

# Why is your dynamic logo important?

## Protecting the brand

The TrustMark dynamic logo clearly shows to consumers which trades are covered by your TrustMark membership and it is important to use the correct one, especially if you are a multi-trade business.

TrustMark offers 55 key trades, delivered through our Scheme Operators, depending on their industry.

Each TrustMark Registered Firm can register for up to 4 key trades that your chosen Scheme Operator supports.

If you are unsure whether all your trades are supported, please contact your Scheme Operator.



The TrustMark trade mark is owned by the Government Department for Business, Energy and Industrial Strategy (BEIS).

Only TrustMark Scheme Operators, recognised Partners and Registered Firms are entitled to use the trade mark, which is controlled by licence and sub-licence agreements, and is used in conjunction with the TrustMark Branding Guidelines.

The TrustMark logo is registered at the Intellectual Property Office in the name of HM Government (App No 2527187).

As a Registered Firm, you had to successfully complete a thorough vetting process to gain membership of TrustMark and it's important that firms who didn't, don't get to use the same accreditations as you.

If you are aware of firms using the logo without authority – let us know.

We contact the firm regarding their brand misuse and never share how we were notified.

TrustMark operates under licence from the Department for Business, Energy & Industrial Strategy and is a not-for-profit company limited by guarantee and a registered Social Enterprise.



Department for Business, Energy & Industrial Strategy

## Contact us

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## Brand Guidelines for Registered Firms

How to display your TrustMark logo



Builders



Solar Panel Installers (PV)

Battery Storage Systems

Electricians

Congratulations on becoming TrustMark registered, you are now part of the only Government-endorsed quality scheme for trades in and around the home.

This leaflet has been produced to give you guidance on the presentation and use of your TrustMark 'dynamic' logo.

- ✓ Do not change the shape of either logo by stretching or compressing it and do not change the colours.
- ✓ Do not separate any of the elements of the TrustMark logo and your registered trades.
- ✓ Do obtain written permission from TrustMark if you wish to use the 'marks' for any other purpose than your Registered Firms marketing materials – leaflets, uniforms, posters, promotional material, cards, website etc.
- ✓ Do not cover up the 'Government Endorsed Standards' strapline, or write different text in this area of the logo.
- ✓ Do not try to download the logo from the website, publications or search engines – always use the logo that you are provided from TrustMark.

## Our Pantones

The references for reproducing these colours are listed below. Do not reproduce the logo in other colours.



**PMS:** Pantone 186  
**CMYK:** C0 M100 Y100 K10  
**RGB:** R215 G25 B32  
**WEB:** #D71920



**PMS:** Pantone 2955  
**CMYK:** C100 M60 Y20 K50  
**RGB:** R0 G57 B92  
**WEB:** #00395C

## Minimum Size and Exclusion Zone

The TrustMark logo should not be used at a width smaller than 17.5mm. The logo should have an exclusion zone when sitting alongside any text/image equal to a quarter the height of the lozenge part of the created logo:



An exception to the instructions given within this leaflet are vehicle livery. Vehicle stickers need only detail the standard lozenge logo and/or the benefits tick logo and does not need to include your trades:



These vehicle stickers are provided free of charge by TrustMark to all its member firms and are permitted for use on your vehicles.

