



QAA QE-TNE Scheme Badge Terms and Conditions of Use

Introduction

1 The strength of the quality of UK transnational education (TNE) is demonstrated through independent evaluation by the Quality Assurance Agency for Higher Education (QAA). This evaluation maintains and helps to extend the established reputation of the UK's approach to quality assurance and quality enhancement, retaining and building international trust in UK TNE.

2 To this end, we license the QAA QE-TNE Scheme Badge for use by eligible QE-TNE Scheme participants, in order to demonstrate to the public that an institution and its TNE partners are committed to enhancement of their TNE provision through their participation in the Scheme.

3 All Intellectual Property Rights for the QAA QE-TNE Scheme Badge are the property of QAA. Use of the Badge is subject to written permission by QAA. If the Badge is reproduced or otherwise used by any person without such permission, QAA may seek to enforce its rights over its property through legal action. Details of [QAA's Copyright Policy](#) can be found on the QAA website.

4 The QAA QE-TNE Scheme Badge can only be used by QAA QE-TNE Scheme participants and their TNE partners, according to the criteria listed in the terms and conditions below.

5 QAA reserves the right to alter these terms and conditions at any time. Changes to the QAA QE-TNE Scheme Badge terms and conditions will be confirmed to you in writing. The current Terms and Conditions can be found on the QAA website.

Qualifying criteria

6 Only eligible QAA QE-TNE Scheme participants who have been granted permission by QAA, and their TNE partners, are permitted to use and display the QAA QE-TNE Scheme Badge.

7 When two or more eligible QAA QE-TNE Scheme participants merge, QAA will confirm the newly merged provider's eligibility to use the QAA QE-TNE Scheme Badge in writing. If one or more of the QAA QE-TNE Scheme participants merging is not eligible to use the QAA QE-TNE Scheme Badge, the licence may be terminated with immediate effect of QAA's decision that the new provider is ineligible.

8 When an eligible QAA QE-TNE Scheme participant splits into two separate entities, QAA will confirm each provider's eligibility to use the QAA QE-TNE Scheme Badge in writing. If one or both providers are no longer eligible to use the QAA QE-TNE Scheme Badge, the licence may be terminated with immediate effect.

Issue and use of the QAA QE-TNE Scheme Badge

9 The permission and graphic files will be issued following payment of the Scheme fees.

10 At the point at which the graphic files for the QAA QE-TNE Scheme Badge are supplied, QAA will grant you a non-exclusive, royalty-free, non-transferable licence to use the Badge subject to our terms and conditions of use. The licence shall remain in force from the date of despatch of the graphic files, while you remain eligible or until such licence is withdrawn by QAA, whichever is earlier.

11 You may use the QAA QE-TNE Scheme Badge on all forms of communication related directly to you and your TNE partners, subject to these terms and conditions. The QAA QE-TNE Scheme Badge may also be used at, or in communications relating to, any campuses that are an integral part of your institution. You must take full responsibility for ensuring that the QAA QE-TNE Scheme Badge is used correctly.

12 It is a condition of this licence that where the QAA QE-TNE Scheme Badge is used by a TNE partner of a QAA QE-TNE Scheme participant, your TNE partner must specify the collaboration through which they are in receipt of the QE-TNE Scheme Badge. The TNE partner should display the following statement below the Badge:

- Committed to quality with [insert name of QE-TNE Scheme participant].

13 Your right to use the QAA QE-TNE Scheme Badge under this licence may not be sub-licensed. The QAA QE-TNE Scheme Badge may not be used by any of your TNE partners unless they agree to be bound by these terms and conditions. You shall be responsible for ensuring that such partners comply with these terms and conditions.

Misuse of the QAA QE-TNE Scheme Badge

14 You must use the QAA QE-TNE Scheme Badge only in relation to your eligible QE-TNE Scheme participant status and according to the terms and conditions of this licence (including the specifications given in Annex 1), and not in any way that will lead the public to believe that QAA endorses you or parts of your operation for any aspect that is not directly related to the QAA QE-TNE Scheme.

