NOC Innovations

POSSIBILITIES THROUGH INNOVATION

A SHORT GUIDE FOR USING OUR BRAND

LOGO
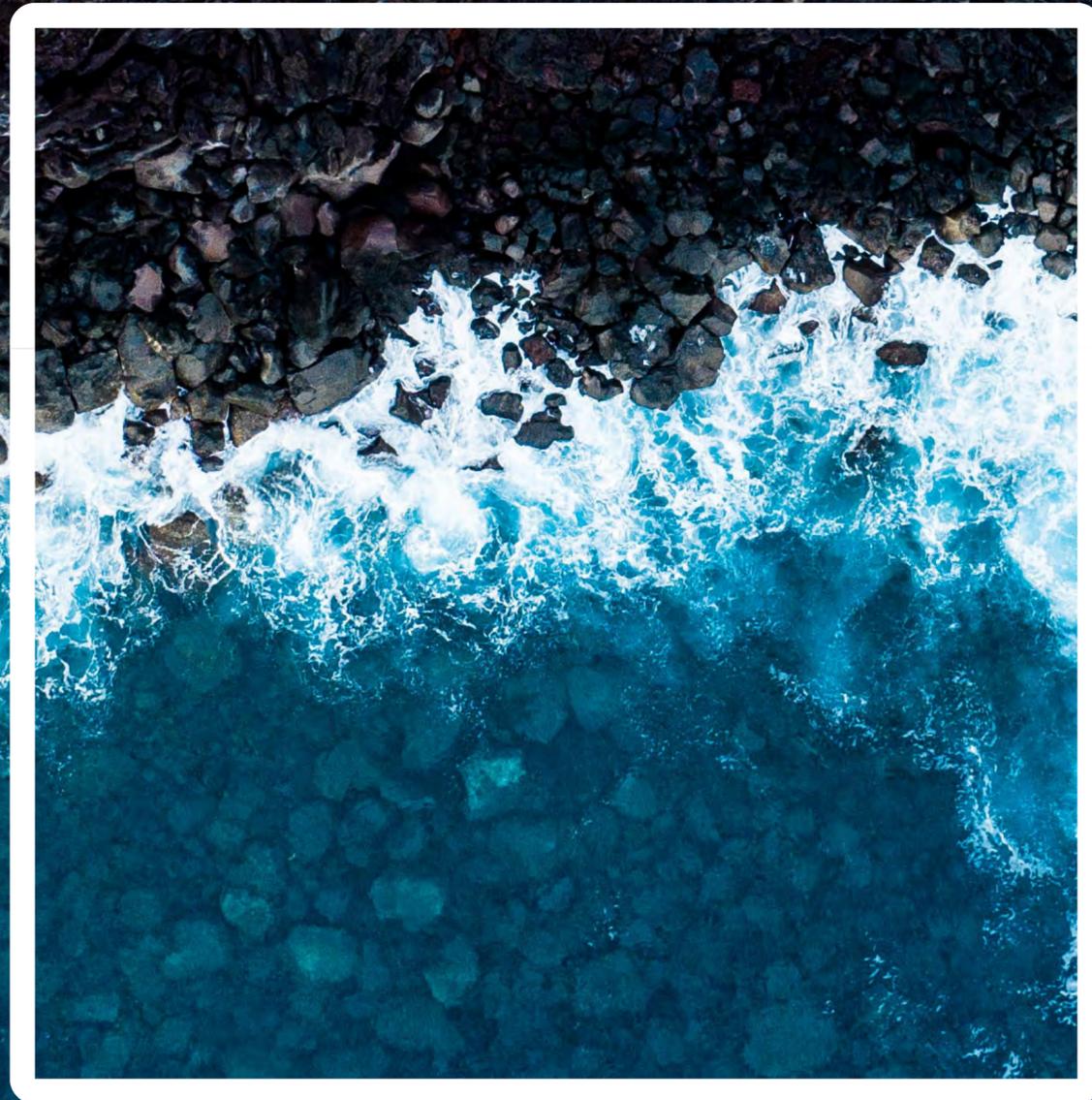
The logo is available in Opaque and Transparent versions for different use cases, as well as CMYK for print and RGB for digital use.

