

# We are considerate Constructors



We are registered with the Considerate Constructors Scheme  
Call: **0800 783 1423** visit: [www.ccscheme.org.uk](http://www.ccscheme.org.uk)



## How to promote your registration

Logo usage guidelines

# Promoting your registration with the Scheme

These guidelines are designed to help you promote your registration with the Considerate Constructors Scheme to the public and workforce correctly and effectively.

Being registered with the Scheme means you are able to demonstrate to the public that you have made a commitment to work to a higher standard.

These guidelines will ensure a consistent approach by all those registered when managing logos and artwork.



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# Site Registration

If you have registered a site with the Scheme, this is the logo you will use to promote your registration.



## Where the Registered Site logo should be used:

- Newsletters
- Noticeboards
- Presentations
- Site hoarding
- Social media posts
- Website pages specific to Scheme-registered projects

*Specific mention should be made that individual projects are registered with the Scheme and not the company as a whole when using this logo.*

## Where the Registered Site logo cannot be used:

- Email signatures
- Tender documents
- Vehicles
- Website pages not specific to Scheme-registered projects
- Workwear

*Site Registration is not a company accreditation and should therefore not be displayed as such.*



# Company, Supplier and Professional Registration

If you are registered as a company, supplier or professional, then you will use one of these logos, featuring your registration ID.

Registered companies and suppliers must display the appropriate logo on all company vehicles to comply with the Code of Considerate Practice.



## Where the Registration ID logos should be used:

- Company website
- Email signatures
- Social media posts
- Vehicle stickers and magnets
- Workwear

*It is not permitted to sign-print these logos onto vehicles. The Scheme offers a number of sticker and magnet products for you to display your logo.*

# Ultra Site Registration

If you are registered as an Ultra Site, this is the logo you will use to promote your registration.



## Where the Ultra Site logo should be used:

- Newsletters
- Noticeboards
- Presentations
- Site hoarding
- Social media posts
- Website pages specific to Scheme-registered projects

*Specific mention should be made that individual projects are registered with the Scheme and not the company as a whole when using this logo.*

## Where the Ultra Site logo cannot be used:

- Email signatures
- Tender documents
- Vehicles
- Website pages not specific to Scheme-registered projects
- Workwear

*Ultra Site Registration is not a company accreditation and should therefore not be displayed as such.*

# National Awards

The highest performing sites, companies and suppliers will be eligible to win coveted National Awards throughout the year.

You will be sent an award logo as displayed here so be sure to incorporate on all site or company literature.



## Where the award logos should be used:

All National Site Awards logos should refer only to the award-winning project.

National Company and Supplier Awards logos can refer to the award-winning company as a whole.

Refer to the Site, Company and Supplier Registration pages within these guidelines to find out about the usage restrictions on these logos.

# National Ultra Site Awards

The highest performing Ultra Sites and members of their supply chains will be eligible to win National Ultra Site Awards.

You will be sent an award logo as displayed here so be sure to incorporate on all site and company literature.



## Where the National Ultra Site Awards logos should be used:

- Newsletters
- Noticeboards
- Presentations
- Site hoarding
- Social media posts
- Website pages specific to Scheme-registered projects

*Specific mention should be made that individual projects are registered with the Scheme and not the company as a whole when using this logo.*

## Where the National Ultra Site Awards logos cannot be used:

- Email signatures
- Tender documents
- Vehicles
- Website pages not specific to Scheme-registered projects
- Workwear



# Scheme advocates

Scheme advocates are partners and supporters of the Scheme who commit to advancing the ideals of considerate construction in everything they do.

Contractor Partners, Supplier Partners, Client Partners, Professional Partners and Scheme Supporters will display these logos.



**Where the Partner and Scheme Supporter logos should be used:**

- Company documentation
- Company websites
- Email signatures
- Site hoarding
- Noticeboards
- Presentations
- Social media posts
- Workwear

# Displaying your logo

Scheme-branded logos and products must remain completely unchanged from how they are received and should be displayed appropriately.

These examples show how not to display your logo and should apply to all logos and digital artwork provided by the Scheme.

