



APPROVED CODE SCHEME (ACS) SPONSOR TOOLKIT

Quick Start Guide: Using Your Assets

Your role matters

As a Code Sponsor of the Approved Code Scheme (ACS), operated by Chartered Trading Standards, you help raise standards across your sector and give consumers confidence in who they buy from.

This toolkit has been designed to help you further promote the ACS.

With all code members and ACS working together to consistently promote the scheme, we will amplify our individual voices to **strengthen trust, credibility**, and the **value** of the code.

YOUR ASSETS

Logos

- Please download the ACS logos [here](#).
- Please follow the how to use the ACS logo guidelines [here](#).

Full-Colour (ACS Pink, Purple and Green on White Background)



Mono (i.e. single colour) - Black



Reverse Out - White



ACS Core straplines

“Raising standards, protecting consumers.”

“The mark of businesses you can trust.”

Explainer slides

Use for: Presentations, sales decks and onboarding of new members. [Download here.](#)

- Drop the ready-to-use slides into your presentations to explain your organisations relationship to CTSI and raise your profile as an ACS Code Sponsor



Boilerplate text

Use for: All communications about the ACS including your website, brochures, email footers, newsletters and social posts. [Download here.](#)

- Add to, or update, your website homepage, about page, and code pages
- Use consistently across documents
- Select footer/ short / medium / long versions as needed

Social templates

Use for: LinkedIn, X, Facebook, Bluesky, Instagram. [Download here.](#)

- Post about ACS 1–2 times per month
- Adapt with your own updates and member stories



FAQs document

Use for: internal teams. [Download here.](#)

- Share with sales, marketing, and support teams
- Build confidence when explaining ACS and CTSI.

For additional support with this guide, please contact
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