



---

Accredited Logos Style Sheet and Usage Guide

# Contents

**3** Introduction

## **How to Show Your ABET Accreditation**

---

**4** ABET-Accredited (Commission) Logos

**5** Tips for Using ABET-Accredited Logos

**6** Color Palette

**7** ABET-Accredited Logo Variations

**8** Logo Sizing and Placement

- Reproduction Sizes
- Minimum Clearance Area

**9** Improper Uses of ABET-Accredited Logos

- The Orange Circle
- The ABET Typeface
- Examples of Improper Uses

**11** File Types and Folder Organization

## **How to Talk About Your ABET Accreditation**

---

**12** Important Facts About ABET

**13** Do's and Don'ts

# Introduction

## Congratulations! Your program is now ABET-accredited!

---

We encourage you to use these assets and identity guidelines to promote your accreditation and accurately display the ABET brand.

### What is this guide?

This guide gives you an overview of brand assets and style guidelines for ABET. It includes images, logo guidelines and language for use in your marketing and promotional materials.

### Why is this guide important?

ABET accredits 4,144 programs at 812 institutions in 32 countries. Many more programs aspire to one day receive our accreditation. Our goal is to make sure that ABET is a trusted brand. This guide was developed to help you communicate your accreditation and the ABET brand in the most effective and accurate way possible.

# How to Show Your ABET Accreditation

## ABET-Accredited (Commission) Logos

We have designed our commission logos specifically for you to use once your program has met the accreditation standards of at least one of our commissions: Applied and Natural Science Accreditation Commission, Computing Accreditation Commission, Engineering Accreditation Commission and Engineering Technology Accreditation Commission.



Applied and  
Natural Science  
Accreditation  
Commission



Computing  
Accreditation  
Commission



Computing &  
Engineering  
Accreditation  
Commissions



Engineering  
Technology  
Accreditation  
Commission



Engineering  
Accreditation  
Commission

These logos give the public confidence that a college or university program has made a commitment to meeting the quality standards established by the professions it serves.

A newly accredited program can start using the logos as soon as it receives formal notification of ABET accreditation.

You can find alternative color schemes for our logos on page 7.

# Tips for Using ABET-Accredited Logos

If your program is accredited by more than one commission, you can use the logos for all applicable commissions.

- 1 Use the entire ABET-accredited logo, including the full name of the accreditation commission:



- 2 In the specific case that your program holds accreditation from both our Computer Accreditation Commission and Engineering Accreditation Commission, we encourage you to use the logo below.



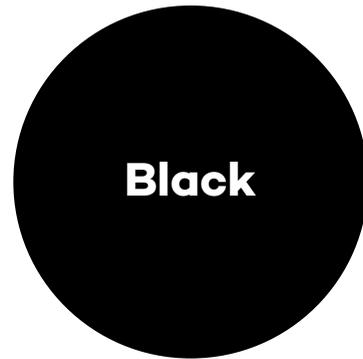
- 3 You can use ABET-accredited logos on your stationary, brochures, websites and other marketing materials aimed at diverse audiences including parents, employers and advisory councils, among others. These logos cannot be used on student transcripts or diplomas.

- 4 Other departments on campus can also use the ABET-accredited logos in conjunction with the accredited program(s). However, their marketing materials must make it clear that the accreditation applies only to specific programs or degree options.

- 5 If your program is under review, you cannot use the ABET-accredited logos until you receive formal notification of your ABET accreditation.

# Color Palette

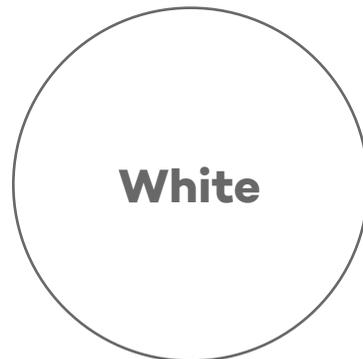
ABET's primary colors are black, white, ABET gray, and ABET orange. If you would like to coordinate your designs with this palette, please note the colors as well as the percentages for their use, to keep your design in line with the ABET brand.



