



**STARS™**  
RATING SYSTEM

# MARKETING GUIDEBOOK





## WHAT IS QS STARS?

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

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

**VERSUS**

## 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



**STARS**<sup>™</sup>  
RATING SYSTEM

## 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:**

- Do NOT remove the trademark <sup>TM</sup> from the logos
- 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.



### 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.



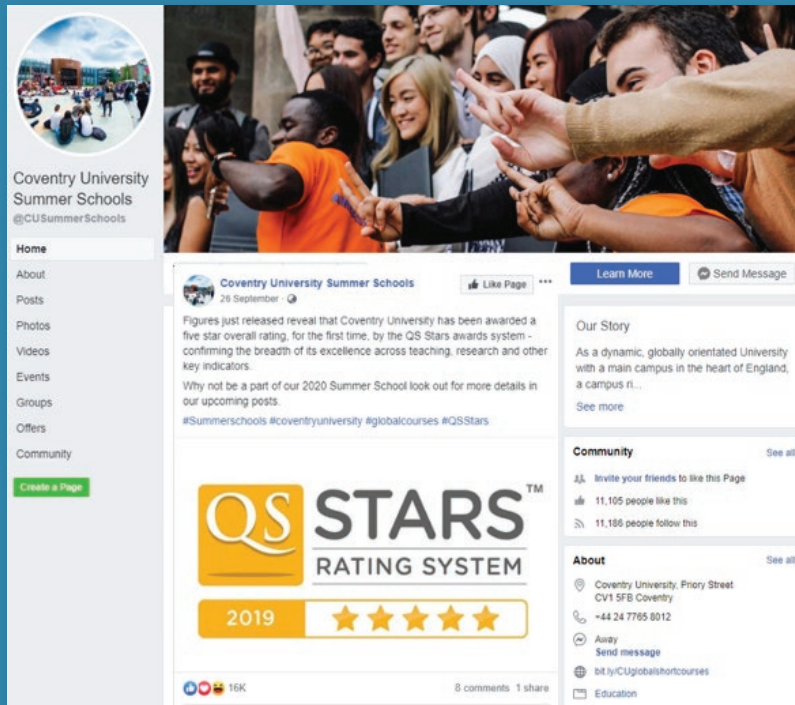
## Online advertising platform

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.

## Online advertising platform

### Facebook



Coventry University Summer Schools  
@CUSummerSchools

Home  
About  
Posts  
Photos  
Videos  
Events  
Groups  
Offers  
Community  
[Create a Page](#)

**Coventry University Summer Schools**  
26 September · 🌐

Figures just released reveal that Coventry University has been awarded a five star overall rating, for the first time, by the QS Stars awards system - confirming the breadth of its excellence across teaching, research and other key indicators.

Why not be a part of our 2020 Summer School look out for more details in our upcoming posts.

#Summerschools #coventryuniversity #globalcourses #QSStars

**QS STARS™**  
RATING SYSTEM  
2019 ★★★★★

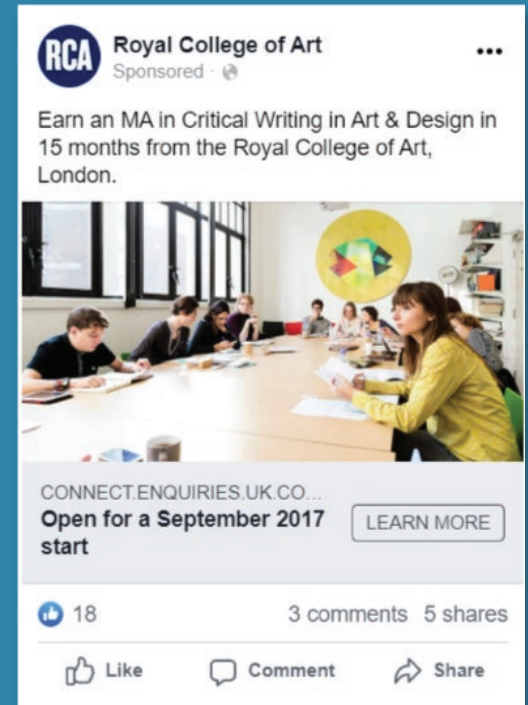
16K likes · 8 comments · 1 share

**Our Story**  
As a dynamic, globally orientated University with a main campus in the heart of England, a campus ri...  
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📄 Education

### Instagram



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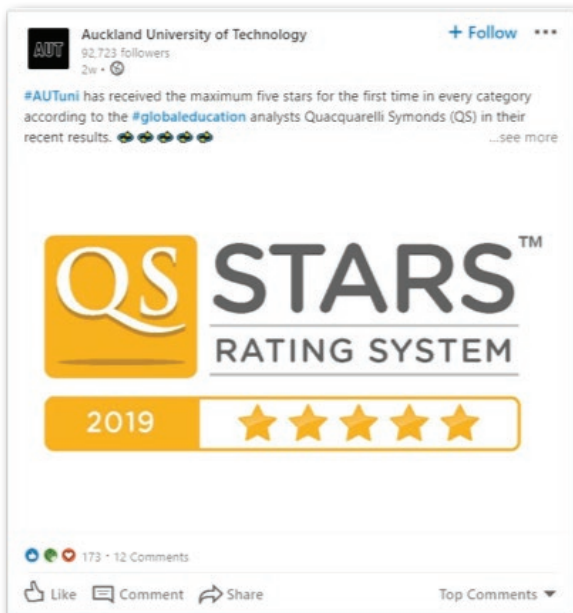
18 likes · 3 comments · 5 shares

👍 Like    💬 Comment    ➦ Share

## Twitter



## LinkedIn



WHERE HAS IT BEEN ADVERTISED IN THE PAST?

## 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



WHERE HAS IT BEEN ADVERTISED IN THE PAST?



## 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:



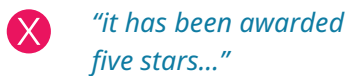
Do **NOT** use the old versions of the QS Stars logos or badges



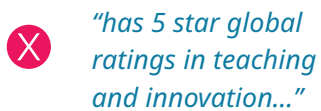




Do **NOT** stretch, condense or change the dimensions of the images.



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



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>

**QS Stars ratings page**

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



**Global Commercial Director:**  
Jason Newman | [jason@qs.com](mailto:jason@qs.com)



**Product Manager**  
Shiloh Rose | [shiloh@qs.com](mailto:shiloh@qs.com)

## ABOUT QS



With offices around the world, QS is a global market leader for research and understanding of international and domestic students. Each year we deal with hundreds of thousands of students globally, giving us a unique insight into the student recruitment market. Our research, strategy, enquiry, admissions, and enrollment services mean we have hands-on experience of the obstacles and opportunities within specific countries and regions, helping clients mitigate risk, benefit from our existing relationships, and build sustainable recruitment strategies in an increasingly complex marketplace.

To access other resources from QS visit [www.qs.com](http://www.qs.com)