

Ofsted's outstanding and good logos: guidelines

These guidelines will help you use the Ofsted outstanding or good logos in a way that is distinct and recognisable. Please follow them carefully, because they also serve to make sure that the logos retain their status as widely valued and recognised symbols of quality.

If you have any queries relating to logo use, please email Ofsted's Content team: contentteam@ofsted.gov.uk.



Note: The following examples used in this guide show the outstanding logo, but are equally applicable to the good logo.

Before you begin

Please ensure that you have read our terms and conditions on both our [logo download page](#) and [terms of use page](#) carefully.

Misusing the outstanding or good logos, intentionally or unintentionally, is an infringement of the Ofsted trademark. We take action against those that do this.

Avoiding logo misuse or misleading the public

You must use the logo artwork as it is supplied. **Do not attempt to edit, recreate, manipulate or alter any element of the outstanding or good logos**, including the text. The examples below show incorrect logo use.

If you have a website that covers more than one provision (for example, a chain of nurseries) or you have different types of provision in one location (for example, a college with an on-site nursery), you must be clear which provision any logos that you use relate to.

If you have previously been judged as outstanding or good, but you have not been graded either of these at your last inspection, you must remove any historic logos from your website/banners/marketing materials. This is to prevent misleading the public into thinking that you are still graded as either outstanding or good.



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 a full colour background



Do not distort the logo



Do not recolour the logo

Using the logo: size

The minimum printed size for the outstanding or good logos should be 20mm x 20mm. Our logos should never be reproduced at a size smaller than this.

Most printed literature is produced based on 'A' size documents. Please refer to the table below, which shows the sizes that the outstanding or good logos should appear on these 'A' size documents.

Although 36mm is shown in the table below 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 5).

When using the logo digitally, such as on websites, this should be at a minimum of 60 x 60 pixels in size.



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.

Using the logo: colour

It is essential that the following colour breakdowns are used consistently. Use an up-to-date Pantone colour chip to match these colour specifications as closely as possible. Designers and printers will be able to advise on Pantone colours.

The outstanding and good logos should only be reproduced from supplied artwork logos. They may also be reproduced in black. These artwork logos only exist in the correct corporate colours shown here.



PANTONE
UNIVERSE

136C

C 0% M 30% Y 80% K 0%



PANTONE
UNIVERSE

2755C

C 100% M 100% Y 31% K 23%



Black (positive) logo



Full colour logo

Stationery, signs and banners



Example of letterhead with logo applied

The examples shown demonstrate the recommended positioning for the outstanding and good logos when applied to a letterhead, sign or banner 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 logo may be moved to the bottom left.

The logo should be used no smaller than the minimum size of 20mm.

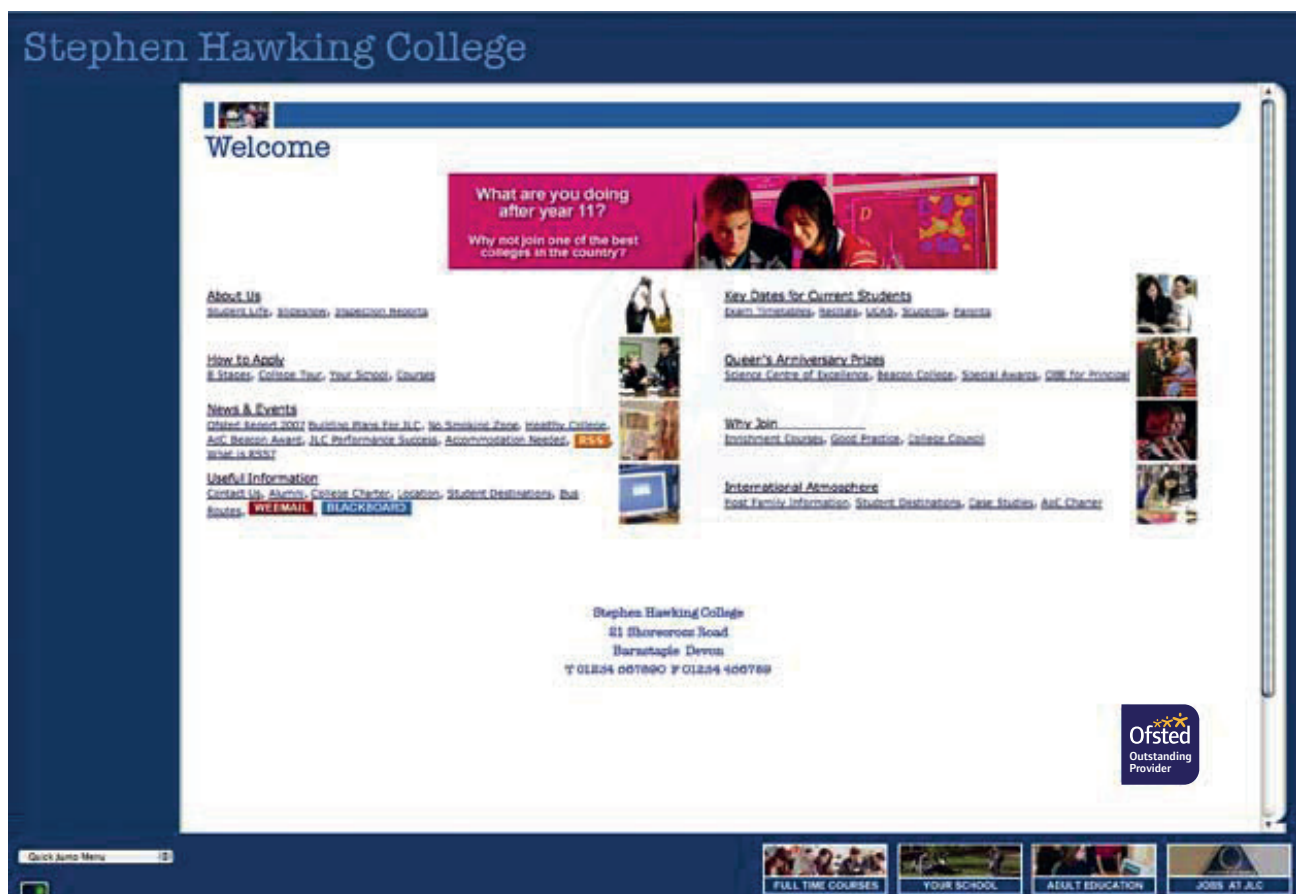
Example of sign with logo applied



Websites

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

The logo block should be no smaller than 60 x 60 pixels. The logo must **not** be reproduced to include any 'rollover' action.



Example of website with logo applied

File formats

You will see in your downloaded .zip folder several different logo file types.

Which file type you should use depends on where you plan to use your design – screen or print.

Screen

Generally, if your intended use is for a website, electronic media or Microsoft Office, the following bitmap or pixel file formats are more appropriate: **.jpeg/.jpg**, **.gif** and **.png**.

Print

When used for print-based materials, vector file formats are generally preferred, such as encapsulated postscript (**.eps**). This file format is resizeable without fear of loss of quality.

All formats above are compatible with screen-based rendering as they can store the RGB (red/green/blue) colourway. However, the only bitmap format compatible for office or commercial print is **.jpeg/.jpg**, which can be either CMYK (cyan/magenta/yellow/black) or RGB in colourway.

A professional designer, web designer or web manager will know the correct file format to use. For general office use, we suggest you use **.jpeg/.jpg** formats, which will work both on screen and in print.

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