Trading Standards Institute
Consumer Codes Approval Scheme

TSI Approved Code Brand Guide

Version 2

Date: 22 March 2013

Overview

About the TSI Approved Code scheme

The Trading Standards Institute operates a consumer code approval scheme whereby organisations that operate consumer-facing codes of practice can apply to TSI for approval of their codes. The Consumer Codes Approval Board cic, acting for TSI, 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 TSI 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 TSI 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 TSI Approved Code logo is copyright © Trading Standards Institute and a trade mark [TM]. TSI actively and vigourously 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 TSI'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 TSI, 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 0845 608 9647

Who can I contact if I have more questions or have any problems when displaying the logo on my website?

- contact Yoshki. Technical enquires - TSI@yoshki.com. Technical Support for installation of the logo - +44 (0)7825092567. Online FAQ - www.yoshki.com/TSI

Basic elements

The logo

Illustrated below are different ways in which the 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 - TSI 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

Basic elements

Pantone colours of the logo

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

Pantone 248

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

Pantone 376

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

Basic elements

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 TSI Logo and trademark. The clear space is the minimum and should be increased wherever possible.

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

Image to show exclusion zone

Image to show minimum size

Basic elements

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.
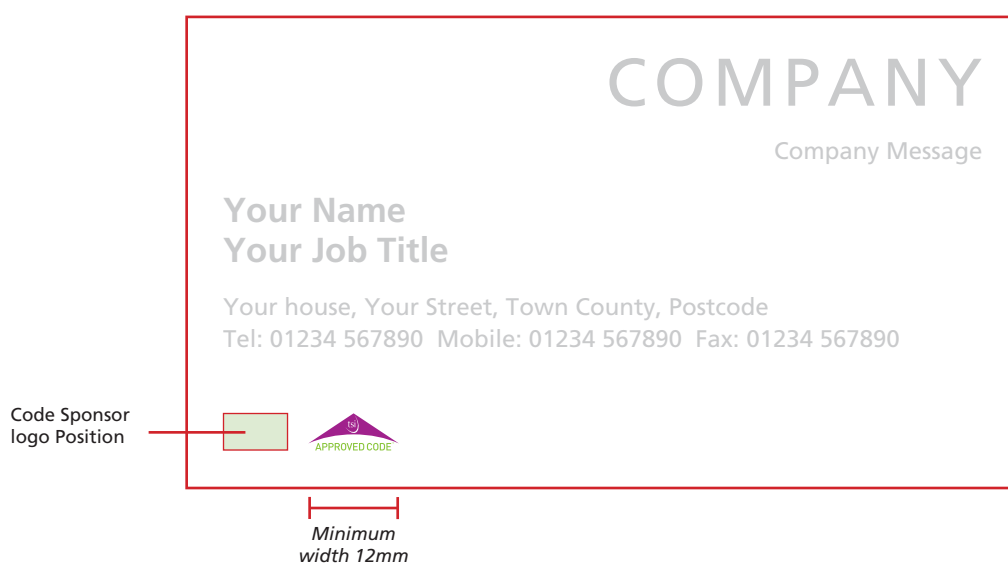
COMPANY

Company Message

Your Name
Your Job Title

Your house, Your Street, Town County, Postcode
Tel: 01234 567890 Mobile: 01234 567890 Fax: 01234 567890

Code Sponsor
logo Position

APPROVED CODE

*Minimum
width 12mm*

Image to show positioning on a business card

Basic elements

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.

Basic elements

How to position the logo with a code sponsor

It is important that the 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 Code Sponsor logo should either be positioned to the left of the Approved Code logo or on top of it, with a minimum gap of the TSI Trademark Logo in between. There will be a range of different logos that will need to be positioned with the Approved Code logo, so for consistency purposes the height of the Code Sponsor logo is indicated below.

