

Use of Brand by Centres

Guidelines for Centres using the Gateway Qualifications logo or linking to the Gateway Qualifications website

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Guiding Principles:

1. We want Centres to use our logo and link to us.
2. We must comply with the regulators' requirements.

Gateway Qualifications Logos

The Gateway Qualifications logo is for use by Recognised Centres delivering RQF or Access to HE qualifications. It is used on courses that lead to a qualification from Gateway Qualifications and for general links by Centres offering RQF qualifications or Access to HE Diplomas from Gateway Qualifications.

Please submit a copy of your use of the logo to marketing@gatewayqualifications.org.uk as we are required by the regulators to monitor usage of the logo by our Recognised Centres.

Other Logos

Access to Higher Education

Centres offering the **Access to HE Diploma** are also able to use the Access to HE logo provided by the QAA, this logo and associated guidelines are available from either Gateway Qualifications or the QAA. Please submit a copy of your use of the logo to marketing@gatewayqualifications.org.uk as we are required by the QAA to monitor usage of the logo by our Recognised Centres.

Please also see **Appendix 2 - Describing an Access to HE Diploma** for clarification on acceptable forms of words to describe your Access to HE provision. The logo must only be used alongside QAA approved Access to HE provision.

Compliance with Ofqual General Conditions of Recognition

The full conditions relevant to this issue are in Appendix 1.

Summary - In general, condition B5 relates to avoiding **misleading users of qualifications**

Interpretation - In brief, Gateway Qualifications would consider there is the potential to mislead users if:

- Our logo or name appears next to provision which we do not accredit.
- Words such as “qualification” are being used to describe provision that is not a regulated qualification, e.g. accredited units.
- Our logo or name appear as a badge implying endorsement of the organisation as a whole (including services or provision which we do not accredit) - unless suitable wording is used to clarify this, or if used in a list of Awarding Organisations large enough for it to be clear that a variety of provision is offered.
- Inaccurate or exaggerated claims are made about our provision.

Guidance for Centres

We have put together the following guidance to try and make it as easy as possible for you to use our logo, link to our website and provide your visitors with a good experience.

Please submit details of all links to marketing@gatewayqualifications.org.uk to enable us to monitor them and demonstrate compliance with Ofqual's General Conditions of Recognition.

Promotional Material and Prospectuses

We encourage you to use our logo to help users of qualifications to identify the Awarding Organisation responsible for the qualifications.

Please adhere to the Gateway Qualifications Brand Guidelines to ensure the correct reproduction of the logo, if you are planning to produce a large number of copies featuring our logo, we strongly recommend that you obtain our approval before printing as, in cases that breach Ofqual's conditions, we may be forced to order immediate replacement of the documents. Please email marketing@gatewayqualifications.org.uk with details of the use and a proof.

The logo should normally be used alongside a course which leads to a qualification awarded by Gateway Qualifications, or in a general listing of Awarding Organisations that the Centre works with.

It should also be made clear from the text appearing near the logo why the logo is used. For example, the page may be titled with the full name of the qualification. Alternatively, if the course has a name which differs from the official name of the qualification, the name of the qualification might appear in the description of the course, or in a statement accompanying the detail.

The logo should never be used to imply that a course which does not lead to a qualification awarded by Gateway Qualifications is a "regulated qualification." If you run such courses under our Quality Assured programme, you should use the Quality Assured logo instead.

Course Materials, Workbooks and Assessments

The Gateway Qualifications logo **must not be used** on course materials, workbooks or assessments where it may imply that these have been supplied or approved by Gateway Qualifications.

If you need to identify Gateway Qualifications as the Awarding Organisation on these materials, we recommend that you do so in text form only.

Linking to the Gateway Qualifications Website

We encourage you to link to our website to make it easier for your users to find out more about us and to identify the Awarding Organisation responsible for the qualifications.

We have included examples for each type of link to help you understand how they might be use and decide which is most appropriate to the link you are creating.

