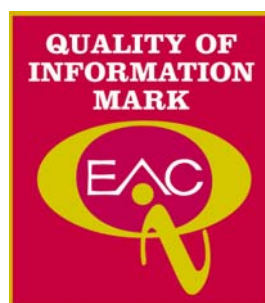


Quality of Information Mark Logo – Conditions of Use



Logo 1



Logo 2

General Conditions:

1. The *Q of I Mark* award entitles a scheme or development to be highlighted (Marked) on EAC's websites and on the printed materials EAC delivers through its Advice Line.
2. The *Q of I Mark* logo can only be used on material or applications (documents, website, brochure, etc.) submitted to and approved by EAC
3. The *Q of I Mark* logo can be displayed by its holder only in association with the 'marked' scheme. It cannot be displayed generically with the provider's name.
4. As the *Q of I Mark* requires a yearly update, its logo should not be displayed on material created after the *Q of I* accreditation date has elapsed, i.e. approx one year after the last submission of the relevant completed questionnaire.
5. EAC's permission to use The *Q of I Mark* logo will be considered when the following conditions have been met:

***Q of I Mark* logo on publications, brochure, leaflets and other printed material**

6. The *Q of I Mark* logo can be used against the name of each accredited scheme in a list of schemes which gives no detailed information on each scheme.
7. The *Q of I Mark* logo can be used in a text introducing the *Q of I Mark* generally.

In all other cases

8. The *Q of I Mark* logo can only be used when the publication or part of the publication is devoted to the accredited scheme.
9. The *Q of I Mark* logo can only be used in association, on the same page, with the following statement: "the details of the scheme accredited by the *Quality of Information Mark* are available on EAC's website www.housingcare.org".
10. Every document carrying a *Q of I Mark* logo must have been approved by EAC prior to its publication.
11. A specially formatted *EAC Q of I Mark Report* can be provided to be added by the provider to its own marketing publications.

Q of I Mark logo website

12. The *Q of I Mark* logo can be used against the name of each accredited scheme in a list of schemes which gives no detailed information on each scheme.
13. The *Q of I Mark* logo can be used in a text introducing the *Q of I Mark* generally.

In all other cases

14. The *Q of I Mark* logo can only be used when the webpage or part of it is devoted to the accredited scheme
15. The *Q of I Mark* logo can only be used when the webpage offers an instant hyperlink to the accredited scheme's details displayed on the 'details' page of www.housingcare.org (or other EAC-based websites). The hyperlink, in prominent font, will read as follows:
'See accredited scheme details on EAC's website' or similar to be agreed.
16. The contents of any webpage carrying a *Q of I Mark* logo must have been approved by EAC prior to its online appearance.
17. A specially formatted *EAC Q of I Mark Report* can be provided to be downloaded from the provider's website. This report can also be added by the provider to its own marketing publications.

Obtain a Q of I Mark logo

18. A *Q of I Mark* logo is available from EAC (alex.billeter@eac.org.uk) tel 020 7820 1682.

The cost of use of a Q of I Mark logo

19. **Clarification:** the *Q of I Mark* award entitles a scheme or development to be highlighted (Marked) on EAC's websites and on the printed materials EAC delivers through its Advice Line. The accreditation and the distinction on EAC materials and websites are free.
20. **Clarification:** The use of the *Q of I Mark* logo in non-EAC publications and websites has to be paid for to support the management of the *Q of I Mark* including the time-consuming checks and approvals that it requires.
21. The costs given below are indicative only and will be agreed on a case by case basis to allow for large scale providers, schemes under development, multiple entries, renewal of existing entries, etc.
22. Single use for one scheme in one publication or webpage : £100 + VAT
23. Multiple use in one publication, webpage or website : £60 + VAT for each single use, be it for a single scheme or different schemes
24. Additional to above: single or multiple use against the name of each accredited scheme in a list of schemes which gives no detailed information on each scheme: £15 + VAT for each single use

25. Additional to above: single use in general introductory text not associated with an accredited scheme: £15 + VAT
26. Specially formatted *EAC Q of I Mark Report* to be downloaded from the provider's website or to be added by the provider to its own marketing publications: TBA

An order form or an invoice will be supplied.

Please contact: Alex Billeter, EAC, 3rd Floor, 89 Albert Embankment, London SE1 7TP, Telephone 020 7820 1682, fax 020 7820 3970, email alex.billeter@eac.org.uk

28th January 2008