Pearson BTEC

Pearson Brands

BTEC brand guidelines

September 2019

Contents

Pearson BTEC brand guidelines

Our brand architecture

Our brand architecture
Our brand at a glance

This is a summary of the building blocks upon which our brand architecture is built. These elements influence how we behave as a company and express ourselves as a brand.

From the business decisions we make to the way we communicate with learners, customers, partners, and each other, every point of contact with our brand should be guided by this architecture.

Our brand architecture is also reflected in the way we act as an employer. Our Employee Value Proposition (EVP) outlines to our employees the benefits of working at Pearson.

+
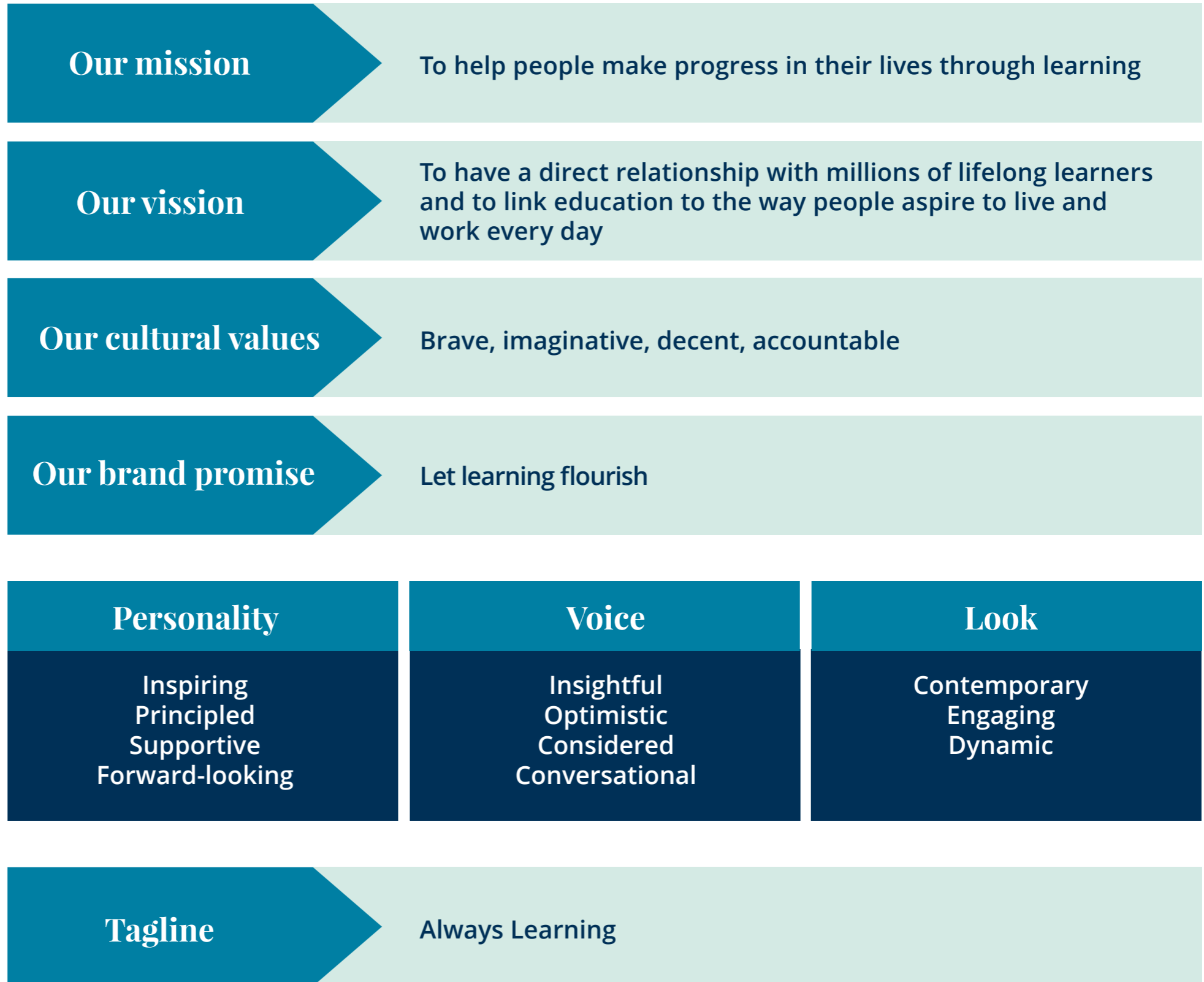
To download an extended version of our Brand at a Glance, please click the folder above.

+

To download a full version of our Employee Value Proposition, please click the folder above.

Our mission — To help people make progress in their lives through learning

Our vission — To have a direct relationship with millions of lifelong learners and to link education to the way people aspire to live and work every day

Our cultural values — Brave, imaginative, decent, accountable

Our brand promise — Let learning flourish

Personality	Voice	Look
Inspiring Principled Supportive Forward-looking	Insightful Optimistic Considered Conversational	Contemporary Engaging Dynamic

Tagline — Always Learning

Key visual elements

Key visual elements
Overview

Here you see a summary of the elements that make up our visual identity and that offer flexibility and choice across different functions. We explore the elements specific to BTEC in more depth later in these guidelines.

Primary elements

Logo
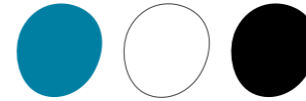

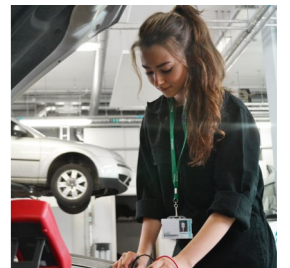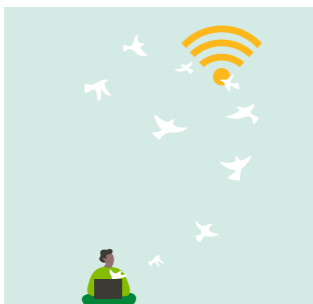### Typography

Playfair Display

Open & Sans

Colors

Brand			
Primary			
Supporting			
Accents			

Photography

Secondary elements

Illustrations
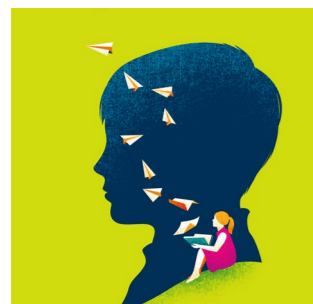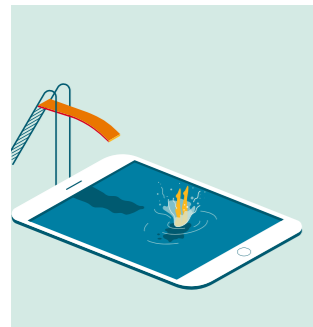
Pictograms

Infographics

28 million children living in conflict-affected areas are out of school
Source: UNESCO Institute for Statistics Report 2015

More than 24,000 people work for Pearson
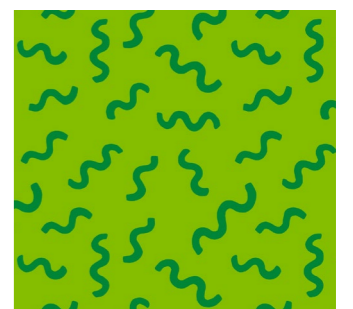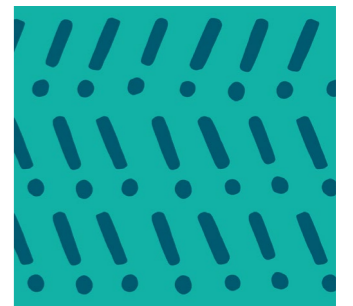Source: Pearson 2018 Annual Report

Iconography

Contact Us

Photo

Events

Patterns

† The current illustrations cannot be amended in terms of color treatment.

