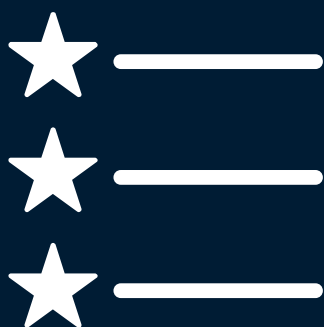




**PREMIER**  
INTERNATIONAL INSTITUTIONS

# ASIC Brand Guidelines



USING THE ASIC ACCREDITATION BADGE  
To celebrate your achievement

## CONGRATULATIONS ON JOINING US AS AN ASIC INSTITUTION

# This resource will help you celebrate

We want to make it easy for you to use your Badge of Accreditation. These guidelines will help you to use it correctly.

**Before you use the Badge on your website and across your marketing materials, you must read this document in its entirety.** It will help you make the most of your achievement and ensure you present your institution's accreditation in a way which is easy for students and stakeholders to recognise and understand. Please keep it accessible for your team to refer back to whenever you need to.

## THE IMPORTANT LEGAL BIT

When using any resource provided by ASIC, you must follow our brand rules and continue to adhere to the **"Actions required by an institution to maintain Accredited Status"** outlined in **Section 3.2.** of the **ASIC Handbook for International Institutions.** (Use of ASIC Resources may also be covered by our Privacy Policy, please see the ASIC website.) In severe cases, failure to do so may lead to the removal of Accreditation.

The Badge must be used and displayed as outlined in this document and in the READ ME text file sent with the Badge. In other words, it should be displayed exactly as received.

ASIC is the Copyright holder and owner of your awarded Badge of Accreditation; approval for use does not grant you ownership in any way. ASIC reserves the right to ask you to discontinue your usage of the Badge and other resources provided by ASIC at any time.

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## Key Takeaways:

- Welcome to ASIC! We want to help you use your ASIC Badge of Accreditation with confidence. These guidelines exist to help you.
- The Badge is for use in your marketing activities, so long as you continue to fulfil the responsibilities and requirements outlined in The ASIC Handbook for International Institutions.
- You must follow the guidelines regarding the use of your Badge as outlined in this document and the README text file (received with the Badge).

# Using your ASIC Badge and Wording

Preserving the integrity of our brand is important. ASIC is synonymous with quality. Accreditation can mean different things in different languages, places, and settings. Types of recognition differ from country to country - and are a minefield for students to navigate. Our accreditation exists to provide an unbiased and transparent signifier of quality educational provision; it is essential that you do not misrepresent it. When celebrating your accreditation with ASIC correctly, our reputation as an internationally recognised quality body benefits you, whilst misuse and misrepresentation harm the perception of your award and association with ASIC, potentially damaging the status of ASIC Accreditation in the process. We hope you understand that following these rules, ultimately, helps you.

## USING THE AUTHORISED WORDING

The Authorised Wording is for use alongside the Badge on your website to explain to students and stakeholders the value of your ASIC Accreditation (usually, in academia, this is within a page or section that lists the institution's accreditations/recognitions). If you talk about your accreditation elsewhere, for example, in a blog or social media post, it is best practice to link to this page (or to your listing on the ASIC Directory on our website).

Using the Authorised Wording:

- Use as given in the README file; do not alter the wording.
- Only use a standard, easy-to-read, sans-serif font when using the wording, e.g., Arial.

*N.B. Please use the version of Authorised Wording (example as below), plus the text including your institution's name and level of ASIC Accreditation as received in the "Welcome" email.*

ASIC Accreditation is a leading, globally recognised quality standard in international education. Institutions undergo an impartial and independent external assessment process to confirm their provision meets rigorous internationally accepted standards, covering the whole spectrum of its administration, governance, and educational offering. Achieving ASIC Accreditation demonstrates to students and stakeholders that an institution is a high-quality education provider that delivers safe and rewarding educational experiences and is committed to continuous improvement throughout its operation.

About ASIC: One of the largest international accreditation agencies operating in 70+ countries, ASIC is recognised in the UK by UKVI - UK Visas and Immigration (part of the Home Office of the UK Government), is ISO 9001:2015 (Quality Management Systems) Accredited and is a Full Member of The International Network for Quality Assurance Agencies in Higher Education (INQAAHE), a member of the BQF (British Quality Foundation), a member of the International Schools Association (ISA), and an institutional member of EDEN (European Distance and E-Learning Network).

## USING THE ASIC BADGE OF ACCREDITATION

The display and appearance of the ASIC Badge must remain consistent. For your accreditation with ASIC to be instantly recognisable and respected, the Badge must appear in its approved form only. The Badge should not be altered or added to in any way. Its orientation, colour, and composition should remain exactly as received.

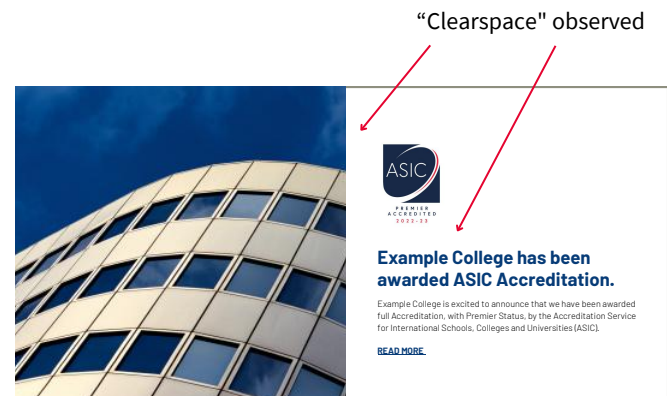
- Do not use any other version of the ASIC Logo than the Badge sent to you directly from ASIC.
- You are not authorised to use our Company Logo at all; do not download, save from the internet or, in any other way, use a version of our Logo from any other source.
- Always use the most recent version you have received from ASIC; do not use previous versions.

