



19 November 2014

Southgate House
Southgate Street
Gloucester
GL1 1UB

Telephone: 01452 557000
Email: enquiries@qaa.ac.uk

Dear colleague

Your graphic files for the revised QAA Quality Mark are attached

Following our letter of [30 October](#), which announced changes to the QAA Quality Mark, I am pleased to attach your graphic files for the revised mark and guidance on its use. I hope you agree that the revised QAA Quality Mark provides a clearer communication of the quality and standards of your institution.

We hope you will be able to replace your existing QAA Quality Mark with the revised QAA Quality Mark on your communication material as soon as is practically possible: by the end of 2014 on websites and electronic media, and by the end of 2015 on printed communications.

Use of the revised QAA Quality Mark signifies automatic acceptance of the [terms and conditions](#) of the scheme. Changes to the terms and conditions are summarised overleaf.

We have changed the advice given about the 'Alternative text' used and the way the hyperlink is set up, to incorporate best practice in accessibility. Please bear in mind the following requirements when displaying it on your website:

1. There must be a hyperlink from the QAA Quality Mark directly to your report page on the QAA website. We advise displaying the following text underneath the graphic and embedding the hyperlink within this text, as shown here:

'Click [here](#) to read this institution's latest review report.'

Please note that the url to your report page has recently changed and you can find it by searching from the main reports page: www.qaa.ac.uk/reviews-and-reports.

2. We ask that the QAA Quality Mark is displayed with 'Alternative text' which reads:

'QAA Quality Mark thumbnail'

Please refer to Annex 1 of the [terms and conditions](#) for further details including information on the size at which the graphic may be displayed.

To help increase recognition of the QAA Quality Mark, we will be displaying it on the review report pages of all eligible providers on our website shortly.

Yours sincerely

Rosalind Moore
Development Editor, Public Engagement Group

What are the key differences between the original Quality Mark and the revised version, introduced in November 2014?

a) The design of the Quality Mark graphic has changed

The design of the Quality Mark changed in November 2014 when the date element, showing the year the institution was reviewed by QAA, was removed from the graphic. The decision to remove the date was taken following clear feedback from institutions that this aspect of the graphic would cause problems as the time between reviews lengthened. In addition, the removal of the date from the Quality Mark makes the graphic clearer and simpler which should aid recognition. The QAA logo in the graphic was also updated at this time.

b) Our advice about the use of 'Alternative text' and a hyperlink has changed

At the same time as introducing the new design for the Quality Mark, we have made a couple of changes to the advice given about the 'Alternative text' used and the way that the hyperlink is set up, to incorporate best practice on accessibility. We ask that providers use the following 'Alternative text' when using the QAA Quality Mark on their websites:

QAA Quality Mark thumbnail

We advise displaying the following text underneath the graphic and embedding the hyperlink within this text, as shown here:

Click [here](#) to read this institution's latest review report.

c) We no longer request a signed letter of agreement to the terms and conditions

We will no longer be issuing a letter of agreement to newly eligible subscribers. We are changing the terms to state that use of the QAA Quality Mark signifies your acceptance of its current terms and conditions. We will continue to monitor use of the Quality Mark to check that it is not being used by those who are ineligible to use it.

d) We have extended the reasons why the licence may be withdrawn

We may now, at our discretion, withdraw this licence with immediate effect if we consider that factors or information exists such that your continued use of the QAA Quality Mark causes or may cause, in QAA's opinion, confusion or concern in the public domain.

e) We have clarified the criteria required to allow the use of the QAA Quality Mark

We have made slight adjustments to the terms and conditions to clarify the criteria required to allow the use of the Quality Mark (see Annex 2). The terms and conditions have also been revised to include all the other changes listed above.