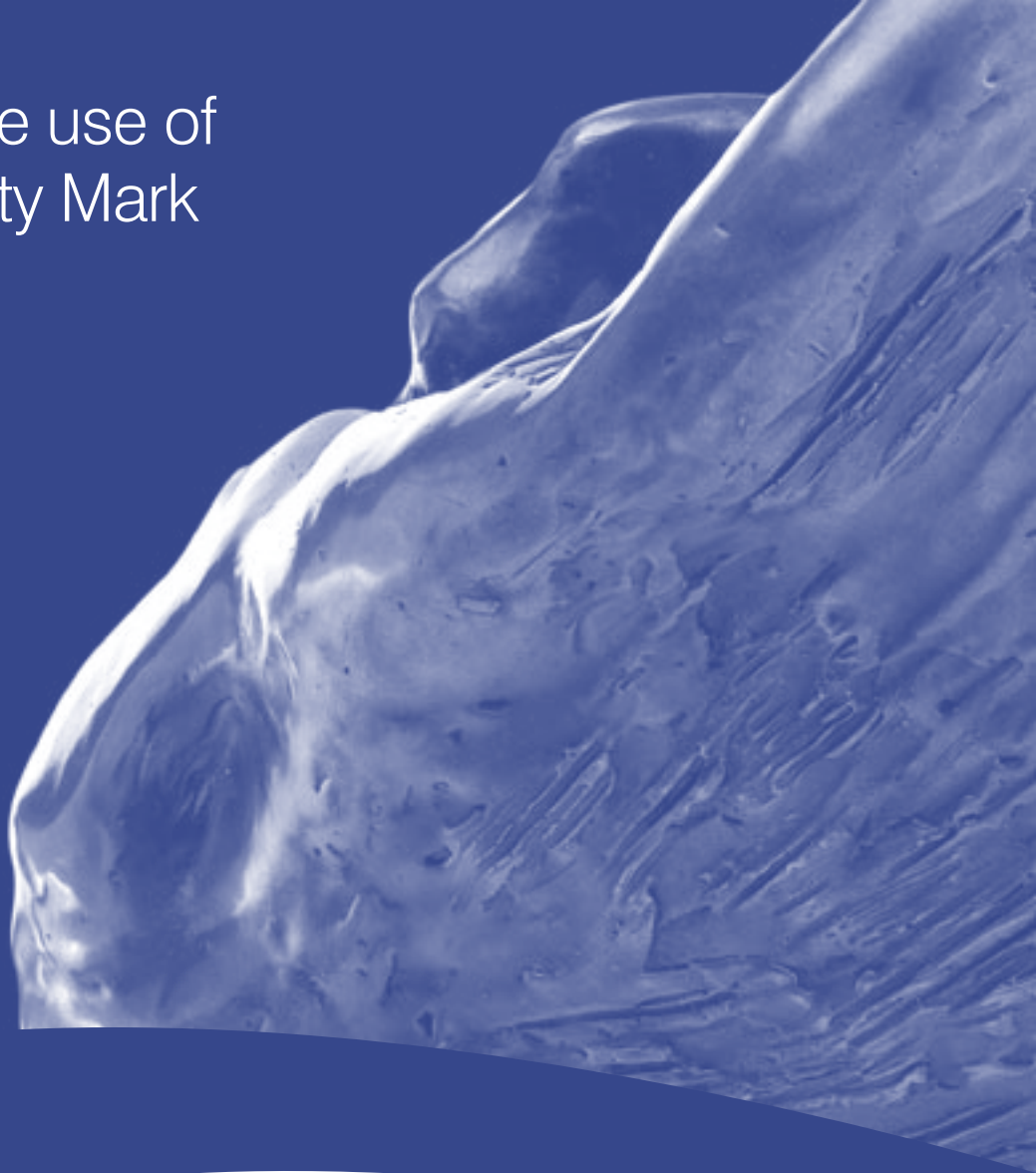


Guidelines for the use of the **matrix** Quality Mark





Introduction

Congratulations on becoming Accredited to the **matrix quality standard for information advice and guidance services**.

This brochure offers guidelines on how the **matrix** Quality Mark can be used to promote your achievement. The **matrix** Quality Mark may be displayed only by those organisations Accredited to the **matrix** Standard. Any variations from these guidelines must be requested prior to production in writing to the **matrix** Accreditation Body (details can be found at the back of this document). Throughout this document the **matrix** Quality Mark will be referred to as the Quality Mark.

The Quality Mark

This is the **matrix** Quality Mark:



Figure 1 – The Quality Mark

You may wish to print the Quality Mark on your stationery, your website and promotional items in order to promote the quality of your services for Information Advice and Guidance.

The Quality Mark

The Quality Mark should not be redrawn or distorted in any way. It should always be produced as a whole and never in part or in words alone. The minimum size at which the Quality Mark should appear is 40mm to ensure clarity of the text.

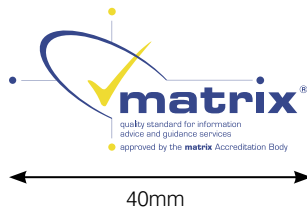


Figure 2 – The minimum size of the Quality Mark

The Quality Mark may be used without the strapline on small promotional items such as pens and badges. Written approval from the **matrix** Accreditation Body must be sought **prior to this**.

