

Guidance on Logo Usage

To prevent any confusion regarding our logos both for the estate agent and the public, please follow the guidelines below on the correct usage. Where possible The Property Ombudsman (TPO) logo should be reproduced in the colours shown, the colour specifications are given below. Where it is not possible to reproduce the logos in these colours, you may reproduce them in monochrome or black and white.

Please note that the OFT approval only applies to our Code for Residential Sales and cannot be used with any other logo, and that their guidelines on the correct usage of the joint logo must be followed.

If you have registered with TPO under the Consumers, Estate Agents and Redress Act 2007 (CEARA), and are not a full TPO member, you are not entitled to use the TPO logo or the TPO/OFT joint logo. Please see the section below regarding CEARA registered agents.

1. If you are a member of TPO for Residential Sales

Display this logo in your window and use it on your stationery and publicity material.



The following are guidance documents supplied by the OFT on the correct usage of TPO/OFT joint logo, which can be accessed from our website at www.tpos.co.uk

Licence Guidance

This document provides guidance on the conditions under which the logo can be used. The logo can only be used in accordance with the terms of a copyright licence issued by the OFT. Please refer to the licence for the full terms and conditions on the use of the logo.

Licence Toolkit

This toolkit shows how you can use the Approved code logo on your stationery, business cards, adverts, etc.

Licence design

These guidelines give guidance on how to place the OFT Approved code logo in relation to the code sponsor's logo.

2. If you are a member of TPO for Lettings and Property Management

Display this logo in your window and use it on your stationery and publicity material.



The Code of Practice for Lettings became effective from June 2006. This Code does not have OFT approval, therefore, you must not display TPO/OFT joint logo on any stationery regarding lettings.

3. If you are a member of TPO for Combined Residential Sales and Lettings

Display both the TPO/OFT joint logo for sales and the lettings logo in your window, and the correct logo on the relevant paperwork i.e. use the TPO/OFT joint logo for sales on any paperwork/publicity material relating to residential sales and the lettings logo on any paperwork/publicity material relating to lettings and property management.



However, If the same paperwork is used for both sales and lettings then you can either use both logos (TPO/OFT joint logo for sales and the lettings logo), or if you prefer, the single logo as shown here.

4. If you have registered with us for CEARA only

Display this banner/identifier in your window and use it on your stationery and publicity material.

THE PROPERTY OMBUDSMAN **OFT Approved Estate Agents Redress Scheme**

You are not entitled to use the TPO logo for lettings or the TPO/OFT logo for sales, but you are expected to have this banner/identifier on your marketing material and in your office window.

Colour Breakdowns

Colour and Pantone Ref	C	M	Y	K
Green Ref 362	70	0	100	9
Dark Blue Ref 655	100	69	0	56
Gold	0	23	100	30