



ORDNANCE SURVEY

# Style Guide

How to use our copyright statements, logos and legends

February 2017

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## INTRODUCTION

Welcome to Ordnance Survey's Style Guide. These guidelines apply to all customers who have a current contract in place with us.

Inside you'll find all the information you need to help you understand how and when to use our copyright acknowledgements, logos and legends.

## ACKNOWLEDGEMENTS

You must clearly show one of the following acknowledgements in a prominent position on reproductions of OS data, for example, on a plot or view of data, the contents page of a book, the opening screen of a device, within the terms and conditions of your service.

Acknowledgements must be used at a minimum of 6 point size with 7 point leading. On electronic map extracts, Arial® should be used as the font. On printed map extracts, Source Sans Pro should be the font used.

*© Crown copyright and database rights (insert year) OS (licence number)*

or the Welsh language equivalent where relevant

*@ Hawlfraint y Goron a hawliau cronfa ddata (mewn osod y flwyddyn) OS (rhif y drwydded)*

The year is the date that you receive the digital data or the date of publication for paper products.

You can find your licence number in a copy of your contract or on an invoice.

Which licence number?

- If we originally supplied data to you directly, but you now license it from a partner, you should use the partner's licence number.
- If you originally licensed data from a partner, but now license it directly from us, you should use our licence number.
- If you display or reproduce data supplied directly from OS, together with data licensed from one of our partners, you should use both our licence number and the partner's licence number.

Partners:

- Where you supply data directly to a customer, they should use your licence number (regardless of whether the data was originally supplied to them directly by OS).
- To avoid any doubt where you sub licence, please ensure that your sub licensees include the copyright and database right acknowledgement with your licence number together with a requirement that any further sub licences do the same.

## THIRD PARTY ACKNOWLEDGEMENTS

### AddressBase, AddressBase Plus and AddressBase Premium

AddressBase®, AddressBase® Plus and AddressBase® Premium data includes data that has originated from Local Government Information House Limited and therefore, in addition to the standard copyright notice required, you shall include the following acknowledgement in a prominent position in all copies of any AddressBase dataset which includes data relating to England and/or Wales:

*© Local Government Information House Limited copyright and database rights [year of supply or date of publication][licence number] or  
© Hawlfraint a hawliau cronfa ddata cyfyngedig Tŷ Gwybodaeth ar Lywodraeth Leol [blwyddyn cyflenwi] [rhif y drwydded]*

The following acknowledgement should be included in a prominent position in all copies of any AddressBase dataset which includes data relating to Scotland:

*This product contains data created and maintained by Scottish Local Government.*

### AddressBase Islands

AddressBase Islands includes data that has originated from Ordnance Survey of Northern Ireland, Isle of Man, States of Guernsey and States of Jersey and therefore, in addition to the standard copyright notice required you shall include the following acknowledgements:

#### Ordnance Survey of Northern Ireland

**All hard copy versions of the copyrighted Intellectual Property must carry an acknowledgement as follows:**

*This is Crown copyright and is reproduced with the permission of Land & Property Services under delegated authority from the Keeper of Public Records  
© Crown copyright and database right [insert year] VARCA 100531.*

Where the reproduction is not solely confined to the Intellectual Property the words *Based upon* should be inserted after *This is* and before the words *Crown copyright* in the acknowledgement.

The note *© Crown copyright and database right [insert year]* will be sufficient for a finished reproduction of less than 200 square centimetres.

## THIRD PARTY ACKNOWLEDGEMENTS

### AddressBase Islands continued

#### States of Guernsey and Jersey

*Channel Island Address information is the intellectual property of The States of Guernsey and / or The States of Jersey and is used herein by permission. Copyright © (date) States of Guernsey/Jersey.*

#### Isle of Man

You will include in a conspicuous position the following or substantially similar acknowledgement on any and all documents, communications, reports, websites and applications that refer to or make use of the Isle of Man Government Property Database.

