

## API users



Users developing solutions using OS data supplied via our APIs.

The API logo is used within our APIs to ensure that the correct branding is applied. If you are creating your own API you must follow the partner mark logo guidelines.

In this section we will cover:

- [Logo overview](#)
- [Logo overview - full colour](#)
- [Logo overview - white](#)
- [Copyright overview](#)
- [Logo and copyright positioning](#)
- [Exclusion zone](#)
- [Minimum and maximum](#)
- [Prohibited use](#)

## Helpful links

Click here to **download the API logo** from our Brand Portal.

## Logo overview

To ensure our logo stands out on a map application, there is a keyline 'blur' added to both logo versions to ensure readability. These logo versions can only be used on a digital map application.



### Full colour API logo

Our full colour logo is the preferred application option on a digital map.



### White API logo

The white logo with a grey keyline is the alternative application option on a digital map.

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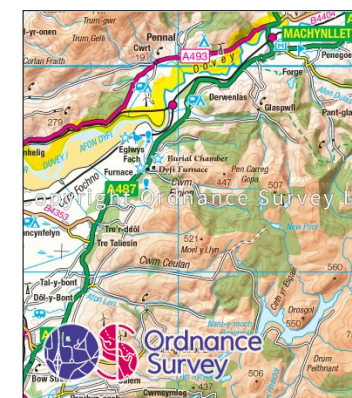
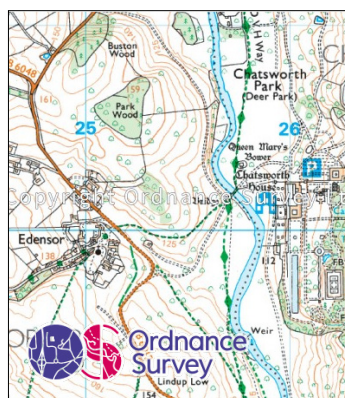
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## Logo overview - full colour

Our coloured API logo is to be used on any illustrated map as shown below.



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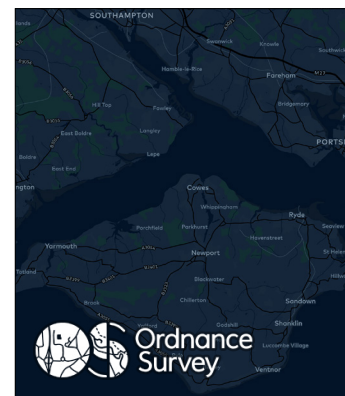
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## Helpful links

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## Logo overview - white

Our white API logo is to be used on any satellite, photographic or illustrated map as shown below.



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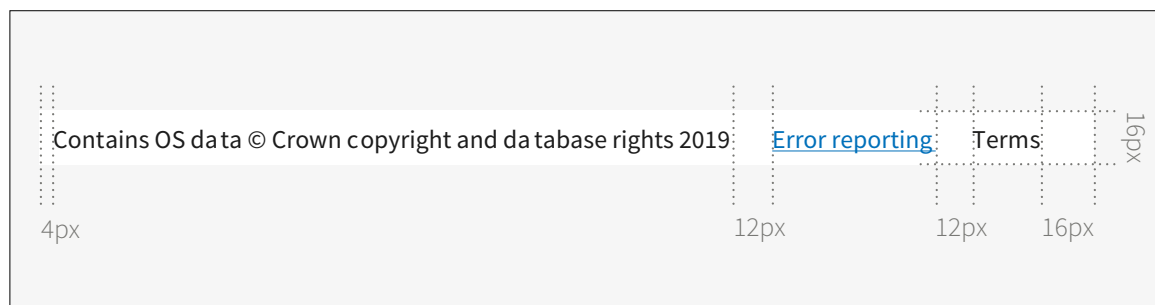
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## Copyright overview



### Copyright

A downloadable asset is available. This includes the copyright statement and links for both error reporting and OS terms and conditions on a tinted bar. This should be edited to the correct date while retaining all original links.

