



Part Five: IQA Certification Logo Design Analysis and Official Color System Specifications



I. Overall Structure and Design Philosophy

The visual structure of the certification logo is divided into two functional sections:

Upper Section: Official Authorization Signature of the Association

INTERNATIONAL ASSOCIATION OF PRIVATE
UNIVERSITIES AND COLLEGES

It inherits the three-line pyramid structure of the official IAPUC master logo. The top line “International Association” establishes a global vision and leading authority; the middle word “Private” anchors the core identity of the organization; the bottom line “Universities and Colleges” defines the foundational service scope. The visual weight of the three lines naturally settles downward, forming a stable and authoritative structural base.

Lower Section: Certification Status Declaration

Accredited

The single word “Accredited” is placed on an independent line directly below the full association name, forming a logical “premise-conclusion” relationship with the upper text. Authoritative review and supervision by the official association serves as the premise, while the display of “Accredited” represents the official qualification granted to the institution. This layout ensures internal logical consistency of the certification mark: authoritative source positioned above, qualification recognition stated below, with the reading sequence forming a natural trust transmission path.

II. Font and Typographic Analysis

Element	Typography Processing	Design Intention
Full Association Name	Uppercase Serif font with	Embodies academic

	slightly expanded letter spacing	tradition, solemnity and authority, maintaining complete consistency with the official master logo of IAPUC
The word “Accredited”	Uppercase Sans Serif or modern Roman font with moderate letter spacing	Balances modernity and visual clarity, highlighting the contemporaneity and universality of official institutional certification
Line Spacing Ratio	Compact line spacing for the full association name as an integrated block; slightly wider spacing reserved between “Accredited” and the upper text	Forms clear visual grouping, effectively distinguishing the two information levels of “authorizing entity” and “certification status”

The fully uppercase setting of “Accredited” forms an unbreakable visual certification baseline. Similar to an official seal or authenticating stamp, it delivers an authoritative declaration of **verified, officially granted and indivisible certification qualification**.

III. Official Color System Specifications

The certification logo fully adopts the established official color system of the IAPUC-IQA framework to ensure unified visual recognition across all official documents and materials.

1. Core Standard Color

Color Sample	Color Name	HEX	RGB	CMYK	Application Scenarios
—	Prussian Deep Blue	#003153	0, 49, 83	100, 85, 40, 60	Main color for full association name; header background of official certification certificates

As the core iconic color of the IAPUC-IQA system, Prussian Deep Blue symbolizes rationality, credibility and impartiality. Applied to the full association name area of the certification logo, it fully demonstrates the absolute authority of the official certification authorizing body.

2. Certification Declaration Color

Color Sample	Color Name	HEX	RGB	CMYK	Application Scenarios
—	Gilded Certification Gold	#C4A35A	196, 163, 90	25, 35, 75, 5	Main color for the word “Accredited”; border color of official certification seals

Exclusively applied for certification status declaration, the gilded tone adds a premium highlight of institutional excellence on the authoritative deep-blue base, constructing a complete visual narrative of **authoritative recognition of institutional excellence**. The restrained champagne gold avoids the flamboyance of pure gold tones and maintains the rigorous and prudent academic temperament of international higher education certification.

3. Standard Color Matching Schemes

Two official color versions are formulated for different application scenarios of the certification logo:

Version A: Full-Color Version (for certificates and official website homepage display)

Full Association Name: Prussian Deep Blue #003153

Accredited Text: Gilded Certification Gold #C4A35A

Background: Pure White or Grayish White Background #E8E9EB

Version B: Monochrome Version (for seals, embossing and black-and-white printing)

Full Association Name: Ink Charm Black #1A1A1A

Accredited Text: 50% grayscale conversion of Gilded Certification Gold #A0A0A0; or full monochrome presentation with hierarchical distinction via line thickness

4. Correspondence with the Official Color System

Logo Section	Primary Color	Color System Category
Full Association Name Text	#003153 Prussian Deep Blue	Core Primary Color
“Accredited” Declaration Text	#C4A35A Gilded Certification Gold	Auxiliary Color System (exclusively for honor and certification declaration)
Background / Blank Area	#FFFFFF Pure White / #E8E9EB Grayish White	Auxiliary Background Color
Anti-Counterfeiting Fine Line (if applicable)	#0F4C81 Classic Academic Blue	Core Primary Color

IV. Usage Specifications

Minimum Size: The overall width of the logo shall not be less than 25mm to ensure complete clarity and legibility of the “Accredited” text.

Safety Margin: A blank retention area equal to at least one quarter of the logo height shall be reserved around the logo. No text, images or other visual elements are allowed to occupy or intrude into the safety area.

Prohibited Practices: Alteration of official color matching schemes, arbitrary stretching and deformation of the logo, and separate use of the “Accredited” text from the full association name are strictly prohibited.

Background Adaptation: A reverse white version may be adopted for application on dark backgrounds. For use on photographic backgrounds, the background area where the logo is placed must feature uniform tone and sufficient color contrast to guarantee logo recognizability.