



Using the NCMW logo

NCMA business factsheet 11

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Below are details of how to use the National Childminding Week logo. This logo should only be used in relation to activities for National Childminding Week and not for other purposes. If you wish to use the NCMA logo, please refer to business factsheet 9.



NCMA's preference is for the logo with the house to be used for most items, and only use the smaller logo where a complex one would be too small.

The National Childminding Week logo must always:

- only be printed in black and white or in the NCMA colours
- not be altered in any way or have items added to it
- not be used in a way that would bring NCMA or childminding into disrepute or in a way that implies NCMA endorsement or approval of a product or service
- only be used for not-for-profit activities
- not be used to reproduce NCMA publications or products
- only be used by childcare members of NCMA.

Members can obtain a copy of the member logo by emailing info@ncma.org.uk, providing proof of membership and confirmation that they are using NCMA contracts. Or alternatively write to Communications, NCMA, Royal Court, 81 Tweedy Road, Bromley, Kent, BR1 1TG.

NCMA colours

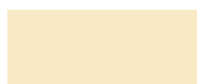
NCMA uses NCMA blue and NCMA yellow in its logo, along with NCMA cream for the small circle. The other colours are complimentary colours used within the NCMW logo.



NCMA Blue
Pantone 2756 C
C100 M87 Y0 K11.5
R39 G51 B131
Hex 2A3883



NCMA Yellow
Pantone 130 C
C0 M27.5 Y100 K0
R235 G188 B18
Hex F8BD16



NCMA Cream
Pantone 155 C
C0 M8.5 Y27.5 K0
R248 G234 B196
Hex FDEAC3



NCMA Aqua
Pantone 320 C
C100 M0 Y30 K2
R70 G138 B155
Hex 068B9E



NCMA Ruby
Pantone 207 C
C5 M100 Y45 K22
R164 G33 B70
Hex C01F48



NCMA Bubblegum
Pantone 219 C
C1 M88 Y0 K0
R221 G49 B141
Hex ED228F



NCMA Canary
Pantone 107 C
C0 M4 Y79 K0
R252 G240 B33
Hex FDEE19



NCMA Kermit
Pantone 376 C
C50 M0 Y100 K0
R139 G195 B45
Hex 6CBB45



NCMA Sky Blue
Pantone 306 C
C75 M0 Y7 K0
R93 G184 B231
Hex 08B9E9



NCMA Tangerine
Pantone 144 C
C0 M52 Y100 K0
R236 G150 B41
Hex F8981D

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