Promotional graphics for providers

This guidance will help you to choose the right graphics for your organisation and use them properly. Please follow it carefully.

The Care Quality Commission logo is a registered trade mark (registered with the Intellectual Property Office, registration number No.UK00003617316). This means its use is protected and it's important that you use it correctly.

Registered health and care providers should always use the official promotional graphics to show that they are regulated – not just the CQC logo on its own.

What these graphics are for

Our promotional graphics are optional to display alongside a rating of either good or outstanding, or to promote that you are regulated by CQC; they are not mandatory.

We encourage registered care providers to promote your registration with CQC and, where appropriate, your quality ratings to the public and people who use services.

To help you do this, you can use our graphic elements in different ways – both digitally on websites and in print. They enable you to display the regulator's logo in an official and recognised way. If used online, the graphics will also link to CQC's website, where visitors can read your assessment reports and more information about your registration.

Note: although these graphics are not mandatory, there is a legal requirement to display your 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.

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).

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" (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)

Good or outstanding rating graphics

The promotional rating graphics were developed to enable providers to promote their good or outstanding rating. 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

If you have achieved a CQC rating of either good or outstanding, be proud of this and communicate it!

To promote a rating at either service, location or provider level, you may use the relevant graphics on your website, or appropriately in print.

These graphics must only be used for the specific provider, service or location that they relate to. For example, an NHS trust with a rating of good or outstanding at service or location level cannot use this to imply that it covers the whole trust at overall provider level.

Similarly, if you are a larger corporate care home provider and one of your care homes was rated as good or outstanding, you must make clear that the rating only applies to that particular home/location – not the provider company as a whole. If you are re-inspected and do not receive a good or outstanding rating, you must stop using these graphics.

How to use them effectively online

The 'good' and 'outstanding' ratings graphics must be displayed on an appropriate webpage so that they refer to the correct location or service. You must not use the rating graphics inappropriately, for example if it appears to refer to the overall provider rather than an individual location or service.

If you need advice about using the rating graphics, email webteam@cqc.org.uk.

Linking to CQC's website

Registered service providers have 2 types of pages on our website: the provider page and location pages.

- **The provider page** is the page for the organisation that runs the service, such as an NHS hospital trust or a company that runs care homes.
- **The location (or 'premises') page** is the page for the place where services are delivered. This might be a hospital, a care home or a GP surgery. All the locations that a provider runs are listed on its provider page.

Whatever digital platform you use, people need to be able to click the 'good' or 'outstanding' graphics to link to the appropriate CQC webpage for that specific service or provider. For example, if the rating refers to a specific hospital, it should link to the hospital's location page. Or if it refers to a whole organisation, it should link to the organisation's provider page.

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.

The graphics should be no smaller than 175 x 125 pixels. Please don't include any 'rollover' action.

Printed material

If you use either of the 'good' or 'outstanding' graphics on printed material, you must be aware that your rating can change after an inspection, and it is misleading to display an incorrect rating. To avoid printing a large quantity with an outdated rating, it might be more cost effective to use the 'Regulated by' graphic.

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.

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

Green

- C: 76
- M: 21
- Y: 100
- K: 7

- R: 69
- G: 143
- B: 0

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" (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.

Download the graphics

For specific requirements and graphics to download for banners see creating promotional banners and boards.

Download the inspected and rated good or outstanding graphics (JPGs)

Creating promotional banners and boards

If you have been rated as either good or outstanding at service, location or provider level, you may use the relevant graphics in a printed banner, which you can display at an appropriate place. These graphics must not be passed on to any other organisation and can be used for the specific services/locations they relate to only. For example, an NHS trust with a rating of good or outstanding at service or location level cannot use this to imply that it covers the whole trust at overall provider level.

Similarly, if you are a larger corporate care home provider and one of your care homes was rated as good or outstanding, you must make clear that the rating applies to that specific home only – not the company as a whole. This is why it's important to include the name of the location.

If you are re-inspected and do not receive a good or outstanding rating, you must stop using these graphics.

What you must include

If you print a large banner, there are 4 elements that you must include. These are required to show your rating properly:

1. The name of the organisation exactly as it appears on your CQC web page. If it's an individual care home or hospital, you must use this location name – not the overall provider's name.

