



TRUSTMARK
Government Endorsed Quality



Brand Guidelines

Version One



01. Who we are



We communicate in three ways;
the way we look, the way we sound
and the way we behave.

TrustMark Brand Guidelines

Our visual identity includes our logo, colours and typography. Our verbal identity determines how we connect with people and comprises of our tone of voice and messaging. The more consistent we are across these three areas, the more our audience will identify, recognise and understand us.



Who we are

TrustMark is the Government Endorsed Quality Scheme that covers work a consumer chooses to have carried out in or around their home. When a consumer uses a TrustMark Registered Business, they know they are engaging an organisation that has been thoroughly vetted to meet required standards, and has made a considerable commitment to good customer service, technical competence and trading practices.

By ensuring that all Registered Businesses adhere to and maintain these standards, TrustMark gives consumers increased confidence and choice. Additionally, in the event that something does go wrong, our Code of Conduct outlines a number of remedies to protect them financially.

Our tone of voice

The tone used by TrustMark in all communications will reflect the values of the business. As TrustMark regularly engages with a wide variety of audiences, content will vary depending on the recipient, however our tone will remain consistent to promote clarity of brand and further enforce TrustMark values.

It will be necessary to communicate a number of characteristics which may at first glance contradict themselves, therefore balance will be a critical element of the TrustMark tone of voice.

The tone must reflect TrustMark as a prestigious and confident voice within the marketplace, however also as embracing a collaborative and collegiate approach with all stakeholders.

The tone must establish TrustMark as an authoritative and dependable brand to consumers seeking advice and guidance, however must also be approachable and receptive.

Ultimately the tone will be one of confident, calm authority; inspiring trust and reassurance in all audiences.



Our values

The TrustMark brand must always represent our values whether that is shown in our behaviour, tone of voice, culture or marketing activity.

Each time we undertake new activity we should ask ourselves whether it represents or aligns with any or all of our values.

Authoritative We drive standards that ensure the consistent delivery of quality services; building the trust and confidence of consumers using our Registered Businesses

Collaborative We develop collaborative relationships between Scheme Providers, Registered Businesses and consumers to continually drive improvements and enhance the flow of information across all sectors

Confident Through the knowledge within TrustMark and the shared expertise of our Scheme Providers, we are confident we can deliver certainty to both the consumers and Registered Businesses that use our services

Quality We deliver quality through strict adherence to our processes and business objectives, coupled with a commitment to continuous improvement

Our Team Our approach is to work as a smart, collaborative, respectful, focused team, taking ownership and responsibility to improve consumer protection and industry standards

Visionary We will continually drive improvements and change in our industry to create a vision of the future where lack of consumer confidence is a thing of the past

Audience Focused We appreciate and tailor our communication to our audience's needs, providing clear, concise and honest information



02. Our logo

02. Our logo



TrustMark logo



TrustMark logo with registration number example



The TrustMark logotype

The logo has been specifically created for TrustMark. It is therefore unique and not open to copying. The integrity of the logo and consistent use through all materials must be maintained; this will strengthen brand recognition.

The original artwork must always be used and no attempt must be made to recreate it. The logo must always be positioned following the guidelines laid out in this document ensuring its clarity at all times.

The master artworks are provided in a digital format and are available on request.

Use of logo within text

The TrustMark logo cannot be used within copy or headlines. When writing the name TrustMark ensure that the 'T' and 'M' are both capitalised.

Ensure that in all communication the company is known and referred to as TrustMark.



The exclusion zone

To ensure prominence and legibility, the brand logotype is always surrounded by a minimum area of clear space. The clear space remains free of other elements, such as type and other graphic elements. The minimum area of clear space is shown above. The minimum amount of space around the logo is determined by the height symbol of the TrustMark logo. This space protects the logo from infringement by other graphic elements and ensures its integrity. The clear space area is a minimum and should be increased wherever possible.



Minimum sizing

To ensure the logo retains its visual impact and is accurately rendered it should not be reproduced smaller than 45 mm in width. However the logo can be scaled upwards to a larger size to suit its application.







02. Our logo: usage

Incorrect logo usage

As an important piece of intellectual property, the logo must be protected through proper use.

To ensure this:

1. **DO NOT** tint or change the colour of the logo
2. **DO NOT** alter the proportions of the logo
3. **DO NOT** recompose, reformat or respace the logo
4. **DO NOT** place the logo in a shape
5. **DO NOT** create a drop shadow
6. **DO NOT** create an outline of the logo
7. **DO NOT** incorporate the logo into body copy

✗ Do not change the colour.



