



The UK trade body for the tourer, motorhome,  
holiday and park home industries

# Corporate Brand Guidelines



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## Contents

Introduction	3
Definitions	4
NCC Branding	5
Logo variations & colours	6
Corporate fonts	8
NCC Membership	9
Member categories	10
Member signage	11
NCC Approved (Product Certification)	12
NCC Approved Scheme (Codes of Practice)	14
NCC Verified Scheme	17

## Introduction

The NCC is the UK trade body for the tourer, motorhome, holiday and park home industries. The NCC is the recognised and respected authoritative trade body, providing leadership through a centre of expertise offering support, products and services to members for the successful evolution of their businesses. It operates one core brand (NCC) with a number of brand extensions (NCC Approved product certification, NCC Approved scheme, NCC Verified scheme).

This publication sets out the conditions for the use of the NCC branding and associated wording, by members and organisations approved by the NCC as meeting the requirements of the appropriate terms and conditions of membership and standards and the successors to these terms and standards.

These conditions must be met by all NCC members and approved organisations, including those outside the United Kingdom. Members shall take all reasonable steps to ensure compliance with these conditions. Members or approved organisations shall not authorise the use of the logos by their clients, sub-contractors or any other third party.

Use of the NCC logo is confined solely to members of the NCC and parties specifically authorised by the Director General. NCC branding and associated claims may not, under any circumstances, be used unless and until authorisation has been formally provided. Such unauthorised use is likely to constitute a trademark infringement which will jeopardise any application and may result in legal proceedings being initiated.

If a participant is unclear whether their planned use of the branding is appropriate they should contact the NCC for advice.

NCC members are encouraged to notify the NCC if they suspect any examples of the branding are being used inappropriately or without authorisation, or of any inaccurate or untrue claims being made.

Those wishing to use the branding for other reasons eg. to illustrate an article about the NCC should contact NCC to gain permission.

## Definitions

**The brand/branding** - when the term NCC brand/branding is used this refers to the identity of the NCC and/or its approved/verified product/Code schemes.

**The logo** - when the term logo is used this refers to any logo image that is contained within this document.

**Badge/signage** - a physical object such as a sticker, an adhesive label, wall sign etc. that depicts any of the logos.

## Usage

Except for documents issued or authorised by the NCC, the NCC 'lozenge' logo must not be used on a member's own contractual documents or agreements because this could cause a consumer or other third party to believe the contractual document or agreement itself is endorsed by NCC. If in doubt, please contact the NCC Marketing Manager.

Examples where usage is permitted: Letterheads, Comp slips, bulletins, newsletters, merchandising, websites, promotional materials and advertising.

Examples where usage is not permitted: Terms and Conditions, Holiday Home Purchase and/or Licence Agreements, sales order forms, sales checklists, PDI checklists and contracts.

## NCC Branding

These guidelines have been produced to show how the NCC brand should be implemented. Following them carefully will ensure the corporate style will remain strong, consistent and effective.

Always reproduce the logo from the master artwork supplied on the branding CD, via the NCC direct or on the NCC website (s).

Minimum size - The minimum measurement is taken from the base of the diamond to the top of the diamond. The logo should not be reproduced any smaller than 12.5mm:



Minimum exclusion area - The logo must stand out clearly and be free from other visual distractions. There is a minimum exclusion area around the logo of 5mm (except when the logo appears within an NCC corporate branded communication). The exclusion area should increase proportionally as the logo size increases.

When using the NCC logo online, the logo image should link to the home page of [www.thencc.org.uk](http://www.thencc.org.uk)

If the NCC logo appears on a consumer facing document, it must be supported with the corporate strapline (outlined below) or the website address.

Consumer strapline: *The UK trade body for the tourer, motorhome, holiday and park home industries.*

Website address: [www.thencc.org.uk](http://www.thencc.org.uk)

## Logo variations & colours



**NCC Logo CMYK**  
Blue- C-100, M-52, Y-2, K-15

To be used on all 4 colour print processes.  
Shadow must be used on a white background only.



**NCC Logo Pan7462c**  
Black + Pantone 7462c Solid Coated

To be used on all 2 colour print processes.  
Shadow must be used on a white background only.



**NCC Logo CMYK White Outline**  
Blue- C-100, M-52, Y-2, K-15

To be used on all 4 colour print processes, where  
the logo is required on a coloured background. No  
shadow is required under the lozenge.

## Logo variations and colours cont'd



**NCC Logo Mono**  
Black only

To be used on all 1 colour print processes, black and white documents. Used mainly for faxing, photocopying and black and white press ads.



**NCC Logo Mono White Outline**  
Black only

To be used on all 1 colour print processes, black and white documents, where the logo is required on a darker background. No shadow is required.



**NCC Logo CMYK No Shadow**  
Blue- C-100, M-52, Y-2, K-15

To be used when integrated into part of a graphic that does not lend itself to having the shadow. This is used on all NCC member signage.

