

How to use our 2023–24 member logo

Adding our member logo to your communication and marketing materials will demonstrate your commitment to working with us, helping to shape the future of higher education.

Member logos

There are two styles of membership logo, standalone and combined. Alongside these are the standalone accreditation logos.

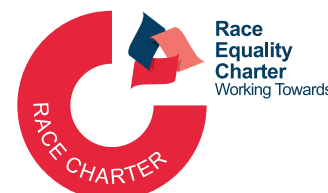
Standalone Member logos

As an Advance HE member, you are free to use one of the following logos for the duration of your membership. The logo represents the membership package your institution has signed up to:



Combined Member/Accreditations logos

If Teaching and Learning Accreditation, Athena Swan or Race Equality Charter awards are achieved, the relevant logo(s) can be used alone or in conjunction with the member logo as a combined logo (see below).



Standalone Accreditation logos

In addition to our Membership logo, logos also exist for our Accreditation routes;

- + Teaching and Learning Accreditation
- + Athena Swan Charter
- + Race Equality Charter.

Teaching and Learning Accreditation

The Teaching and Learning logo must only be used once Teaching and Learning Accreditation has been achieved.



! This **cannot** be used with 'Working Towards' Accreditation.

Athena Swan and Race Equality Charter

The following yellow Athena Swan and red Race Equality Charter logos can be used when 'Working Towards' achieving these awards.



Once Athena Swan or Race Equality Charter award is achieved, the relevant logo for the award should be used.

Bronze, silver or gold for Athena Swan, and bronze and silver for Race Equality Charter.

Combinations

Combining Member Accreditation and Award logos.

Within our combined membership and accreditation logo(s), there are specific circumstances where an institution has achieved a particular award for Athena Swan and/or Race Equality Charter (REC).

The following provide logo guidance for how an institution's particular award/s should be presented. Member and Accreditation logos can be used in conjunction with each other, as in the following example:



! If you require a different logo combination to the one you have been supplied, please request this from:

memberships@advance-he.ac.uk

Please **do not** create your own combined logo.

Generic

To be used when no institutional award exists for either or both Athena Swan and REC.

Bronze, Silver and Gold

Specific institution award level logos for Athena Swan and REC.

To be used when an institution award has been achieved for the relevant Charter.

Examples

A selection of combined logos with one and two accreditations:



Colour

All logos should appear in colour where possible.

When it is not possible to use this version of the logo, there are two alternatives that can be used according to the background. Use the white version on black and dark backgrounds. Use the black version on white and pale backgrounds.

Member logo

Combined logos

Accreditation logos



Colour

Black

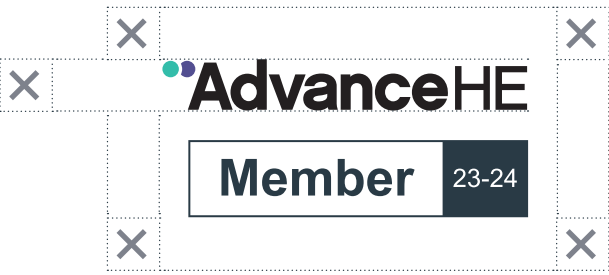
White


Spacing and minimum size

To ensure clear presentation and maximum impact our logos should always have a clear space around them.

- + For the Member and Affiliate Member logos, the space, which is defined by the ‘cap-height’ of ‘HE’, should remain clear of elements such as text or graphics. For example, if the height ‘HE’ in the logo you are using is 5mm, the space left around the logo should be at least 5mm. These logos should never be displayed smaller than 30mm or 160px in width.
- + The combined Member and Accreditation logos should never be displayed smaller than 15mm or 110px in height.
- + For the Accreditation logos, the space is defined as 1/4 of the height of the circle that comprises the logo. These logos should never be displayed smaller than 20mm or 150px in width.

