

Ofsted Outstanding provider logo guidelines 2009/2010



Introduction to Ofsted's Outstanding logo

Ofsted regularly publishes a list of the most outstanding providers of services for children and learning we have inspected each year. The list includes childcare and children's social care providers, schools, colleges, and adult skills providers.

To help communicate this achievement we have an Outstanding logo that can be used in a range of communications — from stationery to websites.

These guidelines will help qualifying providers to use the Ofsted Outstanding logo in a way that is distinct and recognisable. Please follow them carefully, as they also serve to make sure the logo retains its status as a widely valued and recognised symbol of quality.

Who may use the logo?

If you meet the criteria to be an Outstanding provider we send you a set of logos and these guidelines. The logos must not be passed to any other organisation and may only be used for parts of your provision that have been judged outstanding. For example if you are a college that also has a nursery you must not imply that the college is Outstanding if only the nursery has received an Outstanding inspection.

How long can the logo be used for?

The logo shows the year it was issued and can be used until the next inspection. However, if you are reinspected and do not receive an Outstanding judgement, we ask you to stop using the logo.

More advice or queries

Please email: commshelpdesk@ofsted.gov.uk

The Outstanding logo

The Ofsted Outstanding logo is based closely on Ofsted's standard logo design with the addition of the academic year in which the outstanding judgement was made and the gold figures above the Ofsted name.

These elements have been carefully designed to produce a logo block that is clear and consistent.

**Please do not alter the logo block in any way.
Only the supplied logo artwork must be used.**



Size and clear space

Sizes for the Outstanding provider logo

The minimum printed size for the Outstanding logo should be 20mm. The logo should never be reproduced at a size smaller than this.

The majority of printed literature is produced based upon 'A' size documents. Please refer to the adjacent table to show the sizes that the Outstanding logo should appear on these 'A' size documents.

Although 36mm is shown in the table opposite as the correct size for an A4 publication, it may be reduced to 20mm when used in the footer of a letter heading (see page 8).

Clear space area

For the Outstanding logo to have an effective presence, a minimum clear space should be adhered to for all applications.

The minimum clear space around all four sides is at least the full height and width of the largest of the three of the 'icons' from the Ofsted logo.

Nothing should infringe on the clear space around the Outstanding logo.



Minimum size



Clear space area

Logo sizes (width measurements)

Standard A sizes	Width measurement
DL	30mm
A5	30mm
A4	36mm
A3	55mm
A2	76mm
A1	110mm
A0	154mm

Non-standard sizes

Please follow the guidelines to the left if you are producing non-standard print, advertisements or other media, keeping the logo as closely as possible in proportion to the standard sizes.

Incorrect use

Do not attempt to re-create, manipulate or alter any element of the Outstanding logo.

This page shows examples of incorrect use of the logo.



Correct use



Do not alter the size of any elements of the logo



Do not add any effects to the logo



Do not alter the colour of any element of the logo



Do not place full colour logo on a photographic background



Do not place full colour logo on full colour background



Do not distort the logo



Do not recolour the logo

Colour references

It is essential that the following colour breakdowns are consistently used. Please be aware that 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 will be able to advise on Pantone colours.

The Outstanding logo should only be reproduced from supplied artwork logos. These logos may also be reproduced in black. These artwork logos only exist in the correct corporate colours shown here.

For lithographic print production, use the CMYK breakdowns given, where 'C' stands for 'cyan', 'M' for 'magenta', 'Y' for 'yellow', and 'K' for 'black'.

The colour(s) shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy. They therefore may not match the PANTONE Colour Standard. Consult current PANTONE Colour Publications for accurate colour. PANTONE® is the property of Pantone, Inc.

PANTONE 2755

C 100% M 80% Y 0% K 40%

PANTONE 632

C 90% M 5% Y 20% K 0%

PANTONE 136

C 0% M 32% Y 80% K 0%



Full colour logo



Black (positive) logo

Stationery

The example shown demonstrates the recommended positioning for the Outstanding logo when applied to a letterhead design. This should always be at the bottom right of the document or graphic. However, if the bottom right of the graphic already has a logo there, then the Outstanding logo may be moved to the bottom left.

The Outstanding logo should be used no smaller than the minimum size of 20mm and should always adhere to the 'clear space rule' (refer to Page 5 – Size and clear space).