The Quality Mark Colours

Wherever possible the Quality Mark should be printed in **matrix** spot colours Pantone 116 and Pantone 287. For accurate colour matching please refer to the current PANTONE® colour standards.



Figure 3 – The colour of the Quality Mark

If this is not possible the Quality Mark can be printed in the single colour of black or white.



Figure 4 – The Quality Mark appears black on a white background and white on a black background

Stationery

If you wish to use the Quality Mark on stationery this should appear only once on each item. It should be positioned at either the lower right hand corner or the lower left hand corner. If this is not possible please contact the **matrix** Accreditation Body.

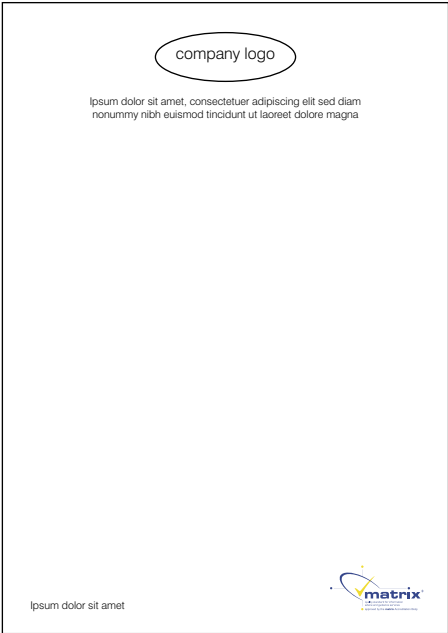


Figure 5 – The Quality Mark positioned bottom right



Figure 6 – The Quality Mark positioned bottom left

Corporate Literature

Ideally the Quality Mark should appear once on either the front or back cover of your corporate literature. It should appear once in the lower right hand or left hand corner of the publication.



Figure 7 – Example of the Quality Mark on the front cover of a publication

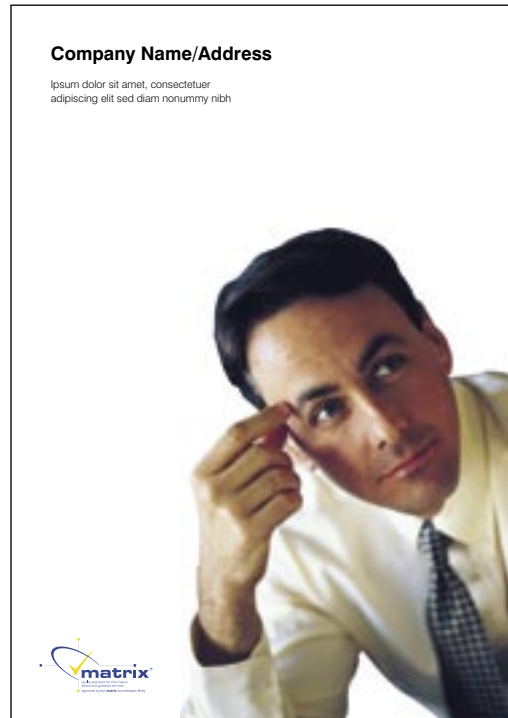


Figure 8 – Example of the Quality Mark on the back cover of a publication

Websites

If you wish to add the Quality Mark to your website it should appear in the **matrix** colours or web equivalent. It should appear only once on each web page and be located in the lower right hand corner or lower left hand corner of the screen. The Quality Mark may be used on websites at less than 40mm but without the strapline. Care should be taken to ensure the Quality Mark appears clear and legible.

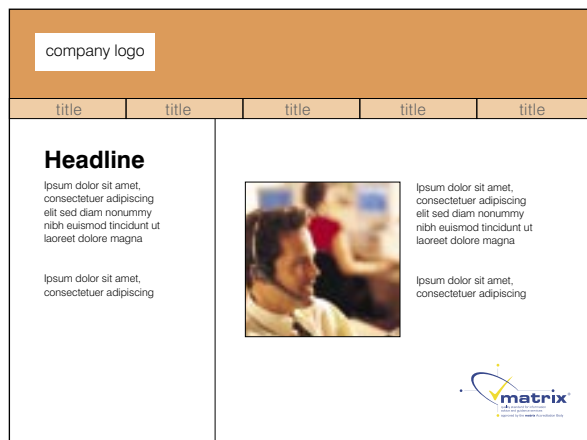


Figure 9 – The full colour Quality Mark is placed at the bottom of a web page

Master Artwork for Scanning



Figure 10 – The official master artwork which is suitable for scanning

We would very much like you to celebrate your success by using the Quality Mark on your documents and promotional items. If you would like any further advice on how to tailor the Quality Mark to meet your specification please contact the **matrix** Accreditation Body.

Please note: any variation must be agreed in advance with the matrix Accreditation Body



The cover illustration shows a detail from 'Metamorphosis', an original sculpture by Will Bishop that was commissioned exclusively for the **matrix** Standard. The **matrix** Standard is about people doing their best and achieving their potential. Metamorphosis expresses these qualities, providing an artistic embodiment of the values of the Standard.

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