The maximum height is from the bottom of the website to the top of the point

Code Sponsor logo Position

APPROVED CODE™
TRADINGSTANDARDS.GOV.UK

Image to show the positioning of the Code Sponsor logo
to the left of the Approved Code Logo

The maximum width is from the end of the 'A' to the end of the 'E'

Code Sponsor logo Position

APPROVED CODE™
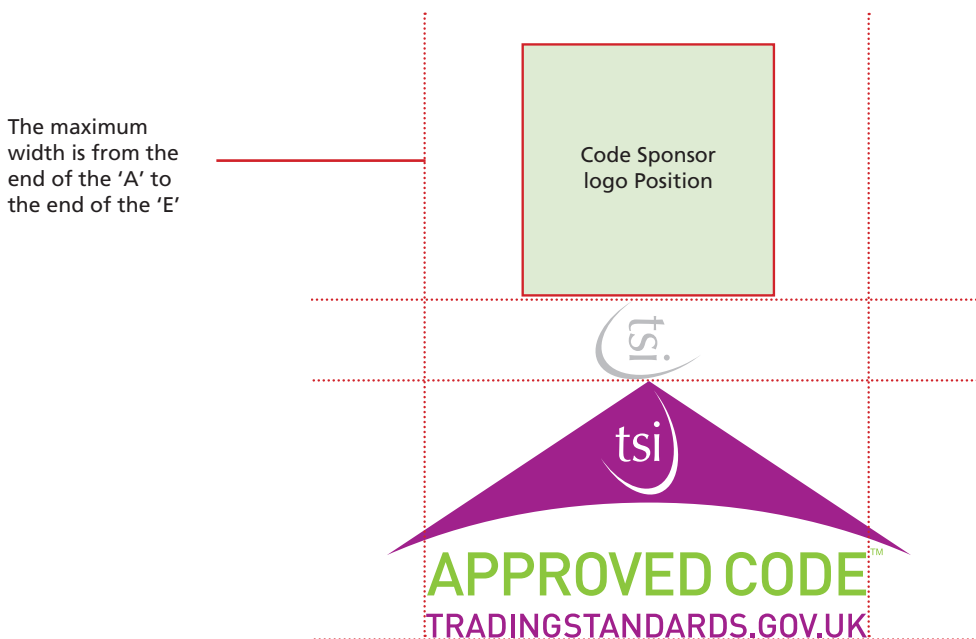TRADINGSTANDARDS.GOV.UK

Image to show the positioning of the Code Sponsor logo
above the Approved Code Logo

Basic elements

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 (the TSI Trademark logo) from the edge of the page. Generally, the position of the logo is decided by the grid layout and how it will sit on the image being used.
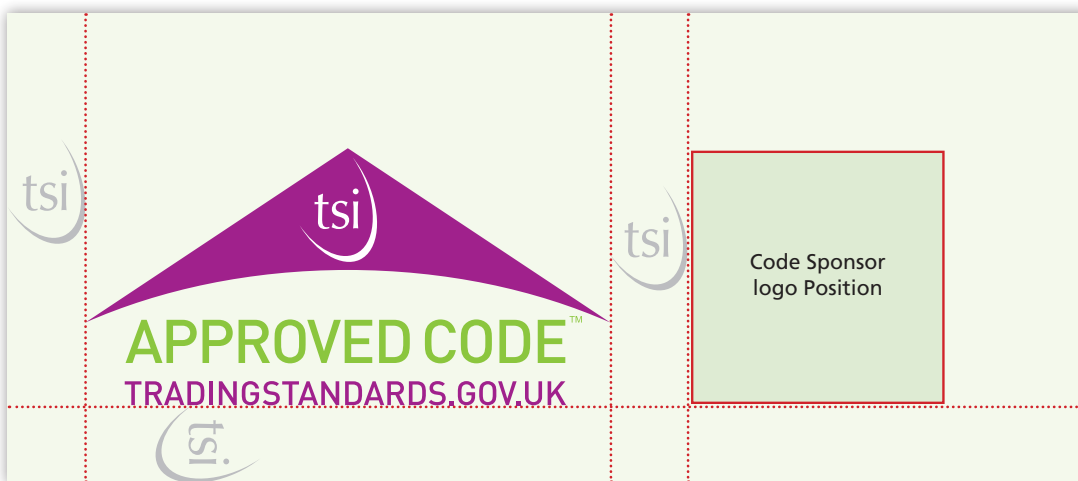

