



APPROVED
OPERATOR

ARCO Approved Operator Brand Essentials

Guidance for Approved Operators

- 03** | Use of the ‘Approved Operator’ logo
- 04** | What the ARCO Consumer Code says
- 07** | Publicising one’s status as an Approved Operator
- 06** | How the logo can be used
 - 07** Colours
 - 08** Logo on backgrounds
 - 09** Logo minimum size
- 10** | Misuse of the logo
- 12** | Logo artworks
 - 12** Reproducing our logo
 - 13** Index

03 | Use of the ‘Approved Operator’ logo

Approved Operators, as described by the ARCO Consumer Code, may use the ARCO Approved Operator logo at their registered communities, on their websites, and in their marketing materials. The Approved Operator logo provides consumers with a quick yet meaningful way to identify retirement communities that offer a high level of service as articulated by the ARCO Consumer Code.

Please see ARCO Brand Essentials for ARCO’s overall brand guidance and advice on the use of the standard ARCO logos. This document provides guidance solely on the Approved Operator logo and language in terms of:

- What the ARCO Consumer Code says
- Publicising one’s status as an Approved Operator
- How the Approved Operator logo can be used
- Misuse of the Approved Operator logo

We reserve the right to update ARCO logos and this brand guidance at any time and will communicate any changes made.

For more information or for any other queries, please contact ARCO on **020 3697 1204** or **info@arcouk.org**



04 | What the ARCO Consumer Code says

Section 10 of the ARCO Consumer Code: Promoting the Code, states:

- 10.1** We will inform consumers that we aim to comply at all times with this Code and will make them aware of its benefits. In particular, we will:
- Display the ARCO Approved Operator certificate at our registered retirement communities.
 - Display the ARCO Approved Operator logo in marketing materials, as appropriate.
 - Make the Code available via our website.
 - Make hard copies of the Code available to customers and residents, free of charge.
 - Raise awareness of the Code among residents at our communities.

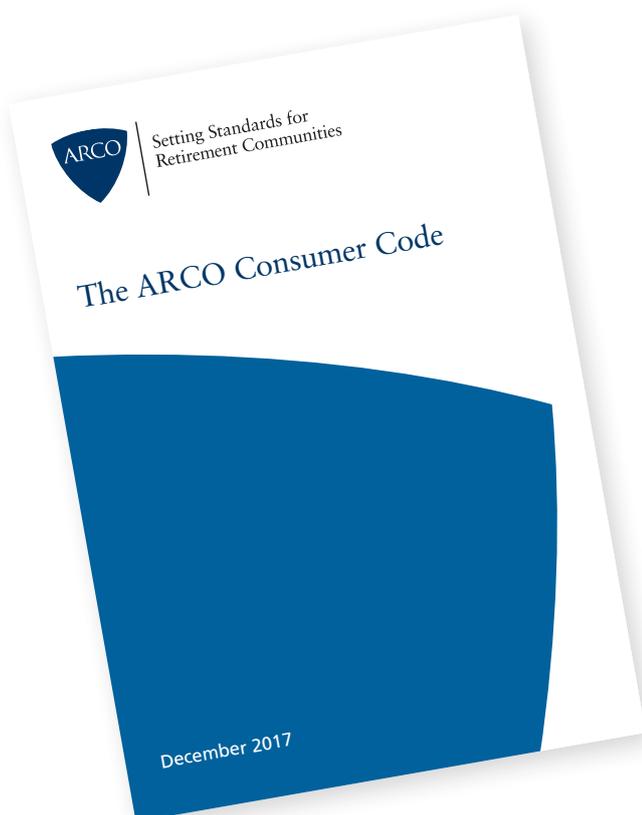
Certification

Members will have been supplied with certificates for all ARCO-registered communities. These must be displayed at each registered community, whether or not it has itself been assessed (approval relates to the operator, not specific communities).

Logos

All other uses of the three standard ARCO logos or the Approved Operator logo are optional and at the discretion of the member (within the limitations set out below). However, members are encouraged to display both the ARCO logo and the Approved Operator logo wherever appropriate. In particular, the Approved Operator logo should be used consistently to ensure that consumers are given clear messages about the Consumer Code and Approved Operators.

Because the logo can be used only by full ARCO members/Approved Operators (members who have achieved compliance on at least one full assessment) it is a visual signal consumers can use to identify those communities that are committed to complying with the Code. The logo gives Approved Operators a clear and distinctive identity, which sets them apart from others in the retirement housing and housing-with-care markets.



05 | Publicising one's status as an Approved Operator

When becoming an Approved Operator for the first time, or being re-approved in subsequent years, members may wish to publicise this to residents, stakeholders, and/or the media. When doing so, members should ensure that the communications follow the guidelines laid out below.

Signing up to the Code means that members must seek to comply with the Code for the communities they have registered with ARCO. The Code assessments and standards framework are ongoing processes, meaning that only a sample of communities will be assessed every year. This means, of course, that ARCO cannot certify that Approved Operators are fully compliant with the Code at all times, and across all communities – indeed, to do so would be misleading, and none of us would want to risk giving the wrong impression.

