

# Certificate Usage Guidelines

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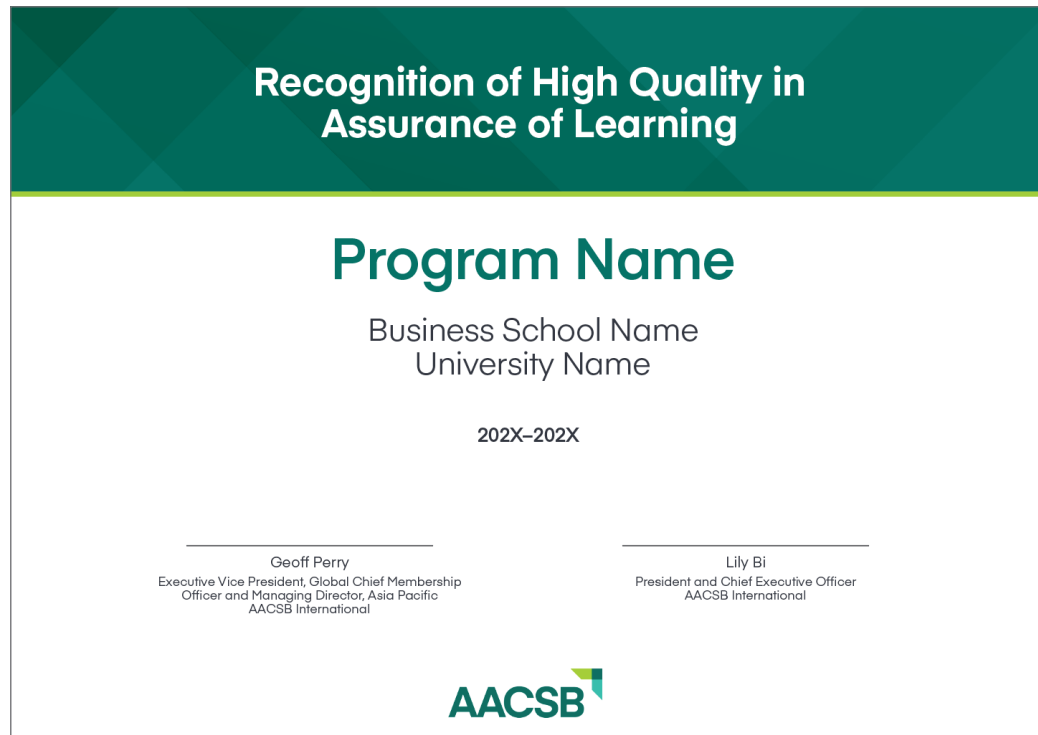
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## Thank You

# Certificate Image and Minimum Size

Upon completion of the program, you will be awarded a certificate that shares your achievement.

