



# QAA Membership Badge Terms and Conditions of Use

## Introduction

1 The QAA Membership Badge is available for use by all UK QAA Members to demonstrate to the public, partners and their staff that their institution is committed to the enhancement of quality through their membership of QAA.

2 The QAA Membership Badge can only be used by [current UK QAA Members](#) and [International Members](#).

3 All Intellectual Property Rights for the QAA Membership Badge are the property of QAA. Use of the QAA Membership Badge is subject to written permission by QAA. If the QAA Membership Badge 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 Membership Badge must be used in accordance to the guidance below.

5 QAA reserves the right to alter these terms and conditions at any time. Changes to the QAA Membership badge terms and conditions will be confirmed to you in writing. The current Terms and Conditions for the Use of the QAA Membership Badge can be found on the QAA website.

## Qualifying criteria

6 QAA Members (see QAA Membership Terms and Conditions<sup>1</sup>), who have been granted permission by QAA, are permitted to use and display the QAA Membership Badge for the duration of their QAA Membership.

7 The permission and graphic files will be issued on payment of QAA Membership fees.

8 At the point at which the graphic files for the QAA Membership Badge are supplied, QAA will grant you a non-exclusive royalty-free, non-transferable licence to use the QAA Membership Badge 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force from the date of despatch of the graphic files, while you remain an eligible QAA Member or until such licence is withdrawn by QAA, whichever is earlier.

9 If your QAA Membership ceases for whatever reason, the licence to use the QAA Membership Badge will be revoked by QAA in writing.

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<sup>1</sup> [Membership Terms and Conditions for Higher Education Providers in England](#)  
[Membership Terms and Conditions for Higher Education Providers in Scotland, Wales and Northern Ireland](#)

## Misuse of the QAA Membership Badge

10 You must use the QAA Membership Badge only in relation to your eligible QAA Membership 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 QAA Membership.

11 You should immediately notify QAA, providing full details, of any threatened or actual third-party infringement or abuse of the QAA Membership Badge, including by another QAA Member, which comes to your attention.

## Information not covered by this licence

12 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.

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

14 Requests for use of any QAA copyright material, graphics and logos should be made in writing to [marcoms@qaa.ac.uk](mailto:marcoms@qaa.ac.uk).

## **Annex 1: Specifications for using the QAA Membership Badge**

### **Format**

We will supply UK QAA Members with complete graphic files in EPS, JPEG and PNG format (**see page 4**).

### **Size, colour and placing**

The proportion and relative position of the parts that make up the QAA Membership Badge must not be modified or altered in any way. The Badge should not be used smaller than the minimum size of 50mm width (189px).

The QAA Membership 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 QAA Members use the full colour badge 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 Membership Badge 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 Membership Badge is displayed alongside other QAA graphics - such as the QAA Quality Mark or QE-TNE Scheme 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 Membership Badge is used on websites or other digital platforms, we advise that the following 'alternative text' is used: QAA Membership Badge.

### **Hyperlinks**

It is a condition of this licence that where the QAA Membership Badge is used on a website, there must also be a hyperlink directly to the QAA Membership page on the QAA website: [www.qaa.ac.uk/membership](http://www.qaa.ac.uk/membership).

## The QAA Membership Badge

Full colour



Dark grey



White out



### Recommended format

- Website/digital: PNG or JPEG
- Printed material: EPS

### Minimum size

- 50mm width (189px)

### Welsh language

A Welsh language and bilingual version of the QAA Membership Badge are available for use for QAA Members in Wales, in the same formats and colour options.

Full colour



Grey



White out



Note: Ownership of the QAA Membership 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 Membership Badge, please contact the QAA Marketing and Communications Team on [marcoms@qaa.ac.uk](mailto:marcoms@qaa.ac.uk).

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