




# Seal of Approval: Rules of Use

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## An introduction

SafeContractor actively encourages its **accredited** members to use the SafeContractor seal of approval on their documentation and marketing material. To allow contractors to do this we have produced this guidance document as a point of reference.

We allow flexibility in the way the seal of approval can be used. However, these rules are intended to maintain consistency regarding its use, and to prevent any misuse.

Please note, these rules must be respected and followed as a condition of using the SafeContractor seal of approval. Any amendments to these rules will be communicated to you.

## The seal of approval

This is the primary seal of approval, which should always be used:



The seal is also available in transparent (white), black and greyscale on request:



## Misuse of the seal

The overall appearance of the SafeContractor seal of approval should not be misinterpreted, modified or added to. Do not redraw, adjust or modify it in any way. It should only be reproduced from the official artwork provided.

The SafeContractor seal demonstrates to clients and the public that the contractor's health and safety policies have been assessed and approved by SafeContractor.

**The seal must only be used by fully accredited members.**

## Minimum size

The SafeContractor seal of approval should not be used smaller than 15 x 15mm.



Minimum size

## Contractor primary palette

The SafeContractor seal of approval must always be reproduced in the primary colour palette:

Item Colour	Pantone	CMYK	RGB
Seal - Dark blue	2955C	95 75 35 31	#1A3D60

## The seal can be used in the following ways:

- on your company's stationery, exhibition stands, website and vehicle livery
- in your promotional literature



## Contact us

Please contact the SafeContractor Membership Services team directly for:

- the most up-to-date logo artwork
- vehicle stickers

E: [sc.enquiries@alcumusgroup.com](mailto:sc.enquiries@alcumusgroup.com)

T: **02920 266 749**

The SafeContractor seal of approval must only be reproduced from the originals provided to you upon accreditation.

The logo will be provided to you in JPEG format. If you require a PDF, EPS or PNG version of the logo please contact [marketing@alcumusgroup.com](mailto:marketing@alcumusgroup.com). Applications for use of the logo outside of these rules and restrictions must be made in advance by contacting [marketing@alcumusgroup.com](mailto:marketing@alcumusgroup.com).

For further details, please refer to the terms and conditions found on the SafeContractor website [www.safecontractor.com](http://www.safecontractor.com).