Using the Gateway Qualifications Logo

Graphic links to Gateway Qualifications using the Gateway Qualifications logo should normally link to the Gateway Qualifications homepage (www.gatewayqualifications.org.uk) or the about us section, unless the context of link clearly means that users would expect to land on a different page, in which case the link should be to that page.

Using Other Images

In most cases, the logo will be the most appropriate graphic to use. In limited other cases, a thumbnail of a publication or an image related to an article may be used. In such cases extra care must be taken not to distort the image and to ensure that the image, text and link work well together. Images of learners must not be used without their consent.

Using Text to Link

Text based links should offer the reader a clear idea of what they will get when clicking on the link. For that reason we encourage you to use longer, descriptive text for linking to Gateway Qualifications content.

If using the text “Gateway Qualifications” alone links should normally point to the home page or about us section, unless the context of the piece means that visitors would expect to land on another page, in this case you should consider including more text in the link so as to make it clear to the visitor where they will go if they click the link:

...the courses we offer lead to [qualifications approved by Gateway Qualifications](#) and are ideal for...

Our preferred method for text-based links is to use the name or description of the content and “Gateway Qualifications” within the context of the piece:

... requiring assistance with initial assessment for Essential Digital Skills may find [Gateway Qualifications' Essential Digital Skills Diagnostic Tools](#) useful...

Where this is not possible or appropriate, we would encourage the use of either the name or description of the content being linked to:

...our Foundation Learning programme uses the [Gateway Qualifications Entry Level suite of qualifications](#) and provides students with...

Some Do's

- ✓ **Do** use our logo
- ✓ **Do** link to our website
- ✓ **Do** show users clearly who is providing the qualification and allow them to easily find out more about us
- ✓ **Do** let us know of good, relevant content from your website we can use to provide reciprocal links - e.g. News stories involving our courses/learners
- ✓ **Do** include us in lists of Awarding Organisations you work with or are recognised by.
- ✓ **Do** use our courses as a selling point for your organisation
- ✓ **Do** blog and Tweet about us
- ✓ **Do** recommend us to others
- ✓ **Do** ask yourself if a user could be misled by the way you're using our logo or name
- ✓ **Do** ask us for help if you're unsure
- ✓ **Do** send us a copy of how you're planning to use our logo or name - before publication
- ✓ **Do** keep our logo in proportion and its original colours

Some Don'ts

- × **Don't** distort or change the colour of our logo
- × **Don't** use our logo to imply approval/accreditation of provision which is not ours.
- × **Don't** use our logo to imply endorsement of the organisation as a whole, especially if you offer provision from other AOs or non-accredited training.
- × **Don't** use words such as "qualification" if the provision is not a regulated qualification, e.g. accredited units.
- × **Don't** make exaggerated or unsubstantiated claims about our courses

Appendix 1 - Ofqual General Conditions of Recognition

Extracts taken from:

<https://www.gov.uk/guidance/ofqual-handbook/section-b-the-awarding-organisation-and-ofqual>

Condition B5 Representations regarding qualifications

Statements regarding qualifications which are not regulated qualifications

B5.1 An awarding organisation must not (and must take all reasonable steps to ensure that any person connected with it does not) make any statement that would be likely to lead Users of qualifications to believe that a qualification it makes available is a regulated qualification when it is not a regulated qualification.

Advertising and promotion of qualifications

B5.2 An awarding organisation must not (and must take all reasonable steps to ensure that any person connected with it does not) advertise or promote its qualifications in a manner that is likely to be misleading to Users of qualifications.

Appendix 2 - Describing an Access to HE Diploma

Extract from the QAA's **Conditions for use of the Access to HE trademarks**.

The following wordmarks are both QAA trademarks. Their usage is restricted and is permitted only in accordance with these Conditions - see 'Who can use the Access to HE trademarks?' (page 1):

- Access to Higher Education
- Access to HE.

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.

At no time must any qualification be described as an Access Diploma or Access course.

Students registered on QAA-recognised Diplomas 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.