



## **NCC LOGO AND STATUS BADGE USE POLICY AND GUIDELINES**

Version 1 November 2025

### **1) Purpose**

This policy outlines the rules and guidelines for the use of the National Coasteering Charter (NCC) logo and associated Status Badges to ensure consistent and appropriate representation of the NCC brand.

There is a new (2025) version of the NCC logo and 2 Status Badges:

- a) General Official / Approved Business logo (Blue)
- b) Organisational Member Status Badge (Red)
- c) Guide Award Provider Status Badge (Mauve)

### **2) Who May Use the NCC Logo**

The NCC logo may only be used by:

- a) The NCC for official business, documents and the promotion of safe coasteering
- b) Associate members with written permission
- c) Regional workshops, events and activities that have been approved by the NCC
- d) Any member who wishes to promote the NCC with written permission



### 3) Use of Status Badges

The following members may use the appropriate Status Badge as stated in the table below:

<b>Membership Category</b>	<b>Status Badge to be used and usage criteria</b>
NCC Organisational members	The Red 'Organisational Member' status badge, only to be used in the promotion of Coasteering activities delivered by those Organisations
Guide Award Providers	The Mauve 'Guide Award Provider' status badge, only to be used in the promotion of Guide Award training and assessment courses.

- Individual Members may not use any form of the NCC Logo or Status Badges to promote their business or activities.
- If Coasteering providers hold multiple membership categories such as 'Guide Award Provider' & 'Organisational Membership', then they may use multi types of the logo/status badges in line with the activity/course they are advertising/delivering.

### 4) General Guidelines

- The logo and/or badge must always be used in its original form. Alterations, distortions, or modifications are strictly prohibited.
- The logo and/or badge must be clearly visible and not obscured by other design elements.
- Sufficient clear space must be maintained around the logo and/or badge to ensure visibility and impact.
- The logo and/or badge must not be used in any way that implies endorsement of products, services, or organisations without explicit written consent from NCC.

### 5) Approved Formats

- Only official logo and/or badge files provided by NCC may be used.
- Approved formats include high-resolution PNG, JPEG, TIF, and vector files (SVG, EPS).
- Logos and/or badges must be used in full colour unless a monochrome version is specifically approved for use.



## **6) Prohibited Uses**

- Do not stretch, rotate, or skew the logo and/or badge.
- Do not change the colours of the logo and/or badge.
- Do not place the logo and/or badge on backgrounds that reduce legibility.
- Do not use the logo and/or badge in combination with other logos or marks without approval.

## **7) Requesting Permission**

- Permission is granted to all NCC Organisational members, Guide Award providers and Associated members for use of the NCC Logo and/or badge, in line with this usage policy.
- Anyone else who wishes to use the NCC logo is asked to request permission to do so from:

Email: [coasteeringtreasurer@gmail.com](mailto:coasteeringtreasurer@gmail.com)

Subject Line: NCC Logo Use Request

Include details of intended use, format, and distribution. You may be asked to provide evidence of how the logo has been used and sample material before it is approved.

## **8) Enforcement**

- Unauthorised use of the NCC logo and/or badge may result in legal action or revocation of NCC membership.

## **9) Updates**

- This policy may be updated periodically. The most current version will be available on the NCC Website