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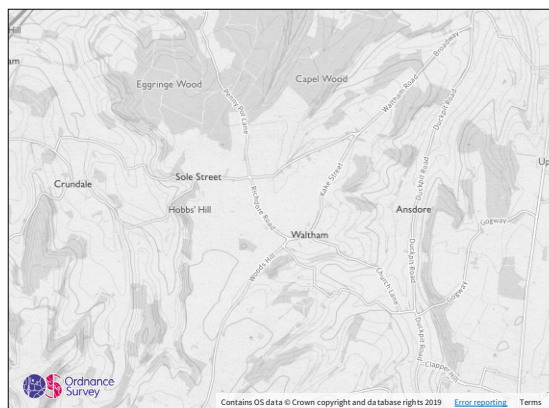
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## Logo and copyright positioning



### Logo

Our logo should be positioned in the bottom left hand corner of the embedded map window across all your digital applications. This positioning should also be followed on a web and mobile application.



### Copyright statement

Our copyright statement, terms and conditions and error reporting link should be positioned within the bottom right of the embedded map across your web applications. This information should still be present within your mobile applications however this should sit within your menu bar, rather than on the map itself, to ensure that the limited view is not obscured.

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## Exclusion zone



### Minimum clear space

The logo exclusion zone is defined by the size of the 'O' from the word 'Ordnance' in the wordmark. The dimensions of the 'O' should be used on all sides of the logo to ensure clear space. No other element should encroach into this space, such as typography or graphic elements.

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## Minimum and maximum



Minimum print size



Minimum digital size

### Minimum size

Minimum sizes have been set to ensure legibility for digital applications. The logo should remain the same size at all times, this is a fixed asset on a scalable map.



Maximum print size



Maximum digital size

### Maximum size

Maximum sizes have been set as a guide to not exceed on any application.



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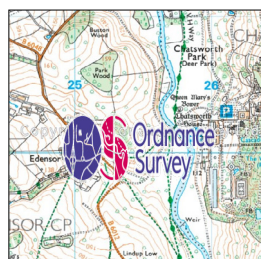
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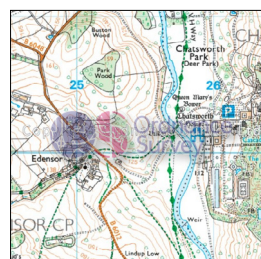
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## Prohibited use

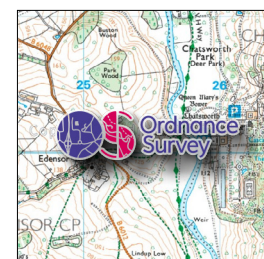
The API logo must always be reproduced using the original master files and must not be modified in any way.



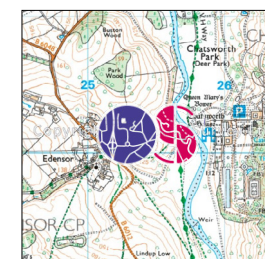
Don't stretch or distort the logo.



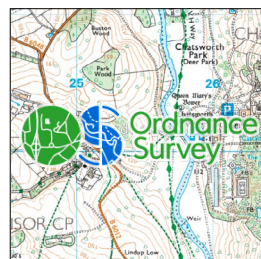
Don't apply transparency and ensure contrast is sufficient.



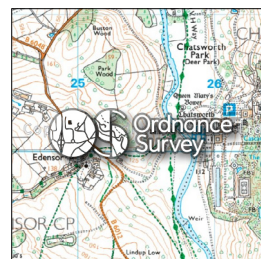
Don't add drop-shadows or any other effects.



Don't separate the logomark and the wordmark.



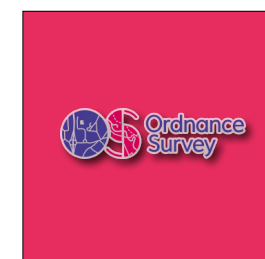
Don't change the colours in any way.



Don't use the white logo on illustrated maps.



Don't use the coloured logo on satellite or photographic styled maps.



Don't place on a block colour background.