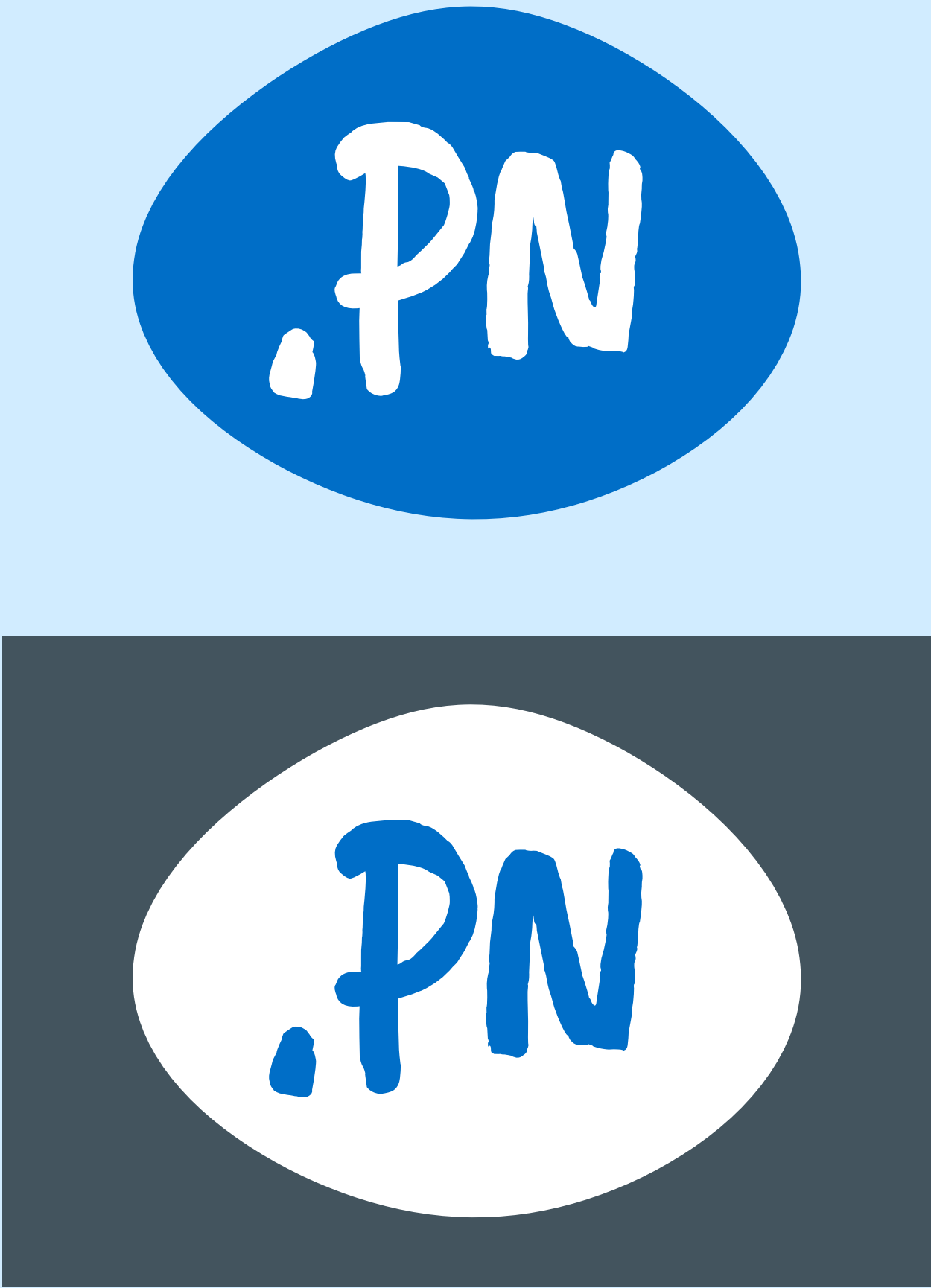


**.PN Brand
Guidelines**

