ADVERTISING YOUR MEMBERSHIP OF TRUSTED TRADER

One of your membership benefits is that you can use the Trusted Trader logo to tell your customers that you run a fair and reliable business.

Using the Trusted Trader logo
You are welcome to use the logo on:
- Advertisements (newspaper, magazine, directory, internet)
- Business stationery (letterheads, quotations, cards, compliments slips)
- Sales materials (brochures and flyers)
- Your website.

Vehicles and buildings
You may also use the Trusted Trader logo on your vehicles and buildings but you should use the window stickers supplied. We are happy to supply extra stickers free of charge.

Your membership certificate should also be displayed if you have premises visited by customers.

Logo guidelines
To be successful the Trusted Trader brand needs to be strong, consistent and easily recognised as genuine. It is important that you follow the logo guidelines overleaf. We may ask you to withdraw promotional material if the rules are not followed.

Logo formats
Your printer, website editor or graphic designer will be able to scan the logo from the reverse of this card.

However, the quality will be better if we send you an electronic version (Word, JPEG, PDF, Bitmap, TIFF, EPS). Please email **trusted.trader@derbyshire.gov.uk**

Other responsibilities of members
You must not imply or state that your business has the approval of, or is recommended by, Derbyshire County Council or its trading standards team.

It is acceptable to say that your business is 'a member of Derbyshire County Council's Trusted Trader scheme'.

For more information about the responsibilities of members when advertising the scheme, please see the Trusted Trader code of practice booklet (section 4).

Any questions?
We are happy to answer any questions about using Trusted Trader to promote your business. You can contact us by email at **trusted.trader@derbyshire.gov.uk**

USING THE TRUSTED TRADER LOGO

MINIMUM SIZE
4 cm x 2.7cm

CLEARANCE AROUND LOGO
No graphics or other logos should appear within 4mm of each side of the logo.

COLOUR
The logo may only be used in the three colours shown opposite:
- purple – Pantone 254 or C50, M100, Y0, K0
- black
- white reversed out of black or a strong contrast background colour.

PROPORTIONS
The logo must always appear in full exactly as shown here. Do not separate or remove any elements (e.g. the tick, the county council logo).

You may increase the size of the logo but only by the same width:height ratio as the originals shown here. Do not stretch or condense the logo. Nothing must be added to or taken away from the logo.