



Brand Guidelines for NCFE centres

As an NCFE customer we'd love you to use our logo to promote the qualifications you run with us. It would be great if you could check out a few of our helpful points below.

- Firstly you can download the logo in the format that suits you <http://www.ncfe.org.uk/media-centre/logos-and-imagery>. If we don't have one there which you need just let us know, email news@ncfe.org.uk
- We have 2 logo versions – black and white. The black logo is to be used when the logo is to be set against a white background. The white logo is to be used when the NCFE logo is set against a coloured background. We always recommend the black logo for online use.
- Our logo cannot be used to mislead or endorse anything other than NCFE approved qualifications and may not be misrepresented or altered in anyway.
- To protect our logo it's important to have the perfect spacing around the logo – check out our spacing requirements in our branding guidelines [HERE](#)
- Logo Positioning - For NCFE customers our logo can be placed on any document and this can include your promotional materials, website and stationery (where appropriate). Minimum spacing must be adhered to at all times and if you're unsure, you can email us at news@ncfe.org.uk, we're happy to help! **Please note:** If you stop working with NCFE or if you no longer run our qualifications we do ask that you kindly remove our logo from your promotional materials/website etc. – this should be done within 3 months of ceasing to work with us.

Use of our logo if you're not an NCFE customer

- Please note if you're not an NCFE customer our logo cannot be used on your promotional materials including website, as this will be seen as misleading. However, we would love you to become customers of NCFE and to find out more you can contact our team on: 0191 239 8000. If you're using our logo and do not wish to become an NCFE centre, we'll contact you to remove the logo and ask that you do so within 3 weeks.

Quotes and comments*

- If you choose to use any text from NCFE Visit Reports for promotional purposes, it must:
- be relevant and used in context
- be clearly referenced and dated
- reflect your centre's current standards and practices.

*If you choose to do this, please email the copy to: news@ncfe.org.uk as we'll need to sign this off first.



For learners wishing to use our logo

- The NCFE logo is not available for learners to use. Our logo will appear on their certificate and the certificate will act as evidence that the learner has achieved an NCFE qualification.
- For those who have completed an IIQ course, our logo can't be used on any promotional material/website etc as it may be misinterpreted that we accredit the individual business, when we only accredit the actual training course attended. Again, the learner's certificate will display the NCFE logo and this can be used as evidence that the course has been successfully completed.

Further information?

For further details you can contact us on 0191 239 8000 or download our full brand guidelines [HERE](#)