



Approved Centre Marketing Guide

Helping you to promote Pearson BTEC qualifications

This guide provides all the information you need to make the most out of promoting Pearson BTEC qualifications to learners and parents in your own marketing materials.

Pearson is the world's leading learning company. Our 20,000 employees across 70+ countries work to help people of all ages make measurable progress in their lives through education.

Our reputation for educational excellence is supported by our acclaimed qualifications including Edexcel and BTEC.

We also drive innovation through digital products and support skills and employability for progression in study, work and life.



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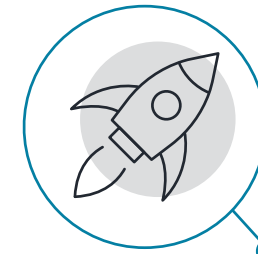
Understanding the values behind BTEC

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

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

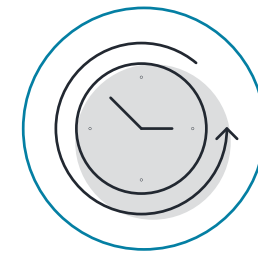
Ambitious

Learners can choose to further their studies or enter the workplace, wherever they want to be in the world



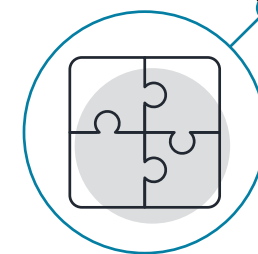
Supportive

Learners can study at their own pace



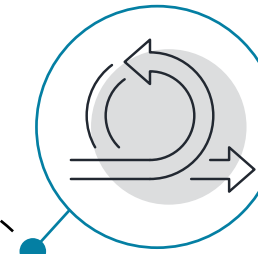
Entrepreneurial

Learners can choose from a wide range of current sector-specific qualifications



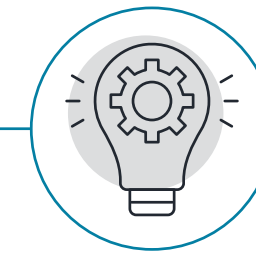
Flexible

Learners can create their own learning pathway to achieve their goals



Empowering

Learners can gain hands-on experience within their chosen field



Future-focused

Learners can develop the knowledge, skills and behaviours they need to succeed in the real world



**Real skills
for the
real world**

Approved Centre Endorsement

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.

Endorsement of an Approved Centre means that a Centre has been reviewed by Pearson for the purpose of offering Pearson BTEC qualifications.

This endorsement is shown with the use of the Pearson BTEC Approved Centre endorsement typemark on materials such as stationery, brochures and within environments.

Please note: Centres are permitted to use the Pearson BTEC Approved Centre logo lockup only, and not the standard Pearson BTEC logo.

Typemark with clearspace





Pearson BTEC Approved Centre logo guidelines

Logo

Variations

This page shows the variations of the Pearson BTEC Approved Centre logo that your Centre can use.

Both negative and positive versions of the typemark exists for use on both dark and light backgrounds.

These logos should not be altered in any way.

Please note, that these logos can only be used by Pearson BTEC Approved Centres and are not to be shared with or used by any external third parties without prior approval.

Pearson BTEC Approved Centre primary logos



Primary logo lockup
For light colour backgrounds



Primary logo lockup
For dark colour backgrounds

Pearson BTEC Approved Centre mono logos

For use when colour production is not an option



Mono logo lockup
For light colour backgrounds



Mono logo lockup
For dark colour backgrounds

Logo

Minimum size

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

There will be occasional exceptions, such as for merchandise and stationery, but please stick to the minimum sizes wherever possible:

Digital - minimum width 49 px
Print - minimum width 15 mm.



