

NFRC Partner co-branding guide



Introduction

The NFRC logo stands for quality, professionalism and high-standards.

To protect the integrity of the brand, and to avoid any misunderstanding about NFRC's role or endorsement, the following guidelines must be adhered to when using NFRC's name, logo or NFRC-provided content.

These rules apply to (but not limited to) sponsors, collaborators, editorial partners, event organisers and any organisation referencing NFRC in public materials.

For the purpose of this document, co-branding will be categorised into three types:

1

NFRC-led

Content created by NFRC, in NFRC style with secondary branding present.

2

3rd Party-led

Content created externally to NFRC in third-party style, with NFRC's logo present

3

True co-branding

Collaborative content generated with purposefully created unified style.

1. NFRC led content & communications

NFRC-led materials are created or managed by NFRC using official NFRC branding, tone of voice and design standards.

In this type of partnership, NFRC is the primary publisher and content owner. Partner branding may appear in a secondary or supporting role where appropriate.

Typical examples include:

- NFRC reports and white papers
- NFRC-led campaigns
- Industry guidance and technical resources
- Event materials produced by NFRC
- Joint initiatives where NFRC acts as lead organisation

Branding approach

NFRC branding remains dominant throughout all materials. Partner logos may be included where relevant, provided they do not imply endorsement beyond the agreed collaboration.

All use of the NFRC logo must follow official logo guidance, including:

- maintaining correct clear space
- using approved artwork
- ensuring strong contrast and legibility
- avoiding distortion, recolouring or alteration of the logo.

Partner responsibilities

Partners contributing to NFRC-led materials must ensure:

- supplied information is accurate and approved
- any imagery provided is fully licensed
- third-party rights and permissions are secured
- commercial claims are clearly separated from NFRC commentary.

Approval process

All partner branding included within NFRC-led materials will be reviewed and approved by the NFRC marketing team prior to publication.

For approvals or queries

marketing@nfrc.co.uk

2. 3rd party led content & communications

To protect NFRC's neutrality and independence, 3rd Parties must NOT:

- present their own views as NFRC's
- imply NFRC endorses a product, service or political position
- adapt NFRC statements without receiving prior approval
- merge NFRC commentary with commercial claims.

Where NFRC has provided text, a quote or factual detail:

You must include the required NFRC disclaimer (see section 6).

NFRC will sign off only the NFRC-related content.
Approval does not cover the full document.

For approvals or queries

marketing@nfrc.co.uk

3. Co-branded partnership materials

Co-branded materials are collaborative communications developed jointly by NFRC and a partner organisation using an intentionally unified visual style.

This category reflects shared ownership of a campaign, initiative, publication or event.

Typical examples include:

- joint campaigns
- collaborative research reports
- industry initiatives
- co-hosted events
- shared awareness programmes.

Branding principles

In co-branded materials:

- both brands should appear balanced and clearly identifiable
- neither organisation should appear to endorse unrelated commercial activity
- logo placement and hierarchy should be agreed in advance
- all branding must follow NFRC logo usage guidance.

Approval process

All partner branding included within NFRC-led materials will be reviewed and approved by the NFRC marketing team prior to publication.

For approvals or queries

marketing@nfrc.co.uk

4. When co-branding features the NFRC logo

NFRC requires prior written approval of all items and materials every time the logo is used on 3rd Party content and co-branded content.

Approval is required (but not limited) for:



Marketing or promotional content



Editorial, reports or white papers



Event signage and presentations



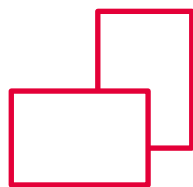
Branded clothing



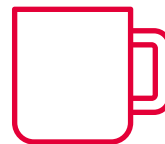
Sponsorship announcements



Social media posts



Printed or digital collateral



Promotional items

How to request approval

Email **marketing@nfrco.co.uk** with:

1. A draft or mock-up showing NFRC's logo in position
2. The purpose of the item and audience
3. Where the content will appear
4. When the content will be used

NFRC will confirm approval or request changes.

