

Ofsted Outstanding provider logo guidelines 2014/2015



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: publishing@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, the gold figures above the Ofsted name and sector title.

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 (high). The logo should never be reproduced at a size smaller than this.

The majority of printed literature is produced based on '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 recreate, 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 used consistently. 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.

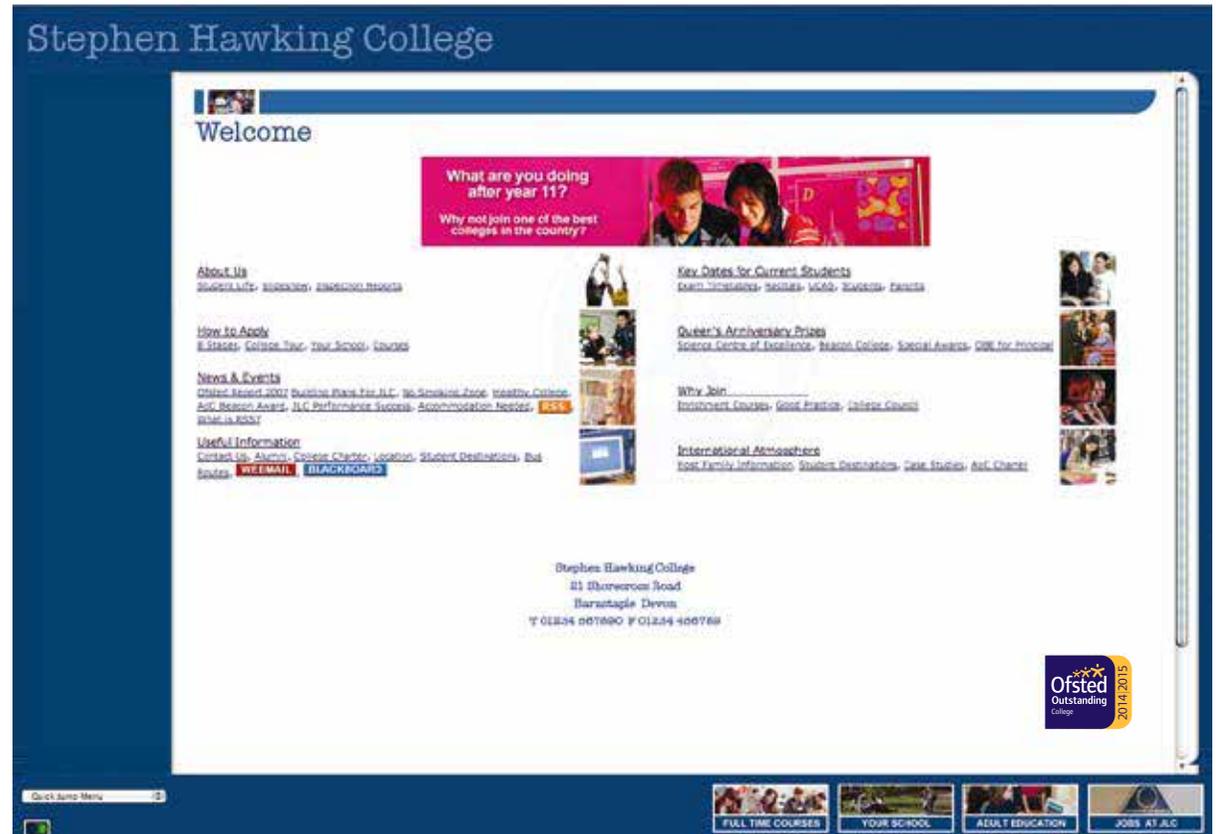
The logo block is to be used no smaller than 60 x 60 pixels.

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

60 pixels



Minimum size



Example of educational website with logo applied

More about file formats

additional reading if you want to know more

Why do we give you a number of different types of logo?

There are a number of different systems for defining colour, depending where you plan to use your design — screen, print or websites.

Different file formats also work best for different software applications. For example, websites only use .jpegs/.jpgs (pronounced 'jay-pegs), .gif files or .png files. Encapsulated postscript (.eps) is preferred by many designers and printers for high quality printing as it is the only format to allow CMYK (see opposite), whereas bitmap (.bmp), .png and .jpegs/.jpgs work widely across a number of applications including Microsoft Office products, though you will not always get the best quality in some media.

For professional quality colour reproduction logos are therefore usually supplied in a variety of file formats, giving a designer the choice to pick the one most suitable for the medium to be used.

A professional designer or web designer/web manager will know the correct file format to use.

For general office use we suggest you use .bmp or .jpeg/.jpg formats which will work both on screen (eg Word, PowerPoint) and for printing to office laser or inkjet printers.

However, if you would like to know a bit more about the different options, there is some supplementary information below.

Screen: RGB colour system (Red, Green, Blue)

Red, green and blue are called additive primaries. These are the three primary colours of light used to mix all other colours and are the basis of cathode ray technology originally used for televisions. This system is still used to describe colours used on screen.

