

# Approved code logo toolkit

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This toolkit shows how you can use the Approved code logo on your stationery, business cards, adverts, etc. They are suggestions only. The final layout is a matter for your designers so long as they adhere to the *Approved code logo design guidelines*.

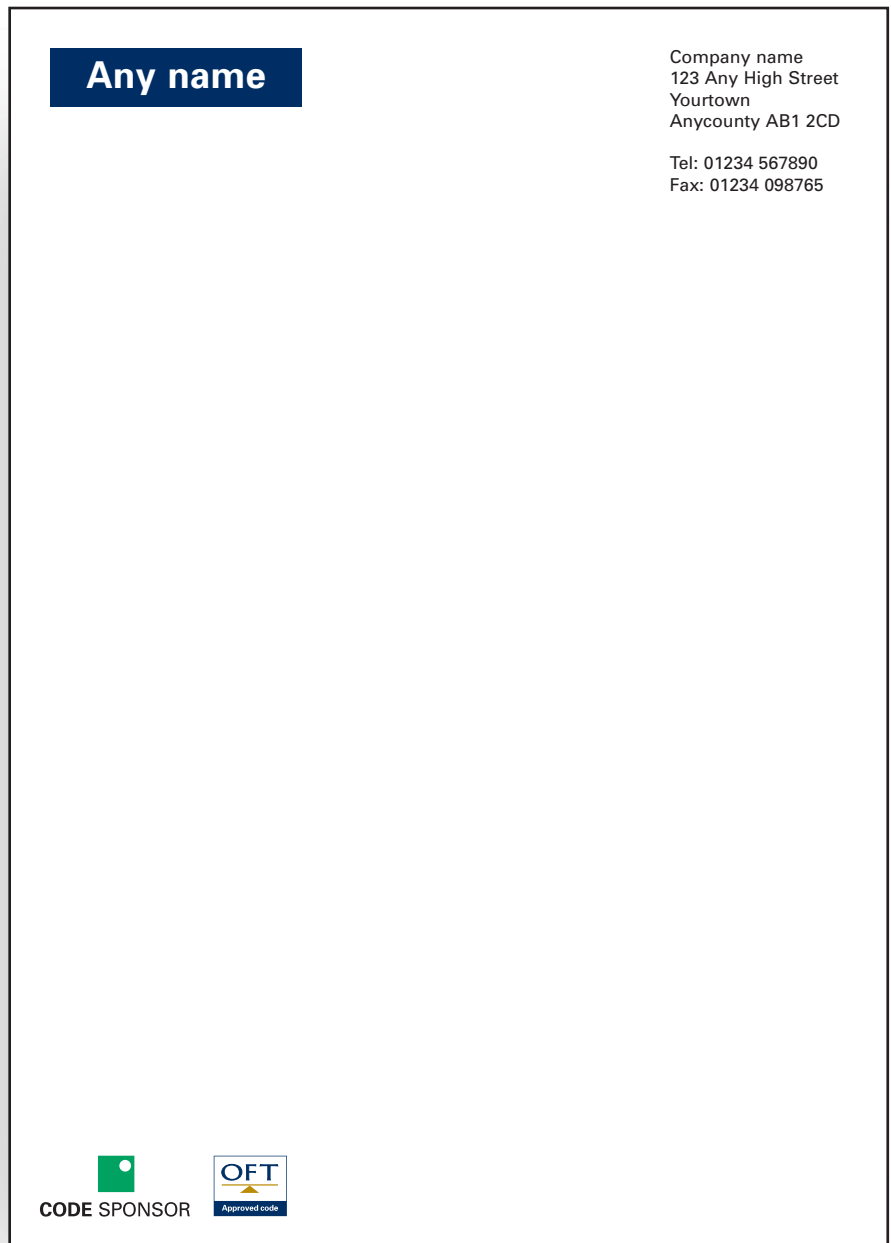
Other relevant publications are the *Approved code logo design guidelines*, *Approved code logo copyright licence - guidance* and *Approved code logo copyright licence terms*.

