Promotional graphics for local authorities

Following an assessment, if we have awarded a rating of either good or outstanding, you can promote this using our graphics.

Our ratings reflect how local authorities provide adult social care services, as we assess how they meet their duties under Part 1 of the Care Act (2014).

The CQC logo is a registered trademark, so you must follow this guidance. Please do not pass these graphics on to any other organisation other than for printing or design, or alter the logo block in any way. You should only use the supplied artwork.

If you need another image that is not provided on this page, you may email webteam@cqc.org.uk. We will consider your request and may develop it as a new image.

Before you use these graphics please read the following guidance and the terms and conditions for local authorities using the promotional graphics.

How to use the graphics effectively

On digital platforms

You may display either the white or green graphic for a good or an outstanding rating on a webpage that relates to adult social care.

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

Link the graphic to [your assessment report on our website](#).

Format and size

We provide different file types depending on how the graphic will be used, either 3-colour or 2-colour. They are available as: JPG, PNG, EPS, or PDF. Use the JPG file format (.jpg) for digital and web-based platforms, including websites and social media sites.

These files should be used as a complete 'block' and should not be amended or distorted in any way. The 'good' and 'outstanding' ratings graphics should be no smaller 175 x 125 pixels. Please don't include any 'rollover' action.

Printed material

You can use the rating graphics on your printed promotional material – such as posters or leaflets.

Note: If you use either of the 'good' or 'outstanding' graphics on printed material, you must be aware that your rating can change after a later assessment, and it is misleading to display an incorrect rating.

Please do not pass these graphics on to any other organisation or alter the logo block in any way. You should only use the supplied artwork.

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

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

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.

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 services understand why we assess a local authority's provision of adult social care and how we regulate health and adult social care providers.

We encourage you to promote CQC's website. You can include a brief explanation about CQC on your adult social care webpages using the text below.

"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 adult social care service. You can order these from our website and display them in your premises, 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 CQC brand toolkit for local authorities (JPGs)

Download the CQC brand toolkit for local authorities (PNGs)

Download the CQC brand toolkit for local authorities (PDFs)