

# ONR brand guidelines

These brand guidelines are for the sole use of the ONR Communications team in supporting the development of corporate publications and other branded material. For further information relating to the brand guidelines, please contact the Communications team at [Contact@onr.gov.uk](mailto:Contact@onr.gov.uk)

# Introduction

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To build a strong brand that we can be proud of, we need to be consistent in all aspects of our communication. Following these guidelines correctly will help us to maintain a professional and trustworthy brand.

If you have any questions about the guidelines, or the ONR brand in general, please email the ONR comms team:  
**[contact@onr.gov.uk](mailto:contact@onr.gov.uk)**

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**ONR logo**

# Our logo

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Our logo is the most visual element of our brand, and the main way people will identify ONR. As such, it needs to be used consistently and correctly.

## Size

The logo size is defined by the diameter of the disc. The smallest permissible size is 12mm.

The ONR logo is available in different formats, depending on usage (i.e. print, online, single colour). If you would like to use the logo, please get in touch with the ONR comms team.

The recommended sizes for common formats are:

- A3: 20mm
- A4: 15mm
- A5/DL: 12mm



# Office for Nuclear Regulation



12mm  
Minimum size

**The ONR logo is copyright and must not be used without written permission from the ONR communications team.**

# Logo design specifications

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## Logo construction

The ONR logo has been designed so that the different elements work in harmony with each other. The elements should not be separated, and their relationship to each other must not be changed.

## Minimum exclusion zone

To enable the logo to appear prominently without interference, a minimum exclusion zone must be left clear between the logo and other graphic elements, text or the edge of the page.

## Logo colour

The ONR logo should be teal (PANTONE 562 C) when it is used on a white background.



The exclusion zone around our logo should be the same as the cap height of the uppercase letters. The space between the ONR disc and the text is the x-height of the lowercase letters.



PANTONE 562 C  
C92, M30, Y61, K21  
R0, G111, B98

**The ONR logo is copyright and must not be used without written permission from the ONR communications team.**

# Logo artwork

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The teal logo should primarily be used on a white background. The logo is also available in white for use on coloured backgrounds.

For black-and-white printed documents, a black version of the logo is available. Please only use this version for single-colour printing.

The logo should not be altered in any way, as this could undermine the impact, authority and professionalism of our communications. Do not try to recreate it yourself.



Teal logo

Office for  
Nuclear Regulation



White logo

Office for  
Nuclear Regulation



Black logo

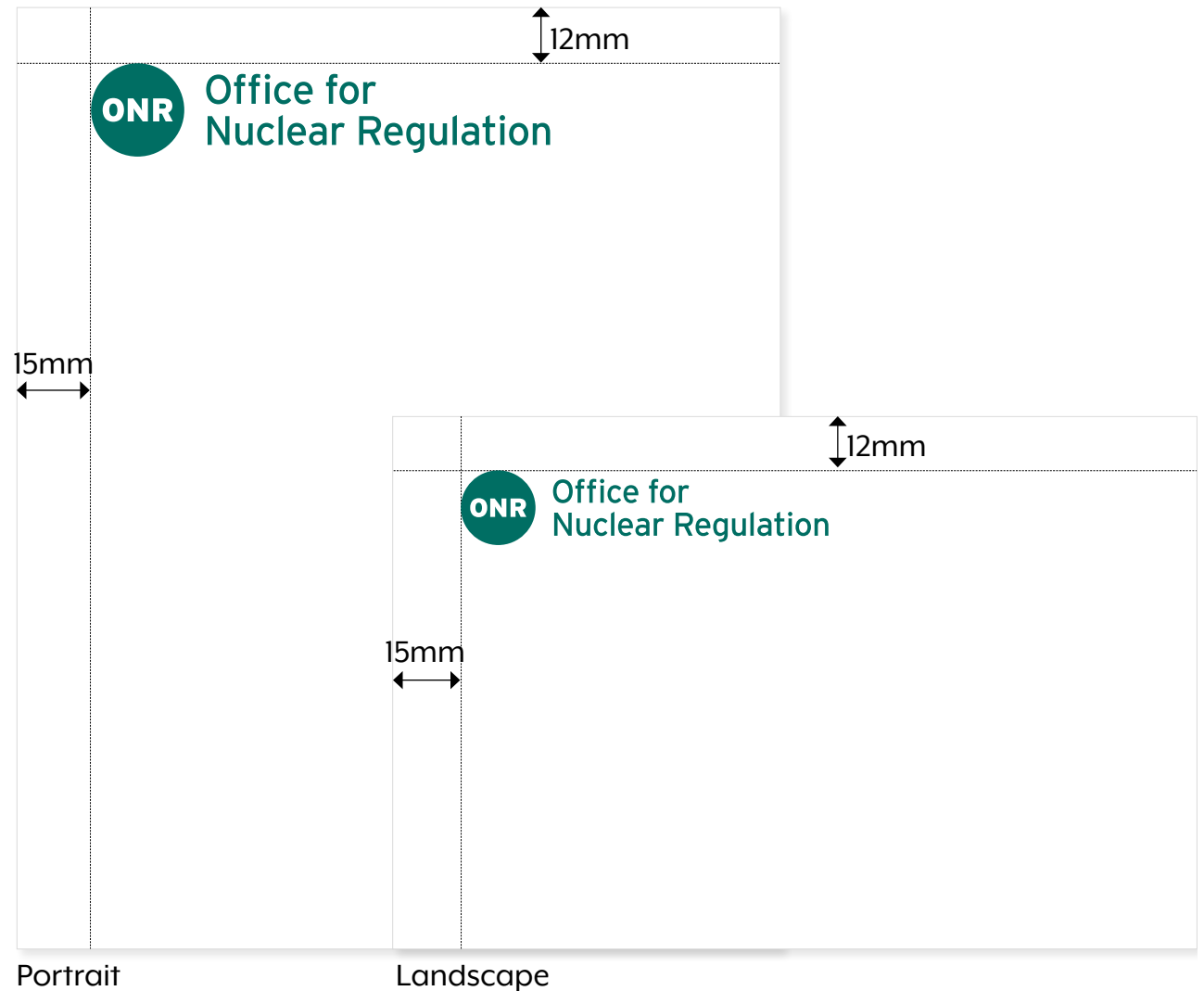
Office for  
Nuclear Regulation

# Logo placement

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For consistent application of the logo, wherever possible place it in the top-left corner of communications. This will ensure its prominence, while adhering to exclusion zone guidelines.

