

THE UK DOMAIN BRAND GUIDELINES



1.0 OUR BRAND

The UK Domain operates under the stewardship of Nominet but stands as a distinct brand in its own right.

While rooted in Nominet’s core identity, The UK Domain has been given a unique visual style and character. The masterbrand guidelines have been carefully adapted to create a sense of individuality for The UK Domain, while maintaining alignment with the overarching Nominet brand.

These guidelines offer direction on how to represent The UK Domain effectively and consistently. For more comprehensive details on how to apply this information, including specific use cases and design applications, please refer to the Nominet masterbrand guidelines.



BRAND MARK

Standard use

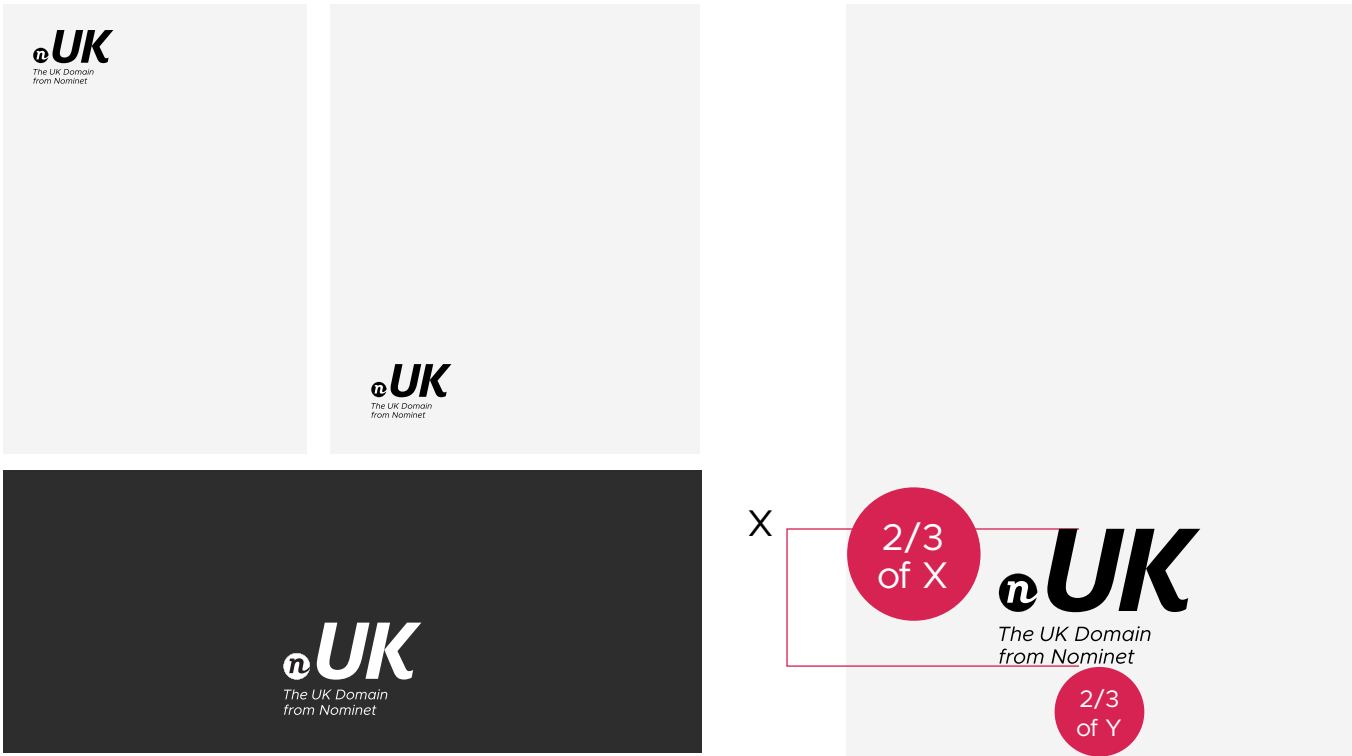
Carefully crafted, our Brand Mark is a core signature in our brand identity.

The symbol signals our holistic, online approach, underpinning our philosophy and bringing our valuable work online to life.



RECOMMENDED SIZING AND PLACEMENT

There is flexibility in where our Brand Mark can be positioned. If you want to lead with The UK Domain brand, then position the mark in the top left hand edge. If you want the Brand Mark to sign off the communication, then place the Brand Mark in the bottom left hand corner. The Brand Mark can be applied centrally where appropriate.



Establishing placement away from edges

While the Brand Mark can be used with flexibility, when placing it on applications we use the value of ‘X’ to determine the minimum space from the edge of any communication.

- Sizes on standard formats**
- A3 – X = 45mm
 - A4 – X = 30mm
 - A5 – X = 25mm
 - A6 – X = 20mm
 - DL – X = 20mm

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 UK Domain Brand Mark to establish ‘X’.



White reversal Brand Mark

The UK Domain Brand Mark can be seen in white when used on dark background colours. Care must be taken to use the correct Brand Mark on the chosen background colour.



Care must be taken to ensure the Brand Mark is clear and legible at all times. When using the Brand Mark, always follow the principles within this chapter.

PROTECTING OUR BRAND MARK

Always use the versions that are set down in the master artwork. Never alter, distort or change our Brand Mark in any way.

Creating distinctive ownable marks

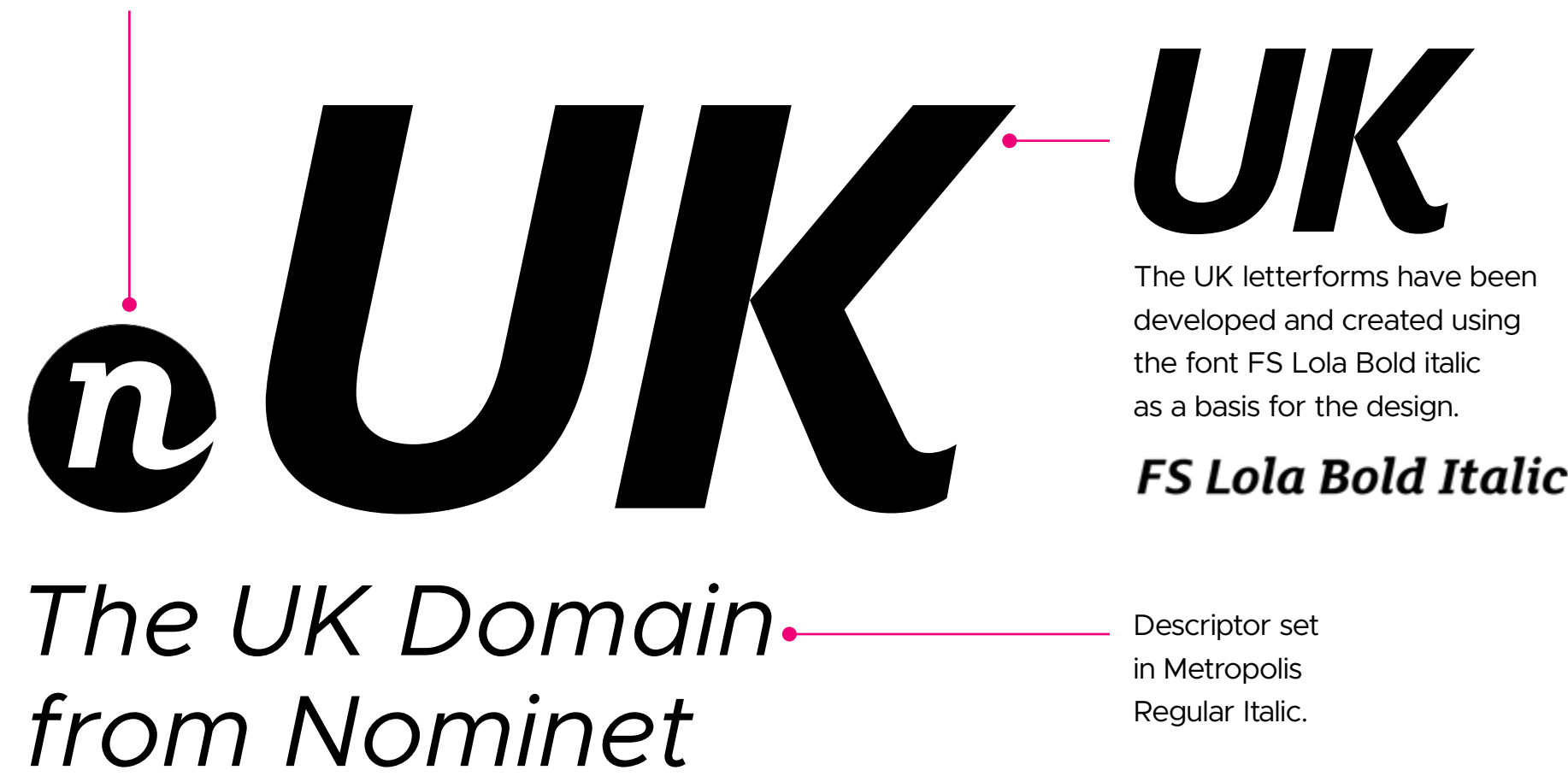
To help deliver a unique and consumer focused brand identity, we've created a suite of sub-brand marks to be used on all The UK Domain brand communications.

To help build The UK Domain brand recognition we use a strong endorsement by applying our Shorthand Brand Mark next to each sub-brand name. Care has been taken to create a balanced relationship between both elements.

The sub-brand names have been carefully crafted and redrawn. Never recreate these sub-brand marks, always use master artwork files when designing brand communications.

The UK Domain sub-brand mark – stacked

Shorthand Brand Mark



The UK Domain sub-brand mark – horizontal



The UK Domain – individual sub-brand marks



Original font
All sub-brand marks have been developed and created using the font FS Lola Bold Italic as a basis for the design.