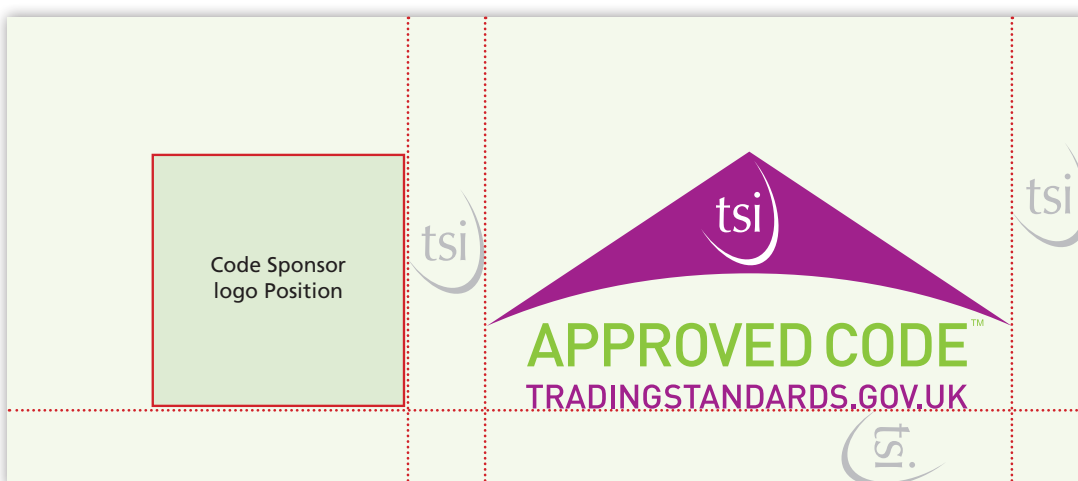Image to show positioning of the Approved Code logo on the left hand side

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

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

Basic elements

Describing approval in other documents

If you wish to draw attention to the TSI 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 Trading Standards Institute. The 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 Trading Standards Institute, is ...
The Consumer Codes Approval Scheme, run by the 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 Trading Standards Institute approved without also referring to the name of the code sponsor

Basic elements

Using the 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 - TSI 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

Basic elements

How to use the new TSI CCAS logo on your website

Overview

Using the new Trading Standards Institute CCAS logo on your website

This guide is designed to give you the required information to be able to display the new TSI CCAS logo on your websites.

We have partnered with a new technology company called Yoshki to power our new logo online which has some fantastic new brand protection features.

By using the logo with the embedded code, we can control who can display our logo online. We are now able to prevent illegal usage of the TSI CCAS logo while protecting the business interests of CCAS members.

By using a web based logo with embedded authorisation code, we have given the consumer the ability to validate any TSI CCAS member online via a very simple validation process, giving consumers additional peace of mind that they are looking at a website of a trader they can trust.

Website Validation

A little bit about the new service and how it will benefit our members

Yoshki's website validation technology is a simple but important feature for our new logo. In basic terms, anyone browsing your website can now click the new TSI CCAS logo and receive an instant confirmation of your membership of a TSI approved code.

When a visitor clicks on the new TSI logo they will be seamlessly directed to a page on the TSI website which will instantly validate your status as a member of an approved code.

Following this check, your visitor will then be presented with the message below confirming you are a member of a TSI approved code. Once this is complete your visitor will be returned back to your website straight away.

Getting Started

Using the new Trading Standards Institute on your website

You can add the TSI logo to your website by completing the following steps;

Step 1

To add the TSI logo to your website you will need to add the following two lines to the HEAD section of your web page (between the <head> tags).

```
<script type="text/javascript" src="http://yoshki.com/jquery-1.3.2.js"></script>
<script type="text/javascript" src="http://yoshki.com/yoshki-library.js"></script>
```

Tip - If you are using copy and paste please make sure you highlight both lines completely.

Step 2

You then need to add a short HTML code for the TSI CCAS logo where you want the image to appear on your web page.

Initially, the logo will just be an empty shape to help you get the positioning of the logo right on your website but once the logo has been activated, it will change to the TSI CCAS logo.

We have set the standard size of the online logo to 130px wide. If you require the logo in another size please contact tsi@yoshki.com with your request.

To display the logo on your website use this HTML code;

```
<img src="http://yoshki.com/TSI/validation/130/0/logo.png" class="badgenopopup" />
```

Once you have successfully added the code to your webpage the TSI CCAS logo will be displayed and the validation feature activated automatically.

Support

If you have any questions or problems displaying the logo please contact Yoshki:
Technical enquires - TSI@yoshki.com
Technical Support for installation the logo - +44 (0)7825092567
Online FAQ - www.yoshki.com/TSI

Basic elements

Social media

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

About TSI

The 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.

TSI 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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