United Kingdom
National Nuclear
Laboratory

UKNNL Brand Guidelines

Version 1, December 2024

Contents

01. Brand identity **3**
Master logo 4
Secondary logo 5
Incorrect logo usage 6
Logo exclusion zones 7
Logo minimum sizes 8
Logo placement 9
Logo colour 10

02. Typography **11**
Main typeface 12
Alternate typeface 13

03. Colour **14**
Colour palette 15
Combinations 16
Accessibility 17-18

01
Brand identity

Logo
Master logo

Our logo is made up of three elements: the Royal Coat of Arms, the organisation name and the colour line.

A. Master logo (portrait)
This logo should be used wherever possible. Secondary logos (see page 10) will sometimes be more appropriate for layout or accessibility reasons.

All identity artwork, in a variety of file formats, is available from: https://hmgbrand.gcs.civilservice.gov.uk/

Main logo

United Kingdom National Nuclear Laboratory

Logo
Secondary logos

B. Secondary logo (landscape)

This logo should be used in place of the master logo if it is more appropriate because of content or design considerations.

Secondary logo

United Kingdom National Nuclear Laboratory

To maintain consistency of our brand, it is imperative that the UKNNL logo is used correctly throughout all communications.

Even the slightest deviation could diminish its visual impact. The examples here are to illustrate errors of usage.

Don’t:

1. Don’t squash or distort the logo
2. Don’t place the logo at an angle
3. Don’t add a strapline near the logo
4. Don’t distort the proportion of the crest
5. Don’t place the logo on images where it may get lost
6. Don’t alter the colour of the logo

1.

2.

3.

4.

5.

6.

Logo
Logo exclusion zones

The exclusion zone ensures the logo is not compromised by other elements and helps it stand out.

This page shows the minimum clearance areas. Whenever possible, leave more space around the logo than the exclusion zone.

A. Exclusion zone for print
The height and width of the clear space is set by the width of the Royal Coat of Arms around the logo.

B. Exclusion zone for digital
However, digital applications (websites, apps, social media etc.) are often seen at smaller sizes that do not allow for such a large minimum exclusion area. For these applications, a smaller area equivalent to half the width of the Royal Coat of Arms is accepted.

The same rules apply to both the landscape and large format versions of the logo.

A. Minimum exclusion zone for print formats

B. Minimum exclusion zone for digital formats

Logo
Logo minimum sizes

Maximum and minimum sizes refer to the width of the Royal Coat of Arms, rather than the logo as a whole.

Minimum size for print
To make sure the logo is clear and legible, the Royal Coat of Arms should never appear smaller than a width of 5mm in print.

The maximum width is 20mm. After that the large format logo should be used (see secondary logos on page xx).

Minimum size for digital
The Royal Coat of Arms should never appear smaller than a width of 26 pixel on screen.

Minimum size for master (portrait) logo

5mm (print)
26px (digital)
(not to scale

United Kingdom
National Nuclear
Laboratory

Minimum size for secondary (landscape) logo

5mm (print)
26px (digital)
(not to scale

United Kingdom National Nuclear Laboratory

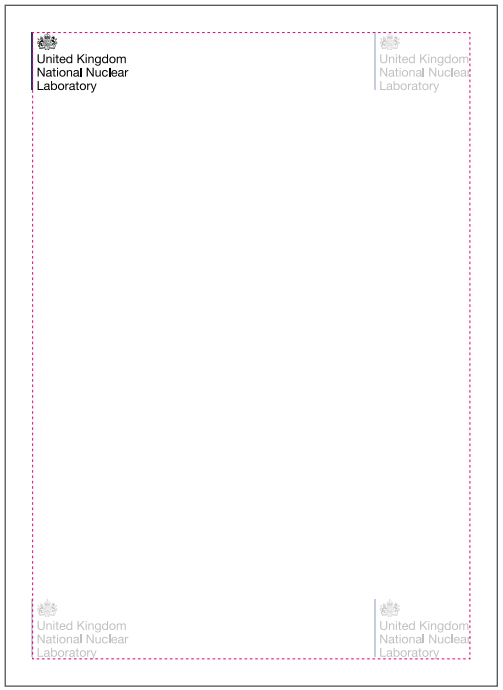
Logo
Logo placement

Positioning

For maximum impact, the identity should always be used prominently and legibly, as illustrated in the examples shown in this document.

