

**ncfe.**

# Logo usage guidelines

**Covering all group logos**

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## Logo

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

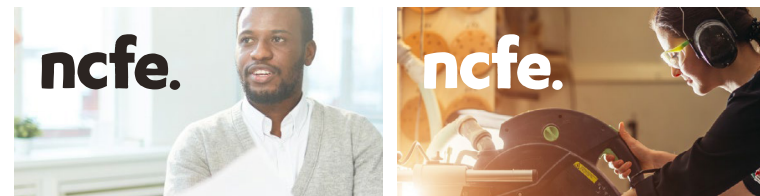
The NCFE logo should be placed in the top left corner on materials. Only in exceptional circumstances should this change.

### Black version

This should be used when the NCFE logo is set against a white background. Use this versions on all applications where white is the background colour.

### White version

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



## 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. Please reference the guide shown.

### 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.



### 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.



## Logo

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

### Red version

This should be used when the CACHE logo is set against a white background. Use this version on all applications where white is the background colour.

### White version

This should be used when the CACHE logo is set against a coloured or black background. The only colours that the logo should feature on are the brand colours.

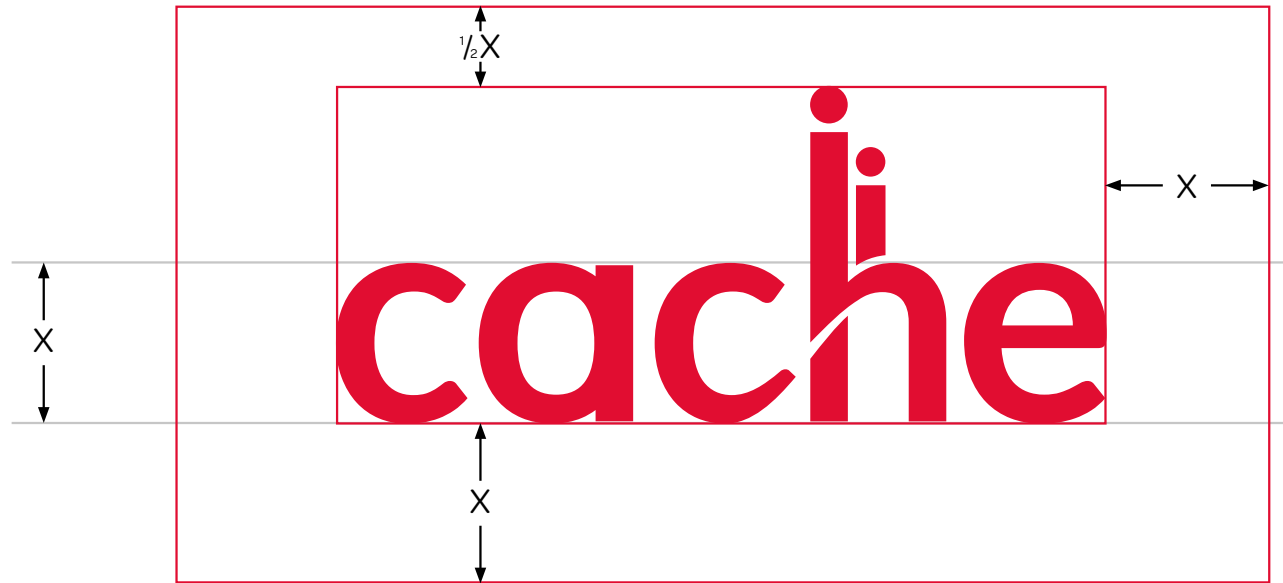
The CACHE logo should be placed in the top left corner on materials. Only in exceptional circumstances should this change.



## Clear space and minimum size

There should always be a clear space around the logo as shown, in order to ensure clarity. No other element should be allowed to infringe this clear space.

The logo has been developed to ensure it is always visible and impactful, To ensure this legibility the logo should not be reproduced below the minimum size shown.



