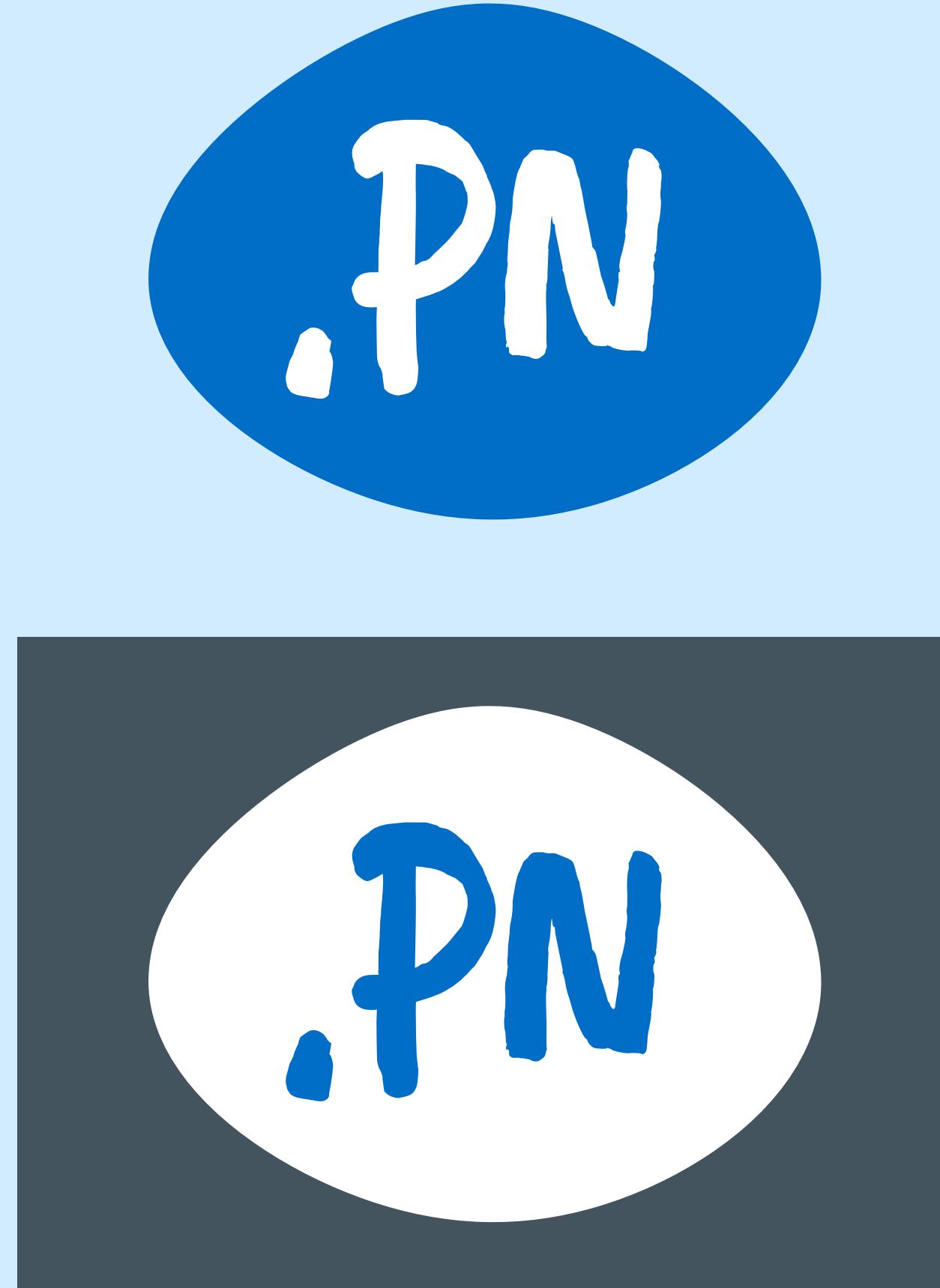