Logo

Logo
Pearson BTEC primary logo

Our Pearson BTEC primary logo consists of four elements: the interrobang, thumbprint, Pearson logotype, and brand name.

The interrobang and thumbprint represent the fun and discovery of learning. These are balanced by a serif logotype reflecting Pearson's heritage and expertise.

1. Logo clearspace
When you place our logo in a design, make sure you give it room to breathe; we call this "clearspace."

Always leave a clearspace area equal to the cap height of the Pearson logotype "P."

2. Minimum size
We want people to see our logo clearly across all our communications. To make sure it's visible to everyone, we have a minimum size for print and digital formats.

There will be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes wherever possible.
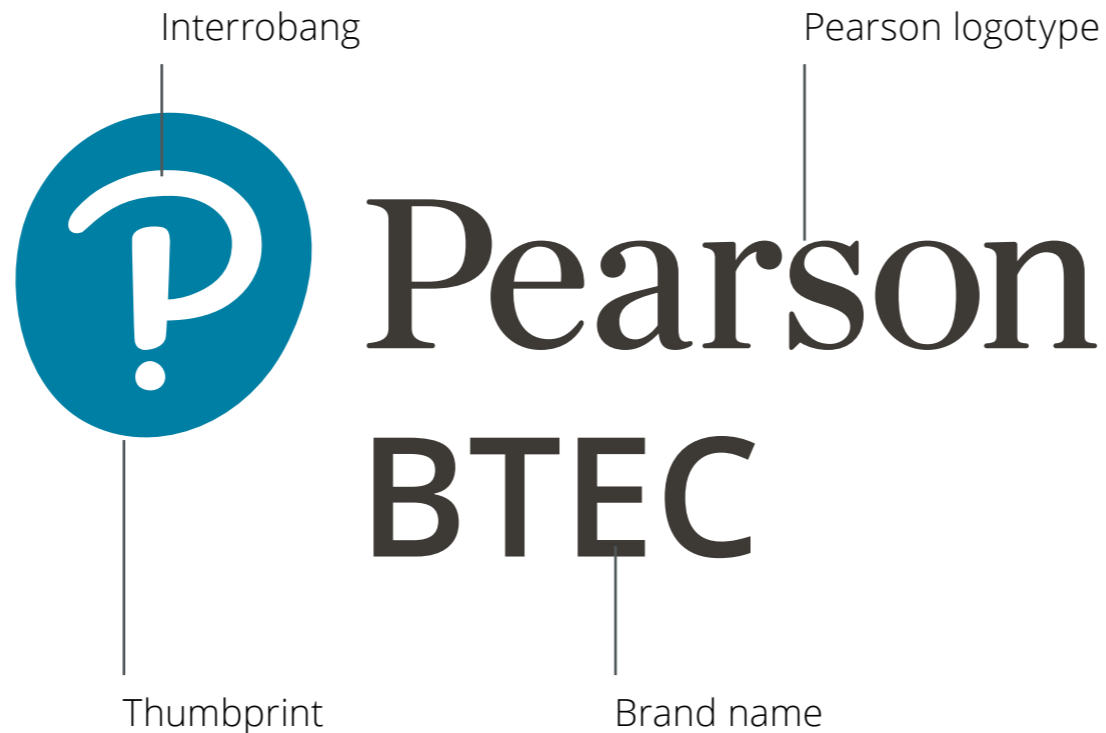
Digital:
Minimum width of Pearson logotype 49 px.

Print:
Minimum width of Pearson logotype 15 mm.

Pearson BTEC primary logo

Interrobang

Pearson logotype

Thumbprint

Brand name

Logo lock up:
Spacing between the Pearson logotype and brand name has been carefully considered and follows strict spacing adherence in order to protect trademarks. Always use the artwork files and do not re-create this logo lock up.

1 Logo clearspace

2

Logo clearspace = to the cap height of the Pearson logotype "P"

49 px/15 mm
Minimum size

Logo
Logo files

There are four color options
of the primary Pearson BTEC logo.

1-2. Color BTEC logos
The color versions are the
preferred choice.

For light image/illustration/color
backgrounds use the logo with the
black Pearson BTEC logotype.

For dark image/illustration/color
backgrounds use the logo with the
white Pearson BTEC logotype.

3-4. Mono BTEC logos
Use when a color production
isn't an option.

5. Approved color backgrounds
Examples of which color Pearson BTEC
logo (black or white logotype) to use
on each of our primary backgrounds.

* Illustrations shown here are for demonstration
purposes only and are not licensed to be used
beyond this guidance document. The current
illustrations cannot be amended in terms
of color treatment so new illustrations should
be commissioned for BTEC using the
relevant colors.

To download the logo files, please
click on the folder above.

1 Pearson BTEC primary black logo

2 Pearson BTEC primary white logo

3 Pearson BTEC primary
mono logo

4 Pearson BTEC primary
mono logo reversed

5 Approved color
backgrounds

Chalk White


Ice Blue

Midnight Blue

Graphite Gray

Logo
Horizontal logo

Usage of the primary logo is preferred and helps to create consistency across touch points, but it may not always be practical. The horizontal version of the logo provides flexibility to meet the creative needs of our communications in constrained environments (e.g. digital or mobile applications, signage, etc.) Use your best judgment when choosing the most appropriate version.

Pearson BTEC horizontal logo

Clearspace and minimum size

49 px/15 mm
Minimum size
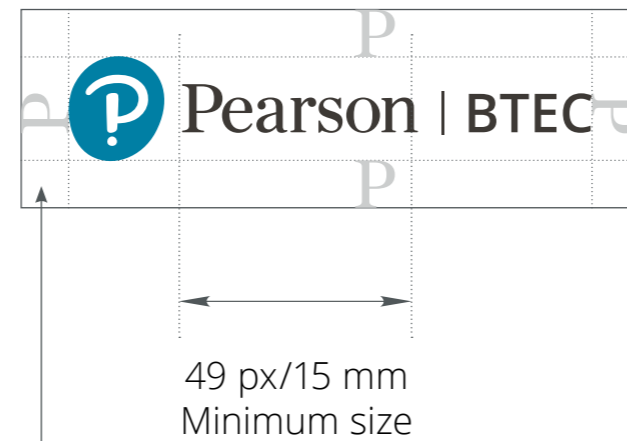
Logo clearspace = the cap height
of the Pearson logotype "P"

Example applications

Logo
Don'ts

Our logo is central to our brand, so please take care when using it. Here you'll find some things to avoid.

Don't break up the thumbprint and interrobang.