✗ Do not distort.



✗ Do not rearrange.



✗ Do not alter the positioning

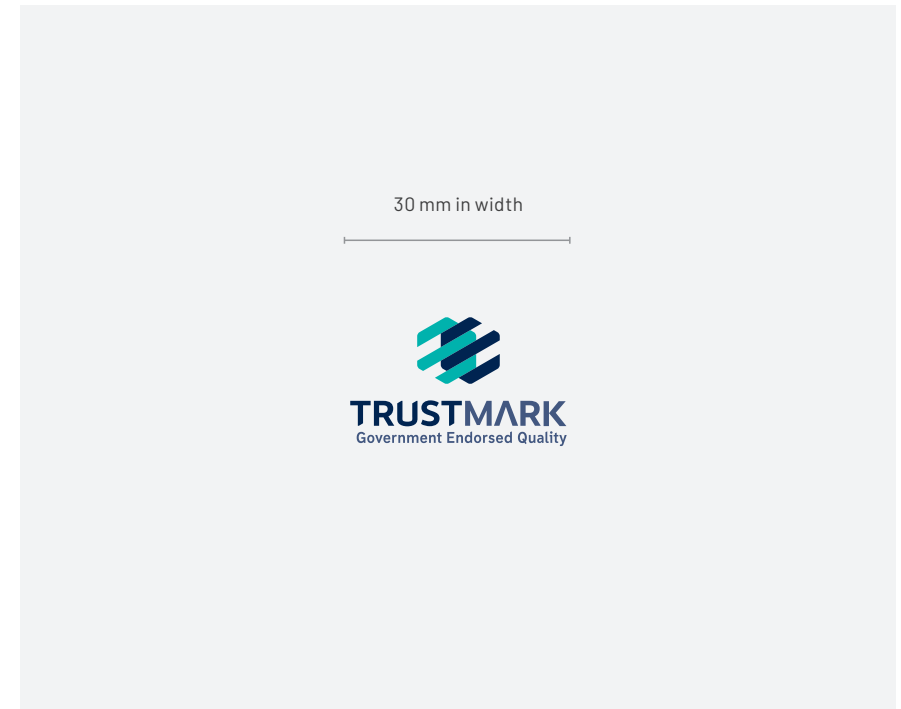




Stacked logo variation

In certain applications and formats it may not be possible to use the standard landscape logo. In this situation, please use the stacked version shown opposite.

Please note: that the preferred format should always be landscape if at all possible.



Minimum sizing

To ensure the stacked logo retains its visual impact and is accurately rendered it should not be reproduced smaller than 30 mm in width. However the logo can be scaled upwards to a larger size to suit its application.



You're in safe hands
with my carpentry
business.

I'm registered with Trustmark

Adam Deeley | Carpenter
Adam Deeley



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Government Endorsed Quality

semper, vel massa. Nullam sit ametol amnd esec varius
nisi. Suspendisse auctor a eratthe ah osuere.liquam
vestibulum ultricies hasj silu.

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03. Brand symbol



The TrustMark symbol

The symbol has been specifically created for TrustMark. It is therefore unique and not open to copying. The integrity of the logo and consistent use through all materials must be maintained; this will strengthen brand recognition.

The original artwork must always be used and no attempt must be made to recreate it. The logo must always be positioned following the guidelines laid out in this document ensuring its clarity at all times.

The master artworks are provided in a digital format and are available on request.

