



V1.2  
May 2024

[illegible]

# Our tone of voice



## Who we are

TrustMark is the only UK Government-Endorsed Quality Scheme for work carried out in and around the home. We are passionate about quality and assurance and what that means for homeowners and our Registered Businesses.

Since we started in 2005, we have been working to help drive-up standards across the industry and improve the protection offered to homeowners when having work done. We help homeowners find a tradesperson who is skilled, trained and competent to carry out the work they need through our online search facility.

TrustMark licenses and audits over 39 Scheme Providers with around 15,000 Registered Businesses covering over 150 different service types, all of whom are committed to maintaining the required standards of technical competence, trading practices and customer service.

## Tone of Voice

The tone used by TrustMark in all communications will reflect the purpose of the business – ensuring the property and home improvement sector delivers quality with effective consumer protection.

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's mission to help achieve improvement across the 'protect' spectrum (quality, coverage, sustainability and protection).

The tone must reflect TrustMark as a knowledgeable and confident voice within the marketplace, who is always striving for the best and embracing a collaborative and collegiate approach with all stakeholders.

The tone must establish TrustMark as an authoritative, approachable and dependable brand to consumers seeking advice and guidance, however it must also be accessible and receptive to the Registered Businesses providing continual education and insight. Ultimately the tone will be one of confident, calm authority; inspiring trust, quality and reassurance in all audiences.

The language used in all communication must use simple and plain English if we are to achieve the right tone of voice for our audiences. Where possible, avoid jargon and legalistic words and always explain any technical terms. If acronyms are included in any content, they are always written out first in full and then followed by the acronym itself in capital letters and enclosed by brackets.

# Our logo



### 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.



### Brand 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 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.

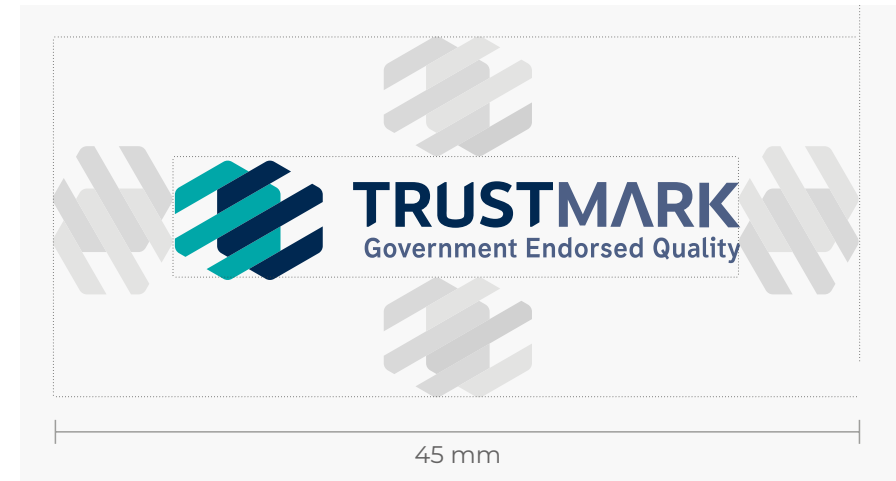


### Exclusion Zone

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.



### Alternative Stacked Version

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.

### 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.





### Alternate colour versions

The TrustMark logo has a reversed-out version, which can be used on our Midnight colour. It is noted that the master logo should only appear on white, or a 25% tint of Seafoam. (see our colours on page 8)



### Black and White Usage

The black or white single colour version of our logo should only be used when printing methods cannot accommodate colour. This version of the logo should not be used for digital purposes and do not use the logo in Greyscale.