Don't recreate the thumbprint icon.
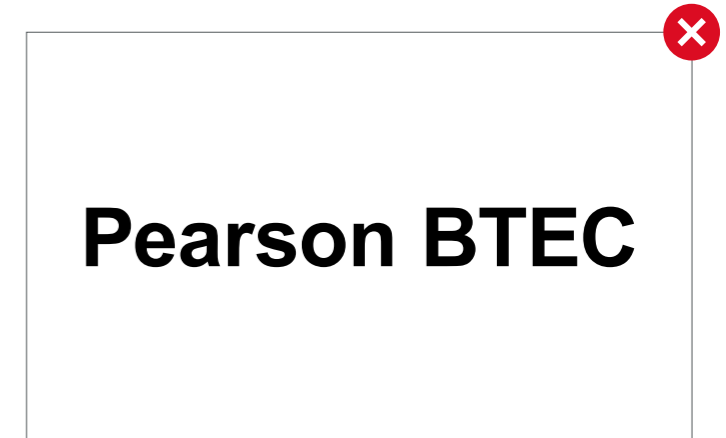
Don't recreate the wordmark.

Don't use any other colors for the logo.

Don't rearrange the icon and/or wordmark.

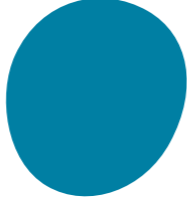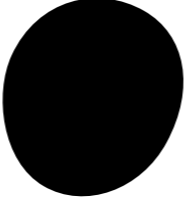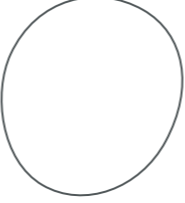**Don't** use any secondary colors as a background for the logo.

the other
brand mark

Don't lock in a company unit name.

Color

Color
Overview

Our brand color palettes are vibrant and diverse, and they have been carefully chosen to provide flexibility and variety when creating communications.
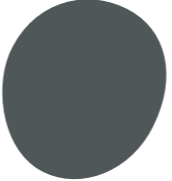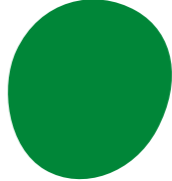
1. Brand colors
These form our brand logo and play key roles in our communications.

2. Primary colors
Most commonly used throughout our communications. Note the brand color Chalk White may be used as a primary color in the BTEC system.

3. Supporting colors
These offer greater choice where extra variety is required.

4. Accent colors
These bright colors allow us to draw attention to specific pieces of information, e.g., digital navigation buttons and calls to action. They should <u>not</u> be used as background colors, or across larger areas.

1

Pearson Blue
PMS 314 C
C100 M05 Y14 K17
R00 G127 B163
#007FA3

Ink Black
PMS Black C
C0 M0 Y0 K100
R0 G0 B0
#000000

Chalk White
C00 M00 Y00 K00
R255 G255 B255
#FFFFFF

2

Midnight Blue
PMS 540 C
C100 M57 Y12 K66
R00 G48 B87
#003057

Lime Green
PMS 382 C
C28 M00 Y100 K00
R210 G219 B14
#D2DB0E

Ice Blue
PMS 5523 C
C30 M00 Y18 K00
R212 G234 B228
#D4EAE4

Graphite Grey
PMS 445 C
C52 M23 Y30 K74
R80 G87 B89
#505759

3

Ink Blue
PMS 7470 C
C96 M20 Y25 K53
R00 G90 B112
#005A70

Grass Green
PMS 340 C
C99 M00 Y84 K00
R00 G134 B56
#008638

4

Sunshine Yellow
PMS 1235 C
C00 M31 Y98 K00
R255 G184 B28
#FFB81C

Juicy Orange
PMS 716 C
C00 M61 Y99 K00
R234 G118 B00
#EA7600

Strawberry Red
PMS 186 C
C02 M100 Y85 K06
R219 G00 B32
#DB0020

Marine Turquoise
PMS 7716 C
C83 M00 Y40 K11
R18 G178 B166
 #12B2A6

Royal Purple
PMS 2415 C
C38 M100 Y00 K06
R158 G00 B126
#9E007E

Hot Pink
PMS Rubine Red C
C00 M100 Y22 K03
R234 G06 B126
#EA067E

Fresh Green
PMS 376 C
C54 M00 Y100 K00
R132 G189 B00
#84BD00

Color
Color usage

All of our colors are important, but some have specific roles within our brand.

Brand colors
Pearson Blue is an important color for BTEC, as it appears on the thumbprint of our logo. To help our logo stand out, we avoid using large areas of Pearson Blue as a background near our logo. It can be used for text and backgrounds when not appearing near our logo. Use Chalk White as a background for digital and print communications to provide freshness and standout. For legibility, Ink Black is the preferred color for type.

Primary colors
These are the most dominant colors across our brand. Use these primary colors in illustrations, print, digital and merchandise.
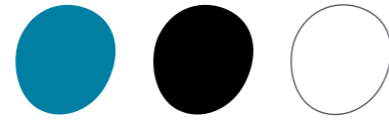
Supporting colors
Use the supporting colors in conjunction with the primary colors when an extended color selection is required for variety, e.g., in a scrolling website, digital presentation with multiple pages, or a printed brochure.

Accent colors
Use accent colors to draw attention to specific pieces of information, e.g., digital navigation buttons and calls to action. Accent colors should not be used in large quantities. i.e., no more than 20% of your format.

Brand colors

Primary colors

Supporting colors
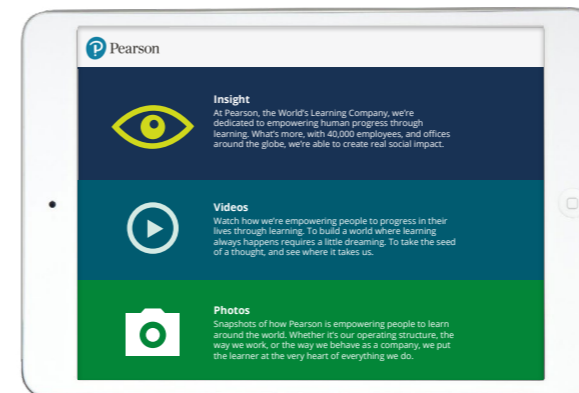
Accent colors
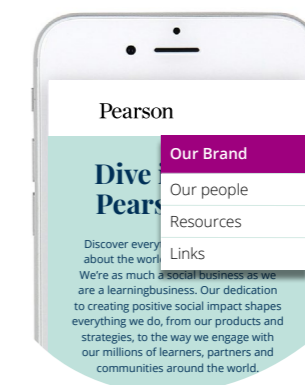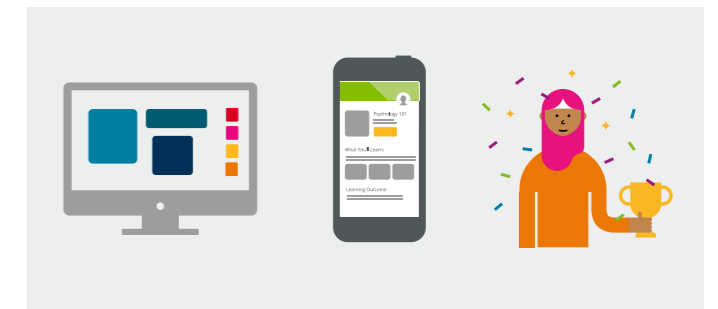
Colors
Don'ts

Here are some of the things to avoid when applying our colors to communications.

