



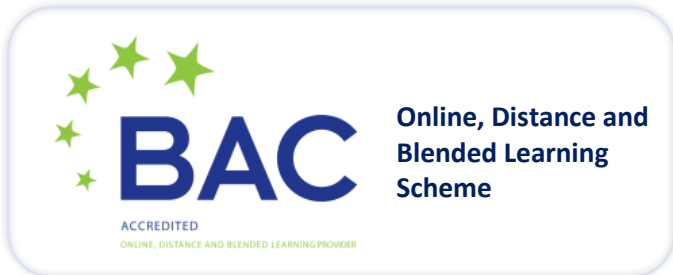
BAC Brand Guidelines

Now that you are accredited you can use your BAC accreditation in your marketing materials to help promote your organisation. BAC will list you on our website as an accredited provider and you will receive log in details for the Providers Gateway, our online repository of key documents, templates and online training sessions.

The brand guidelines set out how you can use the BAC logos provided and the statements of accreditation for your marketing materials. Other documents provided in the accredited providers marketing pack offer suggestions on how to make the most of your BAC accreditation with some marketing ideas!

The BAC Logo

You have been provided with the main BAC logo for your use. In addition to the main BAC logo each accreditation scheme has a specific logo. The logos are available to download from the Providers Gateway on the BAC website. Please ensure that you are using the correct logo for your scheme.





Choosing the correct BAC logo file type for your marketing materials

We have provided you with logos in the following formats: eps, gif, jpeg and png. The file type to select will be dependent on how you would like to use the logo. To assist you, we have set out some advice below.

- Microsoft Office documents, including Word, Excel and PowerPoint:
PNG files, in RGB full colour or monochrome (black)
- Website development:
GIF files, in RGB full colour
- Print publishing (using professional offset or similar technique)
EPS files, in CMYK full colour
- Stationery or branded promotional items
EPS files, in Pantone PMS spot colours or CMYK full colour

The Pantone/CMYK/RGB references for the BAC logos are listed below.



Pantone 2746 C	Pantone 123 C	Pantone 032 C	Pantone 376 C	Pantone 213 C	Pantone 253 C
CMYK 100-92-0-10	CMYK 0-24-94-0	CMYK 0-90-86-0	CMYK 50-0-100-0	CMYK 0-95-27-0	CMYK 43-95-0-0
RGB 33-54-139	RGB 255-196-37	RGB 239-65-53	RGB 141-198-63	RGB 238-43-116	RGB 157-51-147



Statement of Accreditation

Institutions which have been awarded accreditation may use the statement of accreditation and the BAC logo in their promotional materials, subject to certain conditions.

Acceptable Forms of The Statement Are:

- ✚ “accredited by the British Accreditation Council for Independent Further and Higher Education”
- ✚ “accredited by the British Accreditation Council”
- ✚ “accredited by BAC”
- ✚ “BAC accredited”

Additional variants of the statement as shown below may be used by your institution in your promotional materials, depending on the scheme for which you have been accredited.

Short Course Providers

- ✚ “accredited by the British Accreditation Council for Independent Further and Higher Education as a Short Course Provider”
- ✚ “accredited by the British Accreditation Council as a Short Course Provider”
- ✚ “accredited by BAC as a Short Course Provider”
- ✚ “BAC accredited as a Short Course Provider”

Online, Distance and Blended Learning Scheme

- ✚ “accredited by the British Accreditation Council for Independent Further and Higher Education as an Online, Distance and Blended Learning Provider”
- ✚ “accredited by the British Accreditation Council as an Online, Distance and Blended Learning Provider”
- ✚ “accredited by BAC as an Online, Distance and Blended Learning Provider”
- ✚ “BAC accredited as an Online, Distance and Blended Learning Provider”

College

- ✚ “accredited by the British Accreditation Council for Independent Further and Higher Education as a College”
- ✚ “accredited by the British Accreditation Council as a College”
- ✚ “accredited by BAC as a College”
- ✚ “BAC accredited as a College”



International Centre

- ✚ “accredited by the British Accreditation Council for Independent Further and Higher Education as an International Centre”
- ✚ “accredited by the British Accreditation Council as an International Centre”
- ✚ “accredited by BAC as an International Centre”
- ✚ “BAC accredited as an International Centre”

Independent Higher Education Scheme

- ✚ “accredited by the British Accreditation Council for Independent Further and Higher Education as an Independent Higher Education Institution”
- ✚ “accredited by the British Accreditation Council as an Independent Higher Education Institution”
- ✚ “accredited by BAC as an Independent Higher Education Institution”
- ✚ “BAC accredited as an Independent Higher Education Institution”

Approved Candidates for Accreditation

As the ‘approved candidate’ status is normally awarded only for a limited period of six months, BAC urges caution in referring to this status in any promotional material which might remain in circulation beyond the end of this period; you should consider the expense of replacing such materials before printing. BAC does however encourage approved candidate institutions to refer to their status and use the appropriate mark graphic on their websites and in other time-limited promotional materials.

Approved candidates for accreditation must append the words: ‘Approved candidate for accreditation’ wherever the approval statement appears on all their publicity material.

Conditions of use

Institutions accredited by BAC are encouraged to use the logo on all appropriate documentation and publicity, but please be aware of the following restrictions:

- ✚ You must use only an official graphic supplied by BAC and which is available in several variations to meet contextual design considerations.
- ✚ If you wish to use the accreditation mark on your website you should use the HTML link supplied by BAC, allowing web users to click through to your institution directory on the BAC website.



- ✚ You will be notified of any changes to the accreditation mark at least 30 days before they take effect. You should then replace all instances of the accreditation mark in your promotional materials as soon as is reasonably practical.
- ✚ The BAC logo and accreditation mark must not be used on award, attendance or completion certificates.
- ✚ The BAC logo is a registered trademark and you must not duplicate, recreate or adapt the logo except as part of the agreed usage of the accreditation mark described above.
- ✚ You must avoid any inaccurate or misleading statements concerning your accreditation and if uncertain, should contact BAC to seek clarification on what is acceptable. Any breach of this condition may lead to the suspension or withdrawal of your accreditation.

Conditions of Accreditation

- ✚ Accreditation applies to your institution as a whole and must not be construed or promoted as accreditation or validation of individual programmes or awards.
- ✚ Accreditation applies only to the specific institution whose application BAC received and not to any partner, branch or otherwise connected institution.
- ✚ If your accreditation is withdrawn, you must remove all statements or claims of accreditation by BAC from your promotional and other material as soon as is reasonably practical and must immediately refrain from representing yourself as BAC accredited.