

# Regulated by CQC graphics

The 'Regulated by' promotional graphics were developed to enable providers to promote their registration with CQC. They are an optional **additional** product and are **not** mandatory.

However, there is a [legal requirement to display the current quality rating](#) of either: outstanding, good, requires improvement or inadequate. This is to help people who use services and the public to check the quality and safety of care provided.

Before you use these graphics please read the following guidance and the [terms and conditions for providers using promotional graphics](#).

## Who can use these graphics

All health and social care providers that are registered and regulated by CQC may use either of the 'Regulated by' graphics to show that they are legally registered and inspected under the Health and Social Care Act 2008. These graphics are particularly useful for providers that have either not yet been inspected and rated, or providers that do not receive a rating (for example, primary care dental providers).

You can promote your registration with CQC by using the graphics either as a digital 'button' on your website and/or email footer that can be hyperlinked to CQC's website, or on printed promotional material.

## How to use them effectively online

All providers can display either the purple or white 'Regulated by' graphic anywhere on a website, for example at the bottom of a homepage alongside other marks of quality.

You can also display either graphic in the footer of your email templates or in social media posts.

Whatever digital platform you use, people need to be able to click on the 'Regulated by' graphic to link to CQC's homepage ([www.cqc.org.uk](http://www.cqc.org.uk)).

## Format and size

Use the JPG file format (.jpg) for digital and web-based platforms, including websites and social media sites. The artwork files should be used as a complete 'block' and should not be amended or distorted in any way.

These graphics should be no smaller than 135 x 65 pixels.

## Printed material

You can use either of the 'Regulated by' graphics on your printed promotional material – such as brochures, posters, leaflets, flyers, advertisements in local media or corporate stationery.

## Reproduction, format and size

To ensure high-quality print and colour reproduction it's essential that you download the official artwork from our website. For high-quality lithographic printing, use the encapsulated postscript (.eps) file.

The logo files should be used as a complete 'block'. Please do not recreate, manipulate or alter any element of the graphic.

Make sure that you reproduce the graphics at the minimum printed size of 25mm wide.

You must also follow colour breakdowns consistently. Different printing processes and paper stocks will give slightly different results. Always use an up-to-date Pantone colour chip to match these colour specifications as closely as possible. Designers and printers can help with Pantone colours. You can also reproduce the graphics in black and white.

For lithographic print production, use the CMYK breakdowns (C = cyan, M = magenta, Y = yellow, and K = black). For setting the colour on a screen, the RGB colour system (Red, Green, Blue) shows the breakdown for the percentages of red, blue and green. For general office use we suggest you use .jpg format, which will work both on screen (MS Word, PowerPoint) and for printing to office laser or inkjet printers.

### **Purple (PANTONE 519C)**

- C: 67
- M: 100
- Y: 30
- K: 10
  
- R: 109
- G: 39
- B: 106

## **Promoting further information about CQC**

It's important that people who use your services can understand the importance of your registration with CQC and why we regulate health and adult social care providers.

We encourage all registered providers to promote CQC's website. If you have an 'about us' page on your website, you can include a brief explanation about CQC using the text below. It should finish with the link to our homepage.

“The Care Quality Commission (CQC) is the independent regulator of health and adult social care services in England. Its purpose is to work together with the public, systems and providers of care to protect people, and to promote and improve the quality of care. If a service needs to improve, CQC will take action to make sure this happens. Find out more on the [CQC website](http://www.cqc.org.uk)" (www.cqc.org.uk).

We provide leaflets that tell people what to expect from a good health or care service. You can order these from our website and display them in your premises, in welcome packs and in any other appropriate ways.

[Order print publications](#)

## Download the graphics

For specific requirements and graphics to download for banners see [creating promotional banners and boards](#).

[Download the 'Regulated by' graphics for providers \(JPGs\)](#)