

Approved Centre Brand Guidelines for **BTEC** and **BTEC Higher Nationals** Qualifications

Version 3: July 2017



Approved Centre from Pearson

Introduction

Pearson is the world's leading learning company, with 40,000 employees in more than 70 countries working to help people of all ages to make measurable progress in their lives through learning.

Pearson Education Limited (Pearson) is the UK's largest awarding body, offering Edexcel, BTEC, including BTEC Higher Nationals, and LCCI qualifications and our products and services are recognised and valued throughout the education sector in the UK and across the globe. If this recognition and value are to be maintained, all audiences, from students to government ministers, must have absolute trust in the consistent quality of the qualifications offered by Pearson.

Using Pearson's logos are a guarantee of this quality. It is a signal to any audience that a product or service branded Edexcel, BTEC, including BTEC Higher Nationals, or LCCI will meet or exceed the quality standards they associate as qualifications offered by Pearson. It is vital that these brand identities are correctly and consistently applied, not only by Pearson, but also by the many valued partners that help deliver our qualifications, products and services. These guidelines provide the information to enable you to do just that.

If you are a BTEC Approved Centre you may use the this logo on your marketing and communications. You may also use the BTEC logo in your prospectus or alongside relevant course listings to highlight the qualification however, you will need to request these by emailing **Vocationalqualitystandards@pearson.com**.

If you are approved to deliver more than one type of qualification from Pearson, you may use the appropriate logos.

If you are creating marketing or communications that lists awarding organisations, the Pearson logo can be used however, you will need to request this by emailing **Vocationalqualitystandards@pearson.com** as use of the this logo is approved on a case-by-case basis.

All artwork using these logos will need to be approved by Pearson UK before going to print or publishing on the web. Please email **Vocationalqualitystandards@pearson.com** for approval.

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BTEC logo and BTEC Approved Centre logo

Please follow these guidelines when using the BTEC and BTEC Approved Centre logo.

The BTEC logo is comprised 2 parts: four letters making up BTEC and the dot motif.

FOUR LETTERS MAKING UP BTEC

DOT MOTIF

The BTEC Approved Centre logo is comprised of 3 parts: four letters making up BTEC, dot motif and 'Approved Centre from Pearson'.

FOUR LETTERS MAKING UP BTEC

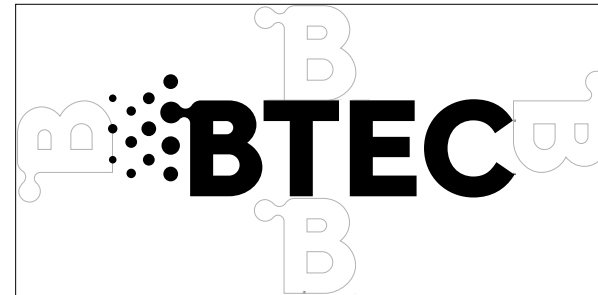
DOT MOTIF

STRAPLINE

The BTEC Approved Centre logos can be positioned anywhere on a page, screen or document ensuring you include a protective 'exclusion zone' around the logo. Note that the exclusion zone itself is invisible, and you should never see the elements that help to create it.

The logo is designed to appear on many different applications in many different sizes. To make sure the logo is never reduced beyond the point where it is clear and legible, a minimum usable size has been defined. This is 10mm for the BTEC logo and 30mm for the BTEC Approved Centre logo.

Nothing that detracts from the logo, like other lines of type, other logos or the edges of photographs, should appear inside this area.



BTEC
10mm

BTEC
Approved Centre from Pearson
30mm

BTEC logo do's and don'ts

DO:

1. Always use an official artwork file.
2. Always ensure you include a protective exclusion zone around the logo
3. Always check that the approved centre logo is no smaller than 30mm from the left edge to right edge.
4. Always check that the minimum size for the BTEC logo alongside a relevant course listing is 10mm.

DON'T:

First and foremost, never attempt to recreate or redraw the logo. Here are some examples of mistakes to avoid:

1. Don't change the colours
2. Don't remove the 'grid'.
3. Don't distort or stretch.
4. Don't substitute another typeface for the name.
5. Don't substitute another symbol for the 'motif'.
6. Don't add any text as a strapline to the logo.

Here are some examples of mistakes to avoid:



1. Don't change the colours



2. Don't remove the 'grid'



3. Don't distort or stretch



4. Don't substitute another typeface for the name



5. Don't substitute another symbol for the 'motif'



6. Never use the BTEC Approved Centre logo with any other strapline

Examples of using the BTEC Approved Centre logo on websites and collateral

We recommend the use of the BTEC Approved Centre logo on your website and printed course material.

This logo is a badge of authenticity of a centre's capability to deliver BTEC, including BTEC Higher Nationals, qualifications and it should be used to communicate this message to your learners.



Example placement of the BTEC Approved Centre logo

◀▶ Section 3

- 7 How to refer to Pearson as the awarding organisation in marketing and communications

How to refer to Pearson as the awarding organisation in marketing and communications

If you offer Edexcel, BTEC, including BTEC Higher Nationals, or LCCI qualifications you must use the relevant approved centre logo on your marketing and communications, unless you are specifically referring to the awarding organisation.

If you are referring to our awarding organisation use 'Pearson Education Limited' if relating to a specific awarding organisation principle or simply 'Pearson' in marketing and communications.



The following copy we recommend using if you are explaining Pearson and/or our qualifications, products or services in marketing and communications (use the qualification names as appropriate):

About Pearson

Pearson is the world's leading learning company, with 40,000 employees in more than 70 countries working to help people of all ages to make measurable progress in their lives through learning.

Pearson provides learning materials, technologies, world class qualifications, assessments and services to teachers and students in order to help people everywhere aim higher and fulfil their true potential.

In the UK, Pearson is the largest awarding organisation offering academic and vocational qualifications that are globally recognised and benchmarked, with educational excellence rooted in names like Edexcel, BTEC, including BTEC Higher Nationals, and LCCI. Pearson are driving innovation through digital products such as ResultsPlus, and supporting skills and employability for progression in study, work and life.

Learn more [uk.pearson.com](https://www.uk.pearson.com)