

ATP Logo Download and Guidelines



The simplest LOGO GUIDE -

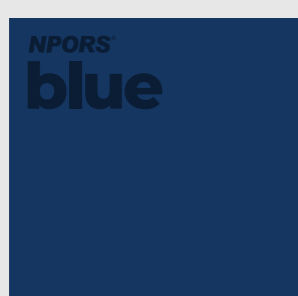
you can think about recolouring it, stretching it, squashing it or changing it in any other way, but...

other than sizing proportionally -

please don't change from how it was supplied

BRAND COLOUR SYSTEM

Below are colours in the NPORS pallet - must not be used to edit logos from original form.



Colour Code: #193661
R25 G54 B97
C100 M85 Y35 K25



Colour Code: #ffc20e
R255 G194 B14
C - M25 Y100 K -



Colour Code: #474648
R71 G70 B72
C5 M5 Y5 K80

BRAND FAQs

BRAND PHILOSOPHY

Brand Philosophy refers to our brand's "Way of doing things" and the belief in that method. It answers the question:

What is **"Our Way"** and why is that important to us?

We stand firm on the principles we were founded on; supporting industry, regulated training and testing, consistent improvement, equal opportunities and transparency about how we work

We believe that people matter whoever, wherever and whatever may be your colour, race, creed, gender or belief.

LOGO EXPLANATION

NPORS stands for the National Plant Operators Registration Scheme.

Accredited is in reference to the recognition of an Accredited Training Provider.

WHY THIS ICON?

The man in the hat is on every work safety sign and was the original inspiration of the first NPORS icon back in 1992. Through the years the logo has evolved but has always respected its origination even to the last change in 2023 when the icon was graphically simplified.

WHY THIS COLOUR?

Blue is a primary color across all models of color space. It is often linked to serenity, stability, inspiration, or wisdom. It can be a calming color, and symbolises reliability. It was also the colour of the safety sign which gave the logo inspiration - this colour has changed over the 30 years but the blue has always remained.

HOW CAN I GET THE NPORS ATP LOGO?

You are 1 click away - the logos are available as a jpeg a .png or as a vector .ai file. Simply click on the format you require and the logo will be available to download.

CAN THE ATP LOGO COLOUR BE CHANGED?

The simple answer is - NO and under no circumstances should it be edited. The NPORS creative team will occasionally change the colour to link with an event or calendar date however this will have been under the approval or instruction of NPORS directors.

CAN THE ATP LOGO BE ALTERED TO SUIT MY ARTWORK?

The simple answer is - NO and under no circumstances should it be edited. The NPORS branding is registered and any alteration will be deemed as a breach of the registration and this may lead into logo usage being revoked.

CAN I SHARE THE NPORS ATP LOGO?

The simple answer is - NO and under no circumstances should it be shared. You may however share the details in how you obtained this pdf and we'll be happy to speak with them.

BEFORE THE LOGO IS USED YOU MUST

Send a pdf of intended usage to NPORS for approval. Any usage of the NPORS logo must be approved by NPORS directors before it is utilised. Unauthorized usage of the NPORS logo will be seen as an infringement of the NPORS brand.

Should you require assistance or any more advice on logo usage please contact us and one of the creative team will be happy to assist.