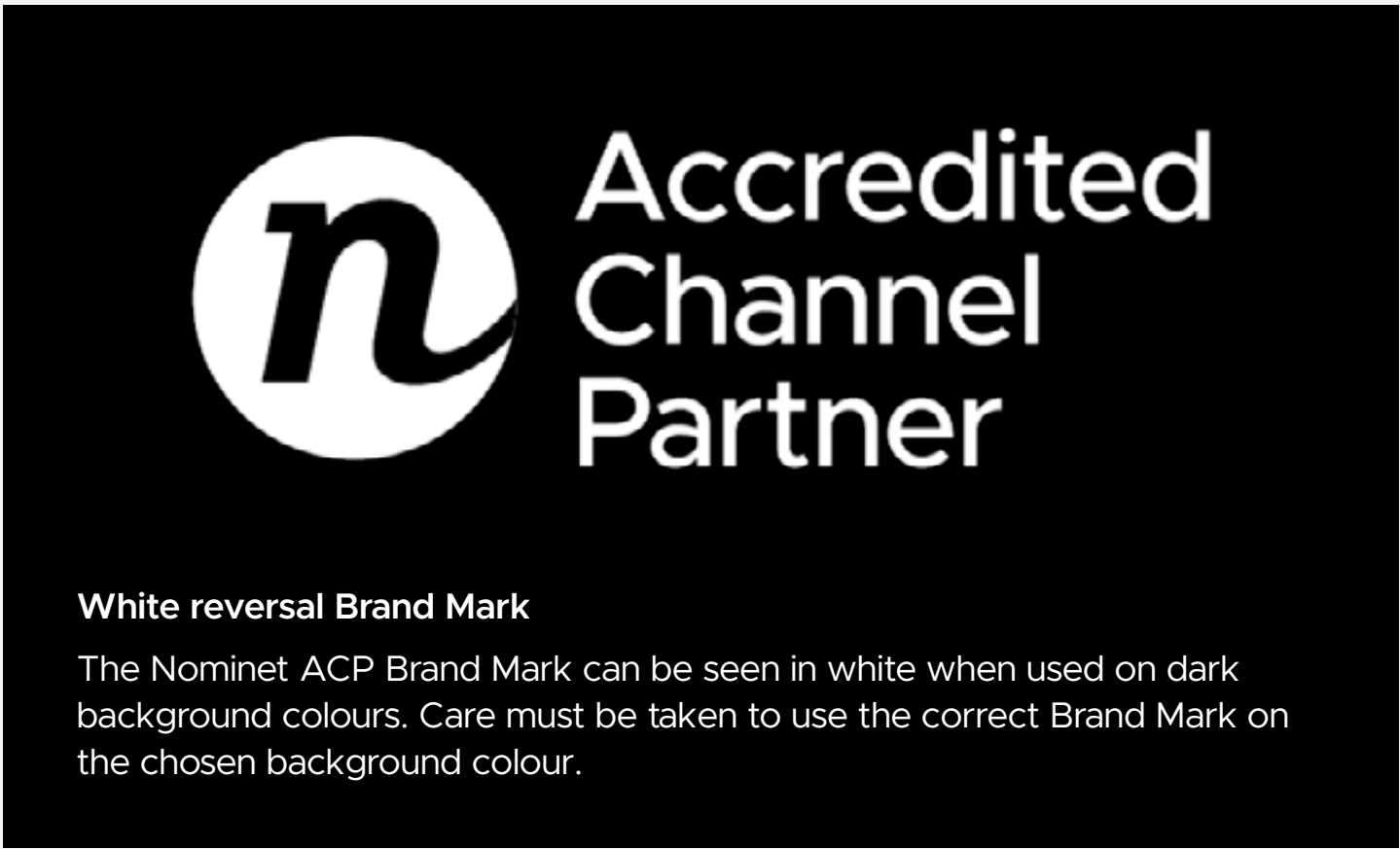
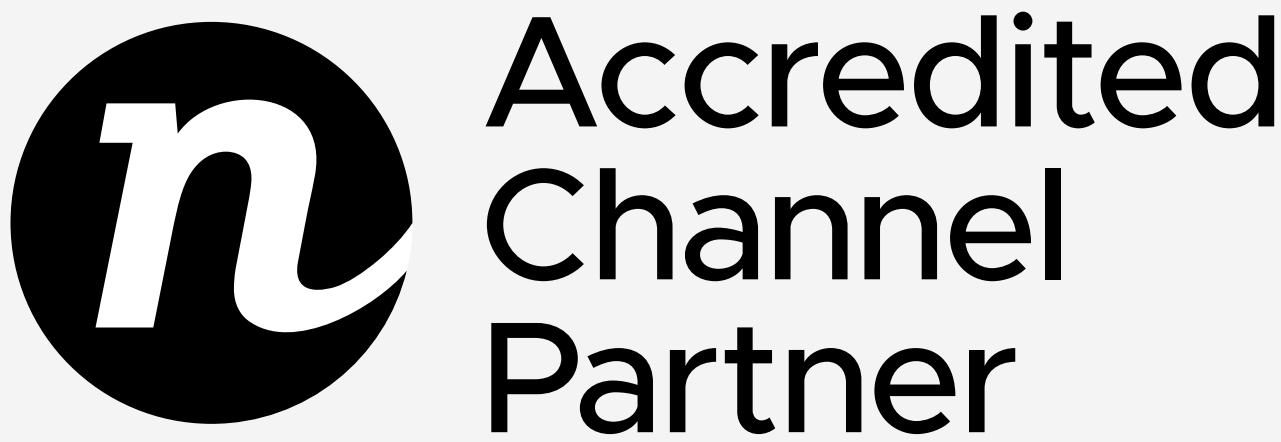