*Address information derived from Isle of Man Government Property Database under Licence Number [AddressBase Islands Licence Number] © Crown Copyright, Cabinet Office, Isle of Man.*

### Code-Point and Code-Point with polygons

In addition to the standard copyright notice required you shall include the following acknowledgement in a prominent position in all copies of Code-Point® with polygons:

*Contains National Statistics data © Crown copyright and database right [year]*

### Code-Point Open

You must also use the following attribution statement where you use Code-Point® Open data:

*Contains Royal Mail data © Royal Mail copyright and database right [year] Contains National Statistics data © Crown copyright and database right [year]*

## THIRD PARTY ACKNOWLEDGEMENTS

### OS MasterMap Imagery Layer

OS MasterMap® Imagery Layer Data may include data that has originated from either Getmapping® plc, UK Perspectives Limited or InfoTerra™ Limited and therefore copies of OS MasterMap Imagery Layer data should also include:

*OS MasterMap Imagery Layer has been created using OS's own imagery and imagery from other suppliers. This data may contain imagery data sourced from Getmapping plc, imagery data sourced from UK Perspectives Limited and/or imagery data sourced from InfoTerra Limited.*

### Points of Interest

The following acknowledgements should be displayed in a prominent position in all copies of Points of Interest:

*This product includes data licensed from PointX © Database Right/Copyright [year] and OS © Crown Copyright [year]. All rights reserved. Licence number 100034829.*

This acknowledgement is not needed where Points of Interest data is used solely for business use (as defined in the Framework Contract (Direct Customers)).

You may use the Points of Interest data and the name 'PointX' to show your accreditation as a PointX licensee, and where possible, to show the provenance of the Points of Interest data. You may use this logo as it appears here, in your corporate stationery, promotional and display material, subject to specifications which OS may from time to time notify you of. The style and format of the logo may not be changed and the logo should only be used in a way that makes it clear that it is a corporate accreditation rather than an endorsement of a product or service.



## ADDITIONAL ACKNOWLEDGEMENTS

### OS OpenSpace Developer

You must ensure that appropriate acknowledgements of copyright and database right ownership are included in a prominent position in any reproduction of OS data, derived data and developer documentation, in any media, including, but without limitation, within any mapping image presented on screen. Any text acknowledgement must be 8 point or larger:

*© Crown copyright and database rights [year] OS for large window screens; and  
© Crown copyright [year] for small window screens of 320 pixels or less in width.*

You must ensure that the 'Powered by OS' logo is included in a prominent position in your application.

### Free-to-use data

Customers must acknowledge the copyright and the source of the free-to-use data by including the following attribution statement:

*Contains OS data © Crown copyright and database rights [year of issue]*

Customers shall include the same acknowledgement requirement in any sub-licences of the free-to-use data that they grant, and a requirement that any further sub-licences do the same.

More information about free-to-use data can be found on our website, here: <https://www.os.uk/business-and-government/licensing/using-creating-data-with-os-products/free-to-use-data.html>



## OS OPENDATA

OS makes a number of datasets available free of charge under the terms of the current [Open Government Licence \(OGL\)](#). We simply ask that you acknowledge the copyright and the source of the data by including the attribution statement below and where possible provide a link to the OGL:

*Contains OS data © Crown copyright and database rights (year)*

Where you use Code-Point Open data you must also use the following attribution statements:

*Contains Royal Mail data © Royal Mail copyright and Database right [year]*

*Contains National Statistics data © Crown copyright and database right [year]*

Please note you must also include the same acknowledgement requirement in any sub-licences of the data that you grant, and a requirement that any further sub-licences do the same.

## OS OPENDATA LEGENDS

### 1:250 000 Scale Colour Raster map legend

You can use the symbols from 1:250 000 Scale Colour Raster in your products or services under the terms of the OGL. If you wish to use any OS symbols which are not in the legend, you will need to contact us to obtain the relevant licence.

[www.os.uk/docs/legends/250k-raster-legend.pdf](http://www.os.uk/docs/legends/250k-raster-legend.pdf)



## PARTNERSHIPS

**Partnerships** aren't simply valuable commercial relationships. Together we can shape the future of the GI industry.

## PARTNER BRANDING

This is a specific set of brand guidelines for OS Partners, which apply in addition to the terms of the Framework Contract (Partners) and form part of your contract with OS.

