



Ordnance Survey[®] product names and trademarks

Introduction

Our range of products is continuously developing and expanding. In recent years some products have been renamed and relaunched. The consistent use of product names and acknowledgement of trademarks are essential elements in our product protection and promotion. The aim of this leaflet is to ensure that the correct forms are used in all circumstances.

Trademarks

Ordnance Survey[®], ACTIVE MAP[®], ADDRESS-POINT[®], Arolwg Ordnans[®], ask Glraffe[®], BaseData.GB[®], Cartesia[®], Code-Point[®], ELMIDA[®], Explorer[®], Gridlink[®], ICZMap[®], Land-Form PANORAMA[®], Land-Form PROFILE[®], Land-Line[®], Land-Line.Plus[®], Landplan[®], Landranger[®], MapWatch[®], Map-Watch[®], MapZone.com[®], MapZone[®], MasterMap[®], MiniScale[®], NBDS[®], NLUD[®], NSGView[®], Options[®], Ordnance Survey ADDRESS-POINT[®], Ordnance Survey Boundary-Line[®], ORDANCESURVEY.COM[®], OS Maps@[®], Ordnance Survey Get-a-map[®], Ordnance Survey Maps@[®], Ordnance Survey National Buildings Dataset[®], Ordnance Survey Net-Map[®], Ordnance Survey Options[®], Ordnance Survey Outdoor Leisure[®], Ordnance Survey Siteplan[®], OS[®], OS Options[®], OS Siteplan Data[®], OS MasterMap[®], OS(SN)80[®], OSCAR Asset-Manager[®], OS Net[®], OS Sitemap[®], OSCAR[®], OSCAR Network-Manager[®], OSCAR Route-Manager[®], OSCAR Traffic-Manager[®], OSGB1970(SN)[®], OSGB36[®], OSGBData[®], OSGM8990[®], OSGM91[®], OSGPS93[®], OSGRS80[®], OSMASMAP.COM[®], OSMIC[®], OSMM[®], OSOPTIONS.COM[®], OSTN97[®], Osview[®], Pathfinder[®], SIM[®], Siteplan Data[®], Statlas[®], Strategi[®], Street View[®], Suirbhídh Òrdanais[®], Superplan[®], Superplan Data[®], SUSI[®], TOID[®] and Travelmaster[®] are registered trademarks.

Any use of these registered trademarks must be followed by the [®] superscript notation.

Boundary-Line[™], Get-a-map[™], Integrated Transport Network[™], Interactive Geography[™], Interactive MapExplorer[™], Land-Form[™], MAPPED OUT[™], MAPPPIO ALLAN[™], Meridian[™], NSAI[™], Net-Map[™], OS Insight[™], OS Locator[™], OS OpenSpace[™], OS PosNet[™], OS Print-on-demand[™], OS Select[™], OSTN02[™], Our Favourite Places[™], Outdoor Leisure[™], Pre-Build[™], PRISM[™], Quiz Zone[™], Routemaster[™], Siteplan[™], Terra future[™] and The GIS files[™] are claimed as trademarks by Ordnance Survey.

Any use of these unregistered trademarks must

be followed by the [™] superscript notation.

When a trademark is repeated a number of times in a text document it is sufficient to annotate the first appearance only.

OS Select is currently sourced from both Landranger and Explorer mapping; therefore its first use should be shown as either OS Select[™] – Landranger[®] or OS Select[™] – Explorer[®].

The current and previous OS Symbols; the Corporate Mark; and the Gridlink, MapZone, ACTIVE MAP – for all extremes, OS Ordnance Survey Maps@... and Overseas Surveys Directorate logos are all registered trademarks, as, too, are the following namestyles: e business A new direction and Ordnance Survey Explorer. The logos for MAPPED OUT, MAPPPIO ALLAN and Our Favourite Places are also claimed as trademarks by Ordnance Survey.

OSGM[®] is a registered trademark and OSGM02[™] is a trademark of Ordnance Survey, Ordnance Survey of Ireland and Ordnance Survey of Northern Ireland, administered in the UK by Ordnance Survey.

The current OS Symbol (OS and arrow motif) is, as stated, a registered trademark. **It may only be used with the Ordnance Survey Namestyle as part of the full Corporate Mark.** The two elements must never be used individually.

The use of the Corporate Mark is by permission only. Please contact: Kate Lyons, Corporate Identity Officer, C361, phone 023 8079 2274.

Trademark acknowledgements

In addition to the superscript notations, the use of any Ordnance Survey trademark must be accompanied by a trademark footnote, for example:

Ordnance Survey, the OS Symbol and Travelmaster are registered trademarks and Meridian is a trademark of Ordnance Survey, the national mapping agency of Great Britain.

