

News story: Ofsted launches new good and outstanding logos

Education and children's care providers can now download and use a 'Good provider' or 'Outstanding provider' logo.

On 6 April 2017, Ofsted is launching a new logo specifically for use by education and children's social care providers that have been rated good.

All providers judged by Ofsted to be good can now download and display an official '[Good provider' logo](#). We have also redesigned our 'Outstanding provider' logo for use across all the areas we inspect. We created these new designs following feedback from some of the organisations we inspect, and after a review of our existing policy and guidance on the use of Ofsted's logo.

We have also updated the system through which good and outstanding providers can obtain their copy of the logo. Providers can now use their unique reference number to download the relevant logo in a variety of formats for use on their own websites, stationery and other materials. Organisations without a unique reference number should contact us for further advice.

We are conscious that parents and learners rely on Ofsted as a mark of quality. Therefore, only providers currently holding a good or outstanding grade for overall effectiveness can apply the relevant logo to their branding materials. And we do not allow the use of our main Ofsted logo by any third parties, other than in specific circumstances we have agreed to. [Guidance on how the logos can be used](#) should be checked first.