Introduction

How we connect with people through our brand is essential
to who we are, and plays a big part in the NCFE experience.
We created this document (which is simpler than it looks)
to communicate our branding guidelines.

These guidelines drive the intentions of NCFE, determining
how and what is communicated. They also define how we
think and behave, ensuring we are true to our brand values
at every level.

What we've written here will help you when it comes
to creating NCFE communications by familiarising you
with core elements and guiding principles that combine
to create a distinctive look and feel that is immediately
recognisable.

Put simply, these guidelines were created to ensure that
our brand maintains a consistent look and feel at all times.
After all, we've got certain standards to maintain.

Looking the part
These corporate identity guidelines illustrate how to correctly use and apply the core elements of the NCFE corporate identity. It is vital that our brand is protected to ensure we consistently display a professional image and maintain visibility at all times.

Core elements
This section contains guidance on the correct usage for the main elements of our corporate identity. The main focal point is our logo. You will find clear rules and principles here on logo size, clear space, colour reproduction, positioning and correct usage.

We ask that you follow these guidelines when you use the NCFE logo.

Our Logo
This is the most instantly recognised symbol of NCFE, which makes it the most valuable part of our corporate identity. Therefore it is essential that it is always reproduced correctly.

Our logo is not a typeface; it has been specifically drawn. This means you must always work from the master artwork every time you use our logo.

The master logos are available to download in a number of different formats from ncfe.org.uk/media -centre/logos-and-imagery

ncfe.

Logo variations

There are two versions of the logo designed for different uses. Please ensure that the correct version is utilised for the intended use.

Black version
This should be used when the NCFE logo is set against a white background. Use this version on all applications where white is the background colour, this is mostly used on corporate communications.

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White version
This should be used when the NCFE logo is set against a coloured background. The only colours that the logo should feature on are the four brand colours.

Incorrect usage
There are two versions of the logo designed for different uses. Please ensure that the correct version is utilised for the intended use.

The logo should only ever been see in black on a white background. When the NCFE logo is produced in white it must sit on one of the four brand colours.

The NCFE logo is created from specially drawn letters and must never be altered or applied in a way that deviates from the correct logo.

If you have any questions regarding usage of our logo, please contact our Marketing Team.

Do not distort

Do not rotate

Do not place black logo on a coloured background

Do not place black logo over an image

Do not rearrange the letters

Do not reproduce the logo in colour

Do not change the colour of the dot

Do not apply a gradient to the logo

Clear space and minimum size

The NCFE logo must always be surrounded by a minimum clear space, which must remain free from any other graphic elements to ensure maximum visibility.

Clear Space
The minimum clear space area is equal to the 'x' height of the letter n in our logotype. This clear space area rule is proportional to all sizes and instances of reproduction.

Make sure the clear space is applied around all sides of the logo. Give the logo as much clear space around it as is practical.

Minimum size
The minimum size for the NCFE logo is 15mm (printed applications) or 43 pixels (digital applications) across the full width on applications. Our logo should never appear smaller than this size.

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15mm

Colour palette

Wherever our logo and other elements of our visual identity appear, it is important that the exact colour specifications are used in order to maintain visual consistency.

Colour palette
The table shows the correct Pantone and CMYK values. To ensure consistency throughout all printed communications it is essential that they are followed exactly.

We advise where possible the four NCFE brand colours are printed as pantone spot colours.

CMYK values shown here have been created specifically for NCFE; therefore they should never be recreated by splitting Pantone references in a software package.

The four brand colours should be used randomly, documents should be created to assure that all brand colours are used equally. There should not be a 'favourite' colour as all four brand colours are equally important to create a strong brand image.

Two colours should never be used together on one page.

NCFE Purple
Uncoated pantone   2597
CMYK   C56 M75 Y1 K0
RGB   R130 G90 B164

NCFE Green
Uncoated pantone   381
CMYK   C28 M0 Y92 K0
RGB   R186 G215 B57

NCFE Blue
Uncoated pantone   7466
CMYK   C80 M0 Y26 K0
RGB   R0 G180 B188

NCFE Orange
Uncoated pantone   172
CMYK   C0 M70 Y75 K0
RGB   R255 G103 B77

NCFE Black
CMYK   C0 M0 Y0 K100
RGB   R0 G0 B0

Typography

Consistent use of typography plays an important part in building a strong and distinctive corporate identity for NCFE.

Ensure that the correct typefaces are used at all times.

Primary typeface
Our primary typeface is Karbon, chosen because it is strongly recognisable and highly legible.

As our primary typeface, it should be used across all corporate applications, marketing publications and advertising.

You should never use this typeface at a size, or in a colour, that restricts legibility in any way.

Karbon Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwyz
1234567890

Karbon Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwyz
1234567890

Karbon Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwyz
1234567890

Karbon Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwyz
1234567890

Karbon Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwyz
1234567890

Secondary typeface
Our secondary typeface is Arial. This typeface will be used across all NCFE digital and internal applications.

It should be used for all communications created using PowerPoint and Word, as well as HTML text such as email signatures and website copy.

Arial is an approved web standard typeface, which is widely available on any platform.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwyz
1234567890

**Typography:
fundamental principles**
This section explains some simple typographic rules – following them will help you to create documents that are clear, legible and look well-considered.

All NCFE documents are based on a 3pt baseline grid, as shown.

All NCFE typographic styles use leading that are multiples of 3pt that align to the baseline. This means that when using different styles side-by-side, they will align every few lines to create a neat appearance

Large display copy for specific purposes should also use a multiple of 3pt leading.

Title/headline copy:
Karbon 23pt,
leading 24pt

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Small titles/pull-outs:
Karbon 17pt,
leading 18pt

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Subheaders:
Karbon 14pt,
leading 15pt

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Body Copy:
Karbon 11pt
leading 12pt

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Annotation:
Karbon 8.5pt,
leading 9pt

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

NCFE typeface
This typeface has been created especially for NCFE. It has been hand drawn taking inspiration from the Karbon font.

It has been created especially for NCFE. Please do not attempt to recreate the font.

NCFE typeface
The NCFE typeface is a key part to our identity. It has to be used with thought. It should be used sparingly across customer facing applications.

The NCFE typeface should not be used for titles. It is only ever used for statement headlines. Please see the tone of voice section for guidance when writing headline statements.

You must always work from the master artwork every time you use our font. The master artwork is available on request from our Marketing Team.

abcdefghijklmn
opqrstuvwxyz
,.:;/?!"''@£%*
1234567890