# NOMINET ACP LOGO GUIDELINES

**STANDARD USE**

Carefully crafted, our ACP Brand Mark is a core signature in our brand identity. The symbol signals our holistic, online approach, underpinning our philosophy and bringing our valuable work online to life.



**CLEAR SPACE (ISOLATION ZONE)**

To apply our Brand Mark clearly, it should be surrounded by a clear space that's free from text and other graphic elements. Use the height of the Nominet Brand Mark to establish 'X'.

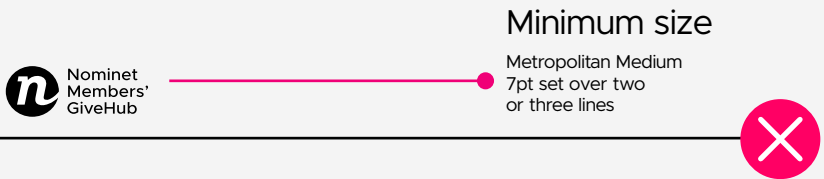
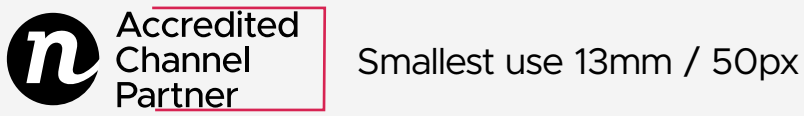
Nominet Shorthand Brand Mark – text over three lines



