



ISAS (2.0) logo and Internationalization Learning Badges – Guidelines for use

The use of the ISAS (2.0) logo and Internationalization Learning Badges is overseen and managed by the International Association of Universities – IAU, which owns their copyrights.

Higher Education Institutions (HEIs) awarded an **Internationalization Learning Badge** because of their successful completion of one of the services of the IAU ISAS (2.0) program receive the respective Internationalization Learning Badge in electronic format, which they can use in accordance to these guidelines.

The Internationalization Learning Badge is awarded to an institution in order to:

- Mark the achievement of milestones along the journey of internationalization
- Validate the time, effort, and resources that the institution invests in the significant cultural change that internationalization requires
- Recognize the institution's accomplishments in enhancing teaching, research and engagement through internationalization
- Provide external validation of the institution's work for both internal and external stakeholders
- Provide visible recognition of an institution's progress and accomplishments in internationalization

The Internationalization Learning Badge:

- Has a validity of five years from the date of awarding (the years of validity are marked on the badge itself)
- Cannot be modified
- Is exclusively for the usage of the institution and cannot to be used by third party entities

HEIs awarded an Internationalization Learning Badge may ask IAU for an electronic version of the ISAS (2.0) logo, which is available also in black and white and reverse colors, to be used alongside the Internationalization Learning Badge.

Including the ISAS (2.0) logo and Internationalization Learning Badge on the institutional website and promotional material concerning internationalization constitutes normal use. Other usage of the logo and Internationalization Learning Badges is subject to approval by the IAU.

The Institution is required to inform the IAU of all use made of the logo and Internationalization Learning Badge.

In order to get clarification on the appropriate use of the logo and the Internationalization Learning Badges and in case of any doubt on their use, please email the IAU Manager, HE and Internationalization policy and projects, Giorgio MARINONI at: g.marinoni@iau-aiu.net

ISAS (2.0) logo



Example of an Internationalization Learning Badge



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