FS Lola Bold Italic
me.uk
org.uk
co.uk
.uk

FS Lola Bold Italic is available from: <https://www.myfonts.com/collections/fs-lola-font-fontsmith>



Without descriptors
Where necessary the descriptor can be removed, for example if you see all the sub-brand marks together in the same panel then the descriptor becomes repetitive.



Using colour
We apply our The UK Domain sub-brand marks on to our lighter colours within our brand palette. Letterforms are always seen in black.

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 Nominet 'n' inside the dot has been removed.



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



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



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



✗ Never colour the elements within the Brand Mark.

BRAND EXAMPLES

Shown to the right are some example applications bringing The UK Domain sub-brand marks to life. These examples demonstrate the use of our brand identity elements, with nuances to image styles and tone of voice helping it appeal to consumer and SME business audiences.

The UK Domain visuals



The UK Domain landing page



The UK Domain landing page

The example above shows how we can use colour in a flexible way on our The UK Domain brand communications.

2.0 COLOUR

Colour plays a vital role in bringing our brand to life. Used in the right way, our colour palettes provide us with a versatile set of tools with which to create bold and distinctive visual communications.



PRIMARY
BRAND COLOURS

With a modern twist on the classic Bauhaus style, our primary brand palette features four pastel colours and two complementary neutrals. Given The UK Domain's predominantly online presence, prioritising legibility and accessibility is crucial.

Our primary brand palette consists of greys and pastels, Tints of the colour palette allow for further flexibility.

The light grey and dark grey colours are to be used primarily as background colours, with the pastel colours used within as the main design elements.

		Light Grey	Dark Grey	Light Blue	Yellow	Aqua	Pink
		For Screen	For Screen	For Screen	For Screen	For Screen	For Screen
RGB		244 244 244	45 45 45	172 235 255	245 186 60	90 207 170	238 192 220
HEX		#F4F4F4	#2D2D2D	#ACEBFF	#F5BA3C	#5ACFAA	#EEC0DC
		For Print	For Print	For Print	For Print	For Print	For Print
Pantone C		427C	Black 3C	2975C	1235C	3255C	2365C
Pantone U		Cool Gray 2U	Black 3U	297U	122U	3245U	2365U
CMYK		2 0 0 12	2 0 0 84	40 0 4 0	0 22 94 0	58 0 36 0	0 34 0 0
RAL		Light Grey 7035	Black Grey 7021	Pastel Blue 5024	Signal Yellow 1003	Light Green 6027	Light Pink 3015
	90%						
	80%						
	70%						
	60%						



Print production

Choose the correct colour values for your print process.

Please note that CMYK values may not reproduce the same vibrancy as RGB and Pantone when printed. However, we've developed a carefully crafted set of suitable swatches. Similarly, RAL values are chosen to closely match our colour palette, though some discrepancies may occur. For any guidance on print specifications, please speak to your designated contact from the Nominet team.

SECONDARY
BRAND COLOURS

The secondary brand colours, represented by a bolder and darker palette, should be used sparingly and with intention.

These hues are designed to serve as additional accent colours, adding depth and contrast to key elements.

Limit their usage to complement the primary palette on select occasions, ensuring that the overall design remains visually balanced and consistent with the brand's identity.

		Red	Purple	Dark Green	Dark Blue
		For Screen	For Screen	For Screen	For Screen
RGB		215 35 82	98 35 126	0 84 63	0 50 158
HEX		#D72352	#62237E	#00543F	#00329E
		For Print	For Print	For Print	For Print
Pantone C		1925C	2612C	3298C	2145C
Pantone U		1925U	2070U	7728U	293U
CMYK		0 90 58 0	64 100 0 0	100 0 68 42	100 66 0 0
RAL		Strawberry Red 3018	Signal Violet 4008	Turquoise Green 6016	Ultramarine Blue 5002
	90%				
	80%				
	70%				
	60%				

COLOUR PAIRS

These selected colour pairs are complementary, whilst also offering contrast and variety. They should be applied in their recommended pairs across applications for a consistent brand look and feel.

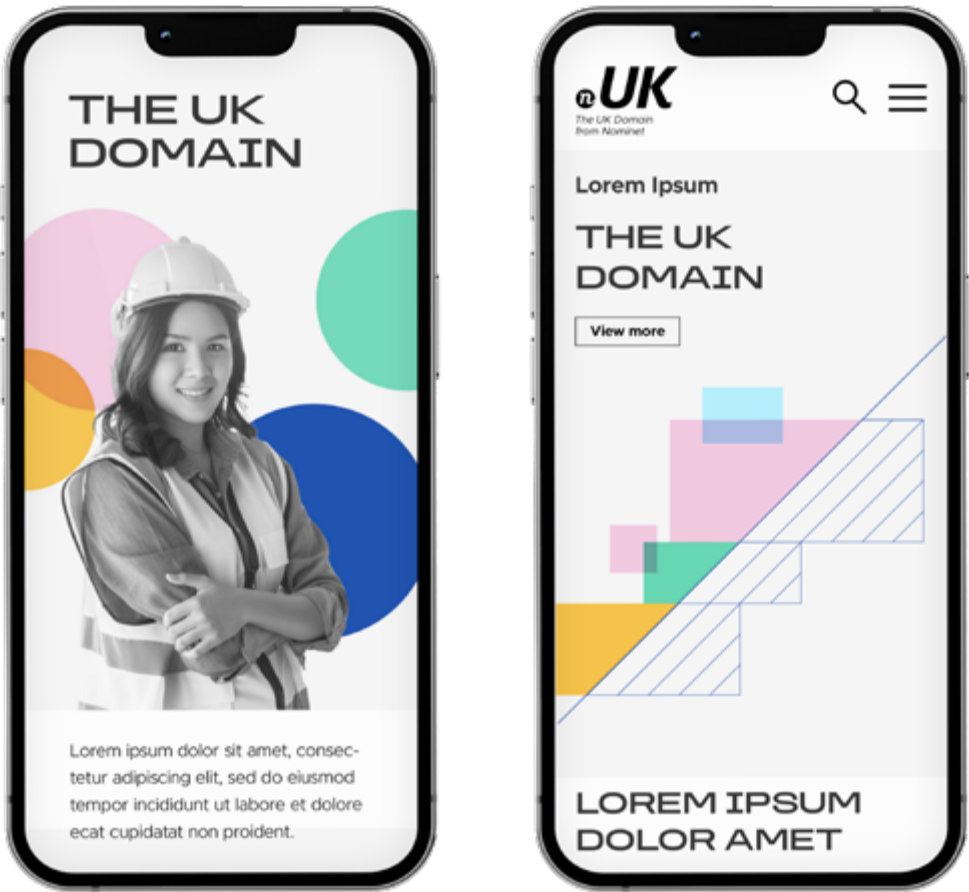
Only use colour pairs from the recommended palette. Aim for a maximum of two main colours per design/layout.

Preferred colour pairs



A single-minded approach

To maintain a professional appearance, we typically limit colours to one complementary colour pair per page. The examples below demonstrate how these principles can be applied across print and digital media.

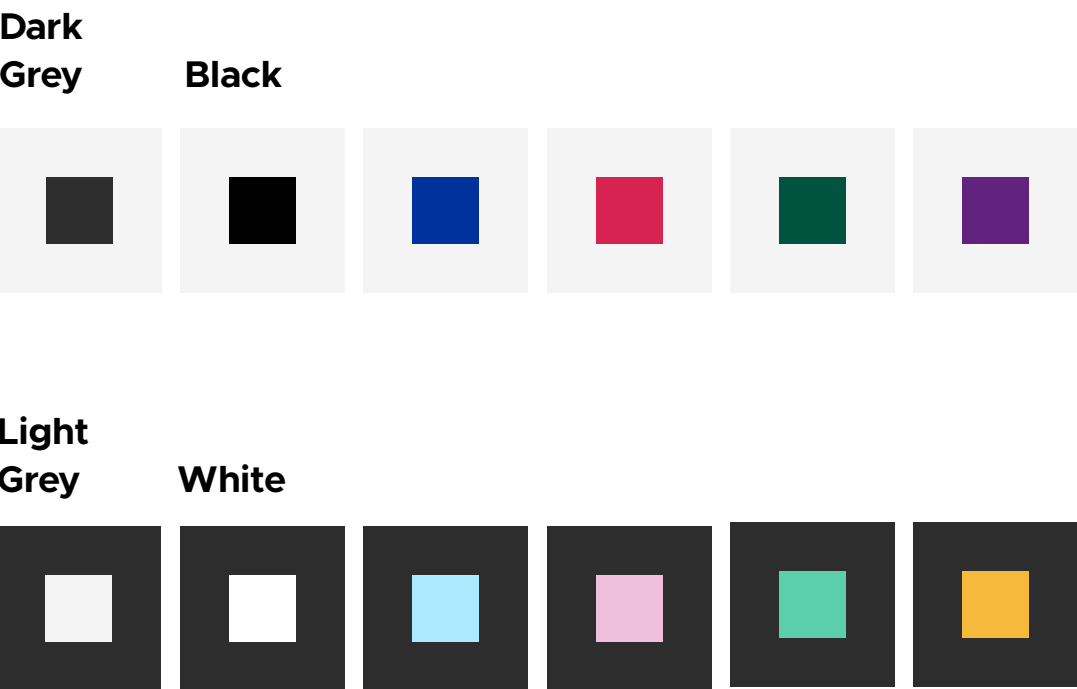


ACCESSIBILITY

We aim to meet AA standards across all typography viewed online. Where relevant our colour pairs can also meet optimum accessibility for graphics, but this isn't essential.

