



Usage Guidelines for Cognia Accredited Seals

For use only by institutions accredited by Cognia, formerly AdvancED®.

Cognia™ encourages schools and school systems that have earned accreditation through one of these organizations¹ (NCA CASI, NWAC, or SACS CASI) to use the accredited seal. The seal can help promote your accomplishment of accreditation and your commitment to school/system improvement. Schools and school systems hosting an Engagement Review for the first time must wait until final approval is confirmed by the Cognia Global Commission before using the seal.

Please keep in mind that the provided seal displays your recognition by Cognia; **use of the company logo apart from the seal is strictly prohibited.**

If you use the Cognia accredited seal on your website, please include a link back to the Cognia website at www.cognia.org.

About Cognia

A description of Cognia can accompany the seal when appropriate. Please use the following language to describe the work of our organization in the context of your accreditation or affiliation.

"Cognia™ offers accreditation and certification, assessment, professional learning, and improvement solutions to institutions and other education providers. As a global nonprofit working in 90+ countries, Cognia serves 36,000 institutions, nearly 25 million students, and five million educators every day."

Printed Seals

Cognia accredited seals are printed with a metallic finish and designed with added detail to signal distinction and achievement. Most often these seals appear on certificates and in school windows. You can purchase seals online from the [Cognia Promo Shop](#). You will need to create an account to purchase from the shop.

The accredited diploma seal is only used to designate that the diploma was granted from an accredited institution. The seal does not substitute for the review and validation process for transcripts outside the United States.

Accredited Diploma Seal



Accredited Window Decal



Seal in Use as Window Decal

Additional recognition items imprinted with seals, such as flags and podium banners, are also available from the [Cognia Promo Shop](#) under the Institutions tab.

Image Files

Graphical image files are available to Cognia accredited institutions to use on both print collateral, such as documents or promotional items, and on digital channels such as websites, social media, and email. These files carry the same distinctive branding as the physical seals and are offered in either silver or our custom color, Cognia red. You may use either color.



Graphic Presentation

The Cognia seal should be used exactly as it appears and not modified in any way. The entire seal should be reduced or enlarged as a single unit so that the proportions are not altered and the integrity of the image is preserved. The type and symbol elements should always appear together and never alone.

