



Logo Usage Guidelines

The Power to Make your Mark

Welcome

These guidelines have been prepared to summarise how the NICEIC logos can be used across some of the schemes we operate. It does not attempt to cover every conceivable application, but does provide guidelines to show how the logos should be applied in a consistent manner. Consistent application of the guidelines is important as it helps to reinforce both the status and recognition of NICEIC and also generates a greater understanding of its associated values. Organisations are not permitted to use the NICEIC logo in isolation, only NICEIC itself is allowed to do so. The NICEIC logo can be used alongside the appropriate scheme logos. Guidance on how can be found in these guidelines.

All relevant scheme logos are available to download from the NICEIC Customer Portal.
www.my.niceic.com/login

For further information:

Call Us **0333 015 6625** | Email Us enquiries@niceic.com

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These guidelines are correct at the time of going to print, however, the regulations are subject to change. The NICEIC logo and wordmark are trademarks.



Approved Contractor Logo



The NICEIC Approved Contractor Scheme logo signifies that a business has been assessed as meeting the requirements for the NICEIC Approved Contractor Scheme.

The Approved Contractor logo consists of the NICEIC logo and the words, "Approved Contractor". The preferred colours of the Mark are Pantone 187 and black as shown below.

If the logo is being used on a dark background, in this instance the letters EIC and Approved Contractor can be printed in white.

Businesses who are certificated on the scheme should ensure that the logo is used correctly at all times when promoting their Approved Contractor status. There are no size restrictions as long as the logo remains legible. It can be used anywhere, except in situations which relate to services not included in the scope of your NICEIC certification.

Colours



NICEIC Red

Pantone 187
C0 M100 Y65 K18
R204 G0 B51



NICEIC Black

Pantone Black
C0 M0 Y0 K100
R0 G0 B0

Things to avoid



Do not stretch



Do not squash



Do not modify



Do not distort



Do not recreate



Domestic Installer Logo



The NICEIC Domestic Installer Scheme logo signifies that a business has been assessed as meeting the requirements for the NICEIC Domestic Installer Scheme.

The Domestic Installer logo consists of the NICEIC logo and the words, "Domestic Installer". The preferred colours of the Mark are Pantone 187 and black as shown below.

If the logo is being used on a dark background, in this instance the letters EIC and Domestic Installer can be printed in white.

Businesses who are certificated on the the scheme should ensure that the logo is used correctly at all times when promoting their Domestic Installer status. There are no size restrictions as long as the logo remains legible. It can be used anywhere, except in situations which relate to services not included in the scope of your NICEIC certification.

Colours



NICEIC Red
 Pantone 187
 C0 M100 Y65 K18
 R204 G0 B51



NICEIC Black
 Pantone Black
 C0 M0 Y0 K100
 R0 G0 B0

Things to avoid



Do not stretch



Do not squash



Do not modify



Do not distort



Do not recreate



NICEIC schemes including the Approved Contractor and Domestic Installer Schemes are accredited by the United Kingdom Accreditation Service (UKAS). Businesses certificated on these schemes are able to use the NICEIC logo which includes the UKAS Product Certification Mark. The UKAS logo is not permitted for use in its singular form.

Example usage - Domestic Installer



Example usage - Approved Contractor



The Mark is only permitted for use on the following:

- Stationery
- Advertising
- Notices
- Labels and documents (linked to the service)
- Company Literature
- Certificates of conformity

This Mark must NOT be used on vehicles.

The UKAS Mark will normally have a minimum height (excluding the accreditation number) of 20mm. Any enlargement or reduction will retain the same proportions as those of the masters, so will need to be reduced or enlarged in its entirety including borders.

More specific information for using the UKAS logo can be found on the [UKAS](#) website.



MCS Approved Contractor Logo



As a Certification Body for the Microgeneration Certification Scheme (MCS), NICEIC can issue the MCS Approved Contractor logo to businesses who have been certificated onto the scheme. The logo is for use on all materials directly connected with the MCS and must consist of three elements:

- The MCS Mark
- The approval statement
- The Certification Body logo

The MCS Logo is available in colour, black and white, or in reverse, white on black. They have been specifically chosen and should not be altered in any way.

