



Brand terms of use – CQI digital members' pack

# Brand terms of use

Congratulations on becoming a member of the Chartered Quality Institute. Our membership structure is designed to recognise your career progression, whether you're an interested Affiliate or an experienced Chartered Quality Professional.

CQI members can promote their professionalism by using the individual membership designation (your grade name, post-nominal letters, digital pin and logo) appropriate to their current grade of membership.

By using your individual membership designation on your business card, presentations / tender documents, CV, and other documents, you are actively promoting your individual status and the quality profession as a whole.

## Definition of 'individual membership designation'

- The use of our organisational name "Chartered Quality Institute", "CQI", "International Register of Certificated Auditors", "IRCA" or any part thereof, in conjunction with your name, job role or personal description.
- The use of your CQI pin (as detailed overleaf) or any part thereof, in conjunction with your name, job role or personal description.
- The use of your grade name (as detailed overleaf) or any part thereof, in conjunction with your name, job role or personal description.
- The use of the postnominal letters (as detailed overleaf) or any part thereof, in conjunction with your name, job role or personal description.

## 1. Scope of this agreement

Individual membership designation is for use by individuals to promote their individual membership of the CQI. You may only use the individual membership designation relevant to the grade that you are currently awarded, as outlined below.

Any localised versions of your individual membership designation must be provided by the CQI. If you do not maintain your membership, or if your membership has expired or is terminated, your licence to use any individual membership designation will automatically terminate.

On termination of your membership:

- you must immediately discontinue use of the CQI and IRCA name and associated pins
- you must immediately destroy all materials bearing the pins
- In using any of these individual membership designations, you must not imply that CQI approval extends to any organisation, product or service (including publications).

## 2. Using your grade name or post-nominal letters

Use of the aforementioned individual membership designations may only be used to represent your status as an individual member of the CQI.

In all cases the following terms of use apply:  
a) In accordance with the CQI Code of Conduct, you must uphold the highest ethical standards and integrity in exercising your

professional duties or other activities which might impact on the reputation of the profession and of the CQI

- b) You will not display your individual membership designation in any manner that suggests you are an employee of the CQI
- c) You will not use your individual membership designation in any manner that suggests these phrases are a part of your company name

Displaying your grade name and / or postnominal letters

Chartered Quality Institute designatory letters should be used after letters denoting degrees or other qualifications. Alternatively, your grade name can be used in full at the end.

Correct:

✓ Thomas Mark PCQI

✓ Thomas Mark Practitioner of the Chartered Quality Institute

Incorrect:

✗ PCQI Thomas Mark (incorrect order – PCQI should come after your name)

If you are a member of both the CQI and IRCA

You may only use the individual membership designation relevant to the grade, scheme or membership you are currently awarded. If you have CQI and IRCA membership, you may use the individual membership designation for CQI and IRCA.

## 3. Using the CQI pin

Members will gain recognition and credibility across their organisations for the skilled work they do in improving their quality functions' ability to contribute to sustainable growth, the bottom line and the brand. This pin can be used in all your communication with your customers, stakeholders and colleagues, sending a clear message that you are committed to quality. The CQI unique digital pin may be used on your organisation's documentation, promotional material (both digital and print) to demonstrate your individual professional expertise.

In all cases the following terms of use apply:

- a) You will only use CQI pin(s) for which you hold active membership
- b) Your CQI pin(s) may only be used on promotional and advertising materials that promote your individual professional expertise or experience
- c) You will not use the CQI pin(s) on generic business cards or letter head stationary or on webpages that do not pertain directly and specifically to your membership
- d) You will not display the CQI pin(s) in any manner that suggests you are an employee of the CQI and IRCA or in a manner that suggests that 'CQI' is a part of your company name

Displaying the CQI pins

When used, the pin should:

- not be presented any smaller than 75 pixels in height
- not be printed any smaller than 17mm in height
- have space to breathe, with a bordered exclusion zone

# Displaying the CQI Pin

The pin should be presented in the style and format as indicated

Ensure the pin is:

- displaying in the correct direction
- the correct version and dimension
- the correct size for the intended purpose

How to display

Thomas Mark, PCQI  
Quality Manager  
19 Fleet Street, The City  
London, EC4Y 1AA  
T: +44 (0)20 7245 8888  
E: tm@infinity.com



Correct

It is clear that the membership status applies to the individual and is not part of the company

How to display

19 Fleet Street, The City  
London, EC4Y 1AA  
T: +44 (0)20 7245 8888  
E: tm@infinity.com  
W: www.infinity.com



Response to tender

3. RESPONSE TO PROJECT SPECIFIC QUESTIONS  
3.2. Proposed team

The team proposed by us for this assignment has extensive expertise in the field of this project [Your name] is a Practitioner and has over 10 years' experience in Quality Management. He / she has worked for a wide range of clients in this sector.

Certifications and qualifications

- Practitioner
- IRCA Certified Auditor
- 2016 Risk management – foundation course
- 2007 Diploma in Quality Management (DipQ)



Correct

The pin is used alongside your professional details

Thomas Mark, PCQI  
Quality Manager  
T: +44 (0)20 7245 8888  
E: tm@infinity.com  
W: www.infinity.com



**Resumé**

**Personal Details**  
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**Resumé**

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Correct

Your resumé promotes your individual professional expertise and experience