



Australian
Library and
Information
Association

ALIA GUIDELINES FOR THE COURSE ACCREDITATION LOGO

ALIA Accreditation of Library and Information Studies Courses

ALIA accredits courses at librarian and library technician level. The accreditation process is focussed on ensuring the quality of the course and its relevance to current and emerging library and information practice. Courses being accredited are assessed against ALIA's criteria for course accreditation (www.alia.org.au/education/courses/criteria.html) and underpinned by the Association's education policy statements (www.alia.org.au/policies/education.role.html). Typically courses are assessed every five years.

ALIA works with education providers and consults with other stakeholders - including students and employers - to ensure courses equip graduates with the knowledge, skills and capabilities to enter the workforce and provide a high standard of information and service provision to their clients.

Graduates of an ALIA-accredited course, and who otherwise meet the requirements of ALIA membership, may be admitted to Associate (Librarian) or Library Technician membership automatically. Eligibility for Associate or Library Technician membership of ALIA is generally required for work in Australia and employers do still contact the Association for a quick verification of qualifications as they assess job applications.

ALIA's work in course accreditation enables the Association to maintain reciprocal recognition agreements with the Chartered Institute of Library and Information Professionals (UK), the American Library Association (ALA) and the Canadian Library Association (CLA). More information is available at www.alia.org.au/education/overseas/working.html.

CONDITIONS FOR THE USE OF THE AUSTRALIAN LIBRARY AND INFORMATION ASSOCIATION COURSE ACCREDITATION LOGO

1. The ALIA Course Accreditation Logo

The Australian Library and Information Association Course Accreditation Logo is a quick easy visual to provide educational institutions with a clear statement of their accreditation standing and to help students and employers alike to identify that a course is accredited. The logo will only be used where specific reference to the accredited course/s is made and will be provided to institutions annually to ensure currency.

Details of accreditation will always be available for currently accredited courses on the ALIA website at: <http://www.alia.org.au/education/qualifications>. Just click through to the institutions' individual course listings.

2. Permission to use the ALIA Course Accreditation Logo

The Course Accreditation Logo can only be used in association with ALIA accredited courses (or, where applicable, specific streams of courses).

3. Standards for the use of the ALIA Course Accreditation Logo

The Course Accreditation Logo can only be reproduced from electronic copies available from ALIA by contacting education@alia.org.au

To preserve the integrity of the logo and maximise its legibility, the following standards apply in all circumstances.

No element of the logo can be altered, moved or changed in any way.

Under no circumstances is the logo to be reproduced in mirror image or be rotated.

3.1 Variation in size

The complete ALIA Course Accreditation Logo may be varied in size but the text in the logo must be legible. The font is to be no smaller than 9pt Times New Roman Regular. Proportionately the logo must be no smaller than 26mm (h) x 23mm (w).



3.2 Colour

There are three versions supplied to facilitate optimal reproduction in colour, black and white or reversed logo.

3.2.1 Colour reproduction

Where the ALIA Course Accreditation logo is reproduced in colour it must be in the red as shown below.



For use in colour documents ONLY, not to be used in greyscale.

The lightest red should be displayed or printed with the following colour values.

C = 0 R = 229
M = 100 G = 27
Y = 100 B = 35
K = 3



3.2.2 Black and white reproduction

Where the ALIA Course Accreditation logo is reproduced in one colour, it must be in black and white (as shown below).



For use in colour
and greyscale
documents.

3.2.3 Reversed reproduction

Where the ALIA Course Accreditation logo is reproduced in one colour and it is used on backgrounds where black print will not be legible, reversed black (as shown below) and white may be used.



For use in greyscale
documents **ONLY** where
a black background is
present.

4. General conditions of the use for the ALIA Course Accreditation Logo

4.0.1 Placement

- The logo can only be used where specific courses or streams accredited are listed or referred to.
- Where non-accredited courses or streams are included, there must be an appropriate disclaimer in relation to ALIA accreditation status.

4.1.2 Style and Branding Guidelines

A guide to using the ALIA Accreditation logo is available at:

Higher Educators Wiki – www.alia.org.au/education/highereducation/wiki/pmwiki.php

Library Technician Educators Wiki – www.alia.org.au/education/lteducators/wiki/pmwiki.php

4.1.3 Usage

- The logo may only be used for the year noted on it. e.g. ALIA Accredited Qualification 2011 must be used in 2011 only.
- Should accreditation expire or cease, use of the logo in promotional materials must be discontinued.
- A new logo will be provided for accredited courses in the last quarter of the calendar year unless otherwise negotiated.
- Use on promotional materials for courses. i.e. hardcopy/electronic brochures, website, posters, handbooks.
- The logo can only be used where specific courses and streams accredited are listed or referred to.
- Where non-accredited courses or streams are included, there must be an appropriate disclaimer in relation to ALIA accreditation status
- The red accreditation logo must be used on materials produced in colour. Black and white publications will use the black version of the logo.
- Prior to publication please provide a proof and allow 3 working days so ALIA can provide comments.
- **The logo may only be used once the signed agreement has been returned.**

For queries/advice in relation to the logo please contact education@alia.org.au or 02 6215 8222.

**REQUEST TO USE
THE AUSTRALIAN LIBRARY AND INFORMATION ASSOCIATION
COURSE ACCREDITATION LOGO**



**Australian
Library and
Information
Association**

Please complete the following form for each request for the use of the ALIA Course Accreditation Logo.

When permission is granted, it will be for the single purpose identified in this form.

The Australian Library and Information Association will repond to applicants in writing.

A Contact details for institution making request

Institution	
Contact person's name and position title	
Address	
Email	
Telephone	

B Details of request

Outline the purpose for the proposed use of ALIA Course Accreditation logo in line with the conditions				
Provide details of the publication in which the Accreditation logo will be used				
Provide details of the medium to be used	Print		Electronic	
	Website		Other	
Provide details of the dates of publication				

C Signature of Institution

Name and position title	Signature	Date
		/ /

D Permission

Permission GRANTED <input type="checkbox"/> NOT GRANTED <input type="checkbox"/>	Signed Date / / Australian Library and Information Association
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Further Information

If you have any questions or require more information about these guidelines, please contact ALIA Education.
 Phone: (02) 6215 8222 Email: education@alia.org.au