These placement rules apply to both landscape and portrait formal communications. For documents with a spine, we recommend that you leave an extra 5mm of space to the left of the logo, to ensure it is clear of the binding.





# Logo misuse

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It is essential that the logo is used correctly in all communications. If it is not, the impact and recognition of the ONR brand will be compromised.

The examples shown here are **incorrect** applications.

The logo should only ever appear in the ONR teal, or in white on a brand colour background. If this is not possible, black is the only other option.



The colour of the logo should not be altered.



The text positioning should not be altered in relation to the ONR disc.



Elements should not be added to the logo and the correct exclusion zone should not be ignored.



The logo should not be distorted.



The typeface should not be changed.



The logo should not be used over a busy background image.

# ONR elements

# Typography

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## Primary typeface

The main typeface for external publications is **Mr Eaves XL Mod OT**. It should be used for all copy and titles of publications produced on a Mac system. Examples include the Annual Report and Accounts, the ONR Corporate Plan and the ONR Strategy.

## Secondary typeface

**Arial** is the typeface which should be used for all copy and titles of publications produced on a PC system.

Examples include board executive management team papers, site quarterly reports, project assessments and intervention reports.

## Mr Eaves XL Mod OT

Mr Eaves XL Mod OT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

**Mr Eaves XL Mod OT Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**

**0123456789**

## Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789

**Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**

**0123456789**

*Arial Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*

*0123456789*

# Typography

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## Hierarchy of type

The consistent application of our type style and hierarchy reinforces clarity and professionalism. Illustrated opposite are the most common type styles used.

You should keep the weight and size of headings and body copy consistent throughout a document. The minimum size for body text is 14pt in Mr Eaves XL Mod OT, which has the equivalent x-height of 12pt in Arial.

## Title

50/50pt Mr Eaves XL Mod OT Bold

## Subtitle

24/24pt Mr Eaves XL Mod OT Regular

## A heading

17/20pt Mr Eaves XL Mod OT Bold

## B heading/standfirst

15/17pt Mr Eaves XL Mod OT Regular

## C heading

14/16pt Mr Eaves XL Mod OT Bold

## Body copy

14/16pt Mr Eaves XL Mod OT Regular

- Bullet point text should have a hanging indent, as shown here.  
14/16pt Mr Eaves XL Mod OT Regular. Indent 5mm
- Numbered text should have a hanging indent whenever spacing permits.  
14/16pt Mr Eaves XL Mod OT Regular. Indent 5mm

## Title for charts, graphs, figures or tables

14pt Mr Eaves XL Mod OT Regular

## Captions and source information

12pt Mr Eaves XL Mod OT Regular

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## <sup>1</sup> Footnotes

12pt Mr Eaves XL Mod OT Regular

# Typography

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Whenever possible, keep to these style sheets to ensure consistency.

## Title

50/50pt Arial Bold

## Subtitle

24/24pt Arial Regular

## A heading

16/19pt Arial Bold

B heading/standfirst

13/15pt Arial Regular

## C heading

12/14pt Arial Bold

Body copy

12/14pt Arial Regular

- Bullet point text should have a hanging indent, as shown here.  
12/14pt Arial Regular. Indent 5mm
- 1. Numbered text should have a hanging indent whenever spacing permits.  
12/14pt Arial Regular. Indent 5mm