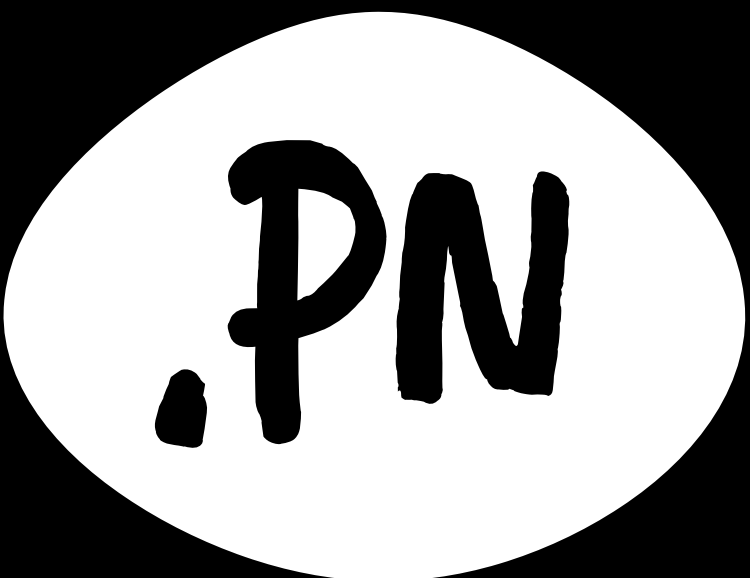
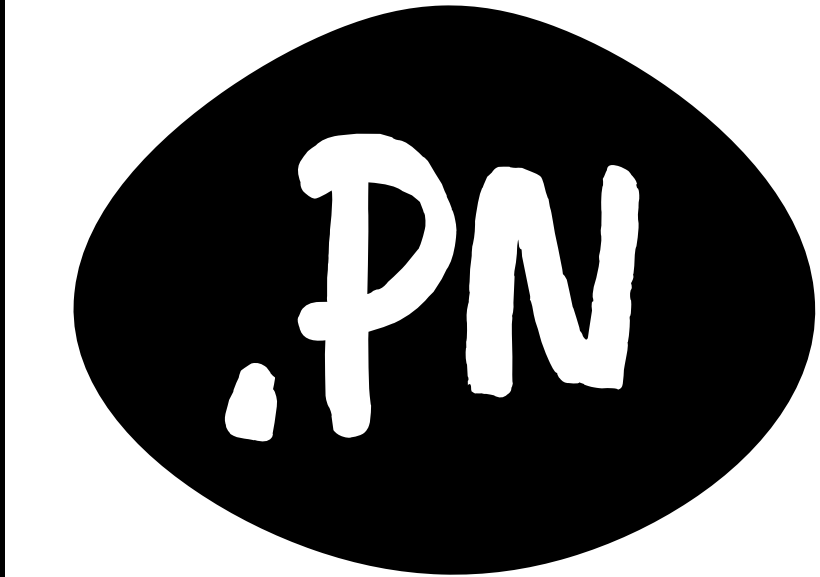
