

AMBA & BGA 'ACCREDITED BY' BRAND GUIDELINES

Last updated: 18 August 2025

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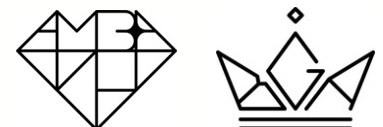
INTRODUCTION

In order to achieve maximum benefit from your AMBA &/or BGA accreditation, we strongly encourage all accredited schools to display our 'accredited by' logo on all appropriate marketing materials.

This could include (but is not limited to):

- Website
- Advertisements (digital and print)
- Social media channels
- Campus
- Prospectus

This document provides some basic guidelines on correct use of the logos.



'ACCREDITED BY' LOGO ASSETS

AMBA accredited business schools

As an AMBA accredited business school you have access to a set of logos that can be used on marketing materials, both digital and in print.

You have the option of an aligned or stacked version, in black or silver.

The downloadable logos can be found here: [AMBA Brand Resource Centre](#)



BGA schools network

BGA member, validated and accredited schools have a different set of logos dependent on their status.

The downloadable logos can be found here: [BGA Brand Resource Centre](#)

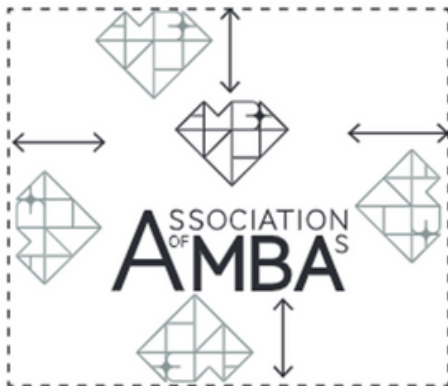


HOW TO USE THE LOGOS

Exclusion zone

Always ensure that a clear space is left around the logo that contains no visual elements. This gives the logo some breathing space and helps it to appear impactful. The exclusion zone should be constructed by taking a measurement equal to half the height of the logo. This measurement should be applied in all directions.

For example:






Examples of improper use

When using the logos please do not:

- Allow them to appear pixelated
- Squash or stretch them
- Place them inside a box
- Change the fonts used in the logos
- Change the arrangement of text
- Change the colour
- Make a pattern with the logo or parts of the logo
- Reproduce them at too small a size i.e the wording should be legible
- Use old versions of the logo (see P.2 for the most up to date versions)


EXAMPLES

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





EXAMPLES



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Costa Rica


Campus Walter Kissling Gam
La Garita de Alajuela, 1 km west of Procesa Nursery
Alajuela, Costa Rica
+506 2437-2200
[Campus map](#)

Panama






Panama Executive Center
Address: Costa del Este, East Tower of the Business Park, Floor 1
Panama City, Panama
+507 312-5100 ext. 7702
[Campus map](#)


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If you have any questions about anything contained within these Brand Guidelines please contact the Marketing Team.

Contact

E: Marketing@amba-bga.com