



QS Stars

Marketing Guidebook



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What is QS Stars?

As The QS Stars higher education rating system was launched in 2009 as a way to assess institutions more broadly than is possible through rankings alone. With a QS Stars rating given in at least eight categories, as well as for the institution's overall performance, QS Stars allows institutions to publicly highlight their areas of strength, and to recognize and improve upon areas of weakness.



QS Stars as a marketing tool

QS Stars works as a marketing tool by providing images – or “badges” – for each rating awarded. Institutions may use one or more badges in its own marketing to help attract students. Institutions which have gone through a QS Stars audit should use this document to guide them on how to best make use of the badges.

Rankings versus Ratings

Rankings

Institutions are ranked according to how well other institutions are performing

A limited number of indicators are used to assess institutions due to the number of institutions taking part in a ranking

Only one institution can be ranked in first place

Only the top institutions in the world are recognized on a global scale

Ratings

Institutions are assessed according to dozens of set indicators which are chosen based on global standards and best practices

Institutions are assessed in at least eight categories

Every institution has the potential to receive the highest overall rating, 5+ Stars

Allows institutions to highlight their particular areas of excellence

Institutions are evaluated against 13 categories:



Teaching



Employability



Internationalization



Research



Academic
Development



Facilities



Online Learning



Subject Ranking



Program Strength



Innovation



Arts & Culture



Social Responsibility



Inclusiveness



Benefits of Having QS Stars Badges



Highlight
areas of excellence



Assesses Performance
against consistent
benchmarks



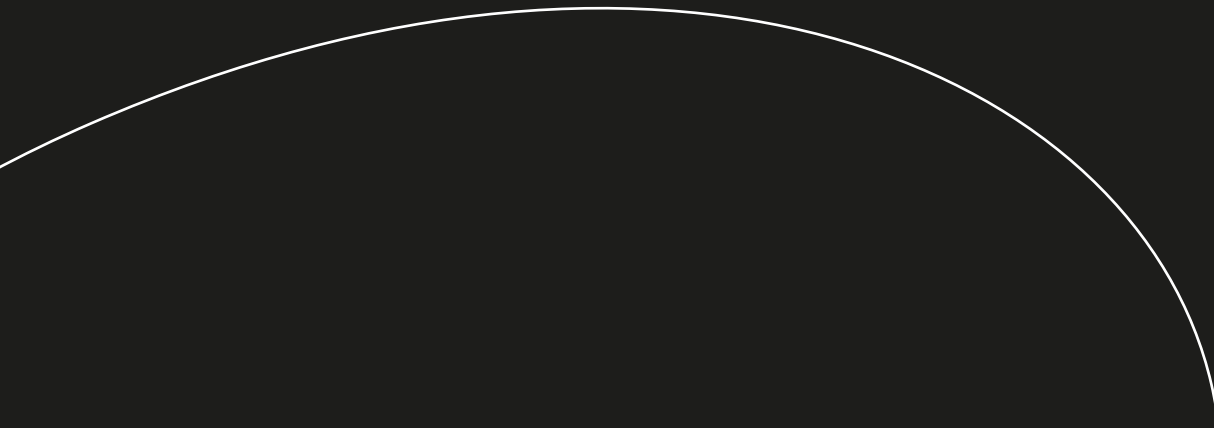
Increase
international recognition



Create a data-driven
performance report



Enhance student
recruitment practices



How Should You Advertise QS Stars?

Logo

The QS Stars logo represents the product at the very highest level, and it is the cornerstone of the QS Stars identity. It can act as a signature, an identifier, and a stamp of quality. It should always be presented consistently



In order to maintain this consistency, a few simple guidelines should be followed::

- The QS Stars logo should never be recreated or typeset, and only official logo files should be used in communications
- The logo should be used in a clearly protected space; it should not be distorted, stretched, or squeezed, or recreated in any way
- If you have a design request please contact the QS Stars team for more information



Badges

The badges will be distributed to the institution once the QS Stars audit is complete, as long as there is a valid licence in place and the institution has agreed to publish its results in full on the TopUniversities website. The Star rating and category name is displayed on the badge, and these should be used as a promotional tool.

REQUIRES IMPROVEMENT

0/5 RATING



SATISFACTORY



MODERATE



GOOD



VERY GOOD



EXCELLENT



OUTSTANDING



Here are the guidelines on using the badges:

- Badges cannot be used for the promotion of offshore campuses
- Only the latest version of the QS Stars badges should be used
- Institutions may use some or all of the badges in their marketing, as they choose
- Badges can be used wherever the institution chooses, such as in email signatures, prospectuses, or banners
- Badges may only be used as long as an institution has a valid licence



Exclusion zone

In order to display the QS Stars logo/badges to its best effect and ensure maximum impact, a clear zone surrounding the logo has been defined. Logo/badges must be placed **horizontally**.

A **10% exclusion** with a **minimum of 10px** has been set. It should also not be too small to read. The minimum size is set at **150px** across width.

Horizontal logo





Where Has It Been Advertised In The Past?

