



Protection for new-build home buyers

Logo and Colour Guidelines

October 2024

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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



Black variation for use on pale colour / image backgrounds

White variation for use on dark colour / image backgrounds



Variations shown at minimum logo size - 60mm wide

Primary alternative

Stacked logos with strapline beneath



Protection for new-build
home buyers

Black variation for use on
pale colour / image backgrounds



White variation for use on
dark colour / image backgrounds



Variations shown at minimum logo size - 30mm wide

Secondary logo

with strapline



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Black variation for use on
pale colour / image backgrounds



White variation 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 without strapline 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 without strapline 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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X

INCORRECT USE

- logos may not be independently recoloured
- do not use colour logo on a dark background



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 ACS logos

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

- 1a. Consumer Code_ACS_strapline_horizontal_colour
- 1a. Consumer Code_ACS_strapline_horizontal_black
- 1a. Consumer Code_ACS_strapline_horizontal_white

PRIMARY LOGO Stacked alternative with ACS logo, CCHB logo and strapline beneath

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

- 1b. Consumer Code_ACS_strapline_stacked_colour
- 1b. Consumer Code_ACS_strapline_stacked_black
- 1b. Consumer Code_ACS_strapline_stacked_white

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_black
- 2. Consumer Code_Standalone logo_strapline_white

ACCEPTABLE VARIATIONS CCHB and ACS logos without strapline

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








- 3a. Consumer Code_ACS_no strapline_horizontal_black
- 3a. Consumer Code_ACS_no strapline_horizontal_colour
- 3a. Consumer Code_ACS_no strapline_horizontal_white

- 3b. Consumer Code_ACS_no strapline_stacked_black
- 3b. Consumer Code_ACS_no strapline_stacked_colour
- 3b. Consumer Code_ACS_no strapline_stacked_white





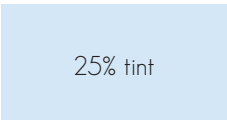

All supplied in file formats .ai (vector CMYK print) and .png (RGB online digital use)

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	

CCHB Secondary Colours

	
CMYK: 60%, 15%, 0%, 0% # 76b1df	CMYK: 0%, 40%, 90%, 0% # edaa45
 50% tint	 50% tint
 25% tint	 25% tint

ACS Colours

	
CMYK: 40%, 100%, 0%, 2% # a71680	CMYK: 44%, 9%, 97%, 0% # a5bb26
 50% tint	 50% 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

— TradingStandards.uk —

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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)