## Stationery - Letterhead

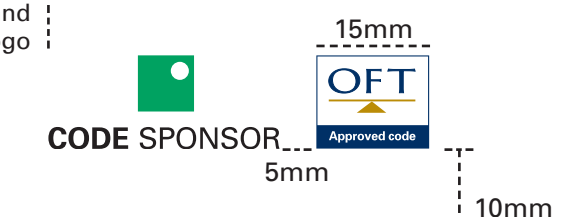
On this page we show a suggested positioning for the Approved code logo at recommended size on a letterhead. The code sponsor's logo is in the bottom lefthand corner, aligning with the lefthand edge of your company's logo (which is in the top lefthand corner). The Approved code logo and the code sponsor's logo are 10mm from the foot of the letterhead (see guidelines for more information).

### The OFT Approved code logo must:

- always appear with the code sponsor's logo, **never** alone
- always appear to the righthand side of the code sponsor's logo, never above, below or to the left
- comply with the spacing shown
- never be distorted, partially reduced, condensed broken up, redrawn or added to
- always be the same height as the code sponsor's logo
- never be obscured by other text or images (see logo proximity)
- never be shown smaller than 10mm.



Align with lefthand  
side of company logo



## Stationery - Compliment slip

On this page we suggest how the Approved code logo can be used at recommended size on a compliment slip. The code sponsor's logo is in the bottom lefthand corner, aligning with the lefthand edge of your company's logo (in the top lefthand corner) The logos are 10mm from the foot of the compliment slip (see guidelines for more information).

### The OFT Approved code logo must:

- always appear with the code sponsor's logo, **never** alone
- always appear to the righthand side of the code sponsor's logo, never above, below or to the left
- comply with the spacing shown
- never be distorted, partially reduced, condensed broken up, redrawn or added to
- always be the same height as the code sponsor's logo
- never be obscured by other text or images (see logo proximity)
- never be shown smaller than 10mm.

Any name



**CODE SPONSOR**



Company name  
123 Any High Street  
Yourtown  
Anycounty AB1 2CD

Tel: 01234 567890  
Fax: 01234 098765

With  
Compliments

Align with lefthand  
side of company logo



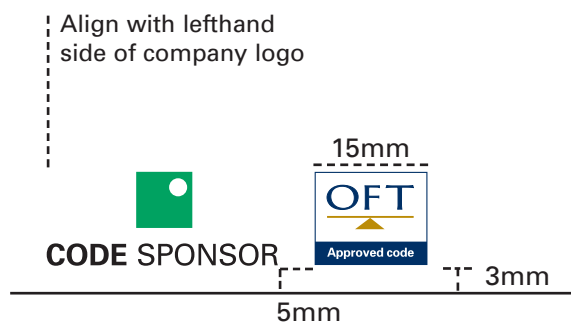
## Stationery - Business card

On this page we show a suggested positioning for the Approved code logo at recommended size on a business card. The code sponsor's logo is in the bottom lefthand corner, aligning with the lefthand edge of your company's logo (in the top lefthand corner). The Approved code logo and the code sponsor's logo are 3mm from the foot of the business card.



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- always appear to the righthand side of the code sponsor's logo, never above, below or to the left
- comply with the spacing shown
- never be distorted, partially reduced, condensed broken up, redrawn or added to
- always be the same height as the code sponsor's logo
- never be obscured by other text or images (see logo proximity)
- never be shown smaller than 10mm.



## Advertising - 1/4 page recruitment advert

Here we show the Approved code logo being used at recommended size on a 1/4 page recruitment advert. The code sponsor's logo is in the bottom lefthand corner and aligns with your company's name/logo. The Approved code logo and the code sponsor's logo are 6mm from the bottom of the advert.

**The OFT Approved code logo must:**

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- always appear to the righthand side of the code sponsor's logo, never above, below or to the left
- comply with the spacing shown
- never be distorted, partially reduced, condensed broken up, redrawn or added to
- always be the same height as the code sponsor's logo
- never be obscured by other text or images (see logo proximity)
- never be shown smaller than 10mm.

