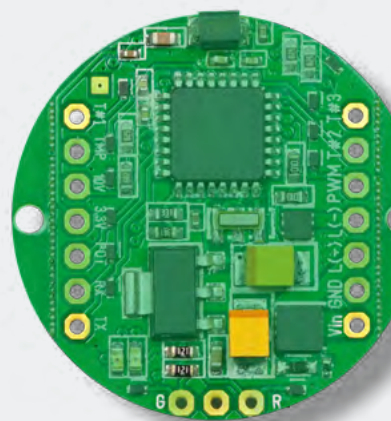


BRAND GUIDELINES

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3 INTRODUCTION	11 THE ANGLE
4 THE UK DOMAIN EXTENSIONS	12 THE ROUNDALS
5 WHO ARE NOMINET	13 PHOTOGRAPHY
6 THE UK DOMAIN LOGOS	14 EXAMPLE WORK
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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.

THE UK DOMAIN EXTENSIONS



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.
Distinctive.**



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 IS RUN AND MANAGED BY NOMINET

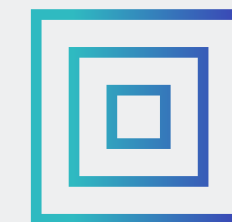
Nominet exclusively operates the .UK internet domain name registry. Nominet's domain services support a vital part of the UK's online economy, with millions of businesses and consumers depending on the .UK domain name registry.

There are three tiers in which customers can encounter the Nominet brand: our Masterbrand, Service Brands or Product Brands.



NOMINET

MASTERBRAND



NOMINET
REGISTRY

SERVICE BRAND



PRODUCT BRAND



THE UK DOMAIN LOGO



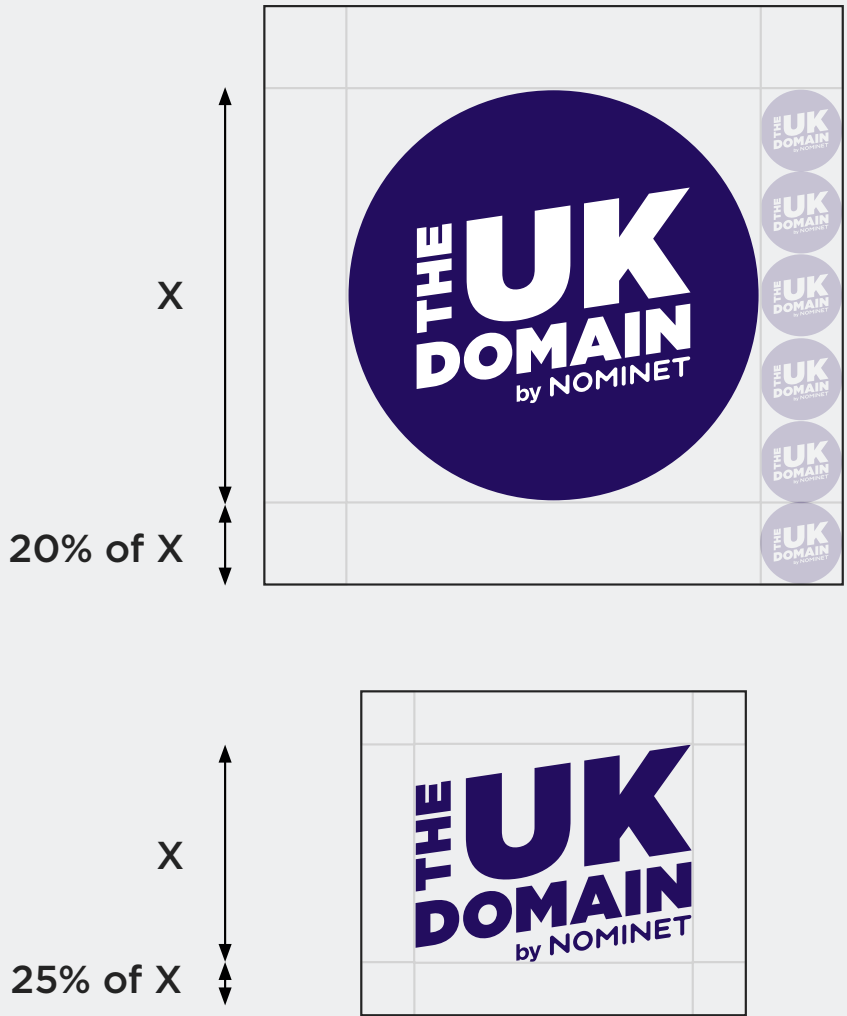
ROUNDAL VERSION



LOGOMARK VERSION

The UK Domain logo comes in a roundal and logomark version in the brand colours. Do not alter the logo and it is recommended to use the roundal version to maintain clarity.