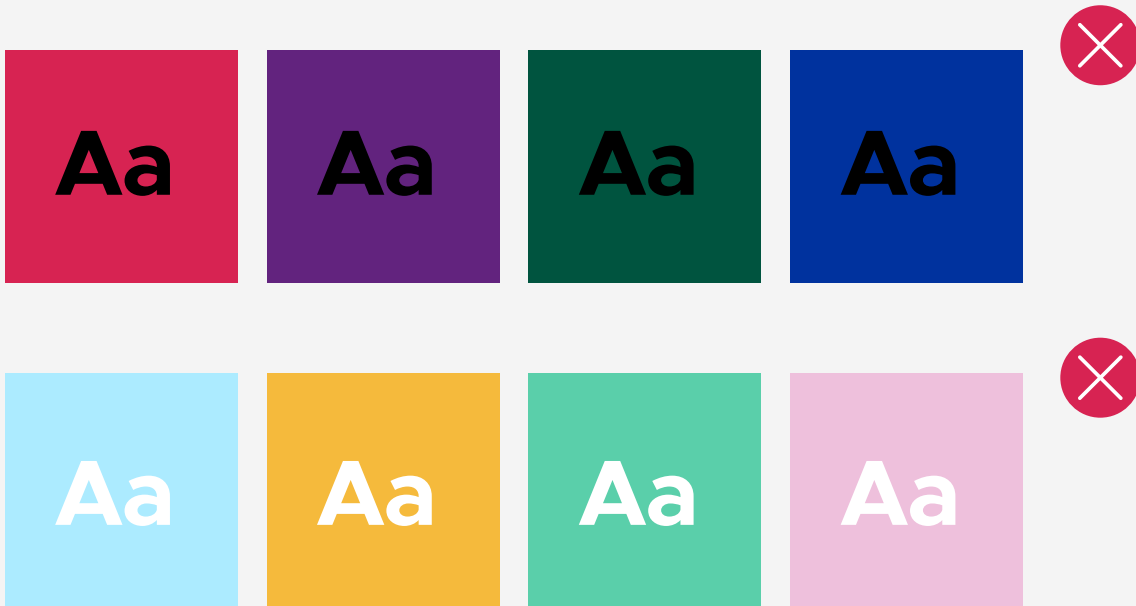
Consider who is likely to view the application to determine the level of accessibility you may need.

The following colour pairs pass WCAG 2.1 Level AA rating for graphics and text.



COLOUR MISUSE

This page highlights the overarching principles to be aware of when creating or working with colour and some things to avoid.



Ensure legibility by avoiding inaccessible colour pairs for type. Use black or dark grey text on light backgrounds, and white or light grey text on dark backgrounds.



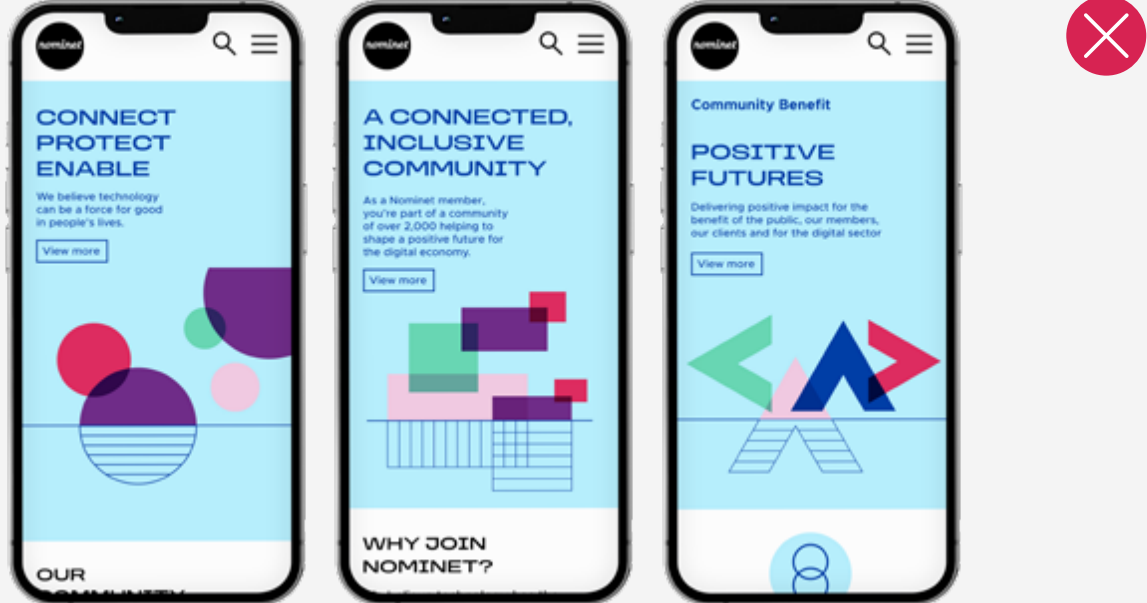
Avoid uncomplimentary or jarring combinations by sticking to recommended colour pairings.



Do not use the pastel colours as the primary background colour, always use light grey or dark grey for the main background.



Never use colours outside of The UK Domain brand palette; the range of light, dark, and supporting tints provide sufficient variety.



Use colour variation to create pace in our applications. Avoid repetitive colour pairings.



Avoid gradients; stick to solid tones to maintain the impact of our brand colours.

3.0 Fonts

Our fonts help to underpin the way our brand looks and feels across all our visual communications, helping us to get our messages across clearly and coherently.

Typography is a key part of our brand identity and our fonts need to be applied with consistency and clarity. This section will demonstrate the use of our core and secondary fonts as well as the application of some fundamental typographic principles.



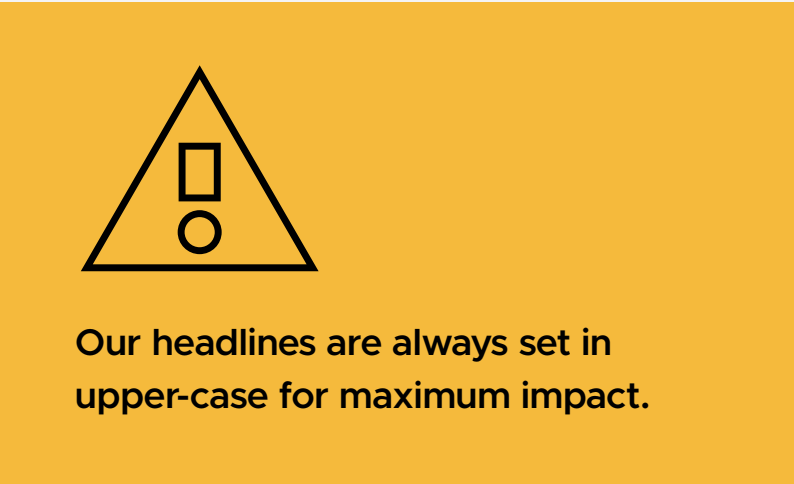
TYPOGRAPHY OVERVIEW

The typefaces we use have been especially chosen to fulfil specific roles for Nominet. Together, these fonts help us to create a unique look to our communications.



LOOS EXTENDED MEDIUM

Our signature headline font is designed to grab attention. Its distinctive, wide character makes it instantly recognisable.



METROPOLIS

Metropolis is a font that's designed to be universally adopted. Its geometric design and range of weights make it an ideal choice for use across all our communications.

Main weights used for setting text

Metropolis Regular

(Shown here 14pt with 18pt leading)

At the heart of our work is the creation of four flagship projects which have the potential to improve hundreds of thousands of lives with new opportunities, aiming to bring about lasting societal change.

Metropolis Semi Bold

(Shown here 14pt with 18pt leading)

At the heart of our work is the creation of four flagship projects which have the potential to improve hundreds of thousands of lives with new opportunities, aiming to bring about lasting societal change.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890!@£\$%^&*()

METROPOLIS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()i€#¢œ\.;?><|'”

