

The logos shown are the NEW corporate identity for Natural Environment Research Council and their relevant Centres/Surveys.

Wherever possible the logos should appear in their full colours. When full colour printing is not available, the logos can be reproduced in mono. Guidelines for these are shown on page 3 of the Logo Guidelines.

Master logos are available electronically and can be obtained from PCD Swindon or directly from the NERC website.

www.nerc.ac.uk/logos

Typefaces

The corporate typeface for logos is the Gill Sans family. Users should have Postscript versions not TrueType.

Where 'Rockwell' was used in the previous branding, Gill Sans should now replace.

For publications we currently recommend Garamond for body text and Gill Sans for headings. Other typefaces may be appropriate for specific applications. If you are unsure, contact PCD in Swindon Office.



NATURAL ENVIRONMENT RESEARCH COUNCIL

NERC Corporate colours

PMS
Pantone 485c
Process black

4 colour process
100% Magenta
91% Yellow



Centre for Ecology & Hydrology

NATURAL ENVIRONMENT RESEARCH COUNCIL

CEH Corporate colours

PMS
Green – Pantone 347c
Lgt Green – Pantone 319c
Process black

4 colour process
Green – 74% Cyan
– 81% Yellow
Lgt Green – 51% Cyan
– 19% Yellow



British Antarctic Survey

NATURAL ENVIRONMENT RESEARCH COUNCIL

BAS Corporate colours

PMS
Pantone 302c
Process black

4 colour process
100% Cyan
18% Magenta
51% Black



British Geological Survey

NATURAL ENVIRONMENT RESEARCH COUNCIL

BGS Corporate colours

PMS
Pantone 242c
Process black

4 colour process
9% Cyan
94% Magenta
51% Black



Centre for Coastal & Marine Sciences

NATURAL ENVIRONMENT RESEARCH COUNCIL

CCMS Corporate colours

PMS
Pantone 308c
Process black

4 colour process
100% Cyan
51% Black



Southampton Oceanography Centre

UNIVERSITY OF SOUTHAMPTON AND
NATURAL ENVIRONMENT RESEARCH COUNCIL

SOC Corporate colours

PMS
Pantone 280c 100% & 50%
Process black

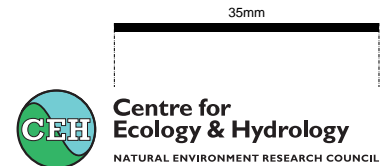
4 colour process
PMS 280c – 100% Cyan
100% – 72% Magenta
– 18% Black
PMS 280c – 50% Cyan
50% – 36% Magenta
– 9% Black

Exclusion area

The dotted line surrounding each logo indicates the exclusion area or minimum clear space that must be maintained. No other graphic element must come within this area. The dotted line must never appear in print.



Minimum reproduction size



Logo Use

The circular graphic on Centre and Survey logos can be used as a separate graphic on its own without the text. The NERC logo cannot be used in this way and must be used as a whole.



When full colour printing is not available then each of the logos can be reproduced in mono, both in the positive and negative forms.

Positive/negative logos

Always use the positive version on white and light coloured backgrounds. The negative version has been designed specifically for reversing out of dark background colours.



Logo misuse

The following examples demonstrate how NOT to reproduce the logos. The logos supplied on disk must not be modified or altered in any way.

NB. The examples shown here also apply to the mono and reversed out versions.

DO NOT alter the fixed relationship between the type and graphic



DO NOT alter the corporate colours or use the positive logo reversed out of dark backgrounds



DO NOT change the typeface within the logo



DO NOT incorporate the graphic within the logo wording

Southampton
 **ceanography Centre**

UNIVERSITY OF SOUTHAMPTON AND
 NATURAL ENVIRONMENT RESEARCH COUNCIL

DO NOT abbreviate in any way