Title for charts, graphs, figures or tables

12pt Arial Regular

Captions and source information

12pt Arial Regular

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<sup>1</sup> Footnotes

12pt Arial Regular

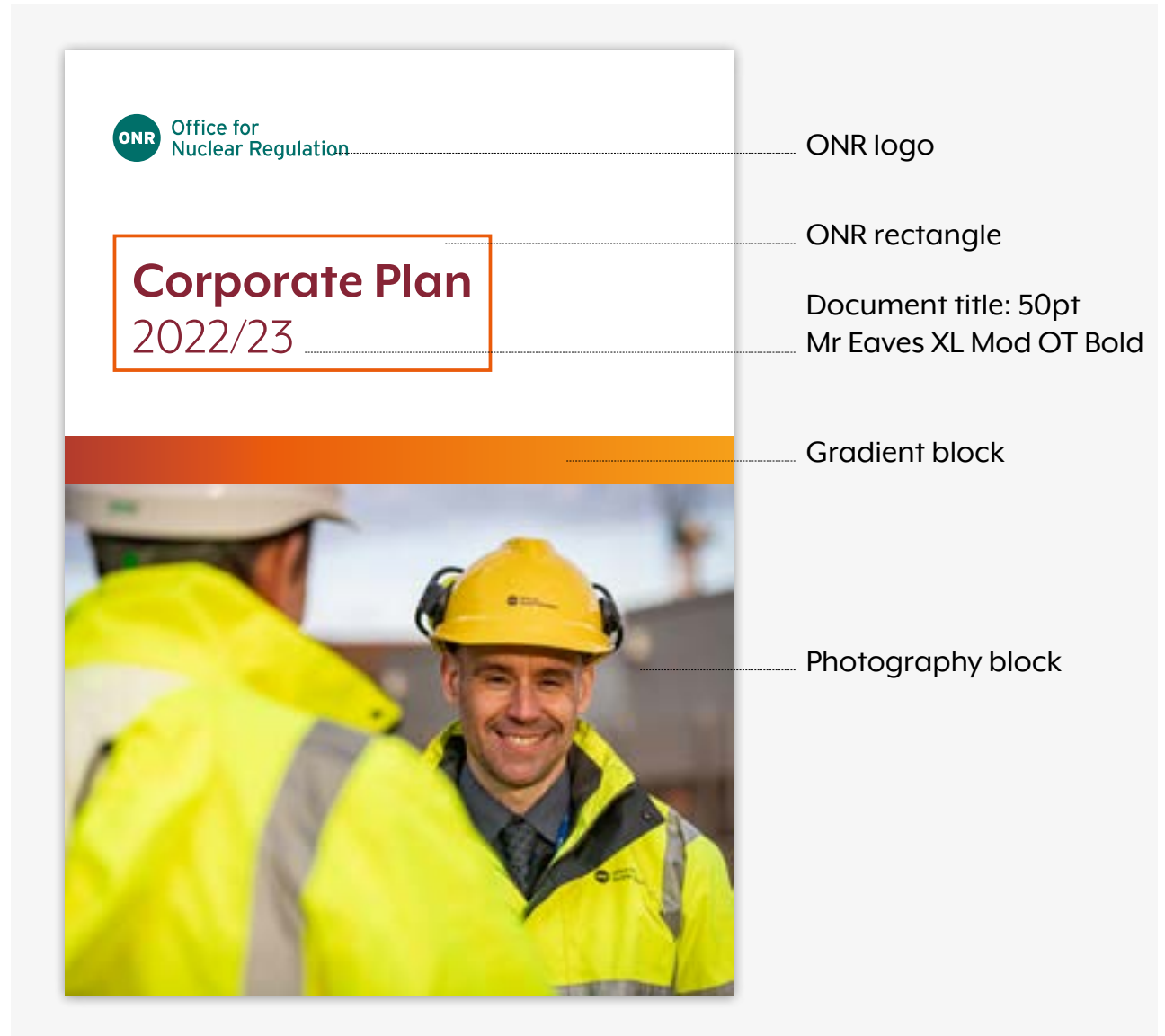
# Typography

## Cover design

Our document cover structure highlights content and retains consistency.

The key elements are:

- ONR logo
- document title
- ONR rectangle
- gradient block in a brand colour
- photography block



# Colour palette

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## Core colour

Pantone 562 C is the core colour for ONR.

Tints may be used.

## Accompanying tones

There is an accompanying light and dark tone.

## Gradients

Gradients may be used. They should be created using the core colour with one of the accompanying tones.

### Core colour



PANTONE 562 C  
C92, M30, Y61, K21  
R0, G111, B98

### Light



PANTONE 339 C  
C75, M0, Y59, K0  
R0, G179, B136

### Dark



PANTONE 560 C  
C84, M49, Y66, K61  
R29, G60, B52

### Gradients



# Colour palette

## Secondary colours

The secondary palette is also available to supplement the core colour.

## Accompanying tones

There is an accompanying light and dark tone for each secondary colour. Please consider legibility. The darker tones are ideal for headings or to reflect more serious subject matters where the brighter colours may not be appropriate. The lighter tones should not be used for headings.

## Gradients

Gradients may be used. They should be created using a secondary colour with one of the accompanying tones.

### Secondary colours



PANTONE 1585 C  
C0, M69, Y91, K0  
R255, G106, B19



PANTONE 325 C  
C59, M0, Y27, K0  
R100, G204, B201



PANTONE 368 C  
C60, M0, Y100, K0  
R120, G190, B32



PANTONE 2415 C  
C44, M100, Y2, K1  
R158, G0, B126

### Light



PANTONE 137 C  
C0, M44, Y93, K0  
R255, G163, B0



PANTONE 636 C  
C49, M0, Y10, K0  
R139, G211, B230



PANTONE 386 C  
C13, M0, Y67, K0  
R233, G236, B107



PANTONE 191 C  
C0, M84, Y35, K0  
R239, G66, B111

### Dark



PANTONE 202 C  
C29, M94, Y66, K34  
R134, G38, B51



PANTONE 5473 C  
C88, M40, Y45, K32  
R17, G94, B103



PANTONE 349 C  
C90, M32, Y93, K24  
R4, G106, B56



PANTONE 2623 C  
C73, M100, Y24, K13  
R95, G33, B103

### Gradients





# Text accessibility

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It is important that the font and background colour combinations you use meet WCAG 2.1 AAA accessibility standards.

Only use the colour combinations shown on the right for text.

Large text is 18pt or above, and regular text is 14pt or above.

Black text can be used on a white background or on a tint of any colour from the brand colour palette (at 20% maximum).

You should use a **contrast checker** (such as [WebAIM](#)) to make sure there is enough contrast.

If a document will be published or shared online, do not use white text on coloured backgrounds. This may pass a colour contrast check but if the document is reflowed (for example, by an assistive device), the white text will be invisible.