METROPOLIS FAMILY

Metropolis Regular

Metropolis Regular Italic

Metropolis Semi Bold

Metropolis Semi Bold Italic

Metropolis Bold

Metropolis Bold Italic

Metropolis Extra Light

Metropolis Light

Metropolis Thin

Metropolis Extra Light Italic

Metropolis Light Italic

Metropolis Thin Italic

Metropolis Medium

Metropolis Medium Italic

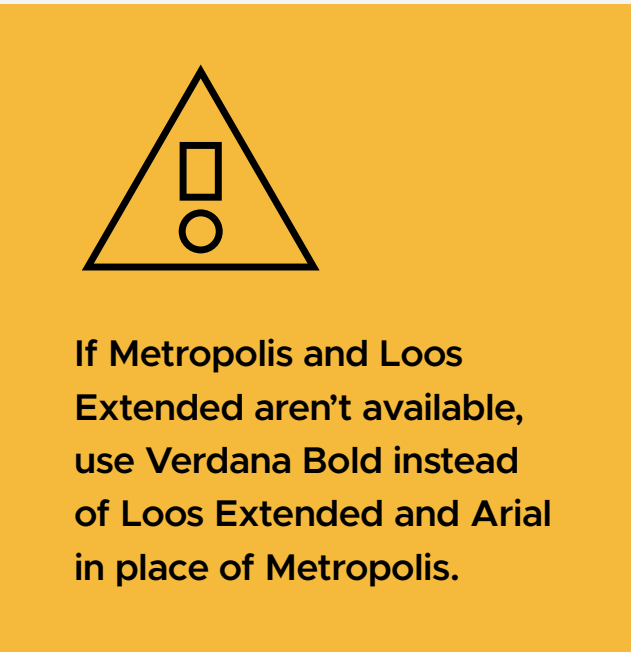
Metropolis Extra Bold

Metropolis Extra Bold Italic

Metropolis Black

Metropolis Black Italic

Weights used in most applications



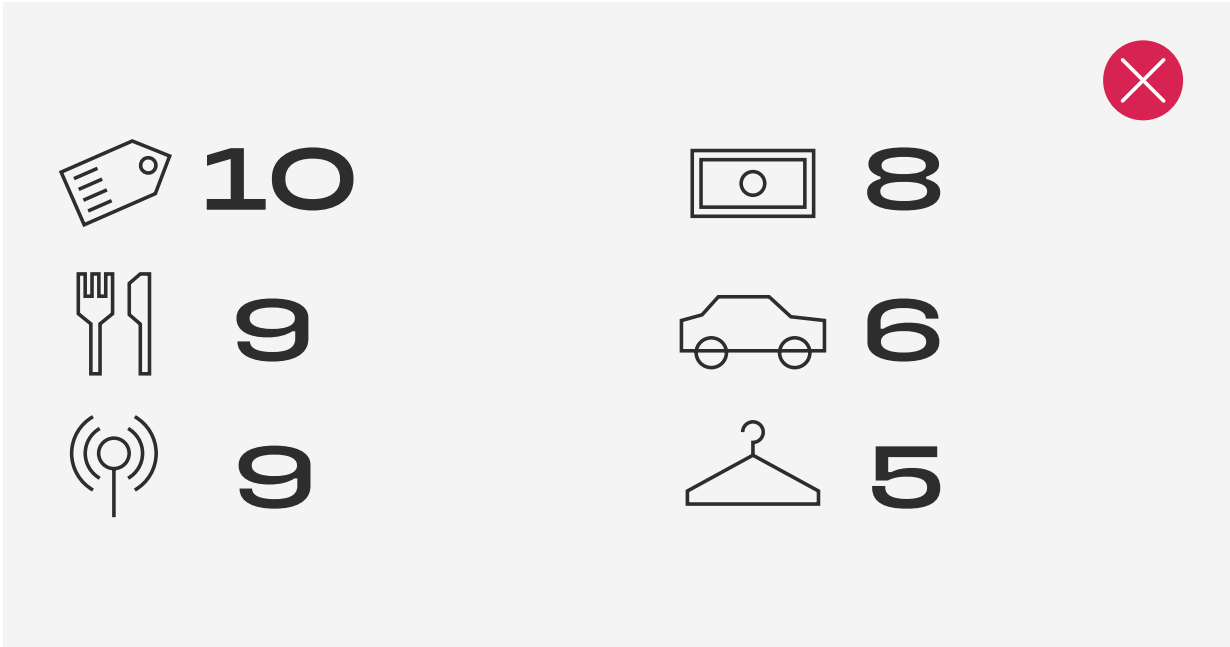
MISUSE OF OUR FONTS

It's important that we maintain some simple principles when using our distinctive suite of fonts. This enables us to build recognition of our brand and deliver our key messages with clarity and consistency.

PROMOTE YOUR
Small business

Proportions

Never adjust our signature fonts disproportionately. Our fonts are designed to look good and be legible at a range of sizes. Don't stretch or squash them.



Infographics

Don't use Loos Extended Medium within infographics. Loos is intended for use as a headline font only.

EMPOWERING OPPORTUNITIES

MEMBER-DIRECTED FUNDING

The Members' Giv eHub plays a key role in giving members an opportunity to support the causes that matter to them.

In FY23 £71,000 was granted to charities supported by our members. Grants were given to organisations like Calus House – a 'home away from home' in Battersea, London, who used the funds to build a new Tech Hub. Replacing computers and refurbishing laptops to enable those from underprivileged areas to build their digital skills.

Access, an organisation supporting migrants in East Anglia, have built a new virtual platform to help the charity connect with its hardest-to-reach users via online appointments. It will make the work of its trained support workers easier – removing the need for paper case recording and will reduce running costs – lowering their carbon footprint and increasing capacity to help more people.

Subheadings

Don't use Loos Extended Medium for subheadings or as body copy. Loos is intended for use as a headline font only.



Headlines

Don't set headlines in Metropolis – always use Loos Extended Medium for large-scale impactful headlines that make use of our tone of voice.



Fonts

Only use our approved signature fonts – Loos Extended Medium and Metropolis. Don't use fonts from an unapproved source.

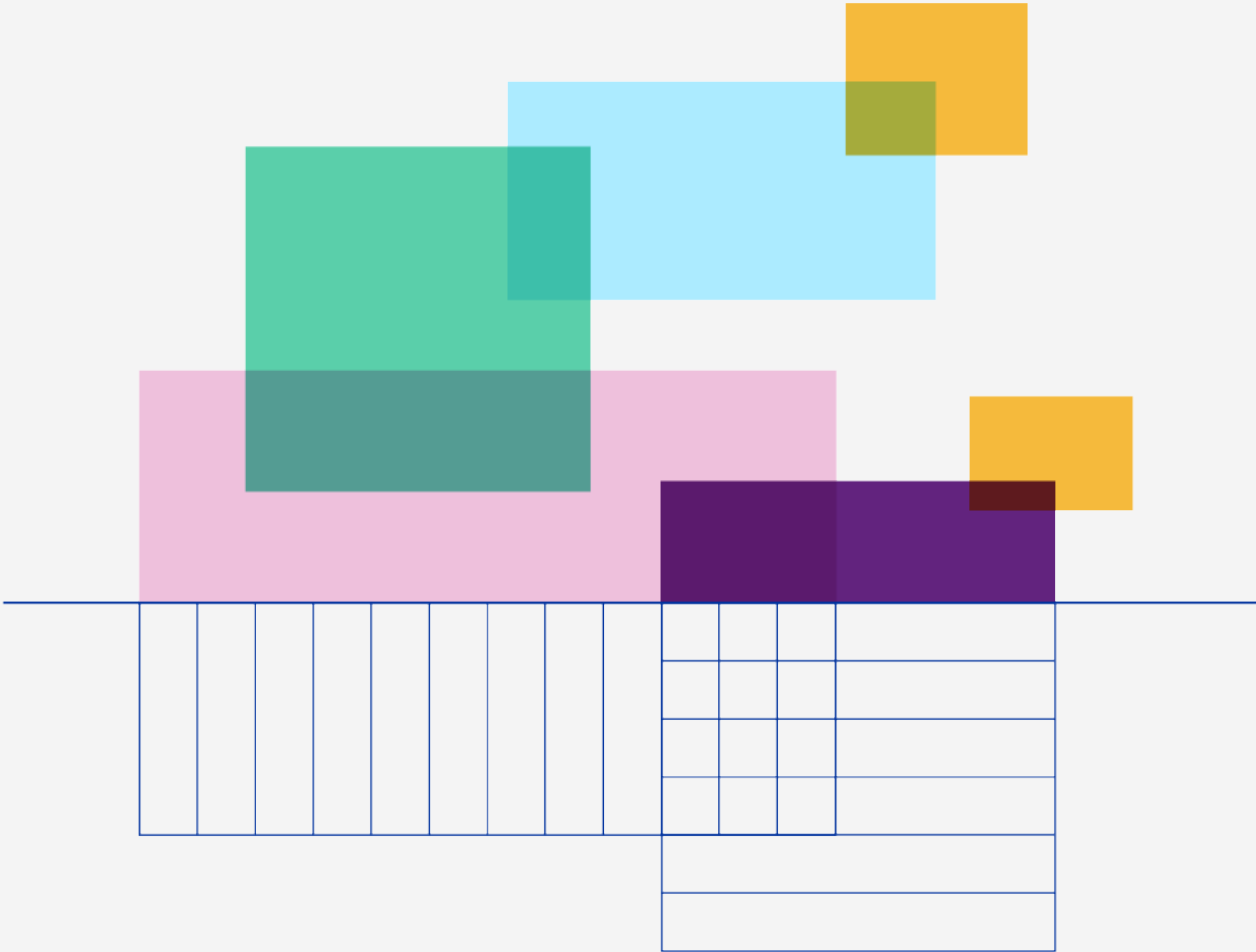
At the heart of our work is the creation of four flagship projects which have the potential to improve hundreds of thousands of lives with new opportunities, aiming to bring about lasting societal change.

Leading and spacing

To aid legibility and accessibility, keep line-spacing proportionate to the size of the typeface used. Aim for around 130% the size of type used so for 10pt type use 13pt leading.

4.0 DESIGN SYSTEM

Our design system is integral to The UK Domain brand. It’s playfully applied across applications to unify the brand and convey a dynamic, warm, and approachable tone, underpinned by professionalism and technical expertise.



DESIGN SYSTEM ANATOMY

We are enablers.

At Nominet, a significant portion of our work operates invisibly, diligently delivering safe, resilient, and secure domain name and DNS services beneath the surface.

Our graphic system visually represents our technical expertise below the dividing line, enabling businesses, individuals, and charities to thrive above the line.