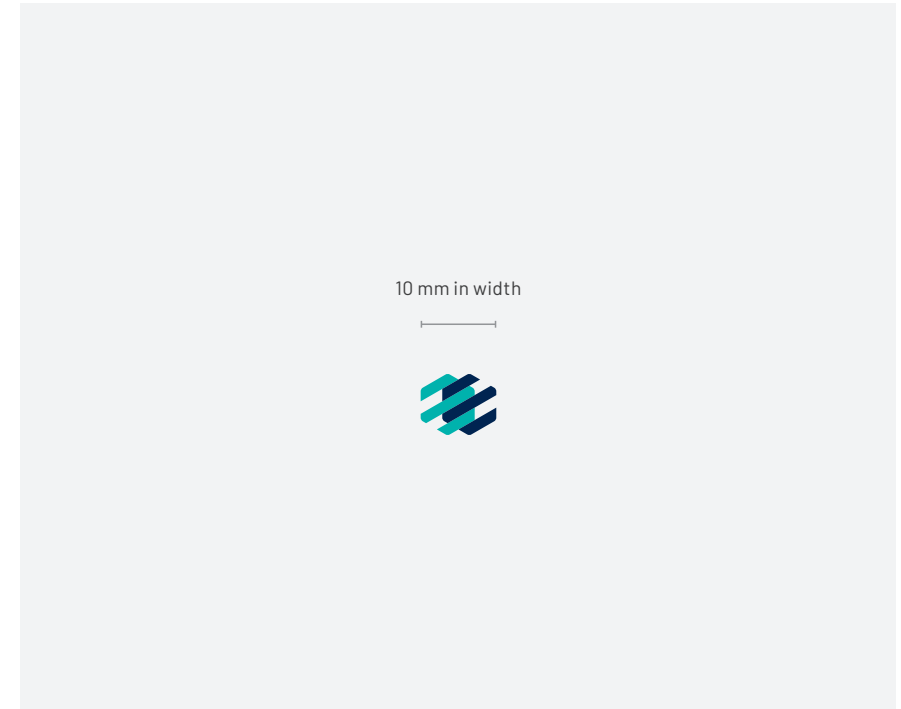
Use of symbol

Please note: The TrustMark symbol acts as a stamp of quality. This symbol should only be used on its own when the main logo appears in full on documentation and should never be used as a stand alone asset without the presence of the main logo.



The exclusion zone

To ensure prominence and legibility, the brand logotype is always surrounded by a minimum area of clear space. The clear space remains free of other elements, such as type and other graphic elements. The minimum area of clear space is shown above. The minimum amount of space around the logo is determined by the height of the symbol of TrustMark. This space protects the logo from infringement by other graphic elements and ensures its integrity. The clear space area is a minimum and should be increased wherever possible.



Minimum sizing

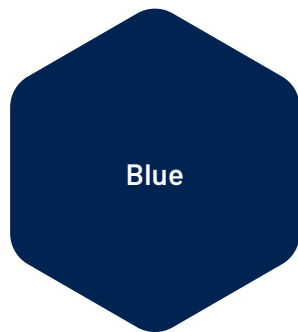
To ensure the logo retains its visual impact and is accurately rendered it should not be reproduced smaller than 10 mm in width. However the logo can be scaled upwards to a larger size to suit its application.



04. Colour



Our primary colour palette



CMYK: 100 / 70 / 10 / 60
Pantone: 295c
Hex: #002951

75%

50%

25%



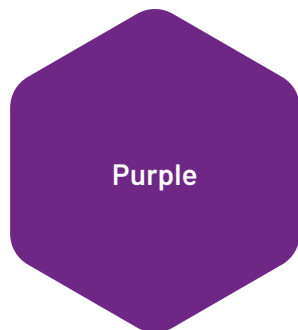
CMYK: 85 / 0 / 40 / 0
Pantone: 236c
Hex: #00A7A7

75%

50%

25%

Our secondary colour palette



CMYK: 67 / 100 / 04 / 05
Pantone: 259c
Hex: #71217B

75%

50%

25%

Colour usage

Please use the colours specified in this section to achieve the most accurate colour match. It is important to remember that when printing colour will appear differently depending on the material it is printed on. It is therefore recommended that you provide a previous accurate printed sample and colour reference to any supplier printing material for you. The colours specified in this guide are for coated stocks.

For production processes that do not use Pantone, CMYK or RGB colour processes, please match as closely as possible.









05. Typography



Primary typeface Barlow

Barlow is our typeface. It is a strong, legible and friendly typeface that can be used in many different ways to build a strong and recognisable brand.

In the event that a Barlow can not be used the system font Arial should be used as a substitute.

A A A

Barlow Medium

Used mainly for titles or highlighting key information within the body copy.

Barlow Regular

Used mainly for body copy.