Whenever possible, the logo should be placed at the top left of the page. Should the design not permit this, place it according to the guide shown here.

1.



2.

Logo
Logo colour

1. Colour
On white backgrounds, this version of the UKNNL logo is the preferred choice and should be used for the majority of communications.

2. Mono
This version of the logo is designated for all communication pieces where colour is not available, either for mono ads or mono internal material. It should only be used where colour isn't an option.

3. Reversed
In some design applications where limited colours are available, or improved stand-out is required (perhaps because the background is dark coloured), the white-out logo should be used. Note: the same colour options are applicable to the centred version of the logo.

1.

2.

3.

02
Typography

Main Typeface

Our main typeface is Helvetica Neue. Selected for accessibility, it provides a contemporary balance to the heraldic values of the Royal Coat of Arms, reflecting a progressive organisation steeped in a rich heritage.

The Helvetica Neue family is flexible with a wide range of weights which is essential when creating large, text heavy documents.

These are the key weights for most applications.

Alignment
Type alignment should be ranged left.

Character settings
Kerning must be set to optical, tracking at 0pt and minimum 12pt font size.

Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxyz01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue 55 Roman

abcdefghijklmnopqrstuvwxyz01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue 65 Medium

abcdefghijklmnopqrstuvwxyz01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwxyz01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Alternate Typography

If Helvetica Neue is not available, for example when producing PowerPoint presentations or reports in Word, you can use Arial.

The same guidance on usage throughout this section still applies. Simply substitute Helvetica Neue Light or Roman for Arial Regular, and Helvetica Neue Bold or Medium for Arial Bold.

Arial Regular

abcdefghijklmnopqrstuvwxyz01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

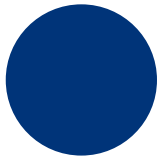
Arial Bold

abcdefghijklmnopqrstuvwxyz01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

03
Colour

Colour palette

UKNNL Logo colours



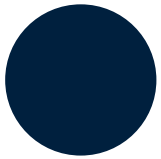
UKNNL Logo Blue

CMYK 100 85 30 10
RGB 0 52 121
Web #003479

UKNNL Logo Black

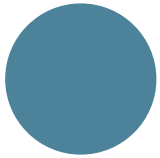
CMYK 0 0 0 100
RGB 0 0 0
Web #000000

Grounding colours



Night Blue

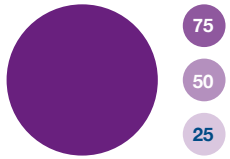
CMYK 100 85 45 53
RGB 0 32 62
Web #00203e



Teal

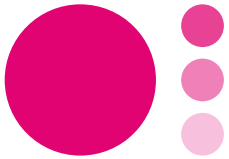
CMYK 70 35 28 10
RGB 76 131 155
Web #4C839B

Elementary colours (UKNNL brand colours) and tones (%)



