



Brand guidelines

Guidelines for NLBC guarantors

1. Introduction

As a guarantor organisation of the National Land Based College (NLBC) we would like to encourage and enable you to use and promote the NLBC brand.

These branding guidelines have been compiled to set down the basic branding criteria for promoting the NLBC brand. We want our logo to be used widely, but at the same time appropriately to maintain the logo as a kite mark of quality by association.

The new NLBC website is due to be launched later this year. As a guarantor of the NLBC we will engage with you during the appropriate development stages to ensure that your organisation is well represented on our website.

1.1. Vision

The NLBC logo is the cornerstone of our brand identity. It is our signature; a mark of quality endorsement, of services and of our values and mission.

The ambition is that the NLBC logo becomes one of the most identified within the land based sector and the education, training and development of all those people within it.

The NLBC logo must be associated with very strong levels of credibility, authority and trust.

As a result of this stimulated recognition and trust, the NLBC will be perceived to be an impartial and credible provider of land based education, training, development and careers advice, information and services.

1.2. Trademark

The NLBC logo is a registered trademark owned by NLBC. You must always use the logo in accordance with these brand guidelines.

2. Promoting the Brand

2.1. Website

Please hyperlink the landscape version of our logo, including strapline, on to your website along with the following statement:

"[Name] College is a guarantor of the new NLBC. The NLBC has been established to stimulate engagement with all education providers of land based industries"

2.2. Social Media

Please follow us at https://twitter.com/nlbc_uk and retweet NLBC tweets where appropriate to increase exposure to the brand.

2.3. LinkedIn

We would encourage you to connect to the NLBC LinkedIn page at <https://www.linkedin.com/company/national-land-based-college>.

2.4. The Press

We would be delighted to help and assist with any appropriate press releases and magazine articles associated with your organisations. Please contact jo.cummins@nlbc.uk for assistance with these matters.

3. The Logo

The strength of the identity depends on its correct and consistent application in the media. It is important that you use the NLBC logo correctly and consistently across all applications.

The logo is a unique piece of artwork. Never redraw the logo, change it in any way or attempt to create it yourself. You should also never create shapes around the logo.

The NLBC logo should never be used as a substitute for the letters 'NLBC' in a sentence or phrase. It should also only appear once on a single sheet. Duplication can dilute the strength and impact of our logo.

There will be times when the logo will need to be placed on a colour background or image. This is allowed but the logo must be readable and clear at all times.

When working with the logo you should only use original digital graphic files. These can be obtained from the NLBC in JPEG format.

3.1. Variations

The landscape version of the logo is the preferred option, but there may be some circumstances when, due to size or space restraints, this version of the logo is unsuitable.



Figure 1 - NLBC Logo / Landscape Version



Figure 2 - NLBC Logo / Landscape Version / Strapline

Should this happen, it is acceptable to use the stacked version of the logo. The stacked version has better legibility at a smaller width size.



Figure 3 - NLBC Logo / Stacked Version



Figure 4 - NLBC Logo / Stacked Version / Strapline

Due to size and space restraints, the stacked version of the logo should be used for social media.

3.2. Sizes

The minimum reproduction size of the logo is:

- 35mm (landscape version)
- 20mm (stacked version).

3.3. Position

The logo should be positioned in the top left-hand corner. This is the preferred option, but there may be some circumstances when, due to a colour background or an image, this positioning is unsuitable. In such circumstances, the positioning of the logo is at the discretion of the designer however, the logo must remain readable and clear at all times.

3.4. Exclusion Zones

The 'exclusion zone' is the clear area that surrounds the NLBC logo. To ensure that the logo remains clear and has impact, nothing should ever appear inside the exclusion zone.

The minimum defined clear space around our logo is shown by the dashed line. The value 'x' is equal to the height of the lowercase 'n'.

The protected area on the top side is equal to 0.25x, and the other three sides 0.5x.

