

BRAND GUIDELINES

THE OFFICIAL LOGO OF THE SCQF

scqf[®]

scottish credit and
qualifications framework

CONTENTS

Primary Logo	3
Logo positioning & spacing	4
Logo in long form	5
Logo minimum sizes	6
Colour palette	7
Fonts	8
Secondary strapline & campaign logo	9
Terms & Conditions for use	10
Contact details	13

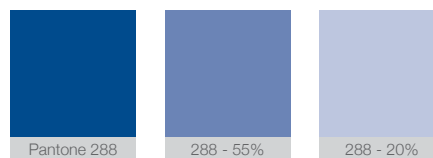
PRIMARY LOGO



SCQF LOGO VARIATIONS

- a Mono logo
- b Primary Logo printed using Pantone 288
- c Reversed logo on black background
- d Reversed logo on Pantone 288 background

SCQF LOGO PRIMARY COLOUR



LOGO POSITIONING & SPACING



EXCLUSION ZONE

To protect the Logo within a space, value x , equal to half the width of the SCQF triangle, is used to measure a buffer zone on all four sides.

The logo should always be seen positioned on the top right or bottom right hand side of a printed page. For web use, this is reversed (the logo appears on the left hand side of the page) to ensure the logo is always visible within a browser window.

LOGO IN LONG FORM

	x		
		scottish credit and qualifications framework	x
x		®	
			x





LOGO IN LONG FORM FOR REDUCED SPACES

When limited space is available, the long form of the logo can be used. The exclusion buffer, value x, is half the width of the SCQF triangle.

LOGO MINIMUM SIZES

COLOUR	
	Height 30mm
	Height 22mm

BLACK & WHITE	
	Height 26mm
	Height 19mm

LOGO MINIMUM SIZES

Please note the minimum sizes of the SCQF logo shown above can appear in print.

COLOUR PALETTE

PANTONE 288
CMYK: C=100 M= 67 Y=0 K=23 | RGB: R=0 G=75 B=141

PANTONE 527
CMYK: C=73 M= 100 Y=0 K=0 | RGB: R=106 G=44 B=145

COLOURS

The SCQF corporate colours are Pantone 288 and Pantone 527. For printed materials please use the CMYK values, for materials appearing on the web use the RGB values.

FONTS

TRADE GOTHIC BOLD CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

1234567890

WHICH FONTS TO USE

HEADINGS

Trade Gothic Bold Caps is used for main headings only. This adds a distinctive tone and contrasts with the body copy typeface, Helvetica Neue 55.

SUB-HEADINGS AND BODY COPY

For clarity, Helvetica Neue 55 and its variants is used for all copy that is not a Heading.

WORD PROCESSING AND WEB USE

Arial is a universal sans serif typeface that is used for situations where Trade Gothic and Helvetica Neue 55 are not available.

SECONDARY STRAPLINE

scqf | SCOTLAND'S LIFELONG LEARNING FRAMEWORK

STRAPLINE USED TO SUPPLEMENT LOGO

When the logo does not appear, the Secondary Strapline can be used to help reinforce the brand. The Strapline also appears on the Document Signoff which appears on the final page of all SCQF documents.

CAMPAIGN LOGO



CAMPAIGN LOGO

Developed in 2013, the campaign logo is for use by the SCQF Partnership on SCQF materials such as promotional items, video content and the SCQF website.

TERMS AND CONDITIONS FOR USE

INTRODUCTION

This document explains when and how to use the logo of the Scottish Credit and Qualifications Framework (SCQF) to best effect and the terms and conditions for its use.

The Scottish Credit and Qualifications Framework is the national qualifications framework in Scotland for lifelong learning. The Framework consists of 12 levels against which learning provision is credit rated. Credit rating onto the Framework is a quality assured process of allocating a level and SCQF credit points to a qualification or programme of learning. An SCQF level and SCQF credit points can only be allocated to qualifications and learning programmes which have been through this quality assured process of credit rating carried out by a Credit Rating Body (CRB). Only organisations approved as SCQF Credit Rating Bodies can credit rate learning programmes onto the SCQF. Credit Rating Bodies include the Scottish Qualifications Authority (SQA), FE colleges, higher education institutions and other organisations specifically approved through the SCQF Partnership.

ACCEPTING THE TERMS OF USE FOR THE SCQF LOGO

Organisations and individuals must agree to the terms and conditions contained in this document if they wish to use the SCQF logo. There is no formal process for this. Organisations and individuals are simply expected to follow these terms and conditions and the SCQF Partnership reserves the right to monitor all uses of the SCQF logo.

SCQF grants licence to SCQF credit rating bodies (CRBs) and other organisations/individuals to use the logo in accordance with the terms and conditions contained in this document. It is not necessary for CRBs or other organisations/individuals to submit materials to the SCQF Partnership for approval. However, the SCQF Partnership reserves the right to monitor publications, activities and materials involving the use of the logo to ensure that its use is in accordance with the terms and conditions set out in this policy document.

THE MEANING OF THE SCQF LOGO

By using the SCQF logo, organisations and individuals are making a public and implicit statement of commitment to the SCQF (and by association, the SCQF Partnership), its quality and integrity. Use of the logo and references to SCQF level and SCQF credit points represent acknowledgement of the fact that the SCQF lends both national and international recognition to credit rated qualifications and learning programmes.

GENERAL CONDITIONS FOR USING THE SCQF LOGO

The SCQF Partnership and those who use the SCQF logo are jointly responsible for ensuring its proper use. These general conditions are aimed at ensuring that the SCQF logo is used appropriately and that it is not misused.

