



## Guidelines for use of the International Programme Accreditation Mark

Congratulations on receiving programme accreditation from QAA. Your organisation is now entitled to display the International Programme Accreditation (IPA) Mark for as long as your accreditation is valid.

### How to use the IPA mark

The IPA Mark includes the QAA logo, the words 'Programme accredited' and the 'Name of programme' accredited. 'Valid' shows the dates accreditation is valid for.

QAA will supply eligible institutions with a graphic file of the IPA Mark in two formats: JPEG and PNG.



### Size, colour and placing

The IPA Mark has been carefully designed and must not be changed in any way. You are not permitted to use the QAA logo on its own. The Mark should never be used smaller than the minimum sizes given on page 2.

The IPA Mark should always appear as originally supplied. This should be in its original colours, on a white or light background. It should never be used on a strong background colour, or be reversed (to be 'whited out').

Deviation from this approach may be permitted in special circumstances, but only with the explicit prior written approval of QAA.

Always allow the IPA Mark as much space as possible to enable it to appear prominently without interference from other text or graphics.

The position of the IPA Mark should be no less than 10 mm from the edge of a page, and a minimum of 10 mm from any other text and graphics.

## Hyperlink to QAA website

Where the IPA Mark is used on your institution's website, there must also be a hyperlink directly to your institution's IPA report on the QAA website.

For accessibility purposes, QAA advises displaying the following text below the IPA Mark and embedding the report's hyperlink in this text: 'Read our latest QAA review report.'

The URL of your IPA review report will be provided to you at the same time as you receive the IPA Mark files.

## Formats and specifications

The following table shows which file format is recommended for different types of use. When resizing the Mark, it is essential that width and height remain in proportion to avoid stretching/distorting the image.

|                                                        | Format      | Size/resolution                                 |
|--------------------------------------------------------|-------------|-------------------------------------------------|
| <b>Websites</b><br><b>Social media</b><br><b>Email</b> | JPEG or PNG | Min width: 400 pixels<br>Min resolution: 72 dpi |
| <b>Online publications</b>                             | JPEG        | Min width: 50 mm                                |

## Colour codes

### QAA purple

**CMYK** 88 / 100 / 29 / 25  
**RGB** 69 / 0 / 94  
**Hex** #45005E

### QAA green

**CMYK** 69 / 0 / 99 / 0  
**RGB** 86 / 175 / 52  
**Hex** #56AF34

## Further information

For help and advice about the correct use of the IPA Mark or to request graphic files in alternative formats, please contact the QAA Marketing Team at: [marcoms@qaa.ac.uk](mailto:marcoms@qaa.ac.uk).

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