The exception to this is where space is limited on small advertisements.

World Wide Web

Any planned use of Ordnance Survey trademarks on the World Wide Web should be referred to the Corporate Proofreader; see below.

Enquiries

If you have any queries about the representation of our product names and trademarks, please contact:

Wayne Debeugny
Corporate Proofreader
Room C361
Phone: 023 8079 2065

Product, brand and service names

The list below shows the approved format for Ordnance Survey product, brand and service names as at 1 May 2008. It is not comprehensive; rather, it is intended to show those names in more common usage.

Name	Notes
1:10 000 Scale Black and White Raster	Capital S, B, W and R. Note the use of a non-breaking space as the thousands separator.
1:10 000 Scale Raster	Capital S and R. Note the use of a non-breaking space as the thousands separator.
1:25 000 Scale Colour Raster	Capital S, C and R. Note the use of a non-breaking space as the thousands separator.
1:50 000 Scale Colour Raster	Capital S, C and R. Note the use of a non-breaking space as the thousands separator.
1:250 000 Scale colour Raster	Capital S, C and R. Note the use of a non-breaking space as the thousands separator.
ACTIVE MAP (Accompanied by ® notation)	All capitals.
ACTIVE MAP – for all extremes (Accompanied by ® notation)	Note the use of upper and lower case letters and the en dash as a separator.
ADDRESS-POINT (Accompanied by ® notation)	No spaces within name. All capitals. Note hyphen in name.
Arolwg Ordnans (Accompanied by ® notation)	Capital A and O with the remainder in lower case.
Boundary-Line (Accompanied by ™ notation)	No spaces within name. Capital B and L. Note hyphen in name.
Code-Point (Accompanied by ® notation)	No spaces within name. Capital C and P. Note hyphen in name.
ED-LINE	No spaces within name. All capitals. Note hyphen in name.
ELMIDA (Accompanied by ® notation)	All capitals.
EuroGeographics (Accompanied by ® notation)	One word. Capital E and G. Note: Owned by EuroGeographics but used by Ordnance Survey staff. Has replaced CERCO and MEGRIN®.
Explorer (Accompanied by ® notation)	Capital E. (See OS Explorer Map.)
Get-a-map (Accompanied by ™ notation)	Capital G only. No spaces. Hyphens between t and a, also a and m.
Gridlink (Accompanied by ® notation)	Capital G. No spaces within name.
Gridlink logo (Accompanied by ® notation)	Note: The Gridlink Namestyle element of the mark is specially drawn artwork and can only be reproduced from high-resolution artwork supplied by Royal Mail®.

ICZMap (Accompanied by ® notation)	Capital I, C, Z and M.
Integrated Transport Network (Accompanied by ™ notation)	Capital I, T and N.
Interactive Geography (Accompanied by ™ notation)	Capital I and G.
Interactive MapExplorer (Accompanied by ™ notation)	Capital I, M and E. No spaces within names.
Land-Form PROFILE (Accompanied by ® notation)	L, F and PROFILE all in capitals. Note use of hyphen.
Land-Form PROFILE Plus (Place ® notation after PROFILE)	L, F, PROFILE and P in capitals. Note use of hyphen.
Land-Line (Accompanied by ® notation)	Two capital Ls. No spaces within name. Note use of hyphen.
Land-Line.Plus (Accompanied by ® notation)	Two capital Ls. Capital P in Plus. Note use of hyphen and full point.
Landranger (Accompanied by ® notation)	Capital L. (See OS Landranger Map.)
MapZone (Accompanied by ® notation)	Capital M and Z. All one word. Note: The MapZone Namestyle element of the mark is specially drawn artwork and can only be reproduced from high-resolution artwork supplied by Proximity. The MapZone logo is also a registered trademark.
Meridian (Accompanied by ™ notation)	Capital M.
MiniScale (Accompanied by ® notation)	Capital M and S. No spaces in name.
NBDS (Accompanied by ® notation)	No space within name. All capitals.
NLUD (Accompanied by ® notation)	No space within name. All capitals.
NSAI (Accompanied by ™ notation)	Capital N, S, A and I.
NSGView (Accompanied by ® notation)	Capital N, S, G and V. No spaces in name.
Ordnance Survey (Accompanied by ® notation)	Capital O and S with the remainder in lower case. Note the Ordnance Survey Namestyle element of the mark is specially drawn artwork and can only be reproduced from high-resolution artwork. Please contact Corporate Identity Officer.
Ordnance Survey Maps@ (Accompanied by ® notation)	Capital O, S and M. Note inclusion of @ symbol – no space between Maps and @. Note the logo version includes an ellipsis following the @ symbol.
Ordnance Survey National Buildings Dataset (Accompanied by ® notation)	Capital O, S, N, B and D.
Ordnance Survey Options (Accompanied by ® notation)	Capital O.

