



Part XXXIII: IAPUC-IQA Visual Identity System (VIS) Complete Manual

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Formulating Institution: IAPUC Board of Directors, International Association of Private Universities and Colleges

Applicable Scope: The IAPUC Secretariat; the IQA Office; all institutions accredited by IQA; and any organization or individual authorized to use IAPUC-IQA visual identity elements.

Chapter I General Provisions

Article 1 Purpose of the Manual

This Complete Visual Identity System Manual is intended to:

- (1) establish a unified visual identity for IAPUC and the IQA Accreditation System, ensuring a highly consistent and recognizable Association brand in global communications;
- (2) provide precise and comprehensive application standards for all visual elements, including accreditation marks, colours, typefaces and supporting graphics;
- (3) provide clear instructions for accredited institutions, partners and authorized third parties, reducing the risk of misuse; and
- (4) protect the integrity and exclusivity of IAPUC visual assets and safeguard the legal rights associated with the brand.

Article 2 Core Positioning of the Visual Identity

The core positioning of the IAPUC-IQA Visual Identity System is "Academic Modernism": it carries forward the solemnity and authority of academic tradition while expressing the openness and vitality of a modern international organization. This positioning shall be achieved through the following visual strategies:

- classic serif typefaces convey academic heritage and historical depth;
- deep primary colours communicate rationality, trust and a global outlook;
- gold-foil accents signify quality excellence and the value of accreditation; and
- clean, rigorous layouts embody institutional standardization and transparency.

Article 3 Intellectual Property in Visual Assets

The intellectual property rights in all visual elements contained in this Manual, including but not limited to marks, the colour system, supporting graphics and layout standards, belong to the International Association of Private Universities and Colleges (IAPUC). Any unauthorized use, reproduction or modification constitutes infringement. Accredited institutions are granted the right to use the accreditation mark in accordance with the *IAPUC-IQA Accreditation Mark Use and Brand Management Code*.

Chapter II Core Mark System

Article 4 Primary Association Mark

The Primary Association Mark is IAPUC's most important visual asset and shall be used in all visual presentations of the Association itself.

Standard Form

The mark consists of two components:

Upper section - Association authority signature area:

- three lines of English text set in a serif typeface and rendered in Prussian Deep Blue;
- first line: INTERNATIONAL ASSOCIATION;
- second line: OF PRIVATE; and
- third line: UNIVERSITIES AND COLLEGES.

Lower section - horizontal divider:

- a fine line equal in width to the text, rendered in Accreditation Gold.

Structural Proportions of the Complete Mark

Taking the overall height of the mark as H:

- the Association signature area occupies 85% of the total height;
- the horizontal divider occupies 5%; and
- the "Accredited" declaration area occupies 10%.

Line spacing among the three lines of text shall equal 15% of the character height. The top, bottom, left and right clear margins between the text area and the mark boundary shall each be 0.3H.

Article 5 Accreditation Mark (IQA Accredited Badge)

The Accreditation Mark is the authoritative credential mark granted for use by accredited institutions. Its standard form comprises the following elements:

(1) Association authority signature area

Located in the upper half of the mark and rendered in Prussian Deep Blue (HEX: #003153):

- first line: INTERNATIONAL ASSOCIATION;
- second line: OF PRIVATE; and
- third line: UNIVERSITIES AND COLLEGES.

The three lines shall use the Association's standard serif typeface with slightly expanded character spacing (letter spacing: +5%) to enhance solemnity.

(2) Horizontal divider

Located below the Association signature area, this shall be a 0.5 pt fine line equal in width to the text area above, rendered in Accreditation Gold (HEX: #C4A35A).

(3) Accreditation-status declaration area

Located below the horizontal divider and rendered in Accreditation Gold (HEX: #C4A35A):

- Accredited

The typeface shall be a modern Roman or refined sans-serif face, set slightly smaller than the Association signature text above and with moderate character spacing.

Article 6 Colour Versions of the Marks

Version	Association Signature Area	Divider and Accreditation Declaration	Background Requirements	Applications
Full-Colour Standard	Prussian Deep Blue #003153	Accreditation Gold #C4A35A	White or Off-White Grey #E8E9EB	Official website, digital media and colour print
Monochrome Dark	Ink Black #1A1A1A	50% Grey #A0A0A0	White or light-grey background	Black-and-white printing and monochrome applications
Reversed White	White	White	Prussian Deep Blue #003153 or Ink Black	Dark backgrounds and certificate covers

Article 7 Distinction Among Accreditation-Level Marks

Accreditation Level	Association Signature Area	Accreditation Declaration Area	Special Labelling Requirement
Comprehensive Accreditation	Prussian Deep Blue #003153	Accreditation Gold #C4A35A	"Comprehensive Accreditation" may be added below the mark at body-text size.
Full Accreditation	Prussian Deep Blue #003153	Accreditation Gold #C4A35A	No mandatory additional label.
Provisional Accreditation	Prussian Deep Blue #003153	Prussian Deep Blue #003153, matching the signature area	"Provisional Accreditation" and the accreditation validity period must be displayed prominently near the mark.

