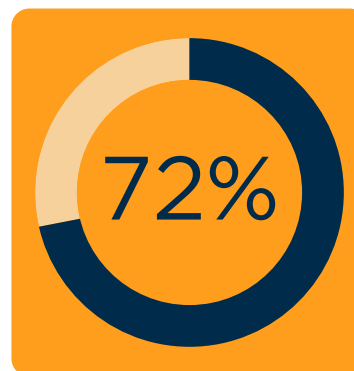
BUTTONS

REGISTER

SUBSCRIBE TODAY

30px radius
Gotham Bold
Lettering uppercase

Videography

Content

Videos should always incorporate our brand assets and evoke the spirit of the UK Domain. When planning or recording a video, please aim to include and capture a wide range of people. Ideally our media should include and welcome a range of genders, ages, races and abilities.

Music and voiceover

The addition of music or a voiceover should match our tone of the video. Explore music that connotates passion, conversation, generousity and trust.

Guidelines

Videos should incorporate our brand typography, colours, logos and icons. This gives a sense of continuity to our media making them unmistakably the UK Domain.

Logo use

Logos should adhere to the minimum sizes as specified in the Logos section to ensure legibility across all video formats. Consider where the video will be featured - logo placement should be thought out to ensure it's never obstructed e.g. behind a user interface on social media.

Accessibility

Subtitles should be included on all videos, where possible. Consider font size and colour to ensure legibility and accessibility compliance.

Animated assets

As well as static assets for the UK Domain, we have a bank of animated logos and 'stings' to create extra impact. They should be used sparingly in instances such as introducing or closing a video.

Captions (names and job titles) are standardised using the pre-designed template.

For templates and animated logos please contact the team.

Export preferences

H.264 (mp4)
High Quality 1080p
Render at maximum depth
Bitrate - VBR 2 pass
Use maximum render quality

Photography

Our imagery taps into the real world of small businesses. Photographs should be selected for their ability to give an insight into the world of small businesses. Ensure they are interesting and real, not staged or bland.

FOCUS ON THE BUSINESS OWNER

Photography

FOCUS ON NATURAL, REAL-LIFE BUSINESSES IN ACTION

Photography

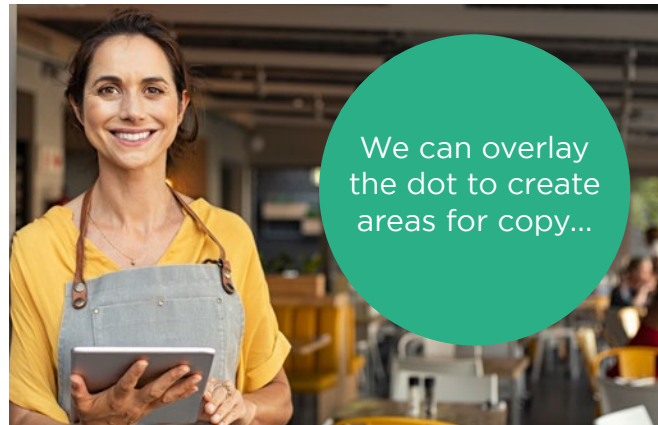FOCUS ON BUSINESS ENVIRONMENTS AND GROUPS OF PEOPLE

Photography effects

To enhance the impact of an image further, there are a variety of effects
that can be applied to photography.

A colour can be applied in an opaque effect. This
should be applied to black and white imagery
with a 'Multiply' effect of 75%.

We can overlay the dot to create areas for copy...

Try utilising the dot as space for prominent copy.

Use the dot to highlight an area of the image. A
white dot with 20% opacity has been applied to
the image above.

Tone of voice

To have a credible online presence, we need to have an authentic voice.

People can be quick to dismiss one-dimensional blogs and social accounts that try to dictate the relationship. While what we say is determined by our expertise, experience and ambitions, how we say it (these voices) are decided by our values and personality.

Passionate

Excited about the potential of being online

Aspirational and passionate, we love sharing the potential that having your own online space has, and celebrating the success stories we see fulfilling that promise.

We want to help our audience achieve the same. Because we need to stand out in a crowded space, our tone sometimes has more of an edge, reflecting this passion and driving our message home. We don't play it safe – safe gets lost in the crowd.

Conversational

Empowering and supportive

We have a warm, personable and down-to-earth approach. We speak to our audience in language they understand. More than this, our authentic tone is all about getting across the knowledge our audience seeks in a manner they understand, not putting them off with jargon or caveats.

We use plenty of hashtags, share trendy content and relay our message in an approachable style designed to be accessible to everyone from car salesmen to chiropractors to CEOs.

Generous

Expertise, with a dash of inspiration

We're all about encouraging our audience to build their own space and grow by being found online. We want to inspire them to take the next step. To do this, we're here to help them on the journey, and this means answering questions and offering advice.

We speak from an expert position – we want to know the problems we can solve, and share resources to make our audience's lives better.

Trustworthy

Packed with integrity

We're the official voice of our domains, and speak with an authority reflecting our public benefit mission. We are a credible source of information to our audience, and take that seriously.

The content we share has to fulfil its promise, as we build our reputation for helping our audience realise their ambitions online.

Formatting

When creating content for the UK Domain, the following points regarding grammar and styling should be considered.

- Capitalise names, dates and places

- Dates should read: Date Month Year, with no commas. For example: 10th May 2016

- Before referring to a name or term as an acronym alone, acronyms should be spelled out in full and then placed in parentheses

- Hyphenate where necessary, for example for compound adjectives

- Numbers under 10 should be spelled out, whereas 10 and over can be numericised

- 12-hour time should be used with distinguishing am or pm, for example 10.00am or 1.00pm

- E-commerce should be spelt with a hyphen

- Startup should be spelt without a hyphen

- Bullet points do not need full stops

- The first word of titles should be capitalised with all following words lower case

- No need to include www. before web addresses

TABLE STYLE

An example table style for the UK Domain brand can be seen below.

HEADER	HEADER	HEADER
Body Copy	Body Copy	Body Copy
Body Copy	Body Copy	Body Copy

Line weight: 1pt

Header cells: Gotham Bold, uppercase, left aligned

Body cells: Gotham Book, sentence case, left aligned

How the brand comes together

We see the UK Domain as a fun, dynamic brand with flexible guidelines that can be adapted to different circumstances. The following examples show how the assets can be adapted to create a variety of looks.

Contact us

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Minerva House
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Oxford OX4 4DQ

Email: uk.brand@nominet.org.uk

Web: theukdomain.uk

Follow us on Twitter: @dotuk

Telephone: +44 (0)1865 332244

the UK DOMAIN
by NOMINET