## White background

**Pantone 5473C**



**Pantone 202C**



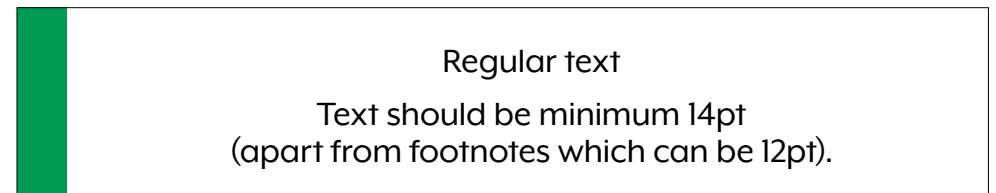
**Pantone 2623C**



**Pantone 349C**



**Black**



# ONR rectangle

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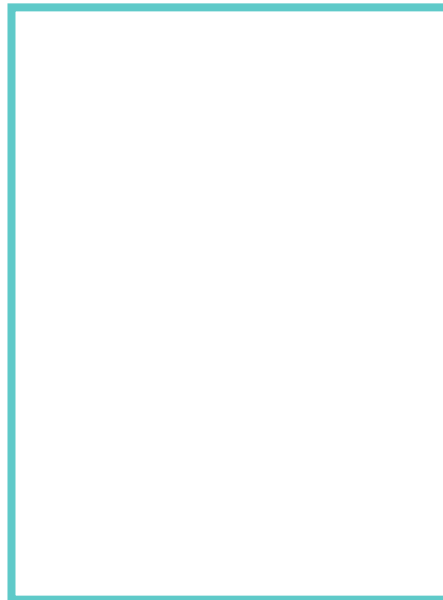
The ONR rectangle is versatile. It can be adjusted and adapted to fit the content as long as it remains a rectangle.

The rectangle can be used to frame logos, pulled-out text and quotes.

The stroke width should be 3pt on A4 documents and can be scaled proportionately for other sizes.

The stroke colour should be one of the colours from the ONR colour palette if it is being used on a white background.

If a colour background is used, the rectangle should be reversed out in white.



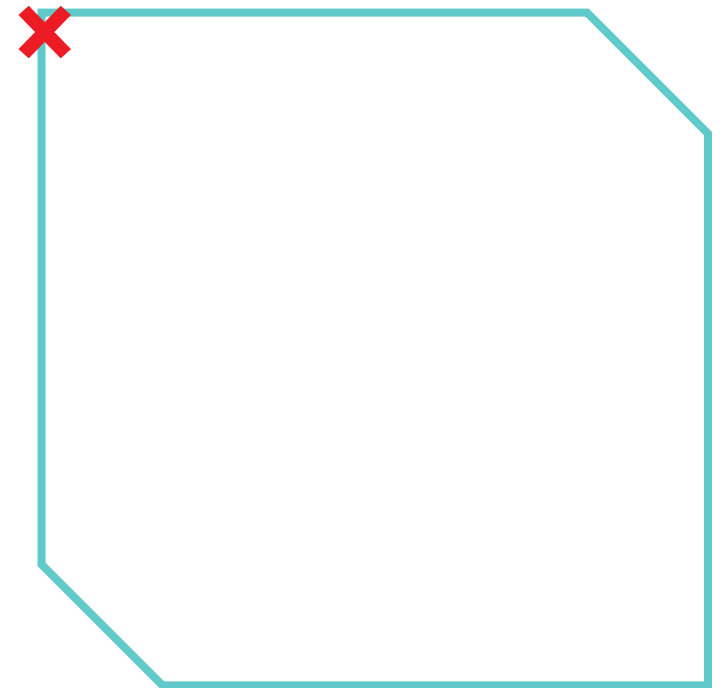
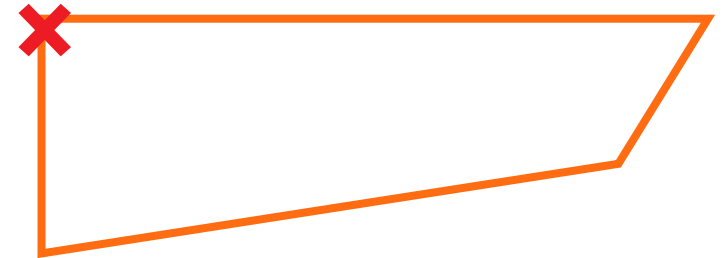
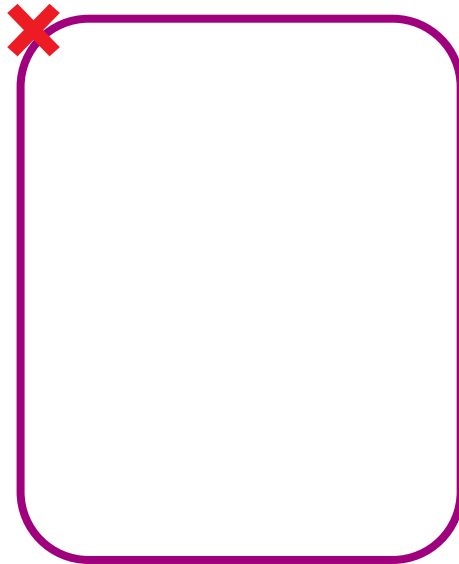
# ONR rectangle misuse

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Only use the ONR rectangle as it is intended.

Do not attempt to change the shape or angle of the rectangle.

These are examples of how the ONR rectangle **must not** be used.



# Photography

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Photographs should be used to enhance the communications rather than to fill a space.

A balance of sites, showing the nature of ONR's work and the diversity of the communities and society we serve, should be represented.

ONR has a growing portfolio of photos, both on and off-site, to which we retain the copyright. If you require photos or need to have a photo taken, please speak to the comms team.

## Technical requirements

All images must be of high enough resolution to be used for a variety of purposes, including large format for events or exhibitions. All images should be 300dpi for print.

Digital files must be in jpeg format, which is an industry standard. Other file formats are not accepted.



# Photography

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ONR has access to a large number of photos supplied by third parties. Permission to use these photos must be sought from the copyright owner and the source acknowledged accordingly.



