



Chartered Trading
Standards Institute

Chartered Trading Standards Institute Consumer Codes Approval Scheme

CTSI Approved Code Brand Guide



Overview

About the CTSI Approved Code scheme

The Chartered Trading Standards Institute operates a Consumer Code Approval Scheme whereby organisations that operate consumer-facing codes of practice can apply to CTSI for approval of their codes. The Consumer Codes Approval Board cic, acting for CTSI, examines the codes against a strict set of criteria to determine whether or not the codes should be approved.

If a code is approved, the code sponsor (the organisation that submitted the code) may use the CTSI Approved Code logo in their communications and marketing, subject to our licensing conditions. In addition, any of their members that are signed up to abide by the code may use the CTSI Approved Code logo in accordance with the same licensing conditions, provided it is shown alongside the code sponsors logo.

It is a criminal offence to use the logo without the relevant approval being in place. The CTSI Approved Code logo is copyright © Chartered Trading Standards Institute and a trade mark (™). CTSI actively and vigorously enforces its intellectual property protection, particularly working through local trading standards departments.

The logo may only be used in accordance with these guidelines and the licence conditions.

Purpose of the guidelines

These guidelines help you:

- decide what branding is appropriate for your documents
- ensure CTSI's brand and style is consistently employed across all communications, keeping our messages clear and our brand easily recognisable
- follow accessibility guidelines in order to capture the widest audience possible

Who are the guidelines for?

- they are for use by code sponsors and their members, or by design agencies, events contractors, press or PR agencies working for code sponsors and their members
- they are for use by CTSI, our partner agencies and our contractors

Who can I contact if I have more questions or obtain the logos from?

- in the first instance, you should contact your code sponsor, or
- the Consumer Codes Approval Board cic on ccab@tsi.org.uk or by telephone on 01268 888 054

The logo

As a Code Member, you are permitted to use the **Codes logo alongside your Code Sponsor's logo**, following the guidelines in this document. Please see page 7 for a full explanation and example. Jpeg files are available from karenb@tsi.org.uk

Illustrated below are different ways in which the CTSI Approved Code logo can be used, full colour, mono and reverse-out. Please ensure that the logo's legibility is not compromised and are all equally visible against the background. We suggest that when placing the logo over a coloured background you use the reverse-out version. The full colour logo works best on a white background but this is not compulsory provided appropriate contrast with the background can be maintained.



Full colour - CTSI purple and green

Logo file names:

Approved Logo_4col_english.eps
Approved Logo_4col_english.jpg
Approved Logo_pantone_english.eps
Approved Logo_pantone_english.jpg



One Colour Black

Logo file names:

Approved Logo_1col_english.eps
Approved Logo_1col_english.jpg



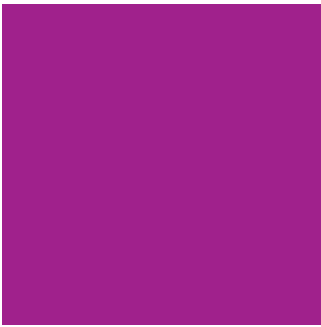
Reverse out

Logo file names:

Approved Logo_rev_english.eps
Approved Logo_rev_english.png

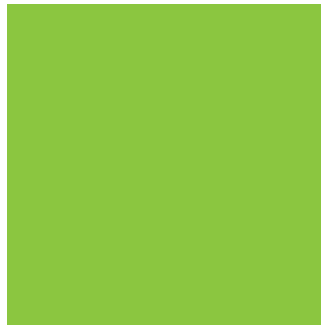
Pantone colours of the logo

The two pantone colours and breakdowns that are used for the CTSI Approved Code logo are shown below. Black is also part of the palette when appearing in single colour.



Pantone 248

C: 40 R: 159
M: 100 G: 33
Y: 0 B: 139
K: 2



Pantone 376

C: 50 R: 140
M: 0 G: 198
Y: 100 B: 63
K: 0

Clearance area and minimum size

To ensure prominence and legibility, the logo is always surrounded by an area of clear space which remains free of other elements, such as type and imagery. The minimum area of clear space is defined by the red keyline containing the logo. The construction of the clear space is based on the CTSI logo and trademark. The clear space is the minimum and should be increased wherever possible. The clearance space should mirror the size of the tsi tick in the logo. For example if this measures 10mm, the clearance should be 10mm.

The minimum recommended size for the full CTSI Approved Code logo is 30mm wide.



Image to show exclusion zone



Image to show minimum size

How to position the logo on a business card

The logo must appear on either the bottom left or bottom right hand corner of the business card and must be a minimum recommended size of 12mm wide. In these circumstances please remove the website address as this will be illegible at this size.