K 100  
HEX 000000  
**30%**



Pantone Cool Gray 11 C  
Pantone 426 U  
C 59 - M 51 - Y 51 - K 19  
R 105 - G 104 - B 103  
HEX 696767  
**30%**



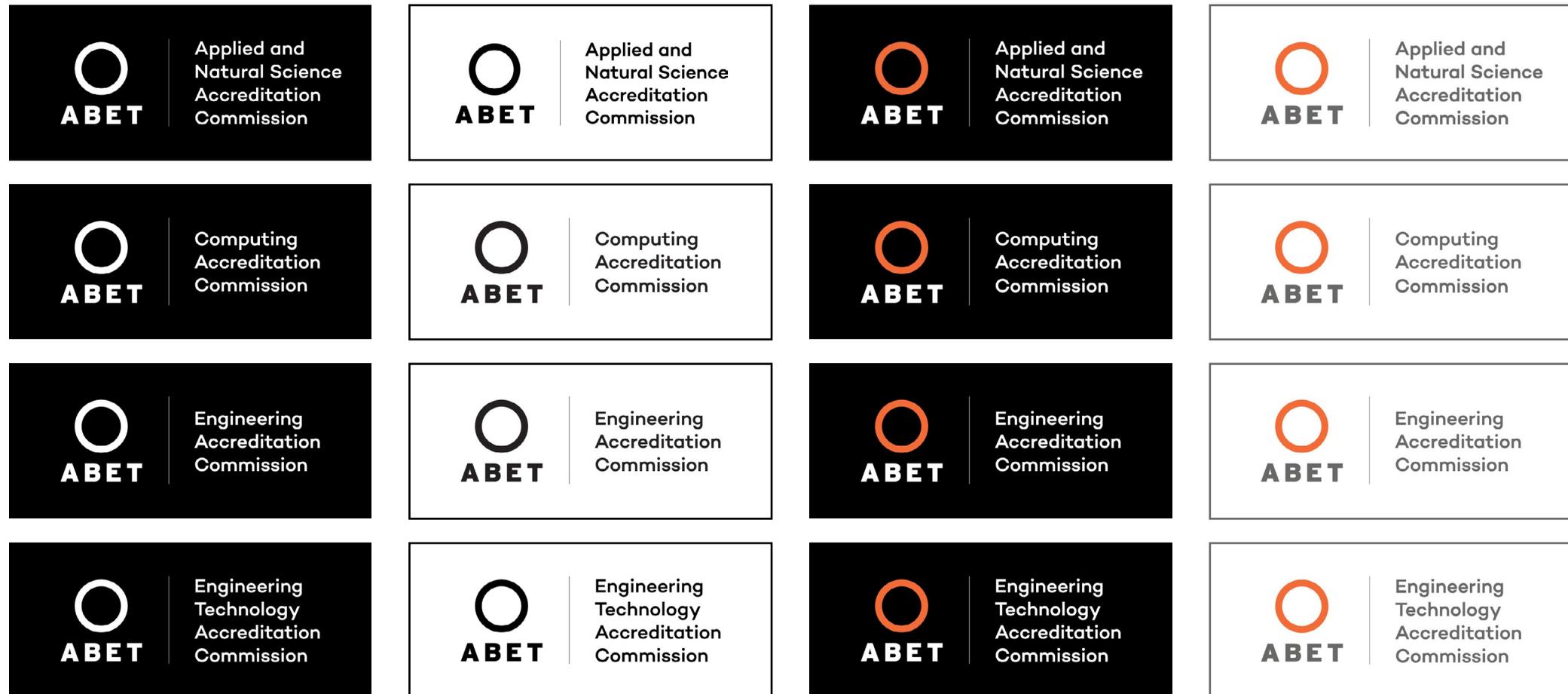
HEX ffffff  
**30%**



Pantone Orange 021 C  
Pantone Orange 021 U  
C 0 - M 72 - Y 86 - K 0  
R 255 - G 108 - B 44  
HEX ff6c2c  
**10%**

# ABET-Accredited Logo Variations

ABET provides four color schemes for each of our accredited logos. Full-color versions include RGB for web and CMYK for print.



# Logo Sizing and Placement

## Reproduction Sizes

You can reduce or enlarge the logo to suit the use, but the scale of the elements should be retained. It is of utmost importance that the logo proportions are never altered in any way.

