



ACCREDITATION SERVICE  
*for*  
INTERNATIONAL SCHOOLS,  
COLLEGES & UNIVERSITIES

# ASIC BRAND GUIDELINES

To help you celebrate joining us as an ASIC Institution.

# OVERVIEW

Welcome to the ASIC Brand Guidelines.


We want to make it easy for you to use your Badge of Accreditation or Badge of Association and have created a wealth of material to help you do this.

However, before you take advantage of the marketing opportunities now available to you, you must read this document in its entirety. It has been designed to help you to make the most of your achievement and ensure you are presenting your institution's accreditation or affiliation in it's best light.

When using any of the resources provided, you must respect and follow our brand rules. Please note that by using these resources, you accept and adhere to the Terms of Accreditation outlined in the ASIC Handbook and our Code of Practice for ASIC Institutions. (Use of these resources may also be covered by our Privacy Policy.)

ASIC is the Copyright holder and owner of your awarded Badge of Accreditation or Association; approval for use does not award you ownership in any way. The Badge must be used and displayed as outlined in this document and in accordance with the READ ME text file sent with the Badge, unless otherwise stated in writing from ASIC. In other words, they must appear exactly as received. ASIC may ask you to cease and desist your usage of these, and like images, at any time.

## Key Takeaways:

- Welcome to ASIC. We want to help you use your ASIC Badge of Accreditation/Association with confidence. This guide will help you to do this.
  - The Badge is for your use in your marketing, providing you continue to fulfil the responsibilities and requirements outlined in The ASIC International Institutions Handbook.
  - You must follow the guidelines regarding the use of your Badge as outlined in this document and the READ ME text file.
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# BADGE OF ACCREDITATION/ASSOCIATION

Preserving the integrity of our brand is important. ASIC is synonymous with quality. Misuse and/or misrepresentation can harm the perception of your award and/or association with ASIC. We want you to be able to celebrate your accreditation/affiliation with ASIC. We hope you understand that following these rules will ultimately benefit *you*.

There are different types of Badge provided for different levels of accreditation and association. You must follow the brand rules set out in this document, regardless of which Badge you have been sent. If you do not follow and adhere to the ASIC Code of Practice/the Institution Handbook/Brand Guidelines, and do not respond to our communication regarding this satisfactorily we would, regretfully, be left with no other choice than to remove your accreditation.


Any further rules regarding your institution-specific level of accreditation/association with ASIC, are outlined in the documents accompanying your *"Badge and Authorised Wording"* e-mail from ASIC.

## AUTHORISED WORDING

Different levels of accreditation and association with ASIC are sent different wordings pertaining to the appropriate level (when you receive your Badge). This wording, and the following statement, must not be deviated from. Accreditation and types of recognition differ from country to country and are a minefield for students to navigate. Our accreditation is independent and exists to help students make an informed choice. Therefore, it is important that our accreditation is not misrepresented.

The following wording must be used as outlined in the README file and email. Only a standard, easy to read, sans-serif font may be used (Arial is preferable).

*"ASIC is recognised by UKVI in UK, is a member of the CHEA International Quality Group (CIQG) in USA and is listed in their International Directory, is a member of the BQF (British Quality Foundation), and are institutional members of EDEN (European Distance and E-Learning Network)."*



# Badge misuse

The display and appearance of the ASIC Badge must remain consistent. For your accreditation or affiliation with ASIC to be instantly recognisable and respected, the Badge must appear in its approved form(s) only.

The Badge should not be misinterpreted, modified, or added to. No attempt should be made to alter the Badge in any way. Its orientation, colour and composition should remain exactly as it is received in your e-mail from us.

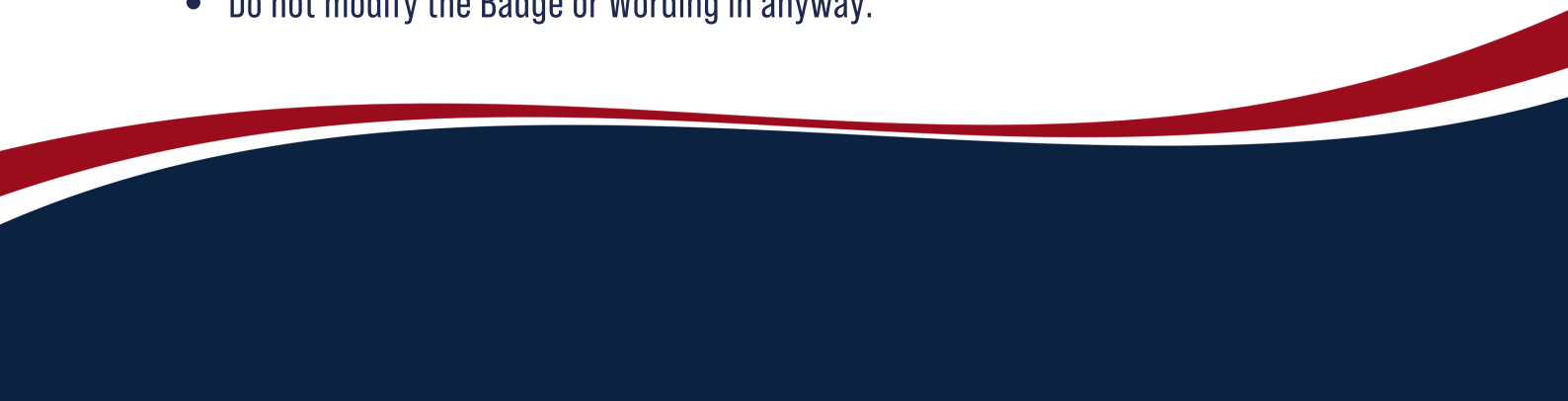
Do not use any other version of the ASIC logo than the Badge sent to you directly from ASIC. Do not download, save from the internet or, in any other way, use our logo from any other source. Always use the most recent version you have received from ASIC. Do not use previous versions.

