Guidelines for use of the International Quality Accreditation Mark

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

How to use the IQA mark

The IQA Mark includes the QAA logo, the words 'Institution accredited' and the 'Name of institution' accredited. 'Valid' shows the dates accreditation is valid for.

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

Size, colour and placing

The IQA 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 IQA 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 IQA Mark as much space as possible to enable it to appear prominently without interference from other text or graphics.

The position of the IQA 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 IQA Mark is used on your institution's website, there must also be a hyperlink directly to your institution's IQA report on the QAA website.

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

The URL of your IQA review report will be provided to you at the same time as you receive the IQA 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
Websites **Social media** **Email**	JPEG or PNG	Min width: 400 pixels Min resolution: 72 dpi
Online publications	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 IQA Mark or to request graphic files in alternative formats, please contact the QAA Marketing Team at: marcoms@qaa.ac.uk.