



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.

We recognise that Access to HE providers value their connection with QAA. However QAA's logo is protected by copyright and may not be used without the express permission from QAA. If permission is granted, the QAA logo will be issued subject to terms and specific requirements for its correct use.

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 requirements:

- 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 [QAA Recognition Scheme for Access to HE](#) - 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 requirements:

- 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.

Using the Access to HE Subject Descriptor Compliance Mark

QAA Subject Descriptors are available for Access to HE Diploma courses in Medicine, Nursing, and Health Professions. Where a Diploma has been formally recognised by an AVA as compliant with the relevant Subject Descriptor, both it and the provider may use the Access to HE Subject Descriptor Compliance Mark in the promotion of the course. The Access to HE course search indicates whether Diplomas are Subject Descriptor Compliant.

Use of the Subject Descriptor Compliance Mark is restricted and permitted only in accordance with the following requirements:

- The Compliance Mark should be reproduced in a size that is appropriate for its context, but should not be reproduced any smaller than 45mm x 30mm.
- The Compliance Mark and the words 'Access to Higher Education' and 'Subject Descriptor Compliant' should always appear together. The mark should not be used on its own by providers as part of another design.
- The Compliance Mark must only be used in its supplied colourway (green) and it should not be reproduced in any other colour other than black and white.
- The Compliance Mark should be afforded equal prominence with any other similar marks being used in a publication.
- The area around the Compliance 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.
- The Compliance Mark must only be used immediately adjacent to text relating to a Subject Descriptor Compliant Access to HE Diploma course.



Compliance with Access to HE guidance

Access Validating Agencies (AVAs) are required, as part of a responsibility specified within the Access to HE Diploma Recognition Scheme to monitor providers' published information about Access to HE, including the use of the Access to HE trademarks. For this reason, all requests for Access to HE and Subject Descriptor Compliance Mark graphic files should be directed to the relevant AVA and there should be no presumption of right to download from websites, official or otherwise.

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