Checklist

Base your designs on this library, allowing for flexibility as needed. Ensure brand consistency by following these points:

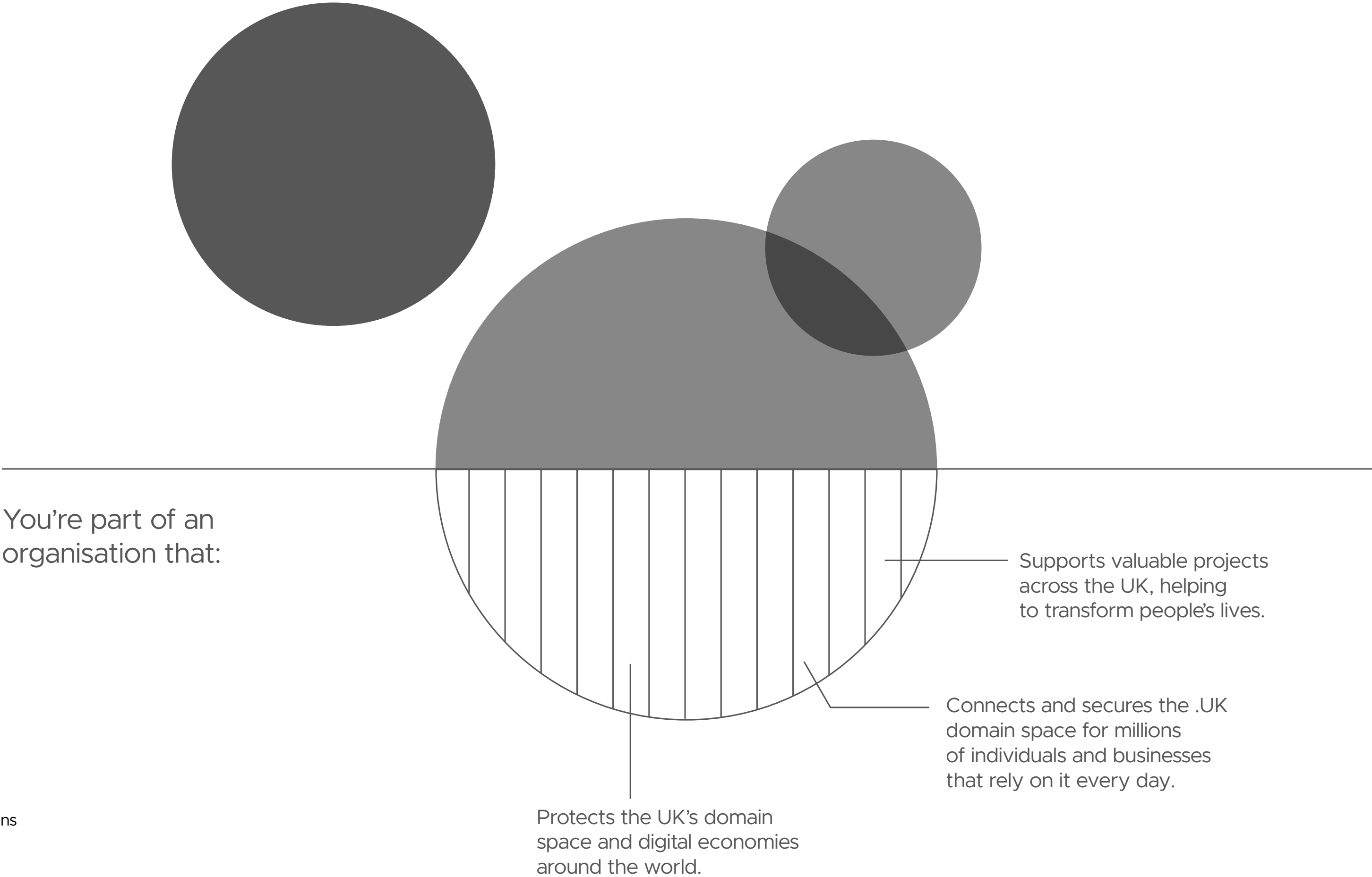
- Limit shapes below the line to three, avoiding complexity from overlapping key-lines.
- Limit shapes above the line to six.
- Limit colours above the line to five, allowing for repetition.
- Annotation key-lines should be vertical, horizontal or set at 60°.

Above the dividing line

- Enabled
- Confident
- Expressive
- Creative
- Visible
- Connected

Below the dividing line

- Stable foundations
- Trusted
- Secure and reliable
- Foundations for over 10m domains
- Invisible



CONNECT, PROTECT, ENABLE

Our brand proposition is a concise summary of the most important aspects of what we do. By reaffirming ‘connect, protect, enable’ on our communications, we are giving a clear statement of intent to our audiences of what we are doing.

We’ve established some principles to ensure that this statement appears clearly and consistently wherever we choose to show it.

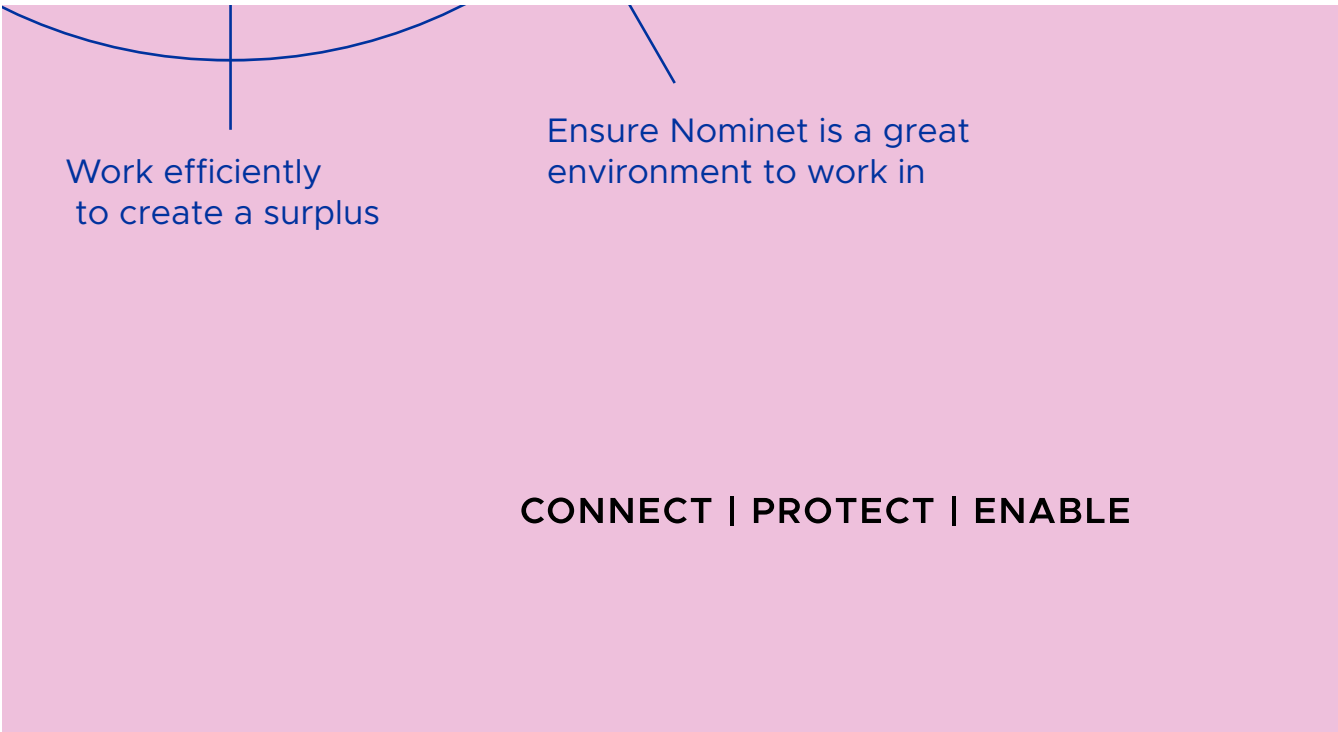
Brand proposition

The brand proposition has been set in Metropolis semi-bold. This graphic element should not be adapted in any way, only scaled.

CONNECT | PROTECT | ENABLE

Standard paper sizes

To ensure consistency and legibility across our communications, a set of precise graphic sizes have been created for standard formats.



