



Access to HE Provider Toolkit

Access to HE Trademarks

This document sets out the responsibilities of Access to Higher Education (HE) providers when using the Access to HE trademarks on materials that are intended to support QAA-recognised Access to HE provision. The Access to 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.

Using the Access to HE wordmarks

The recognised wordmarks for the Access to HE qualification are 'Access to Higher Education' and 'Access to HE'. Both of these are QAA trademarks, and their usage is restricted and permitted only in accordance with the following conditions:

- 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.
- After the first reference, users may refer to 'the Diploma' or 'the course' if the full qualification title is not used.
- Qualifications must never be referred to as an Access Diploma or Access course.
- Students registered on QAA-recognised qualifications must be described as Access to HE students, never Access students in published materials.
- 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.

Using the Access to HE logo

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 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.

The logo is illustrated below:



Use of the Access to HE logo is permitted only in accordance with the following conditions:

- The Access to HE logo should be reproduced in a size that is appropriate for its context, but should not be reproduced any smaller than 45mm x 11.6mm.
- The symbol and the words 'Access to Higher Education' should always appear together. The symbol should not be used on its own by providers as part of another design.
- Use of the logo is restricted to the three available colours (full colour, black and white) and it should not be reproduced in any other colour.
- 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.
- The Access to HE logo should be afforded equal prominence with all other logos being used in a publication.
- 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.
- 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.

Compliance with Access to HE Guidance

Access Validating Agencies (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.

Any queries regarding the use of Access to HE trademarks should be directed towards the relevant AVA in the first instance.

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www.accesstohe.ac.uk

QAA manages the national framework for the recognition and regulation of Access to HE Diplomas. www.qaa.ac.uk