

# A guide to promoting Pearson's BTEC qualifications

Helping you to explain, market and promote Pearson's BTEC qualifications

 BTEC





## **Introduction**

BTEC is the world's most successful and best-loved learning suite for applied qualifications. Our teaching has been helping learners develop their practical, interpersonal and thinking skills for over 30 years now. This guide provides all the information you need to make the most out of promoting our BTEC qualifications to learners and parents in your own marketing materials.

**All examples used in this booklet  
are available to download from  
[qualifications.pearson.com/marketingtoolkit](http://qualifications.pearson.com/marketingtoolkit)**

Note: All of the images shown in this document have been borrowed from [nicolawebb.com](http://nicolawebb.com) and [kerryharrisonphotography.com](http://kerryharrisonphotography.com) and [james-shilton.co.uk](http://james-shilton.co.uk) and are indicative only. They cannot be used for BTEC qualifications material without prior permission from the photographer.

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**Pearson is the world's leading learning company. Our 40,000 employees across over 70 countries work to help people of all ages make measurable progress in their lives through education.**

Pearson provides learning materials, technologies, world class qualifications, assessments, and services to teachers and students. We help people everywhere aim higher and fulfil their true potential. Pearson is the largest awarding organisation to offer globally recognised and benchmarked academic and vocational qualifications.

Our reputation for educational excellence is supported by our acclaimed qualifications including Edexcel, BTEC and LCCI. We also drive innovation through digital products such as ResultsPlus, and support skills and employability for progression in study, work and life.



## Creating your own materials

## Creating your own materials: Understanding the values behind BTEC

BTEC could not have become the widely recognised name it is today without our partners. We are proud of our qualifications and we are keen to promote BTEC in the best possible way.

When creating materials or communications for your centre, it's always helpful to be mindful of what the BTEC qualifications suite stands for.

BTEC qualifications are about developing '**Real skills, for the real world**' and have the following guiding principles:



# Using the Approved Centre from Pearson logo

It's important that everyone can trust the legitimacy of our partner institutions, and that they also meet the high standards required to offer our qualifications. This is why we have our BTEC Approved Centre from Pearson logo.

The directions for use, exclusion zone and size guide on logo size are detailed opposite.

The BTEC Approved Centre logo



Exclusion zone



Minimum size



Format

BTEC Approved Centre logo size

A3	67.5mm
A4	49mm
210mm square	49mm
A4 stationery	45mm
A5	37mm
DL	33mm
On screen/website	198x58 pixels

## Top tips: Examples of how to use the logo Prospectus cover

The Centre's logo should always occupy the lead position in any piece of communication, with the BTEC Approved Centre from Pearson logo supporting, as illustrated in the example shown opposite.



# Top tips: Examples of how to use the logo

## Prospectus section heading

The BTEC Approved Centre logo may sit alongside the title, at the start of the BTEC section of your Centre's prospectus.

Use the logo guidelines to select the correct size and to ensure you include a protective 'exclusion zone' around the logo.