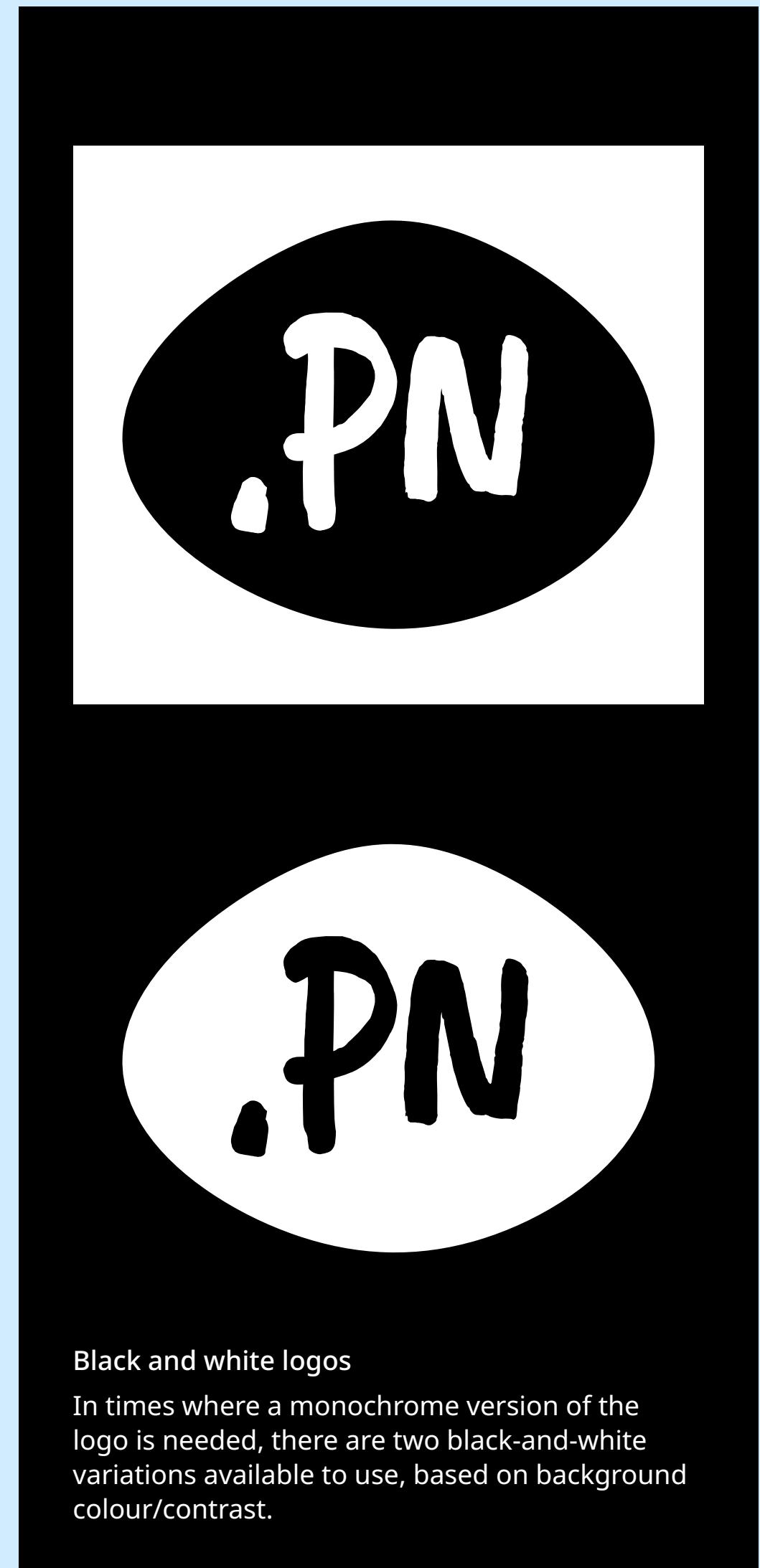
