# Logo usage guidelines

CONSIDERATE CONSTRUCTORS SCHEME

**LOGO USAGE GUIDELINES**

VERSION 1: NOVEMBER 2022

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# Promoting your registration with the Scheme

These guidelines are designed to help you promote your registration with the Considerate Constructors Scheme to the public and workforce correctly and effectively.

Being registered with the Scheme means you are able to demonstrate to the public that you have made a commitment to work to a higher standard. This document helps all those registered with the Scheme to be consistent when managing logos and artworks.

# 1 LOGOS

## 1.1 REGISTERED SITE LOGO

If you have registered a site with the Scheme, this is the logo you will use to promote your registration.

**Where the Registered Site logo should be used:**

- Newsletters
- Noticeboards
- Site hoarding
- Social media posts
- Website pages specific to Scheme-registered projects

*Specific mention should be made that individual projects are registered with the Scheme and not the company as a whole when using this logo.*

**Where the Registered Site logo cannot be used:**

- Email signatures
- Tender documents
- Vehicles
- Website pages not specific to Scheme-registered projects
- Workwear

*Site Registration is not a company accreditation and should therefore not be displayed as such.*

REGISTERED SITE

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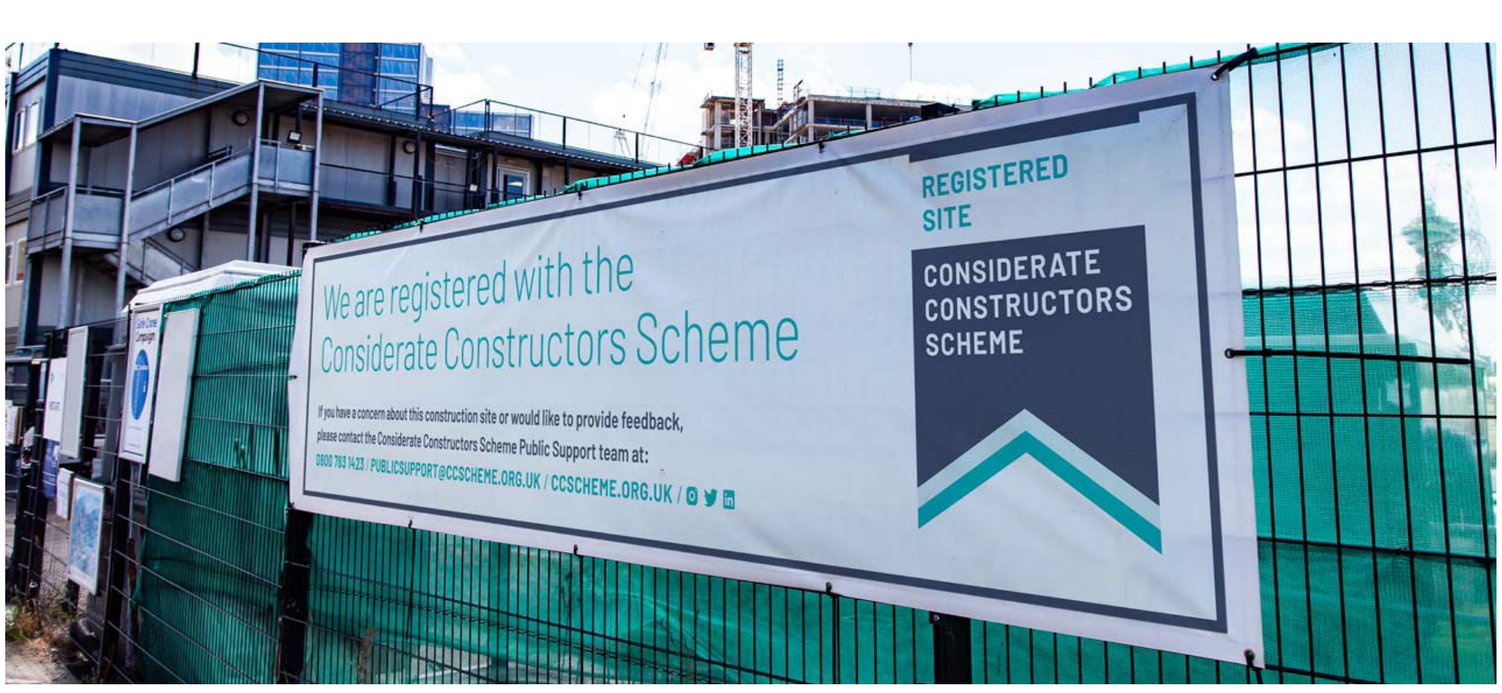


