



Frequently asked questions:

Why is there a change to the branding for BTEC Higher Nationals?

The Higher Education Qualifications team at Pearson are supporting the reputation and brand value of BTEC Higher Nationals through a new brand campaign. Higher Nationals are important member of the BTEC family, however our research shows that students and employers best recognise the qualifications as Higher Nationals (HNC and HND) We have therefore developed the brand to build the recognition of the Higher Nationals.

You will still be able to use the 'BTEC Approved Centre' logo on your materials as before, but any Higher Nationals promotional materials from Pearson will not include a BTEC logo.

What are the rules for using the BTEC Approved Centre logo?



If you would like to add the BTEC Approved Centre logo to your website or prospectus, you can find copies of the logo and guidelines below:

[BTEC Approved Centre logo](#) (Please be advised, this logo is a black .png file, so needs to be downloaded to be seen properly).

[Guidelines](#)

How should we title the qualifications in our marketing?

These qualifications are still part of the BTEC family and should always have the BTEC branding in the title. For example BTEC Higher National Certificate (or BTEC HNC) in Engineering; BTEC Higher National Diploma (or BTEC HND) in Engineering. This can be accompanied by the logo linked above.

How should we refer to Pearson as the awarding body?

BTEC qualifications will always be awarded by Pearson. We recommend adding a line to your course pages to indicate this, for example 'This qualification is awarded by Pearson'.

Are we required to use this collateral to promote BTEC Higher Nationals?

No, these have been created for your use, should you wish to use them. However, using them will ensure your marketing materials are aligned to our brand campaign, building the visibility and understanding of BTEC Higher Nationals to your prospective students.

How do we use the flyers?

These can serve several purposes. For example, they can be used as postcards, flyers, desk-drops, or invitations. There are two sets of flyers for you to choose from; one set is print ready if you want to print them as they are, with a blank back page to write on. The other pack has been designed so that you can import the PDFs as images in your own design software to make amends to the back page, for any of the purposes listed above.

What is Go Higher?



GO HIGHER ^

Go Higher is our new brand campaign slogan, which you will see on all of our new collateral. We have also created a hashtag **#gohigher**, which we hope to see you using across social media platforms.

What if none of the images are relevant to our student community / country?

BTEC Higher Nationals are delivered in more than 60 countries around the world, to almost 100,000 culturally diverse students; we have tried to make sure that the models we have chosen for the assets are culturally representative. However, we are aware that we may not be able to cater for every market with these chosen models. If you feel that your marketing efforts could be best met by using other images, please speak to your Pearson Regional Development Manager to discuss any specific requirements, and we will see what we can do to source images that will be more appropriate.

What else is Pearson doing to support student recruitment?

We have invested in a consumer brand campaign, that will run for a few months especially over the Summer. This campaign is aimed at students, and is also complemented by a site we have built - highernationals.com - which contains more information about the different BTEC Higher National subjects available. For some of our new RQF BTEC Higher National subjects, we have created maps that display all UK colleges that are delivering these, as well as a map that lists all other centres around the world. This site will be updated regularly, and new maps will be added.

If you have any more questions that can be added to this sheet, please email highernationals@pearson.com