When using the ASIC Badge please do not:

- apply a gradient to the Badge,
- rotate the Badge,
- change the Badge colour in any way,
- change the transparency or apply a tint to the Badge,
- add any effects (e.g. drop shadow, bevel, or glow),
- distort or warp the Badge in any way,
- remove or crop any part of the Badge,
- 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 there are a lot of "do not's" throughout this document, please understand that this is necessary to avoid any confusion and to help you use your Badge effectively in your institution's marketing.

- Use the Badge only as you receive it.
  - Use the Authorised Wording exactly as it is sent to you.
  - Do not modify the Badge or Wording in anyway.
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# PARTNERSHIP POLICY

Your accreditation is institutional and, as such, pertains **ONLY** to your institution. Use of your Badge of Accreditation is for your use only; you must not share the Badge with anybody outside of your institution.

Your achievement cannot be conferred or associated in any way with any partner institution or organisation. You must not allow any partner to display any information which pertains to your accreditation. Permission to use the Badge is granted to you because of your award of accreditation or membership of ASIC; you do not own the Badge and cannot award ownership (or allow the use of it) to anyone else.

The only way in which any organisation, institution, or individual may display our logo is with our permission and written consent. **If any of your partners wish to display any affiliation, partnership, membership, accreditation, or any 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 any of your partners are found to be displaying your Badge, because of association with your institution, they will be asked to remove it with immediate effect. If they continue to display the Badge, *and you do not make appropriate efforts on your part to discourage them*, we will, unfortunately, have no choice but to review your accreditation status. In situations where there is a refusal to comply with the removal of the Badge, we will have no choice but to take legal action.

## 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 and celebrated for the quality achievement and milestone that it is.

# WEB AND MARKETING POLICY

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 and in your marketing activities.

The content of your institution website and all marketing activities must follow the ASIC Code of Practice. You must not associate your accreditation with any activity that could be deemed as misleading or unethical in nature. Honesty and integrity are cornerstones of quality; do not plagiarize or use copyrighted material.

Your website must abide by all laws regarding copyrights, trademarks, intellectual property, and by all those pertaining to the internet. You must not display anything on your website which could bring your accreditation, and ASIC, into disrepute. This also extends to your partnerships, in that your website cannot contain links to any partner sites that contain material deemed, by ASIC, as misleading or unethical.

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

## A note on video usage:

Use of the ASIC Badge in promotional videos about your institution is covered by the Web and Marketing Policy above. In addition to this, while we encourage you to use your Badge to celebrate your accreditation/affiliation, you must not use your Badge in any video which, in anyway, suggests ASIC has endorsed, created, or had other involvement in the video, without prior written consent.

### Key Takeaways:

- If you produce (or link to) content that goes against the ASIC Code of Practice for ASIC Institutions we will request that you stop using the ASIC Badge.
- If you wish to use your Badge alongside any content which implies we have endorsed said content then you must ask our permission, in writing.

# THANK YOU!

We hope that this guide has helped you to understand why is important to use your Badge correctly. It has been provided to help you display your achievement in an easy and clear way.

Now you know how to use the Badge, you can add it to your institutions website and marketing materials with confidence.

If you have any questions, please don't hesitate to ask us! Specific queries are directed as below or ring us at ASIC House, Mon - Fri, 09:00-17:00 (UK Time) on +44 (0)1740 617 920.

If you have any questions or require clarification on anything in this guide regarding the Terms of Accreditation, or our Authorised Wording, please contact your ASIC Customer Relations Manager.

If you appear to be missing any elements from the "*Badge and Authorised Wording*" e-mail or do not appear to have received the e-mail, please contact [info@asic.org.uk](mailto:info@asic.org.uk).

If you are unsure whether your institution is representing your accreditation and the ASIC brand in the correct way, please contact [info@asic.org.uk](mailto:info@asic.org.uk) with your query.

If you are unsure about how best to represent ASIC and your accreditation, please contact us at [marketing@asic.org.uk](mailto:marketing@asic.org.uk), and we will be more than happy to help you celebrate and promote your achievement.

## Next Steps:

- Use your institution's Badge of Accreditation/Affiliation with confidence and start celebrating your achievement!
  - When you use your Badge to celebrate your commitment to providing quality education, tag us in your posts so we can amplify your voice and share your posts with the ASIC Community and the international education sector.
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