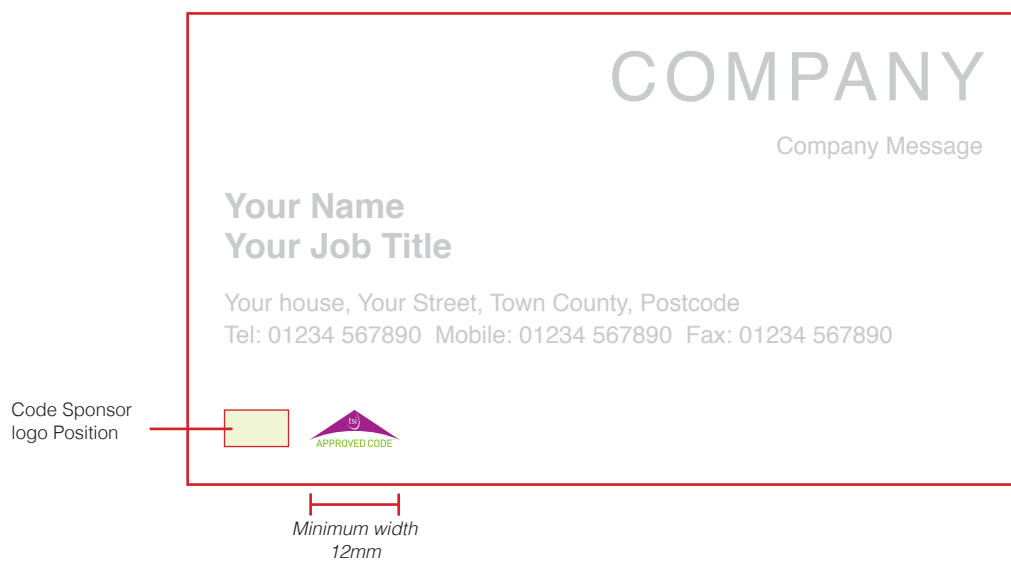


Image to show positioning on a business card

How not to display the logo

The logo should always be reproduced from master artworks. It should never be altered, redrawn, recoloured or manipulated in any way. Please ensure that the logo is used correctly at all times.



Do not place the logo on a purple background. Use the reversed out version if sitting on a dark background.



Do not alter the size or position of any of the elements.



Do not use the incorrect colours.



Do not use at an angle.



Do not add any effects.



Do not distort the logo in any way.



Do not change, adjust or alter the font in any way.



Do not blur the logo in any way.

How to position the CTSI Approved Code logo with a Code Sponsor's logo on a webpage

It is important that the CTSI Approved Code logo appears alongside the logo of the code that is approved. This is to ensure that consumers are clear about what has been approved. This is a mandatory requirement of approval.

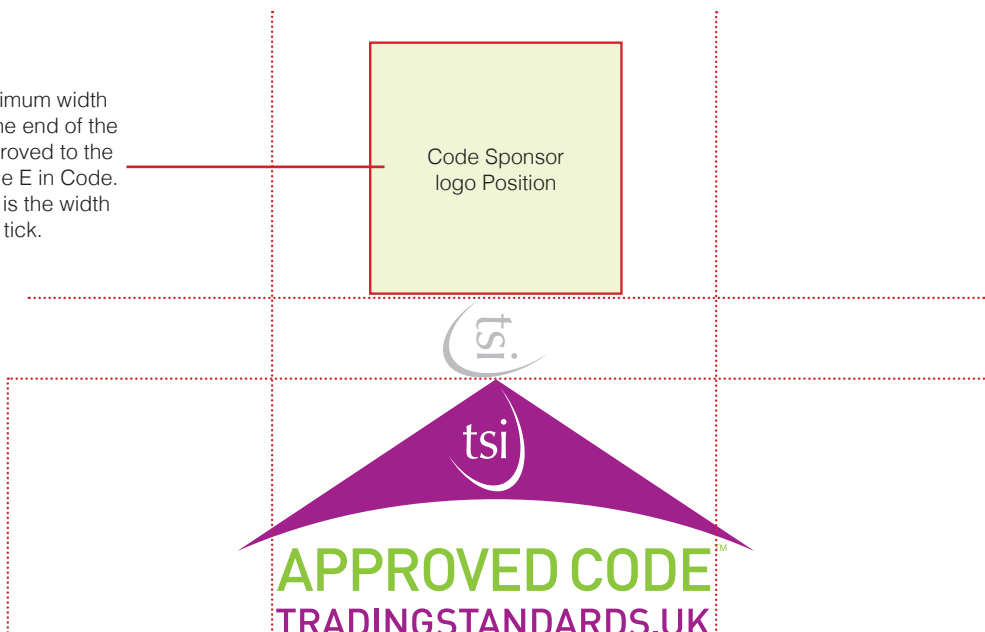
The CTSI Approved Code Logo should either be positioned (1) to the right of the Approved Code logo or (2) beneath it.