Don't use accent colors as backgrounds in large quantities.

Don't use Pearson Blue as a full block of color.
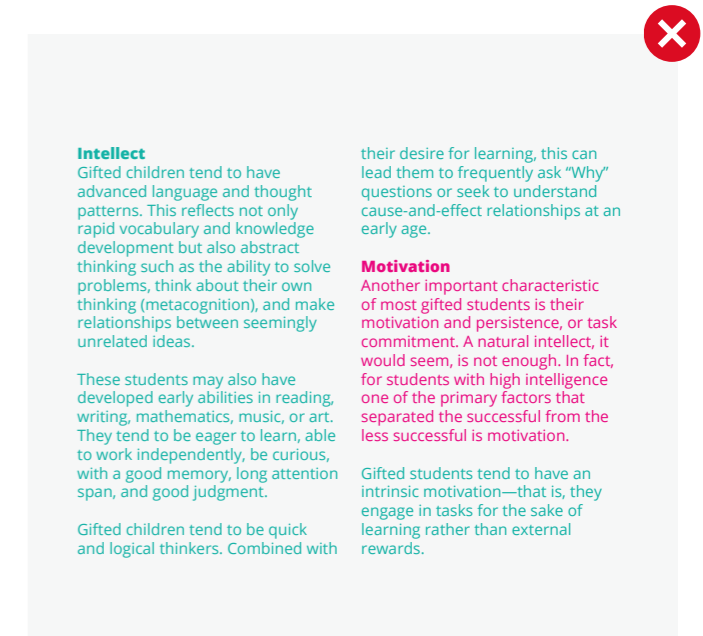
Don't use color combinations in text that don't pass accessibility standards.

Don't create tints from any of the colors.

Typography

Typography
Our brand typefaces

Fonts—and how we use them—make a visual impact just like our logo and color palette. Always use these fonts when creating BTEC communications to maintain visual brand consistency. For more detailed information, see the *Pearson Brand Guidelines*.

Our brand typefaces

Playfair Display

A time-honored hybrid of modern design, a headline typeface that brings strength and utility to the classic serif.

Open & Sans

An optimized font legible across print and Web and one that is perfect for mobile interfaces and copy.

What they are
Our brand typefaces; Playfair Display and Open Sans.

Use for
All internally produced documentation (e.g., websites, uneditable digital documents, professionally printed material, trade shows, and environments).

Using system fonts

Times New Roman & Arial

What they are
Typefaces for use when the Pearson typefaces are not suitable or not available.

Use for
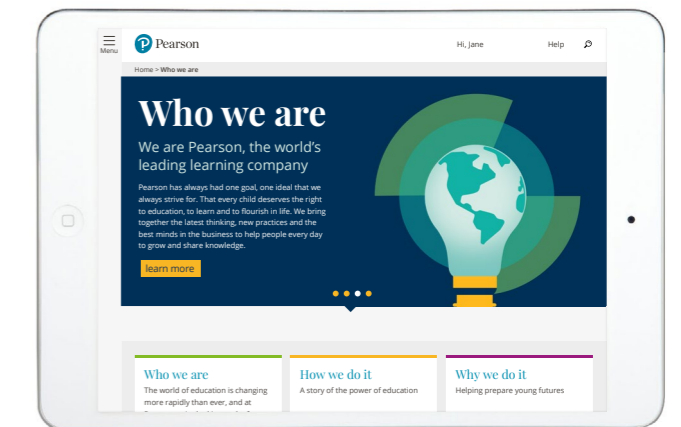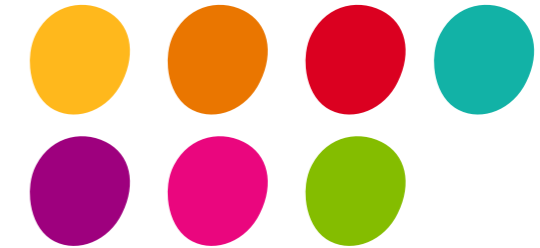Documents that incorporate editable "live type" content (e.g., agendas, invoices, PowerPoint presentations, Word documents, and press releases) to ensure the document can be viewed properly.

Typefaces in use in BTEC material
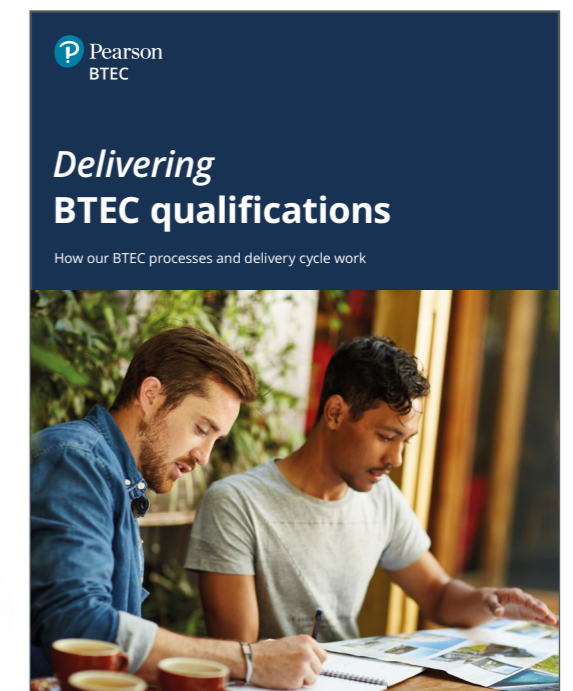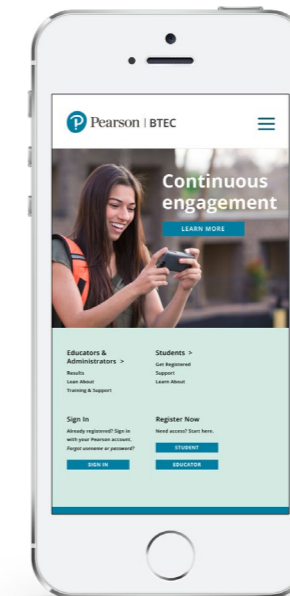
How they are used
Both Open Sans and Playfair Display can be used in a variety of ways, however BTEC uses Open Sans more dominantly.

Typography
Colorways and accessibility

All the messaging you create must be clear, legible, and accessible to everyone.

All of the color combinations shown here have achieved the required AA accessibility rating. You should only use these color combinations when applying type.