## Minimum size

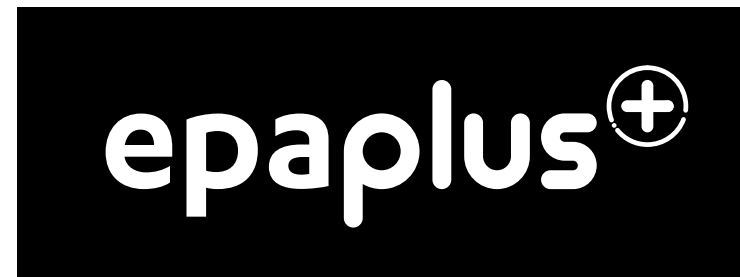
The minimum size for the CACHE logo is 30mm on printed applications and 50 pixels on digital applications across the full width.



To define the quiet area around the logo, use the height of the (X). This is the minimum clear space that needs to surround the logo.

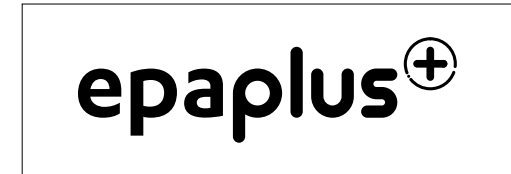
## Logo

The EPA Plus logo can be displayed in multi dual brand colour-way, in white or black.



## Logo application

The logos must only ever be placed on backgrounds as shown.



CACHE branded EPA only





## Clear space and minimum size

The EPA Plus logo must always be surrounded by a minimum clear space. This must remain free from any other graphic elements to ensure maximum visibility.

The minimum clear space area is equal to the 'x' height of the + icon in the logo.



## Minimum size

The minimum size for the EPA Plus logo is 30mm on printed applications and 50 pixels on digital applications across the full width.



## Logo

The Skills Forward logo comes in 4 variants. Standard, white-out, black and white.

The standard logo variant must only be used on a white background and the white-out must only be used when the background is the dark blue brand colour.

The black and white option should only be used where necessary.



### Clear space and minimum size

The Skills Forward logo must always be surrounded by a minimum clear space. This must remain free from any other graphic elements to ensure maximum visibility.

The minimum clear space area is equal to the 'x' height of the letter F in the logo.



### Minimum size

The minimum size for the Skills Forward logo and all product logos is 23mm on printed applications and 65 pixels on digital applications across the full width.



## Logo

The Peer Tutor logo can be displayed in 3 colour variations and used with opposing colours as shown.



## Clear space and minimum size

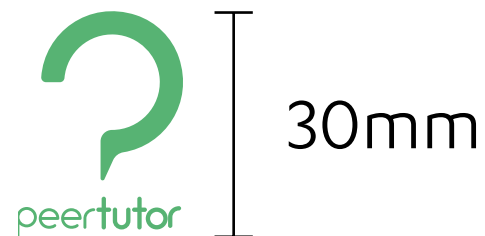
The Peer Tutor logo must always be surrounded by a minimum clear space. This must remain free from any other graphic elements to ensure maximum visibility.

The minimum clear space area is equal to the 'x' height of the Peer Tutor wording in the logo.



## Minimum size

The minimum size for the Peer Tutor logo is 30mm height on printed applications and 55 pixels on digital applications across the full height.



## Incorrect usage

Our logos must always be displayed as intended.

The consistent application of our core elements is vital for our brand consistency.

Please do not attempt to alter the logos in any way.

If you are in doubt about the usage of any elements of any of the brands contact our Marketing team - [marketing@ncfe.org.uk](mailto:marketing@ncfe.org.uk).

To illustrate the incorrect usage of **any** of our group logos we have used the NCFE logo below **as an example**.



**Do not** distort the logos



**Do not** rotate the logos



**Do not** apply to an incorrect background



**Do not** alter the colours



**Do not** apply any effects



**Do not** rearrange the elements