GRAPHIC DESIGN CHARTER
FOR THE NF MARK
FOR MANDATED CERTIFICATION BODIES
AND THEIR MARK HOLDING CLIENTS
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GRAPHIC DESIGN CHARTER FOR THE NF MARK

The logo is inalterable in terms of its colours and structure. It may not be redrawn or adapted under any circumstance. All copies require the use of digital execution documents (.eps, .jpg, .png). Files can be obtained from your mandated certification body.

The specific marking conditions are detailed in each certification reference system.

Mandatory components of the mark block

The mark block is structured as follows:

1- the NF logo accompanied by the statement “CERTIFIED BY M.B.*”,

2- application = the name of the certification reference system used (e.g.: Concrete staircase, Heat pump, Road equipment, etc.),

* M.B.: Name of the mandated certification body.

If one or more components of the mark block cannot be included for technical and/or material reasons, a derogation will have to be requested from AFNOR Certification.

Legal marking requirements

It will be recalled that Article R115-2 of the French Consumer Code states that “when a reference is made to certification in the advertising, labelling or presentation of any product or service, or in any related sales documents of any nature whatsoever, the following information shall be brought to the attention of the consumer or user:

1° Name or company name of the certification body or the collective certification mark;

2° Name of the certification reference system used;

3° Procedures for consulting or obtaining the certification reference system in question.”

The certification reference system can be consulted or obtained through the website. This may be shown under the logo but, if this is not the case, shall be shown in the document that contains the logo.

The preferred statement should be for the website www.marque-nf.com. However, this may be replaced by the website of the M.B. provided that it gives access to the certification reference system used.
Model and structure of the mark block

Construction based on a 5-cm logotype (width of the ellipse)

Construction based on a 5-cm logotype (width of the ellipse)

NB: Standard information on “points”, “type size”, etc. is defined based on a 5-cm wide mark, and referenced in Adobe Illustrator® software.

> Name of the mandated certification body (M.B.)

The typography used is Frutiger Black, upper case (or, failing this, Arial Bold, upper case) font size 9.5 pt - letterspacing 85.

> Statement “CERTIFIED BY”

The typography used is Frutiger Roman, upper case (or, failing this, Arial, upper case) font size 9.5 pt - letterspacing 85.

The statement “CERTIFIED BY M.B.” may be replaced by “BY M.B. CERTIFICATION” when the word certification appears in the company name of the M.B.

> Application = Name of the reference system used (on 3 lines maximum)

The typography used is Arial Bold, upper case, font size 10 pt - letterspacing 20 - linespacing 12 pt. The name of the application is placed 5.5 mm from the bottom of the ellipse.

Possible adaptation:
The name of the application may be adjusted to fit the width of the ellipse or the width of the letters N and F; the letterspacing will also be adjusted accordingly. However, care shall be taken not to exceed a letterspacing value of 240. The name of the certification reference system may be up to 24 pt body provided that the wording is on 1 line and does not exceed the width of the ellipse.

> Internet address (optional)

The typography used is Arial Bold, lower case, font size 8 pt - letterspacing 20. The name of the website is placed 4 mm from the bottom of the lettering of the application name. The certification reference system can be consulted or obtained through the website. This website may be shown under the logo but, if this is not the case, shall be shown in the document that contains the logo. The preferred statement should be for the website www.marque-nf.com. However, this may be replaced by the website of the M.B. provided that it gives access to the certification reference system used.

All components placed under the NF logo are centred in relation to the centre of the ellipse and shall not, under any circumstance, exceed the width of said ellipse.
The minimum size in terms of width is 1.5 cm. However, if allowed by the reproduction process, this minimum size may be reduced to 1.2 cm (e.g. for the print application on a label).

This mark block can be enlarged and reduced proportionally.

The protection zone shall be adhered to without fail. This zone ensures the legibility of the mark block (e.g.: press, signs, etc.).

Based on a 5-cm logotype (width of the ellipse)

Protection zone: \( R = 7.5 \text{ mm} \)

A 7.5-mm reserve zone is applied around the whole mark block.
COLOURS / BLACK & WHITE

The colours making up the mark block shall be adhered to scrupulously in all reproductions.

The mark block is shown in black or grey when technical printing constraints prevent its colours being reproduced.

<table>
<thead>
<tr>
<th>Spot colour</th>
<th>Pantone 2955 C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four colour printing</td>
<td>C 100 / M 35 / Y 0 / K 50</td>
</tr>
<tr>
<td>RGB</td>
<td>R 0 / G 75 / B 120</td>
</tr>
<tr>
<td>RAL</td>
<td>R 5010</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black</th>
<th>K 100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grey</td>
<td>K 60%</td>
</tr>
</tbody>
</table>
USE EXAMPLES

Colours

On dark and/or uneven backgrounds (photos), a 2.12-pt white strip (based on a 5-cm NF logo - width of the ellipse) outlines the shape of the ellipse. The name of the mandated certification body, the text block of the application name and the name of the website are in white.

Black & white

Colour version on light photo or background

Colour version with a white strip on dark photo or background

Black version on a light background

Grey version on a light background

Black version on a dark background

Grey version on a dark background
EXAMPLES NOT TO BE FOLLOWED

Do not use the NF logo in negative.

Do not use the NF logo in other colours.

Do not change the position of the related statements.

Do not use the coloured logo on a dark or uneven background without a white surrounding strip and white text.
# RULE OF USAGE AND EXCEPTIONS

## For mandated certification bodies

**RULE**

The mark block is used in conjunction with the statement of the certification body and with the statement of the application on all communication media and documents.

**EXCEPTIONS**

When the media is clearly identified with the name of the certification body and when the text accompanying the logo is absolutely clear (website, institutional brochure, sales brochure, advertising), the mark block can be used without the statement of the certification body, with the statement of the application, and without the statement of the website if this is shown elsewhere in the communication media.

When the certification body mentions several NF mark applications for which it is mandated – for instance, on institutional documents (business report) – the names of the applications shall be cited in the text of these same documents. The mark block can then be used without the statement of the certification body, without the statement of the application, and without the statement of the website if this is shown elsewhere in the communication media.

## For distributors

**RULE**

The mark block is used in conjunction with the statement of the certification body and with the statement of the application on all communication media and documents.

**EXCEPTIONS**

When the distributor’s communication media (catalogue, website, etc.) mentions several products certified by different certification bodies, the logo may be used without the statement of the certification body, without the statement of the application, and without the statement of the website. Whatever the medium, the logo must appear alongside the product actually certified.

- **NF logo on a website**: an active link will be created connecting the NF logo to the website www.marque-nf.com (or the website of the certification body if it has a screen presentation of the NF mark).

- **NF logo on a printed document or catalogue**: the catalogue or document shall mention a text presentation of the NF mark (available by request from the AFNOR communication department - marque-nf@afnor.org).