



Logo guidelines

An overview

Our master logo

Our logo is the most visible element of our identity – a global sign of authority, expertise and excellence that unites our services and partnerships.

Our logo consists of two key elements:

Our name

A name steeped in over 160 years of knowledge and experience. A name trusted and recognised by those we serve as world-leading in weather and climate science.

The ripples

Our supporting logomark uses elemental forms derived from nature which link to our close work in the natural world. They echo the fluidity and adaptability of the organisation, and our intent to translate science into actionable advice.

Registered and protected

Both the Met Office brand name and logo are registered and protected. Permission to use the Met Office logo must be obtained from the Brand Manager.

Copyright

Met Office materials should clearly include
© Crown Copyright 2016, Met Office

MASTER LOGO



Clear space

To ensure our logo is clearly visible in all contexts, it must always be surrounded with sufficient clear space.

The logo should not be boxed or altered in any way.

Suitable backgrounds

Our master logo works best on a black background or on a dark coloured photo or colour that provides sufficient contrast. This will ensure clarity and help to maximise the recognition and impact of our identity.

Positioning

The recommended placement of our logo within any given format is in the top left corner.

In some instances our logo may need to be centred but must always remain prominent.

Sizing

Scale and proportion should be determined by the available space, aesthetics, function and visibility.

MASTER LOGO – CLEAR SPACE



Variations

We understand that our preferred master logo may not always work in certain environments, so we have several variations:

Black mono

For use on light backgrounds.

White mono

For use on dark backgrounds if the green in our preferred logo clashes with an existing colour scheme. Can be used as a watermark on top of moving backgrounds or to align with user experience (UX) best practice.

Square

For use if space dictates. The coloured version should be used as preference. Mono versions available if more suitable.



DESIGN TIP

Introducing the master first

Our master logo should be used whenever possible in the first instance on any type of content. Mono versions of the same format may be used once the master logo has been shown.

Using our core green

If you are only using the mono version of the logo our core green should be introduced to highlight text, icons and/or as a bold block colour.

BLACK MONO



SQUARE BLACK MONO



WHITE MONO



SQUARE



SQUARE WHITE MONO



Met Office Hadley Centre

The Met Office is world renowned for its weather and climate science. Our leading climate research centre is known as the Met Office Hadley Centre.

Because of its reputation and heritage the Met Office Hadley Centre has its own logo. This logo should only be used in certain circumstances, for instance on specific projects that are part of the climate programme or in contexts where the Met Office Hadley Centre brand will be specifically recognised.

The Met Office Hadley Centre should always be referred to in full and not simply as the 'Hadley Centre'.

The Met Office logo can also be used to communicate the work of the Met Office Hadley Centre.

As with the 'Met Office' logo, the master version should be used as preference, with variations used if necessary.

Sub-brands

Apart from the Met Office Hadley Centre we do not create logos or sub-brands for Met Office departments, projects or products.

MASTER



BLACK MONO



SQUARE BLACK MONO



WHITE MONO



SQUARE



SQUARE WHITE MONO



Static backgrounds

Our logos can be used on a wide variety of different backgrounds, including photos and gradients.

When placing the logo on imagery it must sit on an uncluttered background with sufficient contrast to ensure the highest possible legibility level.

Moving backgrounds

In video and animations, a mono white watermark version of our logo (80% opacity) should be used to help to retain ownership of content throughout.

The master version of our logo should be used whenever possible in the first instance and reintroduced as required throughout the content to support our authoritative tone.

PREFERRED

DO USE OUR MASTER LOGO ON A DARK UNCLUTTERED PHOTO BACKGROUND



DO USE OUR MASTER LOGO ON OUR SOLID BLACK BACKGROUND

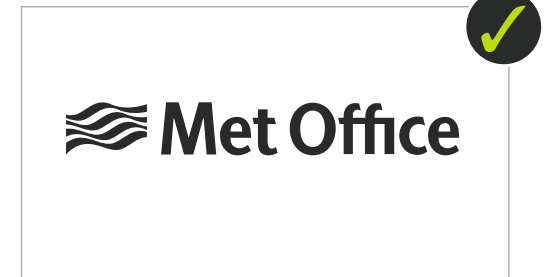


ALTERNATIVE

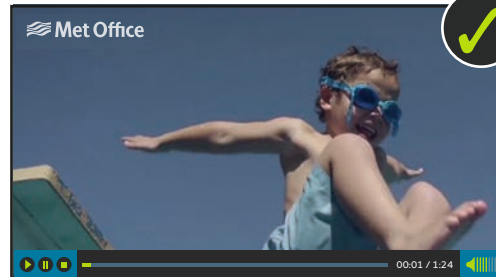
DO USE OUR BLACK MONO LOGO ON LIGHT BACKGROUNDS



