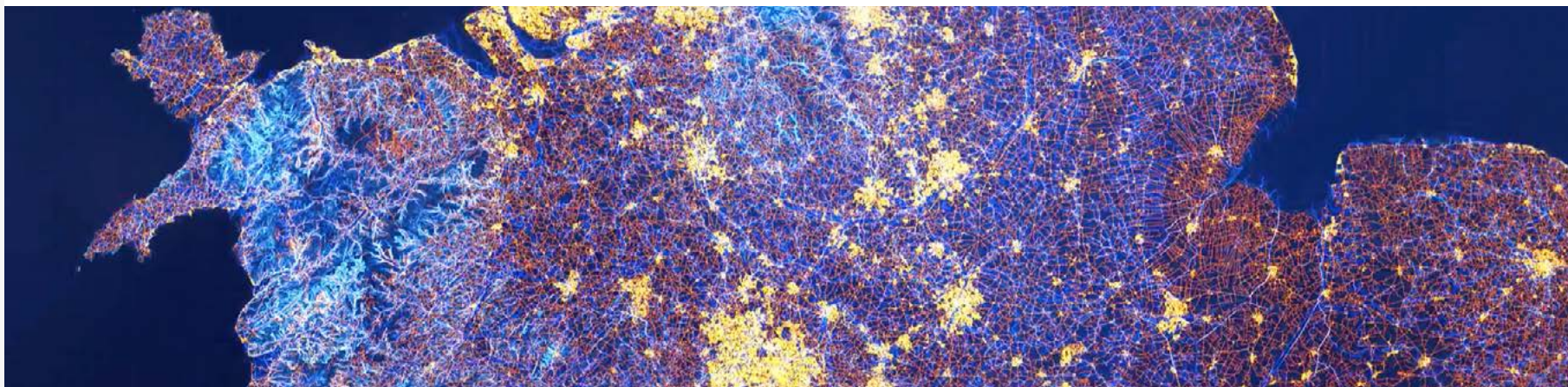ORDNANCE SURVEY

API Brand Guidelines

Ordnance Survey

The importance of our brand

It is important that our brand is applied correctly and consistently by you and adheres to the terms and conditions of our API solutions. It is also imperative that the nature of our roles are correctly communicated through the application of our logo and the correct explanation of our relationship.

This document provides guidance for you, as our API solution users, on the application of our branding. For these applications the API logo is used within our APIs only.

Why is this important to us?
Our brand is our personality, it represents who we are, so it's extremely important that we protect our credibility and reputation. If you are using our API solutions it's important that our brand is applied correctly. Through following these guidelines and applying the correct logo to our API solutions we can ensure that our brand is being represented correctly.
If you have any further questions about the use of our brand on your applications please contact our brand team.

Logo overview

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

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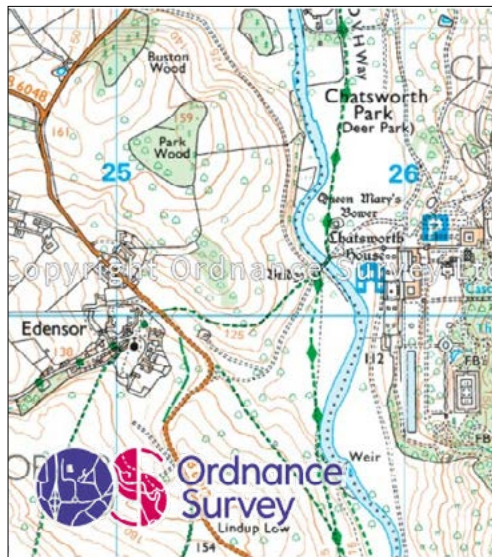Our full colour logo is the preferred application option on a digital map.

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

Logo overview – full colour

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

Logo overview - white

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

Copyright overview

Contains OS data © Crown copyright and database rights 2019   [Error reporting]()   Terms

4px   12px   12px   16px

16px

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.