Therefore, members must *not* use statements such as:

- ✗ *"All of our communities comply with the ARCO Consumer Code"*
- ✗ *"We comply fully with the ARCO Consumer Code"*
- ✗ *"We abide by the ARCO Consumer Code"*

Instead, members *should* use statements such as:

- ✓ *"As Approved Operators, all the communities that we have registered with ARCO seek to adhere to the principles laid out in the ARCO Consumer Code."*
- ✓ *"We aim to operate our retirement villages according to the principles laid down in the ARCO Consumer Code."*
- ✓ *"As an Approved Operator, we aim to comply with the ARCO Consumer Code."*
- ✓ *"As an Approved Operator, we have signed up to the ARCO Consumer Code, and aim to ensure compliance with the ARCO Consumer Code in the operation of our extra care communities."*

Members should also avoid making statements about ARCO *"ensuring"* or *"being responsible for"* high standards. ARCO seeks to raise and maintain standards among its members; however, ARCO cannot ensure those standards are met at all times, and members are themselves responsible for the quality of their services.

Any concerns over the use of logos and associated text will be raised as part of assessments under the ARCO Consumer Code. Any queries about brand usage can be raised during the assessment process.

06 | How the logo can be used

Members are encouraged to use the logo on their public-facing publicity material, for example:

- ✓ Promotional material
- ✓ Display materials
- ✓ Advertisements
- ✓ Websites
- ✓ Annual reviews
- ✓ Press releases

References to being an ARCO approved Operator or logo use in other materials should be checked with ARCO prior to publication, including but not limited to research reports and other formal publications.

Conditions of use

The logo may be used only by Approved Operators that have been confirmed as such by the ARCO Standards Committee. It may not be used by any associates of Approved Operators, firms sub-contracting to or from Approved Operators, or by parent or subsidiary companies, unless those firms are themselves Approved Operators.

It is an offence under the Consumer Protection from Unfair Trading Regulations 2008 to claim to be a signatory to a code of conduct when this is untrue, or to display a trust mark, quality mark or equivalent without having obtained the necessary authorisation.

When used on a website the logo should be linked to the ARCO website and, preferably, to the Consumer Code page (<http://arcouk.org/consumercode/>).

Examples of appropriate text to appear on a webpage (e.g. an 'About us' page) to inform consumers and others about ARCO and approval would be:

- ✓ *"Associated Retirement Community Operators Limited (ARCO): ARCO represents retirement community providers in the UK. It aims to promote confidence in the sector and to ensure that all its members provide a high-quality service to customers and residents. As Approved Operators, we seek to comply with the ARCO Consumer Code at all the locations we have registered with ARCO."*
- ✓ *"We are members of the Associated Retirement Community Operators (ARCO). We aim to operate all of our retirement communities according to the principles laid down in the ARCO Consumer Code. The Code sets high standards for operators and provides a benchmark for good practice."*
- ✓ *"Associated Retirement Community Operators Limited (ARCO): The ARCO Consumer Code sets high standards for operators in the retirement community sector and provides a benchmark for good practice. The Code indicates what customers and residents can expect of us. You can read the Code by clicking here and there are copies at our communities. We display the Approved Operator certificate at our ARCO-registered communities and draw the Code to the attention of our residents."*

07 | How the logo can be used: Colours

The ARCO Approved Operator logo has been carefully designed and incorporates three main elements – the shield, bespoke logotype and title. The relationship between these is carefully considered and fixed. The logo can only be reproduced in blue or black, and on coloured or neutral backgrounds respectively.

We prefer the colour logo to be used wherever possible. If you are printing in four-colour process, you must always use our blue colour or mono logos. However, the mono version may be used where printing is limited to black, or, when it best compliments your communications.

Where possible, always allow a clear surrounding area void of any other graphic or text elements, to give the logo more prominence and visibility.

The white holding line around the shield (on background colours) is incorporated on the appropriate artworks. The logo should not be altered in any way. Always ensure the logo reproduces accurately from the correct artwork supplied.

Situations may occur when you are printing special corporate colours (for example, stationery), and black is not an option. **Only** in this circumstance can the logo be reproduced in one of your corporate colours, preferably the one that is darkest.

Colour and mono logos on white background



Examples of logo on blue, black and contrasted neutral backgrounds



08 | How the logo can be used: Logo on backgrounds

We want to ensure that our Approved Operator logo is not compromised, or is in conflicts with any other branding or graphics. When used on different background colours it must appear in its own white panel. The white panel is proportionately larger than the logo, from the centre, by 120% wide and 120% high.

We prefer the colour logo to be used wherever possible. If you are printing in four-colour process, you must always use our blue colour or mono logos.

However, the mono version may be used where printing is limited to black, or, when it best compliments your communications.