- A3

Brand proposition 4mm high
- A4

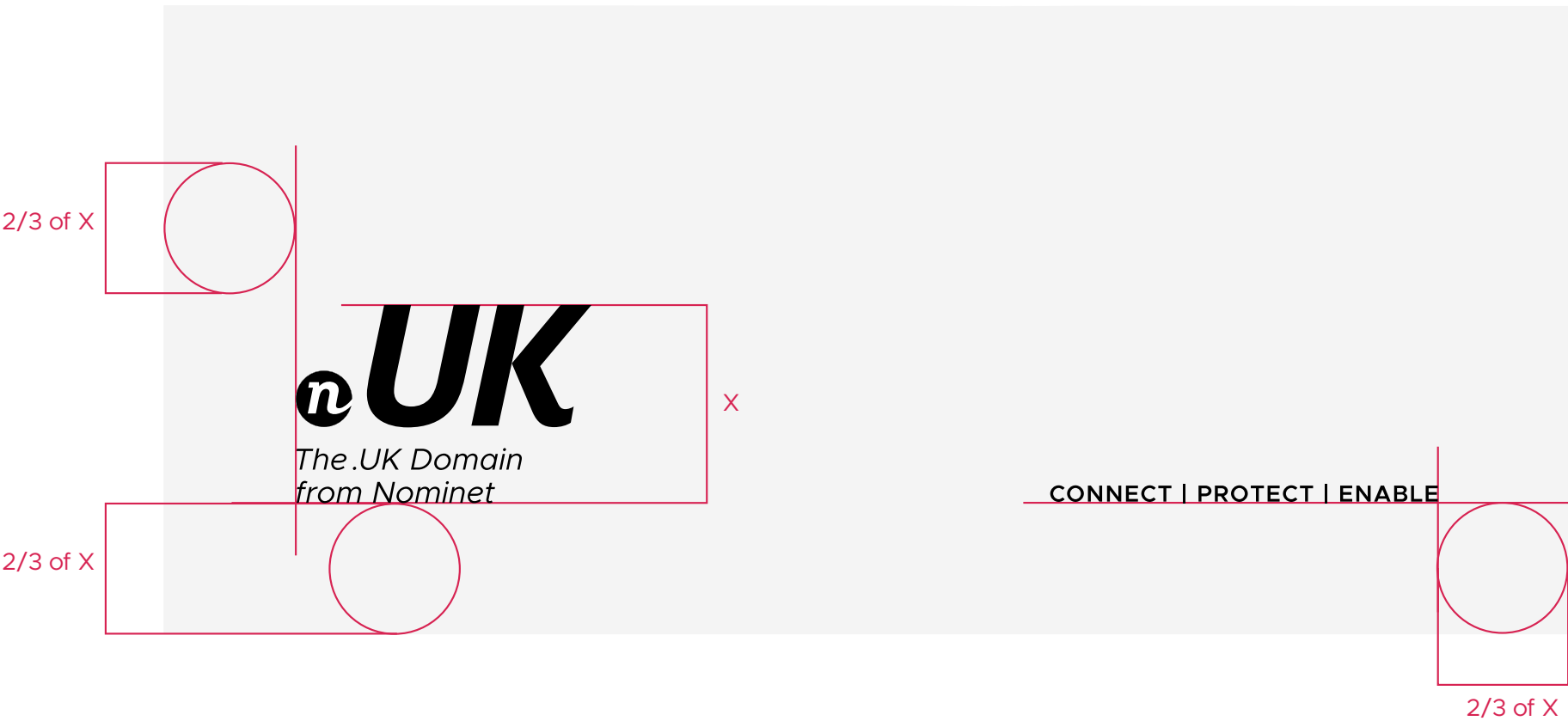
Brand proposition 3mm high
- A5

Brand proposition 2.5mm high
- A6

Brand proposition 2mm high

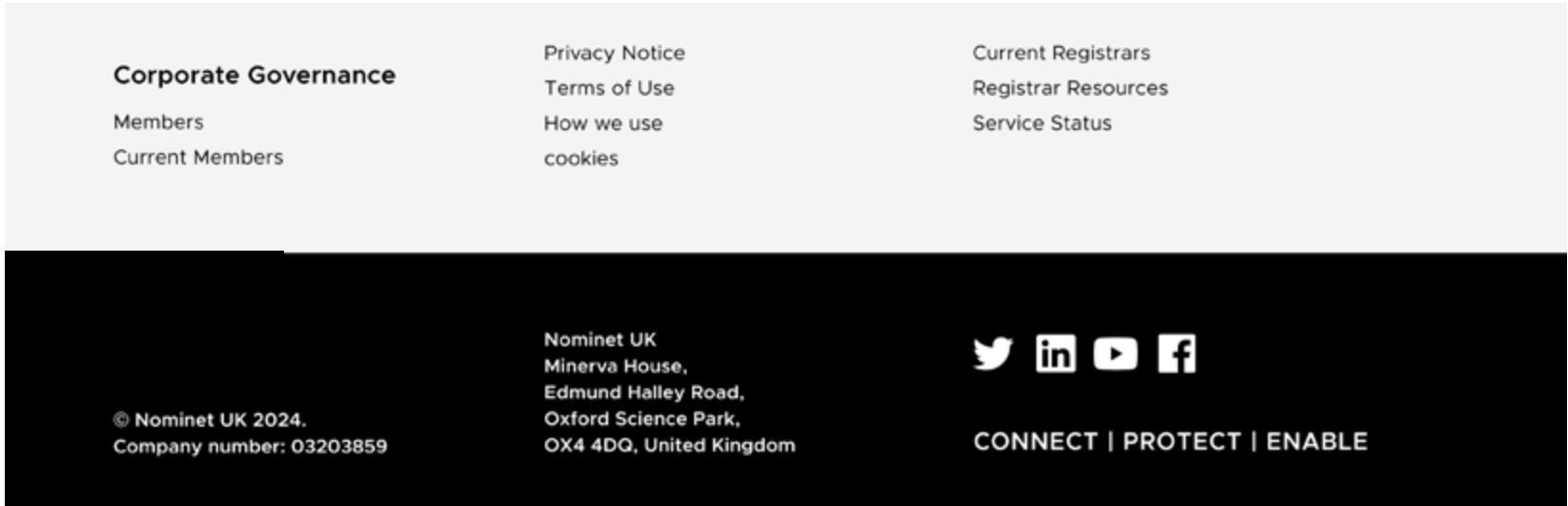
Establishing placement away from edges

The minimum space from the edge of the brand proposition should match the minimum space from the edge that the Brand Mark, which is 2/3 of its height.



Website footer

The minimum space from the edge of the brand proposition should match the minimum space from the edge that the Brand Mark, which is 2/3 of its height.



ADAPTING THE SYSTEM

This page demonstrates how to adapt artwork from the design system library (*Section 5.1.2*) whilst preserving the original design integrity.

Use

We use the design system across all channels. To uphold the brand's integrity, it's crucial for the design system to be consistently applied.

By utilising the process outlined here, adapt the system to landscape and portrait formats.

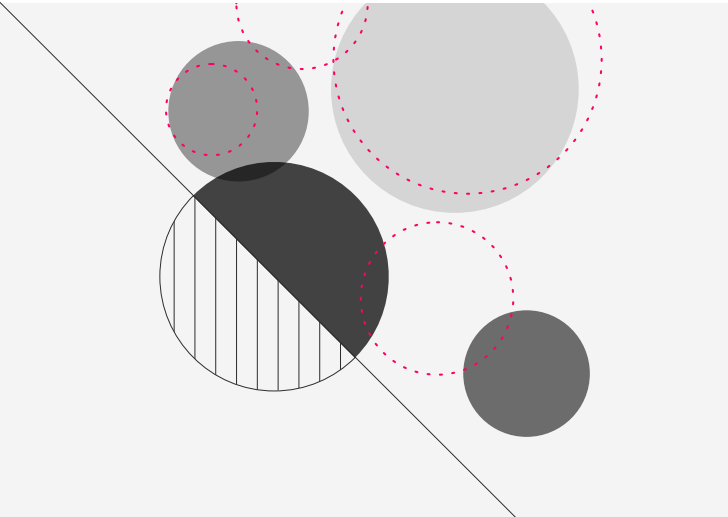
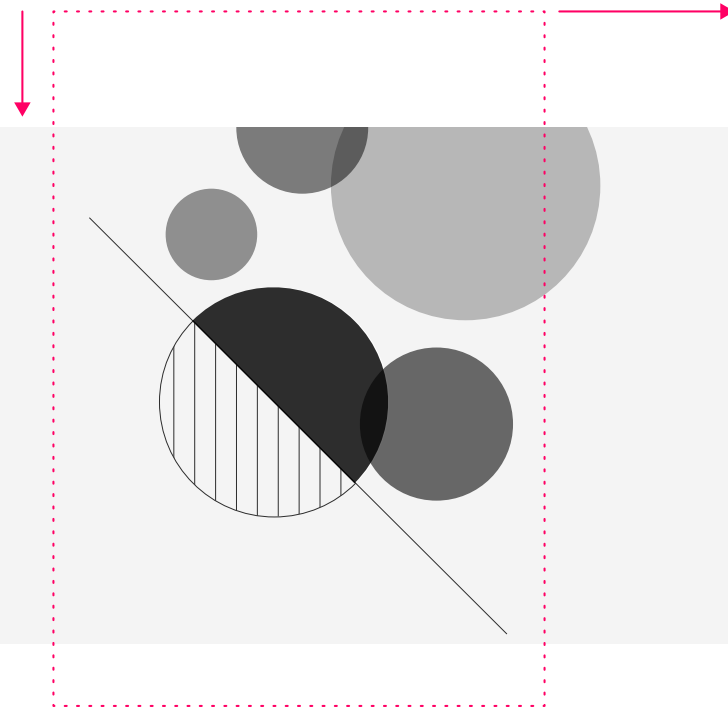
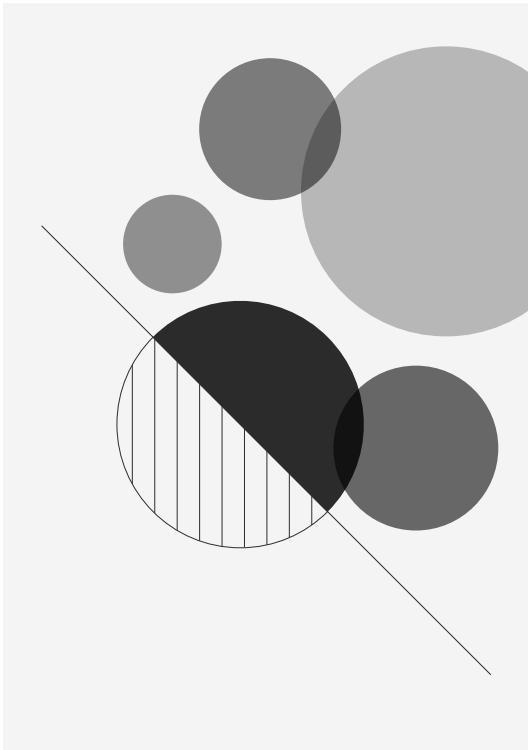
Checklist

Ensure brand consistency by following these points:

- Limit shapes below the line to three, avoiding complexity from overlapping key-lines.
- Limit shapes above the line to six.
- Limit colours above the line to five, allowing for repetition.
- Annotation key-lines should be vertical, horizontal or set at 60°.

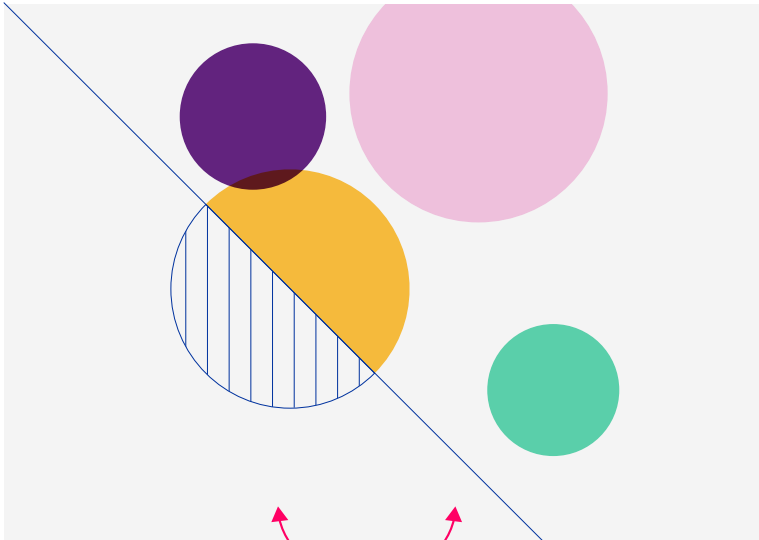
Wire-Frame Photography

- Use in moderation
- Avoid incorporating people into the wire-frame illustration to keep it scientific and technical.
- Keep the wire-frame simple by removing any unnecessary details.
- Choose imagery relevant to the subject matter and apply a colour wash from our dark palette.
- Photography can be full bleed or cut-out depending on what best suits the context.