Opaque

The Opaque version of our logo should be used whenever the logo needs to standalone, for example on a letterhead or as signage.

Preferably, it should be used on a white background only.

To ensure consistency in the application of the logo, you should always follow the guidance in this document.

Please consult NOC Communications if you are unsure which version to use.

✔ Do use the logo on a white background

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✗ Avoid using the Opaque Logo on photography

✗ Don't use the Opaque Logo on a coloured background

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The Transparent versions of our logo have been designed to align with content behind the logo running along the horizontal 70/30 line

Everything below the line can be filled with colour, pattern, illustration or photography. Whilst everything above the line should remain clear white.

The two Transparent versions of the logo have been created to allow for legibility on different applications.

Transparent Black

Transparent White

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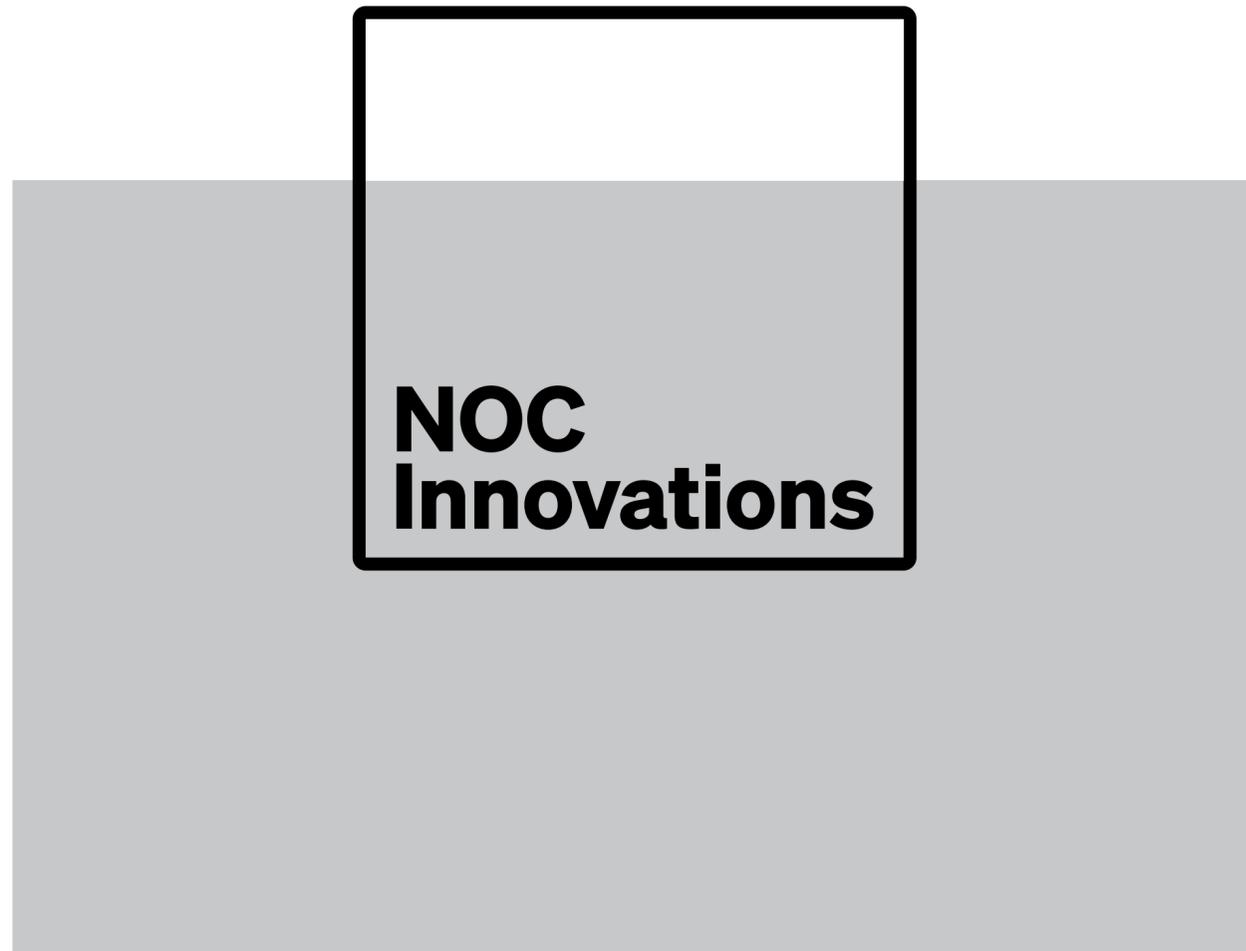
The Transparent Black version of the logo is the default option, however there will be certain images that require the Transparent White version of the logo.

