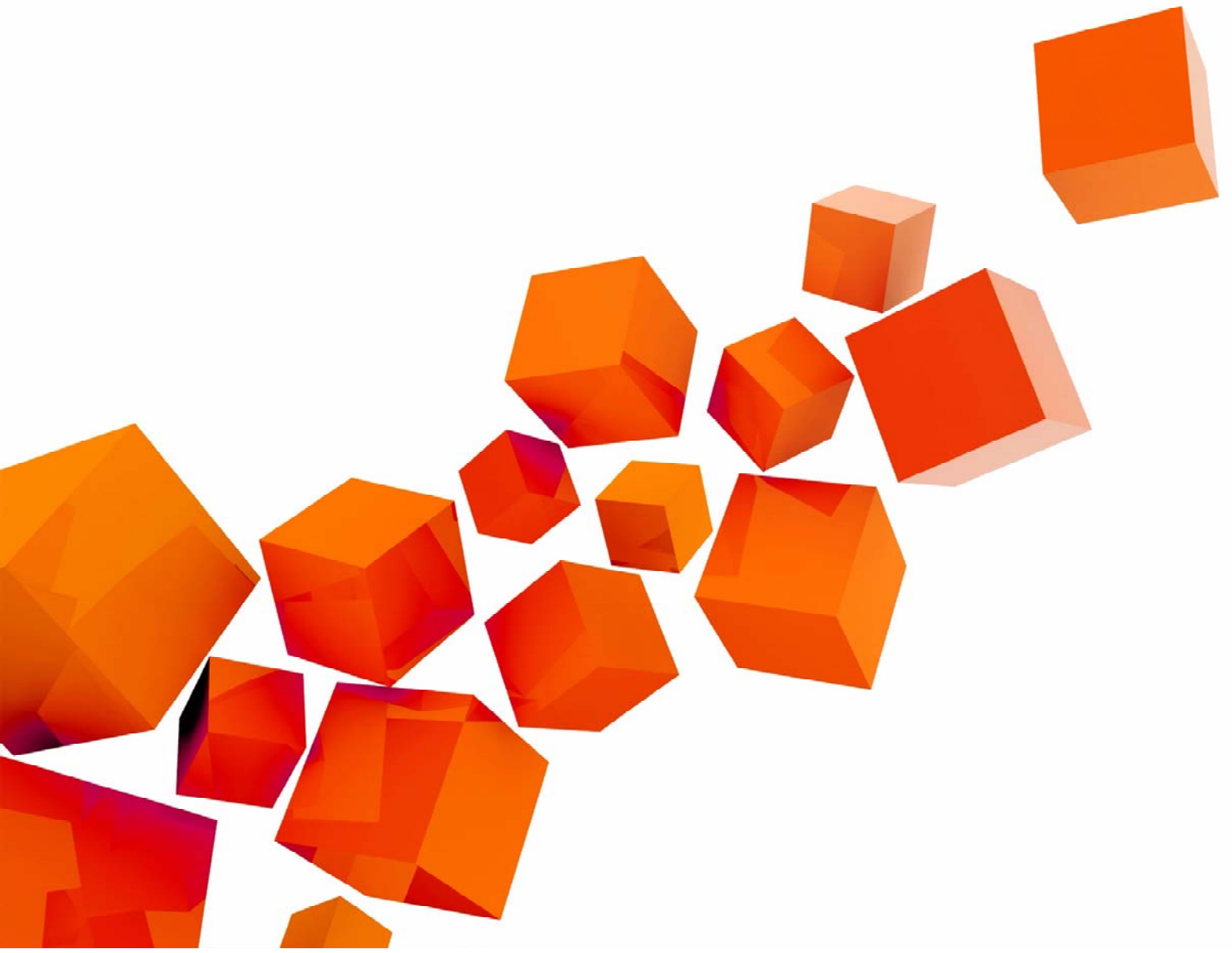


# EFQM Recognition Logo Usage Guideline



# LOGO AND REGISTERED TRADEMARK

The organisation achieving an EFQM Level of Excellence (Committed to Excellence, Recognised for Excellence or the EFQM Excellence Award) can use the corresponding level logo on their marketing material, brochure, business cards, website, etc, provided they comply with these guidelines.

The EFQM logo, composed of the 4 letters EFQM and the orange square, is an international registered trademark. The registered trademark symbol ("®") has to be placed on the top right corner of the orange square on every logo.

EFQM has derived a series of logos for specific usage, including those for the different levels of excellence.

The logo file is provided in the following formats:

- EPS
- JPG
- PNG

The EFQM recognition remains valid for a period of 2 years, hence the year appears on the logo. EFQM recommends to renew the recognition, applying for the same or next level of excellence before it expires. These logos cannot be edited in any way without formal permission from EFQM. Also, only recognised organisations or business units can use the logo corresponding to its achieved level.

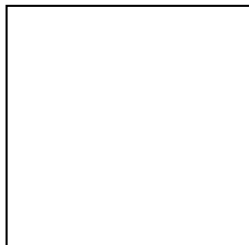


# Colour references

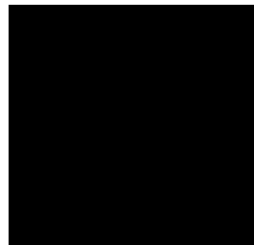
The logo should be printed in black, grey and orange (see below). The black colour is used for EFQM name and the tagline, the grey colour for the bars showing the level achieved, and the orange colour for the square.

A technical point: while the logo visually appears in three colours, in reality, it is printed in two colours (the grey is 70% of the black).

The logo must be clear and legible at all times when used.



**White**  
Reverse



**Black**  
Pantone Black 100%  
CMYK 0/0/0/100  
RGB 0/0/0



**Grey**  
Pantone Black 70%  
CMYK 0/0/0/70  
RGB 90/88/92



**Orange**  
Pantone 158  
CMYK 0/70/100/0  
RGB 195/95/6

## Need more information?

### Visit our Website

More information about our training courses, including dates of courses at EFQM Brussels, is available on our website, [www.efqm.org](http://www.efqm.org).

### EFQM Levels of Excellence

Find out more on the Assessment and Recognition on our website.

<http://www.efqm.org/what-we-do/assessment>

### Give us a Call

Sometimes it's easier to talk things through with a real person. Our offices are open from 9am to 5pm CET, Monday to Friday. Give us a call on **+32 2 775 35 11** and we'll be happy to talk you through your options.

#### **EFQM**

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**EFQM** <sup>®</sup>  
Shares what works.