Constructing the white panel



Different background colours



Any background colour



Photographic or complex backgrounds



Mono logo on solid black or tinted background

09 | How the logo can be used: Logo minimum size

We have established a minimum size for consideration when the logo is reproduced in smaller sizes, to ensure that all the elements are reproduced as clearly as possible.

This size is a guide only and dependant on the accuracy and quality of the reproduction process that you intend to use. Reproduce the logo at larger sizes wherever possible, but never smaller than the recommended minimum size.



13mm

10 | Misuse of the logo

Here are some common examples of what not to do with our Approved Operator logo.



Do not change the colour of the logo at any time.



Do not distort the logo in any way.



Do not add any other graphic element or contain the logo in any other shape.



Do not alter any colours.



Do not alter or change the logotype in any way or at any time.



Do not alter the relationship between the shield and logotype.



Do not use the logotype alone without the shield.



Do not change the colour of the holding keyline.



Do not add any captions of your own.



Do not alter the proportions of the white panel.



Do not use the logo without the white panel



Do not create a different white panel.

11 | Misuse of the logo

Where the logo is grouped with others it should, wherever possible, be grouped together with other logos of accreditation or certification, such as Care England or ARHM and not with logos of organisations that are more akin to pure advertising.

The logo should not be used inappropriately or inaccurately to imply endorsement by ARCO of an organisation, service, or product. Members who misuse the logos, misrepresent their relationship with ARCO, or bring ARCO into disrepute may face disciplinary action. Examples of unacceptable usage of any of the ARCO logos could include:

- ✗ Using any ARCO logo on contractual documents (leases, tenancy agreements, care agreements, reservation forms, memoranda of sale, invoices, etc), as consumers could mistakenly infer that ARCO has specifically approved such documents.
- ✗ Using the logo on materials relating to communities that are operated by the member but are not themselves registered with ARCO.
- ✗ Failing to make it clear on a website that ARCO membership, and approval, relates only to the specific communities that have been registered with ARCO.
- ✗ Using the logo on materials that are outside the scope of the Consumer Code (e.g. employee handbooks, health & safety policies, restaurant menus).
- ✗ Allowing property agents to put the logo on advertisements for properties available at communities registered with ARCO, as consumers could mistakenly infer that the agents are themselves registered with ARCO.

Termination

Compliance with these guidelines is a condition of membership. Serious misuse of the logo or bringing the Approved Operator logo into disrepute is an issue of Code Compliance and will be addressed by the Standards Committee.

Should a member leave ARCO and/or their Approved Operator status be removed, the member must remove all references to being an ARCO member/Approved Operator from websites and other materials, and destroy their ARCO certificates.

12 | Logo artworks: **Reproducing our logo**

To maintain the quality and consistency across all applications the logo must be reproduced correctly from the appropriate master artwork supplied. Certain reproduction techniques have their limitations, for example; office quality printers, embroidery, screen printing or viewing on screen. As a general rule, vector files are the most accurate and precise for reproduction and available in EPS or PDF formats.

Rasterised files such as JPEG or PNG formats are more commonly used in office application software or screen based applications.

Shown below are the main differences between the formats.



Vector files (EPS and PDF)
Image remains pin sharp and does not deteriorate. It is scalable.



Rasterised files (JPEG and PNG)
Image is pixelated and loses quality at large sizes. It is NOT scalable.

13 | Logo artworks: Index

There are various logo artworks available in different formats, for different applications. To ensure consistency, always use the correct format.



APPROVED
OPERATOR

Colour logo



APPROVED
OPERATOR

Mono logo



Reversed logo

OFFICE_MS APPLICATIONS

CMYK

- ARCO_AO logo_CMYK_aw.jpg
- ARCO_AO logo_CMYK MONO_aw.jpg

RGB

- ARCO_AO logo_RGB_aw.jpg
- ARCO_AO logo_RGB MONO_aw.jpg

PRINT_HIGH QUALITY

EPS_vector

- ARCO_AO logo_CMYK_aw.eps
- ARCO_AO logo_CMYK MONO_aw.eps
- ARCO_AO logo_PMS_aw.eps

PDF_vector

- ARCO_AO logo_CMYK_aw.pdf
- ARCO_AO logo_CMYK MONO_aw.pdf
- ARCO_AO logo_PMS_aw.pdf

REVERSED

- ARCO_AO logo_REVERSED_aw.eps
- ARCO_AO logo_REVERSED_aw.pdf

SCREEN_RGB

EPS_vector

- ARCO_AO logo_RGB_aw.eps
- ARCO_AO logo_RGB MONO_aw.eps

PDF_vector

- ARCO_AO logo_RGB_aw.pdf
- ARCO_AO logo_RGB MONO_aw.pdf

PNG_rasterized

- ARCO_AO logo_RGB_aw.png
- ARCO_AO logo_RGB MONO_aw.png

REVERSED

- ARCO_AO logo_REVERSED_aw.png

For any enquiries regarding artwork or usage of our logos,
please contact us on **020 3697 1204**
or **info@arcouk.org**

