



POLICY: USE OF NQA NAME AND LOGO BY OTHER PARTIES

INTENT

The name and logo of the Namibia Qualifications Authority (NQA) are key elements in presenting its quality assurance responsibilities and its corporate entity to the public at large in Namibia and abroad.

The Namibia Qualifications Authority undertakes a number of functions relating to qualification registration and verification, standards setting, quality assurance of providers and their courses and programmes, assessment and being a repository for records of learner attainment. There are many valid reasons for the name and/or image of the NQA being placed in the public domain in order to signify the existence and verification of assured quality. The name and logo of the NQA should become nationally and internationally recognized as a seal or symbol of quality with regards to qualifications and associated certification.

Unfortunately, the NQA also operates in a context where the potential gains to other parties in misusing or inappropriately using the name and image of the NQA are considerable.

The policy, therefore, seeks to establish rules and procedures around the use of the NQA name and logo by other parties in such a way that use of same for beneficial purposes is balanced against the need for protection against inappropriate use.

GENERAL PRINCIPLE

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

SPECIFIC POLICIES

1. PERMISSION TO USE

- 1.1. Permission for another party to use the NQA may be granted by the Chief Executive Officer of the NQA upon written application. Such application must precede any use of the NQA logo.
- 1.2. Approval for the use of the NQA logo may be withdrawn by the Chief Executive Officer of the NQA at any time through written communication to the principal officer or official of the relevant body.

2. APPROVED USERS

2.1. Permission to use the NQA logo shall only be granted to a potential user if that user falls within any of the following categories:

- 2.1.1. a Person, Institution or Organization accredited by the NQA under Section 13 of the Namibia Qualifications Authority Act 1996;
- 2.1.2. a Person, Institution or Organization whose qualification or award is registered on the National Qualifications Framework (NQF) of Namibia;
- 2.1.3. a Government agency.

3. APPROVED USE

3.1. Permission shall only be granted for the use of the NQA logo on the following:

- 3.1.1. Approved certification for a qualification or award registered on the National Qualifications Framework;
- 3.1.2. Advertisements for use in print or other media (e.g. television commercials, bill boards);
- 3.1.3. Course, programme or institutional brochures intended for learners or potential learners.

3.2. Permission shall only be granted for the NQA logo to be used within specifications issued by the NQA. Such specifications shall refer to such things as:

- 3.2.1. Colour
- 3.2.2. Size
- 3.2.3. Scaling (where different sizes as allowed)
- 3.2.4. Consistency of style where the logo is used more than once.

3.3. The NQA shall provide an Approved User with a copy of a designer master of the logo in hard and/or electronic form.

3.4. Persons, Institutions or Organisations granted accreditation by the NQA under Section 13 of the Namibia Qualifications Authority Act 1996 may make this statement on any of its advertisements or brochures anticipated in 3.1. above.

3.4.1. 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 specific period.

3.5. Any shortened or amended version of the above statement may only be used upon permission being granted, upon application, by the Chief Executive Officer of the NQA.

4. INAPPROPRIATE USE

4.1. Persons, Institutions or Organizations, whether accredited or not, shall not be permitted to refer to a relationship with the NQA other than:

- 4.1.1. Through reference to them being accredited by the NQA under Section 13 of the Namibia Qualifications Authority Act 1996; or
- 4.1.2. Through reference to their named qualification being registered on the National Qualifications Framework of Namibia.
- 4.2. Permission to use the logo of the NQA will not be granted where the intended use is in a form or in media or in or on documents where retraction of the use of the logo is difficult for the Approved User and/or the NQA to control or effect. Such circumstances would include.
 - 4.2.1. Use on certification for qualifications or awards not registered on the National Qualifications Framework for Namibia.
 - 4.2.2. Use in any way by an education or training provider not registered in Namibia or not accredited by the NQA.
 - 4.2.3. Use on websites
 - 4.2.4. Use on "business stationery" (such as emails, letterheads, business cards, compliment slips, etc).
- 4.3. The logo of the NQA may not be altered in its use in any way, including the encirclement or partial encirclement with any letters, words, patterns or borders.
- 4.4. The logo of the NQA may not be used to form a repeating pattern or border.
- 4.5. Permission to use the logo of the NQA shall not be granted where, in the view of the Chief Executive Officer, the image or reputation of the NQA may be diminished through such use. Such usage would include the promotion of events, activities, products or services that are not directly aligned with the functions of the NQA.

5. ENFORCEMENT

- 5.1. It shall be the responsibility of the Approved User to monitor adherence to the terms of use of the logo granted by the NQA.
- 5.2. The NQA shall pursue any redress available to it under Namibian law should the name of the NQA and/or its logo be used in or to promote any activity that is not lawful. This would include any offences committed under Section 13 (6) of the Namibia Qualifications Authority Act.

6. REVIEW

- 6.1. This policy shall be reviewed on a regular basis but it must be reviewed within three years of its approval or re-approval.