

ELQN LOGO GUIDELINES

This Logo Usage Guidelines document outlines regulations established by the E-Learning Quality Network (ELQN) for the appropriate use of its logo. It serves as a detailed guide for members on how to correctly represent and uphold the network's brand identity.



Introduction

The E-Learning Quality Network (ELQN) is proud to present these Logo Usage Guidelines as a reference for our esteemed members. The ELQN logo is a distinct symbol representing our unwavering commitment to excellence in e-learning and quality assurance globally. As a beacon of our high standards and dedication, the logo is integral to our identity and public perception.

General Guidelines

These guidelines ensure the E-Learning Quality Network (ELQN) logo is used consistently and respectfully across all platforms and materials. Maintaining the integrity of the logo is crucial to preserving the professional image and reputation of our network. Members are entrusted with an approved digital version of the logo and are expected to adhere to these standards in all their applications.

Usage of ELQN Logos

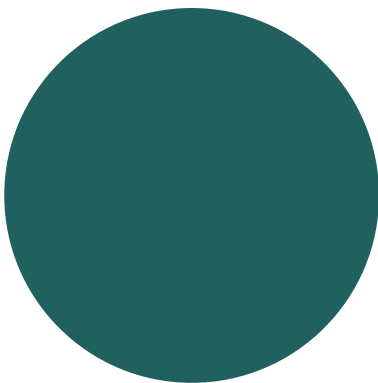
Corporate Logo: The E-Learning Quality Network (ELQN) corporate logo is a vital asset that embodies our official voice and identity. It is used exclusively for official communications, and its use by any external entity requires explicit written approval from E-Learning Quality Network (ELQN).

Membership Logo: As a mark of affiliation and quality, the E-Learning Quality Network (ELQN) membership logo can be proudly displayed by our members. This logo serves as a testament to an institution's or an individual professional's adherence to our stringent e-learning criteria and can be used on various member-related materials.



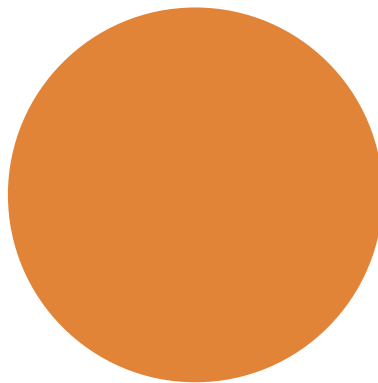
Specifics for Members

Members of E-Learning Quality Network (ELQN) are ambassadors of our brand. The use of the membership logo is a privilege that comes with the responsibility of upholding the network's esteemed image. The logo must be displayed in a manner that is clear, unobstructed, and in accordance with the aesthetic values of E-Learning Quality Network (ELQN).



R: 36 G: 100 B: 100

HEX: #226160



R: 227 G: 131 B: 60

HEX: #e18438



R: 252 G: 244 B: 236

HEX: #fdf6eb





Prohibited Uses

The integrity of the E-Learning Quality Network (ELQN) logo is paramount to maintaining the network's esteemed image and credibility. As such, there are specific restrictions in place to prevent misuse and misrepresentation:

- **No Detrimental Use:** The logo must not be used in any manner that negatively impacts ELQN's image, objectives, or standards. This includes avoiding use in unauthorized or illegal contexts.
- **No Accompanying Text:** The logo should stand alone without any added text or modifications, ensuring its integrity and recognizability are maintained.
- **Restrictions on Placement:** The logo shall not be used as the primary or topmost logo on certificates, diplomas, or similar official documents.
- **Size and Visibility:** Care should be taken to ensure the logo is not used in a small or unreadable size, thereby compromising its visibility and effectiveness.
- **Scope of Use:** Organizations are prohibited from using the logo in association with products or services that fall outside the scope of activities approved by ELQN.

Adherence to these guidelines is monitored, and members must seek approval for any ambiguous or unaddressed uses of the logo. The ELQN Secretariat remains available for consultation and approval processes.

Enforcement

E-Learning Quality Network (ELQN) takes its brand representation seriously and reserves the right to enforce these guidelines. Members found in violation may be asked to cease their improper use of the logo, ensuring that the network's professional image is maintained.

CONTACTS



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