

ABET-Accredited Logos

Style Sheet and Usage Guide

Table of Contents

- Notes About Promoting Your ABET Accreditation 3
- Do’s and Don’ts of Promoting Your ABET Accreditation..... 3
- ABET-Accredited Logos 4
- Using ABET-Accredited Logos 4
- Logo Variations..... 5
- Color Palette..... 6
- Color Palette Exceptions 6
- Logo Placement and Sizing 7
- Improper Uses of ABET-Accredited Logos..... 8
- Downloading the Files..... 9

Notes About Promoting Your ABET Accreditation

ABET accreditation is assurance that a college or university program meets the quality standards established by the profession for which it prepares its students. Accreditation is a significant accomplishment and demonstrates a program's commitment to quality, and ABET fully supports the efforts of accredited programs to promote their accreditation. However, please keep the following considerations in mind as you find ways to promote your ABET accreditation:

- ABET accredits degree **programs**, not coursework, degrees, curricula, departments, colleges, or universities.
- ABET is a **specialized** accreditor, not a national, professional, or regional accreditor.
- The period of accreditation and the accreditation action are confidential. Only the NGR date may be released.
- The comments contained in the draft and final statements from ABET, including cited strengths and observations, are **confidential** and should never be made public, **even if paraphrased**.
- Names of ABET evaluators, team chairs, and observers who visited campus are **confidential**.

Do's and Don'ts of Promoting Your ABET Accreditation

- **Do** list ABET-accredited programs as separate and distinct from non-ABET-accredited programs; list ABET accreditation as separate and distinct from any other accreditation.
- **Do** identify the ABET commission that accredited the program; the complete listing should read as follows: "Accredited by the _____ Commission of ABET, <http://www.abet.org>." The "http://" may be eliminated to maintain consistency with your institution's style guide.
- **Do** try to avoid ambiguity among applied science, computing, engineering, and engineering technology concentration areas and programs.
- **Do** clearly identify under which criteria options, areas, or concentrations have been accredited.
- **Do** use the ABET-accredited logo of the appropriate commission. Refer to *Style Sheet and Usage Guide* to ensure the logo is used properly.
- **Don't** use the official ABET logo to promote the program or publish the logo in any format (print or electronic); use of the ABET logo outside official ABET publications is prohibited.
- **Don't** publish the term or period of accreditation nor the specific accreditation action the program has received.
- **Don't** quote any communications between the ABET commission and the program/institution; all communications between commissions and programs/institutions are confidential.
- **Don't** co-list ABET-accredited programs and non-ABET-accredited programs that are at the same level in the same field; if there is any chance of confusion, be sure to include accreditation status in the program descriptions.

See section II.L. of the *Accreditation Policy and Procedure Manual* (www.abet.org/forms.shtml) for more guidelines on the public release of accreditation information.

ABET-Accredited Logos

ABET has established logos for use by programs that have met the accreditation standards of at least one of the four ABET commissions – the Applied Science Accreditation Commission, the Computing Accreditation Commission, the Engineering Accreditation Commission, and the Engineering Technology Accreditation Commission.



These logos demonstrate to the public that a college or university program has made a commitment to meeting the quality standards established by the profession.

Using ABET-Accredited Logos

ABET encourages any accredited program to use the respective logo naming the commission that has accredited it. Newly accredited programs may begin using the logo as soon as they receive formal notification of accreditation from ABET.

Please use the logo consistently in accordance with the following guidelines:

- The entire logo should be used, including the full name of the accreditation commission.
- The logos can be used for stationary, brochures, websites, and other appropriate marketing materials. They cannot be used on student transcripts or diplomas.
- The logos may be used to reach prospective and current students, parents, employers who hire your graduates, advisory councils, and other constituent groups.
- Though the primary user of these logos should be the ABET-accredited program, there is no prohibition against other campus departments – such as admissions, academic advising, and career services – using the logo in conjunction with the accredited program(s). However, if confusion is possible, all marketing materials must make it clear that the accreditation applies only to specific programs or degree options.
- Programs that are not accredited by one of the ABET commissions may not use the logos for any purpose. Programs under review cannot use the logos until they have received formal notification of their ABET accreditation.

Logo Variations

ABET provides two color schemes for each of the ABET-accredited logos:

Black



Pantone or Process CMYK



Color Palette

Each commission has its own color palette. The color versions of the logos may be printed in the specified PMS colors or in a process color conversion of those PMS colors.



Applied Science Accreditation Commission (ASAC)

The color for the ASAC-Accredited logo is PMS 7496. The process conversion for this color is 40% cyan, 100% yellow, and 38% black. The nearest web safe color is #669900, made with 102 red, 153 green, and 0 blue.



