

## Guidance on the use of the EVCC Logo

### Who is this guidance for?

This guidance describes how you can obtain and use the Electric Vehicle Consumer Code for Home Chargepoints (EVCC) logo (Logo). It is relevant to all EVCC member businesses (EVCC Members).

### 1: Introduction

The Logo provides consumers with a quick and meaningful way to identify businesses that offer a high level of service and specific guarantees as set out in the EVCC.

Because the Logo can only be used by EVCC Members it is the visual signal consumers can use to identify those businesses that adhere to the EVCC. The Logo gives EVCC Members a clear and distinctive identity that sets them apart from others in the small-scale generation market that have not signed up to follow the EVCC.

EVCC Members are encouraged to display the Logo. It is important that it is used consistently to make sure consumers are given clear messages about both the EVCC and EVCC Members.

This document provides guidance on:

- what the EVCC says about the use of the Logo
- how the Logo can be used
- misuse of the Logo
- what will happen if the Logo is misused.

### 2: What the EVCC says

The EVCC states:

“EVCC Members may only use the EVCC logo in relation to products covered by the Code and strictly in line with the Terms and Conditions of Membership and the latest version of any Guidance on the use of the logo issued by the Code Administrator from time to time and published on its website which can be found here: <https://www.electric-vehicle.org.uk/the-code>”

EVCC Members are therefore required to comply with these guidelines as a condition of Membership. Misuse of the Logo may result in withdrawal of permission to use it, as well as other disciplinary action.



### 3: Use of the Logo



This is the current Logo and replaces any previous versions.

You can obtain high resolution images of the Logo in colour and in black and white by contacting EVCC at [info@electric-vehicle.org.uk](mailto:info@electric-vehicle.org.uk).

#### 3.1 General use

As a EVCC Member you are encouraged to use the Logo on your public-facing publicity material. For example, you can use the logo on:

- stationery
- promotional material
- advertisements
- websites
- name plaques
- display material
- commercial vehicles.

#### 3.2 Conditions of use

a) The Logo may only be used by EVCC Members. It may not be used by affiliates of EVCC Members, firms sub-contracting to or from EVCC Members or firms providing leads to or taking leads from EVCC Members, unless those firms are themselves EVCC Members.

***It is an offence under the Consumer Protection Regulations 2015 to claim to be a signatory to a code of conduct when the trader is not or to display a trust mark, quality mark or equivalent without having obtained the necessary authorisation.***

b) The image should not be altered in any way. For example, the colours should not be altered and the shape of the logo should not be distorted (see 4: Misuse of the Logo for more on this).

c) The Logo can be used in the colours shown or in black and white.

d) There is no prescribed exact minimum size for the Logo but the words 'CODE FOR HOME CHARGEPOINTS' must always be legible. In practice, this means that the Logo cannot be used effectively if the width is less than around 25mm from the 'C' to the edge of the green square.



- e) When used on a website the Logo must be linked to the EVCC website and, preferably, to the EVCC itself.
- f) The Logo should be given adequate space and it is good practice to allow a 6th of the overall width of the logo as white space surrounding the logo. For a 10cm logo this would be 1.5cm.

#### 4: Misuse of the Logo

- a) The Logo should not be distorted or adjusted to make it fit unsuitable spaces. Always use the files supplied and do not re-draw the images in any way. These are examples of unacceptable distortion:



- b) The size of the Logo should be increased if the words 'Consumer Code for Home Chargepoints' are not legible. For example:



- c) The Logo should not be squeezed into a small area with a range of other logos. In particular, it is confusing to place a range of unconnected logos next to each other and reproduce them in a way that makes text illegible. An example of this comes from the website of a Code Member.



- d) Where possible, the Logo should be grouped together with other logos of accreditation or certification, such as MCS and Competent Persons Schemes and not with the logos of manufacturers or other logos that are more akin to pure advertising.



e) The Logo should not be used in a way to imply endorsement by the EVCC of a member's financial stability or the safety or suitability of specific goods. Nor should the Logo be used in a way that is not compatible with the scope of the EVCC.

## 5: Termination

As stated above, compliance with these guidelines is a condition of membership. Serious misuse of the Logo may lead to disciplinary action. The Renewable Energy Assurance Ltd, the administrator of EVCC, is entitled to refer to the Non-Compliance Panel any EVCC Member in the event of conduct which, in its opinion, brings the EVCC into disrepute.



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