



QQI AWARD

QQI Award Brand Guidelines

Know Quality When You See It

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The QQI Award Brand



QQI AWARD

The QQI Award brand communicates quality in education and training in Ireland's further and higher education and training system and its qualifications.

It has been created as part of QQI's sub-brand portfolio designed to clearly designate the distinct relationships that QQI has with providers and learners.

The QQI Award brand defines the QQI award identity and enables providers, learners and other stakeholders know and recognise quality awards and qualifications.

It can be used by Providers delivering programmes leading to QQI awards.

The Purpose of these Guidelines

QQI has developed these guidelines to protect the integrity of the QQI Award brand and to ensure the clear and consistent use of the QQI Award brand identity across all media, printed or digital.

The integrity of the QQI Award brand ensures the brand's national and international recognition, benefiting stakeholders, providers and learners alike.

'QQI'; the 'Q' logo; 'QQI Award' and 'Quality and Qualifications Ireland' are all trade marks of Quality and Qualifications Ireland.

Using the QQI Award Brand



QQI AWARD

The QQI Award brand consists of QQI's 'Q' graphic, the text 'QQI Award' and a horizontal line. These elements can never be used separately. The brand must appear in its entirety.

INCORRECT USE



QQI AWARD

Formats



Positive Format



Negative Format

B/W Format

Where possible the QQI Award brand should be used in its positive format.

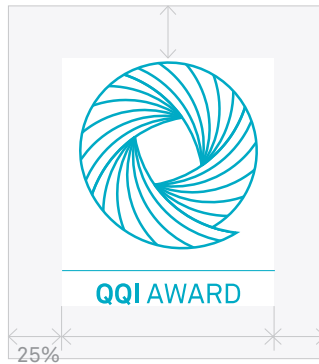
It may appear reversed out of a darker background when necessary.

In black and white applications the brand should appear reversed out with a background no lighter than 80% black. It is unacceptable to use the brand on a background which decreases the clarity of the brand.

INCORRECT USE



Clear Space and Minimum Size



The clear space around the brand is related to the height and width of the entire brand. The minimum clear space is 25% of the width of the horizontal line.



The minimum recommended size is 15mm wide from the left to right edges of the horizontal bar on the brand. NEVER go smaller than this. If the space you have is smaller than this, then the application medium is unsuitable.

The brand does not have a maximum reproduction size.

Colour Palette



QQAward - Pantone 3125

CMYK Uncoated 67-0-18-0

CMYK Coated 84-0-18-0

RGB 000-171-194

HTML 00AEC7

Pantone Colour references for both coated and uncoated stock appear above.

CMYK breakdowns should be used for traditional four colour printing.

RGB and HTML breakdowns should be used for digital communications.

Examples of Unacceptable Use

Please use the image as supplied to you and refrain from applying any type of graphic effect; recolouring of the brand; inclusion of tag-line or any additional text; skewing or distortion of the proportions of the brand.



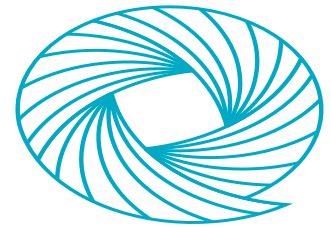
drop shadow added



bevel effect added



additional text included



proportions distorted

QQI Corporate Logo

Please Note:

The QQI Corporate brand, which appears below, is separate and distinct from the QQI Award brand.

On no account should the QQI Corporate brand appear on any media, printed or digital, designed by a third party.



QQI

Quality and Qualifications Ireland
Dearbhú Cáilíochta agus Cáilíochtaí Éireann