



**NATIONAL
QUALITY FORUM**

Driving measurable health
improvements together

MEMBER LOGO USAGE GUIDE

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 300 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.

Good-standing NQF members (dues paid and current) may choose to display their affiliation in their marketing and promotional materials but only after obtaining written approval from our Membership Department. The NQF member logo is only intended to denote membership affiliation, and in no way endorses a measure, product, or practice.

This NQF Member Logo Use document provides direction on how to demonstrate proper use and placement of the NQF Member logo in marketing and promotional materials. 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)

SIZE LIMITATIONS

The recommended minimum size to ensure proper readability and reproduction is

2.25 inches wide (165 px at 72 DPI)



LOGO DON'TS

- The logo must not be altered in any way. Do not shadow, outline, skew, texturize, or change the font on the logo.



- Never use the logo in black or reverse it into white.



- Don't change colors or turn the logo into a single color application or screen back any part of the logo.



- Don't place the logo over busy image areas or non-contrasting colors. The NQF Member logo is multicolored and there are very few solid colors that can be used behind it that don't interfere with the logo. Only very light tints of color and white allow the logo to be reproduced accurately.



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