

# Using CQC's promotional graphics: A guide for registered providers if you are rated good or outstanding

Inspected and rated

**Good**



Regulated by



Inspected and rated

**Outstanding** ★



Regulated by



# Contents

<b>Introduction .....</b>	<b>3</b>
<b>Important information about CQC ratings .....</b>	<b>4</b>
<b>The promotional graphics.....</b>	<b>5</b>
<b>Who can use the graphics? .....</b>	<b>6</b>
1. Providers and/or locations rated good or outstanding .....	6
2. All health and social care providers registered by CQC .....	7
<b>Using the graphics effectively.....</b>	<b>8</b>
On websites.....	8
On emails .....	8
Linking the graphics to CQC’s website .....	9
On printed material .....	10
<b>Printed banners/boards for display .....</b>	<b>12</b>
<b>Promoting information about CQC .....</b>	<b>19</b>
<b>Where to find the CQC brand images.....</b>	<b>20</b>
<b>More information.....</b>	<b>20</b>
<b>Terms and conditions for using the graphics .....</b>	<b>21</b>

# Introduction

CQC publishes information about the services that we regulate to help people choose their care. As a registered care provider, we encourage you to promote your registration with CQC to the public and to people who use your services.

To help you do this, we have developed a set of graphic elements that you may use in a range of communications – both digitally, on websites and emails, and also in print, on publicity brochures and stationery. Using these graphics will enable you to display CQC’s logo in an official, authoritative and recognised way. If used digitally, the graphics will also enable visitors to your website to link to CQC’s website where they can find more information about your service and information about CQC.

## Be proud of your achievements!

Furthermore, if you have received a quality rating from CQC of either **good** or **outstanding**, you can use specific graphics to help you to communicate this achievement.

This guidance will help you to choose the right graphics for your organisation, use them properly and get the most from them. Please follow it carefully, as CQC’s logo is a registered trademark and, combined with the good and outstanding rating graphics, is therefore a valued and recognised symbol of quality.

## Important information about CQC ratings

The promotional graphics that we talk about in this guidance were developed to enable providers to promote themselves, their registration with CQC and their good or outstanding ratings. They are an optional **ADDITIONAL** product and are **NOT** mandatory.

However, there is still a **mandatory legal requirement for providers to display CQC ratings** to help people who use services and the public to check the quality and safety of care provided.

All registered providers that have received a CQC rating following an inspection **MUST** display it.

- [Read the regulation on our website](#)
- [See our guidance](#)

To help you display your CQC ratings properly, we strongly advise using our 'ready-made' tools (the poster to download and print and the online widget). This will ensure that you include all the information needed.

- [See our guidance](#)



## The promotional graphics

We have produced artwork for different requirements.

**For providers or services rated good or outstanding:**



**And for all registered providers** (choice of either purple or white background):



## Who can use the graphics?

### 1. Providers and/or locations rated good or outstanding

If you have achieved a CQC rating of either **good** or **outstanding**, be proud of this and communicate it! To help you do this, you can use one of the appropriate graphics shown opposite.

If you have a rating of good or outstanding at service, location or provider level, you may use the relevant graphics on your website, or appropriately in print.

**Please note:** These graphics can 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 good or outstanding, you must make clear that the rating only applies to that particular home – not the company as a whole.

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

Inspected and rated

Good



Filename: inspectedandrated G WHITE

Available formats: EPS, JPG

Minimum printed size: 25mm wide

Minimum screen size: 175 x 125 pixels

Inspected and rated

Outstanding



Filename: inspectedandrated O WHITE

Available formats: EPS, JPG

Minimum printed size: 25mm wide

Minimum screen size: 175 x 125 pixels

## 2. All health and social care providers registered by CQC

All providers that are registered and regulated by CQC may use either of the 'regulated by' graphics shown opposite 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).

### Where to use the graphics

You can promote your registration 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.

**Remember:** if you have received a rating from CQC, you are legally required to display it on your website and at your premises or locations (see page 4), but you can also use these additional graphics.

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



Filename: CQC Regulated by PURPLE

Available formats: EPS, JPG

Minimum printed size: 25mm wide

Minimum screen size: 135 x 65 pixels



Filename: CQC Regulated by WHITE

Available formats: EPS, JPG

Minimum printed size: 25mm wide

Minimum screen size: 135 x 65 pixels

# Using the graphics effectively

## On websites

Registered service providers have two types of page 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 acute 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 particular provider runs are listed on their provider page.

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. However, the 'inspected and rated good/outstanding' graphics must be displayed on an appropriate page so that they refer to the correct location or service.

## On emails

You can also display either the purple or white 'regulated by' graphic in the footer of your email templates. But again, you must not use the 'inspected and rated good/outstanding' graphic inappropriately, for example, if it appears to refer to the overall provider rating rather than an individual location/service rating.





## **Format and size**

Use the JPG file (**.jpg**) for websites. The artwork files should be used as a complete 'block' and should not be amended or distorted in any way. The 'regulated by' graphics should be no smaller than 135 x 65 pixels and the 'inspected and rated good/outstanding' graphics 175 x 125 pixels. Please don't include any 'rollover' action.

If you use other web-based platforms to publicise your work, such as Facebook or other networking sites, you may also use the graphics here.

## **Linking the graphics to CQC's website**

Whatever digital platform you use, people need to be able to click on each graphic to link to CQC's website. The 'regulated by' graphic should link to CQC's homepage ([www.cqc.org.uk](http://www.cqc.org.uk)) and the 'inspected and rated good/outstanding' graphic should link to the appropriate CQC webpage for the particular service or provider. For example, if the rating refers to a particular hospital, it should link through to the hospital's location page on CQC's website. Or if it refers to a whole organisation, it should link to the organisation's provider page.

