

Marketing Resources

Logos, brand guidelines and approved marketing for approved centres

These guidelines explain how approved centres and members may use the SafeQual AB name, logos and approved wording in their marketing.

Consistent, accurate marketing protects learners and the value of SafeQual AB qualifications.

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Who Can Use These Resources

Only centres with current SafeQual AB centre approval may use the SafeQual AB name, logo and the Approved Centre logo. Approval must be in place for the specific qualifications being promoted. Members may use the membership grade logo that matches their current grade.

Request your logo files: logo artwork (PNG, SVG and EPS, in full colour, white and mono versions) is issued to approved centres through the centre portal or on request. Never copy the logo from the website or redraw it.

Logo Use

Rule	Requirement
Clear space	Keep clear space around the logo equal to the height of the letter "S" in SafeQual on all sides.
Minimum size	25 mm wide in print; 120 px wide on screen.
Backgrounds	Full-colour logo on white or light backgrounds; white logo on navy or dark photographic backgrounds.
Placement	The centre's own logo must be the main brand. The SafeQual AB Approved Centre logo is secondary and must not be larger than the centre logo.

Do not

- Stretch, squash, rotate, recolour, outline or add effects to the logo.
- Place the logo on busy backgrounds or low-contrast colours.
- Combine the logo with other words or graphics to create a new mark.
- Use the main SafeQual AB logo alone in a way that suggests you *are* SafeQual AB. Centres use the Approved Centre logo.
- Use logos for qualifications you are not approved to deliver, or after centre approval is suspended or withdrawn.

Brand Colours and Typography

Colour	HEX	Use
SafeQual Navy	#0F2D52	Primary colour: headings, text and backgrounds
White	#FFFFFF	Backgrounds and reversed logo
Light Grey	#F3F5F8	Panels and tables
Accent colours	Green #3A8F4A, Orange #E8701E, Purple #6B2477, Blue #1F5FAE	Section and category highlights only

Typography: Roboto (or Arial where Roboto is unavailable). Use bold for headings and regular for body text. Keep body text at least 10 pt in print.

Approved Wording

Use the following statements exactly as written. Replace the text in square brackets.

Use	Approved statement
Centre status	[Centre name] is a SafeQual AB Approved Centre (Centre No. [number]).
Course promotion	This course leads to the SafeQual AB [Level X] [Award/Certificate/Diploma] in [title], awarded by SafeQual AB.
Certification	Successful learners receive a SafeQual AB certificate that can be verified online at www.safequalab.org .
Membership	[Name] is a [Associate/Professional/Fellow] Member of SafeQual AB.

Claims you must not make

- That a qualification is regulated, accredited or recognised by a government body, regulator or employer, unless SafeQual AB has confirmed this in writing for that qualification.
- That SafeQual AB guarantees jobs, visas, licences or pass rates.
- That a course is "approved by SafeQual AB" if the centre is not approved for that qualification.
- Pass rates, learner numbers or testimonials that cannot be evidenced.
- That learners will receive a qualification without completing the required assessment.

Digital and Social Media

- Link to the official SafeQual AB qualification page when you promote a qualification online.
- Use the hashtag #SafeQualAB and tag SafeQual AB's official LinkedIn, Facebook and YouTube accounts.
- Do not create social media accounts, pages or domains that use the SafeQual AB name.
- Do not post photos of certificates with the certificate number visible without the learner's consent.

Approval Process

Material	Approval needed?
Using approved wording and logos exactly as provided	No. Keep a copy on file for EQA.
Brochures, adverts, websites or videos naming SafeQual AB qualifications	Yes. Send a draft to info@safequalab.org (response within 5 working days).
Co-branded events, press releases or partnerships	Yes, always.

Misuse: if branding or claims are misused, the material must be withdrawn and may lead to sanctions under Policy P10. Report any suspected misuse of the SafeQual AB name to info@safequalab.org.