EUROPEAN ASSOCIATION FOR HIGHER EDUCATION ADVANCEMENT

Document 10:

LOGO & EMBLEM USAGE GUIDELINES

This document has been prepared to establish the rules and standards for how institutions accredited/certified by, members, or benefiting from the services of the European Association for Higher Education Advancement (EAHEA) are to use EAHEA-owned logos, emblems, seals, and badges in their materials.

The EAHEA name, logo, and emblem are registered as a European Union trademark with the EUIPO under number 018607334, and the EAHEA reserves all legal rights against any irregular, unauthorized, or unpermitted use.

Protecting the consistency and reputation of the EAHEA's corporate identity is essential. Therefore, the use of logos, emblems, seals, and badges in compliance with the rules specified in these guidelines is mandatory.

1. GENERAL PRINCIPLES OF USE

Permission and Agreement: The use of the EAHEA logos, emblems, seals, and badges is subject to written permission granted within the scope of the accreditation, certification, or service agreement between EAHEA and the respective institution/individual. Upon the termination, suspension, or cancellation of the agreement, the right to use the logos, emblems, seals, and badges immediately ceases, and the institution/individual is obligated to stop the use of all materials containing the logos, emblems, seals, and badges.

Use Within Scope: Logos, emblems, seals, and badges may only be used for activities that fall within the scope of the accreditation, certification, or service provided by the EAHEA. It is strictly forbidden for the institution/individual to use the logos, emblems, seals, and badges in activities outside the scope of its accreditation/certification or for different affiliates, as this would be misleading.

Avoiding Misrepresentation: The use of the logos, emblems, seals, and badges should not be interpreted in a way that implies the EAHEA endorses or recommends the institution/individual, its products, or its services. Furthermore, it should not create the impression that EAHEA is responsible for the document or activity in which the logos, emblems, seals, and badges are used.

Non-Transferability: The right to use the EAHEA logos, emblems, seals, and badges is exclusive to the accredited, certified, or service-receiving institution/individual and cannot be transferred to or used by third parties under any circumstances.

Protection of Reputation: Logos, emblems, seals, and badges may not be used in a manner that could harm the EAHEA's reputation, create a false perception of the association, or mislead the public.

2. LOGO TYPES AND AREAS OF APPLICATION

EAHEA provides different logos, emblems, seals, and badges according to the type of service rendered (Full Accreditation, Online Accreditation, Program Accreditation, Course Accreditation, etc.), membership, and certification status. Institutions/individuals may only use the logos, emblems, seals, and badges corresponding to the service or membership for which they have qualified.

2.1. Permitted Areas of Use

Websites: Institutions/individuals may display the appropriate EAHEA logos, emblems, seals, and badges prominently on their official websites. Care should be taken to ensure that the EAHEA logos, emblems, seals, and badges are not more dominant than the institution's own logo.

Printed and Digital Documents: The logos, emblems, seals, and badges can be used in corporate materials such as promotional brochures, catalogs, activity reports, and letterheads.

Certificates and Diplomas: Use is restricted. See section 2.2 for specific rules.

Visual Works and Promotional Materials: The logos, emblems, seals, and badges may be included in exhibition stands, presentations, and other visual promotional materials.

2.2. Specific Rules for Accreditation and Membership Status

Only institutions that have received Program or Course Accreditation may use the EAHEA "Accredited Program" or "Accredited Course" badge/seal on certificates issued to graduates and in the promotional materials for that specific program/course.

Institutions holding only Full Accreditation or Online Accreditation or any type of membership (Associate, Affiliate, Observer) are strictly prohibited from using the EAHEA logo, emblem, seal, and badge on any certificate. They may not explicitly state or implicitly suggest that any specific course/program is accredited.

Associate, Affiliate, and Observer members and Professional Certified members of EAHEA may only use the logos, emblems, seals, and badges specifically designed for their membership status on their corporate websites, social media accounts, and in their printed/digital documents.

No misleading statements, whether written or visual, may be used in conjunction with the logos, emblems, seals, and badges. For example, an institution with EAHEA Full Accreditation or Online Accreditation cannot use the phrase "Accredited" in relation to any specific program or course, because these services accredit the institution only and do not cover the institution's programs and courses. Similarly, Associate, Affiliate, and Observer members may only use the "EAHEA Member Badge" and Professional Certified members may only

use the "EAHEA Professional Badge", and are prohibited from using any written or visual statement that would imply accreditation.