## Corporate Fonts

### Corbel

Corbel font is the type face used for any documentation created in a desktop publishing package that allows the use of 'open type'.

When using the Corbel font as highlighted above, any numerals used throughout the text must be selected from the font extension under 'lining numbers'. These are found in the glyph section of the font.

Corbel normal

**Corbel bold**

*Corbel italic*

Numerics (from open type): 0123456789

### Tw Cen MT

Tw Cen MT font family has been selected for all in-house and word processed documents, standard font size 12 where possible.

Tw Cen MT normal

**Tw Cen MT bold**

*Tw Cen MT italic*

Numerics: 0123456789



## NCC Membership

As part of NCC membership we request that full members promote their membership through:

- 1) Displaying the NCC membership signage in a prominent position in their business premises
- 2) Displaying the NCC membership window sticker in a front window
- 3) Using the NCC logo on the website with a hyperlink back to the NCC website homepage [www.thencc.org.uk](http://www.thencc.org.uk)
- 4) Using the NCC logo in all literature, letterhead and advertisements (hard copy and electronic) - also see usage permissions/restrictions on page 4.

When using the NCC logo we ask that::

- 1) The logo is re-produced from the original artwork files
- 2) If the NCC logo appears on the same document as another companys' logo that they are separated by at least 15mm
- 3) If it is consumer facing, the NCC strapline or website address supports the logo.

Strapline: [The NCC is the UK trade body for the tourer, motorhome, holiday and park home industries.](#)

Website address: [www.thencc.org.uk](http://www.thencc.org.uk)

When authorised to do so, as well as using the NCC branding, members may wish to publicise membership of the NCC by making written statements on their websites, in advertisements etc. Once a business has been authorised, permission is given for the following statement to be used in connection with membership:

- [example] is a full member of the NCC

## NCC Member Categories

The NCC membership is categorised into 5 areas as detailed below:

- NCC Member (includes Distributors, Providers, Suppliers & Services)
- NCC Holiday Park Member
- NCC Residential Park Member
- NCC Dealer Member
- NCC Manufacturer Member



## NCC Member Signage

Member signage is available in the form of an A5 window sticker and is included within the marketing pack once full membership status has been achieved.

Additional member signage is available for purchase. The sign is an A4 all weather float acrylic panel with four corner fastenings.



## NCC Approved (Product Certification)



The NCC Approved logo is the visual acknowledgement to consumers that a leisure vehicle/home model has been inspected to meet all the requirements of UK legislation and European/British Standards.

Every approved tourer, motorhome and holiday home is licensed to carry a resin NCC 'badge of APPROVAL' which must be situated by the door.

These badges are supplied as standard as part of the NCC Approved (Product Certification) badge pack. The badges can only be used on approved models. Reproductions are not permissible.

The logo can be used in all forms of publicity and merchandising to reinforce manufacturers' claims of compliance with the applicable legislation and standards - also see usage permissions/restrictions on page 4.

The branding must not be de-constructed and must be used in its entirety (as shown above) with the border and drop shadow.

## NCC Approved (Product Certification) cont'd

Always reproduce the logo from the master artwork supplied.

Minimum size - The minimum measurement is taken from the base of the badge to the top of the badge. The badge should not be reproduced any smaller than 30mm.

When using the logo on-line the image should link to [http://www.thencc.org.uk/Our\\_Schemes/cert\\_scheme.aspx](http://www.thencc.org.uk/Our_Schemes/cert_scheme.aspx)

When authorised to do so, as well as using the NCC branding, members may wish to publicise membership of the NCC Approved scheme by making written statements on their websites, in advertisements etc. Once a business has been authorised, permission is given for the following statements to be used in connection with NCC Approved products:

**This model has been inspected by the NCC and meets all relevant UK legislation, European and British Standards and NCC Codes of Practice.**

Manufacturing members can regard the NCC as a business partner but not a regulator.

All badges and certificates supplied by the NCC are for the exclusive use of the company to which they were supplied and may only be used on approved models.

### **Suspension and Termination**

Upon termination of the agreement with the NCC Approved (Product Certification), the organisation shall immediately cease use of the NCC Approved logo and this shall include the removal of the NCC Approved logos displayed on websites, all publicity materials and product.

## NCC Approved schemes (Codes of Practice)



Use of the NCC Approved scheme branding allows consumers to identify those members that have made a commitment to treat customers fairly, protect their interests and operate to the principles of best practice standards set out in the code.

The schemes are currently; Dealership (Tourer and/or Motorhome), Holiday Home Distributor and Holiday Park: Holiday Home Ownership.

Use of the NCC Approved scheme branding is confined solely to NCC Approved scheme members ie companies that have applied, been assessed and been approved by a scheme assessor.

## NCC Approved schemes (Codes of Practice) cont'd

The logo can be used in all forms of publicity and merchandising to promote the outlet's membership and adherence to the NCC Approved scheme - also see usage permissions/restrictions on page 4. The branding may be displayed only if the title or logo of the scheme member is also shown, with no more prominence than the title or logo and not more than once on each document.