## 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

**X** Do not change the colour



**X** Do not distort

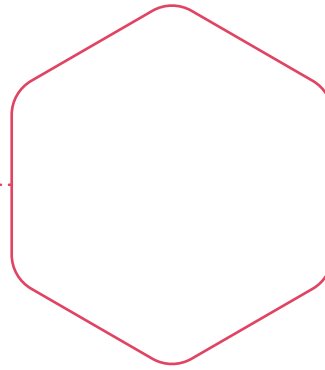
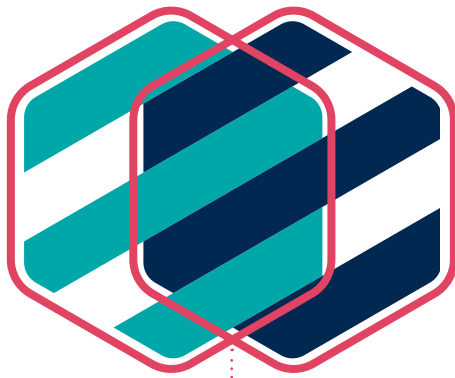


**X** Do not rearrange



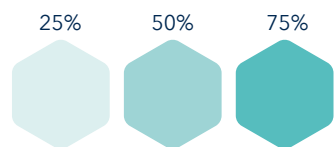
**X** Do not alter the positioning





With the TrustMark Brand Symbol as a base, we can use the hexagon as a flexible layout element that can be used in any rotation and location. We can also extend the logomark to make a dynamic corner identifier.

# Our colours

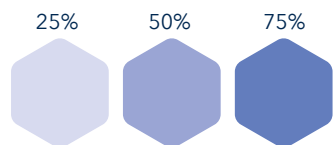


## Seafoam

CMYK: 85 / 0 / 40 / 0  
Pantone: 326c  
RGB: 0 / 167 / 167  
Hex: #00a7a7

## Pine

CMYK: 90 / 35 / 50 / 30  
Pantone: 7715c  
RGB: 0 / 100 / 100  
Hex: #006464



## Denim

CMYK: 90 / 65 / 0 / 0  
Pantone: 2935c  
RGB: 10 / 91 / 178  
Hex: #0a5bb2

## Midnight

CMYK: 100 / 70 / 10 / 60  
Pantone: 295c  
RGB: 0 / 41 / 81  
Hex: #002951



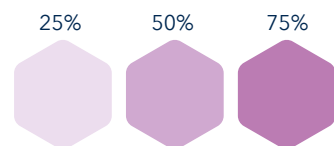
## Hardhat

CMYK: 5 / 40 / 95 / 0  
Pantone: 124c  
RGB: 240 / 161 / 24  
Hex: #f0a118



## Redbrick

CMYK: 5 / 85 / 45 / 0  
Pantone: 1788c  
RGB: 221 / 62 / 96  
Hex: #dd3e60



## Violet

CMYK: 40 / 80 / 0 / 0  
Pantone: 2592c  
RGB: 176 / 76 / 189  
Hex: #b04cbd

## Grape

CMYK: 67 / 100 / 04 / 05  
Pantone: 259c  
RGB: 113 / 33 / 123  
Hex: #71217b

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.



# Our brand elements





## Montserrat is our brand 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 Montserrat can not be used, please use Avenir Next. If that is not available, the system font Arial should be used as a substitute.

## Montserrat Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! ? @ £ % & \*

## Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! ? @ £ % & \*

## Montserrat SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! ? @ £ % & \*

## Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! ? @ £ % & \*



Here's a baseline example of how to build hierarchy into designs on digital or print based media. It is based on the Golden Ratio of 1.62 but leaves room for adding future sizes if needed.

### Main Headline

Montserrat Bold  
38pt

# Find tradespeople with the only Government Endorsed Quality Scheme

### Secondary Headline

Montserrat Medium  
24pt

for work carried out in or around your home

### Subheading 1

Montserrat SemiBold  
14pt

The process you should consider when hiring a Tradesperson

#### Step 1: Idea

Have a clear idea of the work you want to be done and research the probable cost and timescales. Remember that good people are in demand, so you may need to wait for the right tradesperson to do your work

### Subheading 2

Montserrat Bold  
11pt

#### Step 2: Quote

Obtain 3 quotes before starting any work.

