

# Advice Quality Standard

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The Advice Quality Standard (AQS) tells your clients that you offer a quality assured service. It will communicate your commitment to professionalism, quality and customer care. Only organisations which have achieved the Standard will be able to display the AQS logo. These guidelines are designed to help you use the logo correctly and consistently.

When displaying the logo on your website, you may want to include some text to explain what the Standard means, in which case we suggest:

*We hold the Advice Quality Standard, which provides you with assurance that we have met certain criteria that demonstrate a commitment to quality.*

You may also want to add a hyperlink from the logo to the AQS website: [www.advicequalitystandard.org.uk](http://www.advicequalitystandard.org.uk)

Wherever possible, the colour version should be used.

**Colour:**



**Orange**



Pantone: PMS 144  
CMYK: 0C 48M 100Y 0K  
RGB: 248R 151G 29B  
Hex: F8971D

**White**



**Black**



**Greyscale:**



**Grey**



35% tint of Black

**White**



**Black**



**Minimum clear space:**



**Minimum size:**