DO USE OUR BLACK MONO LOGO ON A SOLID WHITE BACKGROUND



DO USE OUR WHITE MONO LOGO AS A WATERMARK ON MOVING BACKGROUNDS



DO USE OUR WHITE MONO LOGO TO ALIGN WITH UX BEST PRACTICE

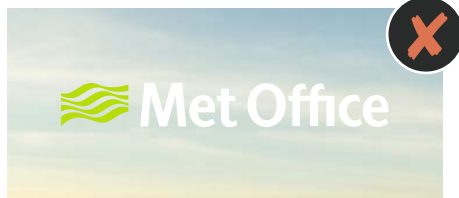


What not to do

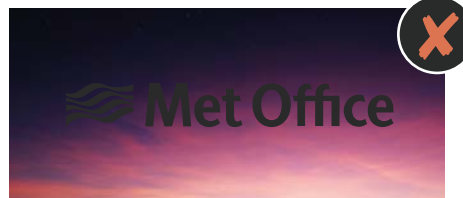
To protect the integrity of our logo, and ensure a visual consistency, it is crucial that the logo is used as outlined in this document.

Please avoid any misuse, like in the examples shown here.

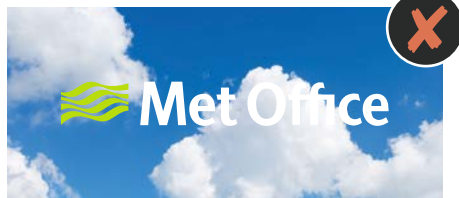
DON'T USE OUR MASTER LOGO ON A LIGHT BACKGROUND



DON'T USE OUR BLACK MONO LOGO ON A DARK BACKGROUND



DON'T USE ON CROWDED IMAGES



DON'T ENCROACH ON CLEAR SPACE



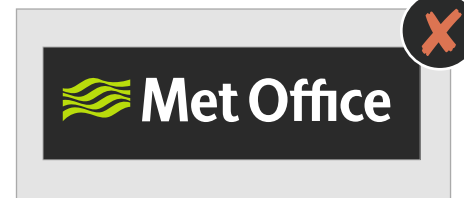
DON'T REARRANGE THE LOGO



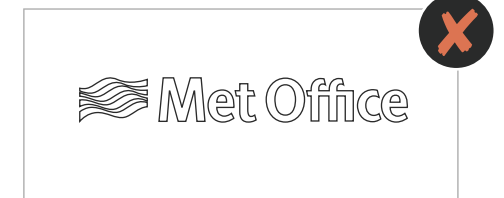
DON'T ALTER THE PROPORTIONS



DON'T BOX THE LOGO



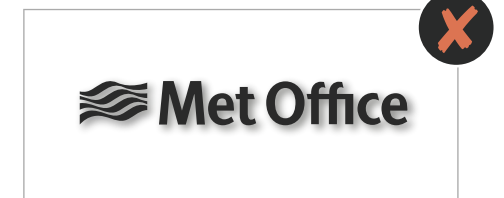
DON'T OUTLINE THE LOGO



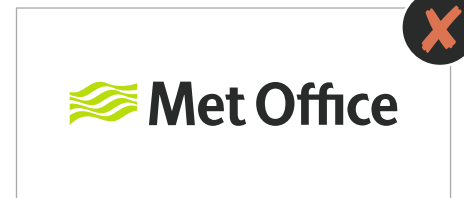
DON'T ROTATE THE LOGO



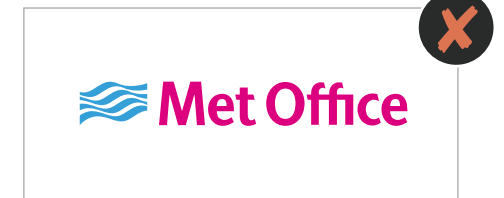
DON'T ADD A DROP SHADOW



DON'T USE GREEN ON WHITE



DON'T CHANGE THE COLOURS



For more information please contact:



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www.metoffice.gov.uk/brand

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