



NATIONAL QUALITY FORUM

NQF Member Logo Use

Policy and Guidelines

NQF counts a wide variety of healthcare stakeholders, including consumer organizations, public and private purchasers, physicians, nurses, hospitals, accrediting and certifying bodies, supporting industries, and healthcare research and quality improvement organizations among its over 400 Members. NQF's unique structure enables these private- and public-sector stakeholders to work together to craft and implement cross-cutting solutions to drive continuous quality improvement in the American healthcare system.

Many NQF Members choose to display their affiliation with NQF. This *NQF Member Logo Use* document provides direction on how to receive prior written approval and how to demonstrate proper use and placement of the NQF Member logo in marketing and promotional materials.

This memo also covers our graphic design standards and other style elements. These guidelines must be applied to all marketing and promotional materials bearing the NQF Member logo, including but not limited to:

- Websites
- Presentations (PowerPoint)
- Media materials (press releases, fact sheets, etc.)
- Newsletters (print and electronic)

Please note: the NQF Member Logo is only intended to denote membership affiliation, and in no way endorses a Measure, product or practice. For additional guidance on appropriate Member logo use, please contact the NQF membership department directly.

Becoming an NQF Member is a newsworthy event that should be shared with both internal and external audiences. Make sure you announce that your organization has joined a diverse group of healthcare stakeholders, working to improve the quality of American healthcare by infusing daily health practices with higher standards and routine measures of how and when patients' needs are being effectively and efficiently met.

Please familiarize yourself with all components of this document and contact the NQF membership department with any questions at **(202) 783-1300** or members@qualityforum.org.

Prior Written Approval

All NQF Members are entitled to use the NQF Member logo in marketing and promotional material provided they remain *in Good Standing* (dues paid and current) and have received prior written approval.

In order to receive prior written approval, NQF Members should submit a screenshot, draft or sample of the marketing or promotional material, clearly demonstrating that guidelines have been followed. Material should be submitted with reasonable time to allow for review and implementation of any further guidance prior to activating a web page or printing of a finished piece.

Prior written notice will be provided via email for each instance of requested use. All requests should be sent to members@qualityforum.org allowing for 24 hour confirmation of receipt.

NQF Member Logo Use

The National Quality Forum (NQF) leads national collaboration to improve health and healthcare quality through measurement. NQF Members are encouraged to display their affiliation with NQF by using either or both of the NQF Member logos.



Graphic Standards

The Member logo may never be redrawn, or modified in any way. All three parts of the Member logo MUST be used together and no part or portion of the Member logo may be reproduced separately. Following these graphic standards will benefit both your organization and NQF by helping to build the NQF Member brand.

Logo and Sizes

To ensure legibility, the NQF Member logo should never be reproduced in sizes smaller than what is pictured below (smaller than 2.0 inches in width).



A minimum amount of space around the logo is required at all times to ensure it appears in a clear visual field. No other object such as type, photography, borders, edges, etc. may appear in the empty space. The minimum border (margin) of empty space around the NQF Member logo should be $\frac{1}{3}x$, where x equals the width of the logo. Colors may not be altered or changed.

Logo File Formats

Artwork is provided in PNG and EPS file formats upon request.

NQF Member Logo Placement

NQF encourages all Members *in Good Standing* to prominently display the NQF Member logo in appropriate marketing and promotional material. By using the logo in a manner consistent with these guidelines, NQF Members will help reinforce the NQF brand and their connection to the nation's premiere not-for-profit, nonpartisan, membership-based organization that works to catalyze improvements in healthcare.

Website

The NQF Member logo should be placed in a prominent position (e.g., top of homepage, near navigation buttons) on the homepage of a Member's corporate website. For maximum impact, the NQF Member logo should be hyperlinked to: <http://www.qualityforum.org/Home.aspx>.

Marketing and Promotional Material

All marketing and promotional material that refers to or utilizes the NQF Member logo requires the prior written approval of the NQF membership department. Please submit marketing materials for our review as soon as practical. We recommend that NQF Member logo be placed in a prominent position on the masthead, header, or footer of presentations, press releases, fact sheets, newsletters, and any other material that serves to identify affiliation with NQF according to above referenced graphics standards.

Prohibited Use

The NQF Member logo cannot be used in a manner inconsistent with these guidelines. Use of the NQF Member logo in no way implies endorsement of any Measure, product or practice. Use of the NQF Member logo without prior written approval represents prohibited use. Please contact NQF membership department directly with any questions about intended use.

Agree to Terms

Organizations that have failed to renew their annual membership in NQF and been officially notified of their lapsed status must immediately discontinue all use of the NQF Member logo on any and all material.

By accepting the NQF Member Logo graphic, NQF Member agrees to all terms outlined in the *NQF Member Logo Use* document, as may be amended from time to time.

Please familiarize yourself with all components of this document and contact the NQF membership department with any questions at (202) 783-1300 or members@qualityforum.org.