**Dungeness** © EDF Energy



**Heysham** © EDF Energy



**Dounreay –  
Decommissioning foreshore**  
© DSRL and NDA



**Dounreay – Silo building dismantling**  
© DSRL and NDA

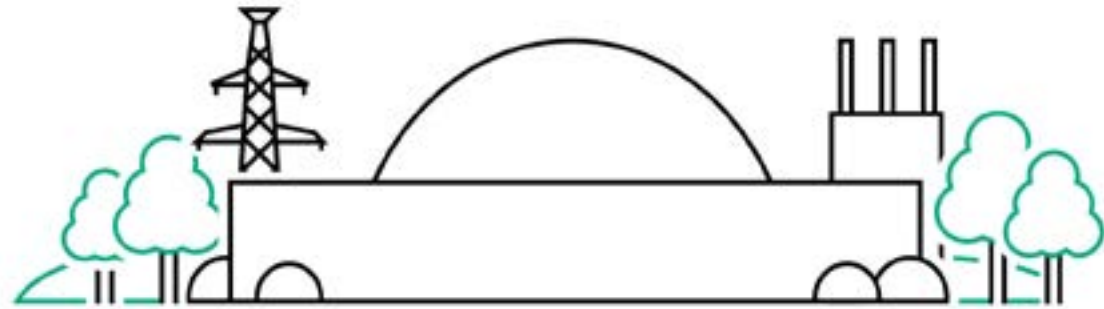
# Illustration style

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The ONR illustration style is clean and minimal.

Use a 3pt stroke when creating illustrations for A4 media and scale accordingly. Consider using gaps to define elements of the illustration as shown in these examples.

One core colour should be used alongside black. Illustrations can also be reversed out in white on a coloured background.

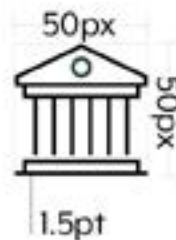
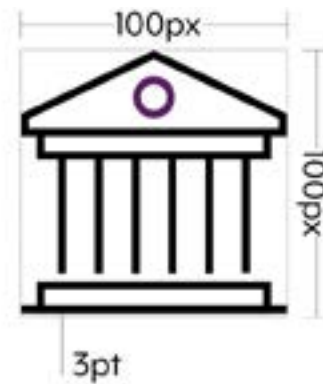


# Icon style

The ONR icon style is simple and minimal.

When creating icons, use a 3pt stroke at 100 by 100 pixels and scale accordingly. Consider using gaps to define elements of the icon as shown in these examples.

One core colour should be used alongside black. Icons can also be reversed out in white on a coloured background.



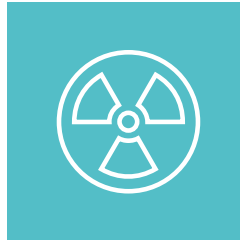
# Strategic icons

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We have developed four icons for our strategy areas. They should only be used in relation to our strategy.

Please use the correct colour for each icon. Tints may also be used.

Influencing proportionate improvements



Inspiring stakeholder confidence



Creating a culture of inclusion and excellence



Modernising how we work



PANTONE 325 C



PANTONE 368 C



PANTONE 1585 C



PANTONE 2415 C



# Value icons

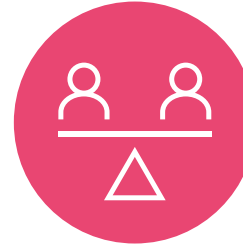
We have developed four icons to represent our values. They should only be used in relation to our values.

The value icons need to remain within a circle. There are coloured versions for use on a white background, and white versions for use on a coloured background.

Supportive



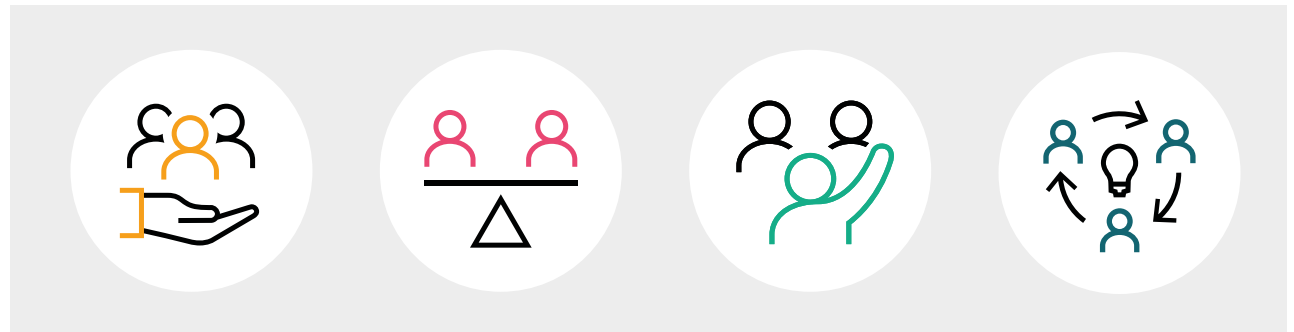
Fair



Accountable



Open-minded



PANTONE 137 C



PANTONE 191 C



PANTONE 339 C



PANTONE 5473 C

# Charts and graphs

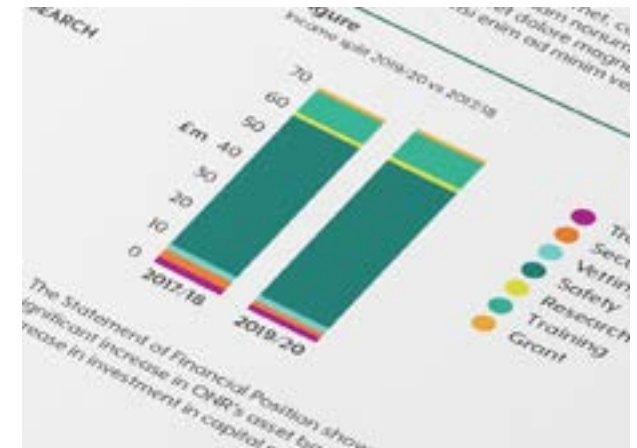
Facts and figures should be presented in a clear and engaging way so complex information is easier to understand.