EXCLUSION ZONES



MINIMUM SIZES



43 px or 15mm

THE UK DOMAIN LOGO VARIANTS



THE UK DOMAIN EXTENSIONS

The UK Domain Family includes four domain extensions, each with a unique offering and proposition.

Each extension has been assigned a colour to represent this and should not be altered to any other colour.

The UK domain extensions come in a roundal and logomark versions. Horizontal lock-ups as shown are also available with the versions in a row.

The extensions use the same exclusion and minimum size requirements as the UK Domain logo.

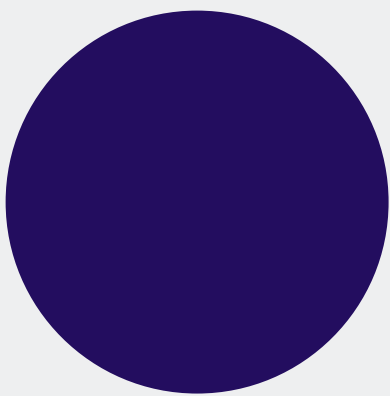


COLOUR PALETTE

Our colour palette is derived from our domain logos. 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.



PURPLE
#230D5F
35 / 13 / 95



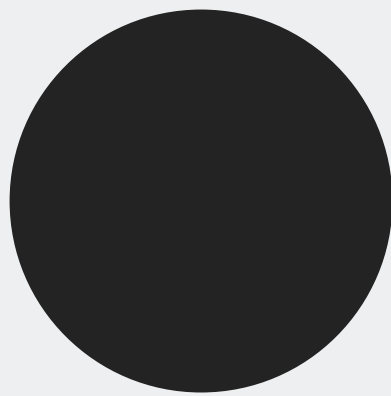
PINK
#FD5D89
253 / 93 / 137



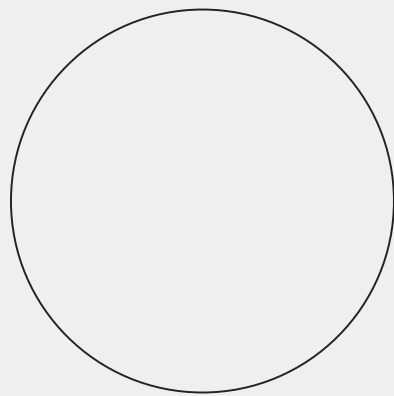
YELLOW
#F3B700
243 / 183 / 0



TEAL
#00A6A6
0 / 166 / 166

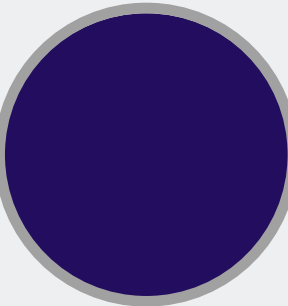
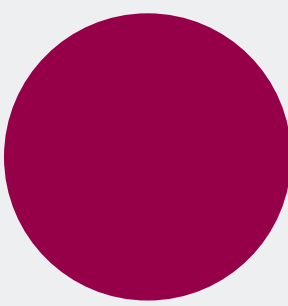


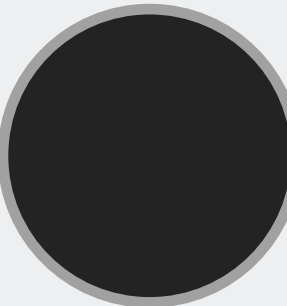
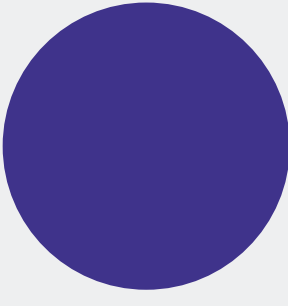



