

## Recommended sizes and exclusion zone

### Communicating effectively

The Quality Mark must always be used in a way that ensures it is distinct and easy to read.

The exclusion zone for our Quality Mark is an area that must be kept free of other graphic elements and visual clutter.

Our Quality Mark must always be used at a size that ensures it is clearly legible and is communicated effectively. It must appear at a width of 10mm or greater, this allows our Quality Mark to be used as an endorsement in most digital and print formats.

The exclusion zone must be at least the same size as the word 'Green' in the Quality Mark. For typical small usage (e.g. on a letter), a minimum exclusion zone of 3mm must be used.

Exclusion zone



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# Misuse of the Quality Mark

Always use approved artwork for our Quality Mark; do not create your own. Please refer to [Contacts](#) to obtain artwork.

Green Deal Participants are allowed to use the Quality Mark in broader advertising and promotional activity in accordance with the terms of their Green Deal Quality Mark Licence – and DECC would encourage this.

Parties not authorised are not permitted use of the Quality Mark. DECC have created a logo for use by media organisations, local authorities and trade associations. This can be used to promote or inform about the Green Deal scheme, but **must not** and **cannot** be used to promote or imply authorisation or specific service. This Mark should be requested in writing to DECC via the Green Deal Oversight and Registration Body. Please see the Contacts page for further information and to discuss use.

To ensure that our Quality Mark is communicated effectively and consistently, building awareness and understanding of the Green Deal initiative, it's essential that it is not mis-used. Common potential mistakes not permitted are shown opposite (though this is not an exhaustive list). Never use the Quality Mark as a watermark over images. Where possible, use the Quality Mark on white background.

Please also refer to the sections: Recommended sizes and exclusion zone, Sample applications, and Straplines.



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Distortion and stretching



Missing elements



Poor contrast

Changed colours



Altered elements