

## Guidance on the use of the Ark New Home Buyers Consumer Code Logo

This guidance document is for all Consumer Code Members where the logo has been issued and authorised for your use.

### **Purpose**

The Logo provides consumers with a visual guide to identify companies that offer the Ark New Home Buyers Consumer Code (The Code). Code membership is only accepted where members have agreed to be obligated to The Code's requirements. Consumers can therefore have confidence that where the logo is displayed they can expect:

*Fair, reliable services and information*

*To purchase a new home which is constructed to a satisfactory standard and is fit for purpose*

*To purchase a new home which is described in any sales, marketing or specification documents*

*To have the ability to register any complaints regarding the new home to the Code Member*

*That complaints will be resolved in a reasonable timescale*

*To have access to a free dispute resolution service where the complaint can not be resolved*

As the Logo can only be used by Code Members it provides a visual sign consumers can use to identify those companies that adhere to the Code.

This document provides guidance on:

### **Use of the logo**

#### **Conditions of use**

#### **Misuse of the logo**

### **Use of the logo**

Code Members are encouraged to display the Logo where possible to ensure consistent messaging and market the benefits of dealing with an organisation that subscribes to Ark's code of practice.

Displaying the logo alone to refer to a code of practice may not give consumers awareness of the benefits of being a code member or what it offers.

Therefore a written statement should always accompany any documentation where The Code logo is displayed confirming that you will ensure copies of the code and other code publicity material will be made available to individual consumers on request.

This will be made available in alternative formats as appropriate (other languages, Braille and audio) where advisory bodies have indicated, (and provided evidence), that there is specific consumer detriment affecting these groups within the sector covered by the code.

The current Logo shown below is the current version replaces any previous versions:-



**Examples of where the logo could be used are:-**

Sales and marketing material

Promotional material

Advertisements

Websites

Stationary

Display materials

Commercial Vehicles.

## Conditions of Use

1. The logo may only be used by Code Members. It may not be used by affiliates, associated companies, subsidiaries or firms contracted to or sub contracted to the Code Member.

***It is an offence under the Consumer Protection from Unfair Trading Regulations 2008 to claim to be a signatory to a code of conduct where this is not correct, or to display a trust mark, quality mark or equivalent without having obtained the necessary authorisation.***

2. The image should not be altered in any way. The colours should not be altered, shape of the logo not changed or distorted nor additional text added or removed. The logo should not be redrawn in any way.
3. The logo and words on the logo should always be of sufficient size to be legible and clear to see. It should not be distorted or adjusted to fit unsuitable spaces.

4. When used on a website or documents the logo must be linked to the Ark Insurance Group Limited websites Consumer Code page:

[www.arkinsurance.co.uk/code.aspx](http://www.arkinsurance.co.uk/code.aspx)

5. Where possible the logo should be placed with other logos of accreditation if applicable, and not with other advertising logos, so as not to associate or infer a relationship between Ark Insurance Group Limited and any other body or organisation.
6. The logo should not be used to imply endorsement by Ark Insurance Group Limited to a Code Members financial stability or the safety or suitability of goods, products or services.
7. The logo should not be used in a way that is not in line with the scope of The Code or brings Ark Insurance Group Limited into disrepute.

## Misuse of the Logo

Authorisation for use of the logo will be withdrawn immediately for any Code Member found to be using the logo not in accordance with the conditions of use as stated in this guidance document. You will be notified in writing where authorisation has been removed.

Authorisation to use the logo is a condition of membership. Where membership has lapsed, been cancelled or withdrawn authorisation ceases from that date.

Serious misuse of the log may lead to disciplinary action. Ark Insurance Group Limited may refer non-compliance of use of the logo to the disciplinary and sanctions panel.

Where code membership has ceased the member shall have not more than 28 days to return or destroy all uses of the approved code logo on all materials, vehicles, premises or other outlets.