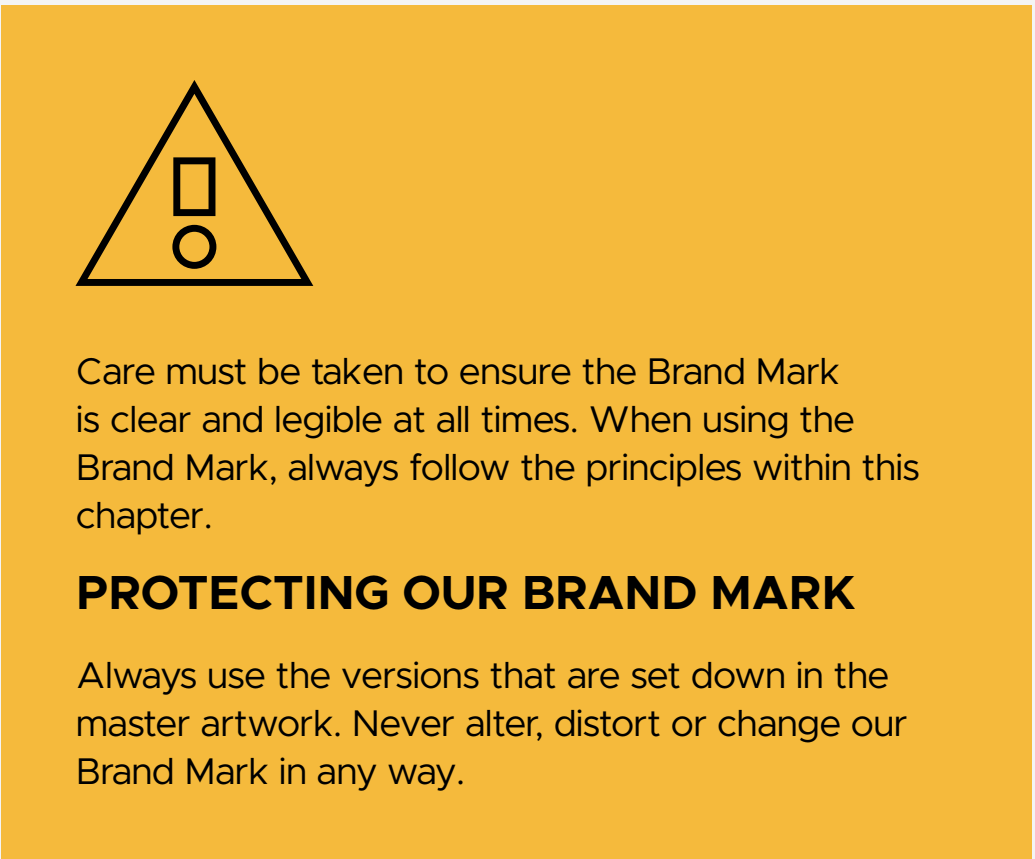
**Using colour**  
Always ensure you have enough contrast between the background colour, the Shorthand Brand Mark and text.

**Nominet Brand Mark – Standard use**

Use the Nominet Brand Mark – Standard use when applying the mark from 13mm or 50 pixels and above.



**Incorrect use**  
Avoid using the marks at very small sizes. A good rule of thumb is to never see Metropolitan Medium text below 7pt in height.



**BRAND MARK MISUSE**

It's important to ensure the integrity of our Brand Mark is maintained at all times. Shown on this page are some common mistakes to avoid.



✗ Don't distort or alter the proportions in any way.



✗ Don't colour the Brand Mark. Always ensure it's seen in black or white.



✗ Don't add an outline to the Brand Mark.



✗ Never rotate the Brand Mark. Always ensure it's used with the symbol being 100% vertical.



✗ Don't sit the Brand Marks on any colour other than those specified within our brand colour palette.



✗ Don't apply the Brand Marks to colours where there is insufficient contrast.



✗ Don't apply the Brand Marks to graduated background colours.



✗ Don't remove any element of the Brand Mark. In this instance, the 'n' inside the dot has been removed.



✗ Don't alter the balance of any element within the Brand Mark.



✗ Don't use coloured graduations within the Brand Mark.



✗ Never colour the elements within the Brand Mark.



✗ Don't redesign the Brand Marks in any way.

# CONTACT

If you have any questions about the information contained in these guidelines or you would like to find out more about the Nominet brand identity, please get in touch.

**Email**      [creative@nominet.uk](mailto:creative@nominet.uk)

