





## Rules on the Use of ALTE Logos, Certificates and Claims to Membership/Affiliation

December 2019

(An up-to-date version of this document will be accessible from the ALTE home page [www.alte.org](http://www.alte.org) )

### TYPES OF ALTE LOGOS

	<p><b>Main ALTE Logo</b></p>
	<p><b>ALTE Full Member Logo</b></p>
	<p><b>Q-Mark Logo</b> Each member organisation has a specific logo with their member number on it. (This generic Q-Mark logo must never be used without the Secretariat's permission.)</p>
	<p><b>ALTE Institutional Affiliate Logo</b></p>

## GENERAL COMMENTS

The ALTE logos shall only be used in accordance with these logo guidelines provided by ALTE, and for no other purpose.

Any use of ALTE logos as stated below by members or affiliates is in acknowledgement and agreement by members or affiliates that ALTE is the owner of the logo and that the member/affiliate agrees that it will not do anything that will or may damage or be detrimental to the reputation or goodwill associated with the logo or the association.

All logos must always be used in exactly the same format (font style) and proportions as given.

Re-creation of any of the logos must not under any circumstances be attempted. Institutions using the logos must also ensure that any designer or printer working on its behalf complies with this requirement.

All logos are only possible in the following colours:

- Black
- Blue 288CV
- Green 368CV
- Purple 2612U
- White (on black/dark background)

Institutions may only use copies of logos obtained from the ALTE Secretariat.

In any case of doubt as to the permission of use of any of the ALTE logos, please contact the ALTE Secretariat, [secretariat@alte.org](mailto:secretariat@alte.org)

It is the responsibility of all ALTE members and affiliates to ensure that their institution complies with the regulations set out in this document and must promptly notify ALTE in writing of any actual, threatened or suspected infringement of the use of any of the ALTE logos which comes to their attention.

Members and affiliates agree that logos, certificates and claims to membership must not be used by any organisation which is a partner of, but is not itself, an ALTE member or affiliate. This also includes instances where the organisation is a partner in the production of a member organisation's tests, or other parties connected to the member institution, for example, examination centres.

All decisions regarding interpretation of these guidelines will be made by the ALTE's Board of Trustees, with the exception of the Q-Mark logo which is made by the ALTE Standing Committee.

Members and affiliates must not apply to register the ALTE logos in any country.

ALTE reserves the right to amend these guidelines at any time.

## FULL MEMBERS

ALTE Full Institutional Members are freely entitled to use the **Main ALTE Logo** and/or the **ALTE Full Member Logo** provided they comply with the General Comments above. This includes, but is not limited to, use on printed and electronic certificates, printed and electronic marketing material and websites.

Full Members may claim to be **members** or **full members** of ALTE and link to the ALTE website (any language version) on their website, certificates and marketing material.

Full Members may use their electronic or printed **membership certificate**, subject to the General Comments above.

Logos, certificates and claims to membership must not be used by any organisation which is a partner of, but is not itself, an ALTE member. This also includes instances where the organisation is a partner in the production of a member organisation's examinations, or other parties connected to the member institution, for example examination centres.

If an institution ceases to be an ALTE member for any reason, the institution must immediately cease using the logos, certificates and claims to membership.

## FULL MEMBERS WITH A 'RESOLVED' STATUS FOLLOWING AN AUDIT (Q-MARK)

Full Members who have undergone an audit and achieved a 'Resolved' status in an Outcome letter may then use the Q-Mark logo, personalised for their institution with their membership number. The Q-mark indicates that ALTE has audited the quality profile of (an) examination(s) and the outcome was 'resolved'. This means that the examination(s) audited meet(s) all 17 minimum standards. The outcome will remain valid for a period of five years, or until there is a significant change in the validity argument for the successfully audited examination(s) (if this is less than five years).

The Q-Mark does not in any way signify that ALTE approves, endorses or authorises the organisations displaying the Q-mark nor its examination(s), only that the particular examination(s) has/have passed the audit.

Use of the Q-mark relates only to the audited examination(s) and **not** to the ALTE member organisation as a whole or to other examinations produced by the organisation but not audited by ALTE.

Q-Mark logos must not be used by any organisation which is a partner of, but is not itself, an ALTE member. This also includes instances where the organisation is a partner in the production of a member organisation's examinations, or other parties connected to the member institution, for example examination centres.

Permission to use the Q-mark is dependent on the audit remaining valid. If the organisation fails to be re-audited within the specified validity period, use of the Q-mark must cease immediately.

The Q-Mark may be used:

- on publicity documents and other promotional material relating only to the audited examination(s) produced by the organisation
- on press advertising that relates specifically to the audited examination(s)
- on web pages that relate specifically to the audited examination(s)
- on any electronic or hard copy documentation relating to the audited examination(s)
- on any certificate relating to the audited examination(s)

The Q-Mark must **not** be used:

- on any invoice or other financial document
- on any documentation that is not specifically related to the audited examination(s)
- in communications/documentation generally (e.g. email signature)

## INSTITUTIONAL AFFILIATES

Information regarding use of the logo is given in the Institutional Affiliate Status Agreement. To clarify:

- Institutional Affiliates cannot claim in any medium to be **members** of ALTE. They can refer to themselves as **affiliates, affiliated institutions** or **institutional affiliates**.
- Institutional Affiliates cannot use the **Main ALTE Logo**, the **Full Member Logo**, or any **Q-Mark logo**.
- Institutional Affiliates may use the **ALTE Institutional Affiliate Logo** to show affiliation with ALTE and for no other purpose. Institutional Affiliates may do so in the following ways:
  - on the institution's official website;
  - in any official publicity, marketing or promotional material, electronic or printed, including powerpoint presentations etc.
- Institutional Affiliates must **not** use the ALTE Institutional Affiliate Logo:
  - on any certificates they issue
  - on any material which presents itself as, or like, a certificate
  - on any invoice or other financial document
  - on any documentation that is not related to the institution
  - in connection with a message other than showing itself as an affiliate of ALTE.
- Institutions may only use the ALTE Institutional Affiliate Logo during the period of being recognised as ALTE Institutional Affiliates. This period begins when the Affiliate Status Agreement is signed AND when all affiliate fees are paid. The period ends when the Institutional Affiliate Status ends, as set out in the Institutional Affiliation Status Agreement. The Institution must not continue to use the ALTE Institutional Affiliate Logo after the period ends.
- Logos and claims to affiliation must not be used by any organisation which is a partner of, but is not itself, an ALTE Institutional Affiliate. This also includes instances where the

organisation is a partner in the production of an Institutional Affiliate's examinations, or other parties connected to the Institutional Affiliate, for example examination centres.

- Institutional Affiliates must not make any claim that their affiliation with ALTE results in a guarantee of quality for language assessment, or any such wording to that effect. ALTE only provides a claim to quality when a language assessment has received an ALTE Q Mark following a successful audit.

## **INDIVIDUAL AFFILIATES AND OTHER INSTITUTIONS OR INDIVIDUALS**

Any individuals, or any other institutions who are not ALTE Members or Institutional Affiliates, must never use any of the ALTE logos or claim to be members of ALTE.