Step 1

Select your design system from the library, based on the most relevant theme: connect, protect, enable.

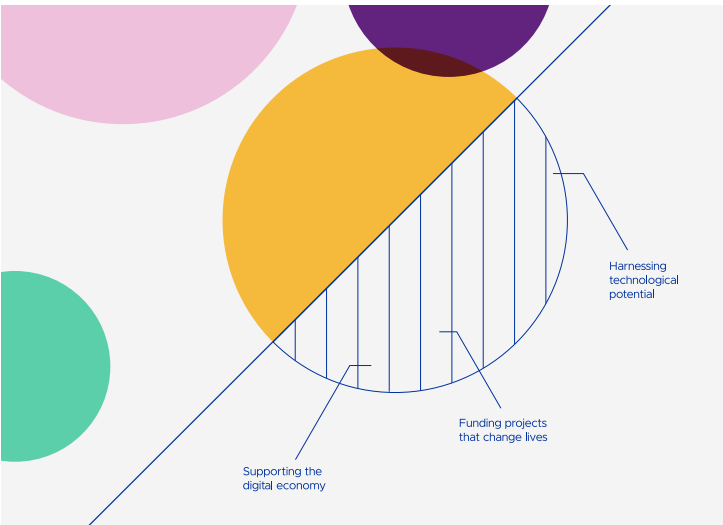


Step 4

Recolour the graphic and background using our brand palette. The colours chosen should work as a set. Flip the graphic if required for the format.

Step 2

In Adobe Illustrator, alter the outside shape to the desired format. Any masked shapes may need reformatting.

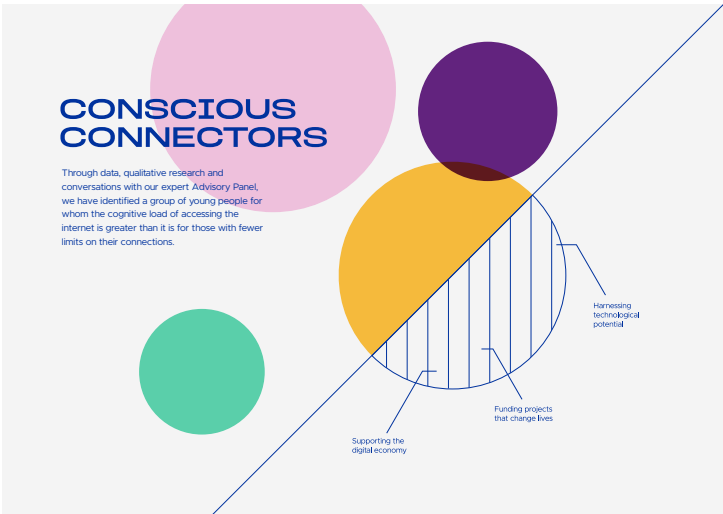


Step 5

Add annotations. The key-lines should be vertical, horizontal or set at 60°. Never use alternative angles. Text is set in Metropolis Regular and should signal the ways in which Nominet are enabling users.

Step 3

Carefully reposition the design system in your new format. Move, remove and resize the shapes as required, do not alter the angle of the dividing line.



Step 6

Add any additional copy, including headlines set in Loos. Include the brand mark following guidance from *Section 2.3*.

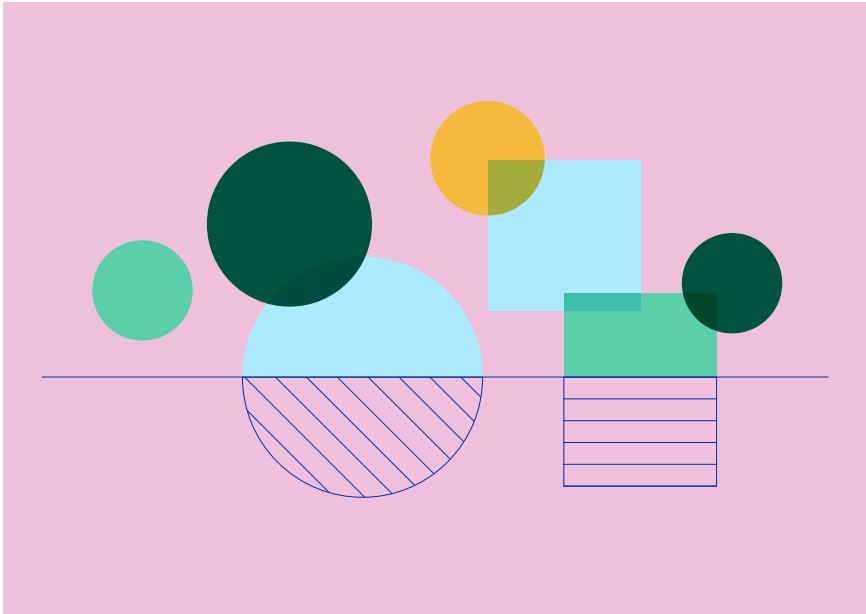


When we need to be more precise and highlight specific points, we can incorporate photography into our design system.



MISUSE OF THE DESIGN SYSTEM

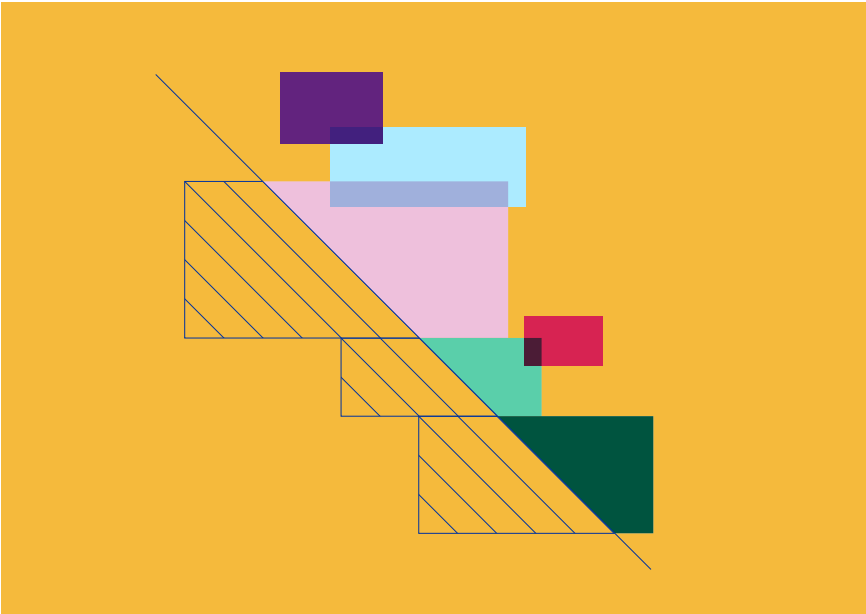
This page highlights the overarching principles to be aware of when creating or working with the design system and some things to avoid.



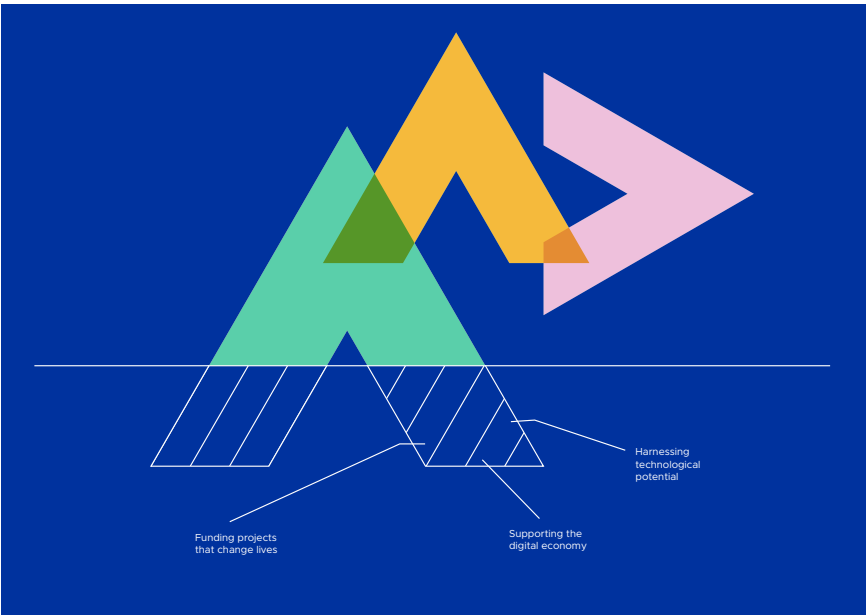
Never use multiple shapes within a design system. Select one theme and use the associated shape.