Light type on dark backgrounds

Aa
Type Color
Chalk White | #FFFFFF
Background Color
Pearson Blue | #007FA3

Aa
Type Color
Chalk White | #FFFFFF
Background Color
Midnight Blue | #003057

Aa
Type Color
Lime Green | #D2DB0E
Background Color
Midnight Blue | #003057

Aa
Type Color
Ice Blue | #D4EAE4
Background Color
Midnight Blue | #003057

Aa
Type Color
Chalk White | #FFFFFF
Background Color
Ink Black | #000000

Aa
Type Color
Lime Green | #D2DB0E
Background Color
Ink Black | #000000

Aa
Type Color
Ice Blue | #D4EAE4
Background Color
Ink Black | #000000

Aa
Type Color
Chalk White | #FFFFFF
Background Color
Graphite Grey | #505759

Aa
Type Color
Ice Blue | #D4EAE4
Background Color
Graphite Grey | #505759

Aa
Type Color
Chalk White | #FFFFFF
Background Color
Ink Blue | #005A70

Aa
Type Color
Chalk White | #FFFFFF
Background Color
Grass Green | #008638

Dark type on light backgrounds

Aa
Type Color
Midnight Blue | #003057
Background Color
Ice Blue | #D4EAE4

Aa
Type Color
Ink black | #000000
Background Color
Ice Blue | #D4EAE4

Aa
Type Color
Graphite Grey | #505759
Background Color
Ice Blue| #D4EAE4

Aa
Type Color
Ink Blue | #005A70
Background Color
Ice Blue | #D4EAE4

Aa
Type Color
Midnight Blue | #003057
Background Color
Lime Green | #D2DB0E

Aa
Type Color
Ink Black | #000000
Background Color
Lime Green | #D2DB0E

Aa
Type Color
Graphite Grey| #505759
Background Color
Lime Green | #D2DB0E

Dark type on white backgrounds

Aa
Type Color
Pearson Blue | #007FA3
Background Color
Chalk White | #FFFFFF

Aa
Type Color
Midnight Blue | #003057
Background Color
Chalk White | #FFFFFF

Aa
Type Color
Ink Black | #000000
Background Color
Chalk White | #FFFFFF

Aa
Type Color
Graphite Grey | #505759
Background Color
Chalk White | #FFFFFF

Aa
Type Color
Ink Blue | #005A70
Background Color
Chalk White | #FFFFFF

Aa
Type Color
Grass Green | #008638
Background Color
Chalk White | #FFFFFF

Typography
Colorways and accessibility

You may occasionally need to use additional colorways to draw close attention to important smaller elements, e.g., buttons on websites or small subheadings in print documents. In these instances, use colors from our accent palette using only the combinations listed on this page if those items include type.

Accent colors in use
Use accents sparingly on large areas of background and big blocks of copy and at a small scale to provide a standout pop of color.

*Please note that the Hot Pink accent color can be used only in large text executions.

Accent colors

Aa
Type Color
Ink Black | #000000
Background Color
Sunshine Yellow | #FFB81C

Aa
Type Color
Midnight Blue | #003057
Background Color
Sunshine Yellow | #FFB81C

Aa
Type Color
Midnight Blue | #003057
Background Color
Juicy Orange | #EA7600

Aa
Type Color
Chalk White | #FFFFFF
Background Color
Royal Purple | #9E007E

Aa
Type Color
Sunshine Yellow | #FFB81C
Background Color
Ink Black | #000000

Aa
Type Color
Sunshine Yellow | #FFB81C
Background Color
Midnight Blue | #003057

Aa
Type Color
Juicy Orange | #EA7600
Background Color
Midnight Blue | #003057

*
Aa
Type Color
Hot Pink | #EA067E
Background Color
Chalk White | #FFFFFF

Aa
Type Color
Strawberry Red | #DB0020
Background Color
Chalk White | #FFFFFF

Aa
Type Color
Royal Purple | #9E007E
Background Color
Chalk White | #FFFFFF

Aa
Type Color
Midnight Blue | #003057
Background Color
Lime Green | #D2DB0E

Aa
Type Color
Ink Black | #000000
Background Color
Lime Green | #D2DB0E

Aa
Type Color
Graphite Grey | #505759
Background Color
Lime Green | #D2DB0E

Aa
Type Color
Graphite Grey | #505759
Background Color
Chalk White | #FFFFFF

Aa
Type Color
Ink Blue | #005A70
Background Color
Chalk White | #FFFFFF

Aa
Type Color
Grass Green | #008638
Background Color
Chalk White | #FFFFFF

Aa
Type Color
Chalk White | #FFFFFF
Background Color
Graphite Grey | #505759

Aa
Type Color
Chalk White | #FFFFFF
Background Color
Ink Blue | #005A70

Aa
Type Color
Ice Blue | #D4EAE4
Background Color
Ink Blue | #005A70

Aa
Type Color
Chalk White | #FFFFFF
Background Color
Grass Green | #008638

*
Aa
Type Color
Chalk White | #FFFFFF
Background Color
Hot Pink | #EA067E

Aa
Type Color
Chalk White | #FFFFFF
Background Color
Strawberry Red | #DB0020

Typography
Don'ts

Here are some of the things to avoid when using type in our communications.

EDUCATION IS A JOURNEY OF DISCOVERY THAT SHOULD NEVER END

Don't use all uppercase text in large areas of copy, as it will be hard to read and can come across as aggressive.

New scientists have been looking into the way the brain retains information. How we gather and store our thoughts and process information throughout our everyday lives.

Don't use color combinations that do not pass accessibility standards.

We're Aiming Higher Every day

Don't use so many colors within headlines that it makes it distracting to read the message.

Aiming *Higher*

Looking into the human brain
New scientists have been looking into the way the brain retains information. How we gather and store our thoughts and process information throughout

Don't use more than a couple of colors, weights and styles together. It will distract from the message and appear messy.

Aiming Higher

Don't expand or stretch type.

Aiming Higher
Looking into the human brain
New scientists have been looking into the way the brain retains information. How we gather and store our thoughts and process information throughout our everyday lives.

Don't put text items too close together or too far apart from each other.

Photography

Photography
Lifestyle imagery

Lifestyle imagery is an important part of our brand and is a powerful tool to help us engage with different audiences around the world.

The moodboard on the right has been carefully selected to ensure imagery is on brand and emotionally engaging, and that it creates a lasting impression. Imagery from current BTEC libraries can be used as well as relevant imagery downloaded from the Pearson brand hub.

Crediting
All imagery downloaded from the brand hub must be credited.

Brand imagery rights
All internal and external deliverables which use these brand assets must align with Pearson's global rights strategy. Please contact your local R&P team to review rights needed for your end product.