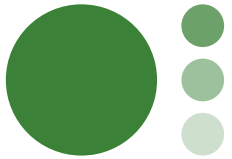
Purple

CMYK 65 100 0 15
RGB 105 32 126
Web #69207E



Magenta

CMYK 0 100 20 5
RGB 224 3 113
Web #E00371

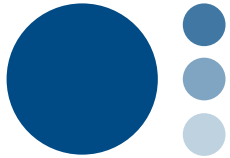


Green

CMYK 65 0 91 38
RGB 59 130 56
Web #3B8238

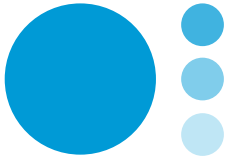
Yellow

CMYK 0 10 100 0
RGB 255 221 0
Web #FFDD00



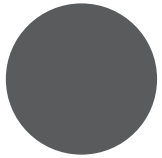
Dark Blue

CMYK 100 56 0 34
RGB 0 75 133
Web #004B85



Cyan

CMYK 85 15 0 0
RGB 0 162 224
Web #009AD6



Dark Grey

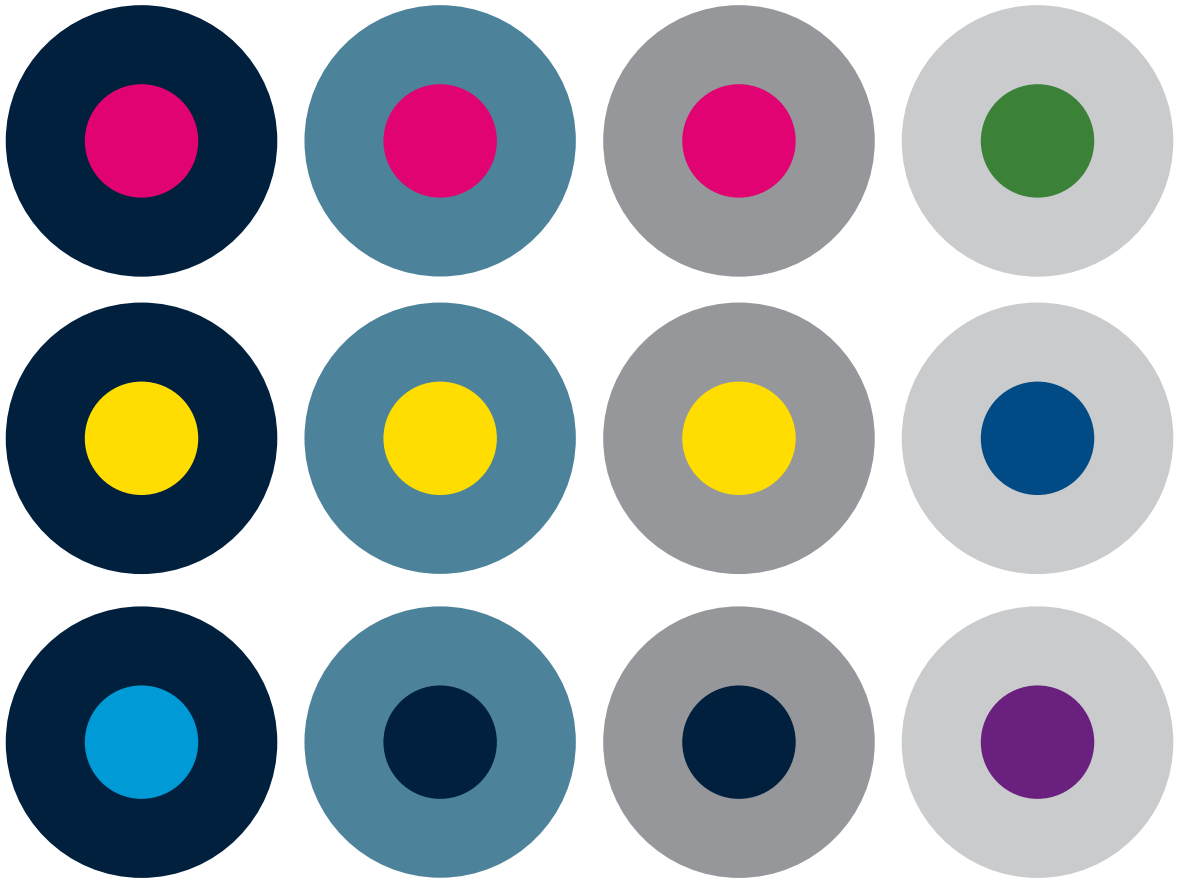
CMYK 0 0 0 79
RGB 090 091 093
Web #5A5B5D

