

AACSB International Name and Logo Usage Policy—Executive Summary

Thank you for your interest in promoting your AACSB International membership or accreditation. To protect the brand value of the association, the following policy applies to all public representations of AACSB International.

AACSB International Corporate Mark:



The AACSB International corporate mark is the property of AACSB International and may not be used without express written permission. This guideline includes, but is not limited to, a member or non-member organization's website, brochures, promotional materials, publications and other related materials. **Permission for use may be granted to accredited institutions only.** To request permission, contact the AACSB Member Services Manager at: membership@aacsb.edu.

AACSB Accreditation Seal:



The AACSB Accreditation Seal is the property of AACSB International and is made available to accredited members only for use in publications and materials. Accredited members are strongly encouraged to display the seal, and requests for permission are not necessary. Download various formats of the seal from: www.aacsb.edu/accreditation/seal.asp.

Guidelines for Accredited Members:

Institutions are required to represent AACSB Accreditation accurately and without ambiguity. Accredited institutions interested in providing explanation of AACSB Accreditation are encouraged to use all of or excerpts from the information available at: www.aacsb.edu/accreditation/promotion.

In the instance that an AACSB-accredited member engages in a formal or informal partnership with a non-accredited member or non-member of AACSB International, any reference to AACSB in publications and promotional materials describing the partnership should use the following statement or a similar variation:

“University “X” offers [degree] in partnership with University “Y.” University “Y” is an accredited member of AACSB International.”

Institutions may not quote from Peer-Review Team Reports, Mentor Reports, and/or any other correspondence between the institution and its representatives and the staff or volunteers acting on behalf of AACSB International. Such documents should not be made publicly available, either partially or in full, except with the express written permission of AACSB International. Wherever institutional policy or state or federal laws require the release of any confidential documents, the entire document must be released.

Guidelines for Non-Accredited Members:

Non-accredited members interested in promoting their AACSB membership should use the following statement, including a link to the AACSB International “About” Web page:

“{Member Institution/Organization} is a member of AACSB International—The Association to Advance Collegiate Schools of Business. www.aacsb.edu/about.”

Members interested in providing further explanation of AACSB International should use the following statement:

“AACSB International is a membership association of educational institutions, business, not-for-profit, and government organizations devoted to the advancement of higher education in business. Membership does not imply accreditation.”

A member school that is not accredited by AACSB International should not state its membership affiliation in proximity to or in conjunction with statements of other accreditations. For example, a member should not state: "University "X" is accredited by the ABC association and is a member of AACSB International." In addition, AACSB membership should not be listed under the heading "Accreditations and Memberships."

Violations of these guidelines may necessitate a warning from AACSB International and requirement of amendments to any erroneous information; and/or referral to executive management and/or the appropriate accreditation committee for appropriate action.

This document is only a summary of the AACSB International Name and Logo Usage Policy. To view the full text, [click here](#). Please direct any questions concerning this policy to the AACSB Member Services Manager: membership@aacsb.edu.