

A guide to promoting Pearson's Edexcel qualifications

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





Introduction

Highly respected, Edexcel qualifications from Pearson make the quality and traditions of the British education system relevant for today's global society. By combining world-class qualification principles with a forward thinking methodology and international content, Pearson's qualifications are the ideal pathway to today's top universities and offer learners access to tomorrow's global opportunities. They also offer teachers the high-tech support they need to help students achieve their full potential and make the most of these opportunities. It's the perfect combination of British educational quality with a progressive, international outlook.

This guide provides information to your institution on how to make the most out of Pearson's Edexcel brand alongside your own marketing materials and from our online marketing toolkit.

This guide will give you all the details you need to promote Pearson's Edexcel qualifications to learners and parents.

All examples used in this booklet are available to download from **qualifications.pearson.com/marketingtoolkit**

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

Contents

01 About Pearson

02 Creating your own materials

- 03 Understanding the values behind Pearson's Edexcel Brand
- 04 Using the Approved Centre from Pearson logo
- 05 Top tips: Examples of how to use the logo
- 10 Writing qualification titles
- 11 Incorporating more than one qualification type
- 13 Referring to Pearson as the awarding organisation

15 Sharing learner success

- 16 Creating Case studies

18 Using our marketing materials

- 19 Accessing our marketing toolkit
- 20 Top tips: Using the Marketing toolkit

21 Help

About Pearson

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 Pearson's Edexcel Brand

03

Pearson's Edexcel brand could not have gained the worldwide recognition it has today without our partners.

We are proud of our qualifications and we are keen to promote Edexcel in the best possible way. When creating materials or communications for your centre, it's always helpful to be mindful of what the Edexcel qualifications suite stands for.

Edexcel qualifications are about developing 'World class students for world class universities' and have the following guiding principles:



Progressive

Learners benefit from qualifications that are designed to fully prepare them for the next step of their education journey.

Prestigious

Learners gain well-recognised and respected qualifications that open doors to the world's best universities.

Authentic

Learners benefit from qualifications designed by global education experts and grounded in the traditions and quality of the British education system.

Supportive

Learners have access to leading edge technology and ground breaking tools that enhance their learning experience.

International

Learners study qualifications with an international outlook that allows them to thrive in tomorrow's global economy.

Using the approved Centre from Pearson logo

04

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 Edexcel Approved Centre from Pearson logo.

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

Full colour logo



Exclusion zone



Minimum size



Suggested sizes

Format	Edexcel logo size
A3	65.5mm
A4	51mm
210mm square	51mm
A4 stationery	45mm
A5	37mm
DL	33mm
On screen/website	198x58 pixels

Top tips: Examples of how to use the logo

Prospectus cover

05

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



edexcel
Approved Centre from Pearson

edexcel

Top tips: Examples of how to use the logo

Prospectus section heading

The Edexcel Approved Centre logo may sit alongside the title, at the start of the Edexcel 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>Section 4</p> <p>EDEXCEL QUALIFICATIONS</p> <p>Section heading 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>Section heading 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 nisi. Sed condimentum odio ac mattis viverra. Sed erat libero, eleifend quis ipsum sed, condimentum auctor sem. Praesent nec tincidunt nunc.</p> <p>Section heading 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>edexcel Approved Centre from Pearson</p>	<p>EDEXCEL QUALIFICATIONS</p> <p>Section heading 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>Section heading 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 nisi. Sed condimentum odio ac mattis viverra. Sed erat libero, eleifend quis ipsum sed, condimentum auctor sem. Praesent nec tincidunt nunc.</p> <p>Section heading 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>Section heading 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>Section heading 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>
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Top tips: Examples of how to use the logo

Facebook

07

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

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



Top tips: Examples of how to use the logo

08

Linked In

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

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

09

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

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



Writing qualification titles

When referring to one of our qualifications you should always use the full title of the qualification, such as '**Pearson Edexcel International Advanced Level in Chemistry**'.

Pearson Edexcel GCSE in Chemistry

Course code: BS3AS1WA
Duration: 2 years
FT/PT: Full-time
Location: TBC

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Name of student

Pearson Edexcel International Advanced Level in Chemistry

Course code: BS3AS1WA
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.

