



QM Program Logo Guidelines for QM Subscribers

QM Subscribers that use Quality Matters tools and trainings are encouraged to use the QM Program logo on their websites to represent their membership in the QM community. For printed materials such as brochures, flyers and promotional materials, we ask that you seek permission. Email logo requests to info@qualitymatters.org

To ensure the proper and consistent usage, we've established a few simple guidelines to be followed in all communications efforts. It is very important that we remain consistent in all forms of communication. Use the QM Program Logo on your website and in electronic materials you prepare related to your Quality Matters promotional activities.

The QM Program logo is the primary element of our visual identity system and appears in our communications. It is important for an organization to commit to establishing brand imagery and sticking to its basic themes—e.g., use the same colors, shapes, pictures—over time.

With that goal in mind, we have created the following standards and guidelines to help subscribers support our brand and stay committed to its uniformity. Please know that consistency in materials published by QM and its subscribers are vital to our mission.

Using the QM logo enables institutions to

- Demonstrate commitment to quality assurance tools and trainings
- Highlight engagement with Quality Matters

Integrating QM Logo Guidelines

- The QM program logo must appear clear and as a stand-alone image.
- The minimum width of the logo should be 1 inch in width.

Things to know

- QM logos may not be altered or redrawn in any way, including changes in typestyle, proportion, letter spacing, color or placement of the individual elements making up the logo.
- The QM logo or its likeness cannot be used as an institution logo or for any other commercial purpose.

For more information:

Visit the QM website: www.qmprogram.org

Contact: info@qualitymatters.org