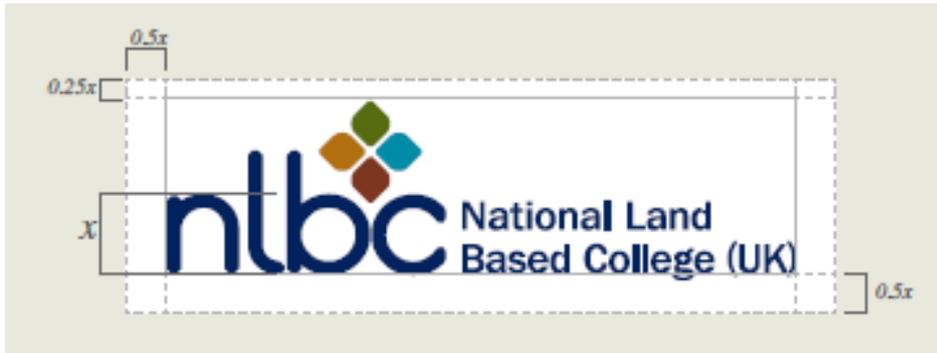


Figure 5 - NLBC Logo / Landscape Version

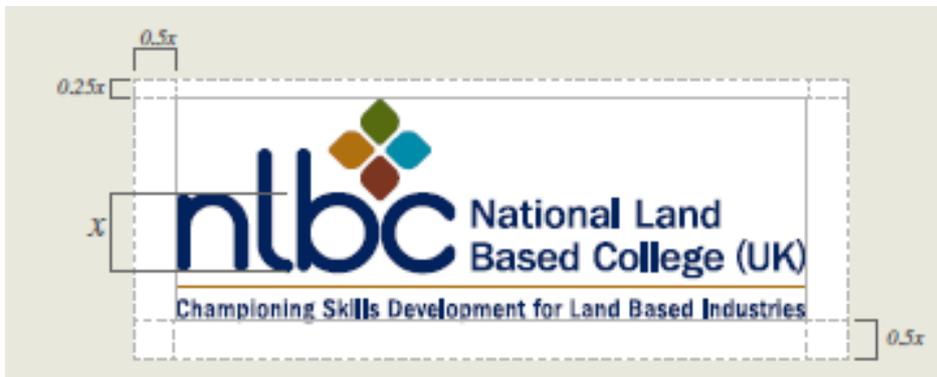


Figure 6 - NLBC Logo / Landscape Version / Strapline

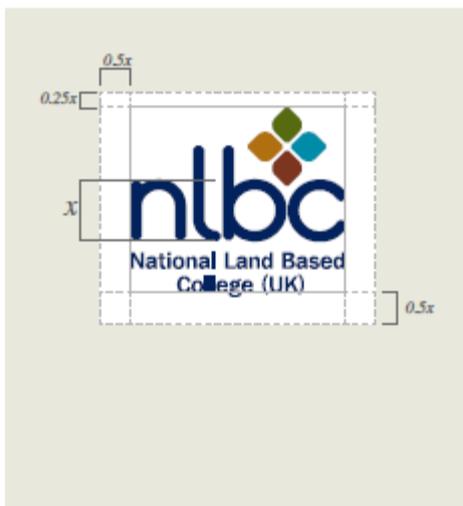


Figure 7 - NLBC Logo / Stacked Version

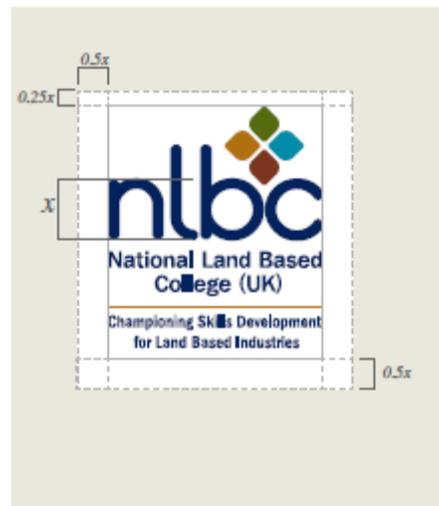
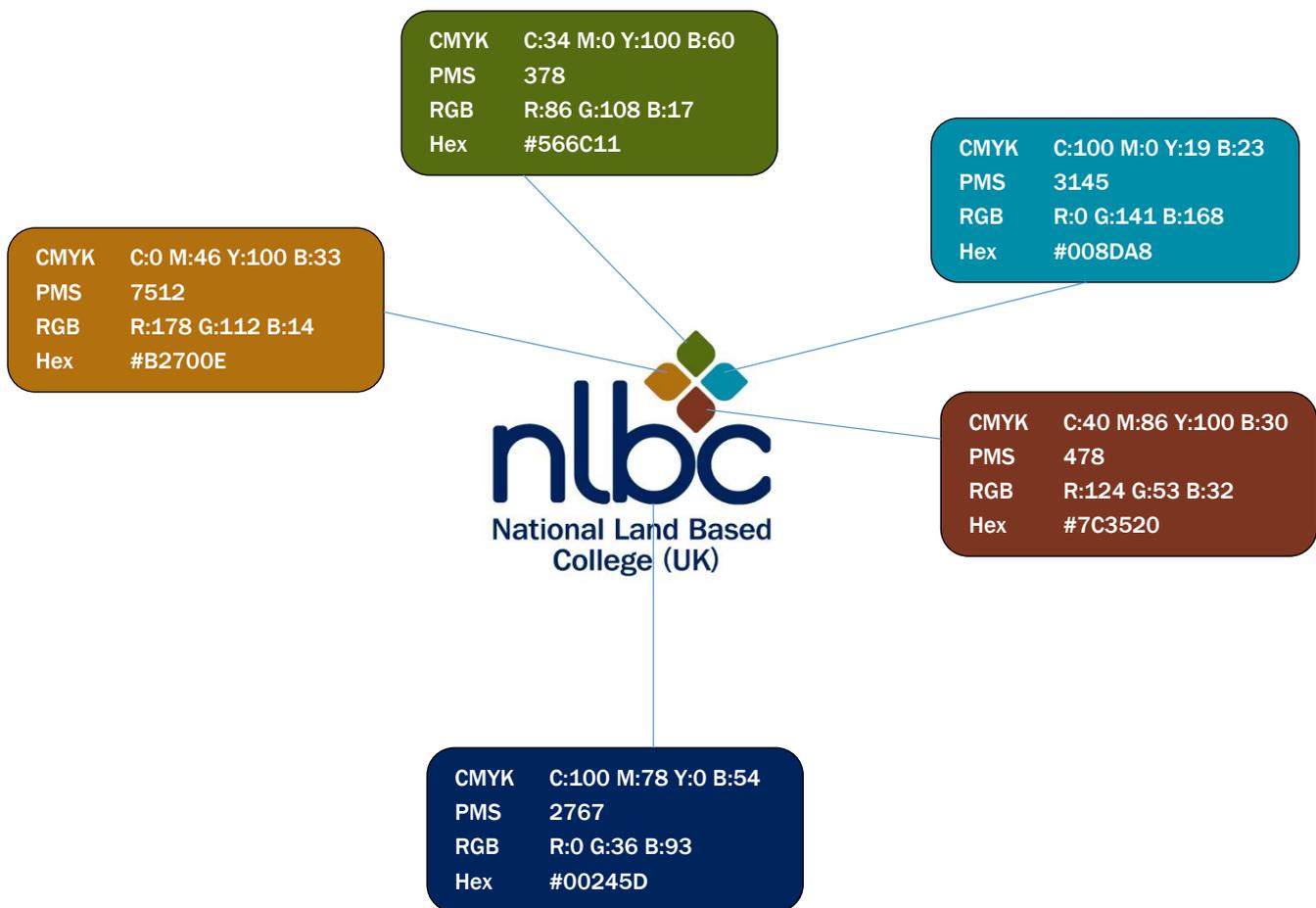


Figure 8 - NLBC Logo / Stacked Version / Strapline

4. Colours

Please do not use any other colours than those specified here. Please do not print on any media that may not produce the colours truly. These colours should also be used on primary collateral such as brochure covers/spreads, PowerPoint slides, banners, etc.



4.1. Mono Versions

It is perfectly acceptable to reproduce the logo in mono or reversed out of a dark coloured background when no other option is available. It may also be acceptable in order to achieve a creative effect.

5. Text

The chosen primary typeface is ITC Franklin Gothic. Consistent use of the chosen typeface will further establish the presentation of clear and effective communications. If ITC Franklin Gothic is unavailable, please use the secondary typeface of Arial instead.

The alignment of text should be set to 'Justified' for all public literature, advertising and stationery but not for signage. Signage should be aligned text ranged left where possible. Ranged right text may be acceptable when accompanied by a right arrow.

The choice of size, weight and face of text is at the discretion of the designer.

6. Dos and Don'ts

Do:

- Make sure you use the NLBC logo consistently and correctly;
- Ensure the logo is readable and clear at all times;
- Only use original digital graphic files.

Don't:

- Alter the NLBC logo in any way;
- Embed the NLBC logo in a line of text;
- Use the NLBC logo more than once on single sheet, unless on a graphic display.

If you are in any doubt about the use of the NLBC logo or have any other questions about the information detailed in this document, please contact jo.cummins@nlbc.uk.