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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 Edexcel and BTEC 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.



The image displays two versions of a 'PROSPECTUS' for 'Full time and Professional Courses' for the year '2016'. Both versions are set against a white background with large red text.

Left Version (Correct): A green checkmark is positioned above the first prospectus. The prospectus features a grey rectangular logo in the top right corner with the text 'XYZ CENTRE' in blue. At the bottom, there are three separate logos: 'BTEC Approved Centre from Pearson' (with a small orange square icon), 'edexcel Approved Centre from Pearson' (with a blue square icon), and 'XYZ CENTRE' (with a grey square icon).

Right Version (Incorrect): A large red 'X' is positioned above the second prospectus. The prospectus features a grey rectangular logo in the top right corner with the text 'XYZ CENTRE' in blue. At the bottom, there are three separate logos: 'PEARSON' (in a dark blue box), 'BTEC' (with an orange square icon), and 'edexcel' (with a blue square icon).

Incorporating more than one qualification type

For example, if your centre offers both Pearson's Edexcel and BTEC 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.



Referring to Pearson as the awarding organisation

13

If you are referring to the awarding organisation you can simply refer to us 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

24 | MATTIS NUNC
XYZ CENTRE

Courses we offer:

GCSE in Chemistry

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Approved Centre from Pearson

MATTIS NUNC
XYZ CENTRE | 25

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 Edexcel 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 Edexcel 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 Edexcel qualification.

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



Creating Case studies

continued

Do you have 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 'World-class students for world-class universities' Pearson Edexcel brand promise.

Having this information allows you to create compelling testimonials that add a motivational spark to your communications and further help you promote Edexcel qualifications from Pearson.

When you're gathering this information think about:

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

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

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

Using our marketing materials



Accessing our marketing toolkit

19

If you would like further resources to help explain, market and promote Edexcel 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



Top tips: Using the Marketing toolkit

Need help explaining Edexcel qualifications from Pearson to students?

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

Parents' evening coming up?

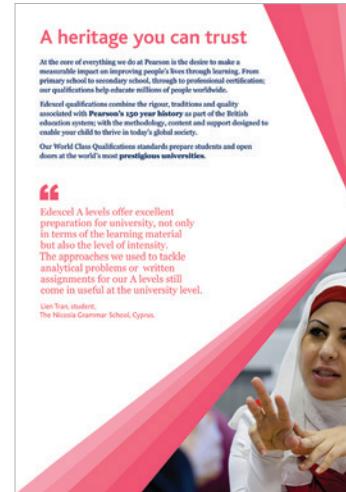
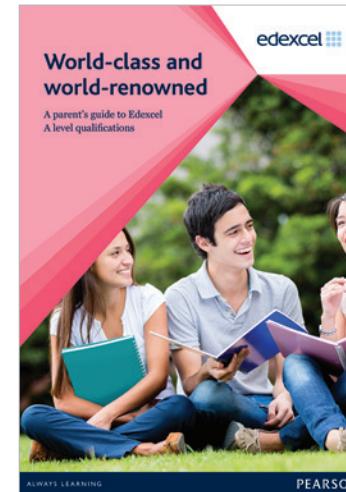
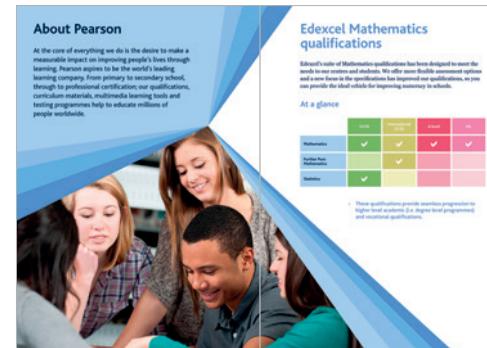
The sector brochures and Edexcel FAQ document will help answer any questions parents may have.

Are your students wanting to study abroad?

Students can view all of the universities that recognise Edexcel qualifications by visiting degreecoursefinder.pearson.com

They can register for free study abroad webinars delivered by experts in Higher Education at qualifications.pearson.com/webinar

Examples from our marketing toolkit



Help

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

pqs.internationaleo@pearson.com