Use the colours from our palette to create charts and graphs. This can be done in Excel.

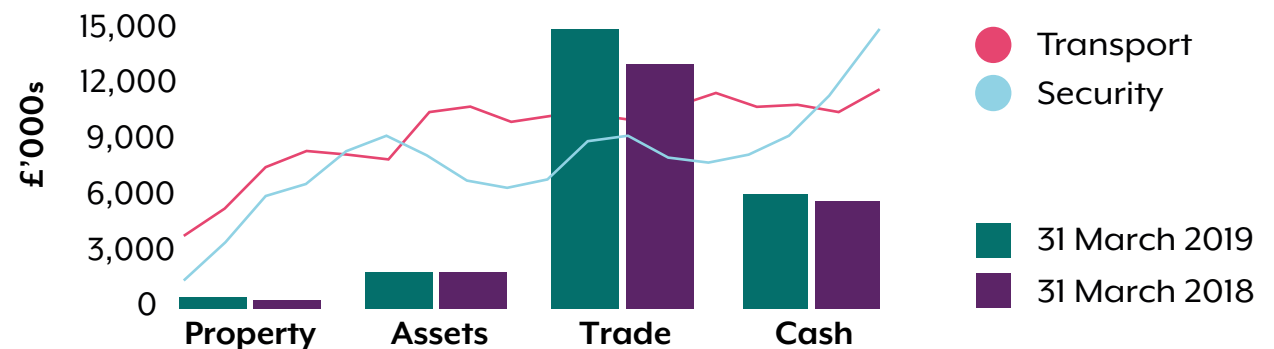
It can be helpful to distinguish the data using patterns as well as colour.

Use additional information such as percentages, numbers and a key to provide more detail. Consider the choice of colour and ensure there is sufficient contrast between each one.

The text size for graphs and charts should always be 14pt.



**Figure**  
Statement of financial position



# Editorial style

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ONR has developed an editorial style guide to help staff write with clarity and consistency. This document can be found on the ONR intranet, Nucleus.

The style guide includes practical information to ensure authors prepare accurate content in the most suitable style. It explains ONR's style preferences for grammar, punctuation and spelling, as well as the presentation and formatting of text.

The style guide should be used in conjunction with the basic principles of the ONR identity.

Please contact the comms team for further information.

## Copyright statement

It is important that the appropriate copyright is used where applicable. Contact the comms team for further information: [contact@onr.gov.uk](mailto:contact@onr.gov.uk)

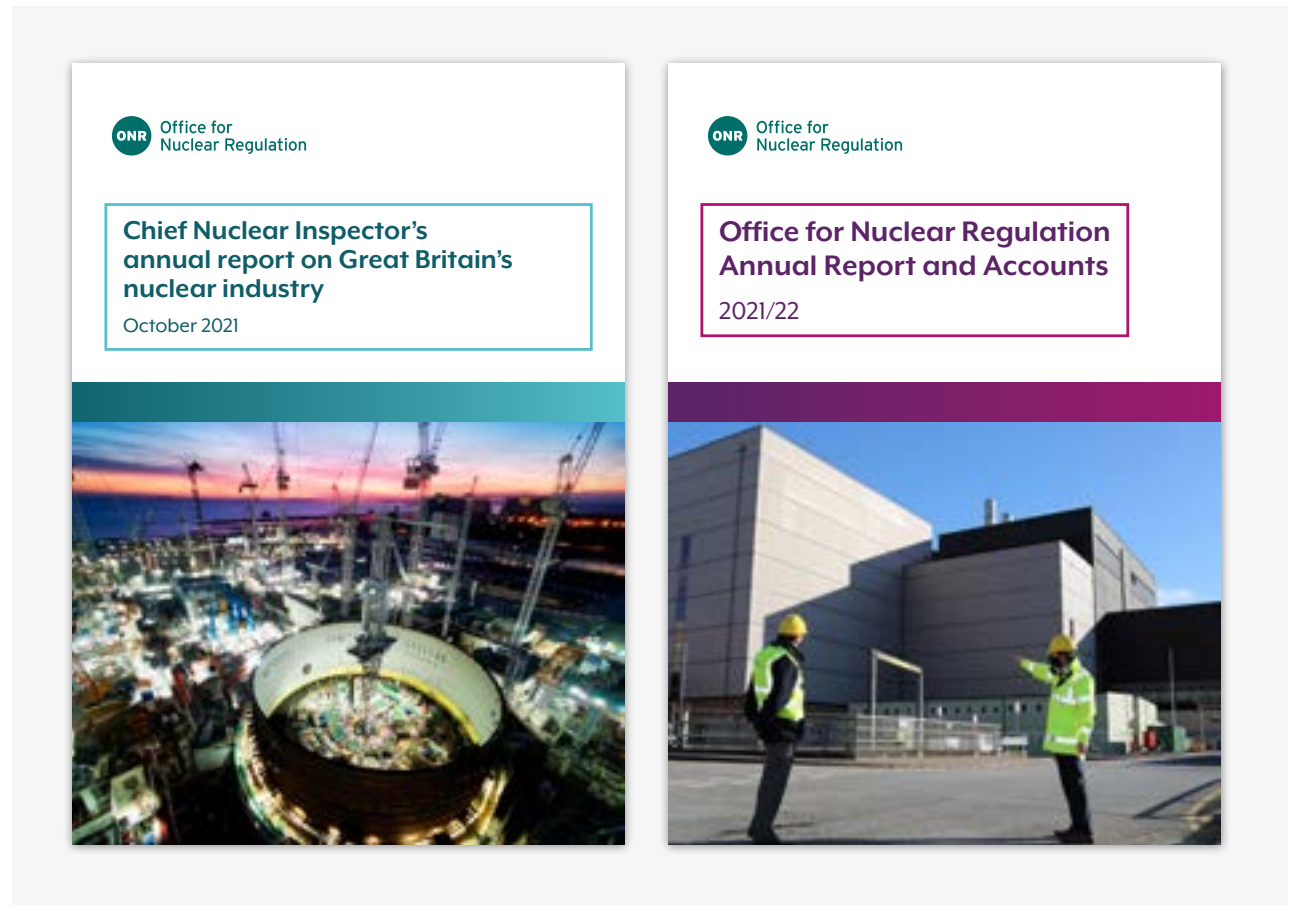
# Application examples

# Publications

## Cover design

The use of photography combined with bold blocks of colour can be introduced into the design layout to create impact.