The SCQF logo is currently used in two main ways:

- by CRBs after completion of the credit rating process to denote that the qualification or learning programme is now on the Framework and has a level and credit points (e.g. often on certificates, websites, etc. where credit rated qualifications or learning programmes are listed or described)
- by the SCQF Partnership in publications and on other materials (e.g. leaflets, stationery, advertisements, merchandise, websites) where the logo is used as a promotional tool for the SCQF.

The SCQF logo might also appear in publications, websites, prospectuses and other materials produced by other organisations/individuals. These terms and conditions advise on when it is appropriate or inappropriate to use the logo.

In general, the logo can be used to indicate a genuine association with the SCQF and/or the SCQF Partnership. By 'genuine association', we mean that the logo can be used, for example, when listing or describing qualifications/learning programmes that have been credit rated onto the Framework; or, for example, when referring to the SCQF Partnership. As described below, the logo, SCQF level and SCQF credit points cannot be used on certificates unless the qualifications/learning programmes have been through the fully quality assured process of credit rating.

Certification: All CRBs are expected to use the SCQF logo on certificates which are issued to mark the achievement and attainment of credit rated qualifications or learning programmes on the SCQF (and only those qualifications and learning programmes). Certificates indicating attainment of a credit rated qualification/learning programme(s) should clearly state the title of the qualification, the SCQF level associated with it and the number of SCQF credit points awarded (as determined through the process of credit rating) as well as the name of the CRB. The logo should be clearly displayed and should adhere to the technical specifications issued by the SCQF Partnership and included in this document.

In some cases, we appreciate that individuals and organisations will want to compare qualifications/learning programmes to the SCQF Level Descriptors. ***N.B. This is not the same as credit rating, which is a distinct and fully quality assured process carried out only by Credit Rating Bodies.***

The logo must not be used in connection with qualifications/learning programmes which have not gone through the quality assured process of credit rating.

TERMS AND CONDITIONS FOR USE

Statements about comparisons **must not appear on certificates**, nor should there be any reference on certificates to the logo, the SCQF level or SCQF credit points if only comparison has been carried out.

It is permissible, however, to use the following statement where a comparison has been carried out:

This means that the estimated level of this qualification/learning programme is around SCQF Level (insert level). This qualification/learning programme has not been subject to quality assured processes of credit rating which would establish a definite SCQF level. This qualification/learning programme is therefore not on the SCQF, does not have any awarded SCQF credit points and this estimated level is an approximation only and not the actual level.

NB This statement must be used in its entirety as per the wording above.

GENERAL CONDITIONS

- The logo must be used in accordance with all applicable UK, international and Scottish legislation and regulations
- No charge can be made for the use of the SCQF logo, either by the SCQF Partnership or by other parties
- The format, appearance and design of the logo cannot be altered or modified in any way and must be used in accordance with these terms and conditions and in accordance with the technical specifications issued by the SCQF Partnership
- The logo must be used in a way which allows it to be seen as clearly distinct and separate from other logos or trade marks
- The logo can only be used in ways and circumstances that do not bring shame, injury or disrepute to the SCQF Partnership or any of its CRBs or stakeholders
- The logo – and references to the SCQF level and SCQF credit points - cannot be used on any certificate or other record of achievement relating to non credit-rated qualifications or learning programmes (i.e. qualifications or learning programmes which are not on the SCQF, even if they have been benchmarked against the SCQF level descriptors)
- The logo cannot be used on any website, publication or other material that is in breach of any applicable laws or regulations
- The logo cannot be used as part of a name or identity other than the SCQF Partnership
- The logo cannot be used as a means to suggest a relationship, support, sponsorship or endorsement by SCQF or the SCQF Partnership that is not true
- Any abuse or misuse of the logo (intended or otherwise) should be brought to the attention of the SCQF Partnership Executive Team using the contact details overleaf.

OBTAINING THE SCQF LOGO

Credit Rating Bodies can obtain authorised copies of the SCQF logo from the SCQF Partnership Executive Team using the contact details given at the end of this document. Please do **not** simply copy and paste logos from this document as output quality is likely to be poor.

THIRD PARTY USE OF THE LOGO

Third Party organisations who have had learning programmes credit rated onto the SCQF by a Credit Rating Body (i.e. the Third Party is the programme owner) must use the SCQF logo on learners' certificates.

An authorised copy of the logo, along with a copy of these terms and conditions will be provided to Third Party organisations by the Credit Rating Body. **Please note: Third Party organisations should approach their Credit Rating Body for a copy of the logo, not the SCQF Partnership.**

Third Party organisations must abide by the terms and conditions contained in this document if they wish to use the SCQF logo. It is the responsibility of the Credit Rating Body to ensure that any third parties that they have credit rated programmes on behalf of, are issuing certificates and using the SCQF logo appropriately and in accordance with these terms and conditions. CRBs must make copies of this policy document and the official SCQF logo, available to Third Party organisations.

TECHNICAL INFORMATION

The trade mark and logo of the SCQF is a registered trade mark (Registered numbers 2372410; E6465504 and E6465851) and is owned by the SCQF Partnership. The SCQF Partnership is a company limited by guarantee and a Scottish charity (Charity number SC037958), incorporated under the Companies Acts in Scotland with registered number SC311573 having its registered office at 201 West George Street, Glasgow G2 2LW ("SCQF").

CONTACT DETAILS

Tel: 0845 270 7371

Email: info@scqf.org.uk

Web: scqf.org.uk

SCQF HANDBOOK

scqf.org.uk

A REGISTERED SCOTTISH CHARITY SC037958



scottish credit and
qualifications framework