For more information on Pearson's photography style and how to credit photography please refer to the *Pearson Brand Guidelines*.
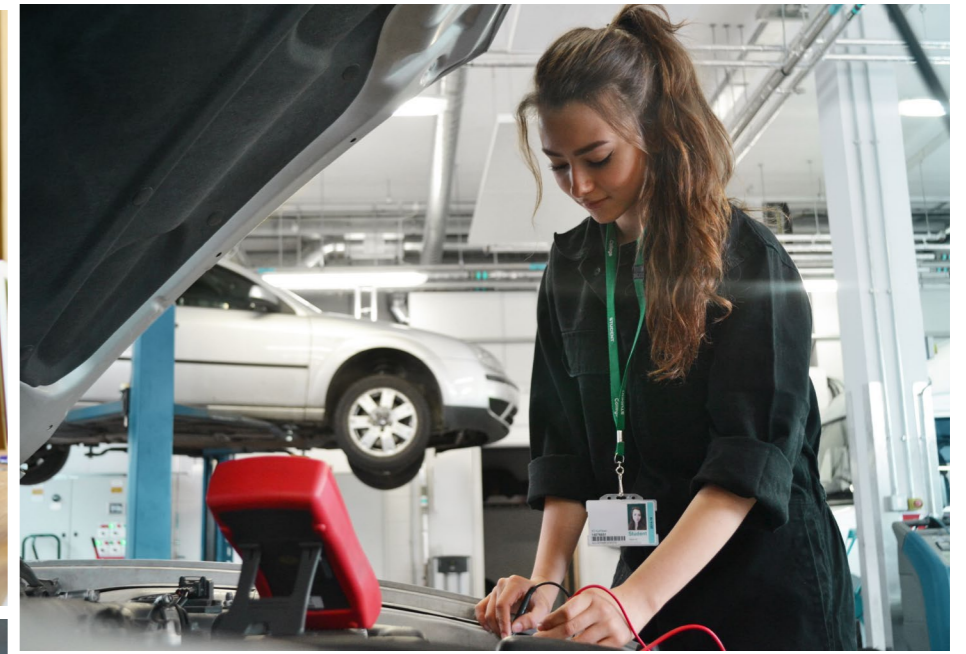
Illustrations

Illustrations
Commissioning

Illustration is an important part of our brand, and it's an effective tool for interpreting complex themes. We have created a library of brand illustrations from our approved roster of illustrators which you can download from the hub.

Commissioning brand illustrators
As well as using illustrations from our library, you can commission new work from our approved brand illustrators. A brief template has been created and should be used for any new requests.

Commissioning alternative illustrators
Please, for any commissions, consider our roster illustrators first. They have been carefully selected to complement our visual identity. However you may also commission independent illustrators. Any illustrations created this way must be approved by the central brand team, please email brandhelp@pearson.com. These illustrations must also follow the guidance outlined in our brief template.

Crediting
Remember to always credit illustrators for the use of their images, to find out more, see the *Pearson Brand Guidelines*.

[+]

To download illustrations, please click the folder above.

[+]

To download the Pearson illustration commissions brief template, please click the folder above.

Lauren Rolwing
Nashville, Tennessee

Represented by YCN Talent

Contact: studio@ycn.org

laurenrolwing.com

Tang Yau Hoong
Kuala Lumpur, Malaysia

Represented by himself

Contact: Tang Yau Hoong
tangyauhoong84@gmail.com

tangyauhoong.com

Ben Wiseman
Brooklyn, New York

Represented by himself

Contact: Ben Wiseman
bmwiseman@gmail.com

benwiseman.com

Kanae Sato
Tokyo, Japan

Represented by ARTas1®
ARTas1.com/kanae_sato

Contact: Paul Whitney
paulw@ARTas1.com
+ 1 (310) 961-1695

kanaes.com/gallery

Lucy Vigrass
London, England

Represented by Outline Artists
outlineartists.com/lucy-vigrass

Contact: Camilla Parsons
camilla@outlineartists.com
+ 44 (0) 208 451 3400

lucyvigrass.co.uk

Patterns

Patterns
Themes

These are Pearson's bespoke patterns. Created by hand, they are inspired by topics from the world of learning and come in a range of colorways to suit different types and tones of communications.

They are approved elements, and artwork should not be altered nor should new patterns be created.

To download the pattern artwork files, please click on the folder above.

Multicolored
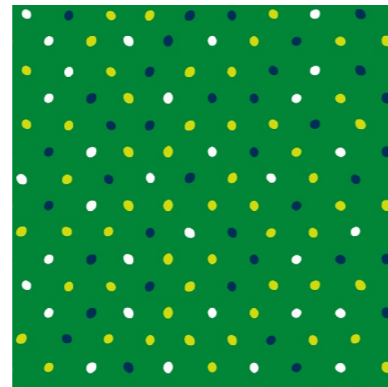
Dots

Math
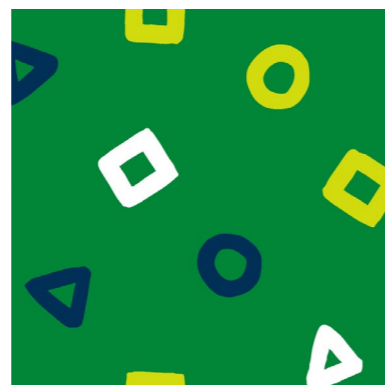
Shapes

Thumbprints

Connections

Tone-on-tone color

Waves
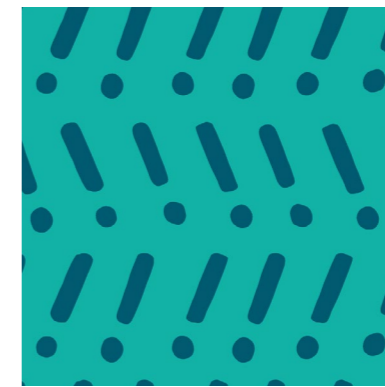
Exclamations

Topography

Cells

Atoms
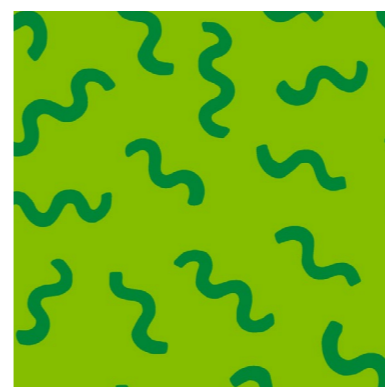
Squiggles

Radials

Pictograms

Pictograms
Creating pictograms

Pictograms are simplified illustrations representing real-life elements, but which provide freedom from showing specific products, places, and people.

They have an inclusive, global reach, but unlike illustrations, do not need to express a complex theme or idea.

Here is some guidance on creating pictograms.

1. Recognition
Your pictogram should be a simplified true representation of your subject. Note: if you are illustrating a product (e.g., iPhone), do not include the branding or logo.

2. Graphic style
Keep to a flat, simple graphic style. Do not add textures, gradients or too much detail that will distract from simple communication.