Light Grey

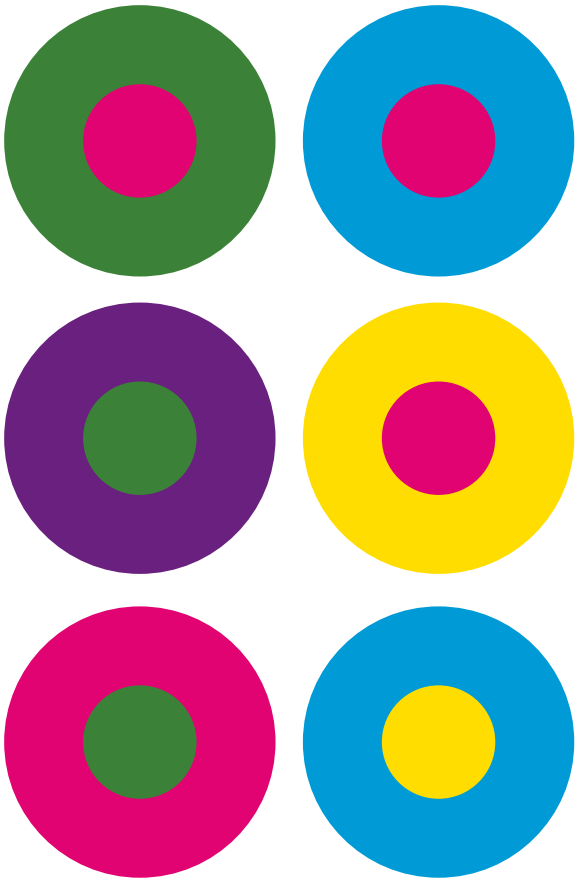
CMYK 0 0 0 49
RGB 149 151 154
Web #95979A

Colour palette

Colour palette combinations



Aim
A bright colour sitting on a more muted background colour helps with balance and projects a more sophisticated tone.



Avoid
Poppy, bright or clashing colour combinations give the impression of being too casual or dumbing down.

Colour palette

Accessibility – contrast against white background

		AA Normal Text	AA Large Text
Nuclear science to benefit society	Night Blue = 16.45:1		
Nuclear science to benefit society	UKNNL Logo Blue = 11.88:1		
Nuclear science to benefit society	Purple = 9.95:1		
Nuclear science to benefit society	Dark Blue = 8.95:1		
Nuclear science to benefit society	Dark Grey = 6.79:1		
Nuclear science to benefit society	Magenta = 4.75:1		
Nuclear science to benefit society	Green = 4.73:1		
Nuclear science to benefit society	Teal = 4.17:1		
Nuclear science to benefit society	Cyan = 3.18:1		
Nuclear science to benefit society	Light Grey = 2.92:1		
Nuclear science to benefit society	Yellow =1.34:1		

Higher contrast

Colour Accessibility

This chart is a useful guide to check if the colour contrast is accessible, based on the Web Content Accessibility Guidelines (WCAG) for screen.

The darker areas on the chart show an acceptable contrast ratio for 'normal text' of at least 4.5:1, for text less than 14pt (18.66px). For larger text (above 14pt) a ratio of 3:1 is acceptable.

There is an online tool to check different combinations and sizes here: https://webaim.org/resources/contrastchecker

Colour palette

Accessibility – contrast against Night Blue background

Colour Accessibility

This chart is a useful guide to check if the colour contrast is accessible, based on the Web Content Accessibility Guidelines (WCAG) for screen.

The darker areas on the chart show an acceptable contrast ratio for ‘normal text’ of at least 4.5:1, for text less than 14pt (18.66px). For larger text (above 14pt) a ratio of 3:1 is acceptable.

There is an online tool to check different combinations and sizes here: https://webaim.org/resources/contrastchecker

United Kingdom
National Nuclear Laboratory

5th Floor, Chadwick House
Warrington Road, Birchwood Park
Warrington WA3 6AE
T. +44 (0) 1925 933 744
E. engagement@uknnl.com

www.uknnl.com