Computing Accreditation Commission (CAC)

The color for the CAC-Accredited logo is PMS 470. The process conversion for this color is 58% magenta, 100% yellow, and 33% black. The nearest web safe color is #993300, made with 153 red, 51 green, and 0 blue.



Engineering Accreditation Commission (EAC)

The color for the EAC-Accredited logo is PMS 302. The process conversion for this color is 100% cyan, 25% magenta, and 50% black. The nearest web safe color is #003366, made with 0 red, 51 green, and 102 blue.



Engineering Technology Accreditation Commission (ETAC)

The color for the TAC-Accredited logo is PMS 1255. The process conversion for this color is 27% magenta, 100% yellow, and 34% black. The nearest web safe color is #996600, made with 153 red, 102 green, and 0 blue.

Color Palette Exceptions

Although ABET encourages the use of the color palette above, we realize that it limits the possible venues in which the logo may appear. Accredited programs may change the logo to a monochromatic color scheme for either of the following reasons:

- The accredited program wishes to coordinate the color of the ABET-accredited logo(s) with its department's or school's existing color palette.
- Printed materials, such as brochures or signage, are being produced as one- or two-color pieces and require all design elements to be printed in a limited color palette.

Logo Placement and Sizing

Minimum Clear Area

When ABET-accredited logos are used in marketing materials together with photography, illustration, or other typography, a minimum amount of clear space must surround the logo. The space is equivalent to the width of the top of the left triangle in the ABET logotype.



Reproduction Sizes

The logo may be reduced or enlarged to suit the use, but the scale of the elements should be retained. The image should not be reduced to less than 1.25 inches in width, which is approximately 70% of its original size. The image may be enlarged to any size that maintains the quality of the image output.



Improper Uses of ABET-Accredited Logos

The ABET-accredited logo shall not be used in a way that could imply accreditation of an entire school or university or of individuals. Nor can it be used to imply the accreditation of a non-accredited program.

To maintain a clear identification, the logo should generally appear proportionally isolated from other graphic elements. Furthermore, the composition of the logos may not be altered in any way.



DO NOT distort the proportions of the logo.



DO NOT recreate approximations of the logo. Use the logo files provided.



DO NOT change the logo to a multi-colored palette. Use the black-and-white or monochromatic versions provided. You may also create monochromatic versions that meet your program's needs.



DO NOT apply special graphic effects to the logo.



DO NOT place other graphics on or close to the logo. The logo must not be obscured by intersection lines, rules, shadows, screens, or other graphic devices. Note the minimum clearance area cited under the "Logo Placement and Sizing" section on page 7.



DO NOT manipulate or extract elements of the logo. The ABET-accredited logo should be used in its entirety, and the use of the ABET logotype alone is strictly prohibited.



DO NOT print the color version of the logo on colored paper. If you must use a colored paper, use the black-and-white version of the logo.



DO NOT make the web versions of the logo larger than their current size or use the web versions for professional printing. Print-quality versions of all logos are available.

Downloading the Files

Select the Winzip file for the commission that has granted your program's accreditation. You will need to unzip the file using Winzip or other decompression software before you can access the logos.

Downloading the Zip Files

1. Click the hyperlink to download the family of logos for the commission that has accredited your program.
2. When prompted, specify to which drive you would like to save the file and hit the "Save" button.
3. Double-click the saved file. Winzip or a compatible program will open the file.
4. Select "Unzip or Install from..." Hit the "Next" button.
5. Select the drive where you would like to save the logos. Hit the "Unzip Now" button.
6. Find the logos where you saved them. Choose the one(s) that is appropriate for the material being produced.

File Types and Uses

Each zip file contains five versions of the accredited logo for the respective commission. Details about the formats are included below.

ABET-Accredited Logos for Printed Matter

- Black-and-white logo – Accredited-XAC-K.eps
- Logo in a single ink color – Accredited-XAC-Pantone.eps
- Logo for four-color process (CMYK) printing – Accredited-XAC-Process.eps

ABET-Accredited Logos for Web Use

- Small, black-and-white logo – Accredited-XAC-K-Web.jpg
- Small, RGB color logo – Accredited-XAC-Web.jpg

If you plan to use an ABET-accredited logo on your website, you may want to make the image a hyperlink that connects to the ABET website at www.abet.org or www.abet.org/why-accreditation-matters/.

For further assistance using these files, contact your school's marketing or design department, your webmaster, or ABET's Communications Department at (410) 347-7728.