OS	Important: OS is only used as an abbreviation of Ordnance Survey for certain product names. Although it is a registered trademark, the ® notation is not shown within product names.
OSCAR (Accompanied by ® notation)	All in capitals.
OSCAR Asset-Manager (Accompanied by ® notation)	OSCAR as preceding. Note hyphen in name. Capital A and M.
OSCAR Traffic-Manager (Accompanied by ® notation)	OSCAR as preceding. Note hyphen in name. Capital T and M.
OS Explorer Map	Capital O, S, E and M. The new name for the rebranded map series. There is no trademark attribution.
OS Explorer Map – Active	Capital O, S, E and M. The weatherproof version of the rebranded map series. There is no trademark attribution. Active is shown with a leading capital and is separated from Map by an en dash.
OSGB36 (Accompanied by ® notation)	No spaces within name. All capitals.
OSGM (Accompanied by ® notation)	All capitals.
OS Insight (Accompanied by ™ notation)	Capital O, S and I. Two words.
OS Landplan (Accompanied by ® notation)	Capital O, S and L.
OS Landplan Data (Place ® notation after Landplan)	Capital O, S and L and D. One of the two formats in which OS Landplan is now available.
OS Landplan Plot (Place ® notation after Landplan)	Capital O, S, L and P. One of the two formats in which OS Landplan is now available.
OS Landranger Map	Capital O, S, L and M. The new name for the rebranded map series. There is no trademark attribution.
OS Landranger Map – Active	Capital O, S, L and M. The weatherproof version of the rebranded map series. There is no trademark attribution. Active is shown with a leading capital and is separated from Map by an en dash.
OS Locator (Accompanied by ™ notation)	Capital O, S and L.
OS Maps @... (Accompanied by ™ notation)	Note the Ordnance Survey Maps@... Namestyle element of the new Mark is specially drawn artwork and can only be reproduced from high resolution artwork supplied by Design Services.
OS MasterMap (Accompanied by ® notation)	Capital O, S and Ms.
OS Net (Accompanied by ® notation)	Capital O, S and N.
OS OpenSpace (Accompanied by ™ notation)	Capital O, S, O and S.
OS PosNet (Accompanied by ™ notation)	Capital O, S, P and N.
OS Select (Accompanied by ™ notation)	Capital O, S and S. See note within the trademarks column on page 2.

OS Sitemap (Accompanied by ® notation)	Capital O, S and S.
OS Street View (Accompanied by ® notation)	Capital O, S, S and V. Note Street and View are separate words.
OSTN02 (Accompanied by ™ notation)	No spaces within name. All capitals.
OS Travel Map	Capital O, S, T and M. This map series is divided into four categories: Tour, Tourist, Road and Route. These categories are separated from the product name by an en dash, for example, OS Travel Map – Tour.
OS Wall Map	Capital O, S, W and M.
Our Favourite Places (Accompanied by ™ notation)	Capital O, F and P. The logo, which is specially designed artwork, also carries the ™ notation.
Pre-Build (Accompanied by ™ notation)	Capital P and B. Note use of hyphen.
PRISM (Accompanied by ™ notation)	All capitals.
Quiz Zone (Accompanied by ™ notation)	Capital Q and Z.
SABE (Accompanied by ® notation)	No spaces within name. All capitals. Note SABE is actually owned by MEGRIN, now EuroGeographics.
Siteplan (Accompanied by ™ notation)	Capital S.
Siteplan Data (Accompanied by ® notation)	Capital S and D.
Strategi (Accompanied by ® notation)	Capital S.
Suirbhidh Òrdanais (Accompanied by ® notation)	Capital S and Ò. Grave accent above capital O (Alt+0210).
Superplan (Accompanied by ® notation)	Capital S.
Superplan Data (Accompanied by ® notation)	Capital S and D.
The GIS files (Accompanied by ™ notation)	Capital T and GIS.
TOID (Accompanied by ® notation)	All capitals.

Carolyne Lawton, Legal Adviser, should be consulted for advice regarding applications pending or registered, or for any actions being considered.

All trademarks listed above, whether registered or claimed, are the property of Ordnance Survey except for the following: OSGM, which is a registered trademark and OSGM02 a trademark of Ordnance Survey, Ordnance Survey of Ireland and Ordnance Survey of Northern Ireland; EuroGeographics and SABE, which are registered trademarks of EuroGeographics; and Royal Mail, which is a registered trademark of Royal Mail Group plc.