This approach is for external publications.



# Publications

## Inside spreads

This is an example of an A4 spread with a two-column grid, utilising white space.

The ONR brand elements can be applied to suit the content.

Try to include the gradient blocks and ONR rectangle. Please make sure there is a balance between the text and imagery. Do not use white text on a colour background.

## Key design features

- Squared-up photography alongside a gradient block of colour
- Two columns
- Use of the ONR rectangle for headings or to highlight key information
- Large pull-out numbers to highlight statistics with a tinted block behind



# Exhibition banners

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A range of materials can be used at events to convey our messages.

## Pull-up displays

Pull-up displays should be kept simple and include text that is easy to read at eye level.

White text can be used for many print assets (especially large-format materials such as banners) if the asset is not going to be viewed online.

ONR logo artwork:  
Minimum width: 260mm  
Margins: 60mm

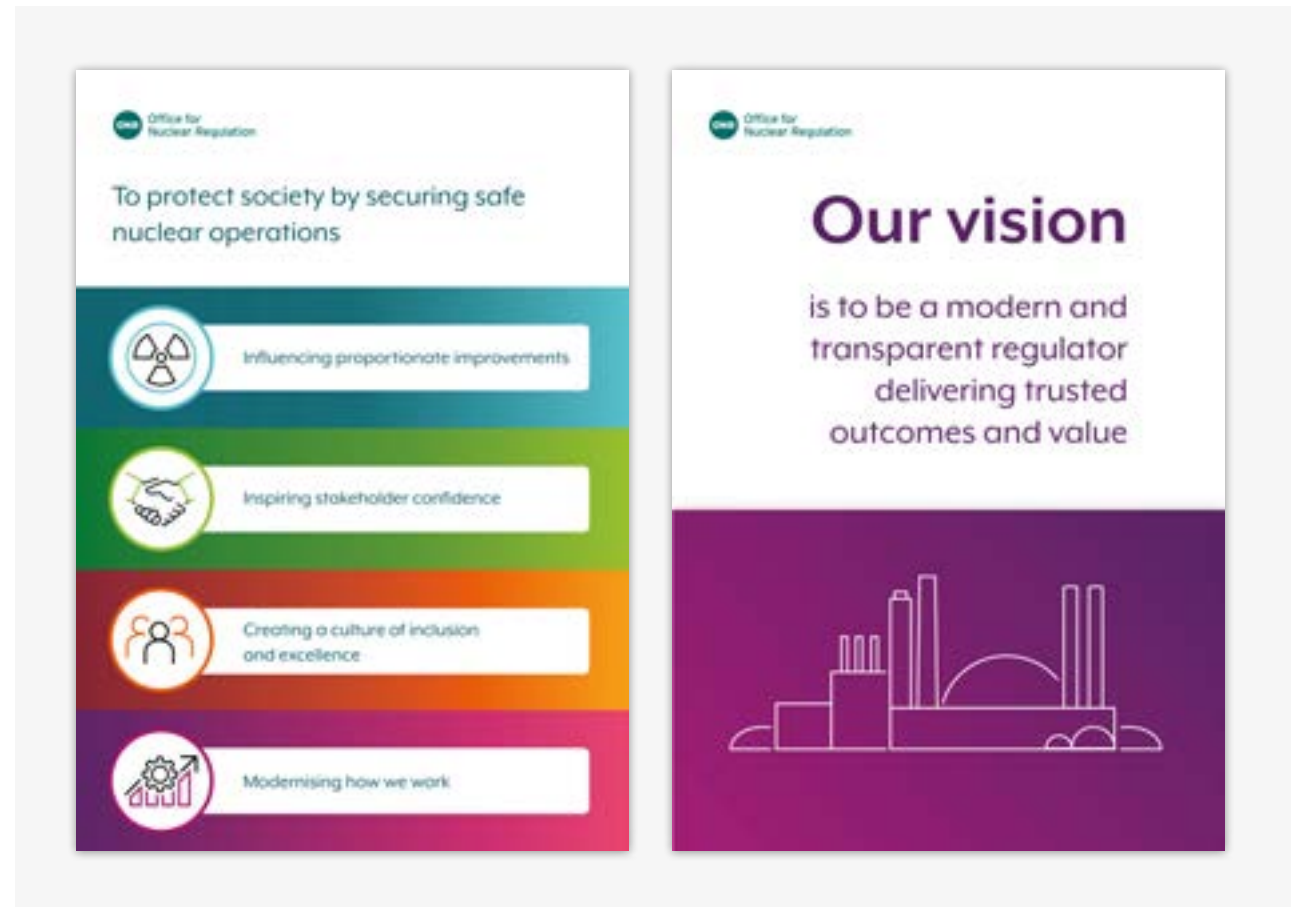


# Posters

Posters should be eye-catching and only convey key messages. They should have immediate impact and be informative.

Images or stand-alone text can be used, accompanied by illustrations or icons against a gradient block background.

Text should be kept to a minimum, as an overly complicated poster will detract from key messages.





# Building branding

When branding a space, try to use the full colour palette and diverse imagery. It should be eye-catching and bold.

