

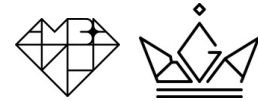


# Showcase Your Accreditation & Membership

A marketing toolkit  
for AMBA & BGA  
schools

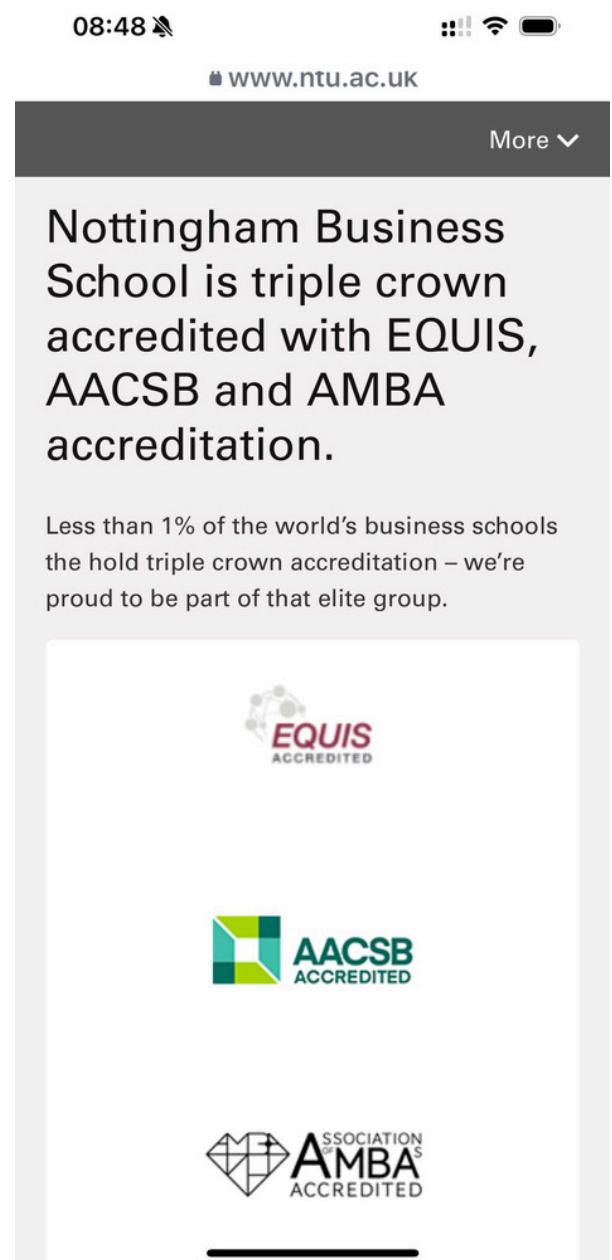
*Maximise the power of your accreditation & membership  
in your branding, marketing, and campus presence*

# Welcome



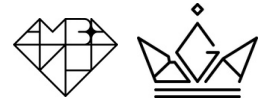
The purpose of this toolkit is to provide you with everything you need to promote your AMBA & BGA accreditations and membership consistently, effectively, and in line with our brand standards.

Showcasing your AMBA and/or BGA accreditation logo and membership status instantly signals credibility and quality, demonstrating that your programmes meet rigorous international standards. It helps differentiate your school in a competitive market, making it easier for prospective students, employers, and partners to recognise your excellence. It also reinforces pride and trust among your current students, alumni, and faculty, reminding them they are part of an elite global network of top business schools.



# Benefits of strong logo visibility

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01

**Instant quality signal:** Accreditation logos (like AMBA & BGA) quickly communicate to prospective students, employers, and partners that the school meets rigorous, internationally recognised quality standards.

02

**Trust builder for stakeholders:** Alumni, donors, corporate partners, and faculty see accreditation as proof of sustained excellence and relevance.

03

**Recruitment tool:** Students researching options may filter for accredited schools - displaying the logos ensures they know you're on that list.