# Any name



Company name  
123 Any High Street  
Yourtown  
Anycounty AB1 2CD

Tel: 01234 567890  
Fax: 01234 098765

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Align with lefthand  
side of company logo



## Advertising - Press advert

Here we show the Approved code logo being used at recommended size in a press advert. The code sponsor's logo is in the bottom lefthand corner of the page, 6mm from the edge.

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- always appear to the righthand side of the code sponsor's logo, never above, below or to the left
- comply with the spacing shown
- never be distorted, partially reduced, condensed broken up, redrawn or added to
- always be the same height as the code sponsor's logo
- never be obscured by other text or images (see logo proximity)
- never be shown smaller than 10mm.

Any name

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GREAT DEAL



GREAT DEAL



GREAT DEAL



**CODE SPONSOR**



**OFT**  
Approved code

Align with lefthand  
side of company logo



## Advertising - Directory advert

Here we show the Approved code logo being used at recommended size in a directory advert.

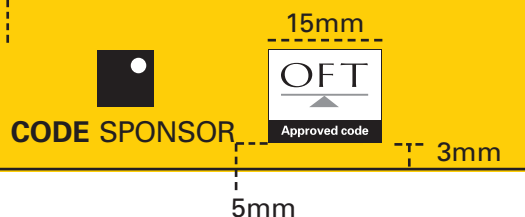
The code sponsor's logo is in the bottom lefthand corner of the advert, 3mm from the bottom edge.

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- always be the same height as the code sponsor's logo
- never be obscured by other text or images (see logo proximity)
- never be shown smaller than 10mm.



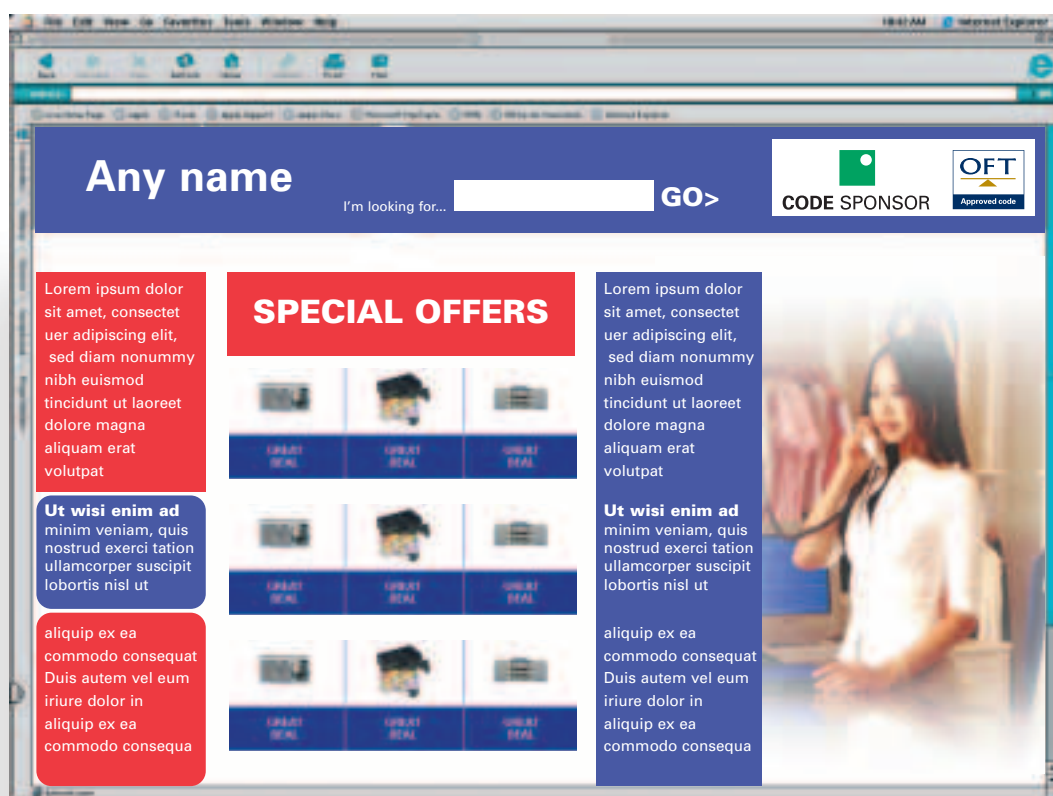
Align with lefthand  
side of company logo



Here we show the Approved code logo in the top righthand corner of a website home page within the heading banner.