The logo must always be reproduced from the master artwork supplied and must be used in its entirety with the border and drop shadow.

Minimum size - The minimum measurement is taken from the base of the badge to the top of the badge. The logo should not be reproduced any smaller than 30mm.

When using the artwork online, the logo image should link to:  
<http://www.nccapprovedschemes.co.uk>

The branding will not be used in any way that might mislead a member of the public about the status of the NCC member.

Building and vehicle signage are only available from the NCC. Reproductions are not permissible.

Branding supplied by the NCC may only be used by that company while they remain Approved under the scheme to which they have signed up to.

### **Suspension and Termination**

Upon termination of the agreement with the NCC Approved Scheme (Codes of Practice), the organisation shall immediately cease use of the NCC Approved logo and this shall include the removal of the NCC Approved logos displayed on websites, all publicity materials and product.

## NCC Approved schemes (Codes of Practice) cont'd

### Promotional wording

When authorised to do so, as well as using the NCC branding, members may wish to publicise membership of the NCC or its schemes by making written statements on their websites, in advertisements etc. Once a business has been authorised, permission is given for the following statements to be used in entirety, without shortening connection with membership:

#### NCC Approved Dealership scheme

- XYZ is an NCC Approved Dealership
- XYZ is a member of the NCC Approved Dealership scheme
- NCC Approved Dealership scheme member

#### NCC Distributor scheme

- XYZ is an NCC Approved Distributor
- XYZ is a member of the NCC Approved Distributor scheme
- NCC Approved Distributor scheme member

#### NCC Holiday Park - Holiday Home Ownership scheme

- XYZ is an NCC Approved Holiday Park – Holiday Home Ownership scheme member
- XYZ is a member of the NCC Approved Holiday Park – Holiday Home Ownership scheme
- NCC Approved Holiday Park – Holiday Home Ownership scheme member

Other statements should be avoided, particularly those that claim that the member is “fully Code or scheme compliant, complies with, has passed the assessment” or similar.

NB: a member that is applying for, or that has applied and been assessed (but not yet been Approved), may not make any such reference to the relevant Code or scheme until such time as they have been Approved.



## NCC Verified Scheme



The NCC Verified scheme is the collective name for two registers of verified products:

**Verified Components Scheme** is a register of industry related products that goes into making a finished tourer, motorhome, holiday home and parkhome i.e. hobs, heating/ventilation, multi-media, smoke alarms.

**Verified Accessories Scheme** is a register of industry related products that is not a standard fixture or fitting in a tourer, motorhome, holiday home and park home e.g. fire extinguishers, wax/polishes, fire blankets.

NCC Verified Logo means the logo used by a member or non-member of the NCC, as part of the NCC Verified Scheme, to indicate that, based on a thorough review of third party test reports and/or certificates obtained from reputable/recognised test laboratories, the NCC has deemed the product(s) as compliant with the applicable product standard(s).

## NCC Verified Scheme cont'd

- Only organisations who have received confirmation that their products have been accepted for inclusion into the register can use the NCC Verified logo on websites, brochures and product packaging. These are subject to the conditions set out in this document.
- The NCC Verified logo shall not be used in such a way as to suggest that ALL products supplied by an NCC member or non-member are verified, or in any other misleading manner.
- The NCC Verified logo shall not be used in any way that might mislead the reader about the status of a component or accessory.
- Any use of the NCC Verified logo that might contravene the conditions laid down in this document shall be referred to the NCC Marketing Manager.
- The NCC Verified logo shall not be used in such a way as to imply that the NCC accepts responsibility for the third party approval of a component or accessory.
- Use of the NCC Verified logo does not infer or imply membership of the NCC.

### **Publicity Materials**

Suppliers of NCC Verified product are entitled to incorporate the NCC Verified logo on packaging and in publicity material that refers only to the verified components and accessories they supply, provided that the conditions relating to its reproduction contained in this document are met.

## NCC Verified Scheme cont'd

### **Form and display of the NCC Verified logo**

Always reproduce the logo from the master artwork supplied and ensure degradation and/or distortion of the NCC Verified logo graphic is avoided.

Minimum size - The NCC Verified logo should not be reproduced any smaller than 20mm in height. Any enlargement shall retain the original proportions.

Irrespective of the height of reproduction, the NCC Verified logo must, in the opinion of the NCC Marketing Manager, be legible. The logo must always be reproduced from the master artwork supplied and must be used in its entirety with the border and drop shadow.

### **Suspension and Termination**

Upon termination of the agreement with the NCC Verified Scheme, the organisation shall immediately cease use of the NCC Verified logo and this shall include the removal of the NCC Verified logos displayed on websites, all publicity materials and packaging.



If you have any questions or difficulties using the NCC identity please contact:

**The NCC**

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