



Marketing & Brand Resources

Access SafeQual AB logos, brand guidelines and approved marketing materials for recognized centers.

Achieving SafeQual AB Approved Centre status is a mark of excellence. We encourage our partners to promote this achievement to prospective learners, employers, and local communities. This directory provides the guidelines, logo files, and pre-approved marketing templates necessary to represent your partnership accurately and professionally.

1 Brand Guidelines & Logo Usage

The SafeQual AB trademark is a recognized symbol of quality in vocational education. To protect the integrity of the brand, all approved centres must adhere strictly to the following usage rules:

- **Clear Space:** Always maintain a minimum clear space around the logo equal to 50% of the logo's height. Do not crowd the logo with other text or graphics.
- **Proportions:** Never stretch, skew, or distort the logo. Always scale it proportionally.
- **Color Alterations:** Do not change the colors of the logo. Use only the official full-color, solid black, or pure white (reversed) versions provided in the download portal.
- **Status Representation:** You must use the specific *"SafeQual AB Approved Centre"* badge. You may not use the corporate SafeQual AB logo standalone, as this implies you are the awarding body rather than a delivery partner.

2 Logo Download Packages

Logo packages are available in multiple formats to suit different production needs. Ensure you download the correct format for your intended medium.

FILE FORMAT	BEST USED FOR
EPS / AI (Vector)	Professional commercial printing (brochures, large banners, vehicle livery, signage). Can be scaled infinitely without losing quality.
PNG (Transparent)	Digital applications and internal office documents (websites, email signatures, PowerPoint presentations, Word documents). Includes a transparent background.
SVG (Vector)	Modern web design. Provides crisp scaling on high-resolution screens and mobile devices while maintaining a small file size.
JPG (Solid)	Basic web or print applications where transparency is not required. Not

3 Approved Marketing Templates

To assist in your promotional efforts, SafeQual AB provides a suite of pre-designed, customizable marketing materials. These templates allow you to insert your centre's logo and contact details alongside official SafeQual qualification information.

Qualification Factsheets

A4 PDF templates detailing specific qualifications. Includes customizable fields for your enrollment dates, course fees, and centre contact information.

Social Media Assets

Pre-sized image banners and posts for LinkedIn, Facebook, and Instagram. Includes standard "Enroll Now" messaging paired with the Approved Centre badge.

Press Release Template

A standard Word document framework to help you announce your new status as an Approved Centre or the launch of a new qualification to local media outlets.

Digital Badges

HTML embed codes for your website that display dynamic, verified "Approved Centre" credentials, linking directly back to the SafeQual registry.

4 Compliance & Approval Process

While we encourage proactive marketing, SafeQual AB retains the right to audit and request the removal of any marketing materials that misrepresent qualifications, mislead learners, or violate brand guidelines.

Mandatory Pre-Approval for Custom Materials

If you intend to use the SafeQual AB logo or reference our qualifications on a television broadcast, major print advertising campaign, or large-scale outdoor media (e.g., billboards), you **must** submit the artwork to **marketing@safequal.ab** for written approval at least 10 working days prior to publication. Self-created flyers, standard website pages, and routine social media posts do not require pre-approval, provided they strictly follow the published brand guidelines.