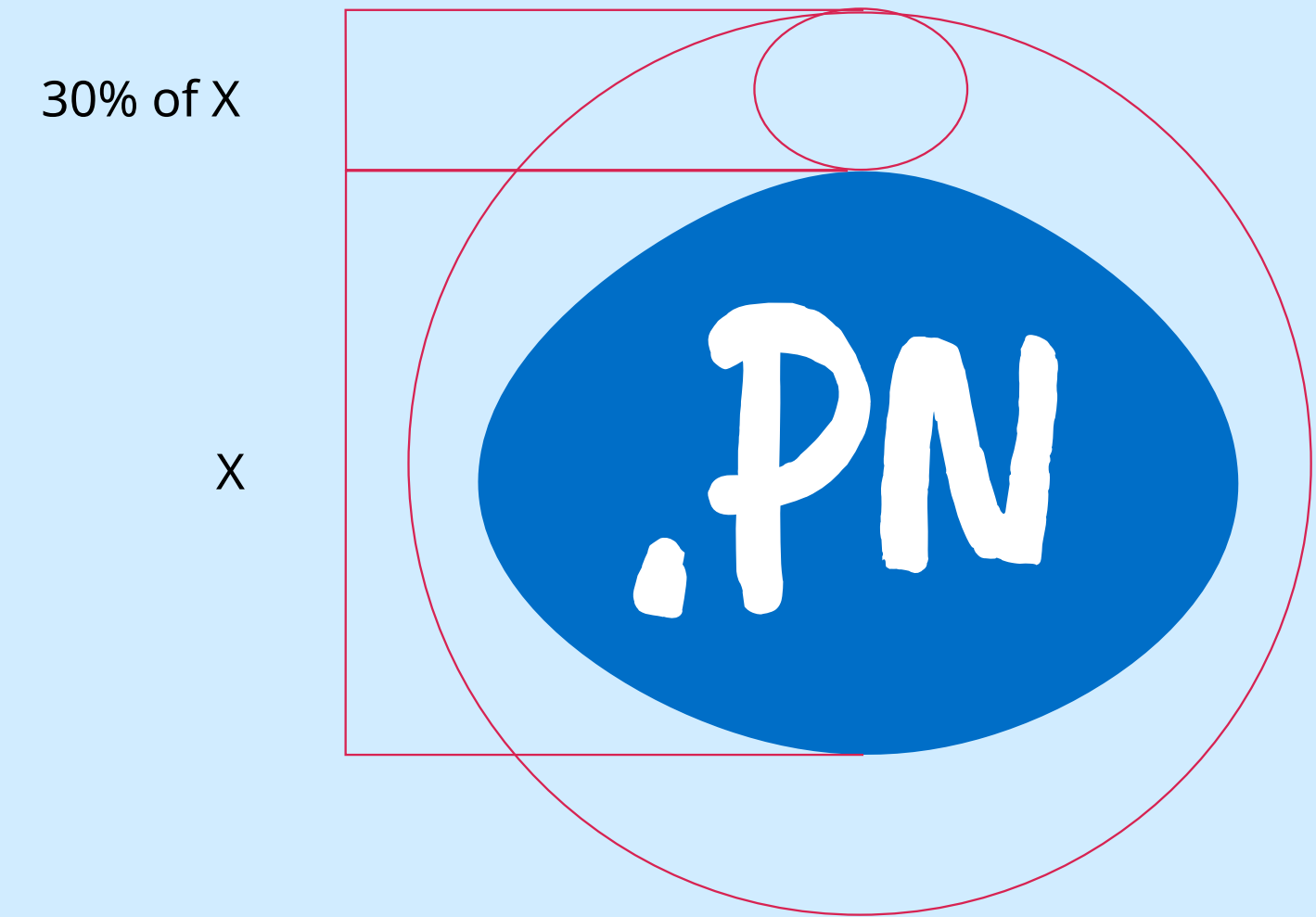
Logo