04

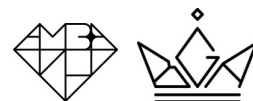
**Differentiation in a crowded market:** Many schools claim to be "world-class," but an external quality mark sets you apart from competitors.

05

**Marketing power:** The logos are shorthand for a value proposition, making advertising, brochures, websites, and social media posts more persuasive without extra words.

# The value of your accreditation at a glance

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Achieving accreditation with AMBA & BGA demonstrates that your business school and its programmes are meeting the highest international standards of excellence.

We've put these marketing guidelines together to ensure you're maximising on the promotion of this achievement.

Below you'll find a set of one-sentence value statements that you can use in marketing materials to tell all your stakeholders about the value of your accreditation.



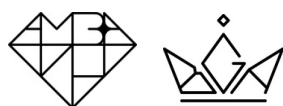
## AMBA ACCREDITED

*Accredited by AMBA, our MBA upholds the highest global standards, fostering a global vision, cultivating strategic leadership, and delivering transformative learning that empowers graduates to lead with impact.*



## BGA ACCREDITED

*Our Business Graduates Association accreditation reflects our commitment to responsible management, positive impact, and lifelong learning - empowering our school to deliver lasting value for students, employers, and society worldwide.*



## JOINT AMBA & BGA ACCREDITATION

*Our joint AMBA & BGA accreditation showcases the excellence of our programmes and the positive impact of our institution — combining world-class quality with global vision, strategic leadership, and transformative learning, underpinned by a commitment to responsible management.*

We encourage you to use these lines alongside your accreditation and membership logo(s) and wherever you're promoting relevant programmes or your school. (See p.6 for suggestions of where the logos could be featured.)

# Logo Guidelines



The AMBA 'accredited by' logo files can be accessed via this link:

[Brand Resource Centre - Accredited](#)

The BGA 'accredited by' and membership logo files can be accessed via this link:

[Brand Resource Centre](#)

On those pages you will also find downloadable logo guidelines.

## Quick rules checklist

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USE APPROVED COLOURS



MAINTAIN CLEAR SPACE



KEEP PROPORTIONS



DON'T DISTORT OR  
CHANGE COLOURS



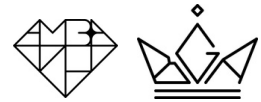
DON'T PLACE ON BUSY  
BACKGROUNDS  
WITHOUT PADDING

## Where and how to use the logos

There are many ways that you can showcase your accreditation and membership credentials. You can do this by using our logos on your materials. Or alternatively we'll soon be creating a bank of promotional materials (such as adverts, pull up banners) that you can download and adapt. (COMING SOON!).

On the following page you will find a comprehensive list of places where you might want to showcase your hard earned logos.

# Where to showcase your AMBA & BGA logos



## DIGITAL CHANNELS

- School website homepage & programme pages / homepage banner
- Email signatures for leadership, faculty, admissions
- Social media banners & posts
- Online prospectus/PDF downloads
- Digital advertising



## EVENTS & PRESENTATIONS

- Graduation ceremony slides & programmes
- Conference presentations and panel backdrops
- In virtual events & webinars.
- Merchandise (bags, folders, pens)

## PRINT & PROMOTIONAL MATERIALS

- University prospectus
- MBA, DBA, or other programme brochures
- Student recruitment flyers & posters
- Advertising in publications
- OOH advertising
- Alumni and student stories



## ON-CAMPUS BRANDING

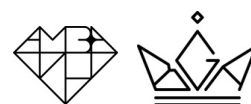
- Business school entrance signage & reception areas
- Pull-up banners for events & open days
- Digital screens in lobbies or common areas
- Certificate presentation areas / photo backdrops

Want to be featured on AMBA & BGA channels? Send your best examples to [marketing@amba-bga.com](mailto:marketing@amba-bga.com)!





# Showcasing your accreditation on campus



As an AMBA or BGA accredited institution, we encourage you to showcase your accreditation and membership proudly across your campus. This not only reinforces your school's credibility with students, staff, and visitors, but also highlights your connection to a global community of excellence in business education.

