



# **Conditions for use of the Access to HE trademarks**

**June 2019**

## Introduction

1 The Access to Higher Education (HE) trademarks comprise the Access to HE logos and wordmarks. They act as a visual marker for the QAA Recognition Scheme for Access to HE (the Recognition Scheme) and are used to identify Access to HE qualifications approved within the terms of the Recognition Scheme. The correct use of the Access to HE trademarks provides assurance to all users of the qualification (students, providers and members of the public).

## Who can use the Access to HE trademarks?

2 The Access to HE trademarks are available to Access Validating Agencies (AVAs) and Access to HE course providers for use in accordance with these Conditions on materials that are intended to support QAA-recognised Access to HE provision.

3 Access Validating Agencies (AVAs), licensed by QAA, use the trademarks (particularly the Access Recognition Mark) to indicate their licensed status and the association of their work with the Recognition Scheme. Organisations that are no longer licensed by QAA may not use the trademarks, and where an AVA's licence is withdrawn, suspended, or otherwise terminated, the AVA must cease all use of the trademarks with effect from the withdrawal, suspension or termination of its licence.

4 The trademarks, particularly the wordmark and logo, are also used more broadly by providers and others to promote the common identity and recognition of Access to HE, including on a range of materials about events and activities which are related to Access to HE. Such usage is permitted as long as it is in relation to licensed activity<sup>1</sup> and is consistent with the upholding of the good reputation of the Access to HE Diploma.

5 QAA uses the trademarks on documents relating to its own Access to HE work. Any other organisations or individuals who wish to use the trademarks should contact the [Access to HE team](#) at QAA.

6 AVAs are responsible for ensuring that their own uses of the trademarks, including the quality of logo reproduction, are compliant with these Conditions.

## Restrictions on the use of the Access to HE trademarks

7 The Access to HE logos and wordmarks are QAA trademarks and may not be used for purposes which are unrelated to the Recognition Scheme without express, written permission from QAA.

8 Licensed users must take care to ensure that the Access to HE trademarks are not used in circumstances which may mislead readers about the particular provision or subject to which the trademarks are intended to apply.

9 All users of the Access to HE trademarks must adhere to the technical specifications detailed in these Conditions. The trademarks must only be used where high-quality reproduction is guaranteed. Materials on which the trademarks have not been correctly used or where reproduction is of poor quality must not be circulated or published.

---

<sup>1</sup> Licensing criteria LC25, LC42, LC43, LC45 and LC51e.

10 AVAs may store the trademarks electronically on their own systems but must ensure security of their systems for appropriate access to, and use of, the trademarks. Access should be restricted to authorised personnel and AVAs should ensure that any personnel so authorised are directed to the Conditions for the use of the trademarks.

### **How is the use of the Access to HE trademarks monitored?**

11 AVAs are required, as part of a responsibility specified within the AVA licensing criteria, to monitor providers' published information about Access to HE, including the use of the Access to HE trademarks. As part of this monitoring, AVAs are responsible for ensuring that providers are made aware of these Conditions and the requirement that all uses of the Access to HE trademarks are consistent with these Conditions.

12 Where a provider ceases to offer Access to HE provision, or where approval for an Access to HE course or provider is withdrawn, the AVA must advise the provider that they are no longer entitled to use the Access to HE trademarks in relation to that provision, and report any non-compliance with these Conditions to QAA.

13 QAA monitors AVAs' use of the Access to HE trademarks through monitoring and sampling processes.

14 Under no circumstances should the trademarks be used in a manner which may bring QAA, Access to HE, or the Recognition Scheme into disrepute. Deliberate use of the trademarks to misrepresent the status of a course or qualification may be regarded as fraudulent misrepresentation and will constitute an infringement of QAA's intellectual property rights.

15 QAA reserves the right to defend its intellectual property and any goodwill vested in the Access to HE trademarks.

### **Enquiries**

16 Enquiries about using the Access to HE trademarks should be directed to the [Access to HE team](#) at QAA.

17 These Conditions relate only to the Access to HE trademarks. Any queries relating to QAA's other trademarks should be directed to QAA's [Head of Marketing and Events](#).

## Appendix 1: Using the Access to HE wordmarks

18 The following wordmarks are both QAA trademarks. Their usage is restricted and is permitted only in accordance with these Conditions - see 'Who can use the Access to HE trademarks?' (page 1):

- Access to Higher Education
- Access to HE.

19 When describing QAA-recognised qualifications the appropriate wordmark **must** be used in full, for example, Access to HE Diplomas, or Access to Higher Education courses.

20 After the first reference, users may refer to 'the Diploma' or 'the course' if the full qualification title is not used.

21 **At no time must any qualification be described as an Access Diploma or Access course.**

22 Students registered on QAA-recognised Diplomas must be described as Access to HE students, **never Access students** in published materials.

23 The full title of Access to HE Diplomas must be used in the format prescribed in the [Access to Higher Education Diploma specification \(2018\)](#), that is to say **Access to HE Diploma (Subject)**. Diplomas listed on provider websites must comply with this format.

## Appendix 2: Using the Access to HE logo

24 The Access to HE logo shows the Access to HE symbol (an arrow head within a circle) beside the words 'Access to Higher Education', with the word 'Access' appearing in larger font. The logo is illustrated below:



25 This logo is available in full colour, in black and in white. All variations of the logo are registered trademarks and their usage is governed by the technical specification below. No other variations are permitted. The logo is available in English only.