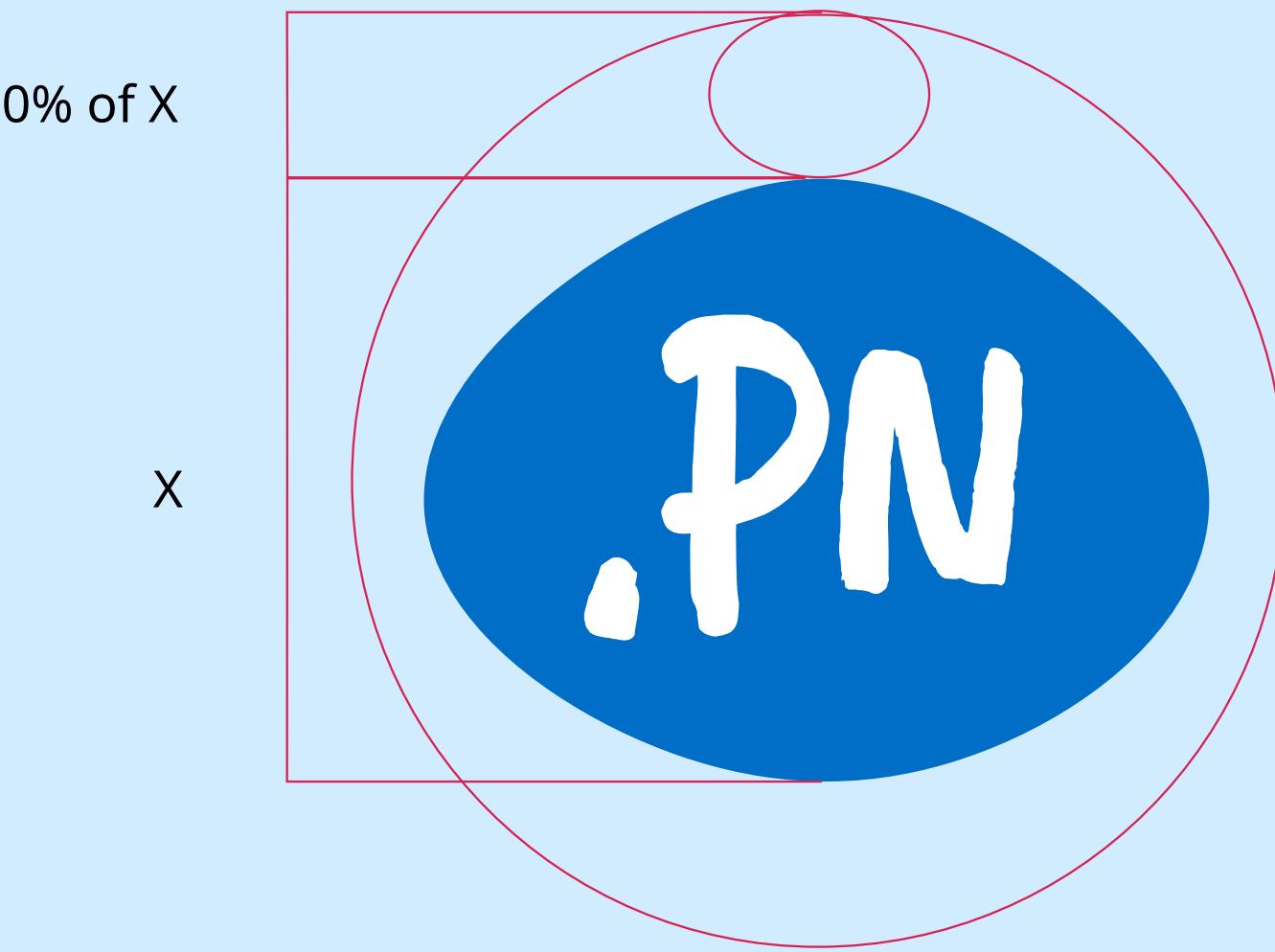
# .PN Brand Guidelines

