Chartered Trading Standards Institute
Standards Institute

Chartered Trading Standards Institute Consumer Codes Approval Scheme

CTSI Approved Code Brand Guide

tsi

APPROVED CODE™
TRADINGSTANDARDS.UK

Version 4

Date: 4 June 2015

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 [TM]. CTSI 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 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

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. Online FAQ - www.yoshki.com/TSI

The logo

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.

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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

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TRADINGSTANDARDS.UK

One Colour Black

Logo file names:

Approved Logo_1col_english.eps
Approved Logo_1col_english.jpg

tsi
APPROVED CODE™
TRADINGSTANDARDS.UK

Reverse out

Logo file names:

Approved Logo_rev_english.eps
Approved Logo_rev_english.png

CtSi
Chartered Trading
Standards Institute

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 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

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.

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

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.

Code Sponsor logo Position

(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.

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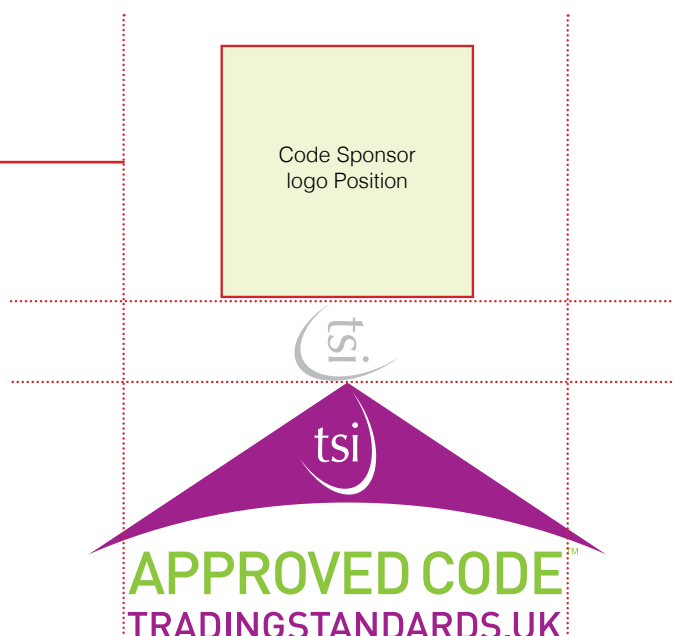
(2) Image to show the positioning of the Code Sponsor logo above the CTSI Approved Code logo

How to use the CTSI Approved Code logo on your website

Overview

We are using a new technology called Yoshki Accreditation to power our 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 CTSI Approved Code 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 CTSI 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

Yoshki's website validation technology is a simple but important feature for the Approved Code logo.

In basic terms, anyone browsing your website can now click the Approved Code logo and receive an instant confirmation of your membership of a CTSI Approved Code.

When a visitor clicks the logo they will be seamlessly directed to a page on the CTSI 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 CTSI Approved Code. Once this is complete your visitor will be returned back to your website straight away.

Your website visitor will receive the results of the checks in seconds. If your website is not registered with CTSI you will receive a failed verification message.

CTSI have already supplied a list of approved members website addresses. If you receive a failed verification, please contact your Code Sponsor administrator directly to get your website address added.

Only genuine and authorised websites will be verified online.

Adding the logo to your website

You can add the Approved Code logo to your website by adding the snippet of HTML code below to your webpage.

The HTML code for the online logo:

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


The online Approved Code logo is added to your website via the three lines of HTML above and will include the live date and a call to action to encourage your customers to verify your website.

Hints and Tips

Support & Troubleshooting

For the most up to date information please visit http://yoshki.freshdesk.com

How big is the 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.

Our logo has a big 'C 'over it

If your website already has a link to jQuery, adding this link a second time will prevent it from working. To resolve this conflict please use the following HTML code for the Approved Code logo.

```
<script type="text/javascript" src="http://yoshki.com/yoshki-library.js"></script>
<img src="http://yoshki.com/TSI/validation/130/0/logo.png" class="badgenopopup" />
```

Please ensure that your link to jQuery is positioned before our HTML code.

Also, if you are using copy and paste please make sure you highlight the entire snippet of code.

When someone clicks on the logo it says I have failed the validation check

If you feel this is an error please contact tsi@yoshki.com

Support & Contact Information

Technical Support
Online Support Desk & FAQ
http://yoshki.freshdesk.com
Email - TSI@yoshki.com

General Support
Email - ccab@tsi.org.uk

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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