

Guidance for approved centres:

Use this document only as guidance.

Please review Section 4 of the Pearson BTEC key visual principles document for more information on Third parties and approved centres



Pearson BTEC key visual principles



Section 4 Third parties and approved centres
(Pages 21-23)

Pearson BTEC

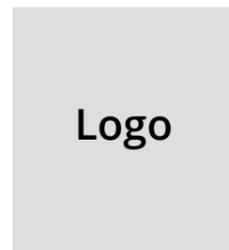
Lock-up Guidance for approved centres:

1A. Horizontal - lock-up

1B. Vertical - lock-up

2. Approved Centre + Logo

**Endorsed
by**



Endorsed by



Approved Centre

1A. Use this option for logos that tend to be more round/square/vertical.

1B. Use this option for logos that tend to be more landscape/long and narrow.

2. Guidance for Approved Centre title for use on asset Version 2

Pearson BTEC

Asset Version 1 - Signed off by Pearson and LFC

Social Media Pearson BTEC | LFC - Endorsed by AIFF



Version 1- Endorsed by AIFF final layout

Pearson BTEC

Asset Version 2 - pending approval

Social Media: Pearson BTEC | LFC + Endorsed by AIFF + Approved Centre logo



Version 2:

- 'Endorsed by' logo bottom right.
- Approved Centre logo bottom left
- Space available for centre to insert their logo.

Pearson BTEC

Asset Version 3 - pending approval

Social Media: Pearson BTEC | LFC | Approved Centre logo



Version 3:

- Pearson BTEC | LFC top right
- Approved centre bottom left (alone with 'Approved centre' title)

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Asset Version 4 - pending approval

Social Media: Pearson BTEC Approved Centre + Centre



Version 3:

- Pearson BTEC - Approved Centre top right
- Centre bottom left (alone without 'Approved Centre' title)

Pearson BTEC

Asset Version 5 - pending approval

Social Media: Pearson BTEC Approved Centre | Centre logo



Version 5:

- Centres can use their own image in this instance only if they are illustrating other sporting activities that is not football. Any football related assets must include LFC approved images.
- Centre logo top right, Pearson BTEC Approved Centre logo bottom left inside white panel.