In the mark used by a provisionally accredited institution, the accreditation declaration area shall not use gold. It shall use the same Prussian Deep Blue (#003153) as the Association signature area. This distinction naturally alerts the public that the institution's accreditation remains provisional.

Article 8 Clear Space

A clear area at least one-quarter of the mark's overall height must be maintained on all sides. In printed materials, no text, graphic, image or other visual element may enter this clear space. When the mark is displayed alongside other marks, spacing between marks must be at least the same width as this clear space.

Article 9 Minimum Size

The mark shall not be reproduced at less than 25 mm wide in print or digital media, or less than 72 pixels at 72 dpi. Where technical limitations on trophies, commemorative items or other special-process applications make the minimum size unattainable, prior exemption approval must be obtained from the IQA Office. An institution shall not display the Accreditation Mark at a size conspicuously smaller than other quality-related marks appearing on the same page or layout unless it has the written permission of the IQA Office.

Chapter III Colour System

Article 10 Core Primary Colours

Colour Sample	Colour Name	HEX	RGB	CMYK	Applications
	Prussian Deep Blue	#003153	0, 49, 83	100, 85, 40, 60	Primary mark colour, important headings, headers and certificate borders
	Classic Academic Blue	#0F4C81	15, 76, 129	95, 75, 20, 5	Primary headings, table headers, emphasis panels and navigation bars
	Ink Black	#1A1A1A	26, 26, 26	0, 0, 0, 90	Body text and fine layout details

Article 11 Supporting Colours

Colour Sample	Colour Name	HEX	RGB	CMYK	Applications
	Accreditation Gold	#C4A35A	196, 163, 90	25, 35, 75, 5	Accreditation declaration text, certificate foil details and honours marks
	Off-White Grey	#E8E9EB	232, 233, 235	8, 6, 5, 0	Alternating table rows, quotation panels and cover grounds
	Frost Blue	#D6E0E8	214, 224, 232	15, 8, 5, 0	Information panels, side-navigation backgrounds and annotation boxes

Article 12 Functional Colours

Colour Sample	Colour Name	HEX	RGB	Applications
	Accreditation Approval Green	#1B6B3A	27, 107, 58	Status labels and compliance icons for Full or Comprehensive Accreditation

Colour Sample	Colour Name	HEX	RGB	Applications
	Warning Red	#C94043	201, 64, 67	Refusal of accreditation or non-compliant status, used only in very small areas
	Observation Amber	#E8962E	232, 150, 46	Notices for Observation status or Provisional Accreditation

Chapter IV Typography System

Article 13 Latin-Script Typefaces

Level of Use	Preferred Typeface	Alternative Typeface if Preferred Typeface Is Unavailable	Weight and Style
Association Mark Text	Trajan Pro or a similar classic serif	Garamond, Times New Roman	Regular
Important Headings	Minion Pro or Sabon	Georgia	Bold / Semibold
Subheadings and Introductions	Minion Pro	Georgia	Italic
Body Text	Sabon or Minion Pro	Georgia	Regular
Data Tables	Frutiger or Myriad Pro	Arial, Helvetica	Regular / Light

Level of Use	Preferred Typeface	Alternative Typeface if Preferred Typeface Is Unavailable	Weight and Style
Captions and Footnotes	Frutiger or Myriad Pro	Arial	Light, 8-9 pt

Article 14 Chinese Typefaces

Level of Use	Preferred Typeface	Alternative Typeface	Weight
Important Headings	Source Han Serif	STSong, Founder Song	Bold
Subheadings	Source Han Serif	STSong	Medium
Body Text	Source Han Serif or Source Han Sans	STSong, Microsoft YaHei	Regular
Data Tables	Source Han Sans	Microsoft YaHei	Regular / Light

Article 15 Typographic Hierarchy and Application

Level	Latin Script	Chinese	Size	Example Applications
H1	Minion Pro Bold or Sabon Bold	Source Han Serif Bold	24-30 pt	Cover titles and chapter-opening titles
H2	Minion Pro Semibold	Source Han Serif Medium	16-20 pt	Primary headings within chapters
H3	Minion Pro Semibold	Source Han Serif Medium	13-15 pt	Secondary headings within sections