Example of school letterhead with logo applied

Signage

The example shown demonstrates the recommended positioning for the Outstanding logo when applied to signage. This should always be at the bottom right of the sign. However, if the bottom right of the sign already has a logo there, then the Outstanding logo may be moved to the bottom left.

The Outstanding logo should be used no smaller than the minimum size of 20mm and should always adhere to the 'clear space rule' (refer to Page 5 – Size and clear space).



Example of sign with logo applied

Website

The website example shows the recommended position and size of the Outstanding logo.

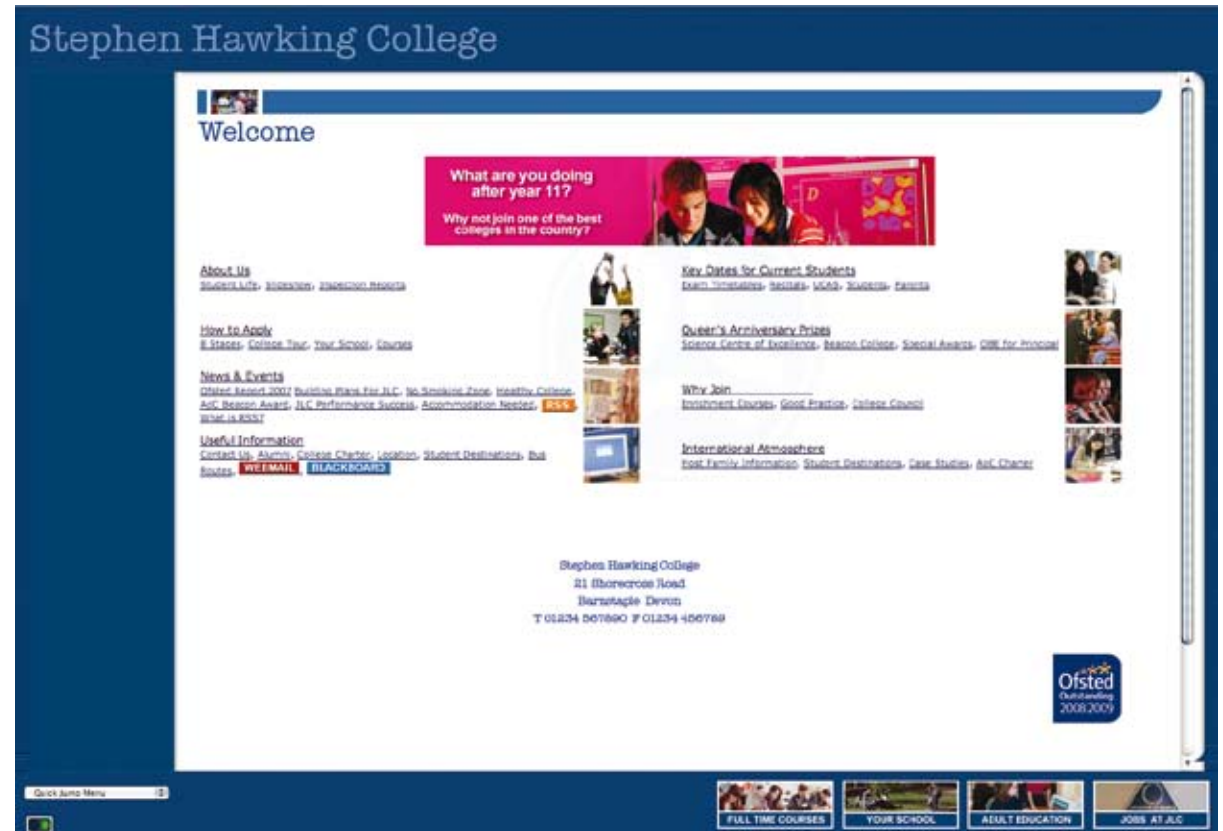
The logo block is to be used no smaller than 60 x 60 pixels.

The logo must not be reproduced to include any 'rollover' action.

60 pixels



Minimum size



Example of educational website with logo applied

Making information accessible

Ofsted supports accessible communications. We recommend using Plain English and following RNIB's Clear Print Guidelines as closely as possible. More information:

www.plainenglish.co.uk

www.rnib.org.uk

Contact details

Any questions regarding the use of the Outstanding logo or feedback on the guidelines should be emailed to Ofsted's Communications division at commshelpdesk@ofsted.gov.uk