

Brand Guidelines for Approved CPCS Test Centres

As an approved CPCS Test Centre, you are permitted to use the CPCS logo, providing the guidelines are followed. CPCS logos and certification marks are key elements in our identity and must be on all CPCS communication materials. You must never use the logo on its' own, the certification mark text must be included.

Guidelines

1. Certification mark text must always be included wherever you use the CPCS logo. Approved text is below:

CPCS is a certification mark of the NOCN Job Cards, part of NOCN Group.

2. Certification mark text must always be included wherever you use the CPCS logo. Test centre staff should seek approval from CPCS to use in marketing or promotional materials.

Logo

The 'An NOCN Job Card' strapline should be used with the CPCS logo, the logo should not be used in isolation.



Exclusion Zone

An exclusion zone has been created around the CPCS logo. No other visual matter such as other logos, text or pictures should encroach upon this area.

The minimum exclusion is indicated below in red as an example.



Minimum Size

Recommended minimum size for legibility and recognition.



20 mm
Minimum size



40 mm
A5 & A4 recommended size



60 mm
A3 recommended size

Logo Use with Backgrounds

Predominately, the logo should be used on either a white background or the whiteout version can be positioned over a photography with a drop shadow if necessary.