### Body Copy

Montserrat Regular  
9pt (6.5pt small print)

This will give you a range of prices to compare to help you decide who you engage in doing the work



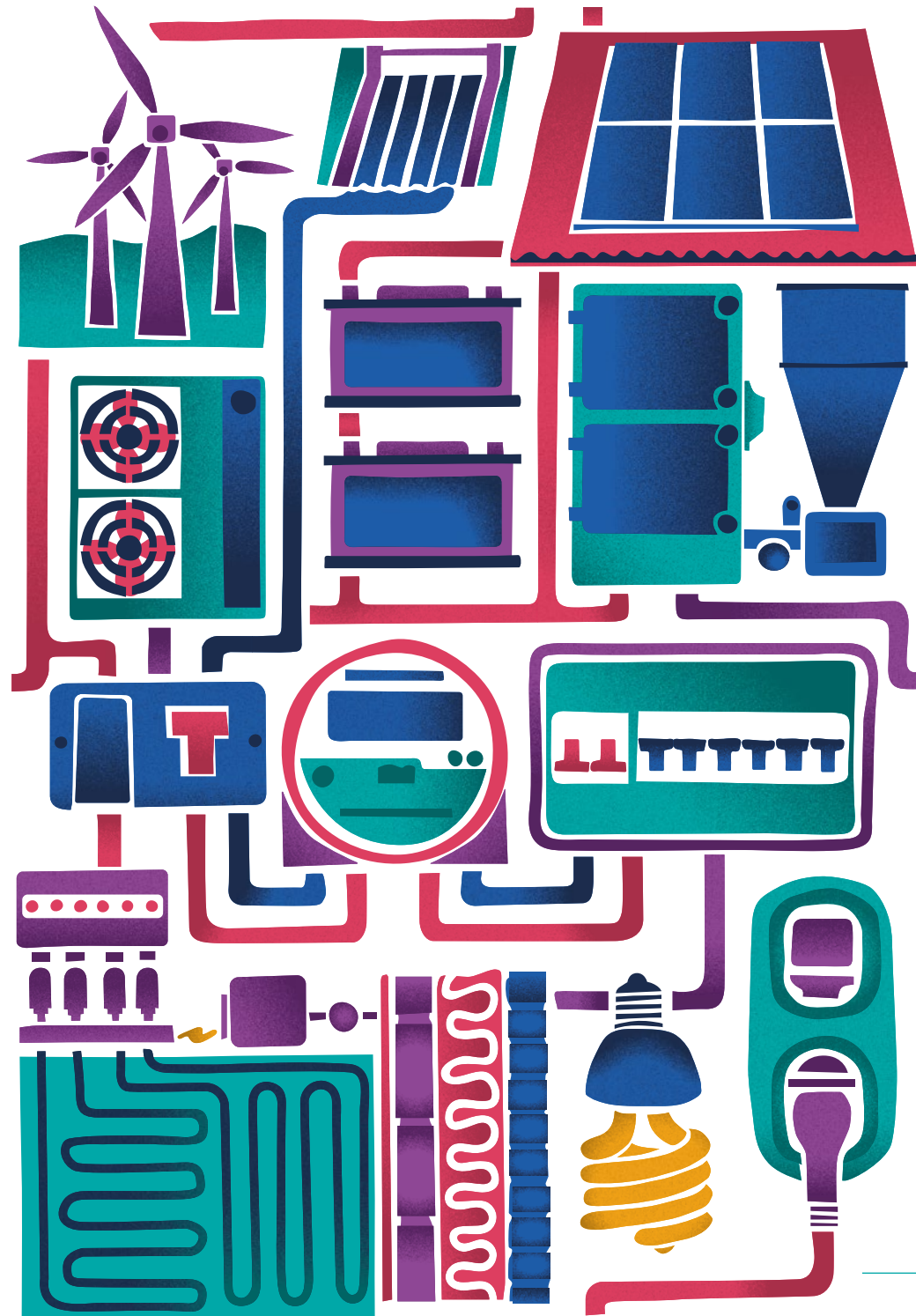


### Heritage illustration

TrustMark has commissioned a suite of illustrations 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.

