



Using the Quality Award Logo

Each AHCA/NCAL National Quality Award recipient receives a Quality Award logo with the appropriate award level and year designation. AHCA/NCAL will provide award recipients with an electronic copy of the logo for display on websites, letterhead, print materials, and other appropriate platforms. Any other organizations and individuals should not use the Quality Award logo, or other materials and objects that incorporate the logo without prior approval from AHCA/NCAL.

Using the logos to produce merchandise for sale is strictly prohibited. Please refer to the guidelines below for details regarding authorized use of the award logo by AHCA/NCAL National Quality Award recipients. For additional questions, please contact qualityaward@ahca.org.

Logo Guidelines

1. Recipients may **only use** logos that include the appropriate award level and year designation that match the highest level achieved.
2. Quality Award recipients may wish to refer to AHCA/NCAL in materials describing the award. A standard description of AHCA/NCAL is listed below; recipients may modify the following text as appropriate.

The American Health Care Association and National Center for Assisted Living (AHCA/NCAL) represent more than 13,700 non-profit and proprietary skilled nursing centers, assisted living communities, sub-acute centers and homes for individuals with intellectual and developmental disabilities. By delivering solutions for quality care, AHCA/NCAL aims to improve the lives of the millions of frail, elderly and individuals with disabilities who receive long term or post-acute care in our member centers each day.
3. Logos that do not meet these requirements are strictly prohibited.
4. Award year and award level must be legible. Logos must not be reduced in size where the award year and level are unclear/pixelated.
5. Quality Award recipients should ensure that neither the respective center —nor any individual or entity related to the center that has received the Quality Award— references the award or uses the logo to promote ancillary services or programs that could be interpreted, especially by other providers, as a means to achieve a Bronze, Silver, or Gold Award.
6. The Quality Award logo with the appropriate award level and year designation are specific only to the individual center or distinct part of an organization that received the award. Corporations may



only use the logo if the center name is included with the logo (with the award year and level designation). Any modified logos to indicate a corporation achieved an overall award level is **strictly prohibited**.

7. The Quality Award logo may be used in color or black and white. These logos are provided by AHCA/NCAL in PNG and PDF formats. The PDF is a vector file and can be used interchangeably with EPS file formats. Please respect the AHCA/NCAL National Quality Award brand. **When using logos, they should not be altered in any way.**
8. When referencing the award designation in press releases or other printed materials, recipients should include a description of the award to reflect what the achievement represents. A standard description of the Quality Award Program Bronze, Silver and Gold award levels are listed below; recipients may modify the following text corresponding with the appropriate award level as needed, but the intent of the wording should be retained in any final materials.

[BRONZE AWARD LEVEL]

The AHCA/NCAL National Quality Award Program is a progressive, three-step process that encourages the continuous learning, development, and execution of integrated quality systems to achieve performance excellence. Each progressive step requires a more detailed and comprehensive demonstration of quality integration and performance. The criteria for each step is based on the Baldrige Performance Excellence Program.

Bronze—Commitment to Quality Award recipients are able to describe their mission, characteristics, and key challenges and to recognize the relationship of these factors to their ability to achieve performance improvement. The Bronze Award recognizes the provider for developing a foundation to begin a journey of continuous quality improvement, and does not necessarily correspond to any public measure of performance.

[SILVER AWARD LEVEL]

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Silver—Achievement in Quality Award recipients provide an extensive assessment of their systematic approaches, performance measures, and sustainable organizational and process results that are linked to the key customer requirements, success factors, and challenges previously identified through the achievement of earning the Bronze—Commitment to Quality Award.

[GOLD AWARD LEVEL]



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Gold—Excellence in Quality Awarde recipients are recognized as some of the best performers in the long term care profession. They are prior recipients of the **Bronze—Commitment to Quality** and **Silver—Achievement in Quality Awards**. Applicants who receive the Gold award address the Baldrige Program’s Healthcare Criteria for Performance Excellence in its entirety to demonstrate that they are achieving high levels of performance in health care, customer satisfaction, financial, market, workforce, process, and leadership.

9. Recipients who have had a name change since they received their award may order a new plaque with the center’s new name at the center’s expense. **Recipients may only order a new plaque if the name change occurs within their center’s recertification timeframe.** To learn more about the recertification policy please visit our website at https://www.ahcancal.org/quality_improvement/quality_award/Documents/Recertification%20Policy%20and%20FAQ.pdf.