Our brand includes the Ordnance Survey (OS) name, product names (including the words ‘Explorer’ and ‘Landranger’), our logos (‘OS’ logo, ‘OS Partner’ logo, ‘OS Map data’ logo, ‘OS Licensed Mapping’ logo, ‘OS Data’ logo, ‘Powered by OS’ logo) used in whole or part, product designs and layouts, and is protected by both copyright and trademark law.

The term ‘branding’ refers to any packing, cover designs, promotional or advertising content (including online) used in relation to any product or service containing OS data.

Our Partner logos are available for our Partners to show that their products and services include OS content. Designed to help promote our joint partnership and the data we share, in products and services we can both be proud of.

## PARTNER BRANDING

While you may promote the use of OS data in your products or services, your branding, taken as a whole, must not:

- Misrepresent your relationship with OS or suggest a wider brand connection.
- Suggest that we endorse your business or any specific product or service.
- Imply that you have exclusive rights or special access to any OS data.
- Make unfair or misleading claims, for example suggest that the data in your product is superior to others which use identical licensed data.
- Copy or bring to mind OS's distinctive map cover designs, for example lay out a map, web page or book in any way that mimics or appears similar to an OS design or use the distinctive pink and orange colours of our 'OS Explorer' or 'OS Landranger' products.
- Use any OS product names, trademarks or logos (in whole or part), or use anything similar to OS branding, except for as described in this document.

### Your Brand must predominate

- In all cases your own brand must predominate; your own name, trade marks and logos must always be more prominent than our name, trade marks or logos.

## REFERENCES TO OS

You may include a general statement that your product or service includes OS data or a more specific statement identifying the actual OS data contained in the product or service (for example ‘Contains OS 1:25 000 Scale Colour Raster data’), as long as it’s used in conjunction with the OS Map data logo, OS Data logo, OS Licensed Mapping logo or Powered by OS logo. Where you are referring to OS in a purely descriptive way, for example, as part of a product description, you may display such a statement without the logos.

### About OS

As an OS Partner you may wish to refer to OS on your websites and within promotional materials. If so, please use the following text:

*OS is Britain’s mapping agency. As well as making the most up-to-date and accurate maps of the country, it is also a digital business. Together with its Partners it provides content helping governments, companies and individuals to be more effective both here and around the world.*

In addition to the above paragraph, you may also use the following optional text:

*OS reveals our ever-changing landscape in extraordinary detail, giving the most comprehensive view of Britain.*

*OS and its Partners share a vision to provide mapping that informs, guides and inspires.*

## OS PARTNER LOGO



This logo has been created to allow you to describe your status as an OS Partner. It's designed to be used independently of your products or services whenever you are referring to your organisation, for instance in promotional materials. As appropriate, please choose one of the other logos we have created for use on your product or service.

We encourage you to use the OS Partner logos, but this is not mandatory. However, the copyright acknowledgement is mandatory and must be clearly displayed.

The logo should only be used in a way that makes it clear that it is an accreditation rather than an endorsement of any products and/or services.

## OS PARTNER LOGO

The following logos may be used by all OS Partners:

Standard logo



Maximum size



Minimum size

Small logo



Maximum size



Minimum size

This logo can be used whenever you're talking about your organisation, for example, on your website, corporate paperwork, stationery, promotional and display material.

- 1 The original logo should always be used as downloaded and never recreated.
- 2 The standard logo may be no less than 23mm wide. The small logo is to be used at any size below 23mm, to a minimum size of 12mm wide. In digital products the small use logo may be used from 65 to 30 pixels wide.
- 3 Do not remove or change the logo's text.
- 4 Do not distort the logo.
- 5 Do not rotate the logo.
- 6 Ensure the logo is always surrounded by an area of clear space, as defined by the proportions shown.