AaBbCcDdEe
AaBbCcDdEe

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
12345678910



06. Illustration

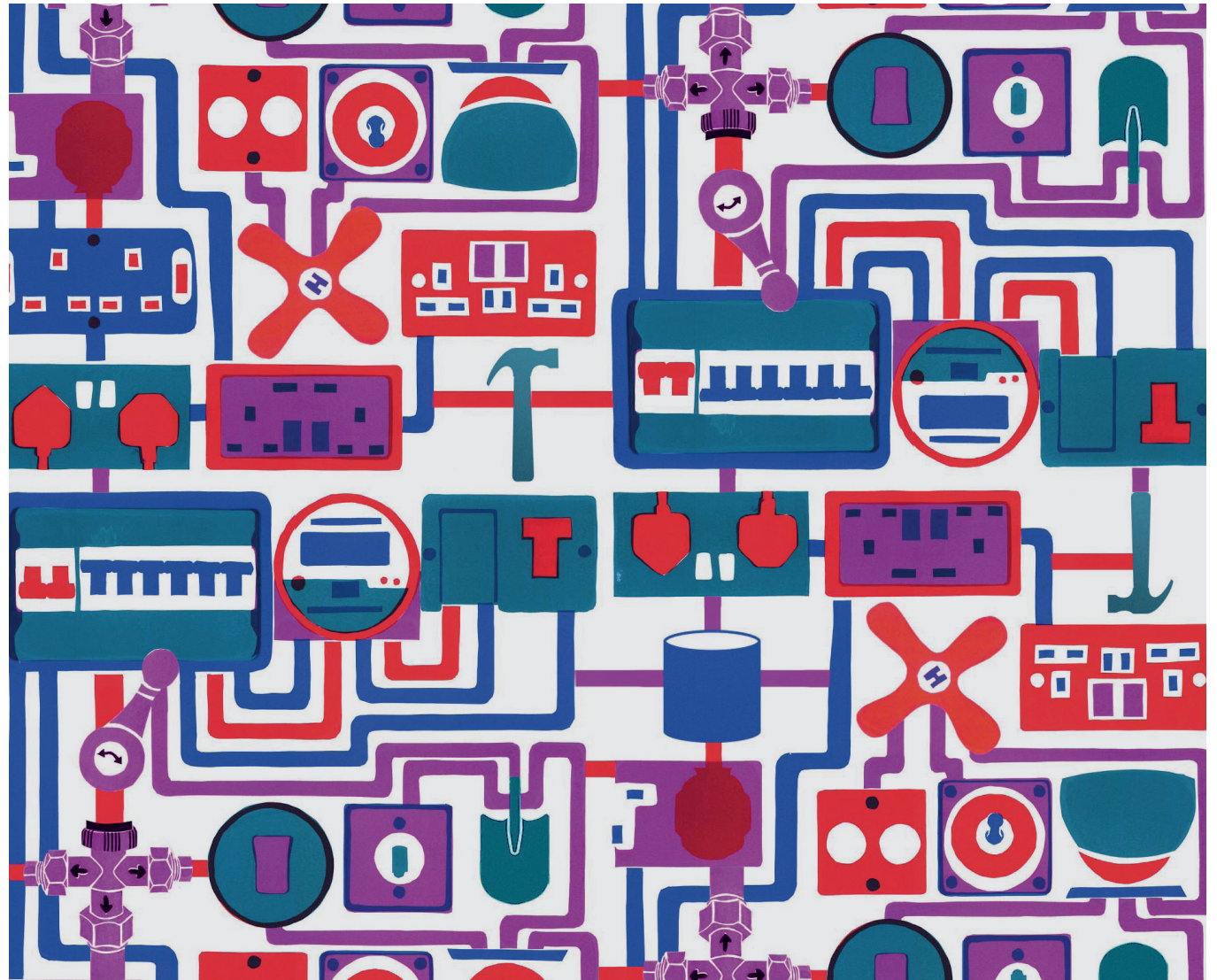


The TrustMark illustration

TrustMark has commissioned an illustration to be used as a main brand asset across online and print materials. This illustration is based on the original screen prints created by the same artist. The illustrations are bright, eye catching and engaging.

The new large illustration will be based on different sections that we can zoom into and crop for different materials. These illustrations are unique and will create a visually arresting asset that will help differentiate TrustMark within the market.

In the future we may develop additional illustrations with the same artist, which can then be applied to a wide range of trades and sectors.



Brand: usage example



Home Moments Search Twitter Have an account? Log in

TrustMark
@TrustMarkUK

TrustMark a Government endorsed scheme covering a variety of trades, giving consumers greater protection and peace of mind when searching for local tradespeople

- National coverage
- trustmark.org.uk
- Joined August 2009
- 1,346 Photos and videos

Tweets Tweets & replies Media

TrustMark @TrustMarkUK • 2h
Join TrustMark and let your customers know they are protected by the only Government Endorsed Standards Scheme
www.realhomes.com/advice...

← ↻ 452 ★ 308 ... View more photos

New to Twitter?
Sign up now to get your own personalized timeline!
[Sign up](#)

Tweets 6,682 Following 1,765 Followers 6,103 Likes 2,237 Lists 7 [Follow](#)



This guide has been compiled to allow room for creativity whilst still maintaining the continuity the brand requires. Guidelines may be modified over time. If you are in any doubt whether something is acceptable or not, please contact us.

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