



Protection for new-build home buyers

LOGO AND COLOUR GUIDELINES

February 2023

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PRIMARY LOGO

Horizontal logo with strapline beneath CCHB and CTSI logos

The Consumer Code for Home Builders logo comprises of two elements: 1. The Consumer Code logo 2. The Approved Code logo. When space allows, the logo must always be used as shown without using the individual elements in isolation.

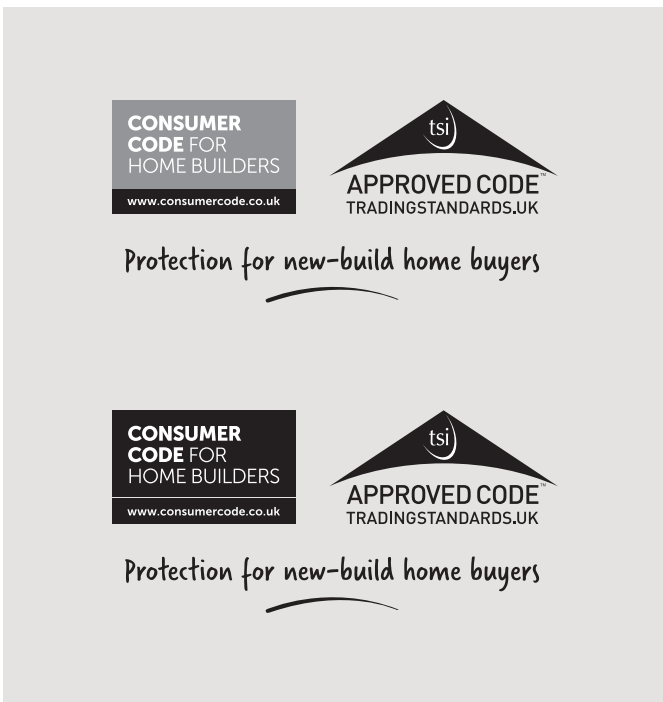


Protection for new-build home buyers



Mono and black variations for use on pale colour / image backgrounds

White variation with red or black text for use on dark colour / image backgrounds



Variations shown at minimum logo size - 59mm wide

PRIMARY ALTERNATIVE

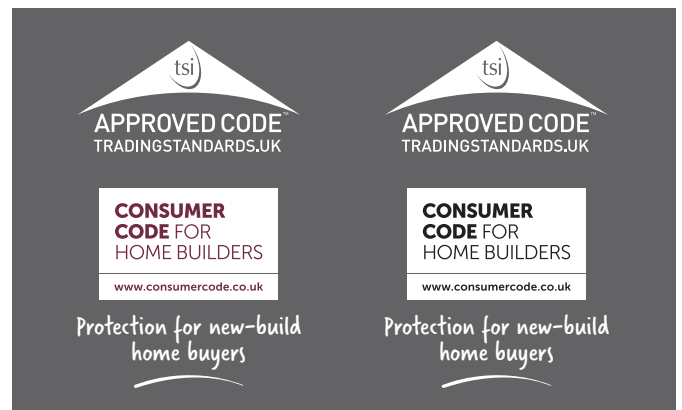
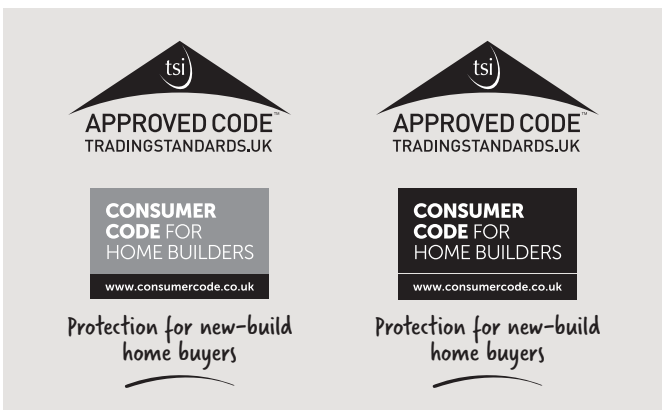
Stacked logos with strapline beneath



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Mono and black variations for use on pale colour / image backgrounds

White variation with red or black text for use on dark colour / image backgrounds



Variations shown at minimum logo size - 30mm wide

SECONDARY LOGO

with strapline



Protection for new-build
home buyers

Mono and black variations for use on
pale colour / image backgrounds

White variation with red or black text for use on
dark colour / image backgrounds



Variations shown at minimum logo size - 30mm wide

ACCEPTABLE VARIATIONS

These logo variations are also acceptable where existing materials do not feature the strapline.

Horizontal logo without strapline



Mono and black variations for use on pale colour / image backgrounds



White variation with red or black text for use on dark colour / image backgrounds



Variations shown at minimum logo size - 59mm wide

Stacked logo without strapline



Mono and black variations for use on pale colour / image backgrounds



White variation with red or black text for use on dark colour / image backgrounds



Variations shown at minimum logo size - 30mm wide

LOGO USAGE EXCLUSION ZONE

An exclusion zone is the area that surrounds the logo to ensure it stands out. This space should be kept free from text, graphics and images (unless the logo appears on a coloured or photographic background). This exclusion zone applies to use of the logo in digital and print applications, regardless of the size of reproduction. The exclusion zone is calculated by using the 'tsi tick' device. The same rule is also applied to all versions of the logo.



