

Checkatrade

Member brand guidelines

Edition 1.0



Helping you stay on brand

We know brand guidelines aren't always page-turners, but they're important. Brand consistency makes sure Checkatrade is easily recognisable across all channels and touchpoints.

Welcome

These guidelines can be flexible in certain circumstances. Please get in touch with our brand team at Member.marketing@checkatrade.com for help and advice.

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Use of the Checkatrade logo

The Checkatrade logo is a registered trademark owned by Checkatrade and, since Checkatrade is the best-known sign of quality in the industry*, using the logo is an opportunity for our members to show homeowners that they've passed our rigorous checks and that their work is guaranteed** by us!

8 out of 10 homeowners would choose a tradesperson endorsed by Checkatrade over one that isn't endorsed*, so it's very important to us that only our members use the Checkatrade brand assets to ensure that homeowners are not misled in any way.

Full licence and rights can be found in Your Membership Terms and Conditions which can be found here: <https://www.checkatrade.com/blog/terms-and-conditions/>

Use of Checkatrade brand assets is only permitted to those classified as a Checkatrade member. A member's right to use the Checkatrade branding and logo ceases when the membership is terminated by either party or if the member stops paying for Checkatrade's services.

* Claims are sourced from a survey conducted by Deep Blue Thinking on a nationally representative UK sample in November 2021

** Eligibility criteria and T&Cs apply, more detail can be found at <https://www.checkatrade.com/blog/checkatrade-guaranteed-terms-and-conditions/>





The Checktrade guarantee

We want to help you win more work, so we've introduced the Checktrade guarantee, which acts as a backup for jobs that go wrong.

If an issue can't be resolved following our complaints procedure, our guarantee steps in to help homeowners. It covers them for 12 months, capped at £1,000 and is there to give homeowners peace of mind.

For jobs to be guaranteed, they must be booked through Checktrade, and homeowners must leave you a review, which registers the job with us.

Negative reviews are investigated as part of [The Checktrade Standard](#) and could see you lose your membership. It is your responsibility to resolve complaints with homeowners.

The 'approved & guaranteed' logo can only be used by members who qualify for the guarantee and have up to date Public Liability Insurance. Further eligibility criteria and T&Cs apply and can be found at <https://www.checktrade.com/blog/checktrade-guaranteed-terms-and-conditions/>



Our logos

Approved member

This logo is for our members to use. Talking about the guarantee means using a legal disclaimer. Using this logo allows a member to reinforce that they are Checkatrade approved, and isn't misleading to a consumer.



Approved and guaranteed logos

Our approved and guaranteed logos help reinforce that our tradespeople have passed up to 12 checks, and that their work comes with our guarantee. These logos can only be used alongside the legal disclaimer pointing consumers to our terms and conditions. Please see disclaimer below:

"Further eligibility criteria and T&Cs apply.
Read more at: www.checkatrade.com/guaranteed-terms"



The Checkatrade Standard

You can continue to enjoy this reputation by upholding our six Checkatrade Standards

When you signed up to be a member, you agreed to keep to these commitments

- ✓ Deliver a high quality of workmanship
- ✓ Maintain high standards of personal conduct
- ✓ Work safely, ethically and within your skill set
- ✓ Communicate clearly and honestly
- ✓ Agree costs and contract terms upfront
- ✓ Encourage and welcome customer reviews

These commitments apply to everyone within the business – whether a director, employee, or sub-contractor. Everyone must play a role in upholding our high standards, and failure to comply could lead to suspension or termination of membership.

To download the full PDF that explains all six commitments in detail, along with helpful advice on how to deliver the best service to your customers, **please scan the QR code with your smartphone or visit [Checkatrade.com/standard](https://www.checkatrade.com/standard)**



Checkatrade is all about quality tradespeople, and we want to keep it that way.



Business stationary

Use of Checkatrade on business stationary



Use the Checkatrade approved member logo below your company logo. Use our approved roundel in the bottom right corner of your letterhead at a 3cm diameter.

Checkatrade branding on own business assets

While we love to see our members utilise the Checkatrade branding to share their approved and guaranteed status, it's important that customers are not misled by any of your marketing materials. So, when designing your marketing materials, please make sure your own business branding is clear and more prominent than the Checkatrade branding. This will make sure it's clear that your marketing assets are owned by you.

Good



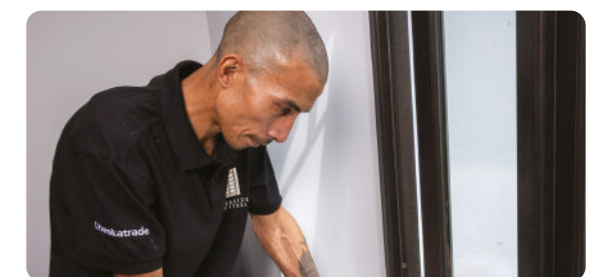
Bad



Using the Checkatrade logo on clothing or alongside other logos



Put logo on opposite breast to business logo at same size.



Alternatively, you can add the Checkatrade logo to your sleeve.

Your new van vinyls

Here are your personal vinyls to showcase your approved membership status, these can be sourced through the Members Area

8 out of 10 people would choose a tradesperson endorsed by Checkatrade compared to one that isn't endorsed*, so display your status as an approved and loyal member with pride.

Offering the Checkatrade guarantee** can help you win more work, so van vinyls are a great way of reminding customers why you're the cream of the crop.

Position guide



Large/medium vinyl Checkatrade vinyl to be placed on side of van.



Small vinyl Checkatrade vinyl to be placed on back door.



Tenure vinyl When you've hit over 5, 10 or 15 years as a Checkatrade member, we'll send you a special vinyl to celebrate your loyalty. These look great on the back of your van and help customers to recognise you as a long-standing member.

Instructions for all sizes

- 1** Please ensure the parts of your vehicle where you are placing the vinyl are thoroughly clean and completely dry. Avoid very hot and very cold days.
- 2** Without removing the backing, position the vinyl in place on your vehicle.
- 3** Tape down one side and along the top, then peel and fold back 10cm of the white backing (from the untaped corner). Then carefully with a credit card, firmly run over the exposed vinyl onto the vehicle. You can then remove the tape and slowly peel back the rest of the white backing, whilst running the credit card over the vinyl, trying hard to avoid air bubbles.
- 4** Finish by peeling off the clear film from the top and going over with a soft cloth.



*Deep Blue Thinking 2021 Trade Perception Survey

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The big no-nos

Please do not break these rules under any circumstances

If you are unsure on anything, please get in touch with the brand team at Member.marketing@checkatrade.com.

Don't rotate the logo on it's side.



Don't use the .com version.



Don't change the colours.



Do not put the master logo onto coloured backgrounds or backgrounds that are busy.



Don't stretch the logo.





Want to chat?

If you would like to chat with us or if you have any questions please get in touch by emailing Member.marketing@checkatrade.com

Checkatrade

www.checkatrade.com

All intellectual property rights, including copyright and all other unregistered and registered intellectual property existing in these Brand Guidelines is owned by or licenced to Vetted Limited (t/a Checkatrade) and any use of such rights not in accordance with these Brand Guidelines or without the permission of Vetted Limited (t/a Checkatrade) would be a breach of our intellectual property.