



BRAND IDENTITY

The Logo

THE LOGO

Meet the BGS logo

A simple, clean and elegant logo designed with the earth's surface and subsurface, heritage and unity in mind.

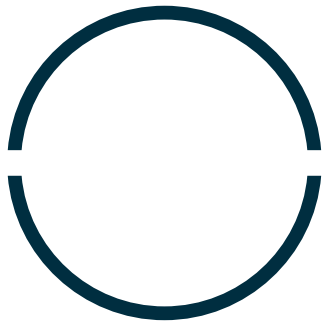
The strong and iconic circular icon allows for the brand to be unique whilst being easily recognisable.



**British
Geological
Survey**

THE LOGO

Behind the logo



THE STRATA

The cut circle represents the surface and subsurface while working to convey the global coverage.



THE CROWN

A new refreshed crown is a simplified version of the current crown.



GEOLOGY

Redesigning geology. An update to the current representation.

BGS

ACRONYM

Taking influence from the original extended typeface, we have created a cleaner and more legible 'BGS'.



COLOUR

Earth colour appears in most landscape images, it appears to subtly change in different lights/applications just like the earth does. It compliments natural colours perfectly. The stone colour adds a natural touch while also having a gold like quality.

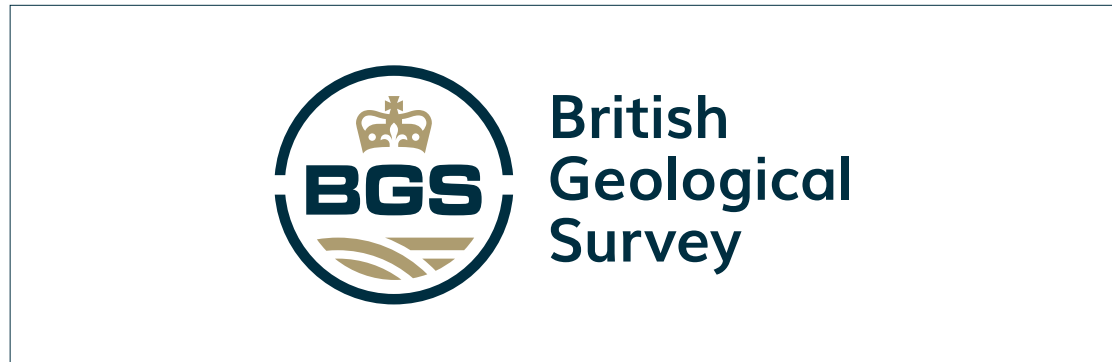
THE LOGO

Logo variations

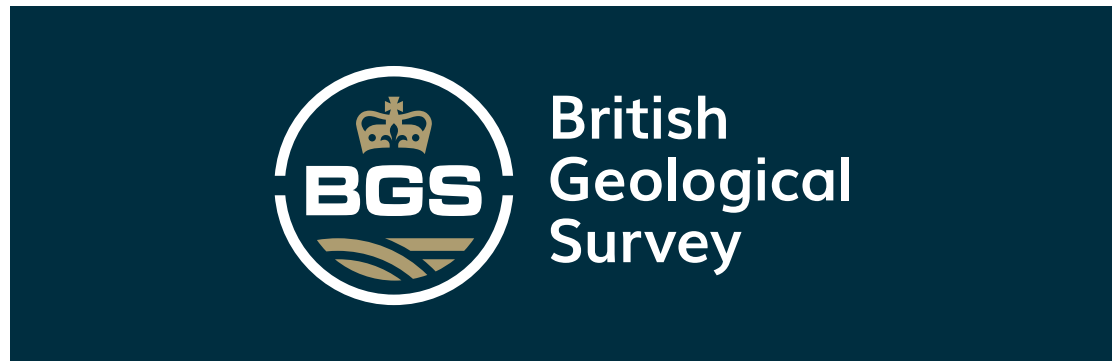
There are several versions of the BGS logo. The two Primary logos are preferred and should be used in all instances, where possible. Depending on whether the background is light or dark, the most appropriate of the two primary logos should be used to retain clear legibility in all instances.

For circumstances when the Primary logos are not suitable we have two alternative logos, one in White and one in Black. These should only be used in cases where it is not possible to use the preferred Primary versions.

Primary Positive



Primary Reversed



Black



White



THE LOGO

Size and space

The BGS logo requires a 'clear space' to maintain the clarity and impact of the logo. This is an area around the logo that should always remain clear of any Graphics, Imagery or Typography.

The clear space is calculated simply by using the height of the letters BGS found within the logo.

To ensure clarity and legibility at all times, a recommended minimum size has been provided for both screen and print.

CLEAR SPACE



MINIMUM SIZE



THE LOGO

Incorrect logo usage



Do not alter the colour of the BGS logo



Do not place anything in the clear space



Do not skew or distort the logo



Do not add effects to the logo



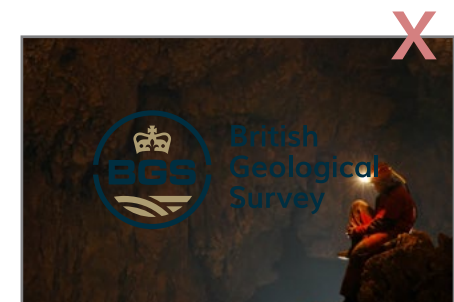
Do not rotate the logo



Do not change any part of the logo



Do not place the logos on backgrounds that causes legibility issues



Do not use on an image or pattern that causes legibility issues

GRID SYSTEM

Logo sizing

The logo should be clear and legible at all times. Follow the sizing guides below to ensure the logo is the correct size for common formats. Depending on the material, the size of the logo can adapt if it is required larger.



GRID SYSTEM

Logo position

For most applications the logo should be positioned at any corner of a layout.

On occasion, where the logo is considered the main focus of a layout, it can be horizontally centred on any of the Surface Lines. This example is shown on an portrait document.

See page 61 for information about Surface Lines.