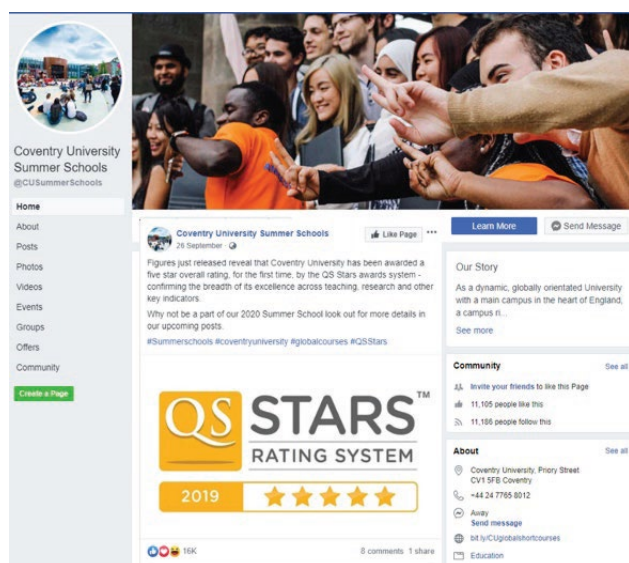
QS Stars badges can be used anywhere that you can imagine them. There have been examples of the badges featured on the side of a bus, a solar-powered boat, and a building. Online the badges have been displayed on university websites in banners, footers, and dedicated pages, as well as in email signatures and in press releases. QS Stars have also appeared on university social media sites, in prospectuses, at student recruitment events, and more.

Online advertising platform

Results from the 2019 International Student Survey (ISS) reveal that 65% of prospective international students used social media when searching for information, before making enquiries to universities. Incorporating QS Stars badges into social media accounts and marketing campaigns could help a university leverage its best performances, particularly in specific categories which appeal most to targeted audiences.

We suggest using the hashtag **#QSStars** across all social media channels.

Facebook



Instagram



Twitter



LinkedIn



Offline advertising platform

Although digital channels have a wider reach than physical displays, putting QS Stars badges around your campus, on booth displays, and on awards is a great way to market your institution and its specialist areas, especially when it comes to domestic recruitment.

Below is an example on how your institution can further utilize our QS Stars badges.

Awards



Prospectuses



Business cards



Practices to Avoid

The QS Stars logo and badges are central to the QS Stars brand, so please take care when you use it. Here are some things to avoid:



Do **NOT** use the old versions of the QS Stars logos or badges



Do **NOT** stretch, condense or change the dimensions of the images.



"it has been awarded five stars..."

The letter '**S**' in "**Stars**" must always be capitalized.



"has 5 star global ratings in teaching and innovation..."

Use the number (**5**) rather than the word (**five**) when advertising results (e.g. 5 Stars overall)





QS Stars Contact Details

Our website

<https://www.qs.com/qs-stars>



Global Commercial Director:

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QS Stars ratings page

<https://www.topuniversities.com/qs-stars>



Product Manager

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About QS

QS Quacquarelli Symonds is the world's leading provider of services, analytics, and insights to the global higher education sector. Our mission is to enable motivated people anywhere in the world to fulfil their potential through educational achievement, international mobility, and career development. Our QS World University Rankings portfolio, inaugurated in 2004, has grown to become the world's most popular source of comparative data about university performance. For more information on QS' rankings, as well as numerous free reports, webinars, and other resources visit www.qs.com.

QS portfolio


- QS Digital and Events provides prospective undergraduate, graduate, and MBA applicants with independent guidance throughout their search and decision making. Our world-class digital platforms include TopUniversities.com, TopMBA.com, and QSLeap.com which support search and inform applications to programs matching their profile and aspirations. In parallel, prospective students can meet, either virtually or face-to-face, with admissions officers of international universities and business schools. For universities and business schools, it offers effective and innovative digital and offline student recruitment and branding solutions.
- QS Enrolment Solutions partners with higher education institutions to maximize their student recruitment, enrolment and retention strategies with a range of services that leverage data-driven insights to optimize communications and student conversion. With over 20 years of experience QSES has an unequalled understanding of international student decision-making. Our international office locations (UK, Romania, India, Malaysia, and Australia) enable us to operate across time zones to deliver high value to our partners and exceptional services for applicants.
- The QS Intelligence Unit is a leading originator of institutional performance insight drawing on unique proprietary datasets gathered in pursuit of its published research. Best known for the widely referenced QS World University Rankings, today comprising variants by discipline and geography, the unit also operates a sophisticated, multi-dimensional quality standard; a comprehensive analytics platform facilitating advanced benchmarking; and an in-demand consulting team. Our insights both inform and are informed by frequent presence and digital conferences for educators, university leaders, and policy makers.
- QS Unisolution is dedicated to developing SaaS technology solutions to increase the efficiency and effectiveness of international mobility, relations, and recruitment functions within education, positively impacting the educational experience for the students, staff, and partners we serve.

For more information about the QS services, please visit www.qs.com or contact b2bmarketing@qs.com

To continue empowering motivated individuals and institutions across the world alike during the coronavirus outbreak, QS' response has included:

- Moving its **student recruitment events online**, ensuring that universities and talented potential applicants across the world are still able to achieve high-quality personalized engagement.
- Expanding its range of digital marketing offerings, empowering student recruitment teams as they seek to maintain outreach and enrolment efforts.
- Launching a webinar series designed to enable university faculty and administrators alike to share best practices as they transition their educational offerings into the virtual classroom.
- Ongoing surveys of prospective students and institutions globally to analyse how the COVID-19 crisis is impacting them.

In 2019, as part of our commitment to sustainability, **QS became a certified CarbonNeutral® Company**, reflecting our efforts to reduce our impact on the environment through a range of efficiency initiatives and offsetting unavoidable emissions through a verified carbon offset forestry project in Brazil.





QUACQUARELLI
SYMONDS