



Guidelines for use of the International Quality Review Badge

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

How to use the IQR badge

The IQR badge is made up of two pieces of text: 'QAA Global' and 'Accredited by The Quality Assurance Agency'.

With this document, QAA has supplied a complete graphic file incorporating these two elements, plus a valid date. It is available in JPEG and PNG format for use on web and digital material, and in EPS format for use on printed material.



Size, colour and placing

The proportion and relative position of the parts that make up the IQR Badge have been carefully developed and must not be changed in any way. The IQR Badge should never be used smaller than the minimum sizes, given on page 2.

The IQR Badge must always appear in the colours given on page 2. The IQR Badge should always appear on a white or light background, never on a strong background colour, and not be reversed (to be 'whited out').

Other colours must not be substituted in place of the colours listed on page 2. Deviation from this approach may be permitted in special circumstances, but only with the explicit prior written approval of QAA.

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

The position of the IQR 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

It is a condition of the licence granted by QAA to use the IQR Badge that where the IQR Badge is used on your institution's website, there must also be a hyperlink directly to the institution's report on the QAA website at www.qaa.ac.uk/training-and-services/iqr/published-iqr-reports.

To implement this in a way which incorporates best practice to enhance accessibility, QAA advises displaying the following text underneath the IQR badge and embedding the hyperlink within this text, as shown here:

'Click here to read our latest QAA review report.'

The URL of your IQR review report will be provided at the same time as we send you the IQR Badge graphic files.

Formats and specifications

The following is a guide to which file format to use for digital and print, with minimum sizes. When resizing the Badge, it is essential that width and height remain in proportion to avoid stretching/distorting the image.

	Format	Size/resolution
Website/Email	JPEG or PNG	Min width: 150 pixels Min resolution: 72 dpi
Printed material	EPS	Min width: 50 mm

Colour codes for QAA Global purple:

CMYK	Cyan 71% Magenta 67% Yellow 30% Black 15%
RGB	R91 G83 B119
Pantone	5275
Hex	595378

Further information

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