The .PN logo has been created using a brush script typeface combined with a blob ellipse in order to create a friendly and light-hearted mood.



Clear space (isolation zone)

To apply our Logo clearly, it should be surrounded by a clear space that's free from text and other graphic elements. Use the height of the .PN Logo to establish 'X'.



Black and white logos
In times where a monochrome version of the logo is needed, there are two black-and-white variations available to use, based on background colour/contrast.

LOGO MISUSE

It's important to ensure the integrity of our logo is maintained at all times. Shown on this page are some common mistakes to avoid.



✗ Don't distort or alter the proportions in any way.



✗ Don't recolour the Logo. Always ensure it's seen in either Science Blue or black or white.



✗ Don't add an outline to the Logo.



✗ Never rotate the Logo. Always ensure it's used with the symbol being 100% vertical.



✗ Don't sit the Logos on any colour other than those specified within our brand colour palette.



✗ Don't apply the Logos to graduated background colours.



✗ Don't remove any element of the Logo. In this instance, the dot before 'PN' has been removed.



✗ Don't redesign the logo in any way.



✗ Don't alter the balance of any element within the Logo.



✗ Don't use coloured graduations within the Logo.



✗ Never colour the elements within the Logo.



✗ Never use the .PN name without the outside holding blob shape.

Brand Colours

Our brand palette follows shades of blue primarily, with a variety of light and dark tones to be used across brand communications. Tints of the colour palette allow for further flexibility.

The breadth of our colour palette enables us to showcase the brand across a range of applications, both in print and online.

	Science Blue	River Bed	Blue Zodiac	Faded Purple	Waterfall Blue	Light Grey
	For Screen	For Screen	For Screen	For Screen	For Screen	For Screen
RGB	0 110 199	67 84 94	19 37 71	130 110 168	209 236 255	244 244 244
HEX	#006EC7	#43545E	#132547	#826EA8	#D1ECFF	#F4F4F4
	For Print	For Print	For Print	For Print	For Print	For Print
CMYK	86 53 0 0	73 52 44 37	100 87 42 45	58 61 7 0	21 0 0 0	5 4 4 0
90%						
80%						
70%						
60%						

Typography overview

The typefaces we use have been especially chosen to fulfil specific roles for .PN.

Together, these fonts help us to create a unique look to our communications.

Caveat Brush

Use Caveat Brush for main headings, ensuring that you are not using All-Caps.

Noto Sans

Noto Sans is used for all body copy and subtitles.

Main weights used for setting text

Noto Sans Regular

(Shown here 14pt with 18pt leading)

The Pitcairn Islands group is a British Overseas Territory. It comprises the islands of Pitcairn, Henderson, Ducie and Oeno.

Noto Sans Semi Bold

(Shown here 14pt with 18pt leading)

The Pitcairn Islands group is a British Overseas Territory. It comprises the islands of Pitcairn, Henderson, Ducie and Oeno.

Caveat Brush

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
1234567890!@£\$%^&*()

Noto Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()i€#¢œ\.:;?><|'''

Font Weights

Noto Sans Regular

Noto Sans Regular Italic

Noto Sans Medium

Noto Sans Medium Italic

Noto Sans Semi Bold

Noto Sans Semi Bold Italic

Noto Sans Bold

Noto Sans Bold Italic

Weights used in most applications

Misuse of our fonts

It's important that we maintain some simple principles when using our distinctive suite of fonts. This enables us to build recognition of our brand and deliver our key messages with clarity and consistency.

The Pitcairn Islands

Pitcairn Islands

Proportions

Never adjust our signature fonts disproportionately. Our fonts are designed to look good and be legible at a range of sizes. Don't stretch or squash them.

Pitcairn Islands

Lorem ipsum dolor amet

Lorem ipsum dolor amete cullest
audignistem, iumquat aesciis
aut lab ipsus pror moluptat.

Delessit alitium et ab illiquae. Itat ipienis
ulliam, etus ea sundit, iilitin con nobitam ea
inis eum hicilibus.

Officto riorro eum que ni qui quo bernam
inim illaut enim aut volupturit faccaepedi
tem adit quiat.

Dempero rectemp orrovid ucipsum idis ea
anda aliquaolor autesti busciis doluptium
aute qui berum et quas eaqui core aute
ium ventia eatur aliqui utatintus, officiisque
esti rencil il mo odit ut modis iumquo
quodign imendemque moluptatibus et quis
doluptatum.

Subheadings

Don't use Caveat Brush for subheadings or as body copy. Caveat Brush is intended for use as a headline font only.

At the heart of our work is the

creation of four flagship projects

which have the potential to improve

hundreds of thousands of lives with

new opportunities, aiming to bring

about lasting societal change.

Leading and spacing

To aid legibility and accessibility, keep line-spacing proportionate to the size of the typeface used. Aim for around 130% the size of type used so for 10pt type use 13pt leading.

Contact Us

If you have any queries regarding the logo and its usage, please contact:

Email creative@nominet.uk

