



Corporate design rules for the Chartered Quality Institute (CQI)

CQI corporate typeface

General correspondence, electronic use

Tahoma regular 11 points should be used for Word documents.
Tahoma 9 points for emails.

Graphic representation of CQI logo

This device can bracket text or an image.

CQI corporate colours

Yellow

PANTONE 3955c

CMYK - C: 4% M: 0% Y: 100% K: 0%

RGB - R: 96% G: 98.1% B: 0.9%

Green

PANTONE Hexachrome Green C

CMYK 84%-0%-96%-0%

RGB 29%-72%-38%

CQI text positioning

Headings and text should be aligned left and no closer than 5mm from edge of the page. Where there is a foot note or contact details these can be centred but again no closer than 5mm from edge of the page.

The logo should always have at least 5mm space all the way around and be 10mm from the edge of a page. It can have more if the design requires it to. No images or text should enter the 5mm buffer zone.

The logo size is dependent on the text size of the Chartered Quality Institute. This should never be smaller than 6pts. The entire logo should never be smaller than 15mm in height, as shown. This applies to all logo styles.

Logo positioning

The logo size is dependent on the text size of the Chartered Quality Institute. This should never be smaller than 6pts. The entire logo should never be smaller than 15mm in height, as shown. This applies to all logo styles.

Print

If used as front cover design the logo can be positioned anywhere on the page as long as the **logo spacing** rules still apply.

When used in stationery the logo should always appear in the top right hand corner of the page while still following the **logo spacing** rules above.

Online

The logo should always appear in the top left hand side of the page while still following the **logo spacing** rules above.

Logo brackets

The brackets can be used to bracket off text and images if required but should never be bigger than the logo brackets, if on the same page as the CQI logo. If the brackets are used on a page without the CQI logo they can be as big as the design requires.

You have been supplied black and white and colour versions of the logo in JPG format. These are not suitable for professional printing. For any professional printing requirements or queries about logo use, please contact CQI Publishing on T: 020 7245 6676.