3. Colorways
All BTEC pictograms should predominantly use colors from the primary and secondary BTEC palettes. You can add accent colors, but use them sparingly.
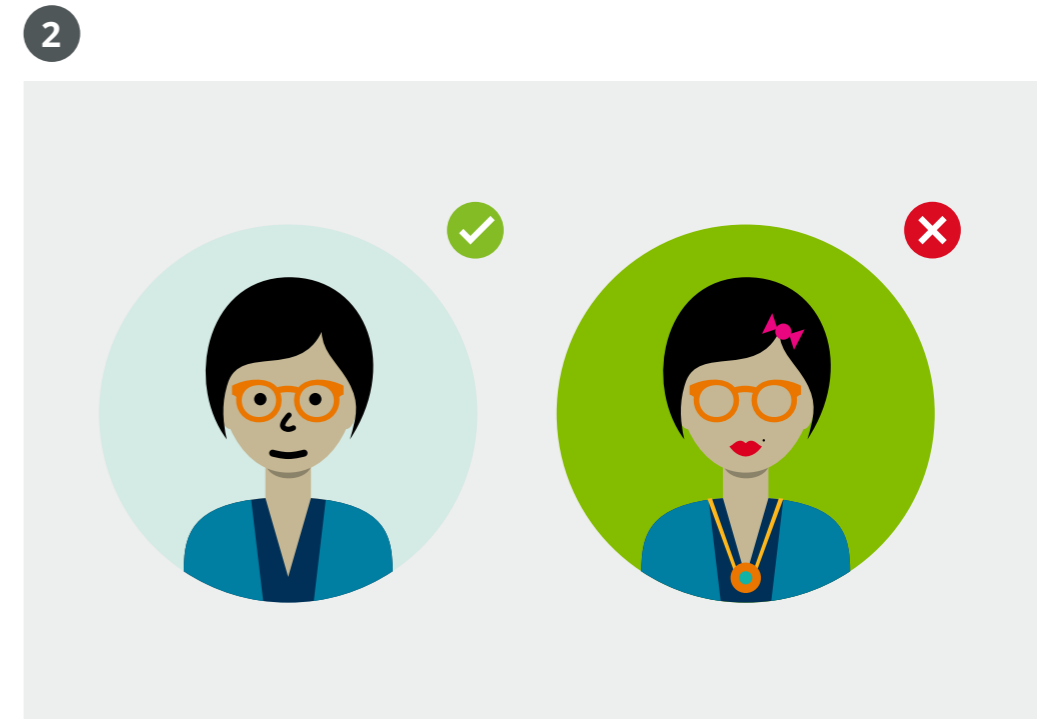
Key visual elements toolkit

Key visual elements toolkit
Overview

Our visual elements bring our content to life and help to create a lasting impression of our brand. Here is some guidance on how and when it's appropriate to use each visual element.

Illustrations
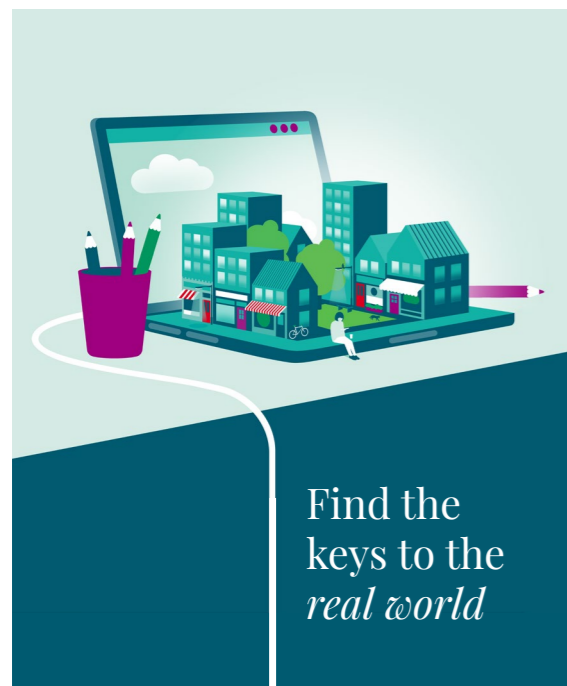
What they are
Illustrated interpretations of complex themes.

Use for
Interpreting complex themes e.g., "Find the keys to the real world." See the Illustrations section.

Note: The current illustrations cannot be amended in terms of color treatment.

Pictograms

What they are
Simplified visual illustrations representing real-life elements.

Use for
People, places, and objects where literal representation is necessary. They should not be used for complex themes and ideas. See the Pictograms section.

Infographics
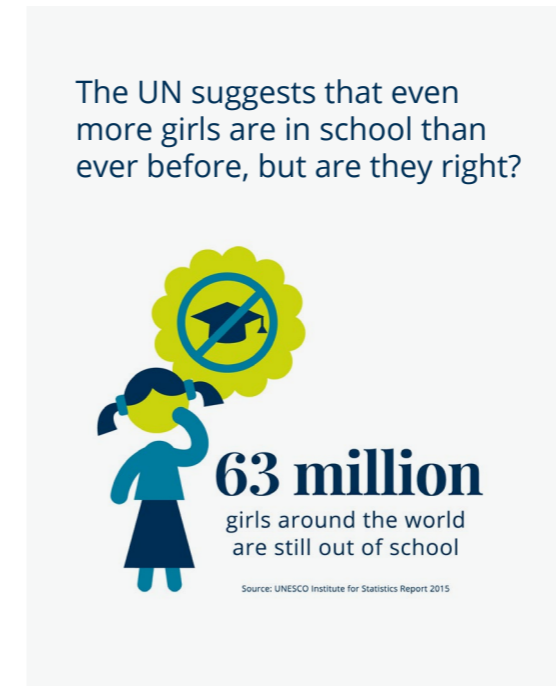
What they are
Visual interpretations of facts and data.

Use for
Interpreting complex facts in an engaging easy to understand way. See the *Pearson Brand Guidelines*.

Iconography
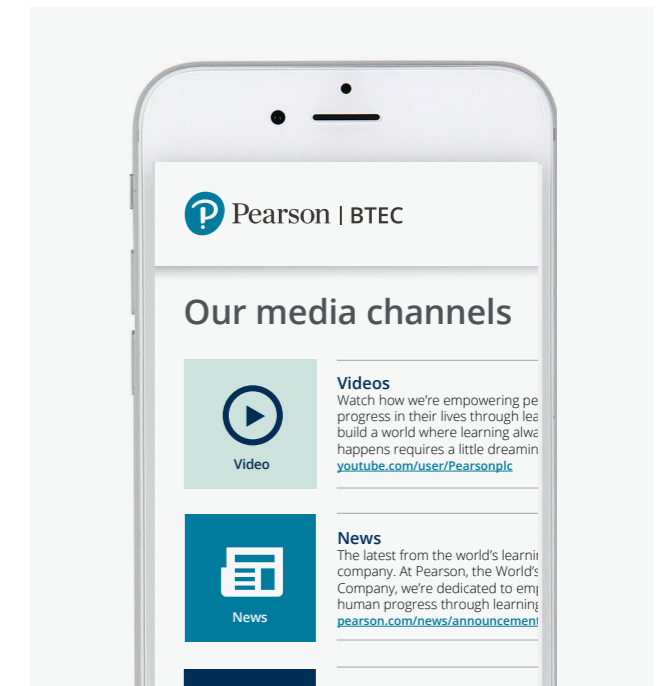
What they are
Simplified visual representations of objects for use at small size.

Use for
Simplifying and aiding navigation and quickly identifying the BTEC brand. See the *Pearson Brand Guidelines*.