The best way to decide which one to use is to test them and decide by eye which one is more legible

Transparent Black

In order to maintain legibility of the logo, this version should be used when combined with any of our colours or patterns. It should also be used with lighter photography.

Transparent White

This version should only be paired with photography that would be too dark to work with the Transparent Logo.

**Transparent Black**

Transparent White

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To ensure consistency in the application of the logo, you should always follow the guidance in this document.

Please consult NOC Communications if you are unsure whether you are using the logo correctly.

Do use the Transparent Black logo with light photography

Do use the Transparent White logo with dark photography

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Do use the Transparent Black logo with any of our primary colour

Do use the Transparent Black logo with our pattern

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To ensure consistency in the application of the logo, you should always follow the guidance in this document.

Please consult NOC Communications if you are unsure whether you are using the logo correctly.

X Don't use photography above the Transparent logos

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X Don't use colour above the Transparent logos

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X Don't use the Transparent White logo on any coloured backgrounds

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X Don't use the Transparent logos on backgrounds that lack contrast

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X Don't use the Transparent logos on backgrounds that are too busy

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X Don't align the Transparent logos on a background that changes the 70/30 ratio

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The Transparent versions of our logo do not have a fixed position, they can sit wherever feels appropriate to the overall design so long as they sit on a horizontal line.

No 'full-bleed' content should sit directly above the logo – this includes photography, patterns and background colours.

Horizontal alignment: Left
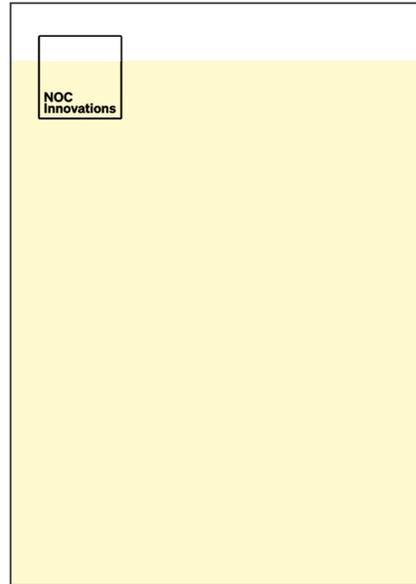
Horizontal alignment: Centre