- **Signage:** Display the logo in prominent, high-traffic areas such as reception areas, student services desks, and near lecture theatres.
- **Digital screens:** Incorporate the logos into rotating slides or welcome messages on digital displays around campus.
- **Printed materials:** Use the logo on brochures, prospectuses, campus maps, and other printed collateral distributed on site.
- **Student and faculty touchpoints:** Feature the logos on ID card lanyards, orientation packs, and welcome banners for new students.
- **Events and conferences:** Include the logos on stage backdrops, roll-up banners, and programmes when hosting academic or industry events on campus.
- **Merchandise:** Consider adding logos (alongside your own school identity) on notebooks, folders, tote bags, or other student resources.

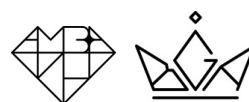


## BEST PRACTICE REMINDERS:

- Always use the most up-to-date version of the logo provided.
- Do not alter, stretch, recolour, or modify the logos in any way.
- Ensure logos are displayed clearly and legibly (not too small, and with adequate spacing).
- Where possible, accompany the logos with short explanatory text, such as the examples provided on p.4

# Accreditation branding launch checklist

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## Digital presence

- ☐ Add the "Accredited by AMBA" / "Accredited by BGA" logo to your school's homepage
- ☐ Add logo to relevant programme pages (MBA, DBA, BGA accredited courses.)
- ☐ Update email signatures for faculty, admissions, marketing teams.
- ☐ Include accreditation in digital prospectus and brochures.
- ☐ Update virtual event/webinar slides to include logo.
- ☐ Add logo to online advertising (Google Ads, Facebook, LinkedIn).
- ☐ Add "Accredited by..." mention to school's Wikipedia/Google profile if applicable.

## On campus

- ☐ Display logo on main campus signage.
- ☐ Add logo to graduation banners, podium backdrops, and certificates.
- ☐ Include on pull-up banners for events, fairs, and open days.
- ☐ Place accreditation posters or wall graphics in reception areas.
- ☐ Add logo to printed course guides and promotional leaflets.

## Social media

- ☐ Post announcement/re-announcement of accreditation on LinkedIn, Twitter/X, Instagram, and Facebook.
- ☐ Tag AMBA (@Association of MBAs) and BGA (@Business Graduates Association).
- ☐ Use suggested hashtags (#AMBAaccredited / #BGAaccredited).
- ☐ Share photos of your logo in use on campus.
- ☐ Encourage faculty and alumni to share the news on their own profiles.

## Marketing campaigns

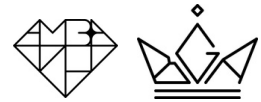
- ☐ Add accreditation mention to student recruitment presentations.
- ☐ Reference accreditation in press releases and PR materials.
- ☐ Highlight accreditation in alumni communications.
- ☐ Incorporate into advertising copy (print, radio, Spotify, etc.).

## Review & report

- ☐ Check all logo placements meet brand guidelines.
- ☐ Take photos/screenshots of every logo placement for internal records.
- ☐ Share examples with AMBA & BGA for possible social media amplification



# Best practice examples



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- Labs and Facilities
- Contact
- Career

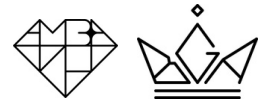
AACSB ACCREDITED

EQUIS ACCREDITED

ASSOCIATION AMBA ACCREDITED

BUSINESS GRADUATES ACCREDITED

# Best practice examples



Edward Holmes celebrates this

**ESCA Ecole de Management** 24,007 followers 3d • [+ Follow](#)

Une première au Maroc !

**ESCA Ecole de Management** devient la première Business School au Maroc à détenir la double accréditation internationale AMBA (Association of MBAs) & AACSB!