**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.

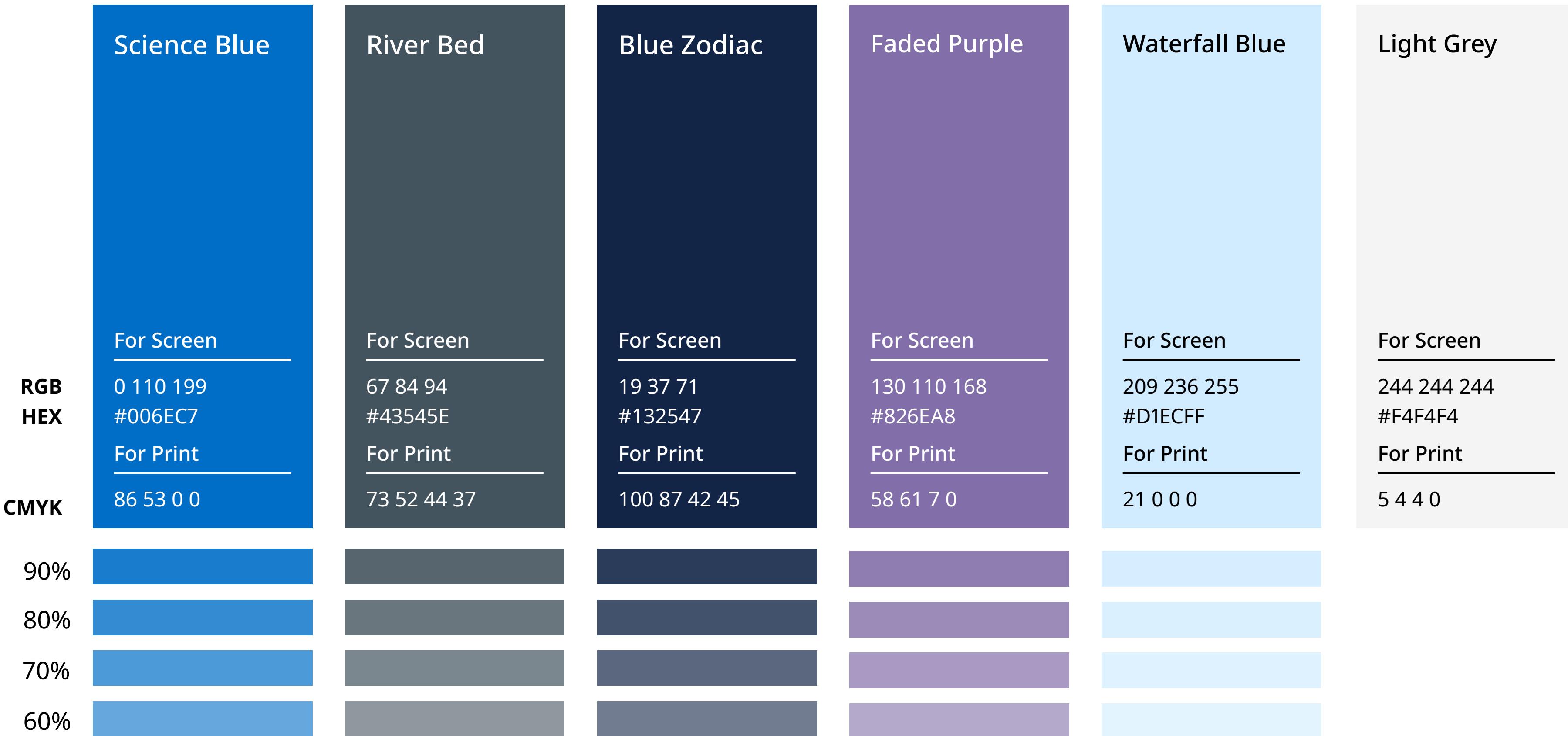


- ✗ Never use the .PN name without the outside holding blob shape.