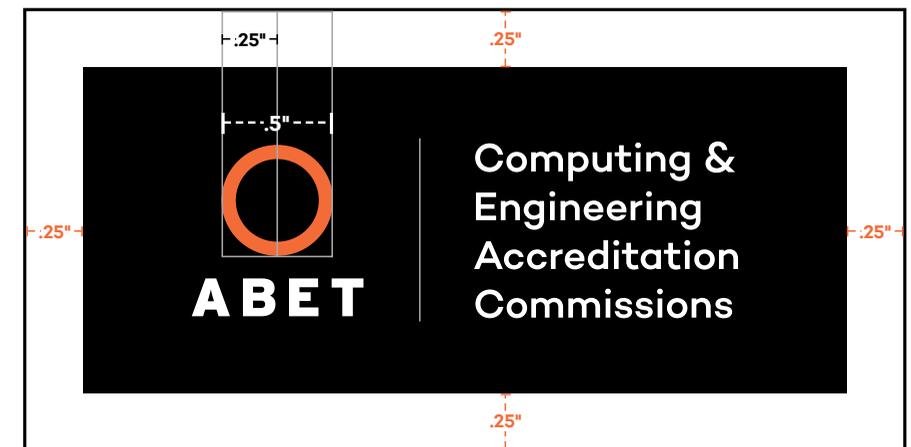
The image should not be reduced to fewer than 2.25 inches (5.715 centimeters) in width at any resolution. The ABET circle-logotype element must always remain at least .5 inch (1.27 centimeters) in width.



The logo may be enlarged to any size that maintains the quality of the image output. If you need vector versions of the logos for signage or similar uses, please contact ABET's Communications and Marketing Department at [comms@abet.org](mailto:comms@abet.org).

## Minimum Clearance 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 half the ABET circle, from the center to outer edge.



### The Orange Circle

The orange circle is ABET's most important visual and identity asset. It is to be used by ABET as an organization, as our brand identity. Do not use this logo to promote your program's accredited status or in any other fashion. The use of the ABET logo or logotype alone is reserved for ABET's organizational use only.



### The ABET Typeface

Similar to our orange circle logo, the ABET typeface logo should not be used by programs to promote their accreditation or in any other fashion.



## Improper Uses of ABET Logos

DO NOT use the ABET logo or logotype alone. The ABET-accredited logo should be used in its entirety.



DO NOT stretch or alter the logo's proportions.



DO NOT change the color of the circle or the type.

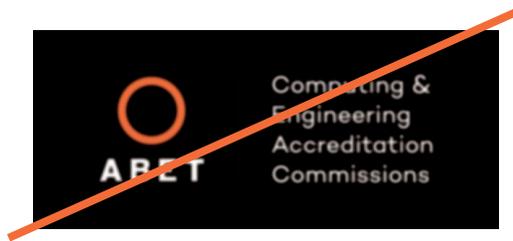


DO NOT change the logo's background color.



# Improper Uses of ABET Logos

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.



DO NOT place other graphics on or close to the logo. The logo must not be obscured by intersection lines, shadows, screens, or other graphic devices. Note the minimum clearance area cited under "Logo Sizing and Placement" on page 8.



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



DO NOT manipulate or extract elements of the logo.



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



DO NOT apply special graphic effects to the logo.