**Registered site logo in use**

**Where the Ultra Site logo should be used:**

- Newsletters
- Noticeboards
- Presentations
- Site hoarding
- Social media posts
- Website pages specific to Scheme-registered projects

*Specific mention should be made that individual projects are registered with the Scheme and not the company as a whole when using this logo.*

**Where the Ultra Site logo cannot be used:**

- Email signatures
- Tender documents
- Vehicles
- Website pages not specific to Scheme-registered projects
- Workwear

*Ultra Site Registration is not a company accreditation and should therefore not be displayed as such.*

*These logo(s) must NOT be printed on clothing, workwear or PPE."*

ULTRA SITE
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**Ultra Site logo**

**Ultra Site logo in use**

Scheme advocates are partners and supporters of the Scheme who commit to advancing the ideals of considerate construction in everything they do. Contractor and Supplier Partners, Client Partners and Scheme Supporters will display these logos.

**Where the Partner and Scheme Supporter logos should be used:**

- Company documentation
- Company websites
- Email signatures
- Site hoarding
- Noticeboards
- Presentations
- Social media posts
- Workwear (Partner logos only)

*The Scheme Partner (Contractor and Supplier Partners and Client Partner) logos are the only logos that can be printed on Partners' PPE. Detail can be found on page 1.6*

CLIENT PARTNER

CONSIDERATE CONSTRUCTORS SCHEME

CONTRACTOR AND SUPPLIER PARTNER

CONSIDERATE CONSTRUCTORS SCHEME

SUPPORTER

CONSIDERATE CONSTRUCTORS SCHEME

If you are registered as a company or supplier then you will use one of these logos.

The appropriate stickers and magnets featuring your registration ID must be displayed on all company vehicles to comply with the Code of Considerate Practice.

**Where these logos should be used:**

- Company website
- Email signatures
- Social media posts
- Vehicle stickers and magnets

*It is not permitted to sign-print these logos onto vehicles. The Scheme offers a number of sticker products for you to display your logo.*

*These logo(s) must NOT be printed on clothing, workwear or PPE."*

REGISTERED ORGANISATION
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**Registered Organisation logo**

REGISTERED ORGANISATION
CONSIDERATE CONSTRUCTORS SCHEME
S0137
CCSCHEME.ORG.UK

**Registered Organisation logo with registration number on vehicle sticker (with supplier ID)**

REGISTERED ORGANISATION
CONSIDERATE CONSTRUCTORS SCHEME
C1345
CCSCHEME.ORG.UK

**Registered Organisation logo with registration number on vehicle sticker (with company ID)**

**Registered logos in use**

The Scheme operates a number of other initiatives which all work in unison to provide the highest level of service to the construction industry.

These logos are for the Scheme's own use and any artwork or brand elements should not be replicated without approval.

*These logo(s) must NOT be printed on clothing, workwear or PPE.*

BEST PRACTICE HUB

### BEST PRACTICE HUB

The Scheme's free online resource hosts a wealth of best practice ideas, as well as guidance, e-learning, innovations and case studies which have proven to be invaluable in raising standards.

www.ccsbestpractice.org.uk

CONSTRUCTION MAP

### CONSTRUCTION MAP

The Construction Map provides a single point of reference for construction activity across the country.

www.constructionmap.info

The Scheme Partner (Contractor and Supplier Partners and Client Partner) logos are the only logos that can be printed on Partners' PPE. The only items of PPE where Scheme Partner logos are allowed to appear are on Partner's hard hats and Partner's Hi-Vis jackets and vests, in accordance with the following guidelines:

**Hard Hats:**

- Logo must appear only on the side, never on the front or back of the hard hat
- Logo must not be the only logo appearing on the hard hat, the Partner's own logo must also appear on it
- The logo must not be the most prominent in size nor in placement. It must be legible, but smaller in size compared to the Partner's logo

**Hi-vis jackets and vests:**

- Only the black and white version of the logo can be used
- Must not be the only logo appearing on the garment, the Partner's own logo must also appear on it
- The logo must not be the most prominent in size nor in placement. It must be legible, but smaller in size compared to the Partner's logo