Designs will usually originate in RGB and are then converted into CMYK (see below) for printing. Because CMYK uses four not three colours, CMYK file sizes are usually larger than their RGB equivalents.

Printing: CMYK (Cyan, Yellow, Magenta, Black)

These are called the subtractive primaries and are the four basic inks used for printing. A printing press has four rollers, one for each colour, and the paper runs through each roller in turn — cyan first, then yellow, then magenta, then black. The result is a piece of print that can incorporate virtually any colour imaginable.

This technology is replicated, though in a slightly different way, for office inkjet and colour laser printers.

cont.

More about file formats (cont.)

Although the CYMK system can form most colours, some colours do not replicate so well — some can appear muddy and CYMK is often not very good for very light colours.

To overcome these problems, or if a designer wants particularly accurate colour reproduction, additional inks will be added — with each requiring an additional roller on the printing press — and these colours are specified using the Pantone system, described below. Adding additional colours like this does increase the cost of printing, though this is not always significant, especially on large print runs.

Special process (Pantone) colours

Sometimes you will want high quality accurate colour reproduction. To achieve this special process colours (or spot colours) are used in addition to the four CYMK inks. These special process colours are classified using the Pantone system. Each colour (ink) has a unique number, eg Pantone 123. A Pantone colour is frequently used for logos, this ensures that the organisation's distinctive colour is always reproduced consistently.

Pantone colours are also frequently used to reproduce colours that do not mix so well using the CMYK system, eg very light colours.

PMSC, PMSU

Pantone colours and coated and uncoated paper

Paper used for printing can be coated or uncoated. Glossy magazines are printed on coated paper. Newspapers are printed on uncoated paper.

Coated paper gives much sharper, more accurate colour reproduction, but the coating reflects light which makes it more difficult for anyone with a visual impairment to read and the coating is considered more damaging to the environment.

Uncoated paper however tends to bulk up more — if you print 100 brochures on uncoated paper they will generally need a bigger box than 100 brochures on coated paper and may therefore increase storage and transport/distribution costs, which, in itself, may have a harmful impact on the environment.

Colour reproduction quality differs from uncoated to coated stock and so the Pantone system provides coated (PMSC: Pantone on coated stock) and uncoated (PMSU: Pantone on uncoated stock) equivalents. You therefore need to specify your paper at the time you are designing any publication.

More about file formats (cont.)

Websites

Web use — hexadecimal system

Web pages use a different colour system known as the hexadecimal system. This system uses 216 'web safe' colours, ie colours that will reproduce consistently onscreen. Four of these colours, however, are not reproduced quite so accurately so some argue there are only 212 web safe colours.

Web safe colours are specified by six digits (hence 'hexa') preceded by #, in combinations using 00, 33, 66, 99, CC, or FF. White is #FFFFFF, black is #000000.

Other colours can be used on websites but these may not reproduce accurately from one browser to another (eg Internet Explorer, Firefox) or need to be created in drawing or photo editing software and then saved as a .gif or .jpg file to preserve their colour information.

On websites .gif files are mainly used for logos and drawings,

.jpegs/or .jpgs for photographs. Digital cameras usually produce files as .jpegs/.jpgs.

For an explanation of the various file formats see the table on the next page.

To insert a logo in BMP or JPEG formats, go to the place in your document where you would like to position the logo, select insert from the menu, then picture, then click from file and browse to the CD-ROM to choose the file you want to use. You can then re-size and move the file as required. The logo should never be used less than 20mm wide – see the guidelines for details.

More about file formats (cont.)

File type	Description	Filesize	CMYK	RGB	PMSC	PMSU	POS	NEG
BMP	Bitmap files (BMP) are a common graphic format and can be used on a variety of different operating systems, but they are particularly useful within Microsoft Office/Windows products.	Small/Large		On-screen				
JPEG	JPEG files are easy to use with common office software such as MS Word, PowerPoint and Publisher.	Small/Large	Colour printing	On-screen			Single colour use	
GIF	Graphics Interchange Format (GIF) files are most suitable for use on websites but are not suitable for high quality printing. To insert a GIF file, upload it to your webpage as you would any other image on your site.	Small		Websites				
PNG	Portable Network Graphic (PNG) files where touted as a replacement for GIF files (above), they support 24 and 32bit RGB and allow for transparent backgrounds, should be used in place of a GIF and not for print documents.	Small		Websites				
EPS	Encapsulated PostScript (EPS) files are high resolution and intended for printing documents such as leaflets, letterheads and compliment slips. They can be opened using a desktop publishing program such as Quark Xpress or InDesign, but not with Windows/Microsoft Office products. A graphic designer or printer will be familiar with such packages and will also be able to help set out your documents.	Large	High quality colour printing (general use)	On-screen	Best suited to printing on coated paper	Best suited to printing on uncoated paper	Single colour use	Single colour 'reversed out' (negative) use

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 Publishing and Brand Team at **publications@ofsted.gov.uk**