2. The appropriate CQC rating graphic for good or outstanding.
3. The date your inspection report was published on your provider or location page on CQC's website.
4. The graphic 'Inspected and rated by Care Quality Commission'.

All these graphics are supplied as EPS files to ensure a high quality when printing in a large size. They come with a transparent background, which you can drop onto either a white or a purple background, depending on the chosen design of your banner. The graphics are not shown to scale – this depends on the overall size of your banner.

You can also add your provider organisation's logo if you have one – this is optional.

Your printed banner can be any size or dimension, so long as it includes the required 4 elements listed above and uses the correct graphics that CQC supplies. We don't specify a particular font to use for the name of your organisation.

The image below gives you an idea of the type of banner you can create.

Preferred layouts for banners

We don't specify a particular design format, but the following are 2 examples of our preferred layout that include the 4 required elements. They show a choice of either a white or a purple background.

Banner on a white background

You must include the following 4 elements on a banner:

1. The name of the organisation exactly as it appears on your CQC web page. If it's an individual care home or hospital, you must use this location name – not the overall provider's name. Make a purple lozenge shape here with rounded corners if possible and white text.
2. The appropriate CQC rating graphic for good or outstanding.

3. The date your inspection report was published on your provider or location page on CQC's website.
4. The graphic 'Inspected and rated by Care Quality Commission'.

Banner on a purple background

Make a purple lozenge shape background, with rounded corners if possible. You must use the following 4 elements on the banner:

1. The name of the organisation exactly as it appears on your CQC web page. If it's an individual care home or hospital, **you must use this location name** – not the overall provider's name.
2. The appropriate CQC rating graphic for good or outstanding.
3. The date your inspection report was published on your provider or location page on CQC's website.
4. The graphic 'Inspected and rated by Care Quality Commission'.

Colour breakdowns for printing banners

When creating a banner, use these colour breakdowns:

Purple lozenge background (PANTONE 519C)

- C: 67
- M: 100
- Y: 30
- K: 10

- R: 109

- G: 39
- B: 106

Green good and outstanding ratings background

- C: 76
- M: 21
- Y: 100
- K: 7

- R: 69
- G: 143
- B: 0

Download our graphics for banners

Download the promotional banner graphics for providers (EPS)

Terms and conditions for providers using promotional graphics

You are permitted to use CQC's promotional graphics on the understanding that you will use and reproduce them only as described in this guidance and that you agree to the following terms and conditions:

1. The organisation that displays the graphics must be a health or adult social care provider that is registered and regulated by CQC.
2. The graphics must only be used for the following purposes:
    - To enable registered providers to promote their registration with CQC.
    - To enable registered providers to promote their CQC rating of either good or outstanding **in addition to** the legal requirement to display these ratings on their website or on a poster at premises.
    - To raise awareness of CQC and its regulatory role, and to help the public to find out about and choose health and care services.
3. Only the official artwork files available to download from CQC's website must be used.
4. The graphics must be reproduced according to the guidelines and must not be re-created, distorted or manipulated in any way. The words 'Regulated by' must not be altered to an incorrect term such as 'accredited' or 'endorsed'.
5. The graphics must be used in the following ways only:
    - Digitally: on a provider's website, intranet, email, newsletters or other online communications.
    - Print: for example on newsletters, staff or corporate magazines, brochures, letterheads, banners for buildings, media advertisements.
6. These graphics must not be passed on to any organisation other than graphic designers or printers. They must be used only for the specific provider, service or location that they relate to.

7. CQC's graphics must not be used in a misleading way, for example:
    - To suggest a partnership with or endorsement by CQC that does not exist. Registration by CQC is a legal requirement and is not in itself an indication of quality.
    - To promote an incorrect rating from CQC – this includes continuing to promote a rating that has been superseded by a different rating following re-inspection.

Failure to follow these guidelines will be considered a breach of our terms and conditions. The graphics remain the property of CQC. Where a breach occurs, CQC will ask the organisation to correct any misuse or remove such images from its material/channels entirely.

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