

PRESS RELEASE

British Geological Survey unveils new visual identity

Wednesday, 1 July 2020

The British Geological Survey (BGS), has today unveiled a new brand and visual identity to reflect and support its vision for a safer, more sustainable environmental future.

The new-look BGS logo has been updated, with fresh typeface and design principles for all communications assets, products and services.

Its unique “strata” element is designed to represent not only the Earth, but also the surface and subsurface, which reflects the world leading research that BGS carries out.

It will follow with the launch of a new BGS website later this summer, optimised for mobile use.

The BGS is the publicly-funded body responsible for advising the UK government on all aspects of geoscience, whilst also providing objective information, services and products to a range of industry, academia and public with access to extensive national data and records.

The organisation has made pivotal changes in recent months, including the launch of a refreshed five-year science strategy ‘Gateway to the Earth’ and the appointment of a new Director, each helping to align its work towards meeting global sustainable development goals.

The new brand draws on 185 years of heritage and will solidify BGS’ position as a trusted and internationally respected partner and provider of world-class, independent geoscience data and expertise.

It reflects BGS’ mission to provide impartial geoscientific solutions that help to tackle the fundamental environmental challenges facing our future, with an innovative approach.

Announcing the rebrand, BGS Executive Director Dr Karen Hanghøj said: “I’m delighted to present a fresh identity for BGS that illustrates our passion, capability, and commitment to delivering world-class, independent geoscientific data and expertise.

“BGS was keen to develop a brand that reflects our purpose as a modern and forward thinking organisation with an innovative approach.

“Our new look respects our heritage and history whilst reinforcing our position as an internationally respected organisation, and a trusted provider of high-quality independent geoscientific knowledge and information.”

To execute the rebrand, BGS worked with award-winning Nottingham agency, [ThreeRooms](#), to examine logos and identities from its early days, through to the modern era.

The logo and colour palette feature earthy tones, designed to illustrate the Earth surface and subsurface as BGS strives to advance our understanding of the environment.

BGS has been helping to further our knowledge of the rocks beneath our feet since 1835, during which time it has undergone several name and identity changes throughout its evolution.

It became the British Geological Survey in 1984. Today, BGS employs over 650 staff at sites across the UK with an annual turnover of around £45m.

It also undertakes an extensive programme of overseas research, surveying and monitoring, including major institutional strengthening programmes in the developing world.

It is funded by the Natural Environment Research Council (NERC), part of UK Research and Innovation (UKRI).

Ends

For further information please contact Sarah Nice, BGS press office:

sebr@bgs.ac.uk | 07989 115 657

Notes for Editors:

The rebrand includes:

- An updated logo derived from brand marks that were established in the 1900's.
- A refreshed colour palette inspired by rich earth tones to reflect BGS' work around the surface and subsurface.
- A clearer, more legible font to reflect the need for straightforward, easy-to-understand geoscientific information that is impartial and transparent.
- A redesigned website is due later this year at bgs.ac.uk, optimised for mobile.

Click [here](#) to watch our corporate video.

British Geological Survey

The British Geological Survey (BGS) is a world leading applied geoscience research centre that is part of UK Research and Innovation (UKRI) and affiliated to the Natural Environment Research Council (NERC). BGS core science provides objective and authoritative geoscientific data, information and knowledge to inform UK Government on the opportunities and challenges of the subsurface. It undertakes national and public good research to understand earth and environmental processes in the UK and globally. The BGS annual budget of approximately £60 million pa is funded directly by UKRI, as well as research grants, government commissions and private sector contracts. Its 650 staff work across the UK with two main sites, the head office in Nottingham and Lyell Centre, a joint collaboration with Heriot Watt University in Edinburgh. BGS works with more than 150 private sector organisations, has close links to 40 universities and sponsors about 100 PhD students each year. Please see www.bgs.ac.uk.