



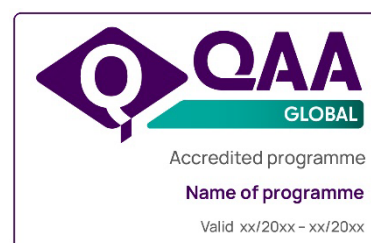
Guidelines for use of the International Programme Accreditation Badge

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

How to use the IPA Badge

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

QAA will supply eligible institutions with a complete graphic file for use. This will be sent in three formats: JPEG and PNG for use on web and digital material, and EPS for printed material.



Size, colour and placing

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

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

The position of the IPA Badge 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 Badge 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 Badge 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 Badge files.

Formats and specifications

The following table shows which file format is recommended for different types of use. When resizing the Badge, 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: 150 pixels Min resolution: 72 dpi
Online publications	JPEG	Min width: 50 mm
Printed material	EPS	Min width: 50 mm

Colour codes

QAA purple

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

QAA Global teal

CMYK 77 / 4 / 45 / 0
RGB 0 / 169 / 157
Hex #00A99D

Further information

For help and advice about the correct use of the IPA Badge or to request graphic files in alternative formats, please contact the QAA Marketing Team at:
marketingandproduction@qaa.ac.uk

Published - November 2023

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Registered charity numbers 1062746 and SC037786
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