

# A guide to using the OFTEC logos for registered heating businesses



## The OFTEC logo – a valuable property worth protecting

The OFTEC logo is a valuable marketing tool. It is used to identify OFTEC's core activities and the businesses registered with its competent person registration scheme. It is closely associated with OFTEC's promotion of excellence in heating.

The investment in the reputation of the OFTEC brand has been built up over many years and is widely recognised by industry, government and consumers. This investment must be respected and protected for the continued benefit of all those who use the brand. We insist that the rules contained in this guide are followed wherever an OFTEC logo is used.

## Who can use it

Registered businesses are permitted to use the OFTEC logo for the duration of their registration, providing they follow the rules governing its use. If their registration lapses or is withdrawn, the business immediately loses the right to use the OFTEC logo and must remove it at once from all their business materials. OFTEC monitors the use of its logo carefully and will take action against anyone using the logo incorrectly or without permission.

## The right logo for you

OFTEC offers registration across a range of heating technologies, including oil, solid fuel and renewables. Because of this, four logos have been developed for use by registered businesses. Registered businesses using older versions of the OFTEC logo don't have to switch, but only the versions below are now supplied.

## The core logo – registered heating business

This logo is designed to be used by all OFTEC registered businesses and can be displayed irrespective of the scope of registration held. Electronic copies of this logo are available free of charge. You will receive a vehicle sticker in your welcome and renewal packs, additional stickers can be obtained free from the registration team.



## Additional logo options

Three additional logo designs have been created for businesses that wish to highlight that they work with a particular heating technology. These logos are supplied on request to businesses that hold appropriate registration and can be obtained by contacting OFTEC's marketing team. They can be used individually or together to emphasise the scopes of registration held.



## Special purpose logos

OFTEC has created special versions of its logo for businesses that hold Electrical Part P or Microgeneration Certification Scheme registration through OFTEC, and these are supplied free of charge. Please contact our marketing team for details.





## Logo formats

The logos are supplied in two formats, indicated by the .PNG and .EPS suffix. The logos look similar but are designed for different purposes. **Please read the following carefully before using them:**

The PNG version of the logo is supplied in the RGB colour format and is designed for electronic use such as on websites and other digital media. It can also be used in word processing software such as Microsoft Word. The PNG version of the logo can be made smaller but must never be enlarged.

The EPS version of the logo is supplied in the CMYK colour format. This logo is a 'vector graphic' which means it will reproduce well at any size. It is designed for printed applications such as stationery, leaflets and vehicle livery. Please note that, because this logo is designed for use on professionally printed material, it will not display correctly when used in software such as Microsoft Word.

## General usage guidelines

### Backgrounds

All logos are reproduced with a white 'keyline' and so will display equally well on light or dark backgrounds (see example).



### Boundaries and spacing

You must allow clear space between the OFTEC logo and other design elements. The minimum clear space should be equal to 'X' shown right. Logos can be placed together either above, below or alongside each other providing the minimum spacing is retained.



### Distortion and logo integrity

The OFTEC logos should never be distorted or modified in any way and the positioning, style and colour of the individual elements of the logo must not be altered. Please keep in mind that the OFTEC triangle is a registered trademark and that only artwork supplied by OFTEC should be used.



### Colour references



**Pantone: 1495 C**  
C 0 R 247  
M 53 G 141  
Y 94 B 40  
K 0



**Pantone: 200 C**  
C 16 R 195  
M 100 G 32  
Y 86 B 51  
K 6



**Pantone: 300 C**  
C 100 R 0  
M 62 G 92  
Y 6 B 185  
K 0.3



**Pantone: 375 C**  
C 46 R 151  
M 0 G 201  
Y 100 B 61  
K 0



**Pantone: 356 C**  
C 95 R 0  
M 0 G 121  
Y 100 B 64  
K 27

## Contact us

Digital downloads of the registered heating business logo are available from the technician area of the OFTEC website.

If you have any queries about OFTEC registered business logos or would like to request a particular scope option please contact OFTEC's marketing team on [marketing@oftec.org](mailto:marketing@oftec.org) or 01473 626 298