

NHBF DIGITAL CREDIT RECOGNITION USAGE GUIDELINES

We're excited to introduce digital credits for our Members! To help you get started, we've put together a simple guideline outlining everything you need to know. Please follow the instructions below on how to use it.

DISCLAIMER

Non-members are not allowed to use any of our logos. If you stop being a Member, you must immediately remove the Assured logo from your online sites and printed material within three months.

Terms and conditions apply to using our Assured logo. These are included at the end of this document. Please read them before using the logo.

Remember: Consistent and correct usage of these digital credit recognitions enhances your professional image and reinforces your commitment to industry best practices.

HOW TO USE THE ASSURED LOGO

WEBSITE:

- Place the logo in the footer of every page.
- Alternatively, create a dedicated "Accreditations" or "Recognition" section.
- Ensure the logo is clearly visible without scrolling on desktop views.

EMAIL SIGNATURES

- Add the logo below the sender's contact information.
- Keep the logo size proportional to the text (suggested height: 50-70 pixels).

MARKETING MATERIALS

- Include the logo on brochures, flyers, and business cards.
- Position it alongside other professional affiliations or accreditations.

SIZE REQUIREMENTS

- Minimum size: 100 pixels wide for digital use, 1 inch wide for print.
- Maximum size: Should not exceed 25% of the total width of the medium.
- Maintain aspect ratio when resizing.

CLEAR SPACE:

- Maintain clear space around the logo equal to 25% of the logo's width.
- No text, images, or other elements should intrude on this clear space.

COLOUR USAGE

- Use the full-colour version on white or light backgrounds.
- Use the white (reverse) version on dark or coloured backgrounds.
- Avoid placing the logo on busy patterns or photographs.

DO

- Use the logo as provided without alteration
- Scale the logo proportionally
- Use approved colour variations

DO NOT

- Stretch or distort the logo.
- Change the logo colours.
- Add effects such as shadows or outlines.
- Crop the logo.
- Combine the logo with other elements or text.
- Use unapproved colour variations.
- Alter the provided logo.

FILE FORMAT USAGE

- For web: Use PNG files with transparency.
- For print: Use vector formats (AI or EPS).
- For Microsoft Office documents: Use high-resolution PNG files.

DIGITAL CREDITS SPECIFIC GUIDELINES

- Digital Credits badges relevant to your achievements only.
- When using multiple badges, maintain consistent sizing and spacing.
- If space is limited, use the overall Industry Benchmark Achievement badge.
- Delete all out of date Digital Credits.

ACCOMPANYING TEXTS

- When introducing the Digital Credits, use approved descriptions provided by NHBF.
- Example: "Proud recipient of NHBF's Health and Safety Digital Credit".

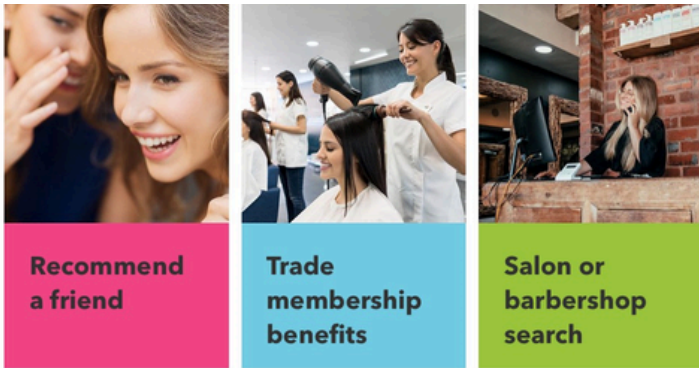
SOCIAL MEDIA USAGE:

- Use the badge as a temporary profile picture during promotional periods.
- Include the badge in cover photos or banner images.
- Mention the recognition in your profile bio or about section.

WEBSITE INTEGRATION

- Consider creating a pop-up or banner announcing your new recognition.
- Add an "About Our Recognitions" page explaining what each badge means.
- Include badges in your site's schema markup for enhanced search engine visibility.

EXAMPLES OF USING THE DIGITAL CREDIT



CONTACT US

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Get in touch: [Contact form](#)

INFORMATION

- > [Login](#)
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- > [Terms and Conditions](#)

(Website)

CAROLINE LARISSEY
CHIEF EXECUTIVE

t: 01234 834387 m: 07392 870286 e: caroline.larissey@nhbf.co.uk

(Email signature)





(Facebook banner)

TERMS AND CONDITIONS

You must not:

- Use the logo as part of your business name or logo.
- Use any other trademark or logo that is confusingly similar to the Digital Credits badge, including as part of your business name or logo.
- Use the Digital Credits badge with any content which the NHBF judges to be inappropriate. The NHBF will decide what is appropriate/inappropriate.

You must:

- Show us any online or printed material that uses our Digital Credits badge if we ask you to.

OWNERSHIP OF THE ASSURED LOGO

- The Assured logo remains the property of the NHBF.
- You must not do anything that will be detrimental to our logo in any way, such as damaging the reputation or goodwill associated with it or making our registration of the logo invalid.
- You are not allowed to register the Digital Credits badge as a trademark.
- You must not give the Digital Credits badge to anyone else to use.
- We can withdraw your right to use the logo if, for example, you don't comply with these guidelines or we no longer want our logo associated with your business for any reason.

Any questions? Please call us on 01234 831965 and we'll be happy to help.