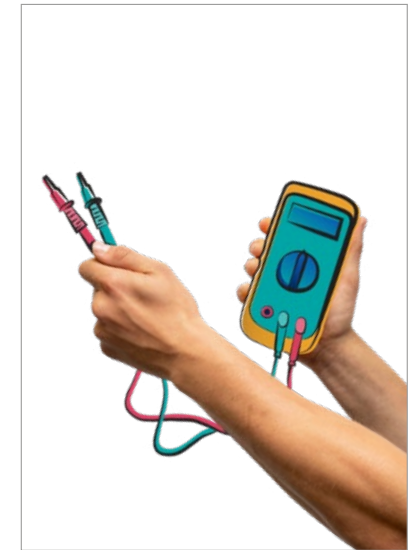
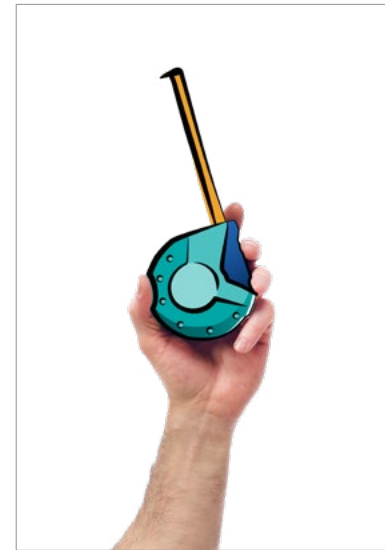
The illustration will be based on different sections that we can zoom into and crop for different materials. These illustrations are unique and will create a visually arresting asset that will help differentiate TrustMark within the market.

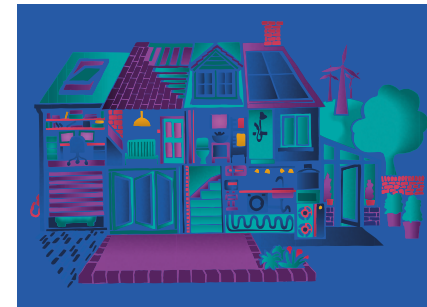
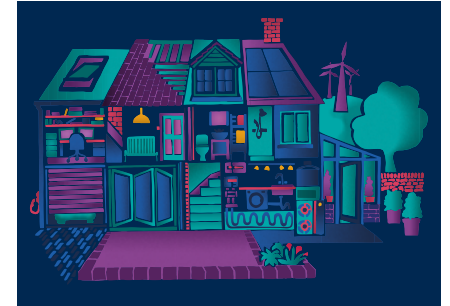




### Call to Arms illustration

We have a suite of illustrations that puts the focus on the tools of the job across the industry. It's a call to arms for quality work and how tradespeople can prove it with TrustMark. These illustrations are based on our heritage artwork and brings a more human element to the brand.



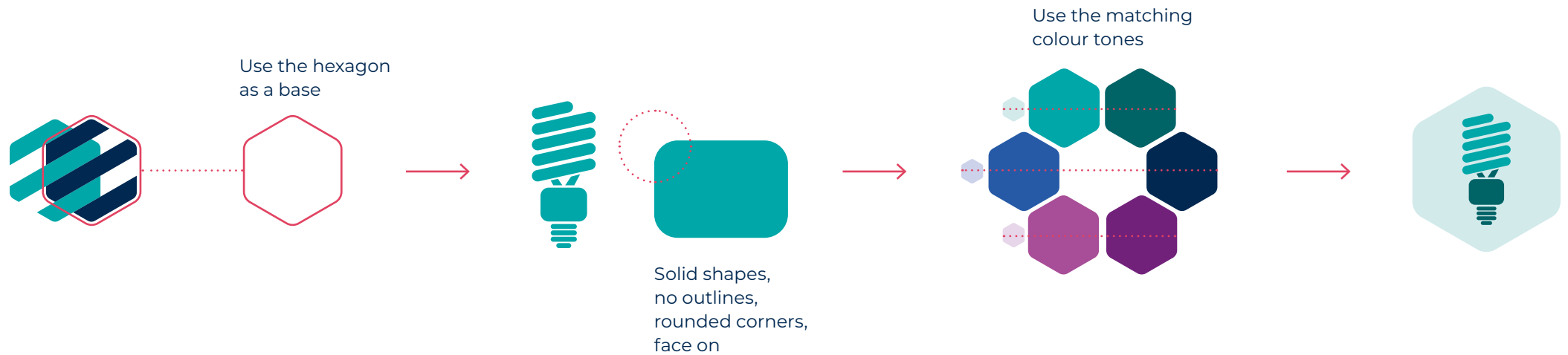


**X** Do not use our main colours behind illustrations

## TrustMark illustration

When using our branded illustrations, make sure that is relevant to the content and audience that it is intended for. For example, we shouldn't use images of plumbing if the artwork is aimed at electrical trades.