Key visual elements toolkit
Overview

Photography
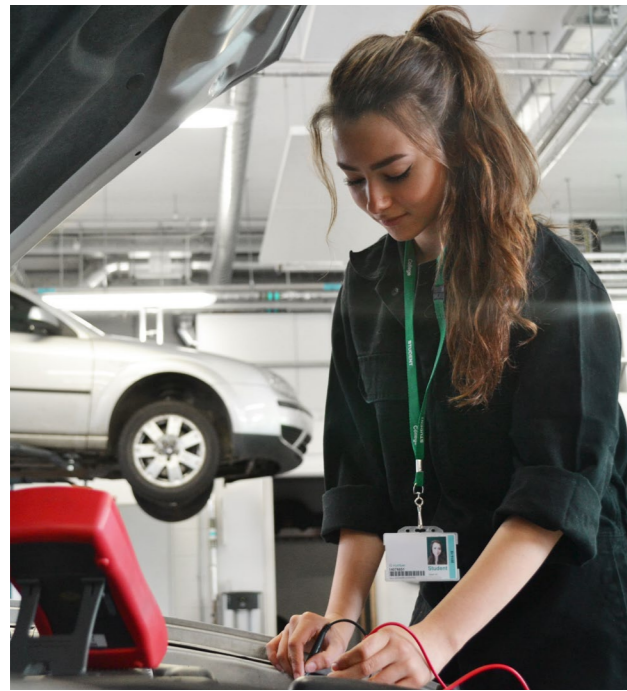
What they are
Photographic imagery.

Use for
Creating immediate emotional engagement with your audience. See the Photography section.

Patterns
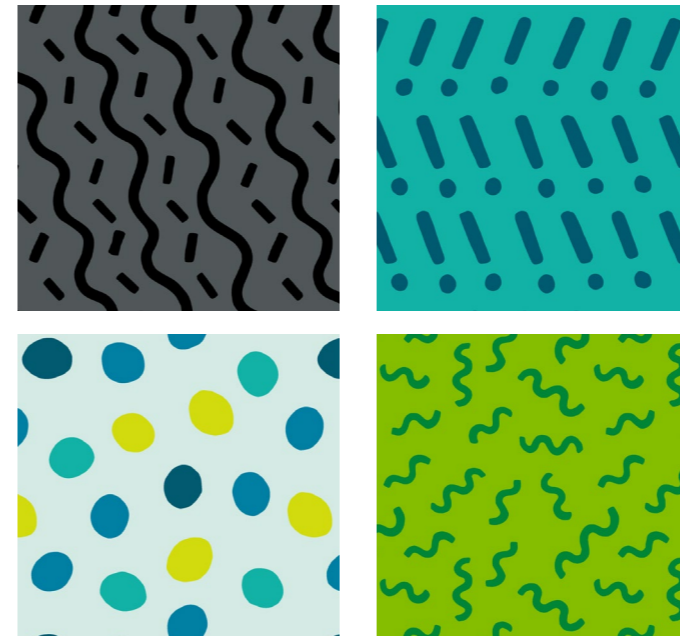
What they are
Hand drawn patterns.

Use for
Decorative elements to help enliven plain space and retain a link to the brand. See the Patterns section.

Appendix

Accessibility
Accessibility for all

When we create digital communications or learning products, we want to make sure these are accessible and usable for people of all abilities.

Pearson has made a public commitment to meet global accessibility standards. This is why every element of our brand's visual identity has been tested to ensure we meet a minimum AA accessibility rating.

We are all individually responsible for making sure everything we produce meets accessibility standards. Shown here are the ways you can get help and advice on accessibility.

For more advice and information, please email brandhelp@pearson.com.

Information and toolkits
You can find more information about accessibility on the following websites with straightforward guidance, help, and handy tools to get you started.

Explore Pearson's accessibility guidelines for eLearning
These guidelines were created to guide Pearson's development teams and are updated regularly with new techniques. They are public so that customers and others can see what we're working toward and will, we hope, find them useful for their own elearning projects.
http://accessibility.pearson.com/guidelines

Getting started: Introduction to accessibility concepts & tools
Get help setting up your computer for accessible design, development, and software quality engineering by installing simple tools, such as:

Contrast analyzer
https://www.paciellogroup.com/resources/contrastanalyser/

Color oracle
http://colororacle.org

http://accessibility.pearson.com/gettingstarted

Specialized advice for Pearson employees
Pearson has trained accessibility specialists who will be happy to help if you have questions.

Global Product Accessibility Information Hub
Find more information on Neo.
https://neo.pearson.com/groups/accessibility-info

Accessibility Courses on Pearson U
There are a number of accessibility courses available on Pearson U including Accessibility for HTML, App and JavaScript developers, etc.
https://neo.pearson.com/docs/DOC-688618

Contact a specialist directly
There are many Accessibility Specialists across Pearson. You may have a specialist right in your department
https://neo.pearson.com/docs/DOC-387029

Appendix
Credits

Photography credits

p. 9 In "Photography" and "Holding devices" visuals: Christof van der Walt (T), Daryn Castle (B)

p. 10 In "Overview" visuals: Holly Powers (T), Amitava Chandra (TC), Christof van der Walt and Sudipto Das (TR booklet), Juan Jose Pantino Vallejo (C banner), Puranjit Gangopadhyay and Amitava Chandra (RC web), Sharon Bathily and Ashutosh Sharma (BL), Sudipto Das and Micaela Plachetko (BC)

p. 13 In "Pearson BTEC primary black logo" visual: Christof Van Der Walt, in "Pearson BTEC primary white logo" visual: Daryn Castle

p. 14 In "Example applications" visual: Christof van der Walt

p. 8   In "Primary colors" visuals: Amitava Chandra (TC)

p. 21 In "Using system fonts" visual: Daryn Castle (C), in "Typefaces in use in BTEC material" visuals: Mansour Bethoney and Christof van der Walt (L)

p. 26 Christof Van Der Walt (TL), Daryn Castle (TR), Stanislav Juga (LC), Christof van der Walt (RC), Mansour Bethoney (BL), Christof Van Der Walt (BR)

p. 34 In "Dot holding devices in use" visuals: Amitava Chandra (BL), in "Bar holding devices in use" visual: Amitava Chandra and Mansour Bethoney (BR)

p. 37 In "Photography" visual: Daryn Castle, in "Holding devices" visuals: Christof van der Walt (L, R)

Illustration credits

p. 9   In "Illustrations" visuals: Ben Wiseman (TL), Ben Wiseman (TR), Lauren Rolwing (BL), Ben Wiseman (BR)

p. 10 In "Overview" visuals: Ben Wiseman (TR, LC, CL web & iphone), Lauren Rolwing (TL) Kanae Sato (TR), Tang Yau (BL), Lucy Vigrass (BL, BC), Tang Yau Hoong and Ben Wiseman (BR)

p. 13 In "Pearson BTEC primary mono logo" visual: Lauren Rolwing, in "Pearson BTEC primary mono logo reversed" visual: Lauren Rolwing

p. 18 In "Accent colors" visual: Ben Wiseman (L)

p. 24 Ben Wiseman (BL), Lauren Rolwing (BC)

p. 28 Lauren Rolwing (TL), Tang Yau Hoong (TR), Kanae Sato (LC), Ben Wiseman (C), Lucy Vigrass (B)

p. 36 In "Illustrations" visual: Lucy Vigrass

Credits key:
(T) Top
(B) Bottom
(L) Left
(R) Right
(C) Center
(TL) Top Left
(TR) Top Right
(TC) Top Center
(BL) Bottom Left
(BR) Bottom Right
(BC) Bottom Center
(LC) Left Center
(RC) Right Center

For additional information giving credit to illustrators and photographers, see the *Pearson Brand Guidelines*.

Contact us

If you have any questions about this document or how to implement the BTEC brand identities, please get in touch with the Pearson brand team by email at the address below:

brandhelp@pearson.com