Logo and copyright positioning
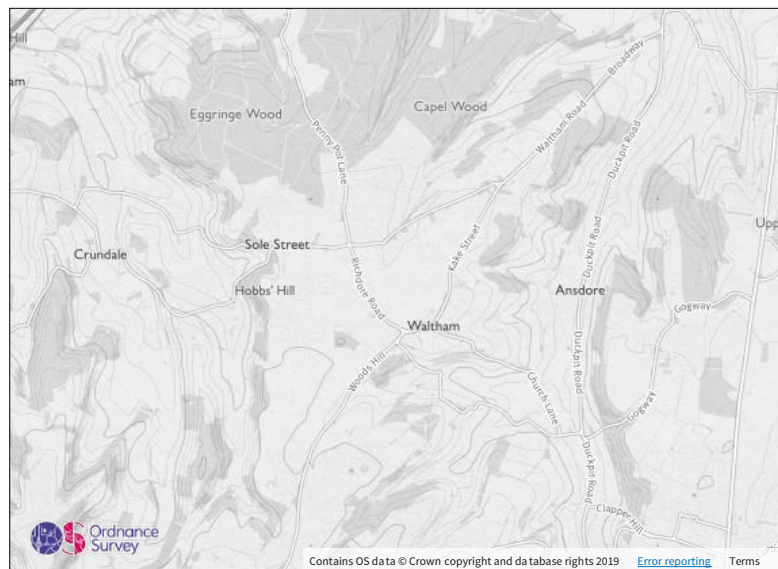
Logo

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.

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.

Minimum and maximum

20mm

Minimum print size

90mm

Maximum print size

83px

Minimum digital size

225px

Maximum 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 size

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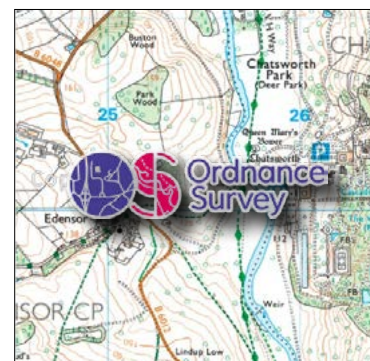
Prohibited use

The API logo must always be reproduced using the original master files and must not be modified in any way.
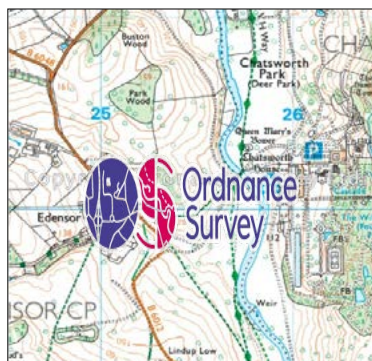
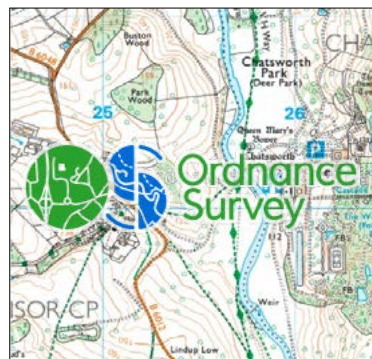Don't stretch or distort the logo.

Don't apply transparency and ensure contrast is sufficient.

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

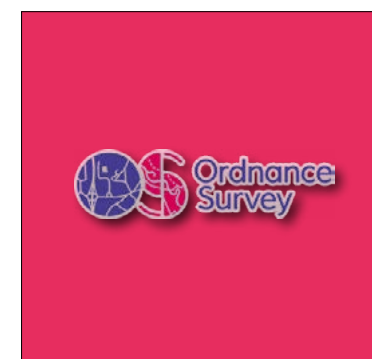Don't separate the logomark and the wordmark.

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.

Contact and review process

OS brand approval process

If you have followed these guidelines correctly, we shouldn't need to check and approve everything you do. We ask you to ensure you've read and fully understood the guidelines before contacting us. However, if you have any questions, please contact us using the details below:

Head office:
Explorer House
Adanac Drive
Southampton
SO16 0AS
United Kingdom

OS grid reference: SU 37294 15540
Latitude: 50 56 15.75 N, Longitude: 1 28 13.56 W, Height: 73.84

+ 44 (0) 3456 050505
https://www.ordnancesurvey.co.uk/
Email: brand.marketing@os.uk

United Arab Emirates: + 971 5045 17943
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Singapore: + 65 8497 1034
Hong Kong: + 852 6117 1187

Presence in United Arab Emirates, Saudi Arabia, Bahrain, Singapore and Hong Kong.