<p><b>Section 4</b> BTEC NATIONAL - LEVEL 3</p> <p> Approved Centre from Pearson</p> <p><b>Section heading</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices enim eget vestibulum pulvinar. Aenean porttitor nisi sapien, vel consequat elit scelerisque ut. Aenean porttitor nisi sapien, vel consequat elit scelerisque ut.</p> <p><b>Section heading</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices enim eget vestibulum pulvinar. Aenean porttitor nisi sapien, vel consequat elit scelerisque ut. Quisque id elit nisl. Sed condimentum odio ac mattis viverra. Sed erat libero, eleifend quis ipsum sed, condimentum auctor sem. Praesent nec tincidunt nunc.</p> <p><b>Section heading</b> Etiam sagittis lorem eget feugiat facilisis. Aliquam rutrum tincidunt volutpat. Maecenas gravida egestas commodo. Proin ut mi vitae ante sollicitudin venenatis. Vestibulum euismod mattis nunc, in ullamcorper ex tristique eu.</p> <p><b>Section heading</b> Vivamus lacinia erat turpis, vel interdum enim vestibulum id. Vivamus ut arcu venenatis, ullamcorper massa non, varius lacus. Fusce vel arcu tincidunt, cursus mauris eget, aliquam lectus. Pellentesque elementum rutrum enim non ultrices.</p> <p><b>Section heading</b> Donec blandit sit amet augue a pellentesque. Vestibulum convallis luctus elit eget consequat. Maecenas metus ex, lacinia in tempor feugiat, euismod id tortor. Duis lorem odio, sodales volutpat elit nec, ullamcorper tincidunt sapien. Maecenas tincidunt nulla at neque consectetur fermentum</p> <p><b>Section heading</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices enim eget vestibulum pulvinar. Aenean porttitor nisi sapien, vel consequat elit scelerisque ut. Quisque id elit nisl. Sed condimentum odio ac mattis viverra. Sed erat libero, eleifend quis ipsum sed, condimentum auctor sem. Praesent nec tincidunt nunc.</p> <p><b>Section heading</b> Etiam sagittis lorem eget feugiat facilisis. Aliquam rutrum tincidunt volutpat. Maecenas gravida egestas commodo. Proin ut mi vitae ante sollicitudin venenatis. Vestibulum euismod mattis nunc, in ullamcorper ex tristique eu.</p> <p><b>Section heading</b> Vivamus lacinia erat turpis, vel interdum enim vestibulum id. Vivamus ut arcu venenatis, ullamcorper massa non, varius</p> <p><b>24</b>   MATTIS NUNC IN ULLAMCORPER</p> <p><b>25</b>   MATTIS NUNC IN ULLAMCORPER</p>	<p><b>BTEC NATIONAL - LEVEL 3</b></p> <p><b>Section heading</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices enim eget vestibulum pulvinar. Aenean porttitor nisi sapien, vel consequat elit scelerisque ut. Aenean porttitor nisi sapien, vel consequat elit scelerisque ut.</p> <p><b>Section heading</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices enim eget vestibulum pulvinar. Aenean porttitor nisi sapien, vel consequat elit scelerisque ut. Aenean porttitor nisi sapien, vel consequat elit scelerisque ut.</p> <p><b>Section heading</b> Etiam sagittis lorem eget feugiat facilisis. Aliquam rutrum tincidunt volutpat. Maecenas gravida egestas commodo. Proin ut mi vitae ante sollicitudin venenatis. Vestibulum euismod mattis nunc, in ullamcorper ex tristique eu.</p> <p><b>Section heading</b> Vivamus lacinia erat turpis, vel interdum enim vestibulum id. Vivamus ut arcu venenatis, ullamcorper massa non, varius</p>
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# Top tips: Examples of how to use the logo

## Facebook

In order to indicate status as an approved centre the BTEC Approved Centre from Pearson logo may be used in the homepage banner image.

The BTEC Approved Centre from Pearson logo should not be used as the main profile image as this is reserved for Pearson's BTEC social media profile.



The image shows a hand pointing at a smartphone screen. The screen displays a Facebook page for 'XYZ CENTRE'. The page header includes the Facebook logo, a search bar, and a 'Create Page' button. The main content area shows a banner image of a student in a library, a 'Timeline' tab, and a sidebar with the 'BTEC Approved Centre from Pearson' logo. The sidebar also features a vertical list of years from 1999 to 2015.

**XYZ CENTRE**

Timeline About Take a tour of XYZ Centre Newsletter sign-up More ▾

5,743 people like this

1,818 people have been here

Closed now · Opens Monday 09:00–17:00

Get additional info

Invite friends to like this Page

**ABOUT**

XYZ Centre at ExCeL London.

9 hrs ·

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla vel justo sit amet augue aliquet lobortis. Sed et metus diam. Maecenas consectetur turpis bibendum, vestibulum dui et, consequat turpis. Sed lectus nisi, ornare a luctus.



# Top tips: Examples of how to use the logo

## Linked In

In order to indicate status as an approved centre the BTEC Approved Centre from Pearson logo may be used in the homepage banner image.

The BTEC Approved Centre from Pearson logo should not be used as the main profile image as this is reserved for Pearson's BTEC social media profile.



XYZ Centre  
Higher Education  
201-500 employees

Home

762 followers

How You're Connected

291 Employees on LinkedIn

Ads You May Be Interested In

100% funded training  
Free training and a qual...  
admin staff under 25 ye...

Mediator Course Newcastle  
Positive behaviours, skills and conf...  
resolve disputes & conflict.

CAD Recruitment Exp...

XYZ Centre offers academic and vocational courses with a large choice of A Level, BTEC, TechBac, NVQ, Traineeship and Apprenticeship qualifications as well as the recently introduced Career Colleges from September 2015.

With a history of high success rates, XYZ Centre strives to provide a high level of education and progression for 16-18 year olds and is a leading provider of adult education in London.

The college has around 2,000 full time students and over 7,000 students on part time courses across four campuses and in 2013 was rated as Good by Ofsted.