26 The Access to HE logo may be used on credit transcripts, although AVAs are required to ensure that the status of the transcript (full or partial achievement) is clearly marked on all pages of the document.

### Directions for use and technical specification

#### Size

27 The Access to HE logo should be reproduced in a size which is appropriate for its context, but should not be reproduced any smaller than 45mm x 11.6mm. Guidance about appropriate sizes for different situations is given at Appendix 4.

28 Do not try to resize the logo by clicking on its corner and dragging. This is likely to distort the dimensions of the logo.

#### Presentation

29 The symbol (arrow head in circle) and the words 'Access to Higher Education' that make up the logo should always appear together. QAA makes use of the symbol within its own family of designs for Access to HE publications. AVAs and other organisations may not use the symbol on its own or as part of another design.

#### Colour

30 The Access to HE logo is available in three options: full colour (green/grey), black and white. The logo must not be reproduced in any other colours.



31 The full colour version should be used on a white background only. If the logo needs to be placed on a coloured background, the white version should be used. The black version is for use when printing in black and white/greyscale.

### **Position**

32 The Access to HE logo may be positioned at the discretion of your designer but should, in general, be afforded equal prominence with any other logos.

33 The area around the logo should include an exclusion zone where no other graphic or text should be placed, equal in size to the height of the 'A' letter in the word Access.

34 Where the logo appears on its own and has been aligned to the left of the page, text that appears under or above the logo should be aligned left.

35 Do not try to reposition the logo by attempting to click and drag it into a new position. This is likely to distort the dimensions of the logo.

### **File formats**

36 The Access to HE logo can be downloaded from the [AVA Moodle site](#) for both print and electronic use. **The logo should not be copied from this guidance document or elsewhere.**

37 The Access to HE logo is available in PNG (best for digital/web), JPEG and EPS (best for print). It can also be supplied in vector format for large format print. These different formats are provided so that the quality and required characteristics of the logo can be maintained, whatever the medium or context for its reproduction.

## Appendix 3: Using the Access Recognition Mark

38 The Access Recognition Mark includes the same Access to HE symbol (arrow head within a green circle) as the Access to HE logo but includes the words 'Access Recognised by QAA', with the word 'Access' appearing in larger font, and the word 'QAA' appearing in green. The Recognition Mark is illustrated below:



39 QAA provides the Access Recognition Mark directly to AVAs for their exclusive and restricted use on Access to HE Diplomas.

40 AVAs are not permitted to make the Access Recognition Mark available to any third party or to reproduce it on any electronic or print documents, other than Access to HE Diplomas.

41 All Access to HE Diplomas awarded by AVAs carry the Access Recognition Mark, used in accordance with the technical specifications given below.

42 Access to HE Diplomas are awarded by AVAs which, as individual awarding bodies, use their own designs for the Access to HE Diplomas which they issue. However, as well as the Access Recognition Mark, Diplomas must also include:

- the specific title of the Diploma (in the standard format for Access to HE Diploma titles, as stipulated in [Access to Higher Education Diploma specification \(2018\)](#) and no other title
- the name and logo of the AVA
- the signature of the chair and/or chief executive
- the unique issue number.

43 Access to HE Diplomas may also carry the AVA's own logo, but **must not** carry any other logos<sup>2</sup>, signatures or course names.

44 The Access Recognition Mark is used on the single document which is the Access to HE Diploma itself. It is **not** used on credit transcripts or any additional paperwork that may be issued at the same time as the Access to HE Diploma.

45 If the format of the logo used on any Access to HE Diploma raises questions of authenticity, the awarding AVA should be contacted in the first instance.

---

<sup>2</sup> See also licensing criterion LC45d.

## Directions for use and technical specification

### Size

46 The Access Recognition Mark (for use on Access to HE Diplomas) is available in **one size only** (77mm x 20mm) and must not be reproduced in any other sizes.

### Colour

47 The Access Recognition Mark must be reproduced in full colour.

### Position

48 The Access Recognition Mark may be positioned at the discretion of your designer but should, in general, be afforded equal prominence when used with other logos. The area around the Mark should include an exclusion zone where no other graphic or text should be placed, equal in size to the height of the 'A' letter in the word Access. This ensures that the integrity of the logo and the space around it is preserved and is not affected by the proximity of any other text or image.

49 Where the Access Recognition Mark appears on its own and has been aligned to the left of the page, text that appears under or above the Mark should be aligned left.

50 Do not try to reposition the Access Recognition Mark by attempting to click and drag it into a new position. This is likely to distort the dimensions of the logo.

### Welsh language variation

51 A Welsh language version of the Access Recognition Mark is available for use by providers in Wales, with the words 'Recognised by' in Welsh. The technical specification for this variation is the same.



### Reproducing the Mark

52 The Access Recognition Mark (for use on Access to HE Diplomas) is available in EPS and JPEG format. EPS and JPEG files can be downloaded from the [AVA Moodle site](#) for use on printed Diplomas.

**Appendix 4: Sizes for use of Access to HE logo in different circumstances**

45 mm  
A5



55 mm  
A4



70 mm  
A3



90 mm  
A2



## Appendix 5: Quick guide for AVAs when using the logo for Access to HE Diplomas

	Access to HE logo	Access to HE Recognition Mark
<b>Permitted use</b>		
Access to HE Diplomas	<b>X</b>	✓
Credit transcripts	✓	<b>X</b>
Documentation associated with award of Access to HE Diploma	✓	<b>X</b>
Promotional literature or other materials	✓	<b>X</b>
AVA website	✓	<b>X</b>
Access provider website	✓	<b>X</b>