Horizontal alignment: Right

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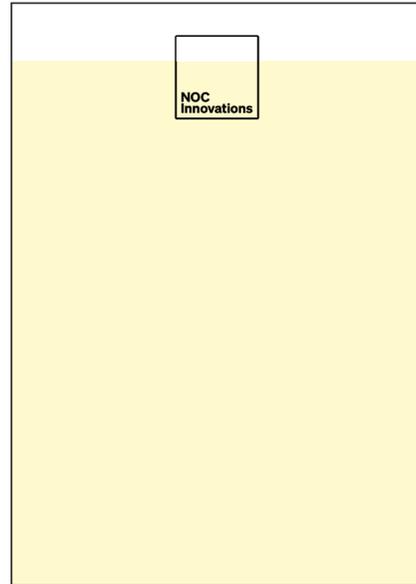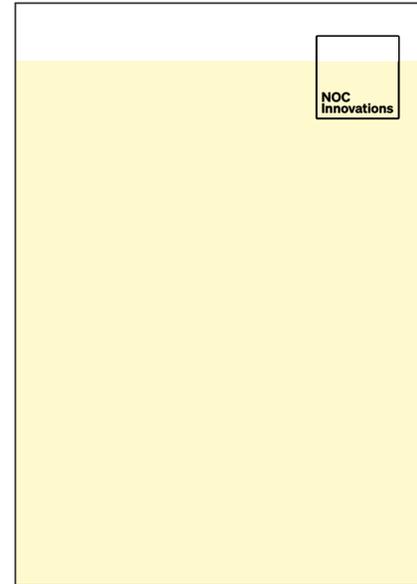
Vertical alignment: Top
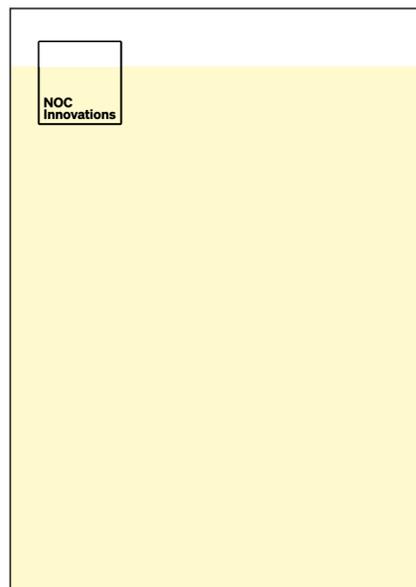
Vertical alignment: Middle
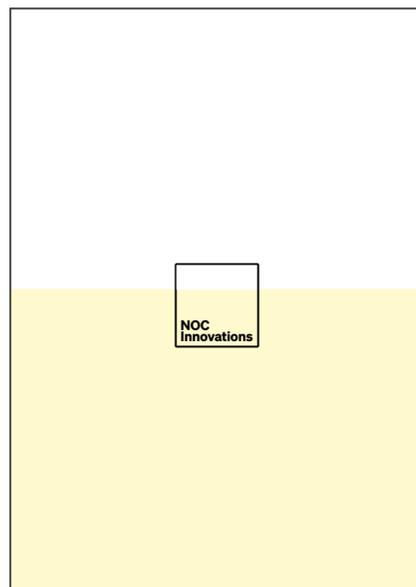
Vertical alignment: Bottom

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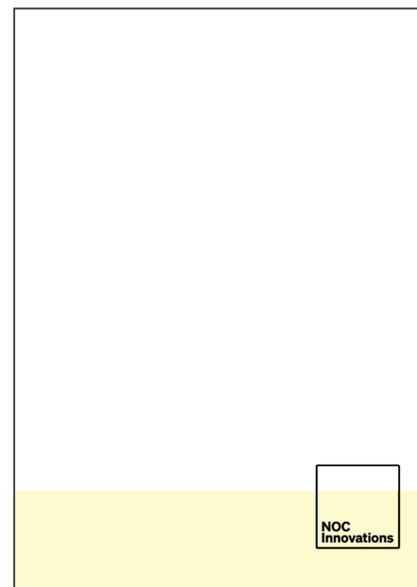
There are minimum sizes of the logos to ensure good reproduction on screen and in print. Please follow the guidance outlined on this page.

Minimum size in print

19mm

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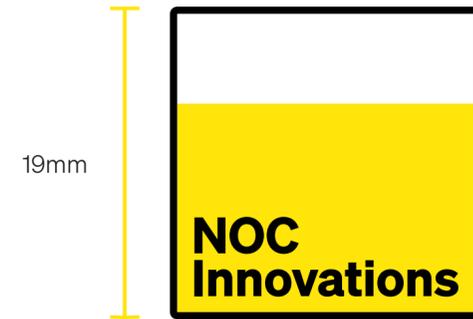
Minimum size on screen

260px

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To ensure our logo has prominence and stand out on every application, we have specified a minimum clear space around it.

Please observe this rule and ensure that no other graphic elements, such as text or partner logos, appear within this zone.

Photography and illustration can overlap with the outline of the logo but should avoid covering any of the type.

Master and sub-brand clear space

The minimum clear space should be 25% the width of the logo.

25%
box width

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COLOUR

It's important our colour palette is reproduced consistently, so please use the appropriate colour values.

We also have a 20% tint of all our colours for use in illustrations only, these should not be used in other applications.

Print

Please use CMYK for full colour printing and Pantone for spot colour printing.

Screen

Whenever producing for digital, please use the RGB values.