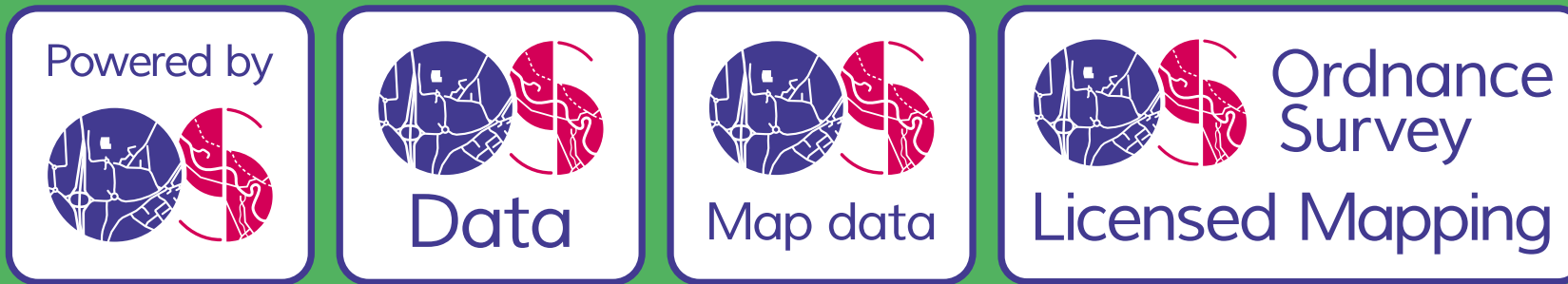


There are several variations of the OS logo which you can use to suit background colour or your company's branding. However, do not change the colours if you're using the full colour version of the logo.





## PRODUCT OR SERVICE LOGOS



You can use one of four logos as appropriate to your product or service and its packaging to show OS data has been included.

As a guide we suggest 'OS Map data' would be suitable for printed products and merchandise. 'OS Data' or 'Powered by OS' would be suitable for digital products and services.

You may incorporate the 'OS Data' or 'OS Map data' logo for products and/or services that include digital data incorporating, or derived from, OS data. The OS Licensed Mapping logo is for use only on an item of merchandise where OS map data is visible.

# POWERED BY OS LOGO

## Standard logo



Maximum size



Minimum size

## Small logo



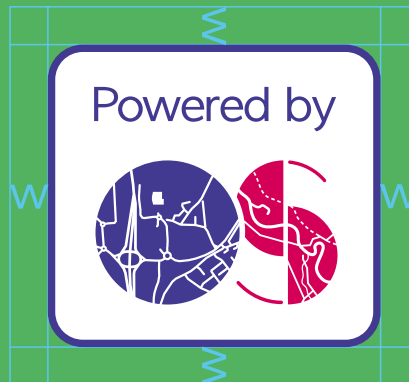
Maximum size



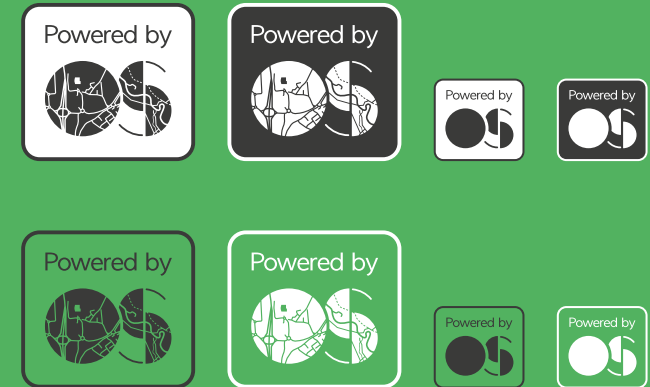
Minimum size

The 'Powered by' logo has been designed for display on digital solutions with OS mapping data at their heart.

- 1 The original logo should always be used as downloaded and never recreated.
- 2 The standard logo may be no less than 23mm wide. The small logo is to be used at any size below 23mm, to a minimum size of 12mm wide. In digital products the small use logo may be used from 65 to 30 pixels wide.
- 3 Do not remove or change the logo's text.
- 4 Do not distort the logo.
- 5 Do not rotate the logo.
- 6 Ensure the logo is always surrounded by an area of clear space, as defined by the proportions shown.



There are several variations of the OS logo which you can use to suit background colour or your company's branding. However, do not change the colours if you're using the full colour version of the logo.