Digital - actual minimum size
49 px



Print - actual minimum size
15 mm

Logo Size

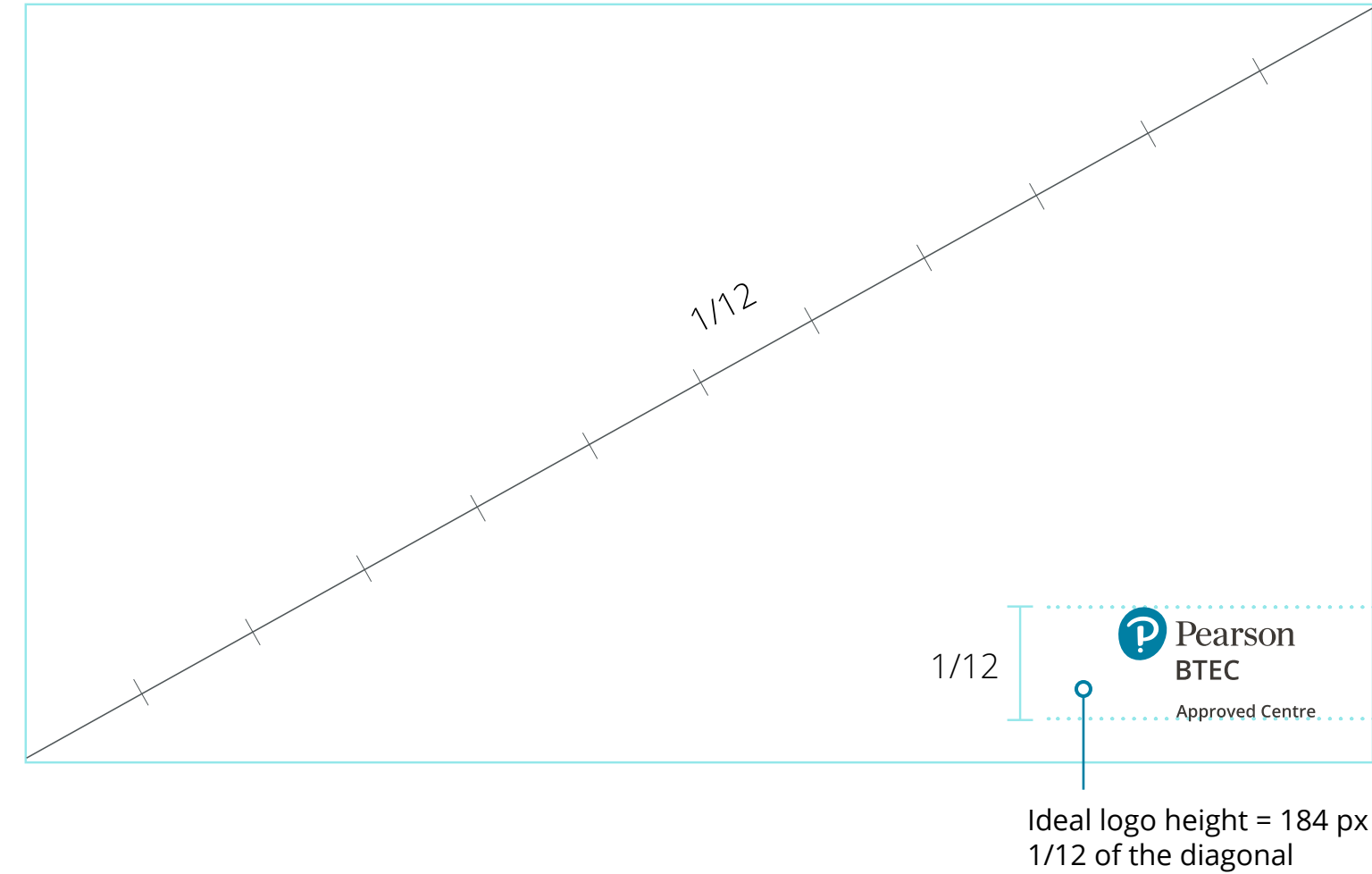
You can calculate our ideal logo sizes from the diagonal width of your format. The height of the vertical logo lockup is equal to 1/12 of the diagonal. On the right are some example standard layouts for reference.

