

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



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 follow up on those that do this.

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

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 on pages 5 to 7 show incorrect use.

If you have a website that covers more than 1 provision (for example, a chain of nurseries) or you have different types of provision in 1 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. It is not enough to add the grading year to the logo – please remove the logo completely.



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 and in white.

These artwork logos only exist in the correct corporate colours shown here. Please do not make your own logos to match your provision's corporate colours.



Correct use

Use the **colour version** of the logo on white or very lightly coloured background colours or images.



Use the **white version** of the logo on darker contrasting backgrounds colours and images.



Use the **black version** of the logo **only** where you need to print something in black and white rather than in colour.

Examples of incorrect use (1/2)



Do not alter the size of any elements of the logo



Do not alter the shape of the logo



Do not distort the logo



Do not change the wording on the logo



Do not alter the colour of any element of the logo



Do not recolour the logo



Do not add any effects to the logo



Do not alter the typeface of the logotype

Examples of incorrect use (2/2)



Do not add any dates to the logo



Do not repeat the logo to use as a pattern



Do not rotate the logo



Do not place the white version onto a background that is too light



Do not increase the transparency of any elements of the logo

Using the logo: size

Print

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 letterhead or in an email signature.

Digital

When using the logo digitally, such as on websites or in an email signature, 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.	

Minimum sizes

Print

20mm



Digital

60px



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.

Digital

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

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. Please refer to the guidelines on logo size (page 3) when resizing.

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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