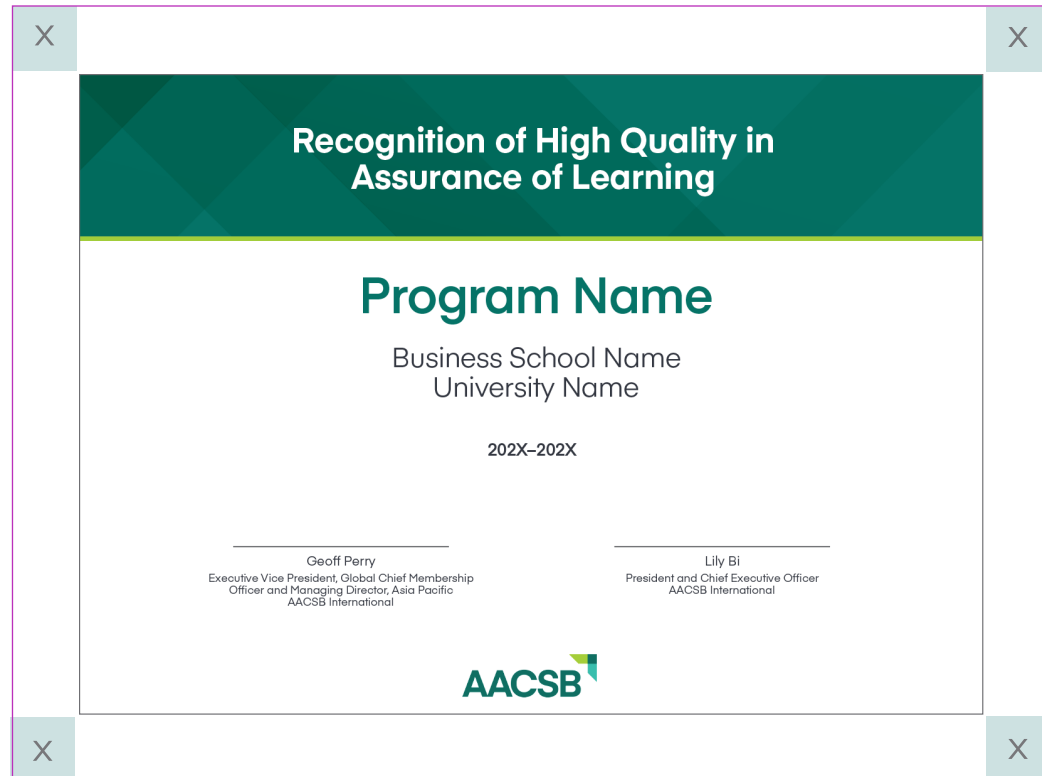


## Minimum Size

350px / 4.8 in / 12 cm

# Certificate Clear Space and Display Time Period

Upon completion of the program, you will be awarded a certificate that shares your achievement.



## Clear Space

Please leave adequate clear space around the certificate so it is not crowded by other content.

## Display Time Period

Certificates may be publically displayed through the dates printed on the certificate. Once the end date on the certificate has passed, the certificate must be taken down.

# Certificate Messaging

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Communicate about your verified recognition of quality.

## Quality in Assurance of Learning (AoL) Certificate Program Messaging

*University Name Business School Name* has achieved a verified recognition of an effective AoL system in its *Program Name* by AACSB, the world's foremost association of quality in business schools.

*University Name* has successfully completed a rigorous AoL development plan and demonstrated that learners achieve stated competencies within *Program Name*.

- It must be made clear which program is affiliated with the certificate.
- Certificate(s) should not be listed under the heading "Accreditations and Memberships" or "Accreditations and Certificates."

# Certificate and AACSB Membership

Communicate about your verified recognition of quality.

## Promoting the Certificate and AACSB Membership

Certificates may be shown next to the AACSB Business Education Alliance logo or the AACSB membership certificate. Please reference the brand guidelines on [my.aacsb.edu](https://my.aacsb.edu) for access and usage of that logo.

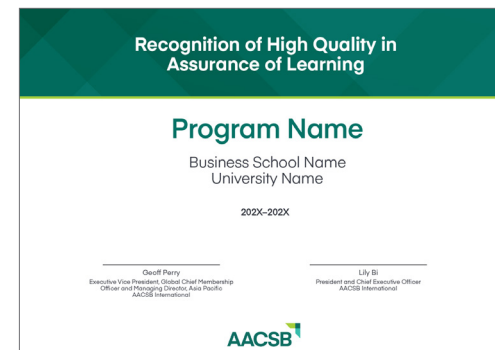


A school that is **not accredited** by AACSB should not state its membership affiliation or certificate recognition in proximity to or in conjunction with statements of other accreditations.

- A member should not state: "University X is accredited by the 'ABC' association and is a member of AACSB International."
- A member should not state: "University X is accredited by the 'ABC' association and has achieved a certificate of quality from AACSB International."

## AACSB Membership and Program Certificates

We encourage you to display the AACSB membership certificate and program certificate next to each other.



# Certificate and AACSB Accreditation

Communicate about your verified recognition of quality.

## Promoting the Certificate and AACSB Accreditation

- Certificate(s) should not be listed under the heading “Accreditations and Memberships” or “Accreditations and Certificates.”
- Achievement of the certificate does not imply alignment with AACSB accreditation standards and should not be shown alongside the AACSB accreditation seal or in conjunction with any mention of AACSB accreditation.
- A member may not state “University Name is accredited by AACSB International and has achieved a certificate of quality from AACSB.”




# Example Applications

The following sample applications demonstrate uses for the AACSB certificate.




# Social Media

# Website



AACSB

35,502 followers

1d • 

University Name’s Program Name has been awarded a certificate by AACSB International! Click the link below to find out more.

Recognition of High Quality in Assurance of Learning

Program Name

Business School Name  
University Name


202X–202X


Geoff Perry

Executive Vice President, Global Chief Membership Officer and Managing Director, Asia Pacific  
AACSB International



Lily Bi


President and Chief Executive Officer  
AACSB International





 AI Renshaw and 25 others


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Awards and Certificates/Memberships and Certificates

Recognition of High Quality in Assurance of Learning

Program Name

Business School Name  
University Name


202X–202X

Geoff Perry


Executive Vice President, Global Chief Membership Officer and Managing Director, Asia Pacific  
AACSB International

Lily Bi

President and Chief Executive Officer  
AACSB International



AACSB International Recognition of High Quality in Assurance of Learning in *Program Name*. *University Name* is also a member of AACSB International.



Business Education Alliance

Member

# Physical Signage

The certificate may be printed and displayed as it is provided to the school.

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# Thank You

For questions related to the marketing of your certificate, accreditation, or membership, please contact **[comm@aacsb.edu](mailto:comm@aacsb.edu)**.