### The OFT Approved code logo must:

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- comply with the spacing shown
- never be distorted, partially reduced, condensed broken up, redrawn or added to
- always be the same height as the code sponsor's logo
- never be obscured by other text or images (see logo proximity)
- never be shown smaller than 10mm.

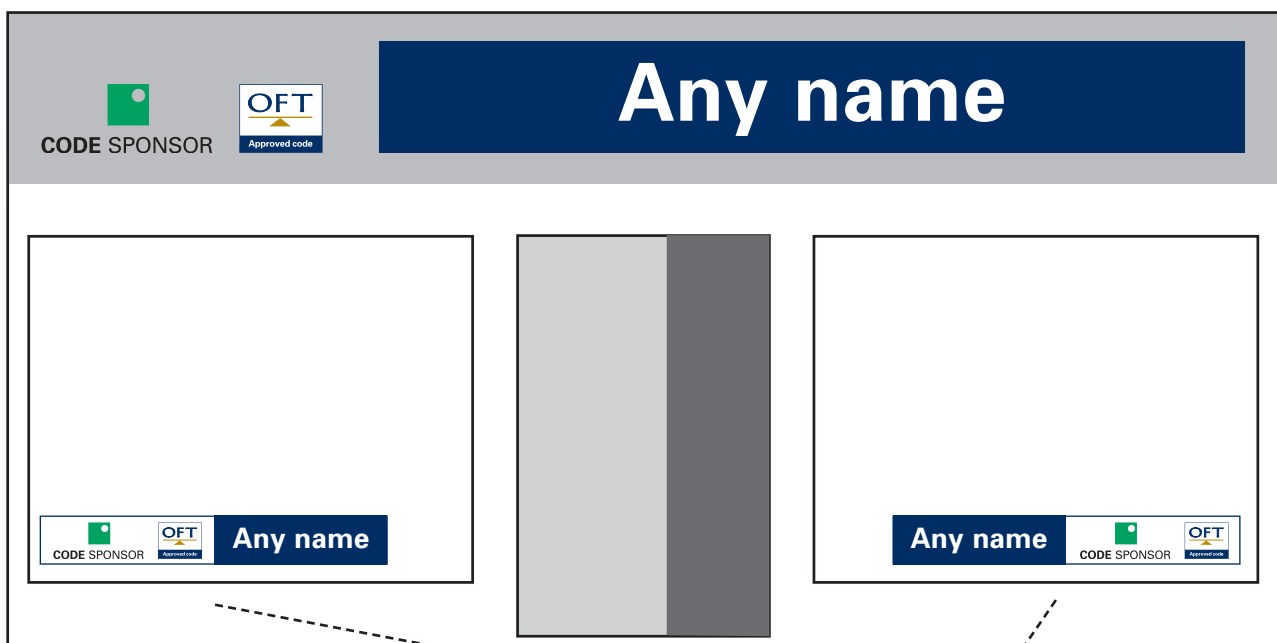


## Shop signage

Here we show the Approved code logo being used on a fascia above a shop front and as a window sticker.

### Fascia above shop front:

The Approved code logo can be positioned on the left or right of your sign, at any size, complementary to your own company name/logo but it must be used together with your code sponsor's logo. For the purposes of a shop front fascia, the logos would need to appear larger than normal. However, the key requirements list below should still be adhered to.



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- always be the same height as the code sponsor's logo
- never be obscured by other text or images (see logo proximity)
- never be shown smaller than 10mm.

### Window sticker:

The Approved code logo and code sponsor's logo are next to the business name/logo to create a 'horizontal' sticker. The complete sticker is in the bottom of the shop window into the corner as illustrated.

## Door nameplate

The Approved code logo is in the bottom lefthand corner of the nameplate, 20mm from the edge. It must not be less than 10mm in width.

### The OFT Approved code logo must:

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