Primary colours

SCALE YELLOW

RGB
255/229/10

CMYK
0/0/78/0

Hex
#ffe50a

PANTONE
106 U

20% tint

BLACK

RGB
0/0/0

CMYK
0/0/0/100

Hex
#000000

20% tint

To ensure legibility of text, and to meet the digital AA accessibility standards, please remember to always use black colour type on our range of colours and white type on black only.

Correct colour combinations

✔

TEXT

✔

TEXT

✔

TEXT
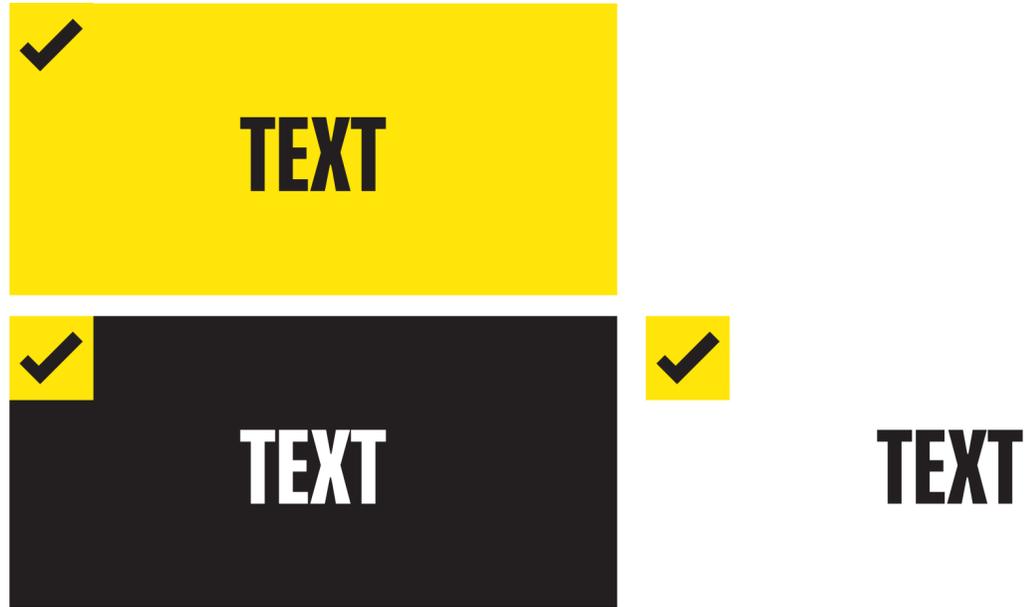
Incorrect colour combinations

X

TEXT

X

TEXT
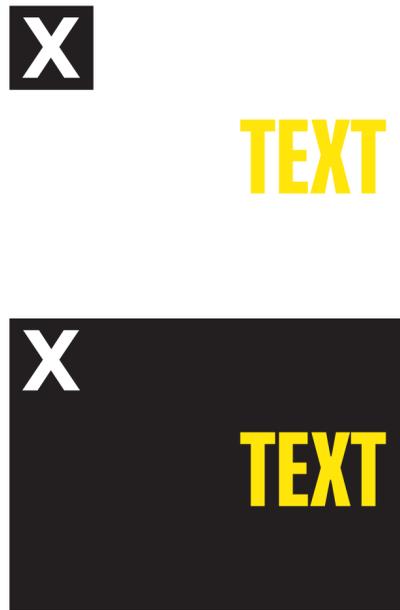
TYPOGRAPHY

TUSKER GR

SKER GR

Söhne

Our headline font is Tusker Grotesk.

It has been chosen to make a bold statement about the impact of our work on the planet.

Tusker Grotesk 5600 Semibold is our primary headline typeface and should be used for short, snappy headlines.

Tusker Grotesk 6500 Medium is a slightly wider cut and works well for longer headlines over 5 words in length.

To use Tusker Grotesk you must hold a license for it's use. The NOC has a very limited number of paid licences for use by our dedicated creatives.

Headline font

TUSKER GROTESK

Primary headlines

TUSKER GROTESK 5600 SEMIBOLD

Secondary headlines

TUSKER GROTESK 6500 MEDIUM

Söhne is our body copy font. It is a contemporary and professional font that is legible at any size.

We use three different weights of Söhne:

Söhne Dreiviertelfett (Bold) should be used for sub-heads and pull-outs.

