



Nottinghamshire
Lieutenancy

Brand Guidelines

December 2025 – Version 1.0

Supporting His Majesty the King and the Royal Family



1.0

Our Brand Architecture

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1.1 Primary Logo

Primary Logo Information

The primary logo consists of two colours: black and grey (see page 9 for colour split).

The logo mark has a white oval background, allowing the logo to be used over light background colours.

The clear space around the logo is the size of a capital M (based on the size of the capital N of Nottinghamshire within the logo) at twice the size.

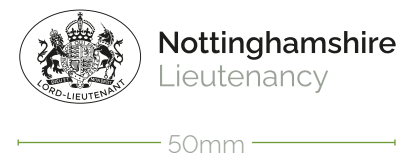


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Clear Space (M cap x 200%)



Minimum Size





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1.2 Secondary Logos

Mono Logo

Can be used over light areas and for advertising in black and white print projects.



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White Logo

Can be used over dark areas and for advertising in black and white print projects.



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White Notts Text Logo

Can be used over dark areas of colour, such as black, primary green, dark green, brown, and red..



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1.3 Watermark Logos

Mono Watermark

To be used over light areas in images.



White Watermark

To be used over dark areas in images.





This demonstrates the relevant logo to use, across various coloured backgrounds. In all instances, legibility of the logo is paramount. Care must be taken to make sure that the background on which the logo is placed is tonally even and sufficiently light or dark to ensure legibility of the logo.

Master Logo



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Maximum 25% grey background



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Maximum 25% light blue background



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Mono Logo



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White Logo



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White Notts Text Logo



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DO NOT

- 1 Rotate the logo
- 2 Vertically compress the logo
- 3 Horizontally compress the logo
- 4 Move the logo mark
- 5 Capitalise the text
- 6 Increase the text size

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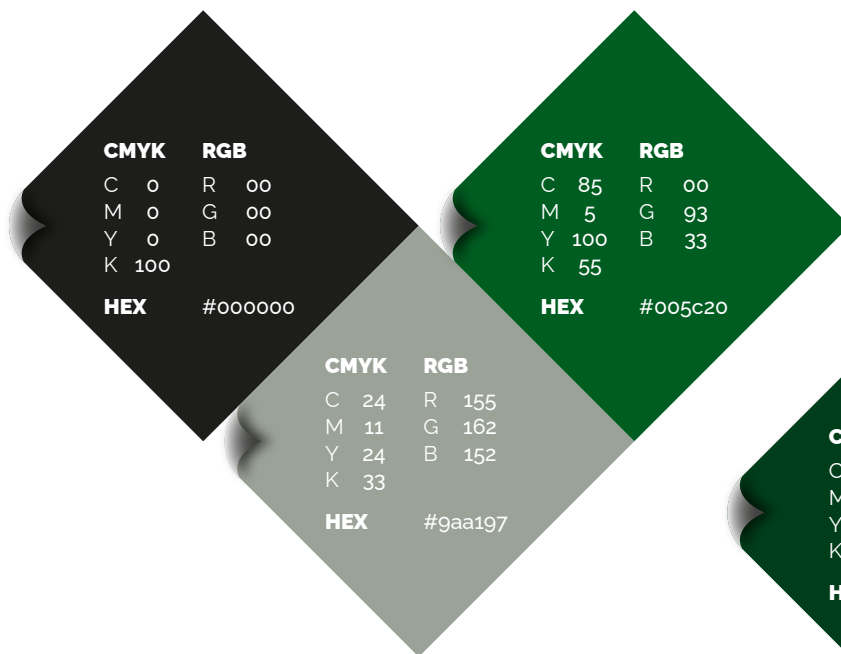


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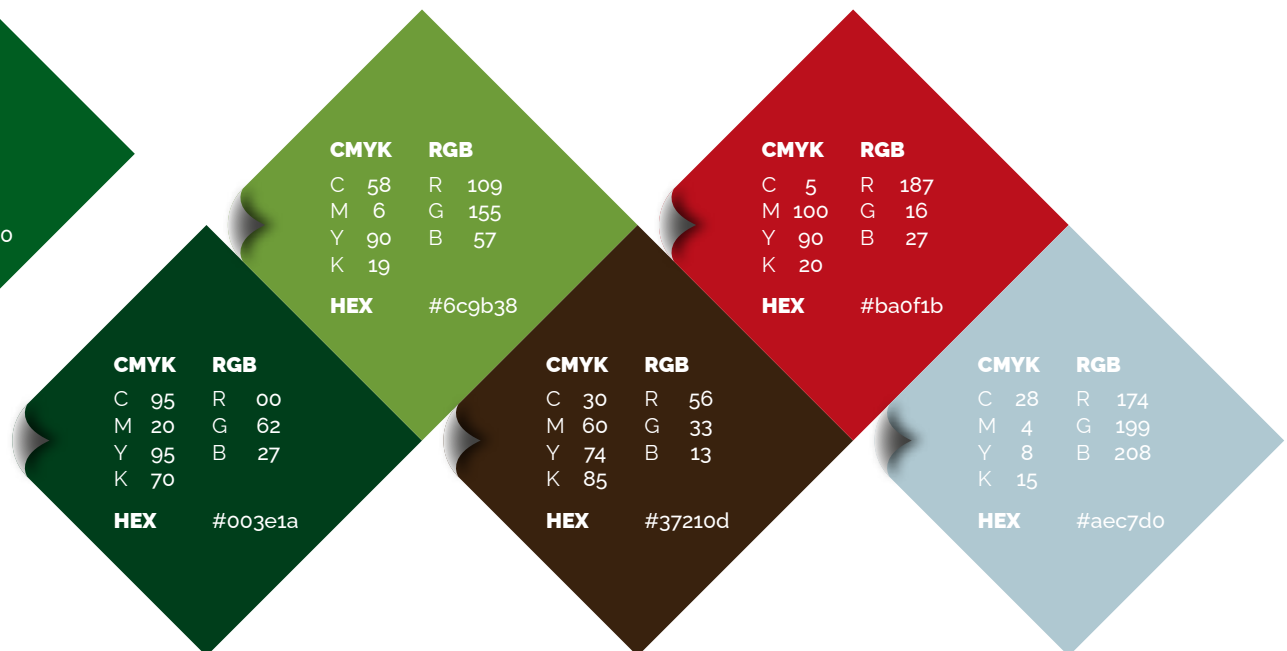
Primary Colours

The primary colours are black, grey and green.



Secondary Colours

The secondary colours are dark green, light green, brown, red and light blue.





Primary Font

Our primary typeface is Raleway. It is available from Google Fonts. To be used for all copy, to ensure consistency in all communications, both digitally and printed.

Download link

[Google Fonts Website](#)

How to use link

[Google Fonts Installation Guide](#)

Raleway

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()?

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()?

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()?

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()?

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()?

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()?

Semi Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()?

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()?



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