To help display your logo on anything other than a plain white background, a monochrome version can be requested by emailing [marketing@ccscheme.org.uk](mailto:marketing@ccscheme.org.uk)



Do not rotate



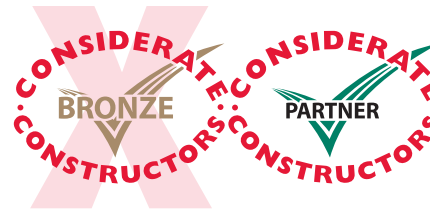
Do not distort



Do not add effects



Do not add custom elements



Do not place too near to other logos or brand elements



Do not place onto busy or colour backgrounds



Do not change any colours



Do not omit elements



DO keep the logo unchanged

# Displaying Scheme signage

If you are registered as a site, company or supplier, you will receive a number of Scheme-branded products once your registration has commenced.

These items should be kept clean and tidy, and be displayed in the most prominent locations to be viewed by the public and the workforce.

A1 snap frames can be purchased from the Scheme to improve the look and lifespan of your posters.



A1 registration poster



A3 Code of Considerate Practice poster



Small, medium and large banners

## Complying with the Code

The Scheme's A1 registration posters should be displayed to promote your registration and to comply with the Code of Considerate Practice.

## Additional products

Additional products can be purchased online at [www.ccscheme.org.uk](http://www.ccscheme.org.uk)

# Additional resources from the Scheme

The Scheme operates a number of other initiatives which all work in unison to provide the highest level of service to the construction industry.

These logos are for the Scheme's own use and any artwork or brand elements should not be replicated without approval.



## Best Practice Hub

The Scheme's free online resource hosts a wealth of best practice ideas as well as guidance, e-learning, innovations and case studies which have proven to be invaluable in raising standards.

[www.ccsbestpractice.org.uk](http://www.ccsbestpractice.org.uk)



## Construction Map

The Construction Map provides a single point of reference for construction activity across the country.

[www.constructionmap.info](http://www.constructionmap.info)



## Building Social Value

Provides a report for those registered with the Scheme which captures and communicates social value results in a clear and quantifiable way.

[www.buildingsocialvalue.org.uk](http://www.buildingsocialvalue.org.uk)



## Ivor Goodsite

Industry mascots, Ivor and Honor Goodsite, are characters hired out by construction companies from the Scheme to engage with a younger audience.

[www.ivorgoodsite.org.uk](http://www.ivorgoodsite.org.uk)

# Frequently asked questions

## **Can we use the Registered Site logo on our website, and refer to a site that has completed, but is no longer registered with the Scheme?**

Yes. As long as the site was registered with the Scheme for its full duration. The Registered Site logo may be used in this case, however all content must be written in the past tense.

## **Can I obtain electronic versions of the artwork seen on Scheme posters and banners?**

No. This artwork should only be used by the Scheme to ensure its products remain consistent and are produced to a high standard.

## **Can our client(s) use a logo relating to our registered site?**

Yes. The client of your registered site may use both the Registered Site logo and award winners' logos, where appropriate, and in compliance with these guidelines.

## **Can I use any of the Scheme's logos to make my own custom-made signage instead of using the signage provided by the Scheme?**

No. In order to comply with the Code of Considerate Practice, signage provided by the Scheme upon registration must be displayed. Custom-made signage can be displayed in addition to this.

## **How can I obtain permission to use Scheme logos?**

If you are registered with the Scheme, contact the Scheme's marketing department by emailing [marketing@ccscheme.org.uk](mailto:marketing@ccscheme.org.uk)

## **Can I obtain colour codes for my logo?**

Yes. Get in touch with the marketing department and we'll be happy to send the relevant codes across.

## **Trading Standards Institute**

Any use of Considerate Constructors Scheme logos and branding, where permission hasn't been explicitly or implicitly approved, is a breach of the Consumer Protection from Unfair Trading Regulations 2008.

## **Copyright and trademarks**

The Considerate Constructors Scheme reserves the right to request removal of any of their logos from a company's documentation, website, vehicle or other medium in any instance where the usage does not comply with these guidelines. Failure to do so, when asked, may result in the matter being referred immediately to the company's local Trading Standards Officer.

If you have any further questions please email [marketing@ccscheme.org.uk](mailto:marketing@ccscheme.org.uk) or call **0800 783 1423**

Considerate Constructors Scheme  
PO Box 75  
Ware  
Hertfordshire  
SG12 0YX

**Telephone**  
01920 485959

**Freephone**  
UK 0800 783 1423  
Èire 1800 939 109

[www.ccscheme.org.uk](http://www.ccscheme.org.uk)  
[enquiries@ccscheme.org.uk](mailto:enquiries@ccscheme.org.uk)

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**Royal Charter Award for  
Excellence in Construction**  
Awarded by the Worshipful  
Company of Constructors



**INVESTORS  
IN PEOPLE** | Bronze



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