Söhne Kraftig (Medium) should be used for stand-firsts.

Söhne Leicht (Light) should be used for body copy.

To use Söhne you must hold a license for it's use. The NOC has a very limited number of paid licences for use by our dedicated creatives.

Body copy font

Söhne

Sub-heads and pull-outs

Söhne Dreiviertelfett (Bold)

Stand-firsts

Söhne Kraftig (Medium)

Body copy

Söhne Leicht (Light)

Our two brand fonts are not available for all staff, and we do not supply typefaces for external users.

On Microsoft Windows systems you should use the default fonts Bahnschrift and Arial.

On Mac OS systems you should use the default font Arial.

Headline font substitute

BAHNSCHRIFT

Body copy font substitute

Arial

Headline font

BAHNSCHRIFT BOLD CONDENSED

Sub-heads and pull-outs

Arial Bold

Stand-firsts

Arial Regular

Coloured blocks behind our typography is a core expression of our brand and ensures legibility on photography and video.

Please follow the guidance on this page to ensure consistency with how the coloured blocks are applied.

Step 1

Create a square the same width as the stem of one of the letter I
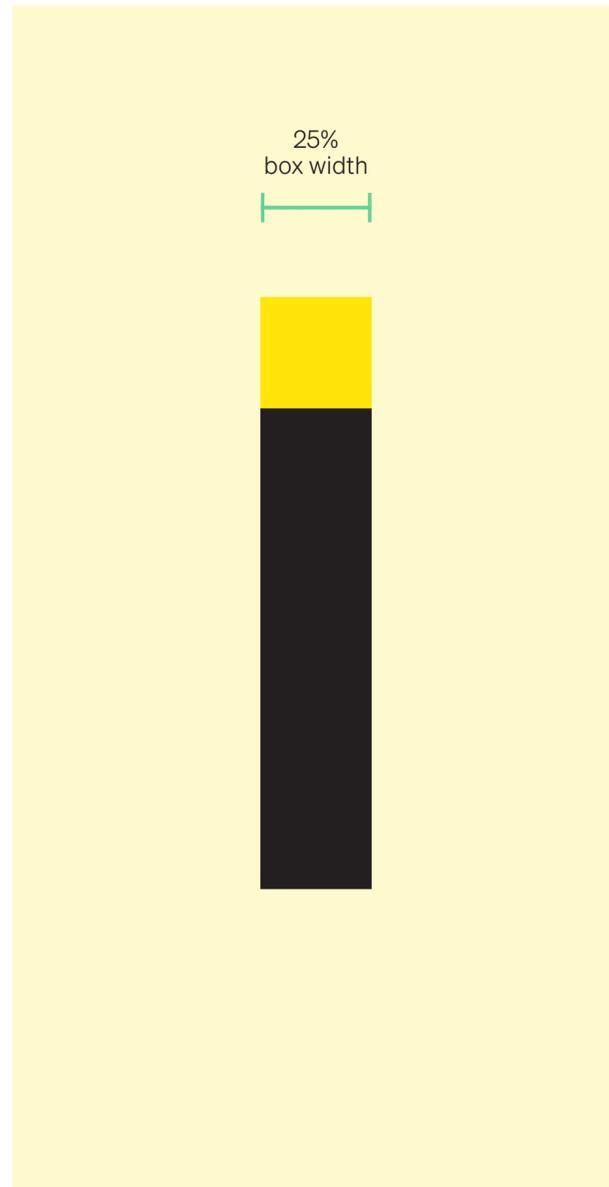
Step 2

Draw a rectangle around the type using the square as a guide to find the correct margins

Align the squares to the x-height, ignoring the 'bowl' that will extend beyond the x-height

Step 3

Use the same square to define the space in-between words when stacking them on one another