## HOW TO USE YOUR ASIC BADGE

When using the ASIC Badge, please use it exactly as it was sent. It must include the minimum "Clearspace" surrounding the Badge, please see the example below. The Badge you receive will include the minimum "Clearspace requirement," please do not adjust or crop it out.



Correct use on example of webpage:



Do not:

- Apply a gradient to the Badge
- Rotate the Badge
- Change the Badge colour in any way
- Alter the transparency or apply a tint any part of the Badge
- Add any effects (e.g. drop shadow or bevel)
- Compress, distort, stretch or warp the Badge in any way
- Remove or crop any part of the Badge, including the "Dates of Accreditation" and "Clearspace" surrounding it
- Change the typeface, recreate, or manipulate the Badge in any way
- Add your institution's name, or anything else, to the Badge

## Key Takeaways:

We appreciate that "do not" is used frequently throughout this document. Please understand that this is necessary to avoid confusion and help you use the Badge correctly.

- Use the Badge only as you receive it.
- Use the Authorised Wording exactly as sent.
- Do not modify the Badge or Wording in any way.

# Web and Marketing Policy

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Maintaining the ASIC brand image online goes beyond clearly displaying your Badge. The following applies to all uses of the Badge on your institution's website, stationary, and marketing collateral. Honesty and integrity are cornerstones of quality; the content of your institution's website and all marketing activities must follow the ASIC Code of Ethics and Practice. You must not associate your accreditation with any activity that could be deemed illegal, misleading, or unethical in nature.

Your website must abide by all applicable international and in-country laws concerning the internet, copyright, trademarks, and intellectual property. You must not display anything on your website that could bring your accreditation and ASIC into disrepute; this also extends to your partnerships, i.e., your website should not contain links to partner sites that display material deemed by ASIC as misleading or unethical.

We reserve the right to withdraw consent for your use of the Badge if used alongside any content ASIC regards as objectionable, including (but not limited to) any partnerships, marketing activities, or advertising space.

## A NOTE ON ENDORSEMENT OF MARKETING ACTIVITIES

We encourage you to use your Badge in your marketing, including promotional videos, to showcase your accreditation. However, you may not suggest ASIC has endorsed, approved, or had any involvement in the creation of any content produced by the institution without prior approval (in writing) from ASIC. If you are unsure, please ask.

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### Key Takeaways:

- Use your Badge to showcase your accreditation in your marketing.
- If you produce, link to, or display content that goes against the ASIC Code of Ethics and Practice, we will ask that you remove the offending material. If such practices continue, we will request that you stop using the Badge.
- If you wish to use your Badge alongside any content that implies we have endorsed it, please ask for our permission in writing.

# Partnership Policy

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**Your accreditation pertains ONLY to your institution. Your Badge is for your use only; you must not share the Badge with anyone outside of your institution. ASIC Accreditation cannot be conferred or associated with a partner institution or organisation.**

We grant you permission to use the Badge because of your award of accreditation; you do not own it and cannot award ownership (or allow the use of it) to anyone else. You must not allow any partner to display any information that implies that they are also accredited or are, in any way, associated with your award of accreditation. *For example, if an institution's main site is accredited, but other satellite branches in the group are not, the other branches may not use the main institution's accredited status to imply that the non-accredited branches hold or benefit from ASIC Accreditation.*

The only way in which any organisation, institution, or individual may display our logo is with our permission and written consent. If your partners wish to benefit from any affiliation, partnership, membership, accreditation, or other recognition by ASIC, they must seek their own relationship with us.

In using the Badge, you agree to abide by these brand guidelines; this includes your institution being proactive in dissuading partners from abusing your trust and displaying our logo in error. If ASIC finds any of your partners are displaying your Badge, we will ask them to remove it immediately. If they continue to use the Badge, and you do not make appropriate efforts to dissuade them, we will have no choice but to review your accreditation status. Where a request to remove the Badge is ignored, we will have no choice but to take legal action.

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## Key Takeaways:

- The quality and integrity of our reputation as an organisation and our accreditation are why you sought to embark upon the accreditation process. We will not let unethical organisations or individuals devalue our brand and our activities.
- It is in your best interests to support the protection of the integrity of the ASIC brand. This allows ASIC Accreditation to be recognised globally as the quality achievement and milestone that it is.

THANK YOU FOR READING

## Use your Badge and celebrate!

We hope that this guide has helped you understand why it is beneficial to use your Badge and Authorised Wording correctly. Now that you know how to use them, you can add them to your institution's website and marketing materials with confidence!

When you post to celebrate your commitment to quality education or share anything related to your accreditation or quality assurance in education, please tag us (click through to our social pages below to follow us there) so we can like your posts and amplify your voice to share relevant posts with the ASIC international education community.



@ASICNews



@ASIC\_LTD



@ASICUK



@ASIC Ltd

### **WE ARE HERE TO HELP**

If you have any questions or appear to be missing any elements from the *"Welcome to ASIC: Accreditation Badges and Authorised Wording"* email, please get in touch with your designated ASIC Point of Contact as per the email (or, if you are unsure who your institution's Point of Contact is, email [info@asic.org.uk](mailto:info@asic.org.uk)).

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### Next Steps:

- Use your institution's Badge of Accreditation with confidence to promote your achievement.
- When you celebrate your ASIC Accreditation or share posts related to quality education on your social pages, tag us! We can then like your content and share relevant posts.