Consider the shape and size of the space and think about whether the branding will be clearly seen. Be mindful of the ONR logo positioning when using wraparounds.



Balcony banners



Pillar graphics

# Stationery

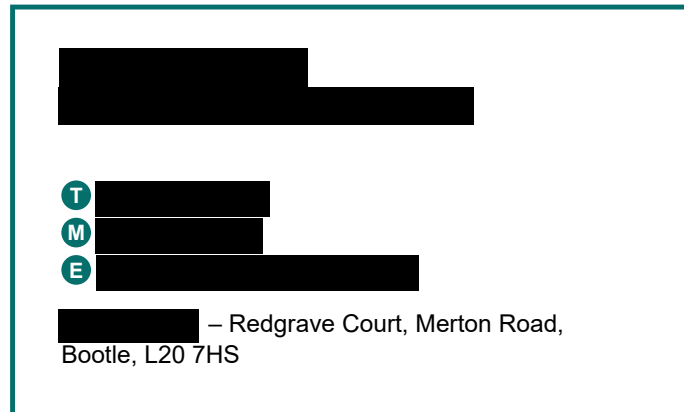
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Stationery is often the first application of the ONR brand to be seen, so it is important to create a positive, professional impression.

The examples shown here (and on the following page) illustrate the look and feel of the standard ONR stationery.

## Business cards

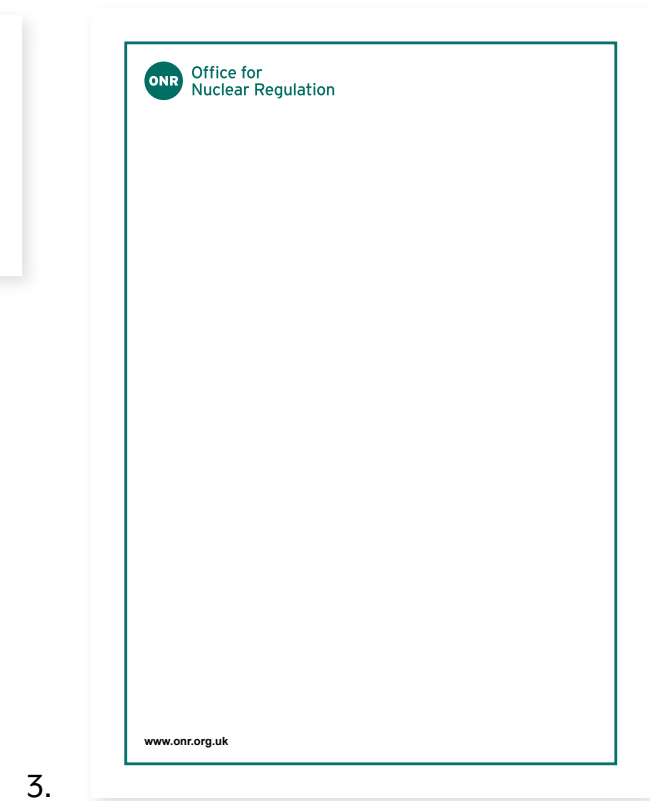
Business cards should only contain the key information required. Requests for business cards can be made through the ONR intranet, Nucleus.



# Stationery

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1. Email signature
2. Compliment slip
3. Letterhead

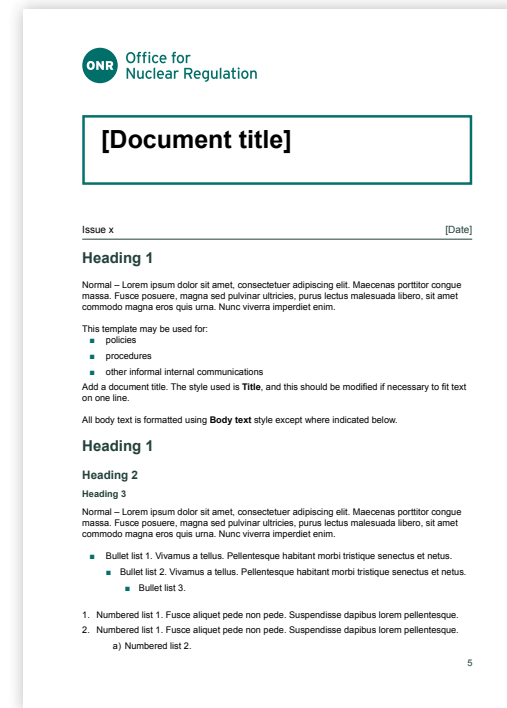
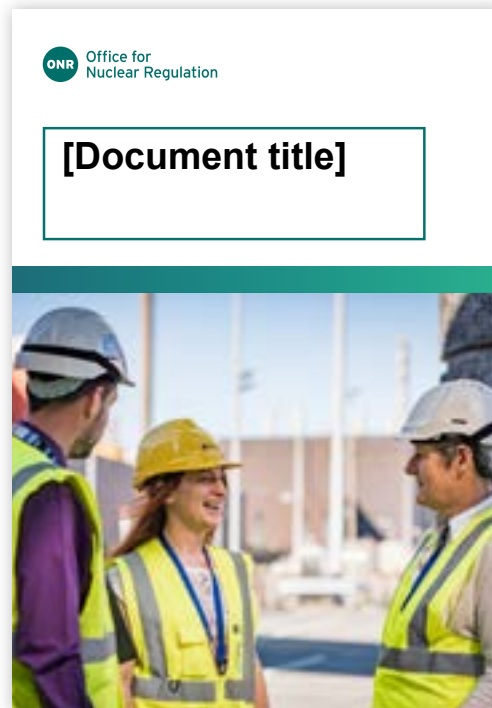


# Templates

Shown here are examples of Microsoft Office templates.

1. Word template
2. PowerPoint template

1.



2.