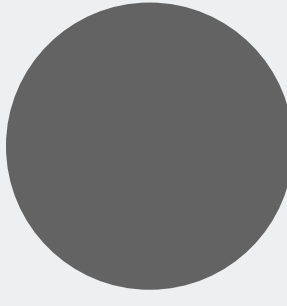



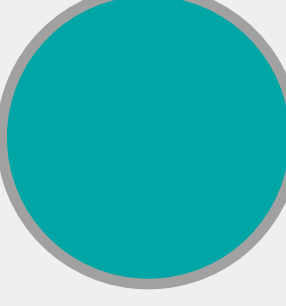
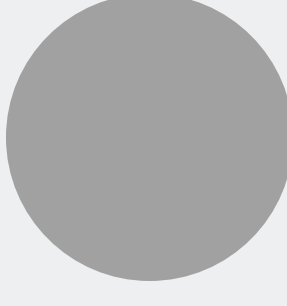

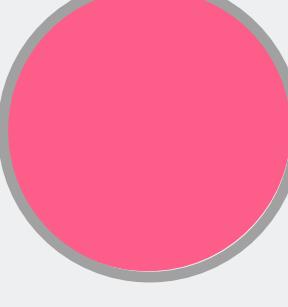
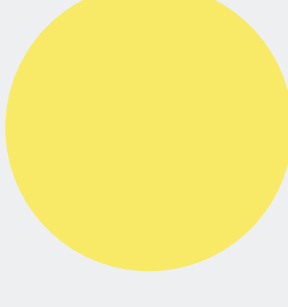

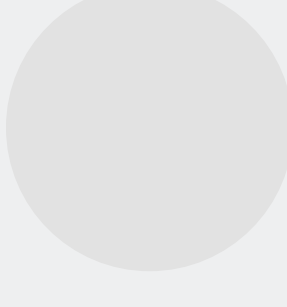




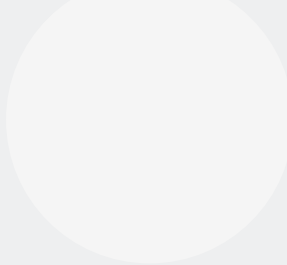


DARK GREY
#232323
35 / 35 / 35



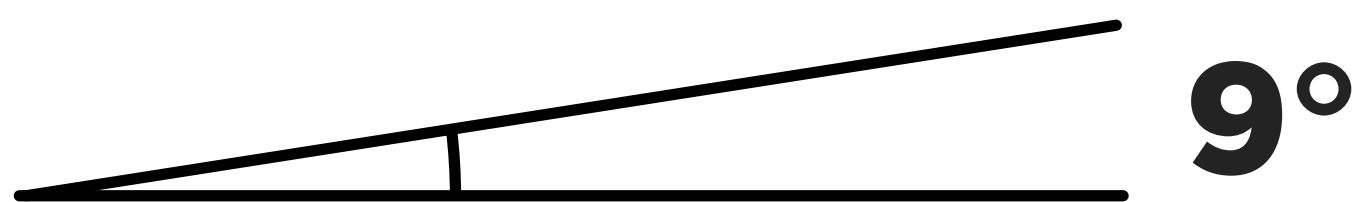
LIGHT GREY
#EEEEFF0
238 / 239 / 240

TINTED COLOURS

 <div>#230D5F 35 / 13 / 95</div>	 <div>#960049 150 / 0 / 73</div>	 <div>#EF7300 239 / 115 / 0</div>	 <div>#007975 0 / 121 / 117</div>	 <div>#232323 35 / 35 / 35</div>
 <div>#3F338B 63 / 51 / 139</div>	 <div>#CF0050 207 / 0 / 80</div>	 <div>#F3B700 243 / 183 / 0</div>	 <div>#009694 0 / 150 / 148</div>	 <div>#636363 99 / 99 / 99</div>
 <div>#7775B3 119 / 117 / 179</div>	 <div>#F50855 245 / 8 / 85</div>	 <div>#F3E010 243 / 224 / 16</div>	 <div>#00A6A6 0 / 166 / 166</div>	 <div>#A1A1A1 161 / 161 / 161</div>
 <div>#C3C2DF 195 / 194 / 223</div>	 <div>#FD5D89 253 / 93 / 137</div>	 <div>#F8EA67 248 / 234 / 103</div>	 <div>#7CCBCD 124 / 203 / 205</div>	 <div>#E2E2E2 226 / 226 / 226</div>
 <div>#E7E7F2 231 / 231 / 242</div>	 <div>#FFBACC 255 / 186 / 204</div>	 <div>#FCF6BE 252 / 246 / 190</div>	 <div>#B0DFE0 176 / 223 / 224</div>	 <div>#F5F5F5 245 / 245 / 245</div>

