Quality logo
Usage, placement and what to say

Every three years local Healthwatch undertake a self-audit to understand which aspects of their service are working well and which need to be improved. The quality logo is for those who have undertaken this audit to help communicate to their audiences their commitment to quality.

Wherever possible we should include a short description explaining the logo and how we are committed to quality. Suggested copy could be:

> We are committed to the quality of our information. Every three years we perform an in depth audit so that we can be certain of this

There are two colour variants; dark blue and white. These have been provided in various file formats in both RGB and CMYK.

Do's and don'ts
- The quality logo should never be more prominent than the main Healthwatch logo
- It should not be used directly next to the main Healthwatch logo
- Wherever possible we should include a short description explaining the logo and how we are committed to quality.

DO use the logo on back covers of reports alongside supporting text that explains the commitment to quality.
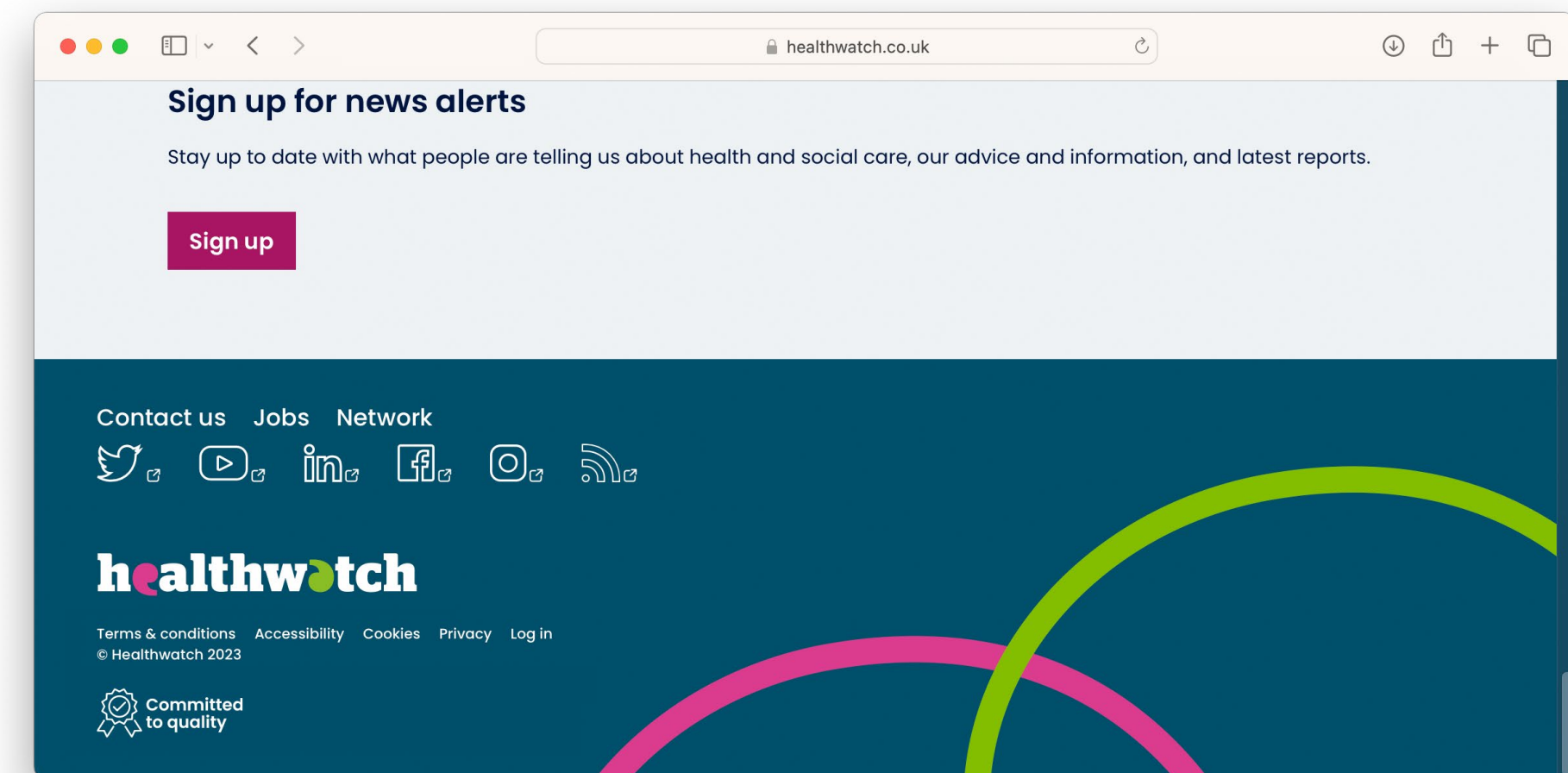
DO use the logo in the footer of websites with a link to a page that explains the commitment to quality.

DO use the logo on the last page of presentations alongside supporting text that explains the commitment to quality.

Quality logo
What not to do

DON'T use the quality logo on something like a front cover.

healthwatch
Your local name

Committed to quality

DON'T use the quality logo too close to the main Healthwatch logo

Committed to quality

DON'T change the logo colour