2.3. Other Certifications, Credit Systems and Recognition

Educator Certified and Professional Certified individuals may use only the badge designed for their certification, on their websites, social media accounts, business cards and printed/digital documents.

Institutions holding a Quality Certification may use only the Quality Certification badge, on their corporate websites, social media accounts and printed/digital documents. They may not use it on certificates or diplomas, and may not state or suggest that the institution or any of its programs or courses is accredited.

Institutions holding a Credit Certification Document may use only the Credit Certification badge, in the promotional materials of the certified course. They may state the credits shown on the Credit Certification Document for that course only, and may not use the badge on certificates or diplomas or suggest that the institution or the course is accredited.

Authorized Providers of the EAHEA Credit Systems may use only the badge designed for the Credit Systems, on their websites, social media accounts and promotional materials, and may state the EAHEA credits that they issue as the Master Guidebook provides. The badge does not indicate accreditation of the provider, its programs or its courses.

Organizations holding an EAHEA NGO/CSO Recognition may use only the badge designed for the recognition, on their websites, social media accounts and printed/digital documents, for as long as the Memorandum of Understanding is valid. The recognition does not indicate accreditation, certification or membership.

2.4. Prohibited Areas of Use

Product Endorsement: EAHEA logos, emblems, seals, and badges cannot be used on any product or product packaging.

Business Cards: The EAHEA logos, emblems, seals, and badges cannot be used on personnel business cards (except Affiliate, Professional Certified and Educator Certified members). It represents an institutional accreditation or membership, not a personal qualification.

Building Exteriors and Flags: Logos, emblems, seals, and badges may not be used on the exterior of buildings or on flags.

Vehicles: The use of the logos, emblems, seals, and badges on institutional vehicles is prohibited.

3. TECHNICAL USAGE RULES

Originality: Logos, emblems, seals, and badges must be used in the original digital formats provided by EAHEA. No modifications, including changes to color, form, proportion, or font, may be made to the logos, emblems, seals, and badges. Their use for purposes such as holograms, cold stamps, etc., and their redesign into such an appearance is prohibited.

Sizing: The logos, emblems, seals, and badges may be scaled up or down, provided their proportions are maintained. However, it should not be used in sizes so small that its legibility is compromised. If necessary, EAHEA should be contacted for minimum size standards.

Placement: The EAHEA logos, emblems, seals, and badges must be placed at the bottom section of printed or digital documents (including social media posts, promotional materials, posters, brochures, certificates, diplomas, websites, etc.).

Safe Area: A specific amount of clear space must be maintained around the logos, emblems, seals, and badges to ensure their clear perception. No other text, logo, or graphic element should enter this area.

Background Usage: The EAHEA logos, emblems, seals, and badges should be used on backgrounds that maximize their readability and visibility. Complex or patterned backgrounds that make it difficult to perceive the logos, emblems, seals, and badges should be avoided.

Usage with Other Logos: The EAHEA logos, emblems, seals, and badges may be used alongside the institution's own logo. However, the EAHEA logos, emblems, seals, and badges should not be more prominent or larger than the institution's logo.

4. MONITORING AND SANCTIONS

Monitoring: EAHEA reserves the right to monitor whether its logos, emblems, seals, and badges are being used in accordance with these guidelines.

Detection of Improper Use: Upon detection of use that violates the guidelines, EAHEA will send a written warning to the relevant institution/individual, requesting that the situation be rectified.

Sanctions: If the improper use continues despite the warning, EAHEA may exercise its legal rights, such as suspending the agreement, terminating it, and revoking the accreditation, certification, or membership. In cases of trademark infringement, legal action may be taken.

5. OBTAINING THE LOGO AND EMBLEM

High-resolution versions of the logos, emblems, seals, and badges in various formats will be digitally delivered by EAHEA to the accredited, certified, or service-receiving institutions/individuals, along with these guidelines. For formats not included in the corporate identity guide or needed for a special project, EAHEA should be contacted directly.

Declaration of Logo and Emblem Usage Guidelines

☐ I declare that I have read and understood the European Association for Higher Education Advancement Logo and Emblem Usage Guidelines document and that I accept these provisions.

Signature Date: _____/_____/_____ (day/month/year)

Authorized Person Name: _____

Authorized Person Signature: _____

(If you are filling out the form digitally, enter your full name as a signature.)