# OS DATA LOGO

## Standard logo



Maximum size



Minimum size

## Small logo



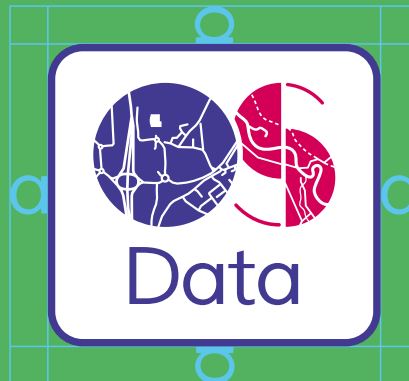
Maximum size



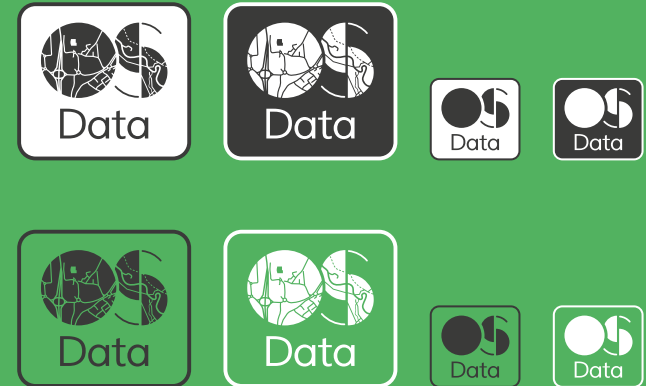
Minimum size

The 'OS Data' logo has been designed for display on digital products, where OS data has been used as a key ingredient.

- 1 The original logo should always be used as downloaded and never recreated.
- 2 The standard logo may be no less than 23mm wide. The small logo is to be used at any size below 23mm, to a minimum size of 12mm wide. In digital products the small use logo may be used from 65 to 30 pixels wide.
- 3 Do not remove or change the logo's text.
- 4 Do not distort the logo.
- 5 Do not rotate the logo.
- 6 Ensure the logo is always surrounded by an area of clear space, as defined by the proportions shown.



There are several variations of the OS logo which you can use to suit background colour or your company's branding. However, do not change the colours if you're using the full colour version of the logo.



# OS MAP DATA LOGO

## Standard logo



Maximum size



Minimum size

## Small logo



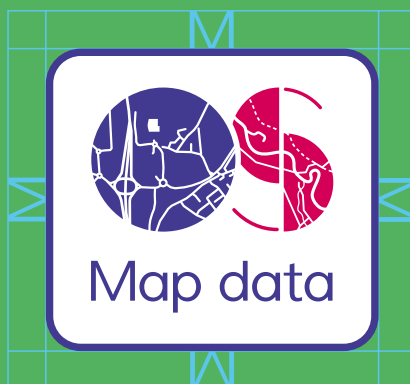
Maximum size



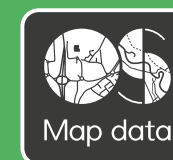
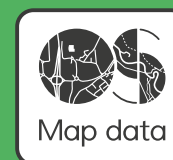
Minimum size

The 'OS Map data' logo has been designed to be displayed where OS map data is visually represented on a physical (printed maps or merchandise) product.

- 1 The original logo should always be used as downloaded and never recreated.
- 2 The standard logo may be no less than 23mm wide. The small logo is to be used at any size below 23mm, to a minimum size of 12mm wide. In digital products the small use logo may be used from 65 to 30 pixels wide.
- 3 Do not remove or change the logo's text.
- 4 Do not distort the logo.
- 5 Do not rotate the logo.
- 6 Ensure the logo is always surrounded by an area of clear space, as defined by the proportions shown.



There are several variations of the OS logo which you can use to suit background colour or your company's branding. However, do not change the colours if you're using the full colour version of the logo.



## OS LICENSED MAPPING LOGO

### Standard logo



### Maximum size



### Minimum size

### Small logo



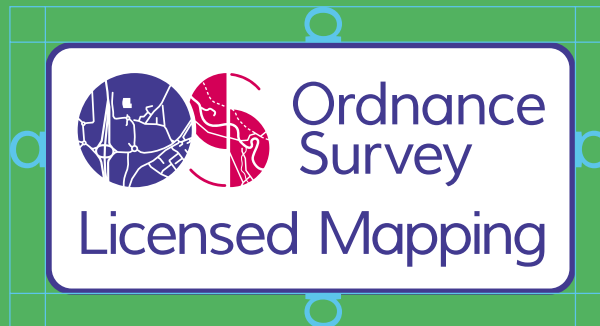
### Maximum size



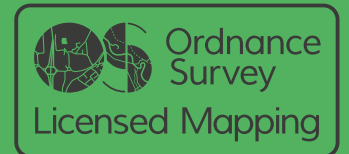
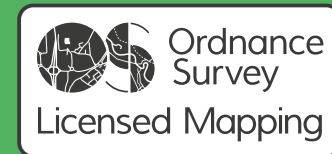
### Minimum size