5. Logo usage rules

Do

- ✓ Use the official full colour or monochrome logo artwork appropriate to background shade
- ✓ Ensure good contrast when using photography or darker colours
- ✓ Keep clear space around the logo equal to the height of the "N"
- ✓ Use official artwork provided by NFRC

Don't

- ✗ Don't stretch, distort, rotate or crop the logo
- ✗ Don't change the colours
- ✗ Don't separate the symbol from the wordmark
- ✗ Don't place full-colour logos in a white box on a dark background
- ✗ Don't use backgrounds with poor contrast

For full details and visual examples, see next page →



5. Logo usage rules

When used consistently, our logo acts as an endorsement and guarantee of quality and high standards.



✓ Use official full colour and monochrome artwork*



✓ Maintain clear space



✓ Maintain strong contrast against photography



✓ Ensure good contrast against colour backgrounds



✗ Don't stretch or distort the logo



✗ Don't separate the symbol and wordmark



✗ Don't use on busy or low-contrast backgrounds



✗ Don't use alternative colours

**Wherever possible, the logo should be applied in full colour on a white or light background. Where this is not practical, a mono version of the logo may be used. A reversed-out logo should be used against a dark or busy background. The full colour logo must never be placed in a white box on a dark background; always use the reversed-out version instead.*



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



Small size version
There is a small size version of the logo without the strapline. Use this version when the logo has to be used below 30 mm.

Get the logo

For logo artwork please contact the NFRC Marketing Team marketing@nfrc.co.uk

6. Image use and responsibilities

3rd Parties (or associated agencies creating content) are responsible for ensuring they have the correct rights and permissions for any images used in their materials or provided to NFRC for their use.

3rd Parties must confirm that:

- they own the images or hold a valid licence
- any identifiable individuals have given consent
- images do not infringe copyright or third-party rights
- images are appropriate and not misleading.

NFRC does not provide image rights unless explicitly stated.

Complaints about images

If a complaint arises (copyright, personal data, consent, misrepresentation), the **partner is fully responsible** for resolving it and for removing or replacing the image.

NFRC approval applies **only to the use of the logo and NFRC-related statements**, not imagery or broader design.



7. Disclaimer requirements

To protect NFRC and ensure clarity about NFRC's role, 3rd Parties must include a disclaimer **only when NFRC has contributed editorial content** (such as quotes, commentary, technical input) **and/or when partner-owned images appear alongside NFRC-related text.**

A disclaimer is not required when the NFRC logo is used on its own in simple promotional materials such as banners, flyers, sponsor boards, social graphics or general event collateral.

NFRC approval relates only to the use of NFRC branding and NFRC-provided content. Approval does not extend to the wider design, imagery or claims made in partner materials.

When to use the disclaimer

Use the disclaimer for:

- editorial pieces
- articles, reports and white papers
- web pages or brochures containing NFRC commentary
- partner materials that mix NFRC statements with partner-owned images.

Do not use the disclaimer for:

- simple logo placement
- sponsor walls
- event signage
- banners, flyers and social graphics
- presentations listing NFRC as a participant.

Mandatory NFRC disclaimer (full version)

Use this for all editorial or mixed-content materials:

"The NFRC name and logo are used with permission. NFRC has reviewed only the NFRC-related content in this material. NFRC does not endorse or accept liability for third-party products, services, statements or imagery. All other content and image rights remain the responsibility of the publisher."

Short disclaimer (optional, for limited space)

Use only when the material contains NFRC commentary but space is restricted:

"NFRC approval covers NFRC content only. All other content and imagery are the responsibility of the publisher."

8. Prohibited uses

3rd Parties must not:

- imply NFRC endorsement unless formally agreed in writing
- create NFRC-style badges, icons or seals
- use outdated or unapproved versions of the NFRC logo
- present NFRC commentary alongside commercial claims
- use the NFRC brand in any misleading, defamatory or inappropriate context.

NFRC may revoke logo permissions if these rules are breached.



9. Contact and updates

For approvals or queries, contact **marketing@nfrc.co.uk**

NFRC will update these guidelines periodically.

3rd Parties are responsible for using the latest version.