CLIENT PARTNER

CONSIDERATE CONSTRUCTORS SCHEME

CONTRACTOR AND SUPPLIER PARTNER

CONSIDERATE CONSTRUCTORS SCHEME

## 1 LOGOS

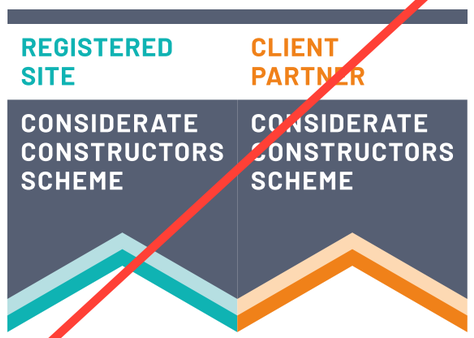
## 1.7 USING THE LOGOS – WHAT NOT TO DO

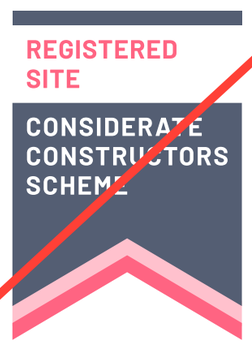
Scheme-branded logos and products must remain completely unchanged from how they are received and should be displayed appropriately.

These examples show how not to display your logo and should apply to all logos and digital artwork provided by the Scheme.

To help display your logo on anything other than a plain white background, a monochrome version can be requested by emailing:

marketing@ccscheme.org.uk





## 2 MATERIALS
## 2.1 SCHEME SIGNAGE

If you are registered as a site, company or supplier, you will receive a number of Scheme-branded products once your registration has commenced.

These items should be kept clean and tidy, and be displayed in the most prominent locations to be viewed by the public and the workforce.

A1 snap frames can be purchased from the Scheme to improve the look and lifespan of your posters.

**Complying with the Code**
The Scheme's A1 registration posters should be displayed to promote your registration and to comply with the Code of Considerate Practice.

**Additional products**
Additional products can be purchased online at **www.ccscheme.org.uk**

## 2 MATERIALS
## 2.2 PERFORMANCE CERTIFICATES

If you are registered as a site, you will be able to access your Certificate of Performance from the Scheme's Portal following each scored Monitor visit. The Certificate allows you to showcase your site's level of conformity with the Scheme over time.

The Certificate of Performance must always be displayed in its entirety and not cropped or edited (EG no partial reproductions or crops are allowed, no third party logos or text must appear on the Certificate), this applies irrespective of where it is used.

The certificate of performance may only be used in communications and documents relative to the site mentioned in the document.

**Where the Certificate of Performance can be used:**

- In tender documents
- In advertising materials
- On social media channels
- On companies' websites
- In printed form, in company offices and on the site on the certificate, including in public-facing areas.

*Where a single Certificate of Performance is used as an example of a contractor's performance, say in a tender document, it must be accompanied with the qualifying text "sample of contractor's Code of Considerate Practice performance at "insert site name" on "insert date".*

## 3 MORE HELP
## 3.1 FREQUENTLY ASKED QUESTIONS

If you have any further questions please email marketing@ccscheme.org.uk or call 0800 783 1423 (UK) / 1800 939 109 (Ireland).

**Can we use the Registered Site logo on our website, and refer to a site that has completed, but is no longer registered with the Scheme?**
Yes. As long as the site was registered with the Scheme for its full duration. The Registered Site logo may be used in this case, however all content must be written in the past tense.

**Can I obtain electronic versions of the artwork seen on Scheme posters and banners?**
No. This artwork should only be used by the Scheme to ensure its products remain consistent and are produced to a high standard.

**Can our client(s) use a logo relating to our registered site?**
Yes. The client of your registered site may use the Registered Site logo, where appropriate, and in compliance with these guidelines.

**Can I use any of the Scheme's logos to make my own custom-made signage instead of using the signage provided by the Scheme?**
No. In order to comply with the Code of Considerate Practice, signage provided by the Scheme upon registration must be displayed. Custom-made signage can be displayed in addition to this.

**How can I obtain permission to use Scheme logos?**
If you are registered with the Scheme, you can log into the Portal to download the relevant logo. For any other logo queries, email marketing@ccscheme.org.uk.

**Can I obtain colour codes for my logo?**
Yes. Get in touch with the marketing department and we'll be happy to send the relevant codes across.

**Trading Standards Institute**
Any use of Considerate Constructors Scheme logos and branding, where permission hasn't been explicitly or implicitly approved, is a breach of the Consumer Protection from Unfair Trading Regulations 2008.

**Copyright and trademarks**
The Considerate Constructors Scheme reserves the right to request removal of any of their logos from a company's documentation, website, vehicle or other medium in any instance where the usage does not comply with these guidelines. Failure to do so, when asked, may result in the matter being referred immediately to the company's local Trading Standards Officer.

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If you have any further questions,
please email **marketing@ccscheme.org.uk**
or call **0800 783 1423**

RAISING STANDARDS, BUILDING TRUST.
**CCSCHEME.ORG.UK**