



# Guidance on the use of the RECC Logo and CTSI Approved Code Logo

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## Introduction

The Renewable Energy Consumer Code logo ("RECC Logo") and CTSI Approved Code logo ("CTSI Logo") provide consumers with a simple and meaningful way to identify businesses that offer the high standards of service required by the Renewable Energy Consumer Code ("the Code"). As the Code is approved by the Chartered Trading Standards Institute (CTSI) under its Approved Code Scheme, existing Code members can display the CTSI Logo alongside the RECC Logo, demonstrating to their consumers that they are a business they can trust. These logos give Code members a clear and distinctive identity that sets them apart from other businesses that have not signed up to follow the Code. Code members are required to display these logos and, to ensure they deliver real value to a business, it is important that they are used consistently so consumers are given clear messages about the Code and Code members.

### 1. Purpose of the guidance

- 1.1. This guidance is for current members of the Code and outlines how Code members must use and display the RECC Logo and the CTSI Logo (together "the Logos"). Code members are required to display these Logos during their period of Code membership.
- 1.2. This guidance includes the current version of the Logos, instructions on how they must be displayed, and outlines actions the Executive may take in the event of the misuse of the Logos.
- 1.3. Code members are required to comply with these guidelines as a condition of Code membership.

### 2. Versions of the logo

- 2.1. This clause shows the current version of the RECC Logo and replaces any previous versions.



- 2.2. This clause shows the current version of the CTSI Logo and replaces any previous versions.



### 3. Conditions of use

- 3.1. The Logos must only be used by Code members and in accordance with these guidelines.
- 3.2. Code members must display the RECC Logo on all contractual documents provided to Consumers.
- 3.3. Code Members must display the RECC Logo *and* the CTSI Logo on all consumer facing marketing materials, including its website. When used on a website the RECC Logo must be linked to the Renewable Energy Consumer Code website and, preferably, to the Code itself.
- 3.4. The CTSI Logo may only be displayed alongside the RECC Logo, in accordance with clause 4.2, to ensure consumers are clear that it is the Code that has been approved.
- 3.5. The RECC Logo may not be used by affiliates of Code members, businesses sub-contracting to or from Code members, or businesses providing leads to or taking leads from Code members, unless they are also Code members and comply with the conditions set out in the Code.
- 3.6. The CTSI Logo may not be used by affiliates of Code members, businesses sub-contracting to or from Code members, or businesses providing leads to or taking leads from Code members, unless they are members of another CTSI approved Code which allows them to display the CTSI Logo.

**It is an offence under the Consumer Protection from Unfair Trading Regulations 2008 to claim to be a signatory to a code of conduct when the trader is not or to display a trust mark, quality mark or equivalent without having obtained the necessary authorisation.**

## 4. Displaying the logos

### 4.1. Displaying the RECC Logo

- 4.1.1. The RECC Logo can be used in the colours shown or in black and white.
- 4.1.2. The RECC Logo should not be altered in any way.
- 4.1.3. To maintain legibility, the RECC Logo should never be smaller than 25mm in width (from the 'R' to the edge of the blue square). The logo must always be displayed straight and in its prescribed colours.



- 4.1.4. The RECC Logo should be given adequate surrounding space and not be crowded by other logos. A recommended guideline is to allow a margin of 1/6th the width of the logo as white space. For example, if the logo is 10cm wide, the surrounding space should be at least 1.5cm:



- 4.1.5. Where possible, the RECC Logo should be grouped with other logos of accreditation or certification, such as MCS and Competent Persons Schemes and not with logos of manufacturers or other logos that are more akin to pure advertising.

- 4.1.6. The RECC Logo must not be used to imply endorsement by Renewable Energy Consumer Code of a member's financial stability or the safety/suitability of specific products. It must only be used in contexts consistent with the Code's scope.
- 4.2.1. The CTSI Logo can be used in the colours shown, in black and white or reversed out. The legibility of the CTSI Logo must not be compromised.
- 4.2.2. The CTSI Logo may only be displayed alongside the RECC Logo and should either be positioned to the right of the RECC Logo or beneath it as shown below.



## 5. Misuse of the logos

- 5.1 Adhering to these guidelines is a condition of Code membership. Serious misuse of the Logos may lead to disciplinary action in accordance with clauses 6 to 12 of the [Bye-Laws](#).
- 5.2 Where a Code member's Code membership comes to an end, by whatever means, the Code member must immediately cease to use the Logos on all consumer facing marketing materials, including its website. Any company found displaying the RECC Logo without being a Code member is committing an offense under the Consumer Protection from Unfair Trading Regulations 2008. If the logo is not removed upon request, the Executive will refer the matter to the relevant Trading Standards office.