

Guidance on the use of the Renewable Energy Consumer Code Logo

Who is this guidance for?

This guidance describes how you can obtain and use the Renewable Energy Consumer Code logo (Logo). It is relevant to all Renewable Energy Consumer Code member businesses (Code Members).

1: Introduction

The Logo provides consumers with a quick and meaningful way to identify businesses that offer a high level of service and specific guarantees as set out in the Renewable Energy Consumer Code .

Because the Logo can only be used by Code Members it is the visual signal consumers can use to identify those businesses that adhere to the Code. The Logo gives Code Members a clear and distinctive identity that sets them apart from others in the small-scale generation market that have not signed up to follow the Code.

Code Members are encouraged to display the Logo. It is important that it is used consistently to make sure consumers are given clear messages about both the Code and Code Members.

This document provides guidance on:

- what the Code says about the use of the Logo
- how the Logo can be used
- misuse of the Logo
- what will happen if the Logo is misused.

2: What the Code says

The Code states:

“The Renewable Energy Consumer Code logo provides a guarantee of a high standard of service to consumers. It may only be used by members and can be found in different formats at: www.recc.org.uk/member. Members will use the Renewable Energy Consumer Code logo strictly in line with the guidelines the Code administrator issues from time to time which can be found at: www.recc.org.uk/pdf/guidance-on-use-of-the-logo.pdf.

Members may only use the TSI logo strictly in line with TSI’s Brand Guidelines.

If members are entitled to use other logos, they must also follow the conditions of use for these, so long as there is no conflict with the conditions set out in this Code.”

Members are therefore required to comply with these guidelines as a condition of Code Membership. Misuse of the Logo may result in withdrawal of permission to use it, as well as other disciplinary action.

3: Use of the Logo



This is the current Logo and replaces any previous versions.

You can obtain high resolution images of the Logo in colour and in black and white here <http://www.recc.org.uk/member/logos>

3.1 General use

As a Code Member you are encouraged to use the Logo on your public-facing publicity material. For example, you can use the logo on:

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- stationery
- promotional material
- advertisements
- websites
- name plaques
- display material
- commercial vehicles.

3.2 Conditions of use

a) The Logo may only be used by Code Members. It may not be used by affiliates of Code Members, firms sub-contracting to or from Code Members or firms providing leads to or taking leads from Code Members, unless those firms are themselves Code Members.

It is an offence under the Consumer Protection from Unfair Trading Regulations 2008 to claim to be a signatory to a code of conduct when the trader is not or to display a trust mark, quality mark or equivalent without having obtained the necessary authorisation.

b) The image should not be altered in any way. For example, the colours should not be altered and the shape of the logo should not be distorted (see **4: Misuse of the Logo** for more on this).

c) The Logo can be used in the colours shown or in black and white.

d) There is no prescribed exact minimum size for the Logo but the words 'RENEWABLE ENERGY CONSUMER CODE' must always be legible. In practice, this means that the Logo cannot be used effectively if the width is less than around 25mm from the 'R' to the edge of the blue square.

e) When used on a website the Logo must be linked to the Renewable Energy Consumer Code website and, preferably, to the Code itself.

f) The Logo should be given adequate space and it is good practice to allow a 6th of the overall width of the logo as white space surrounding the logo. For a 10cm logo this would be 1.5cm.

4: Misuse of the Logo

a) The Logo should not be distorted or adjusted to make it fit unsuitable spaces. Always use the files supplied and do not re-draw the images in any way. These are examples of unacceptable distortion:



b) The size of the Logo should be increased if the words 'Renewable Energy Consumer Code' are not legible. For example:



c) The Logo should not be squeezed into a small area with a range of other logos. In particular, it is confusing to place a range of unconnected logos next to each other and reproduce them in a way that makes text illegible. An example of this comes from the website of a Code Member.



d) Where possible, the Logo should be grouped together with other logos of accreditation or certification, such as MCS and Competent Persons Schemes and not with the logos of manufacturers or other logos that are more akin to pure advertising.

e) The Logo should not be used in a way to imply endorsement by the Renewable Energy Consumer Code of a member's financial stability or the safety or suitability of specific goods. Nor should the Logo be used in a way that is not compatible with the scope of the Code.

5: Termination

As stated above, compliance with these guidelines is a condition of membership. Serious misuse of the Logo may lead to disciplinary action. . Renewable Energy Consumer Code Executive is entitled to refer to the Non-Compliance Panel any Code Member in the event of conduct which, in its e opinion, brings the Renewable Energy Consumer Code into disrepute.