

IQ2LT LOGO USAGE CHARTER

Rules for Proper and Authorized Use of the IQ2LT Logo

This charter establishes the official guidelines for using the IQ2LT (International Quality Label for Technology and Learning) logo and brand identity. Adherence to these guidelines ensures consistent representation of the IQ2LT brand and protects the integrity and value of the accreditation. All accredited institutions and authorized partners must follow these rules when using IQ2LT marks.

AUTHORIZED USERS

Only the following entities are authorized to use the IQ2LT logo:

Accredited Institutions: Organizations that have been granted IQ2LT accreditation and maintain current accredited status

IQ2LT Organization: The IQ2LT International organization, its staff, board members, and official representatives

Licensed Partners: Organizations with specific written permission from IQ2LT to use the logo for approved purposes

Important: The following are NOT authorized to use the IQ2LT logo:

- Institutions whose accreditation has expired or been revoked
- Institutions that have applied for but not yet received accreditation
- Individual programs within non-accredited institutions
- Third-party organizations without explicit written authorization
- Individual faculty members or students (except as part of accredited institution communications)

LOGO SPECIFICATIONS

Official Logo Description

The official IQ2LT logo consists of:

- The acronym 'IQ2LT' in the official typeface (Helvetica Bold)
- The full name 'International Quality Label for Technology and Learning' in subtitle text
- Optional: stylized icon representing global technology-enhanced education
- Official color palette (see color specifications below)

Official Colors

Color Name	Usage	RGB	CMYK	HEX
IQ2LT Blue (Primary)	Logo text, headers, institutional backgrounds	R:0 G:51 B:102	C:100 M:70 Y:20 K:50	#003366
IQ2LT Light Blue	Backgrounds, secondary accents, subtle highlights	R:68 G:114 B:196	C:80 M:50 Y:0 K:0	#4472C4
IQ2LT Gold	Logo outline, badges, highlights of excellence	R:205 G:160 B:64	C:20 M:35 Y:90 K:15	#CDA040
White	Neutral backgrounds, reversed text	R:255 G:255 B:255	C:0 M:0 Y:0 K:0	#FFFFFF
Dark Gray	Body text, captions, secondary typography	R:64 G:64 B:64	C:0 M:0 Y:0 K:75	#404040

APPROVED LOGO VERSION



The following logo versions are available for different applications:

Version	Description	Use Cases	Format Available
Full Color Horizontal	Logo with full name on one line	Websites, documents, presentations	PNG, SVG, EPS
Full Color Stacked	Logo with name stacked vertically	Square spaces, small applications	PNG, SVG, EPS
Reversed (White)	White logo on dark backgrounds	Dark backgrounds, photos	PNG, SVG, EPS
Single Color (Blue)	Monochrome blue version	Limited color printing	PNG, SVG, EPS
Black & White	Grayscale version	Black & white printing	PNG, SVG, EPS

USAGE RULES AND REQUIREMENTS

Minimum Size Requirements

To ensure legibility, the IQ2LT logo must never be reproduced smaller than:

- Print applications: 0.75 inches (19mm) wide for horizontal version
- Digital/screen applications: 150 pixels wide for horizontal version
- Stacked version: 0.5 inches (13mm) wide minimum

Clear Space and Positioning

Maintain adequate clear space around the logo equal to the height of the 'I' in IQ2LT. This ensures the logo is not crowded by other elements and maintains visual impact.