# Top tips: Examples of how to use the logo

## Twitter

In order to indicate status as an approved centre the BTEC Approved Centre from Pearson logo may be used in the homepage banner image.

The BTEC Approved Centre from Pearson logo should not be used as the main profile image as this is reserved for Pearson's BTEC social media profile.

Home About

Search Twitter Have an account? Log in

XYZ CENTRE

XYZ Centre @XYZCentre

We provide A-levels, BTEC, apprenticeships, HND, GCSE, Foundation and ESOL courses. Adult Learner courses also available. Apply online today!

136 Photos and videos

TWEETS 4,056 FOLLOWING 392 FOLLOWERS 3,213 LIKES 27

Tweets Tweets & replies Photos & videos

XYZ Centre @XYZCentre 37 mins

#ICT students celebrate #XYZ Centre by presenting work to industry experts followed by brilliant awards show #Harrow ow.ly/UyEtV

XYZ Centre @XYZCentre 6 hrs

#ICT students celebrate #XYZ Centre by presenting work to industry experts followed by brilliant awards show #Harrow ow.ly/UyEtV

New to Twitter? Sign up

You may also like - Refresh

College of NW London @CNWL1

Barking&Dag. College @BDC50years

South Thames College @SouthThamesColl

When referring to one of our qualifications you should always use the full title of the qualification, such as **'Pearson BTEC Level 3 Applied Science'**.

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices enim eget vestibulum pulvinar. Aenean porttitor nisi sapien, vel consequat elit scelerisque ut. Quisque id elit nisl. Sed condimentum odio ac mattis viverra. Sed erat libero, eleifend quis ipsum sed, condimentum auctor sem. Praesent nec tincidunt nunc."

Name of student

**Pearson BTEC Level 3 Applied Science**  
**Subsidiary route**  
Course code: B53AS1WA  
Duration: 2 years  
FT/PT: Full-time  
Location: TBC

**Entry:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices enim eget vestibulum pulvinar. Aenean porttitor nisi sapien, vel consequat elit scelerisque ut. Quisque id elit nisl. Sed condimentum odio ac mattis viverra. Sed erat libero, eleifend.

**Pearson BTEC Level 3 Extended Diploma Applied Science**  
Course code: B53AS1WA  
Duration: 2 years  
FT/PT: Full-time  
Location: TBC

**Entry:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices enim eget vestibulum pulvinar. Aenean porttitor nisi sapien, vel consequat elit scelerisque.

**Pearson BTEC Level 3 Applied Science**  
**Laboratory Science Pathway 90 Credit route**

Course code: B53AS1WA  
Duration: 2 years  
FT/PT: Full-time  
Location: TBC

**Entry:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices enim eget vestibulum pulvinar. Aenean porttitor nisi sapien, vel.

**Pearson BTEC Level 3 Applied Science**  
**Medical Science Pathway 90 credit route**  
Course code: B53AS1WA  
Duration: 2 years  
FT/PT: Full-time  
Location: TBC

**Entry:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices enim eget vestibulum pulvinar. Aenean porttitor nisi sapien, vel consequat elit scelerisque ut. Quisque id elit nisl. Sed condimentum odio ac mattis viverra. Sed erat libero, eleifend.

**HNC/HND Applied Science**  
**Chemistry**  
Course code: B53AS1WA  
Duration: 2 years  
FT/PT: Full-time  
Location: TBC

**Entry:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices enim eget vestibulum pulvinar. Aenean porttitor nisi sapien, vel consequat elit scelerisque ut. Quisque id elit nisl. Sed condimentum odio ac mattis viverra. Sed erat libero, eleifend.



## Incorporating more than one qualification type

If you have been approved to offer more than one qualification type from the Pearson qualifications range, i.e. Edexcel, BTEC or LCCI qualifications, you can use multiple logos on your marketing collateral or communications.

For example, if your centre offers both BTEC and Edexcel qualifications, you are free to include both the 'Edexcel Approved Centre from Pearson' logo and the 'BTEC Approved Centre from Pearson' logo in your communications.

XYZ CENTRE

# PROSPECTUS

Full time and Professional Courses  
2015/2016

 Approved Centre from Pearson

 Approved Centre from Pearson

XYZ CENTRE

# PROSPECTUS

Full time and Professional Courses  
2015/2016

 Approved Centre from Pearson

 Approved Centre from Pearson



# Incorporating more than one qualification type

For example, if your centre offers both BTEC and Edexcel qualifications, you are free to include both the 'Edexcel Approved Centre from Pearson' logo and the 'BTEC Approved Centre from Pearson' logo in your communications – as shown in this social media example.