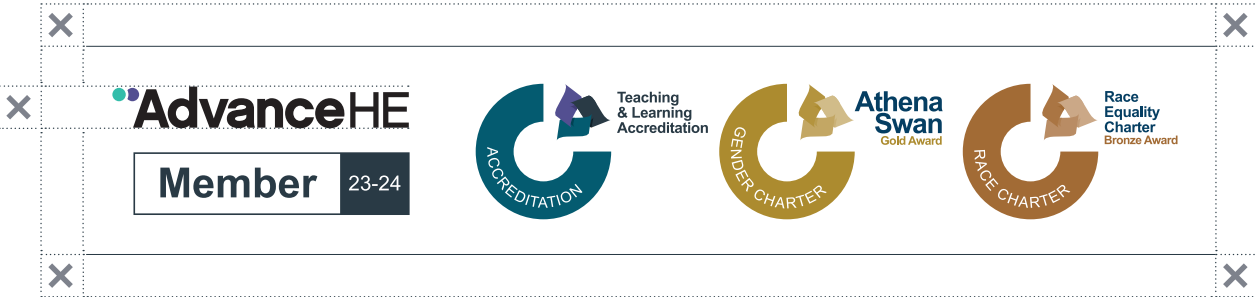
Member logo






min. width: 30mm/160px

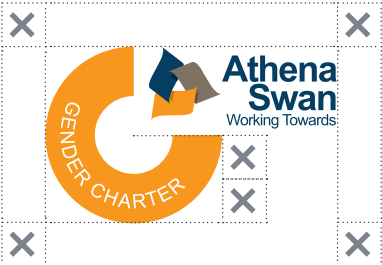
Combined logos






min. height: 15mm/110px

Accreditation logos





min. width: 20mm/150px

Scaling & position

While our member logo will naturally appear less prominently than your own logo, using the rules detailed previously will ensure that it appears as clearly and prominently as possible.

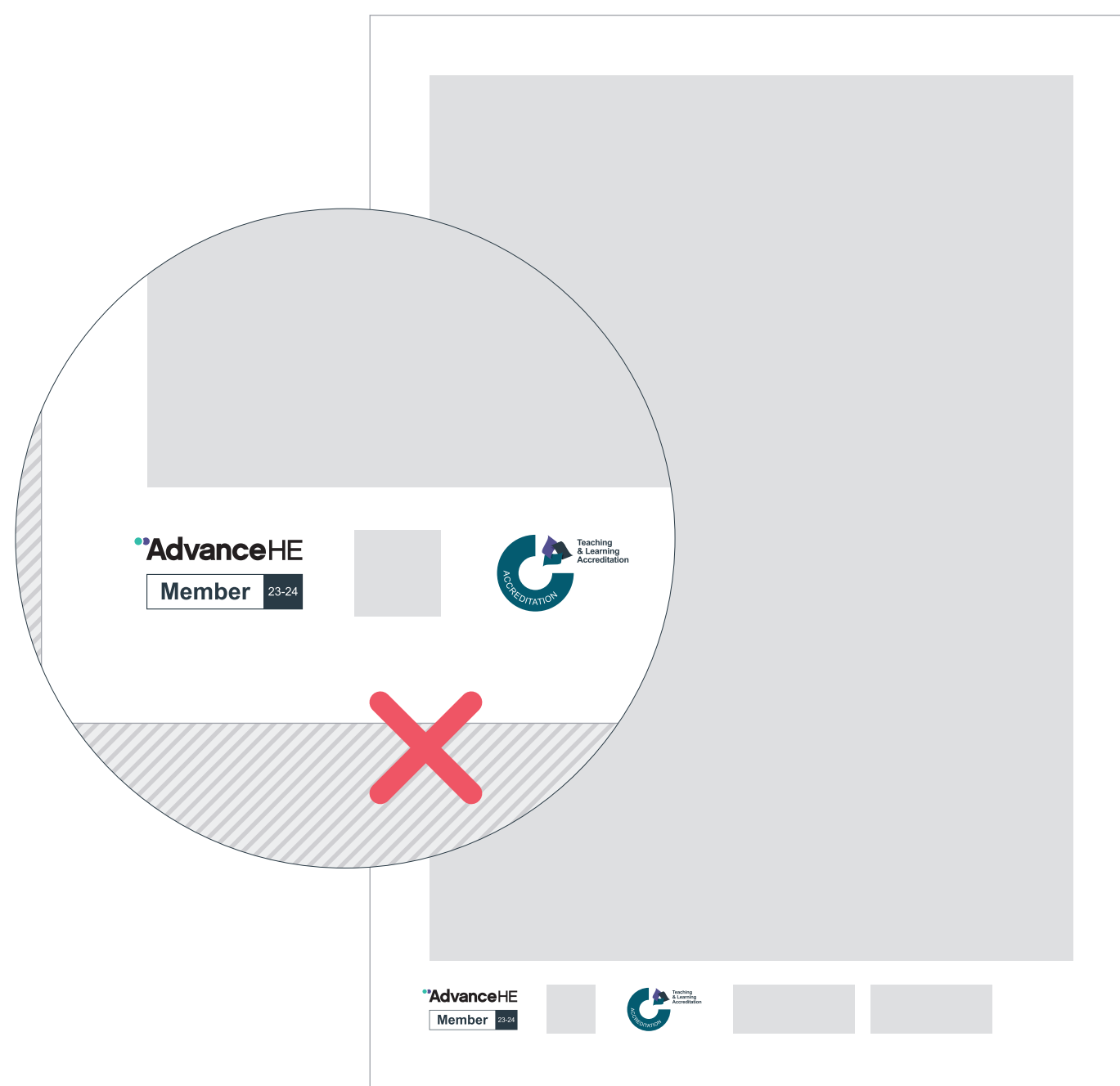
For example:



Usage

In the case of the institution having accreditations, always use the appropriate combined logo rather than multiple member logos.

For example:



If you have any questions in relation to logo usage, please contact:

 communications@advance-he.ac.uk

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The Advance HE logo should not be used without our permission.