



QAA International Quality Accreditation (IQA) Mark Terms and Conditions of Use

Introduction

1 QAA is a world-leading quality agency with unmatched experience of providing impartial regulatory and collaborative quality assurance and enhancement. We work across the UK and internationally to ensure that students and learners experience the highest possible quality of education. To this end, we license the QAA International Quality Accreditation Mark to eligible providers, in order to assure the public that the provider has undergone a QAA review and achieved a successful result through an independent quality assurance process.

2 Definitions are listed in Annex 1.

3 All Intellectual Property Rights for the QAA International Quality Accreditation Mark are the property of QAA. Use of the QAA International Quality Accreditation Mark is subject to written permission by QAA. If the QAA International Quality Accreditation Mark 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 International Quality Accreditation Mark can only be used by providers following a positive QAA review, under licence and according to the qualifying criteria listed below.

5 QAA reserves the right to alter these terms and conditions at any time. Changes to the QAA International Quality Accreditation Mark terms and conditions will be confirmed to you in writing.

6 Qualifying criteria: Only eligible providers who have been granted permission by QAA are permitted to use and display the QAA International Quality Accreditation Mark. Full details of judgements and criteria are as follows:

Range of judgements available	Criteria to allow use of QAA International Quality Accreditation Mark
Meets the standards	All 10 IQA standards have been met.

Issue and use of the QAA International Quality Accreditation Mark

7 The permission and graphic files will be issued by email on notification of publication of a positive QAA review report on the QAA website.

8 At the point at which the graphic files for the QAA International Quality Accreditation Mark are supplied, QAA will grant you a non-exclusive royalty-free, non-transferable licence to use the QAA International Quality Accreditation Mark 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.

9 You may use the QAA International Quality Accreditation Mark on all forms of communication related directly to you and programmes delivered by you, as specified in the QAA review and subject to these terms and conditions. When using the QAA International Quality Accreditation Mark, you must comply with the specifications set out in Annex 2.

Misuse of the QAA International Quality Accreditation Mark

10 You must use the QAA International Quality Accreditation Mark only in relation to your eligible review status and according to the terms and conditions of this licence (including the specifications given in Annex 2), and not in any way that will lead the public to believe that QAA endorses you or parts of your operation which have not been subject to review by QAA.

11 You shall not apply for, or obtain, registration of the QAA International Quality Accreditation Mark for any goods or services in any country.

12 You shall not apply for, or obtain, registration of any trade or service mark in any country which consists of, or comprises the QAA logo, QAA word mark or QAA International Quality Accreditation Mark.

13 Your right to use the QAA International Quality Accreditation Mark under this licence may not be sub-licensed. The QAA International Quality Accreditation Mark may not be used by any of your partners unless they were included in your QAA review and agree to be bound by these terms and conditions. You shall be responsible for ensuring that such partners comply with these terms and conditions.

14 QAA may withdraw the licence to use the QAA International Quality Accreditation Mark in the following circumstances:

- i. if the QAA International Quality Accreditation Mark is used in any way which, in our opinion, adversely affects QAA or QAA's reputation
- ii. if its use is in breach of these terms and conditions
- iii. if any providers are found to be using the QAA International Quality Accreditation Mark without a licence.

15 Notification of withdrawal of the licence to use the QAA International Quality Accreditation Mark will be via email to the Provider's representative requesting removal of all references to the QAA International Quality Accreditation Mark from the Provider's website and any electronic or hard copy materials including any displays within the Provider's premises. Failure to comply with a notification of withdrawal of the licence to use the QAA International Quality Accreditation Mark will result in the commencement of legal proceedings against the provider.

16 You should immediately notify QAA, providing full details, of any threatened or actual third-party infringement or abuse of the QAA International Quality Accreditation Mark, including by another provider, which comes to your attention.

Liability

17 To the fullest extent permitted by law, we shall not be liable to you for any costs, expenses, loss or damage (whether direct, indirect or consequential, and whether economic or other) arising from your use of the rights or any termination of the rights granted to you under, or otherwise in connection with, these terms and conditions. You also agree that we have no liability for the contents of your communications channels or any legal consequences arising from them or from your use of the QAA International Quality

Accreditation Mark on them. You should therefore satisfy yourself that your communications fulfil all of their intended purposes, including legal purposes.

18 You shall indemnify QAA against all liabilities, costs, expenses, damages or losses (including any direct or indirect consequential losses, loss of profit, loss of reputation and all interest, penalties and legal and other reasonable professional costs and expenses) suffered or incurred by us arising out of or in connection with your exercise of your rights granted under this licence or any breach by you of these terms and conditions.

19 Nothing in these terms and conditions shall have the effect of excluding or limiting any liability for death or personal injury caused by negligence or for fraud.

Governing law

20 These terms and conditions and any dispute or claim arising out of or in connection with them or their subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the law of England and Wales, and the parties hereby irrevocably agree that the courts of England and Wales shall have exclusive jurisdiction to hear such disputes or claims.

Information not covered by this licence

21 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.

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

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

Contact us

24 For help and advice on using the QAA International Quality Accreditation Mark, please contact us at: marcoms@qaa.ac.uk.

Annex 1: Definitions

‘Eligible Provider’ means a provider that is eligible to use the QAA International Quality Accreditation Mark as they satisfy the qualifying criteria.

‘Intellectual Property Rights’ means all intellectual and industrial property rights including patents, know-how, registered trademarks, registered designs, utility models, applications for and rights to apply for any of the foregoing, unregistered design rights, unregistered trademarks, rights to prevent passing off for unfair competition, copyright, database rights, topography rights and any other rights in any invention, discovery or process, in each case in the United Kingdom and all other countries in the world and together with all renewals and extensions.

‘Licence’ means the licence to use the materials that is the subject of these terms and conditions of use.

‘Provider’ means a higher education provider based in England or outside of the UK.

‘QAA logos’ means any or all symbols, designs or words adopted by QAA to identify its products or services.

‘QAA International Quality Accreditation Mark’ means the mark that is issued to providers who satisfy the qualifying criteria under these Terms and Conditions of Use.

‘QAA trademarks’ means any or all symbols, marks or words legally registered under any jurisdiction or established by use as representing QAA or QAA products or services.

Annex 2: Specifications for using the QAA International Quality Accreditation Mark

Format

We will supply eligible providers with graphic files in JPEG and PNG format.

Size, colour and placing

The proportion and relative position of the parts that make up the QAA International Quality Accreditation Mark must not be modified or altered in any way. The Mark should not be used smaller than the minimum size of 400 pixels (50mm) width.

The QAA International Quality Accreditation Mark must always appear as supplied, in its original colours. 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 International Quality Accreditation Mark as much space as possible to enable it to appear prominently without interference from other text or graphic material. The position of the International Quality Accreditation Mark 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 International Quality Accreditation Mark 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 International Quality Accreditation Mark is used on websites or other digital platforms, we advise that the following 'alternative text' is used: **QAA International Quality Accreditation Mark.**

Hyperlinks

It is a condition of this licence that where the QAA International Quality Accreditation Mark is used on a website, there must also be a hyperlink directly to your institution's IQA report on the QAA website.

To implement this in a way which incorporates best practice to enhance accessibility, we advise displaying the following text underneath the QAA International Quality Accreditation Mark and embedding the hyperlink within this text, as shown here: **'Read our latest QAA review report'**.

The URL of your report will be included with the graphic files in the email sent upon publication of your review report.

The QAA International Quality Accreditation Mark



	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

Note: Ownership of the QAA International Quality Accreditation Mark, 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 International Quality Accreditation Mark, please contact QAA at: marcoms@qaa.ac.uk.

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