LOGO USAGE

INCORRECT USE

The logo must not be altered, distorted, rotated or any elements of text separated, edited, recoloured or otherwise changed from the master logo formats supplied.

X

INCORRECT USE

- text may not be altered



Protection for new-build home buyers



X

INCORRECT USE

- logos may not be
independently resized
or distorted



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home buyers



X

INCORRECT USE

- logos may not be
independently recoloured
- text may not be altered



LOGO USAGE

FILE FORMATS

Logos are available in a variety of orientations and formats for use, and all versions are available in TWO file formats; AI vector files for CMYK print use and PNG files with transparent backgrounds for digital and online use.

PRIMARY LOGO Horizontal with strapline under CCHB and CTSI logos

File names (as shown on page 3 of this document)

1a.Consumer Code_CTSI_strapline both_horizontal_colour
1a.Consumer Code_CTSI_strapline both_horizontal_mono
1a.Consumer Code_CTSI_strapline both_horizontal_black
1a.Consumer Code_CTSI_strapline both_horizontal_white and red
1a.Consumer Code_CTSI_strapline both_horizontal_white and black

PRIMARY LOGO Stacked alternative with CTSI logo, CCHB log and strapline beneath

File names (as shown on page 4 of this document)

1b.Consumer Code_CTSI_strapline both_stacked_colour
1b.Consumer Code_CTSI_strapline both_stacked_mono
1b.Consumer Code_CTSI_strapline both_stacked_black
1b.Consumer Code_CTSI_strapline both_stacked_white and red
1b.Consumer Code_CTSI_strapline both_stacked_white and black

SECONDARY LOGO with strapline under CCHB logo

File names (as shown on page 5 of this document)

2.Consumer Code_Standalone logo_strapline_colour
2.Consumer Code_Standalone logo_strapline_mono
2.Consumer Code_Standalone logo_strapline_black
2.Consumer Code_Standalone logo_strapline_white and red
2.Consumer Code_Standalone logo_strapline_white and black

ACCEPTABLE VARIATIONS CCHB and CTSI logos horizontal and stacked without strapline

File names (as shown on page 6 of this document)

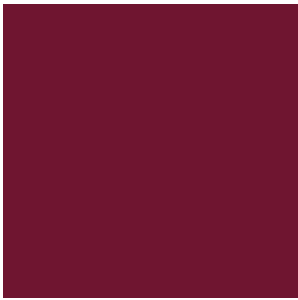
3.Consumer Code_CTSI and CCHB_no strapline_horizontal_colour
3.Consumer Code_CTSI and CCHB_no strapline_horizontal_mono
3.Consumer Code_CTSI and CCHB_no strapline_horizontal_black
3.Consumer Code_CTSI and CCHB_no strapline_horizontal_white and red
3.Consumer Code_CTSI and CCHB_no strapline_horizontal_white and black

4.Consumer Code_CTSI and CCHB_no strapline_stacked_colour
4.Consumer Code_CTSI and CCHB_no strapline_stacked_mono
4.Consumer Code_CTSI and CCHB_no strapline_stacked_black
4.Consumer Code_CTSI and CCHB_no strapline_stacked_white and red
4.Consumer Code_CTSI and CCHB_no strapline_stacked_white and black

All supplied in file formats .ai (vector CMYK print) and .png (RGB online digital use)

COLOUR PALETTE

Primary Colours



CMYK:
19%, 90%, 50%, 55%
#782F40



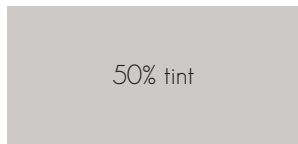
CMYK:
11%, 13%, 16%, 32%
#ACA39A



CMYK:
0%, 0%, 0%, 100%
#000000



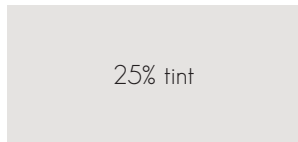
50% tint



50% tint



25% tint



25% tint

Secondary Colours

for CCHB-produced materials



CMYK:
60%, 15%, 0%, 0%
#76b1df



CMYK:
0%, 40%, 90%, 0%
#edaa45



CMYK:
40%, 100%, 0%, 2%
#9f218b



CMYK:
50%, 0%, 100%, 0%
#8cc63f



50% tint



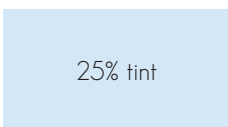
50% tint



50% tint



50% tint



25% tint



25% tint



25% tint



25% tint

'WE SUPPORT THE CODE' WINDOW STICKER

NHBC / LABC / PREMIER GUARANTEE / CHECKMATE

This sticker has been designed to appear in site sales offices and agents' offices.
The minimum size at which it may be reproduced is A6 - 105mm wide x 148mm high shown at (actual size).



To request the sticker please contact your warranty provider



AGENT AND SALES OFFICES LOGO PRINT

This print has been designed to appear in site sales offices and agents' offices.
The minimum size at which it may be reproduced is A4 - 210mm high x 297mm wide.
(Actual size shown on following page).

**CONSUMER
CODE FOR
HOME BUILDERS**

www.consumercode.co.uk



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APPROVED CODE™

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CONTACT

If you have any queries regarding logo and colour usage, or any aspect of The Consumer Code for Home Builders, please contact:

Email: secretariat@consumercode.co.uk

Website: www.consumercode.co.uk

Telephone: 0345 608 9797 (Monday-Friday 10am to 4pm)