



Performance Excellence Program

Advertising Guidelines

Advertising is an important vehicle for achieving the Performance Excellence Program goals to increase public awareness of the need for quality improvement and to share quality improvement strategies.

To assist award recipients, as well as those interested in applying for or understanding the award, these guidelines were created, to be followed in all advertising that incorporates reference to the award. In addition, the guidelines should be applied when the award is referred to in publications, audiovisual productions, and similar materials:

- Receiving the ***Pinnacle Award for Excellence*** is recognition for organizations that have mature and fully-deployed quality systems within their operations that demonstrate a commitment to continuous improvement and have a sustained significant record of performance. Organizational learning, including innovation and sharing of best practices, is a key management tool. Current performance results have been evaluated against relevant comparisons or benchmarks and show areas of favorable performance for most key customer, process and market requirements.
- Receiving the ***Pioneer Award for Excellence*** recognizes organizations that demonstrate effective, systematic approaches that are aligned with the organizational needs. Deployment may vary in some areas. Results show good performance and comparative and trend data are available for some important results areas. Some beneficial trends are evident but sustained excellence has not been achieved. ***Advertising must not imply anything more.***
- Receiving a ***Category Award for Excellence*** recognizes organizations in one or more of the six categories: Leadership, Strategy, Customers, Measurement, Analysis and Knowledge Management, Workforce and Operations. In this case, your organization achieved recognition based on your performance in that category and the results related to that performance.
- Receiving an ***Achievement Award*** recognizes organizations that have demonstrated, through their commitment to and practice of performance improvement principles, significant progress and results in building sound processes.
- Receiving a ***Commitment Award*** recognizes organizations that are beginning to demonstrate serious commitment to, and implementation of, performance improvement principles.
- Receiving a ***Showcase in Excellence Award*** recognizes a team for one specific process that is innovative or a cutting-edge approach. It may be used as a role model in comparison to competitors or result in exceptional performance. It could also be a routine process performed in an extraordinary manner.
- Receiving any award does not imply endorsement of a recipient's products or services. Any copy should specify that the award is for performance excellence management and achievement—and not state or imply that it is for a product or service.
- There should be clear identification to the reader/viewer/listener as to who received the award.
- If a subsidiary or subunit of an organization receives a SWAE award, all advertising should state clearly that the unit (not the parent organization) received the award.
 - For example:
 - The name of the subsidiary unit should be more prominent—in placement, size, and usage—than the parent unit if the parent unit is cited.

- The logo of the subsidiary unit should be more prominent—in placement, size, and usage—than the parent unit if the parent unit is cited.
- The logo of the subsidiary unit, rather than the logo of the parent unit, should be used whenever possible. If the parent unit logo is used, text should be placed to assure that there is no confusion about whether the award was received by the parent or subsidiary unit.
- When others, such as the parent unit, suppliers, or customers are monitoring the advertising, the ad should indicate this connection to make it clear who received the award. The ad should not imply that the advertising sponsor has a connection to the award.
- Quotes, remarks, and internal and external communications from the parent unit's officers should not imply that an entire company rather than the subsidiary received the award.
- Recipients must clearly indicate the year in which the award was earned. (Note - the award never expires).
- Advertisements should not imply that recipients were compared to their competitors during the award evaluation process.
 - To avoid creating this impression, company logos or slogans that imply that a recipient is better than its competitors should not be used in conjunction with the award advertisements
- Recipients should carefully review all award-related advertising to ensure accuracy. The responsible executives are encouraged to ensure this attention, including consultation among parent units, subsidiaries and quality and public relations officials.
- Business Cards – Organization Level (Pinnacle / Pioneer) recipient promotional information (i.e. –Logo) can only be used on business cards for those individuals currently employed under the subsidiary unit.
- Elements concerning the Logo:
 - The logo is a registered service mark with certain restriction on its use.
 - If the recipient is a subsidiary, only the name of that subsidiary may be used in conjunction with the Award logo.
 - The name of the recipient may be stacked on two lines below the logo if desired.
 - It should not be used in conjunction with specific product or service claims.
 - The typeface is Century Gothic or Calibri.
 - Colors used in the Southwest Alliance for Excellence Logo may not be altered from original format:
 - PMS 641 C (Light Blue)
 - PMS 302 C (Dark Blue)
 - PMS 7427 C (Deep Red)
 - PMS 7549 C (Golden)
 - PMS 876 (Copper)
- The logo, award, photo and award name should not be used in advertising or publicity to imply any endorsement or formal connection between the Performance Excellence Program and organizations that are hosting conferences, workshops, exhibits, or other events—unless the Southwest Alliance for Excellence (SWAE) is a sponsor or co-sponsor of the event.

Organizations are encouraged to bring questions regarding award-related advertising and these guidelines, prior to publication, to the attention of the Southwest Alliance for Excellence which manages the award.