

# Subject descriptor compliant marker

## Frequently asked questions

### Q: Who can use the subject descriptor compliant marker?

**A:** The Access to HE Subject Descriptor Compliance Mark is available for use by Access Validating Agencies (AVAs) or Access to HE providers to identify Access to HE Diplomas that meet the requirements of QAA's Subject Descriptors. Eligible Diplomas will be confirmed through the process of validation by individual AVAs.

The marker must only be used alongside Access to HE Diplomas that have been approved as subject descriptor compliant.

### Q: Where can I get a copy of the subject descriptor compliant marker?

**A:** QAA will issue the graphic files and terms and conditions to Access Validating Agencies (AVAs) who have Subject Descriptor compliant Diplomas.

AVAs are responsible for issuing graphic files and terms and conditions to their eligible Access to HE providers. AVA officers may also request the graphic files by contacting the Access to HE Team on [ahe@qaa.ac.uk](mailto:ahe@qaa.ac.uk).

At the point at which the graphic files are supplied, QAA is granting a non-exclusive royalty-free, non-transferable licence to use the Access to HE Subject Descriptor Compliance Mark subject to our terms and conditions of use. The licence shall remain in force from the date of despatch of the graphic files, while you remain eligible or until such licence is withdrawn by QAA, whichever is earlier.

### Q: Can I change the subject descriptor compliant marker?

**A:** The Access to HE Subject Descriptor Compliance Mark must always appear as supplied. This refers to colour and proportions.

It may be resized but should not be used smaller than the minimum size of 50mm width (189px).

### Q: What colours can I use for the subject descriptor compliant marker?

**A:** The Access to HE Subject Descriptor Compliance Mark must always appear as supplied, in its original colours.

The Mark is supplied in full colour, white and dark grey. It is preferred that the full colour

badge is used where design allows. Other colours cannot be substituted. Deviation from this approach may be permitted in special circumstances but only with the explicit prior approval of QAA.

### **Q: Can I resize the subject descriptor compliant marker?**

**A: Yes, the marker may be resized but the Mark should not be used smaller than the minimum size of 50mm width (189px). The proportion and relative position of the parts that make up the Access to HE Subject Descriptor Compliance Mark must not be modified or altered in any way.**

### **Q: Can I use other logos in addition to the subject descriptor compliant marker?**

**A: Where the Access to HE Subject Descriptor Compliance Mark is displayed alongside other QAA graphics, all graphics should be displayed at the same size and in proportion with each other.**

Access Validating Agencies and their approved Access to HE delivery partners may also display their logos alongside the marker.

The position of the Mark should be no less than 10mm from the edge of a page, and a minimum of 10mm from any other text and graphics.

### **Q: Where can I use the subject descriptor compliant marker?**

**A: You may use the Access to HE Subject Descriptor Compliance Mark on all forms of communication including marketing materials and web pages that are related directly to the subject descriptor compliant Access to HE Diploma it applies to.**

When using the Mark, you must comply with the specifications set out in Annex 1 of the Access to HE Subject Descriptor Compliance Mark Terms and Conditions of Use.

### **Q: Can I use the subject descriptor compliant marker for marketing purposes?**

**A: Yes, you may use the Access to HE Subject Descriptor Compliance Mark on all forms of communication including marketing materials and web pages that are related directly to the subject descriptor compliant Access to HE Diploma it applies to.**

It is a condition of this licence that where the Access to HE Subject Descriptor Compliance Mark is used on a website, there must also be a hyperlink directly to the course search on the Access to HE website: [www.accesstohe.ac.uk/course-search](http://www.accesstohe.ac.uk/course-search).

To implement this in a way which incorporates best practice to enhance accessibility, we advise displaying the following text underneath the Compliance Mark and embedding the hyperlink within this text, as shown here:

[Find this Diploma on QAA's course search](http://www.accesstohe.ac.uk/course-search)

## **Q: How can we make the marker accessible when used digitally?**

**A: To enhance accessibility, where the Access to HE Subject Descriptor Compliance Mark is used on websites or other digital platforms, we advise that the following 'alternative text' is used: Access to HE Subject Descriptor Compliance Mark.**

It is a condition of this licence that where the Access to HE Subject Descriptor Compliance Mark is used on a website, there must also be a hyperlink directly to the course search on the Access to HE website: [www.accesstohe.ac.uk/course-search](http://www.accesstohe.ac.uk/course-search).

To implement this in a way which incorporates best practice to enhance accessibility, we advise displaying the following text underneath the Compliance Mark and embedding the hyperlink within this text, as shown here:

[Find this Diploma on QAA's course search](#)

## **Q: What penalties are there for mis-use of the subject descriptor compliant marker?**

**A: QAA may seek to enforce its rights over its property through legal action. Details of QAA's Copyright Policy can be found on the QAA website if the Mark is reproduced or otherwise used by organisations outside of the express use of identification of QAA-recognised Access to HE Diplomas that comply with the requirements of QAA's [subject descriptors](#)<sup>1</sup> or if written permission from QAA has not been given for its use.**

Organisations or individuals who are found to be using the Access to HE Subject Descriptor Compliance Mark without a licence will be asked in writing to remove all references to these within 14 days of the written request. Failure to comply will result in the commencement of legal proceedings against them. You should immediately notify QAA, providing full details, of any threatened or actual third-party infringement or abuse of the Access to HE Subject Descriptor Compliance Mark, including by another provider or Access Validating Agency (AVA), which comes to your attention

## **Q: Where do I go if I have questions about the subject descriptor compliant marker?**

**A: For help and advice on using the Access to HE Subject Descriptor Compliance Mark, please contact us at: [ahe@gaa.ac.uk](mailto:ahe@gaa.ac.uk)**

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<sup>1</sup> <https://www.qaa.ac.uk/en/access-to-he/access-to-he-resources/access-to-he-subject-descriptors>