**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.

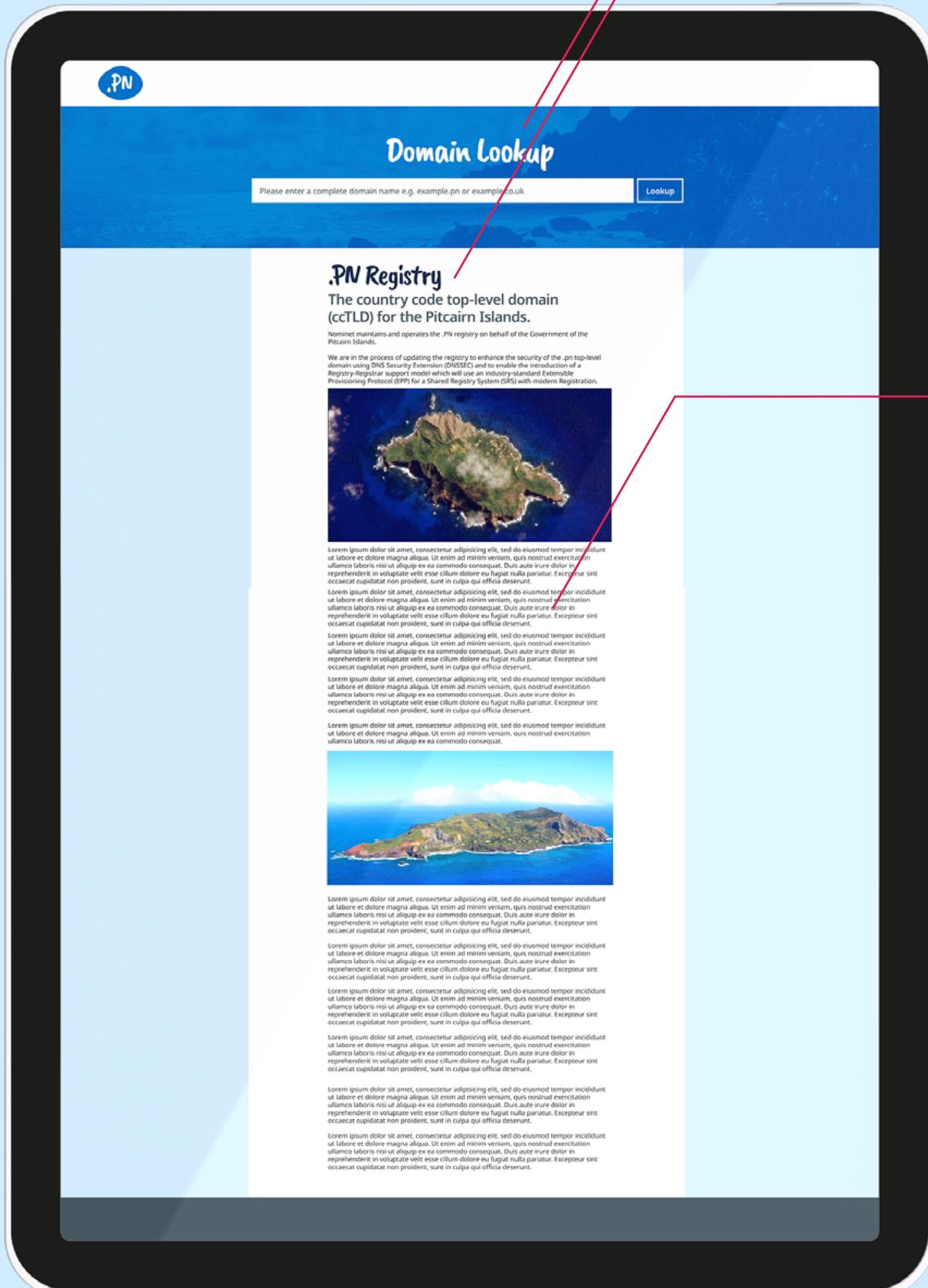
The breadth of our colour palette enables us to showcase the brand across a range of applications, both in print and online.



## 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.

### Caveat Brush

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( )

### 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.

### Noto Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( )

### 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 cullset  
audignistem, iumquat aescis  
aut lab ipsus pror moluptat.*

*Delesit alium et ab illaque. Itat ipienis  
ulliam, etus ea sundit, illtin con nobitam ea  
inis eum hicibus.*

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

*Dempero rectemp orrovid uicpsum idis ea  
anda aliquia valor autesti buscils doluptium  
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doluptium.*

## 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](mailto:creative@nominet.uk)