Ces distinctions prestigieuses, reconnues mondialement, consacrent l'excellence académique, l'innovation pédagogique et l'ouverture internationale qui font la force de **ESCA Ecole de Management**. C'est une réalisation historique qui honore notre pays, le Royaume du Maroc, et contribue au rayonnement académique de l'Afrique sur la scène mondiale.

Avec cette double reconnaissance, **ESCA Ecole de Management** rejoint le cercle très fermé des Top 2% des Business Schools dans le monde.

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A First in Morocco!

**ESCA Ecole de Management** becomes the first Business School in Morocco to earn the double international accreditation AMBA (Association of MBAs) & AACSB!

These prestigious, globally recognized distinctions celebrate the academic excellence, innovative pedagogy and international outlook that define **ESCA Ecole de Management**. This is a historic achievement that honors our country, the Kingdom of Morocco, and contributes to the academic influence of Africa on the global stage.

With this double recognition, **ESCA Ecole de Management** joins the exclusive circle of the Top 2% of Business Schools worldwide.

#ESCAShapingLeaders  
#ESCA #BusinessSchool #AACSB #AMBA #Excellence #International #Leadership #Africa #Morocco

Show translation

**ESCA** SHAPING LEADERS

**AACSB** ACCREDITED

**ASSOCIATION OF MBAs** ACCREDITED

**1<sup>ère</sup> école marocaine doublement accréditée**

**ESCA**

**AACSB** ACCREDITED

**ASSOCIATION OF MBAs** ACCREDITED

08:48



www.ntu.ac.uk

More ▾

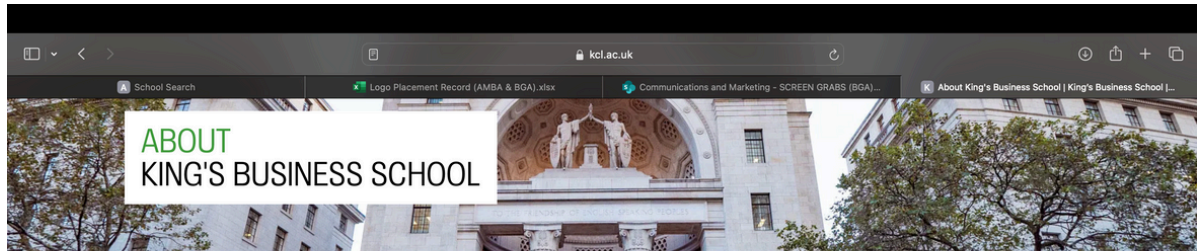
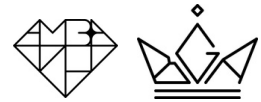
## Nottingham Business School is triple crown accredited with EQUIS, AACSB and AMBA accreditation.

Less than 1% of the world's business schools the hold triple crown accreditation – we're proud to be part of that elite group.





# Best practice examples



We undertake ground-breaking research that improves the way people do business. And we engage with organisations around the world to create real value for society.

Since 1989, we have grown into a leading management institution, becoming King's Business School and the university's ninth faculty in 2017. We're rated in the top five for business and management undergraduate studies in the UK.

We're a friendly, diverse community committed to the highest quality teaching and research. People from over 80 countries come here to study with us, and we're proud of the varied perspectives they bring to our School.

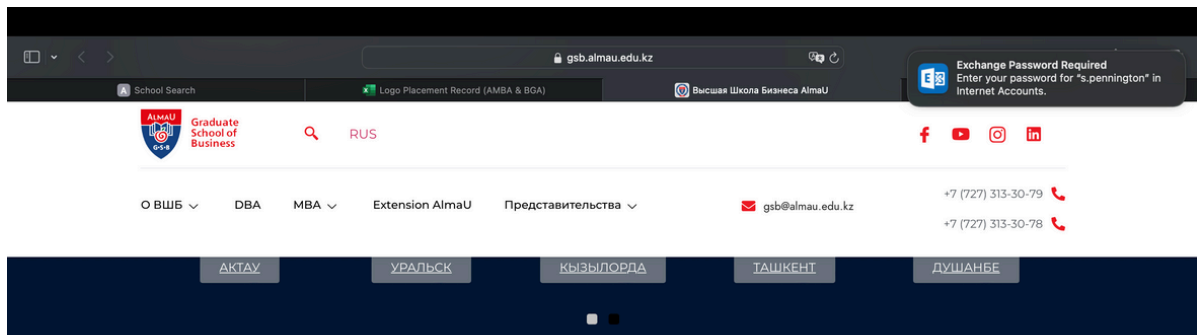
Being in the heart of London, our students and academics have unlimited opportunities for collaboration, research, and developing their career prospects. From bold new startups to multinational conglomerates, businesses inform our teaching and benefit from our work.



