



ROOFING
COMPETENT
PERSON
SCHEME

NFRC

Logo usage guide

NFRC Competent Person Scheme logo

This guide is a subset of the NFRC brand guidelines and is suitable for advising NFRC Competent Person Scheme (NFRC CPS) registered contractors on how to correctly use the logo. NFRC group companies should also refer to the full NFRC brand guidelines.

The single colour logo should be used on a white or light-coloured background. A reversed-out version can be used against a dark or blue background. A black only version of the logo should not be used except in exceptional circumstances (*please refer to NFRC Marketing Team for assistance*).

Where the logo is being used by a registered contractor, their ID number appears in a panel below the main logo. This version should be used on contractor's websites, email footers, identity cards, letterhead and so on.

Please contact the NFRC Marketing Team to request the logo incorporating a registered contractor's ID number—allow two weeks for this to be produced.

marketing@nfrco.co.uk

Full colour



Min size 20 mm



Minimum size

In print, the logo should never be used less than 20 mm wide; and on screen less than 100 pixels wide (*200 pixels preferred*).

Reversed-out



Clearspace

A *minimum* amount of space should be left around the logo. The clearspace to be made is the same space as the N from our logo.

NFRC Competent Person Scheme logo

Dos and don'ts

The NFRC CPS logo must not be combined with or incorporated into a contractor's own logo. The 'clearspace' around the logo must be adhered to at all times.

Do ensure good contrast on colour ✓



Don't separate the elements



Don't stretch the logo



Don't use alternative colours



Avoid backgrounds with similar colour or contrast



Don't put the logo in a box



The full colour logo must never be placed in a white box on a dark background; always use the reversed-out version instead.

NFRC Competent Person Scheme icons

Social media, websites and apps

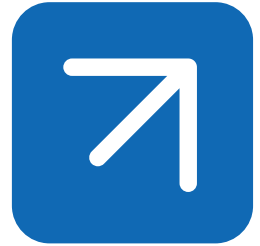
There are some instances when the NFRC CPS logo needs to be used in a very small space, often enclosed within a circle or square.

In these instances, the 'symbol' element of the logo can be used in isolation.

Typical uses of the icons are the icon required for social media channels, the icon used for a smartphone app or the 'favicon' required for websites.

The icon version must NOT be used larger than 20 mm (or 100 pixels) wide, in those instances the full logo should be used.

For other uses of the symbol separate from the rest of the logo, please consult the [NFRC Marketing Team](#).



Logo filetypes

The master files are in EPS format, these are fully scalable to any size without loss of quality; and should always be the preferred file format when supplying any of NFRC CPS logos to third-parties for use in print (*for example in letterheads, brochures, exhibition graphics, branded clothing and van decals*) or to design agencies who are creating graphics for on-screen use.

In order to ensure accurate colour reproduction, the correct version of EPS file should be used.

CMYK

The CMYK (*Cyan, Magenta, Yellow Black*) version should be used for litho printing and digital printing.

PMS

The PMS (*Pantone Matching System*) version should be used where it is more cost-effective than making up the colour out of CMYK or where specified individual colours are being used (*for example, screen printing onto merchandise or embroidery onto clothing*).

It is NOT necessary to specify the use of the PMS colour as a fifth or sixth colour when litho printing; it is acceptable to achieve all NFRC CPS colours out of CMYK.

RGB

The RGB (*Red, Green, Blue*) version should always be used for on-screen use (*for example, websites, email footers, PowerPoint presentations etc.*)

Not all software supports the EPS file format and so the next preference is PNG. However, these use the RGB colour space so will only give accurate colour reproduction when used on screen. A range of different sized PNG files are available—select the one which is closest to, but larger than, the size required. The PNG files have a transparent background that allow them to sit on top of photographs and other images.

If necessary, the NFRC Marketing Team can provide PNG versions of any of our logos to a precise pixel width to ensure best quality reproduction. Please allow two weeks for these to be generated.



JPEG files **should NOT be used for logos** except in exceptional circumstances as they do not reproduce colours accurately either on-screen or in print; and will often introduce variances in the solid colours used in our logos.

ALWAYS seek advice from the NFRC Marketing Team before using a JPG version of a logo or providing it to a third party.

Additional brand guidance

Colour palette

For internal use, this is the wider colour palette available for NFRC Competent Person Scheme, which can be used in conjunction with other NFRC colours (see the full NFRC brand guidelines for details).

Most registered contractors in the scheme will have their own brand guidelines and colour palettes; but contractors may use these approved primary and secondary colours where appropriate.

Primary colour



R0 G97 B174
C100 M56 Y0 K0
Web #0061ae
PMS 293

Secondary colours



R65 G143 B222
C69 M34 Y0 K0
Web #418FDE
PMS 279



R122 G153 B172
C52 M25 Y13 K4
Web #7A99AC
PMS 5425



R160 G94 B181
C42 M71 Y0 K0
Web #A05EB5
PMS 2583



R180 G181 B223
C29 M23 Y0 K0
Web #B4B5DF
PMS 270

Additional brand guidance

Typeface—clean, simple and strong

We have chosen the typeface Avenir as our corporate typeface. It has a simple, neutral and friendly appearance. It is optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

We primarily use two weights, regular and bold although other weights may also be used sparingly.

We use the Avenir typeface for our printed marketing materials, *(including brochures and flyers)*. *Registered contractors are not expected to use the NFRC CPS typefaces as that will often be in conflict with their own brand guidelines.*

Get the typeface

The specific cut of Avenir Next is **Avenir Next W1G** available from [fonts.com](https://www.fonts.com)

Where Avenir is not available* *(for example, generating internal documents)* the Segoe UI typeface is an acceptable alternative to be used.

Typical uses are for Email, Word, PowerPoint etc.

This font is installed as standard with Microsoft Office software.

Segoe UI must NOT be used for professionally-artworked outputs without express permission from the NFRC Marketing Team.

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Segoe UI Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Segoe UI Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*For website use only, the Google font "Poppins" may be specified to assist with fast loading times.

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NFRC Competent Person Scheme

nfrccps.com

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