The maximum height is from the bottom of the approved code website address to the top of the umbrella. The gap is the width of the tsi tick.



(1) Image to show the positioning of the Code Sponsor logo to the left of the CTSI Approved Code logo

The maximum width is from the end of the A in Approved to the end of the E in Code. The gap is the width of the tsi tick.



(2) Image to show the positioning of the Code Sponsor logo above the CTSI Approved Code logo

How to position the logo on a letterhead

The positioning of the logo should be in one of the corners of a design layout. The logo should be positioned at least the distance of the exclusion zone (demonstrated below by the tsi tick) from the edge of the page.



Image to show positioning of the CTSI Approved Code logo on the right hand side.

Note: If the CTSI Approved Code logo is sitting alongside another logo, the exclusion zone spacing will still need to be adhered to.

Describing CTSI approval in other documents

If you wish to draw attention to the CTSI Approved Code in other documents without using the logo you may do so. The following are permitted terms:

The **[name of code sponsor]** code of practice is approved by the Chartered Trading Standards Institute.

The Chartered Trading Standards Institute has approved the code of practice we follow, which is run by **[name of code sponsor]**.

... the **[name of code sponsor]** code, approved by the Chartered Trading Standards Institute, is...

The Consumer Codes Approval Scheme, run by the Chartered Trading Standards Institute, has approved the **[name of code sponsor]** code of practice...

The following are not permitted:

- we are government approved
- we are trading standards approved
- use of Chartered Trading Standards Institute approved without also referring to the name of the code sponsor

Using the CTSI Approved logo in other languages

Wales

Under the terms of the Welsh Language Act 1993, you may be required to use the logo with 'approved code' also shown in Welsh. This is not compulsory, but will depend upon local custom and practice for your members operating within Wales. The law requires that the Welsh language is treated with equality.

If you wish to use the logo in Welsh we have a colour, black and white and reverse out version available.

Full colour - CTSI purple and green

Logo file names:

Approved Logo_4col_welsh.eps
 Approved Logo_4col_welsh.jpg
 Approved Logo_pantone_welsh.eps
 Approved Logo_pantone_welsh.jpg



One colour black

Logo file names:

Approved Logo_1col_welsh.eps
 Approved Logo_1col_welsh.jpg



Reverse out

Logo file names:

Approved Logo_rev_welsh.eps
 Approved Logo_rev_welsh.png



Other languages

We do not make the logo available in other languages, but you may use the logo in any official language of the United Nations provided:

- you simply replace the words 'Approved Code' with the appropriate words in the language of choice (you should scale the text to the appropriate size so that it is the same width as the tradingstandards.gov.uk domain address)
- you do not change any of the other features of the logo
- the words 'Approved Code' are retained in English beneath your translation
- you use an official translator of the language to ensure accuracy

Social media

The CTSI Approved Code logo will not work as a cropped image on social media sites, but you are permitted to use the CTSI button instead. It is important that, when utilising the CTSI button for this purpose, that you make plain in the text of your social media release that you are making reference to a CTSI Approved Code and, where hyperlinks are available, to hyperlink to the www.tradingstandards.uk/ConsumerCodes domain address.



About CTSI

The Chartered Trading Standards Institute was founded in 1881. It represents Trading Standards professionals in the UK, and overseas - in local authorities, business and consumer sectors and in central government.

CTSI exists to promote and protect the success of a modern economy. It aims to safeguard the health, safety and wellbeing of citizens. We achieve this by supporting our members to empower consumers, encourage honest business and target rogue traders.

- we lobby and inform central UK and European Government and local government and their agencies, the local communities, businesses and consumers
- we monitor the high standards of conduct essential for those in a public role, for those who enforce the legislation must be seen to be beyond reproach
- we aim to sustain and improve consumer protection, health and wellbeing, offering the current Fair Trading Award and fostering business competitiveness and regulatory compliance
- we encourage the exchange of ideas, professional views, experience and lively debate for their mutual benefit and greater effectiveness. To this end we commission debate through College of Fellows research in appropriate fields of study and publish reports of the findings
- we regularly meet and work with other bodies which share our ideals and objectives
- we educate consumers, through running events such as National Consumer Week and the Young Consumers Competitions
- we host the annual Consumer Affairs & Trading Standards Conference & Exhibition. The largest event of its type in Europe
- we publish TS Today, which aims to keep practitioners and students up-to-date with consumer affairs and trading standards news. It incorporates topical issues, briefings, interviews and much more



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