22 June 2023

## From Syria to King's: Eid's Story

A Syrian refugee student who almost drowned in the Mediterranean as he sought safety in the UK has...

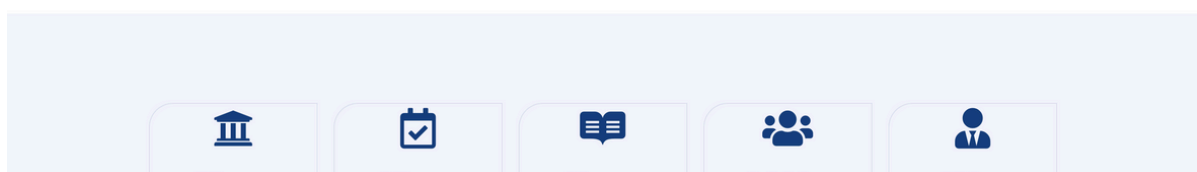


## GSB AlmaU – Лидерство, проверенное временем

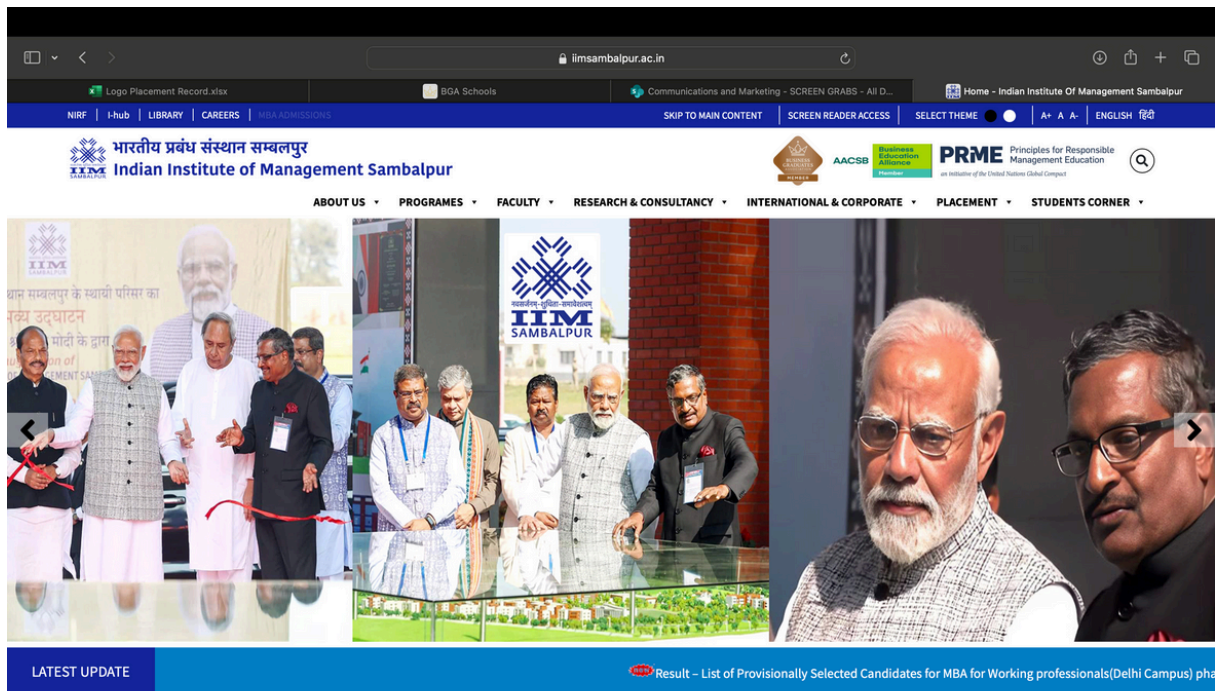
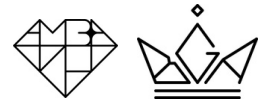
Graduate School of Business AlmaU – бизнес-школа #1 в Центральной Азии, мы создаем всестороннюю среду для бизнес-лидеров, способных устойчивому и ответственному развитию бизнеса на благо общества.

