

Conditions for the use of the Australian Qualifications Framework Logo

1 The AQF logo

The Australian Qualifications Framework (AQF) logo is a distinguishable mark of quality for identifying and promoting AQF qualifications as specified in the AQF.

2 Permission to use the AQF logo

The AQF logo can only be used in association with AQF qualifications.

Any use of the AQF logo must be in accordance with the standards in section 5 and any recognised standards for ethical marketing and advertising.

2.1 Authorised issuing organisations and accrediting authorities, including organisations that are authorised to self-accredit,¹ may use the AQF logo without prior approval from the Australian Government Department of Education, Skills and Employment (the Department) on:

- testamurs and graduation statements (see section 3)
- student information (see section 4.1), and
- advertising and promotional material (see section 4.2).

Authorised issuing organisations and accrediting authorities may use the AQF logo in other circumstances. Prior approval from the Department is required and will be considered only for the single use requested (see section 4.4).

2.2 Other organisations may use the AQF logo in certain circumstances in the context of the Australian education and training sector (see section 4). These organisations are required to obtain prior approval from the Department in all circumstances.

3 Use of the AQF logo on testamurs and graduation statements

For the use of the AQF logo on testamurs and graduation statements, the *Conditions for the use for the Australian Qualifications Framework logo* must be read in conjunction with the *Australian Qualifications Framework First Edition July 2011*, in particular the full *AQF Qualifications Issuance Policy*.

Either the AQF logo or the words 'The qualification is recognised within the Australian Qualifications Framework' will be used on testamurs or graduation statements for all AQF qualifications as specified in the *AQF Qualifications Issuance Policy*.

The Department's approval is not required for this use by authorised issuing organisations and accrediting authorities, provided the standards in section 5 are met.

The AQF logo must not be used on:

- Records of results
- Statements of attainment, or
- Testamurs or graduation statements for non-AQF qualifications.

¹ Authorised issuing organisations and accrediting authorities are defined in the *Australian Qualifications Framework First Edition 2011* which is available on the AQF website www.aqf.edu.au. The use of the term accrediting authorities in this policy includes those organisations authorised to self-accredit.

4 Use of the AQF logo in other circumstances

The AQF logo may be used in some other circumstances as detailed below. For any use of the AQF logo, the standards in section 5 must be met.

4.1 Student information

Authorised issuing organisations and accrediting authorities may use the AQF logo in any student information about the AQF qualifications that they are authorised to offer or are within their legislated authority. This may include course or institutional brochures, course handbooks and prospectuses.

The AQF logo cannot be associated with education and training that does not lead to an AQF qualification. Any student information which includes the AQF logo must clearly distinguish between AQF qualifications and those which are not AQF qualifications. The impression must not be created that may lead an observer to conclude that the AQF logo applies to all education and training provided, if this is not the case.

The Department's approval is not required for this use by authorised issuing organisations and accrediting authorities, provided the standards in section 5 are met.

No other organisations may use the AQF logo on any student information.

4.2 Advertising and promotional information

Authorised issuing organisations and accrediting authorities may use the AQF logo to advertise or promote AQF qualifications that they are authorised to offer or are within their legislated authority. This may include printed documents, the internet or the media (newspaper, journal or television).

The AQF logo cannot be associated with education and training that does not lead to an AQF qualification. If an authorised issuing organisation or accrediting authority is promoting both AQF qualifications and qualifications that do not meet the requirements specified in the AQF, it must be made clear that the AQF logo is not associated with those that are not AQF qualifications. The impression must not be created that may lead an observer to conclude that the AQF logo applies to all education and training provided, if this is not the case.

The Department's approval is not required for this use by authorised issuing organisations and accrediting authorities, provided the standards in section 5 are met.

Other organisations may be granted approval by the Department to use the AQF logo in the media, advertisements, press releases, articles and promotional information related to AQF qualifications and in the context of the Australian education and training system.

The Department's approval for other organisations to use the AQF logo in these circumstances is required. Approval must be obtained from the Department prior to use. The 'form for a request to use the Australian Qualifications Framework logo' is available below and on the AQF website: <http://www.aqf.edu.au>. Reasonable time in advance of any publication or event deadlines should be allowed for approval and proposed artwork must be submitted with the request.

4.3 Corporate use

The AQF logo must not be used by any organisation for corporate use including corporate stationery such as business cards and letterhead; building or other corporate signage;

marketing products such as mouse pads, pens, satchels, product packaging; or educational resources used to support teaching and learning.

4.4 Any other use

The Department may consider other uses of the AQF logo not covered above by any organisation.

A request to use the AQF logo must be submitted on the 'form for a request to use the Australian Qualifications Framework logo' which is available below and on the AQF website: <http://www.aqf.edu.au>.

5 Standards for the use of the AQF logo

The AQF logo can only be reproduced from electronic copies available from the AQF website.

To preserve the integrity of the logo and maximise its legibility, the following standards apply in all circumstances.

No element of the logo can be altered, moved or changed in any way.

Under no circumstance is the logo to be reproduced in mirror image or be rotated.

5.1 Shape and wording

The AQF logo must:

- consist of both the circular/arrows shape **and** the words 'Australian Qualifications Framework'
- be set in the typeface Gill Sans Light or Gill Sans Regular.

5.2 Variation in size

The complete AQF logo may be varied in size but the proportions of the circle/arrows and the words in relation to each other may not be varied.

5.3 Clear space

The minimum clear space required around the logo image is 10mm on all sides. No other graphic or text elements may appear within the clear space.

5.4 Colour reproduction

The AQF logo must always appear in:

- its principal Pantone spot colours: PMS 144C, 3272C, 258C
- black C and white, or
- reversed out of black

as shown below.

5.4.1 Three colour reproduction

Where the AQF logo is reproduced in colour, it must be in the three colours specified above.



5.4.2 Black and white reproduction

Where the AQF logo is reproduced in one colour, it must be in black (as specified above) and white.



5.4.3 Reversed out of black reproduction

Where the AQF logo is reproduced in one colour and it is used on backgrounds where black print will not be legible, reversed black (as specified above) and white may be used.



6 Further information about use of the AQF logo

For further information contact the Department.

Address:

Assistant Secretary

Governance, Quality and Access Branch

Australian Government Department of Education, Skills and
Employment

LC: C50MA7

GPO Box 9880

Canberra ACT 2601

Australia

Telephone: (08) 8306 8777

Email: aqfc@aqf.edu.au

Web: www.aqf.edu.au

Form for a request to use the Australian Qualifications Framework logo

Please complete the following form for each request for the use of the AQF logo. If permission is granted, it will be for the single purpose identified in this form. Applicants will be informed in writing.

A Contact details for organisation making request

Organisation			
Contact person's name and title			
Address			
Telephone		Email	

B Details of request

Outline the purpose for the proposed use of AQF logo in line with the conditions				
Provide details of the publication or event in which the AQF logo will be used				
Provide details of the medium to be used	Print		Electronic	
	Website		Other	
Provide details of the dates of publication or event				

C Permission

Permission			
GRANTED	Date	/ /
NOT GRANTED			

Return form to aqfc@aqf.edu.au