

UK TNE Quality Scheme Badge Terms and Conditions of Use

Introduction

- 1 Active participation in the QAA UK TNE Quality Scheme demonstrates a provider's commitment to quality enhancement in TNE. TNE quality enhancement helps to retain and build trust in UK TNE.
- 2 To this end, we license the QAA UK TNE Quality Scheme Participant Badge and the QAA UK TNE Quality Scheme TNE Partner Badge for use by eligible QAA UK TNE Quality Scheme Participants and their TNE Partners respectively, in order to demonstrate to the public that a Provider and its TNE Partners are committed to enhancement of their TNE provision through their participation in the Scheme.
- 3 All Intellectual Property Rights for the QAA UK TNE Quality Scheme Badges are the property of QAA. Use of the Badges is subject to written permission by QAA. If the Badges are produced or otherwise used by any person without such permission, QAA may seek to enforce its rights over its property through legal action. [QAA's Copyright Policy](#) can be found on the QAA website.
- 4 The QAA UK TNE Quality Scheme Badges can only be used by QAA UK TNE Quality Scheme Participants and their TNE Partners, according to the criteria listed in the terms and conditions below.
- 5 QAA reserves the right to alter these terms and conditions at any time. Changes to the terms and conditions of the QAA UK TNE Quality Scheme Badges will be confirmed to you in writing. The current Terms and Conditions can be found on the QAA website.

Qualifying criteria

- 6 Only eligible QAA UK TNE Quality Scheme Participants who have been granted permission by QAA, and their TNE Partners, are permitted to use and display the QAA UK TNE Quality Scheme Badges.
- 7 When two or more eligible QAA UK TNE Quality Scheme Participants merge, QAA will confirm the newly merged Provider's eligibility to use the QAA UK TNE Quality Scheme Badge in writing. If one or more of the QAA UK TNE Quality Scheme Participants merging is not eligible to use the QAA UK TNE Quality Scheme Badge, the licence may be terminated with immediate effect of QAA's decision that the new Provider is ineligible.
- 8 When an eligible QAA UK TNE Quality Scheme Participant splits into two separate entities, QAA will confirm each Provider's eligibility to use the TNE Quality Scheme Badge in writing. If one or both Providers are no longer eligible to use the QAA UK TNE Quality Scheme Badge, the licence may be terminated with immediate effect.

Issue and use of the QAA UK TNE Quality Scheme Badge

- 9 Permission to use the QAA UK TNE Quality Scheme and associated graphic files shall be issued following receipt of the Scheme Fees.
- 10 Upon supply of the graphic files for the QAA UK TNE Quality Scheme, QAA grants the Provider a non-exclusive, royalty-free, non-transferable licence to use the Badge subject to our terms and conditions of use. The licence shall take effect from the date of dispatch of the graphic files and shall continue for as long as the Provider remains eligible, unless withdrawn from the Scheme by QAA, whichever is earlier.
- 11 The Provider may use the QAA UK TNE Quality Scheme Badge on all forms of communication directly relating to the Provider and its TNE partners, subject to these terms and conditions. The QAA UK TNE Quality Scheme Badge may also be used at, or in communications relating to, any campuses that form an integral part of the Provider's institution. The Provider is solely responsible for ensuring that the QAA UK TNE Quality Scheme Badge is used correctly.
- 12 It is a condition of this licence that where the QAA UK TNE Quality Scheme TNE Partner Badge is used by a TNE partner of a QAA UK TNE Quality Scheme Participant, your TNE Partner must specify the collaboration through which they are in receipt of the QAA UK TNE Quality Scheme Badge. The TNE Partner should display the following statement below the Badge:

Committed to quality with [insert name of QAA UK TNE Quality Scheme participant].
- 13 Your right to use the QAA UK TNE Quality Scheme Badge under this licence may not be sub-licensed. The QAA UK TNE Quality Scheme Badge may not be used by any of your TNE Partners unless they agree to be bound by these terms and conditions. You shall be responsible for ensuring that such Partners comply with these terms and conditions.

