

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.

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