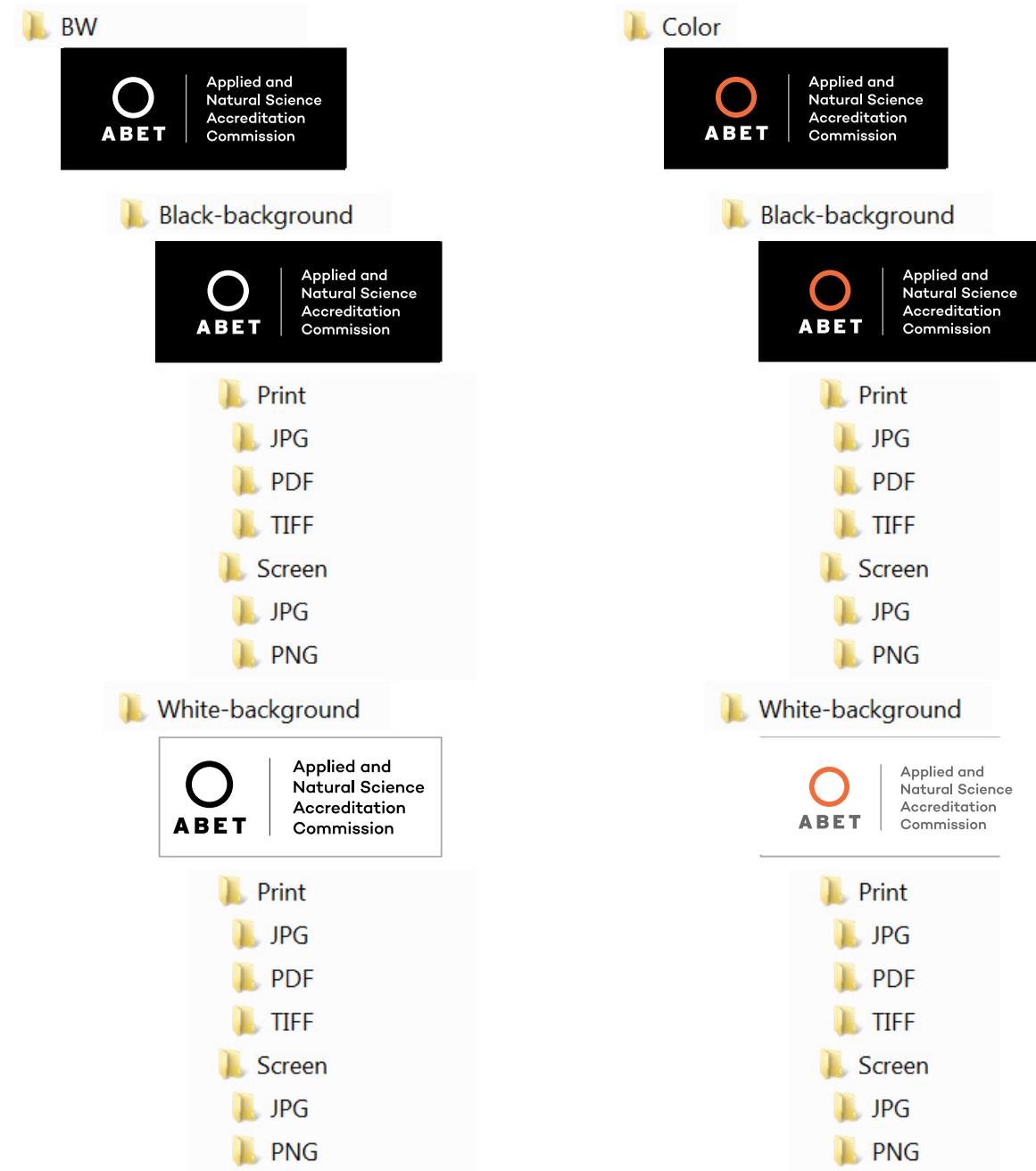


# File Types & Folder Organization

Each zip file contains all accredited logos for the respective commission(s). Within each zip file, you will find the logo files divided into folders and subfolders based on color, usage, and file type. An example of this hierarchy is shown on the right.

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](http://www.abet.org) or [www.abet.org/why-accreditation-matters/](http://www.abet.org/why-accreditation-matters/).

For further assistance using these files, contact your institution's marketing or design department, your webmaster, or ABET's Communications and Marketing Department at [comms@abet.org](mailto:comms@abet.org).



# How to Talk About Your ABET Accreditation

## Important Facts About ABET

We want to work with you in promoting your accreditation, so please keep the following considerations in mind as you spread the word:

- ABET is a specialized accreditor. We accredit college and university programs in applied and natural science, computing, engineering and engineering technology.
- With ABET accreditation, students, parents, employers, and the society we serve can be confident that a program meets the quality standards that produce graduates prepared to enter a global workforce.
- The period of accreditation and the accreditation action are confidential. Do not include this information in any of your materials.
- Comments made in the draft and final statement from ABET, including cited strengths and observations, are confidential. If you have any questions, please read the section II.A of the [\*Accreditation Policy and Procedure Manual\*](#).
- Names of our Program Evaluators, Team Chairs, and observers who visited campus are also confidential.

# Do's and Don'ts

## Do

- Use the ABET-accredited logo of the appropriate commission(s). Refer to pages 9-12 to ensure the logo is used properly.
- List ABET-accredited programs as separate and distinct from non-ABET-accredited programs; list ABET accreditation as separate and distinct from any other accreditation.
- Identify the ABET commission that accredited the program; the complete listing should read as follows: "Accredited by the Commission of ABET, [www.abet.org](http://www.abet.org)."
- Try to avoid ambiguity among applied and natural science, computing, engineering, and engineering technology concentration areas and programs.
- Identify clearly under which criteria each option, area, or concentration has been accredited.

## Don't

- Use the ABET circle logo to promote your accredited program or publish that logo in any format (print or electronic). Use of the circle logo outside official ABET publications is prohibited.
- Use the ABET-accredited logo in a way that could imply accreditation of an entire school or institution or of individuals. The logo cannot be used to imply the accreditation of non-accredited programs.
- Quote any communications between the ABET commission and the program/institution. All communications between commissions and programs/institutions are confidential.
- 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.
- Use icons, images, or trademarks to represent ABET other than the ones found on this guide.