## On 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. **Please note:** If you use the 'inspected and rated good/outstanding' graphic on printed material, you must be aware that your rating can change after an inspection, and it is misleading to display an incorrect rating. Make sure that your print quantity reflects the shelf life of the printed material.

The artwork files should be used as a complete 'block'. Please do not recreate, manipulate or alter any element of the graphic. The graphics should be no smaller than 25mm wide.

## Letterhead paper

To avoid printing a large quantity of paper with an outdated rating, it might be more cost effective to use the 'regulated by' graphic. We don't specify any particular position for the CQC graphic on letterhead paper, as it will need to fit in with your own designs, but ideally it should be on either the bottom left or right.

## Reproduction, format and size

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

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

Please also follow colour breakdowns consistently. Different printing processes and paper stocks will give slightly different results. Use an up-to-date Pantone colour chip to match these colour specifications as closely as possible at all times. 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 (e.g. 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**

## Printed banners/boards for display

If you have received a rating of good or outstanding, you can also promote this achievement further by displaying a large printed banner at the premises (in a similar way to schools rated outstanding by Ofsted).

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



**To print a banner that includes all the required information, there are four elements that you MUST include.**

On the following pages we show two examples of our preferred layout, which include the four required elements. They show a choice of either a white or a purple background.

**White background:**

1. The name of the organisation exactly as it appears on your CQC web page. If it is 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.

Buckingham Palace Care Home

CQC rating

Outstanding ☆

15 March 2016

Inspected and rated by

 Care Quality Commission

(optional corporate logo)

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’.

## Purple background:

**Buckingham Palace  
Hospital**

(optional  
corporate logo)

**CQC rating**

**Good**

Inspected and rated by

**Care Quality  
Commission**

15 March 2016

1. The name of the organisation exactly as it appears on your CQC web page. If it is 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. Use white text.
4. The graphic 'inspected and rated by Care Quality Commission'.

Make a purple lozenge shape background here with rounded corners if possible.

## Graphics to download for banners

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

### For a white background:

#### CQC rating



Filename: CQC rating outstanding WHITE  
Available formats: EPS

#### CQC rating



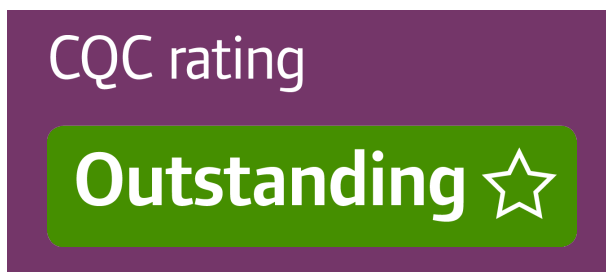
Filename: CQC rating good WHITE  
Available formats: EPS

#### Inspected and rated by



Filename: CQC inspectedandratedby WHITE  
Available formats: EPS

**For a purple background:**



**Filename: CQC rating outstanding PURPLE**  
Available formats: EPS



**Filename: CQC rating good PURPLE**  
Available formats: EPS



**Filename: CQC inspectedandratedby PURPLE**  
Available formats: EPS

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

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



## Colour breakdowns for printing banners

When creating a banner please use these colour breakdowns to create your purple lozenge background shape:

**PANTONE 519C**

**C: 67**

**R: 109**

**M: 100**

**G: 39**

**Y: 30**

**B: 106**

**K: 10**

**Green:**

**C: 76**

**R: 69**

**M: 21**

**G: 143**

**Y: 100**

**B: 0**

**K: 7**

## Important

If you have a rating of good or outstanding at service, location or provider level, you may use the relevant graphics in a printed banner to be displayed **at an appropriate place**. These graphics must not be passed on to any other organisation, and can only be used for the specific services/locations 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 good or outstanding, you must make clear that the rating only applies to that particular home – 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.

## Promoting 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. To help this, we're encouraging 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) inspects health and adult social care services in England to make sure that they provide safe, high-quality care. If a service needs to improve, CQC will take action to make sure this happens. Find out more at [www.cqc.org.uk](http://www.cqc.org.uk).

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

We also encourage people to share their experiences of care with us – both good and bad. We provide A4 posters to display in premises and small cards with details of how people can contact CQC.

See our website: [www.cqc.org.uk/publications](http://www.cqc.org.uk/publications) and go to the 'order online' link.

## Where to find the CQC brand images

You can download the artwork files for all the promotional graphics from our website:  
[www.cqc.org.uk/promoting-your-registration-and-ratings](http://www.cqc.org.uk/promoting-your-registration-and-ratings).

To access the graphics, you must provide your contact details and agree to our terms and conditions.

If you need another image that is not provided on this page, we will consider your request and may develop it as a new image. Please email [webteam@cqc.org.uk](mailto:webteam@cqc.org.uk) with details.

## More information

We value your feedback about using these promotional graphics. If you have any questions or comments, please contact [webteam@cqc.org.uk](mailto:webteam@cqc.org.uk).

## Terms and conditions for using the graphics

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

1. The organisation using 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. You must only use the official artwork files that you download from CQC's website.
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 only be used in the following ways:
  - **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. You must not pass these graphics on to any other organisation other than designers or printers. They must only be used 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.



## How to contact us

Phone: **03000 616161**

Queries about using promotional graphics:  
**webteam@cqc.org.uk**

General email: **enquiries@cqc.org.uk**

Website: **www.cqc.org.uk**

Write to us at: Care Quality Commission  
Citygate  
Gallowgate  
Newcastle upon Tyne  
NE1 4PA



Follow us on Twitter: **@CareQualityComm**