The image shows a hand holding a smartphone displaying a Facebook page for 'XYZ Centre'. The page header includes the 'XYZ CENTRE' logo, a collage of images showing students and staff, and logos for 'edexcel Approved Centre from Pearson' and 'BTEC Approved Centre from Pearson'. The Facebook interface shows 5,743 likes, 1,818 check-ins, and a post from 9 hrs ago. The post contains placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla vel justo sit amet augue aliquet lobortis. Sed et metus diam. Maecenas consectetur turpis bibendum, vestibulum dui et, consequat turpis. Sed lectus nisi, ornare a luctus.' Below the post is a photo of several mannequins wearing purple clothing.

XYZ CENTRE

Timeline About Take a tour of XYZ Centre Newsletter sign-up More ▾

5,743 people like this

1,818 people have been here

Closed now · Opens Monday 09:00–17:00  
Get additional info

Invite friends to like this Page

ABOUT

XYZ Centre at ExCeL London.  
9 hrs ·

Harro on the Hill

# Referring to Pearson as the awarding organisation

If you are referring to the awarding organisation, you can refer to us simply as 'Pearson' in your marketing and communications material.

## Organisations we work with:

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

PEARSON

## Courses we offer:

### BTEC First in Applied Science

Vivamus lacinia erat turpis, vel interdum enim vestibulum id. Vivamus ut arcu venenatis, ullamcorper massa non, varius lacus. Fusce vel arcu tincidunt, cursus mauris eget, aliquam lectus. Pellentesque elementum rutrum enim non ultrices. Donec blandit sit amet augue a pellentesque. Vestibulum convallis luctus elit eget consequat. Maecenas metus ex, lacinia in tempor feugiat, euismod id tortor.



Approved Centre from Pearson

# Referring to Pearson as the awarding organisation

## Top tips: To keep it simple

We recommend using the text below to explain Pearson in your marketing communications:

**Centre X is an approved centre to offer BTEC qualifications from 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 and LCCI. Pearson are driving innovation through digital products such as ResultsPlus, and supporting skills and employability for progression in study, work and life.**

# Sharing learner success

We are as proud of your learner's achievements as you are and we want to share that success.

Showing the impact that BTEC qualifications have made in our students' lives is one of the most powerful ways to underline their true worth. It not only demonstrates the value of the qualifications, but it also allows potential learners to relate to former students and see how they could make a similar difference to their own lives.

It is often the power of other peoples' success stories that ultimately persuades learners to take a BTEC qualification.

We actively encourage you to gather success stories about those who have completed BTEC qualifications and have used them to go on and realise their ambitions.



# Creating Case studies

## continued

Do you have a student who has gone on to start a business? Or a student who has been accepted at an International University? Or even a teacher who has worked hard to help a student achieve their ambitions?

These real life success stories builds on the foundation of 'Real skills for the real world'. Having this information allows you to create compelling testimonials that add a motivational spark to your communications.

When you're gathering this information think about:

- **What was the student's situation before BTEC?**
- **What was their vision and what did they hope to achieve?**
- **How did they decide that BTEC was right for them?**
- **What were the things they enjoyed most about taking a BTEC?**
- **How did their BTEC open doors for them?**
- **Where are they now? Have they gone on to further study or into employment?**
- **Why would they recommend a BTEC to others?**

You can find examples of real life case studies we have created with BTEC learners and BTEC teachers here:

<http://qualifications.pearson.com/bteccasestudies>

## Using our marketing materials

## Accessing our marketing toolkit

If you would like further resources to help explain, market and promote BTEC qualifications from Pearson, a full range of downloadable marketing materials is available in our marketing toolkit.

You can access all of these materials, such as brochures, posters and leaflets here:  
[qualifications.pearson.com/marketingtoolkit](http://qualifications.pearson.com/marketingtoolkit)



# Top tips: Using the marketing toolkit

## Need help explaining BTEC qualifications from Pearson to students?

Our BTEC student brochure explains everything your students need to know about BTEC qualifications.

## Parents' evening coming up?

The sector brochures and BTEC FAQ document will help answer any questions they may have.

## Planning a careers fair?

Download our A-Z top careers poster and inspire your students to reach further with a BTEC.

## Are your students wanting to study abroad?

You can download information on our Progression Plus service and register your students for free webinars.

## Examples from our marketing toolkit



## **Help**

**If you have any questions around incorporating the Pearson BTEC brand into your materials or anything else covered in this guide, please contact**

**[pqs.internationaleo@pearson.com](mailto:pqs.internationaleo@pearson.com)**