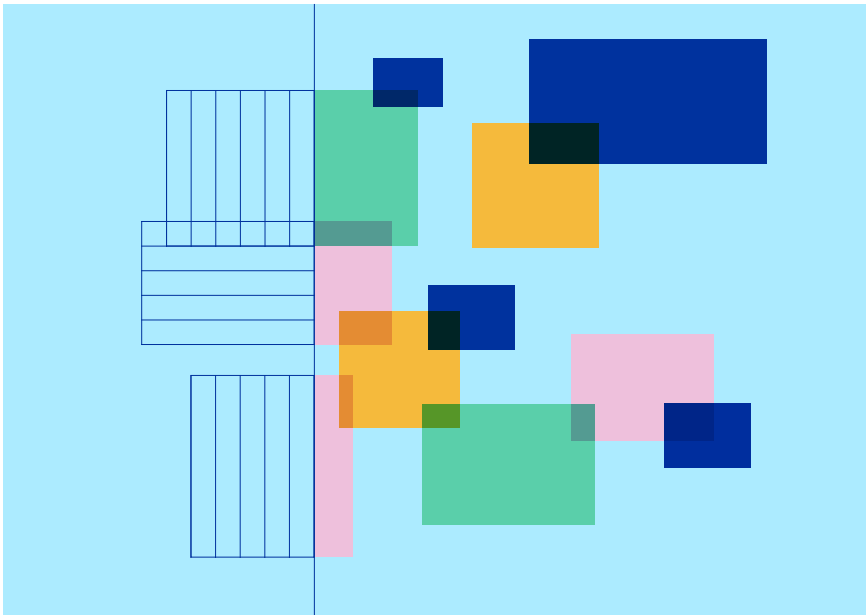
Never use shapes outside of the Nominet library in the design system or for any Nominet-branded materials.



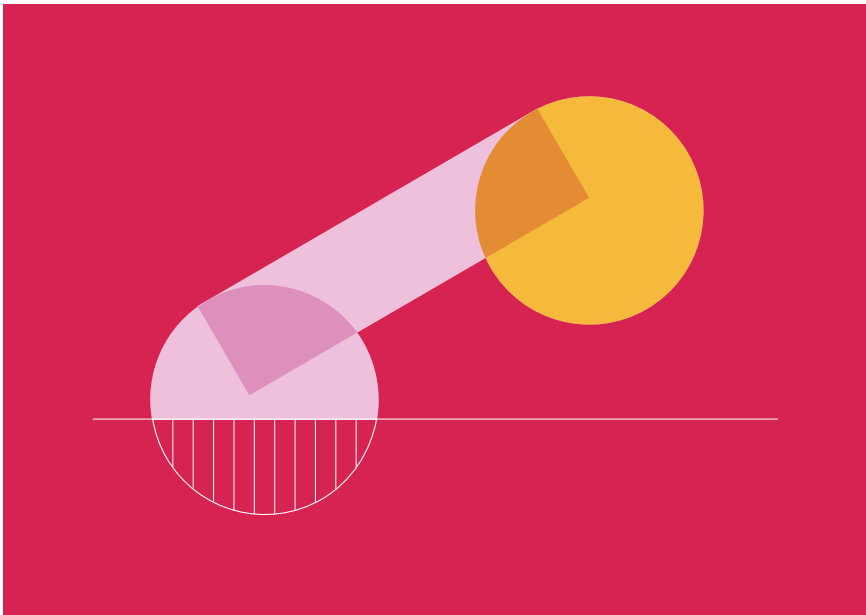
Don't use too many colours within the design system. Limit colours above the line to five, allowing for repetition.



Annotation key-lines should be vertical, horizontal or set at 60°. Never use alternative angles.



Don't exceed three shapes below the line or six shapes above the line.



Avoid making the design system too pictorial. The shapes in the brand system should remain abstract in nature.

ICON LIBRARY

We have an extensive selection of icons in our icon bank, this page shows just a small percentage of the full collection.

If you need access to our icon bank, email creative@nominet.org.uk

									
Protect / Secure	Connect	Enable	Inclusive	PC	Laptop	Mobile	Settings	Meetings	Server
									
Server group	Shield	Bug	Checklist	Rosette	Wallet	Office	Arrow	Calendar	Target
									
System	Benefits	Contract	Blocked	Graph / data	People	Security Lock	Dialogue Chat	Cycle	Person
									
Heart Societal Benefit	Sustainable	Knowledge	Envelope	Eye	Globe	Search	Speech	Steps	Bulb
									
Warning	Firewall	Alarm	Wall	Trophy Awards	Cloud	Refresh	House	Spy	Data Centre

5.0 IMAGERY

Imagery plays a pivotal role in our brand identity, serving to engage with all our audiences while bringing the brand’s messaging to life in a relevant, inclusive, and inspiring manner.

Our approach incorporates photography of people and objects, to reflect our values at Nominet. By categorising and treating our imagery with care, we ensure that our communications are not only engaging, but also consistent.

The UK Domain imagery is centered around small business owners, our primary audience, capturing their entrepreneurial spirit and diverse stories. This focus helps create a genuine connection, showcasing real people in relatable, everyday business settings.



IMAGERY STYLES

To enable us to communicate the work that we do effectively, we use a range of imagery, including cut-out people, full colour photography and objects. Shown right are the various imagery styles used across our communications.

This chapter gives you best practise principles for creating the branded imagery.

It has been carefully selected to ensure that we represent a range of solutions on offer, as well as delivering variety in the types of objects and situations.

Shape overlays

Shape overlay imagery should always be used purposefully, to illustrate content. For example, upward triangles may be used to signal innovation, two semi-circles to highlight a two-sided conversation and so on. To the right are the different ways that these can be used on brand communications.

People and Objects – Shape overlays



Step 1: Choosing an image

Select an image of a person that is confident, high-quality and relevant to the subject matter.



Step 2: Arrange the shapes

Create a dynamic composition that will complement the photography. Set the blend mode to multiply.



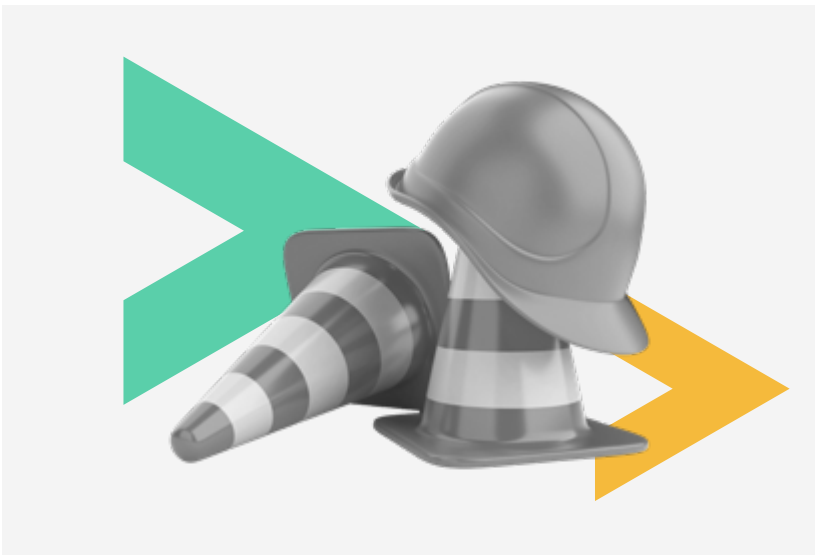
Step 3: Create a white background

For the shapes to maintain their brand colour, they must be placed on top of a white duplicate.



Step 4: Arrange the final composition

Place the image of the person on top of the shape composition and move any elements as necessary.



This styling is applied to isolated greyscale imagery of people or objects, in order to illustrate content.

Photography – Colour overlay



Colour overlays should always be applied using the ‘screen’ blending mode for the dark colours and the ‘overlay’ blending mode for the light colours. This will ensure maximum contrast within the images. Ensure to apply this treatment to black and white imagery.

Imagery examples

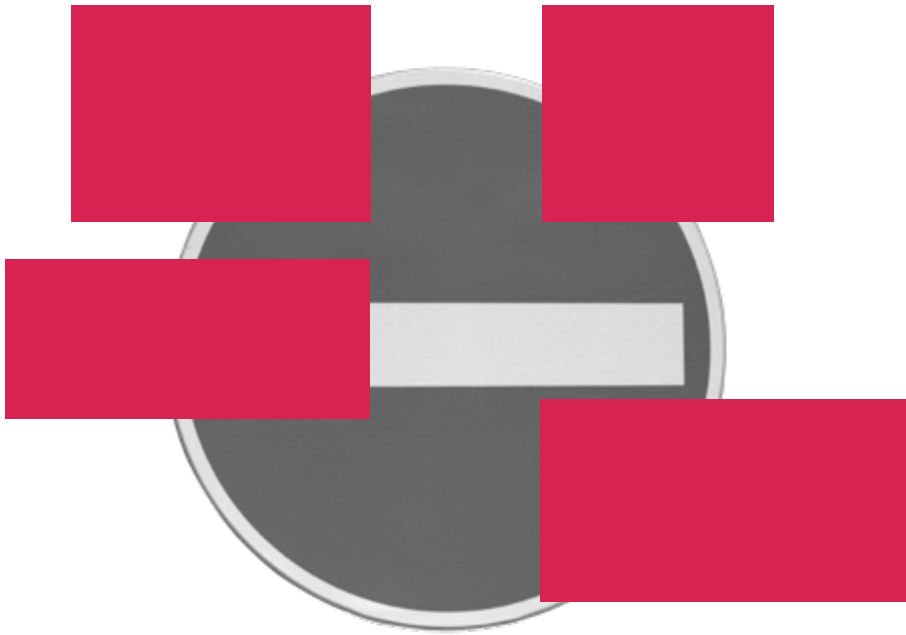


MISUSE OF IMAGERY

This page outlines some common mistakes to avoid when using our imagery.



Don't obstruct faces or use solid colour shapes on top of people's faces.



Don't place shapes in full colour on top of object imagery. This will obscure the object and its meaning.



Don't use photography that's overly clichéd for the technology sector.



Don't use any shapes that aren't approved within the Nominet design system.



For team imagery, don't use full colour photography or include backgrounds that aren't pure white.



Avoid using photography that's blurry or low quality. Aim to shoot all imagery professionally.



CONTACT

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

Email: creative@nominet.uk