Approved Applications

Accredited institutions may use the IQ2LT logo in the following contexts:

- Official institutional website (homepage and about pages)
- Program marketing materials (brochures, catalogs, flyers)
- Student recruitment materials
- Institutional letterhead and business cards
- Email signatures of authorized personnel
- Certificates and diplomas (with proper designation)
- Social media profile pages (as part of institutional identity)
- Conference presentations and materials
- Press releases and media materials
- Building signage (with approval)

Required Designations

When using the logo, institutions must include appropriate designation text:

- For fully accredited institutions: 'IQ2LT Accredited Institution' or 'Accredited by IQ2LT'
- Include accreditation validity dates when appropriate
- For specific accredited programs: 'Program Name - IQ2LT Accredited'

PROHIBITED USES

The following alterations and uses are strictly prohibited:

DO NOT Alter: Do not change colors, proportions, fonts, or any elements of the logo

DO NOT Rotate: Do not rotate or tilt the logo at any angle

DO NOT Add Effects: Do not add shadows, glows, bevels, gradients, or other effects

DO NOT Outline: Do not add outlines or borders around the logo

DO NOT Stretch: Do not stretch or compress the logo disproportionately

DO NOT Rearrange: Do not rearrange elements or separate text from icon

DO NOT Overlap: Do not place other text, images, or graphics over the logo

DO NOT Use on Busy Backgrounds: Ensure sufficient contrast and clarity; avoid complex patterns

DO NOT Imply False Accreditation: Do not use logo for non-accredited programs or services

DO NOT Use for Commercial Gain: Do not use logo to endorse non-educational products or services

DIGITAL AND ONLINE USAGE

Website Requirements

- Use PNG format with transparent background for optimal display
- Ensure logo links to institution's accreditation information page
- Place logo in consistent location across website (typically header or footer)
- Ensure logo is visible and legible on all device sizes (responsive design)
- Include alt text for accessibility: 'IQ2LT Accredited Institution'
- Use appropriate file size for fast loading (optimize images)

Social Media Guidelines

- May be used as part of institutional profile images
- Can be included in posts announcing accreditation achievement or renewal
- Must maintain required minimum size even in small profile images
- Should link to accreditation information when possible
- Do not alter logo to fit circular profile spaces; use stacked version or crop appropriately

PRINT USAGE GUIDELINES

- Use vector formats (EPS, SVG) for professional printing when possible
- Ensure sufficient resolution for print: minimum 300 DPI at actual size
- Use CMYK color values for offset printing
- Use Pantone equivalents for spot color printing (available on request)
- Proof colors before final printing to ensure accuracy
- For large format printing (banners, signage), request approval from IQ2LT

COMPLIANCE AND ENFORCEMENT

IQ2LT monitors use of its logo and brand marks to ensure compliance with these guidelines. Violations may result in:

- Warning and request to correct improper usage
- Requirement to cease using logo until corrections are made
- Formal notification of violation
- In serious or repeated cases, suspension or revocation of logo usage rights
- In cases of fraudulent use, potential legal action

Reporting Violations: If you observe misuse of the IQ2LT logo, please report it to: brand@iq2lt.org

OBTAINING OFFICIAL LOGO FILES

Accredited institutions can download official logo files from the IQ2LT portal:

Log in to the IQ2LT Accreditation Portal at www.iq2lt.org/portal
Navigate to 'Resources' > 'Brand Assets'
Download the appropriate logo version and format for your use
Review this charter before using the logo

If you need assistance or special formats not available in the portal, contact: brand@iq2lt.org

QUESTIONS AND SPECIAL APPROVALS

For questions about logo usage or to request approval for uses not explicitly covered in this charter, please contact:

Brand & Communications Office

Email: brand@iq2lt-edu.org

Phone: +1 (302) 608-9040

Response time: 3-5 business days

AGREEMENT TO TERMS

By using the IQ2LT logo, accredited institutions and authorized users agree to:

- Comply with all guidelines in this charter
- Use the logo only while accreditation is current and valid
- Immediately cease use if accreditation expires or is revoked
- Update logo and associated materials if IQ2LT updates brand guidelines
- Respond promptly to any requests from IQ2LT regarding logo usage
- Accept that IQ2LT reserves the right to modify these guidelines

This Logo Usage Charter is an official document of the IQ2LT organization. All users of the IQ2LT logo are responsible for reading, understanding, and complying with these guidelines.

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