

# Council for Learning Outside the Classroom

## Quality Badge 'mark' and logo guidelines

The LOTC Quality Badge 'mark' consists of the Quality Badge logo and the strapline "Quality Badge awarded by" positioned above the logo.

To maintain the integrity of the 'mark', the configuration of the logo and strapline must not deviate from examples shown in these guidelines.

The 'mark' must never be redrawn, distorted, skewed, stretched or altered in any way. Please see below for details on logo minimum size, spacing and colour use.

### The Quality Badge 'mark'

The 'mark' may never be used by a provider working toward the accreditation (i.e. an organisation that has not yet applied for or achieved the Quality Badge).

If an organisation with multiple sites applies on a site by site basis for the Quality Badge, only the site that has been awarded the badge can use the 'mark'. It must not be used by sites that have not yet been awarded the badge.

If an organisation applies on a multiple site basis for sites providing activities covered both Routes 1 and 2, the organisation must only use the 'mark' when all sites from both routes have achieved the badge.

Where a badge has been awarded solely for one site/brand etc, brief explanatory text must be included next to or near the mark (for example on websites or other publicity material) to explain that only that site/brand has the badge and it does not apply to the whole organisation.

If the provider decides not to renew its Quality Badge or has the Quality Badge withdrawn, the 'mark' should be removed from all materials immediately.

The Quality Badge 'mark' denotes an organisation that has achieved the Quality Badge Standard and has been awarded the badge. It can be used by organisations to publicise their award.

Under no circumstances should this mark be used by other companies or organisations, delivery partners and strategic partners, unless they too have been awarded the Quality Badge.

### Exclusion zone

The 'mark' should always have a minimum area of clear space around it as pictured below. The exclusion zone applies to all versions of the 'mark'.



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### Minimum size

It is important that the name "Council for Learning Outside the Classroom" and the strapline "Quality Badge awarded by" can be read in an optimum way, in large and in small sizes.

The 'mark' must never be used smaller than the minimum sizes specified below.



### Colour

Wherever possible the Quality Badge mark should be printed in full colour. The other colour is black on a white background.



Colour use



Black and white use



**DO NOT USE  
THE MARK  
ON TOP OF  
A BLACK  
OR DARK  
COLOURED  
BACKGROUND**



**DO NOT USE  
THE MARK  
ON TOP OF  
AN IMAGE**