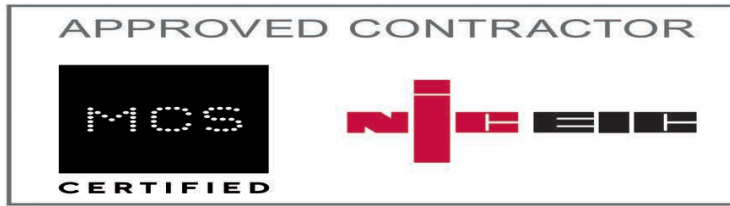
Colours



Mono



Things to avoid



Do not stretch



Do not squash



Do not modify



Do not distort



Do not recreate

Correct use

Businesses who have successfully registered with MCS should ensure that the logo is used correctly at all times when promoting their Approved Contractor status.

- The minimum size for the logo is 40mm
- Do not stretch, squeeze, distort or redraw the logo in any way
- Always use approved artwork and do not create your own
- Do not position the logo over an image

More specific information for using the MCS stand alone logo can be found in the current version of the [**MCS Certified Brand Guidelines**](#).



PAS 2030 Registered Installer Logo

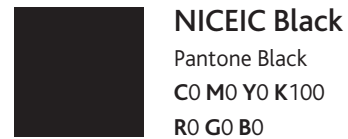


The NICEIC PAS 2030 Installer Scheme logo signifies that a business has been assessed as meeting the requirements for the NICEIC PAS 2030 Installer Scheme.

The PAS 2030 logo consists of the NICEIC logo and the words, "PAS 2030 Registered Installer". The preferred colours of the logo are Pantone 187 and black as shown below.

Businesses who are certificated the scheme should ensure that the logo is used correctly at all times when promoting their PAS 2030 Installer status. There are no size restrictions as long as the logo remains legible. It can be used anywhere, except in situations which relate to services not included in the scope of your certification.

Colours



Things to avoid



Do not stretch



Do not squash



Do not modify



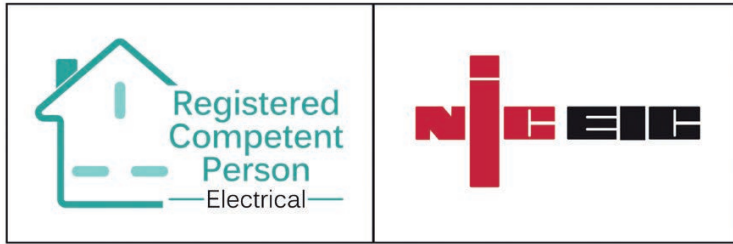
Do not distort



Do not recreate



Registered Competent Person Logo



The Registered Competent Person Electrical logo was developed by DLUHC authorised electrical Competent Person Scheme operators to create a single point of reference for consumers seeking an electrical contractor to carry out work in their home.

The logo combines the Registered Competent Person Electrical logo with the Competent Person Scheme operator logo of the business who displays it.

The Registered Competent Person Electrical logo may only be used by certificated businesses who have been deemed competent to carry out electrical installation work in England and Wales.

Certificated businesses are not permitted to display the Registered Competent Person Electrical Logo in isolation under any circumstances. The logo is available in colour, black and white or greyscale. Inverted black and white logos are also permitted if they are to be placed on a dark background.

Colours



Teal

C78 M15.29 Y41.57 K1.18
R12 G156 B156



Pale Teal

C42.85 M0 Y19.91 K0
R157 G212 B213

Correct use

The logo should never be re-drawn, distorted, stretched or squeezed. The logo should not be used on a pattern, picture, or textured background unless placed in a white box which observes the minimum exclusion zones outlined in these brand guidelines.

Always use the approved, supplied artwork and do not create your own. The logo should never be altered or individual elements omitted.

The exclusion zone surrounding the image and text components of the Registered Competent Person Electrical Logo must be equal to the height of the word "Registered".

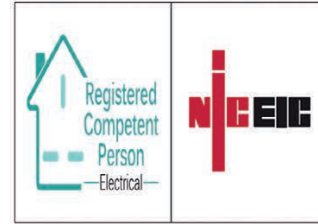
The minimum permitted width of the logo is 60mm (including exclusion zones).



Things to avoid



Do not stretch



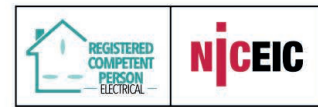
Do not squash



Do not modify








Do not distort



Do not recreate

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