The 'OS Licensed Mapping' logo has been designed to be displayed where OS map data is visually represented on an item of merchandise.

- 1 The original logo should always be used as downloaded and never recreated.
- 2 The standard logo may be no less than 46mm wide. The small logo is to be used at any size below 46mm, to a minimum size of 24mm wide. In digital products the small use logo may be used from 130 to 60 pixels wide.
- 3 Do not remove or change the logo's text.
- 4 Do not distort the logo.
- 5 Do not rotate the logo.
- 6 Ensure the logo is always surrounded by an area of clear space, as defined by the proportions shown.



There are several variations of the OS logo which you can use to suit background colour or your company's branding. However, do not change the colours if you're using the full colour version of the logo.



## MERCHANDISING PRODUCTS

OS classifies merchandising products as those which display OS data where the primary purpose is not for use as a map (for example clothing, furniture, stationary, mugs). Before you are able to supply merchandising products you must submit a Merchandising Approval Form to enable us to approve:

- Your product and its design.
- All the images and any text used on the product.
- The use of the OS Map data logo.

Use the 'OS Map data' logo or 'OS Licensed Mapping' logo where you have created merchandising products using OS data. But when used the logo must be displayed either on, or in close proximity to, the OS data.

OS retains sole discretion to decide whether or not to approve the merchandising product and your proposed use of the 'OS Map data' logo or 'OS Licensed Mapping' logo.

## REFERENCES TO EXPLORER AND LANDRANGER

You are not permitted to refer to ‘Explorer’ or ‘Landranger’ as part of your branding, except in the following limited circumstances:

- Where you are using 1:25 000 Scale Colour Raster or 1:50 000 Scale Colour Raster facsimile mapping within an outdoor leisure product, where the total mapping is less than 20% of the overall content of the printed product, you may refer to ‘OS Explorer’ or ‘OS Landranger’ solely to identify the sheet numbers which are reproduced. For example ‘This product uses the same mapping as OS Explorer sheet number nnn’. Any such use of ‘Explorer’ or ‘Landranger’ must not form a prominent part of your branding (for instance it should not appear on the front cover of a product).
- If you are a licensed retailer, e-tailer or wholesaler of ‘Explorer’ or ‘Landranger’ maps under the Framework Trade Agreement with OS, you may refer to ‘OS Explorer’ or ‘OS Landranger’ as part of those activities.

## LEGENDS

Under the Printed Products Contract and Navigation, Consumer Applications and Websites Contract, as long as you're using facsimile mapping created from 1:25 000 Scale Colour Raster or 1:50 000 Scale Colour Raster, you can use the appropriate legend in your products or services. To maintain the integrity of the information, where possible please use the legend in its original format.

Please note you may not use the legends independently from the facsimile mapping to which they relate.

[www.os.uk/docs/legends/25k-raster-legend.pdf](http://www.os.uk/docs/legends/25k-raster-legend.pdf)

[www.os.uk/docs/legends/50k-raster-legend.pdf](http://www.os.uk/docs/legends/50k-raster-legend.pdf)

Where you display public rights of way on your product, we would encourage you to include the following explanatory statement within your product.

*Public rights of way shown on this map have been taken from Local Authority definitive maps. The representation on this map of any other road, track or path is no evidence of the existence of a right of way.*



For all brand related enquiries,  
file requests, advice and approvals,  
please contact: [brand.marketing@os.uk](mailto:brand.marketing@os.uk)

Ordnance Survey, Adanac Drive, Southampton,  
United Kingdom, SO16 0AS

[brand.marketing@os.uk](mailto:brand.marketing@os.uk)  
[os.uk](http://os.uk)

