

# 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  - To promote an incorrect rating from CQC – this includes continuing to promote a rating that has been superseded by a different rating following re-inspection.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.