Level	Latin Script	Chinese	Size	Example Applications
Body	Sabon / Minion Pro Regular	Source Han Serif Regular	10-12 pt	Body paragraphs
Caption	Frutiger Light	Source Han Sans Light	8-9 pt	Figure captions and table notes

Chapter V Supporting Graphics and Visual Elements

Article 16 Horizontal Divider

The horizontal divider is the most important supporting graphic in the IAPUC-IQA visual system. Derived from the line separating the Association signature area from the accreditation declaration in the Accreditation Mark, it may be used independently in layouts as a visual divider between information levels.

On a dark primary background, such as reversed typography on Prussian Deep Blue, the divider may be changed to white and increased to 1 pt to ensure visibility. In special Accreditation Gold applications, such as certificate covers, the divider may be printed as a dedicated gold colour or produced using gold-foil stamping.

Article 17 Accreditation Quality Pattern

The Accreditation Quality Pattern is a very pale background motif composed of small "IQA" letters arranged in a regular grid. Its opacity shall be 5%-8%, and it shall be used only in special applications requiring added solemnity or anti-counterfeiting features, such as certificate backgrounds and inside cover pages.

Article 18 Local Highlight Band

The Local Highlight Band is a narrow decorative element derived from the mark's Accreditation Gold. It is used to emphasize key information in layouts, identify key data in charts and mark the beginning of page sidebars.

The highlight band shall be 3-5 mm wide and no longer than two-thirds of the layout width. No more than two highlight bands may be used on a page, in order to avoid excessive decoration.

Chapter VI Core Application Standards

Article 19 Office Stationery System

Letterhead and Official Stationery

Letterheads shall use the following uniform format:

- the Primary Association Mark shall be centred at the top of the page at a width of 35-40 mm;
- the Association's registered address and contact details shall appear 3 mm below the mark in 6 pt Frutiger Light, using Ink Black; and
- the footer shall be separated by a 0.5 pt Frost Blue line, beneath which the copyright statement and registration number shall appear.

Business Cards

The standard business-card size is 90 x 55 mm in landscape format. The front shall have a white background, with the Primary Association Mark in the upper-left corner at a width of 18-20 mm. Personal information shall appear to the lower right of the mark in 8-9 pt Ink Black and include name, title, email, telephone and website. The reverse shall use a full-bleed Prussian Deep Blue background, with a small white Primary Association Mark centred at a width of 14-16 mm.

Envelopes

Standard C4, C5 and DL envelopes shall place the Association Mark in the upper-left or lower-left corner at a width of 18-22 mm. The return address shall appear below the mark in 6-7 pt Frutiger Light.

Article 20 Accreditation Certificates

The IQA Accreditation Certificate is the most formal application material in the system. The certificate stock shall be 250-300 gsm specialty paper in off-white or ivory, potentially with a fine granular texture or security fibres. It shall use landscape orientation and a Prussian Deep Blue double-line border on all sides: a 1 pt outer line and a 0.5 pt inner line separated by 2 mm. Gold-foil corner ornaments may be used.

The Accreditation Mark shall be centred in the upper section at a width of 50-60 mm. The certificate text shall appear below the mark in Ink Black and a classic serif typeface. Signature areas for the head of the institution and the President of IAPUC shall appear side by side below the text. The certificate number and date shall be centred at the bottom. A margin of at least 20 mm shall be maintained on all sides.

Article 21 Reports and Publications

Cover Standards

A report cover shall use Prussian Deep Blue as a full-bleed background or across 70% of the cover area. The title area shall use a larger-over-smaller hierarchy: the main title in 24-30 pt Minion Pro Bold, reversed in white and positioned in the upper third of the cover; and the subtitle 10 mm below it in 16-18 pt Accreditation Gold. The reversed white Association Mark shall be centred at the bottom at a width of 35-40 mm.

Interior-Page Layout

Body pages shall have a white background and a 0.5 pt Frost Blue vertical guide line positioned 25 mm from the left edge of the page. The header shall present the report title and chapter title in 8 pt Frutiger Light using Classic Academic Blue. The page number shall be centred in the footer in 8 pt Frutiger Light using Ink Black.

Article 22 Digital Media and Websites

Website Design

The website shall use Prussian Deep Blue as the background colour of the top navigation bar and Classic Academic Blue for secondary navigation and links. Body text shall appear in Ink Black against an Off-White Grey page background. Buttons and interactive elements shall use Classic Academic Blue in their normal state and Accreditation Gold in their hover or active state.