Наши программы MBA, Executive MBA, DBA и Executive Education Programmes получили заслуженное признание как на казахстанском рынке образования, так и на международном уровне.

[Узнать подробнее](#)

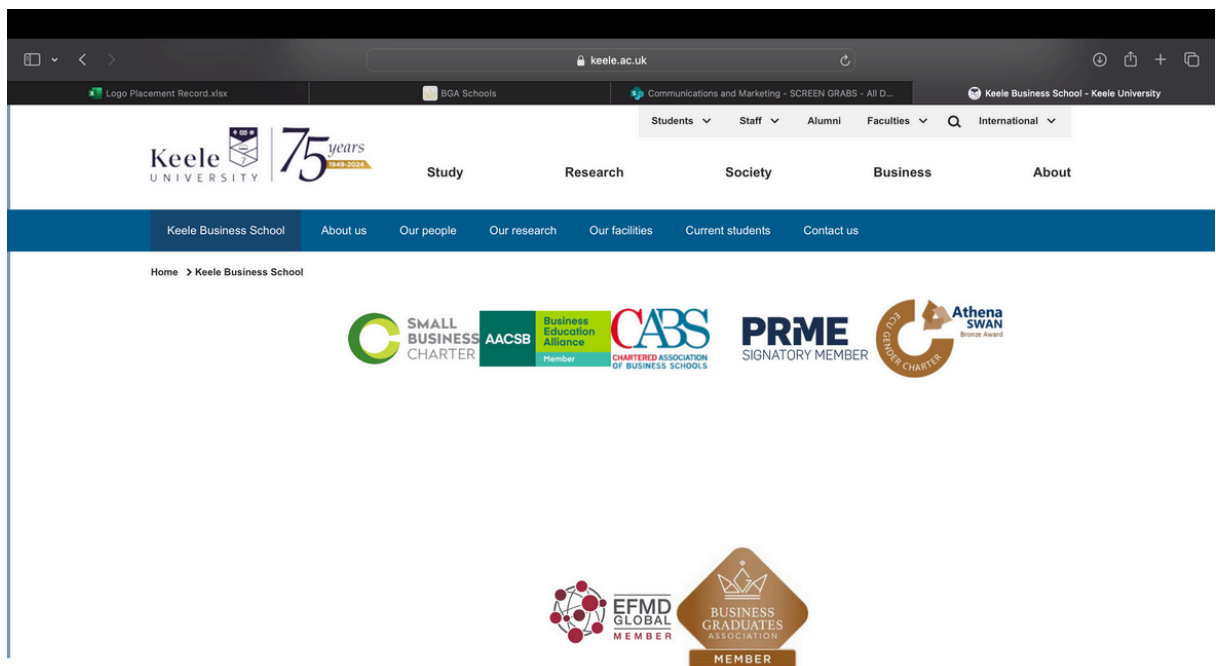


# Best practice examples



News & Events

Announcements





# Any questions?

Contact the Marketing  
team at AMBA & BGA by  
email on:  
[marketing@amba-bga.com](mailto:marketing@amba-bga.com)