Misuse of the QAA UK TNE Quality Scheme Badge

- 14 You must use the QAA UK TNE Quality Scheme Badge only in relation to your eligible QAA UK TNE Quality Scheme Participant status and according to the terms and conditions of this licence (including the specifications given in Annex 1), and not in any way that will lead the public to believe that QAA endorses you or parts of your operation for any aspect that is not directly related to the QAA UK TNE Quality Scheme.
- 15 QAA protects its intellectual property and undertakes regular monitoring of the use of its logos, trademarks and copyrighted materials. Any Provider that is found to be using the QAA UK TNE Quality Scheme Badge without a valid licence will be required, in writing, to remove all such references within seven days of the written request. Failure to comply may result in the commencement of legal proceedings against the Provider. The Provider must immediately notify QAA, providing full details of any threatened or actual third-party infringement or misuse of the QAA UK TNE Quality Scheme Badge, including by another Provider, which comes to its attention.

Grant, suspension and withdrawal of the licence

- 16 QAA may, at its discretion, withdraw this licence with immediate effect in the event that:
 - a) the Provider is no longer eligible to be a QAA UK TNE Quality Scheme Participant
 - b) the Provider is closed or amalgamated with another Provider
 - c) the Provider has changed its name

- d) QAA is required to do so for its own operational reasons at any time
 - e) we consider that circumstances exist such that your continued use of the QAA UK TNE Quality Scheme Badge causes, or in QAA's opinion, may cause confusion or concern in the public domain
 - f) the Provider's TNE Partner(s) misuses the QAA UK TNE Quality Scheme Badge.
- 17 QAA will notify the Provider in writing within seven days of the decision to suspend or withdraw this licence.

Information not covered by this licence

- 18 If you wish to use any of QAA's logos or information outside of the scope of this licence, you must request and be granted a separate licence from QAA for such additional use.
- 19 Any use of QAA copyright material, graphics and logos is covered by our [Copyright Policy](#), which is available on the QAA website.
- 20 Requests for use of any QAA copyright material, graphics and logos should be made in writing to: marcoms@qaa.ac.uk.

Annex 1: Specifications for using the QAA UK TNE Quality Scheme Badge

Format

The QAA UK TNE Quality Scheme has two Badge designs - one for Scheme Participants and one for TNE Partners. We will supply QAA UK TNE Quality Scheme Participants with two Badge designs - one for Scheme Participants and one for TNE Partners.

QAA UK TNE Quality Scheme Participants will be responsible for distributing the TNE Partner Badge to their eligible TNE Partners and for ensuring that Partners follow the terms and conditions of use.



Size, colour and placing

The proportion and relative position of the parts that make up the QAA UK TNE Quality Scheme Badge must not be modified or altered in any way. The Badge should not be used as smaller than the minimum size of 50mm width (400px).

The QAA UK TNE Quality Scheme Badge must always appear as supplied, in its original colours. The Badge is supplied in full colour, white and dark grey. It is preferred that the full colour Badge is used where design allows. 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 UK TNE Quality Scheme Badge to have as much space as possible to enable it to appear prominently without interference from other text or graphic material. The position of the Badge 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 UK TNE Quality Scheme Badge 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 UK TNE Quality Scheme Badge is used on websites or other digital platforms, we advise that the following 'alternative text' is used:

QAA UK TNE Quality Scheme Badge.

Hyperlinks

It is a condition of this licence that where the QAA UK TNE Quality Scheme Badge is used on a website, there must also be a hyperlink directly to the QAA UK TNE Quality Scheme page on the QAA website: <https://www.qaa.ac.uk/international/transnational-education/the-uk-tne-quality-scheme>

Note: Ownership of the QAA UK TNE Quality Scheme Badge, 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 UK TNE Quality Scheme Badge, please contact QAA at:
marcoms@qaa.ac.uk

Published - April 2026

© The Quality Assurance Agency for Higher Education 2026
Registered charity numbers 1062746 and SC037786
www.qaa.ac.uk