Social Media and Digital Advertising

Social-media avatars shall uniformly use the simplified square version of the Association Mark. Banner images shall use Prussian Deep Blue as the primary background, with reversed white text; an Accreditation Gold highlight band may be used as a visual divider or emphasis. Marks used in digital advertisements must retain their clear space and shall not overlap text or images.

Article 23 Environmental Signage System

Office-Premises Signage

Association-name signage at the entrance or reception area of IAPUC offices shall use a Prussian Deep Blue background with the mark and text reversed in white. Nameplates shall be made of matte metal or acrylic, with the mark 80-120 mm wide. Functional signs, such as meeting-room signs, shall use a white background, Classic Academic Blue text and Frost Blue supporting lines.

Event and Exhibition Materials

Exhibition panels shall use a large-area contrast composition combining Prussian Deep Blue and Off-White Grey. Accreditation Gold shall be used only for key slogans and numerical highlights. Uniform clear margins shall be maintained along every edge, with the mark positioned in the upper-left corner or centred at the top.

Chapter VII Exclusive Protection of Visual Elements

Article 24 Restrictions on Similar Marks

No third party may design or use a mark likely to cause confusion with an IAPUC-IQA mark through its overall structure, colour combination or typographic style. Factors relevant to determining a "likelihood of confusion" include whether the overall composition and visual proportions are similar; whether the core colour combination of deep blue and gold has been copied; whether key typography has been imitated; and whether appearance in the same or a similar communications context could cause the public to misidentify the source.

Article 25 Complete Presentation of the Marks

A mark must always be presented as a complete visual unit. Its component elements, such as the word "Accredited," the abbreviation "IQA" or part of the Association signature text, shall not be separated, cropped or used independently. In space-constrained special applications such as social-media avatars, a simplified mark designed specifically under this Manual may be used. In animation or digital interaction, a mark may appear through restrained effects such as fading or sliding, but shall not use frivolous effects such as rotation, bouncing or flashing.

Article 26 Prohibited Uses

The following are strictly prohibited:

- stretching or compressing the mark's aspect ratio;
- rotating the mark to any angle;
- adding shadows, glows, three-dimensional effects or other special effects;
- placing the mark on a background that provides insufficient contrast with its principal colours;
- embedding the mark in another motif or making it part of another graphic; and
- rendering the mark in colours other than those prescribed by this Manual.

Chapter VIII Supplementary Provisions

Article 27 Relationship with Other Regulatory Documents

Document	Relationship with This Manual
<i>IAPUC-IQA Accreditation Mark Use and Brand Management Code</i>	This Manual provides detailed visual and technical specifications for the Code, while the Code provides the institutional basis for authorization and management of violations under this Manual.
<i>IAPUC Public Relations and Media Communications Measures</i>	This Manual provides style guidance for visual presentation in public relations and media communications.
<i>IQA Accredited Institution Directory Management Measures</i>	The visual design, layout and colour application of the Directory must comply with this Manual.

Article 28 Interpretation and Amendment

(1) This Manual shall be interpreted by the IAPUC Board of Directors.

(2) Any amendment to this Manual must be approved by the IAPUC Board of Directors. Adjustments to colour values, typeface selections or dimensional proportions must undergo visual testing and validation before amendment.

(3) Every two years, the IQA Office shall review use of this Manual and collect feedback from accredited institutions and designers as a reference for revision.

Article 29 Entry into Force and Transition

This Manual shall enter into force on the date of approval by the IAPUC Board of Directors. Existing stocks of printed materials, including letterheads, business cards and brochures, may continue to be used during a twelve-month transition period beginning on the effective date. After the transition period, all newly printed materials must comply fully with this Manual.

Appendix A: Colour Matching Table

This table shall list the corresponding Pantone values, four-colour printing screen percentages and digital HEX values for every standard colour in this Manual, enabling production personnel to match colours accurately between print and digital media.

Appendix B: Design Material Template Index

This index shall list all design materials covered by this Manual, including letterheads, business cards, envelopes, certificates, report covers, website designs and social-media images, and identify each item's master-template file number and storage location.

Appendix C: Record of Authorized Mark Use

This form shall include information about the applicant organization; the types of material and communications scope for the proposed mark use; information about the designer or design firm; a declaration undertaking to comply with all standards in this Manual; and signature fields.

Document Approval

Role	Name/Position	Date
Drafted by	IAPUC Board of Directors, Brand Management Standards Working Group	May 2026
Reviewed by	IAPUC Board of Directors	Pending
Approved by	IAPUC Board of Directors	Pending

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