25%
box width

I

TO

TOGE
DEEP
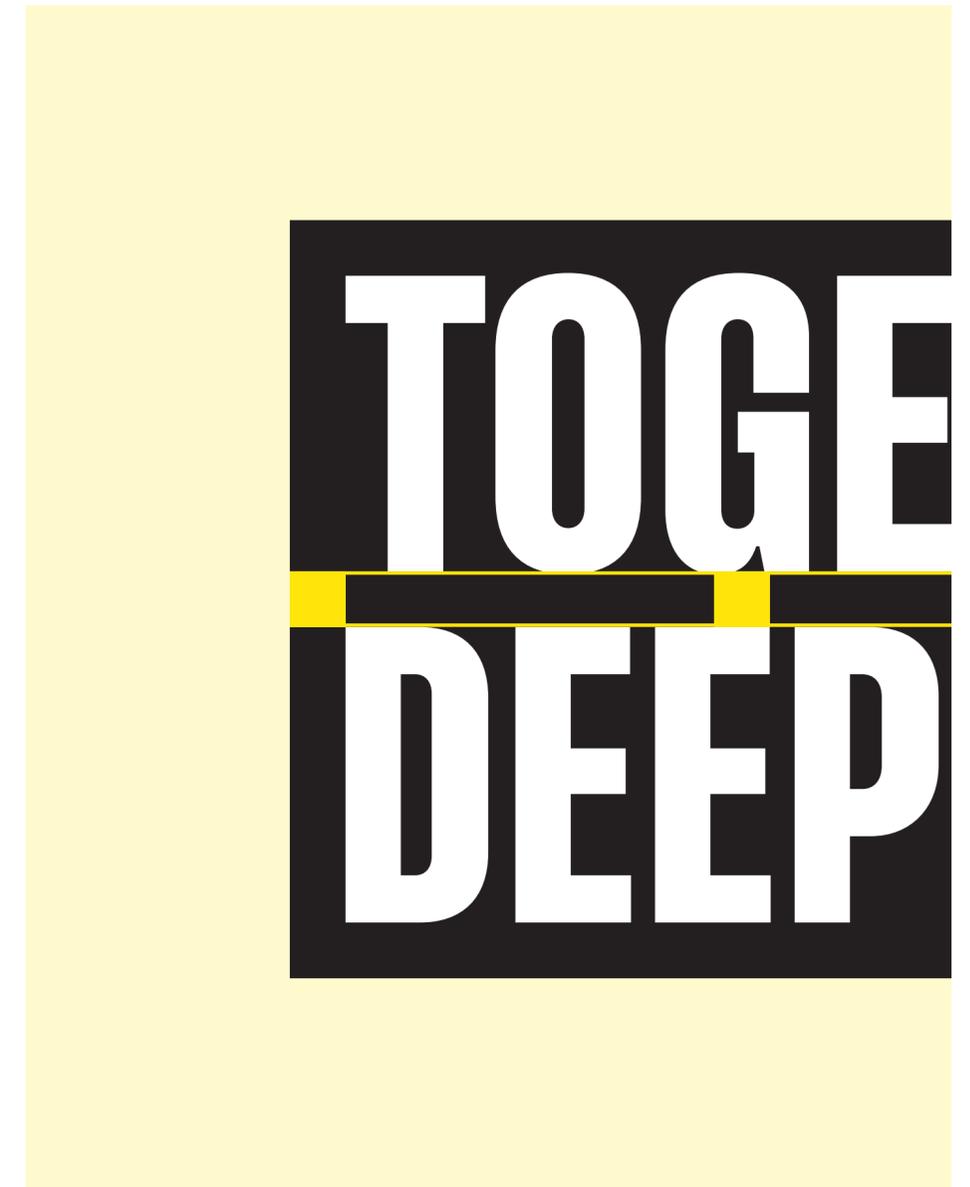
PATTERN

The patterns have been designed to work with our typography. They work especially well with Tusker Grotesk, because it provides enough contrast against the patterns.

In circumstances where we need to use more than four words we can use Söhne. However, we should only use Söhne Dreiviertelfett (Bold) or Söhne Kraftig (Medium) and limit the amount of words that we use in order to maintain legibility.

Type: Tusker Grotesk 5600 Semibold

TUSKER GROTESK

TUSKER GROTESK

Type: Söhne Dreiviertelfett and Kraftig

Söhne Dreiviertelfett

Söhne Kraftig

Söhne Dreiviertelfett

Söhne Kraftig

THANK YOU

PLEASE CONTACT NOC COMMUNICATIONS IF YOU HAVE ANY QUERIES
COMMUNICATIONS@NOC.AC.UK