15 We protect our intellectual property and undertake regular and frequent monitoring of the use of our logos, trademarks and copyrighted materials. Providers who are found to be using the QAA QE-TNE Scheme Badge without a licence will be asked in writing to remove all references to these within seven days of the written request. Failure to comply will result in the commencement of legal proceedings against the provider. You should immediately notify QAA, providing full details, of any threatened or actual third-party infringement or abuse of the QAA QE-TNE Scheme Badge, including by another provider, which comes to your attention.

Grant, suspension and withdrawal of the licence

16 We may, at our discretion, withdraw this licence with immediate effect in the event that:

- a your institution is no longer eligible to be a QAA QE-TNE Scheme participant
- b your institution is closed or amalgamated with another institution
- c your institution changes its name
- d we are required to do so for our own operational reasons at any time

- e we consider that factors or information exist such that your continued use of the QAA QE-TNE Scheme Badge causes, or may cause, in QAA's opinion, confusion or concern in the public domain
- f your TNE partner(s) misuses the QAA QE-TNE Scheme Badge.

17 We will notify you in writing within seven days of a decision to suspend or withdraw this licence.

Information not covered by this licence

18 If you wish to use any of QAA's logos or information outside of the scope of this licence, you must both request from QAA and be granted by QAA a separate licence for such additional use.

19 Any use of QAA copyright material, graphics and logos is covered by our [Copyright Policy](#), which is available on our website.

20 Requests for use of any QAA copyright material, graphics and logos should be made in writing to: Compliance@qaa.ac.uk

Contact us

21 For help and advice on using the QAA QE-TNE Scheme Badge, please contact us at: Compliance@qaa.ac.uk

Annex 1: Specifications for using the QAA QE-TNE Scheme Badge

Format

The QAA QE-TNE Scheme has two Badge designs - one for Scheme participants and one for Scheme partners. We will supply QAA QE-TNE Scheme participants with complete graphic files, in EPS, JPEG and PNG format.

QE-TNE Scheme participants will be responsible for distributing the Scheme Partner Badge to their eligible TNE partners and for ensuring that partners follow the terms and conditions of use.

Size, colour and placing

The proportion and relative position of the parts that make up the QAA QE-TNE Scheme Badge must not be modified or altered in any way. The Badge should not be used smaller than the minimum size of 50mm width (189px).

The QAA QE-TNE Scheme Badge must always appear as supplied, in its original colours. The Badge is supplied in full colour, white and dark grey. It is preferred that the full colour Badge is used where design allows. Other colours cannot be substituted. Deviation from this approach may be permitted in special circumstances but only with the explicit prior approval of QAA.

Always allow the QAA QE-TNE Scheme Badge as much space as possible to enable it to appear prominently without interference from other text or graphic material. The position of the Badge should be no less than 10mm from the edge of a page, and a minimum of 10mm from any other text and graphics.

Where the QAA QE-TNE Scheme Badge is displayed alongside other QAA graphics - such as the QAA Membership Badge - all graphics should be displayed at the same size and in proportion with each other.

Accessibility and 'alternative text'

To enhance accessibility, where the QAA QE-TNE Scheme Badge is used on websites or other digital platforms, we advise that the following 'alternative text' is used:

QAA QE-TNE Scheme Badge.

Hyperlinks

It is a condition of this licence that where the QAA QE-TNE Scheme Badge is used on a website, there must also be a hyperlink directly to the QAA QE-TNE Scheme page on the QAA website: www.qaa.ac.uk/international/transnational-education/quality-evaluation-and-enhancement-of-uk-tne

The QAA QE-TNE Scheme Badges

‘Scheme Participant’ Badge - for use by eligible Scheme participants



Full colour



Dark grey



White out

Recommended format

- Website/digital: PNG or JPEG
- Printed material: EPS

Minimum size

- 50mm width (189px)

‘Scheme Partner’ Badge - for use by TNE partners of Scheme participants



Full colour



Dark grey



White out

Recommended format

- Website/digital: PNG or JPEG
- Printed material: EPS

Minimum size

- 50mm width (189px)

Accompanying statement

TNE partners should display the following statement below the Badge:

- Committed to quality with [insert name of QE-TNE Scheme participant].

Note: Ownership of the QAA QE-TNE Scheme Badge, the artwork, electronic files and all reproductions of it remain the copyright and property of QAA.

Contact us

For help and advice on using the QAA Quality Mark, please contact QAA at:
Compliance@qaa.ac.uk

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