THE ANGLE

Taken from the UK Domain logo, the diagonal line is at a 9° angle and can be used as a design element in a variety of ways. If the angle cannot be used in a particular format please do not use alternative angles and keep with consistent horizontal and vertical lines.



THE ROUNDALS

The roundals represent the wealth of industries that exist in the .UK domain space. Using various top-down and circular based objects, the roundals can be used in patterns, as standalone graphics or even as the backdrop for the UK domain logo.

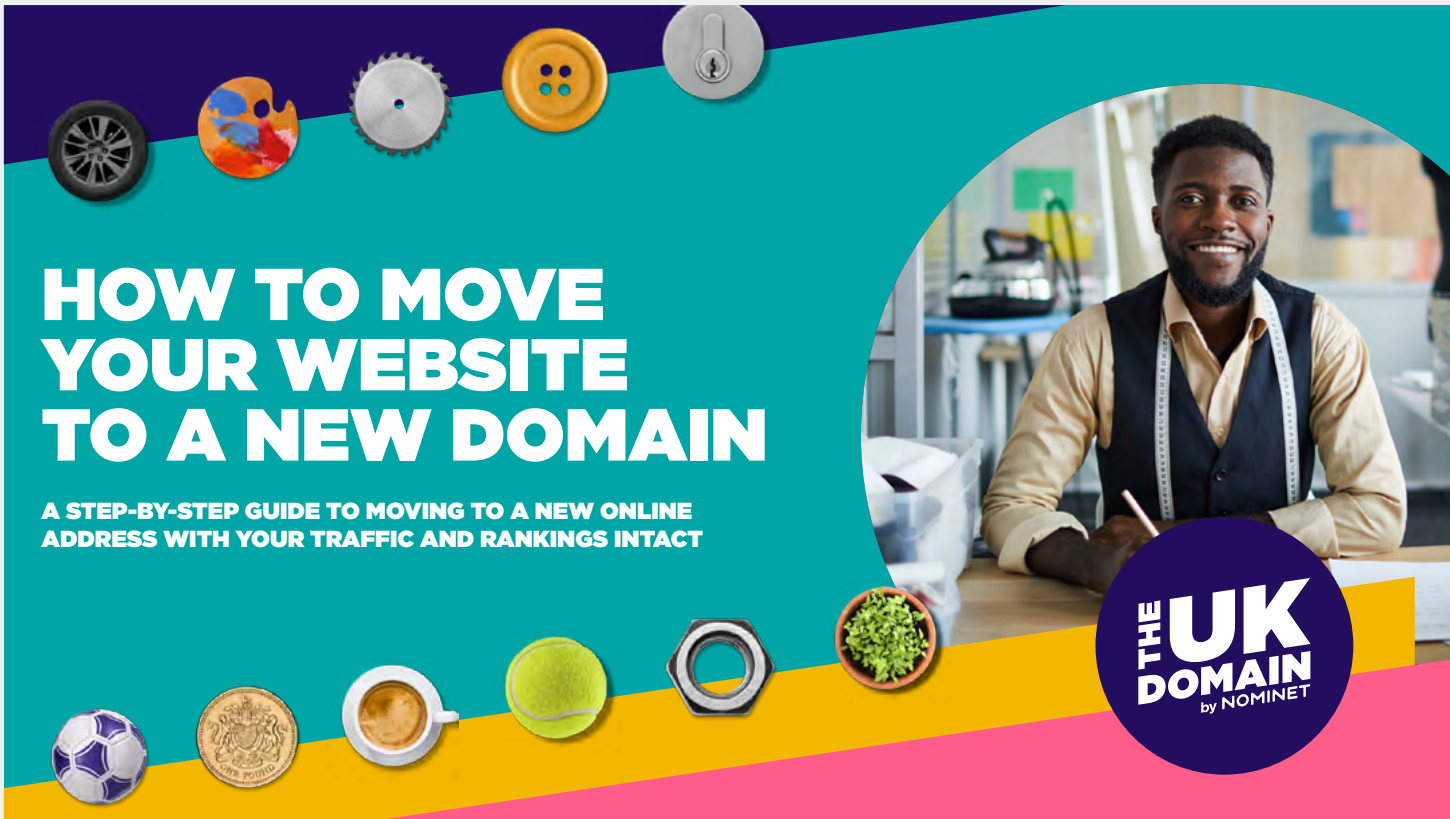
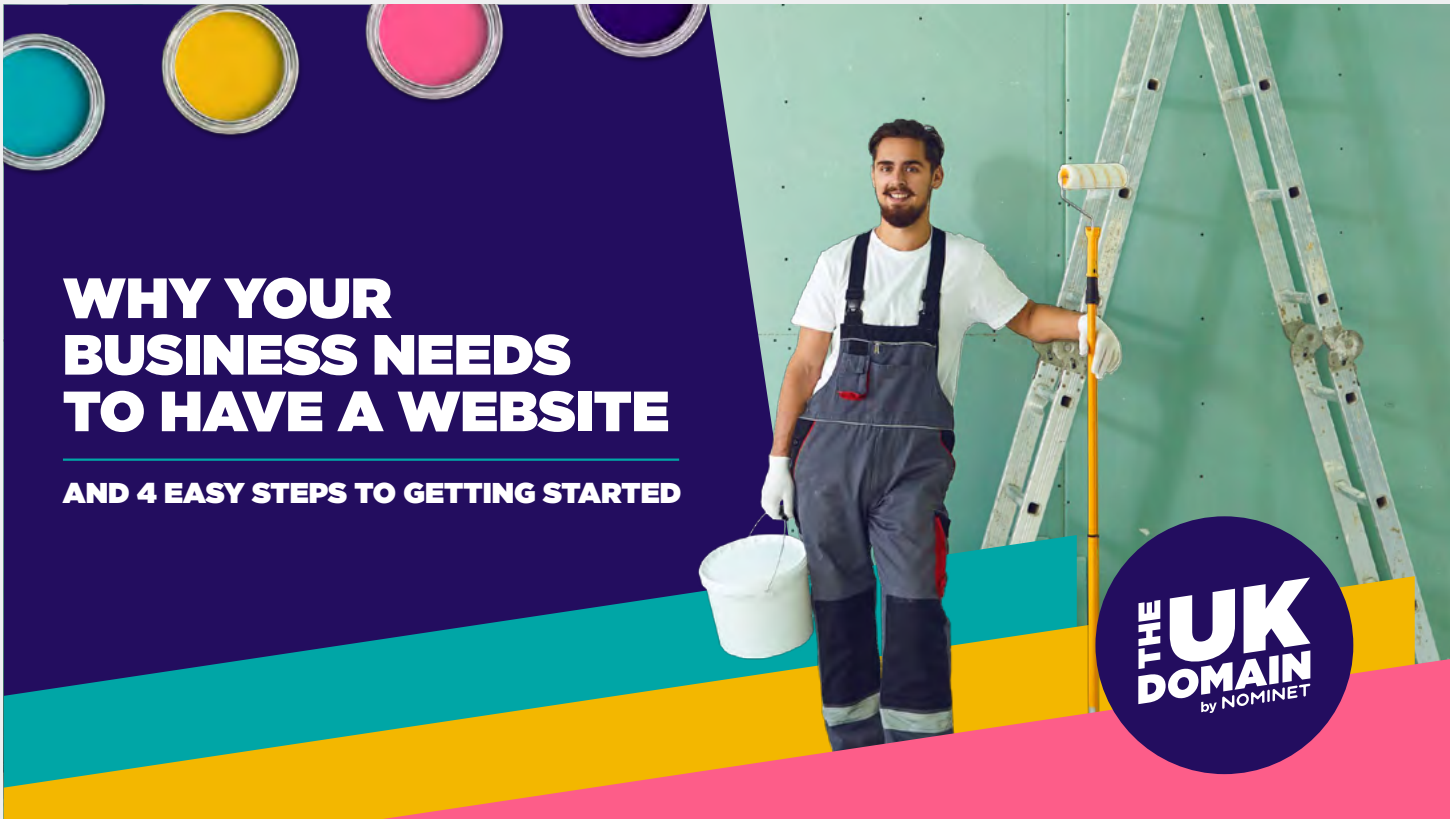
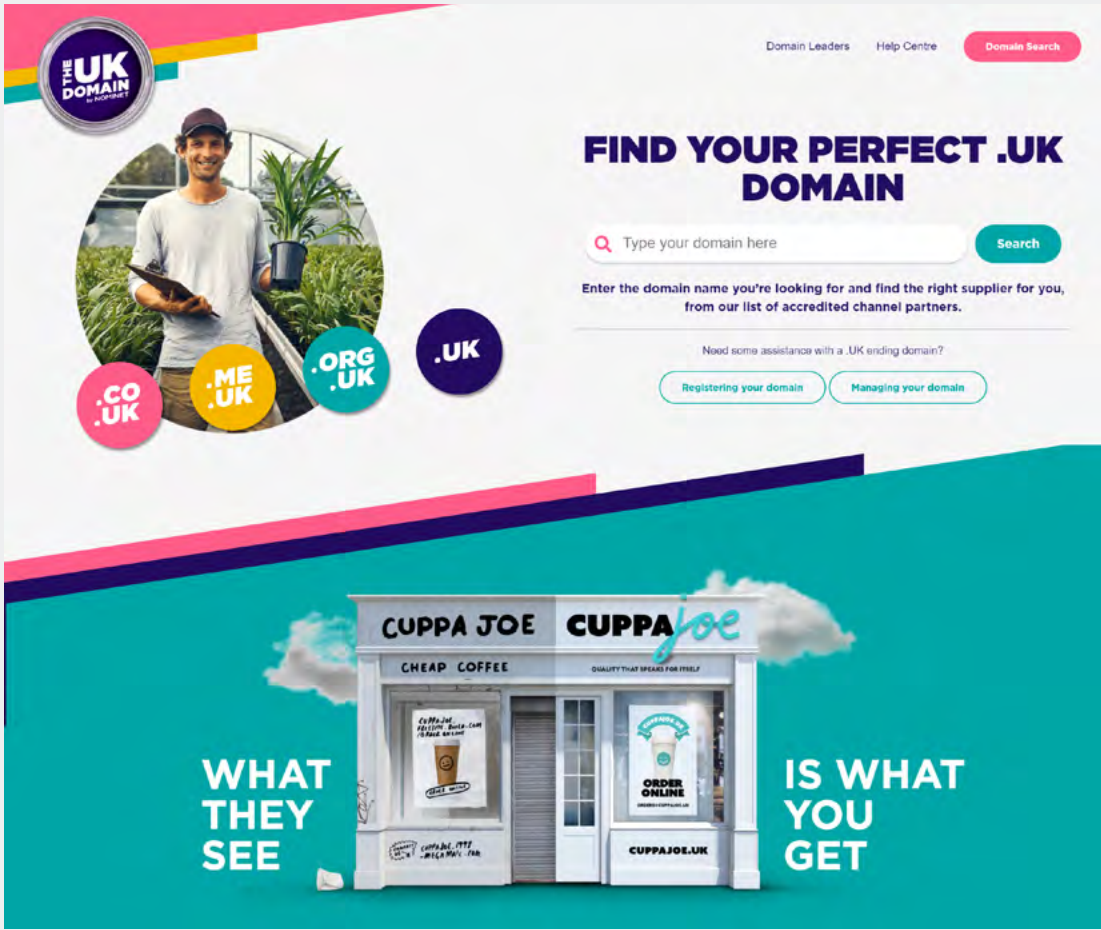


PHOTOGRAPHY

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.



EXAMPLE WORK





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