Our House illustration is a glimpse into many different facets of TrustMark that we support for the customer by way of our Scheme Providers and Tradespeople.



## Ideas Hub

Dolorpor erferum vendandis quibus ipit  
maiorerit opta am exerum sapernatios et  
plaborro quunt, aut latiur sandaese velland  
andundi omnimos totatem



## Social Media

Dolorpor erferum vendandis quibus ipit  
maiorerit opta am exerum sapernatios et  
plaborro quunt, aut latiur sandaese velland  
andundi omnimos totatem



## Technology

Dolorpor erferum vendandis quibus ipit  
maiorerit opta am exerum sapernatios et  
plaborro quunt, aut latiur sandaese velland  
andundi omnimos totatem





## Photography Rules

When using photography, we need to make sure the image that is being portrayed is accurate and true to life.

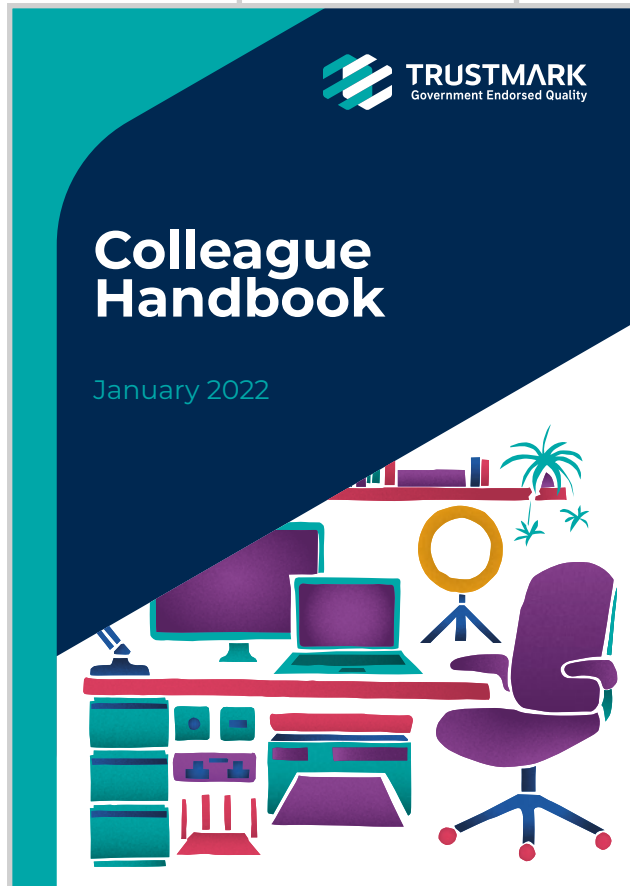
Do not use overly staged images and make sure that they models are not looking directly at the camera.

Please make sure images are compliant with UK Health and Safety regulations and feature activity and materials that are clearly taking place in the UK.

**Please keep in mind to show a broad range of Tradespeople** - for example, age, race, disability, gender etc.



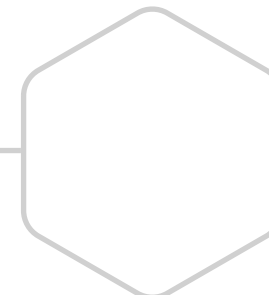
Main Brand colours  
Using Seafoam and Navy  
on front covers keeps  
consistency despite the  
different layout ideas.



Here are some examples of how we could use the core elements shown in the Brand Guidelines to create document layouts with best practices in mind. These are indicative and can be used flexibly to suit the content and size.

## Illustrations

Our TrustMark illustrations also keep consistency of our branding and also is a visual signpost of what the document contains.



## Hexagon Shape

You can see here that the same shape in different layouts can make distinct and unique layouts.



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.

**Thank you.**