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ADVICE NOTICE

To: Education Providers and Qualification Developers in Namibia
Subject: Use of the NQA Name and Logo

The name and logo of the NQA is a symbol of quality with regards to Namibian qualifications and associated certification and the provision of education and training in Namibia. In seeing the name and/or logo of the NQA, learners and other relevant stakeholders will be given confidence of assured quality.

For this reason the Council of the NQA wishes the name and logo of the NQA to be available for use by other parties to provide assurances of the quality of certification and education and training services in Namibia. Unfortunately, the NQA also operates in a context where the potential gains to other parties in inappropriately using the name and image of the NQA are considerable.

Thus, the NQA Council has approved a number of policies regarding the use of the NQA name and logo by other parties.

Approved Users

The NQA shall permit other parties to use its logo and/or name but only where authorization has been granted and agreements have been signed regarding the specific conditions for such usage.

Thus, potential users must apply in writing to the Director of the NQA. Such application must detail how the name and/or logo are intended to be used.

Permission may be granted to 'approved users' as defined by the NQA Council. These would include:

- a person, institution or organization accredited by the NQA under Section 13 of the Namibia Qualifications Authority Act 1996
- a person, institution or organization whose qualification or award is registered on the National Qualifications Framework of Namibia, and/or
- a Government agency.

The approval of the Director is required before any use of the NQA name or logo is made with reference to quality assured qualifications and/or education and training services.

Approved Uses

Permission to use the NQA name or logo will likely be granted where they shall appear on the following:

- approved certification for a qualification or award registered on the National Qualifications Framework
- advertisements for use in print or other media (eg television commercials, billboards), and/or
- course, programme or institutional brochures intended for learners or potential learners.

Permission will not be granted for use in media forms and or on documents where retraction of the use of the name or logo may be difficult to effect by an approved user or by the NQA. Such circumstances may include web sites and business stationery such as letterheads, compliment slips, business cards and email formats, etc.

Permission will also not be given where the image or reputation of the NQA could be potentially diminished or tarnished. Thus, use for activities or purposes not associated with the core functions of the NQA will not be approved.

In granting permission to use the NQA name and logo the NQA shall prescribe the form in which representation may be made. This will refer to the size, shape, colour and application of any representation.

References to accreditation status

The NQA Council has placed restrictions on the manner in which providers may refer to their accreditation status. This is to avoid the potential for learners and other relevant stakeholders being misled by the status granted by the Council under section 13 of the NQA Act of 1996.

It is the Council's preference that the following statement be used only:

Accredited by the NQA in terms of Section 13 of the Namibia Qualifications Authority Act 1996 for specified education and training services and for a specified period.

Any alternative to the above wording must be approved by the NQA upon written application. The use of words such as 'fully accredited', 'provisionally accredited' or 'conditionally accredited' will not be permitted as these are status positions not able to be granted by the NQA.

Further information

Details of the policies regarding the use of the NQA name and logo recently approved by the NQA Council are available from the NQA. Further enquiries regarding the potential use of the NQA name or logo should be directed to the office of the Director of the NQA.

Franz E. Gertze
Director, Namibia Qualifications Authority