Unique Formats

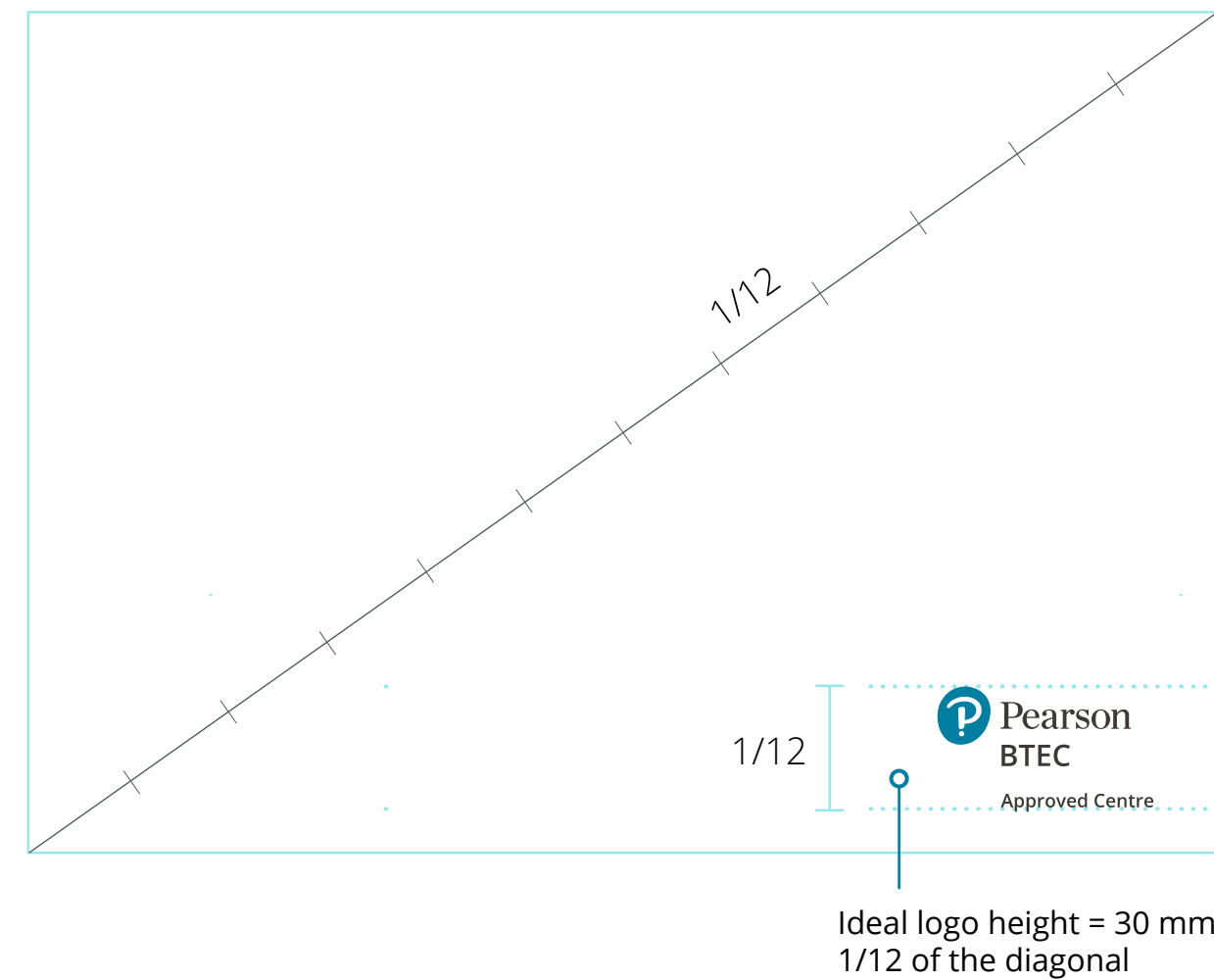
For unique formats that are narrow (e.g. digital web banners or trade show signage), you should use your judgment to determine the logo size to achieve optimal brand presence. Try to keep to our clearspace rules as much as possible.

Horizontal formats

1920 x 1080 px (16:9 aspect ratio)

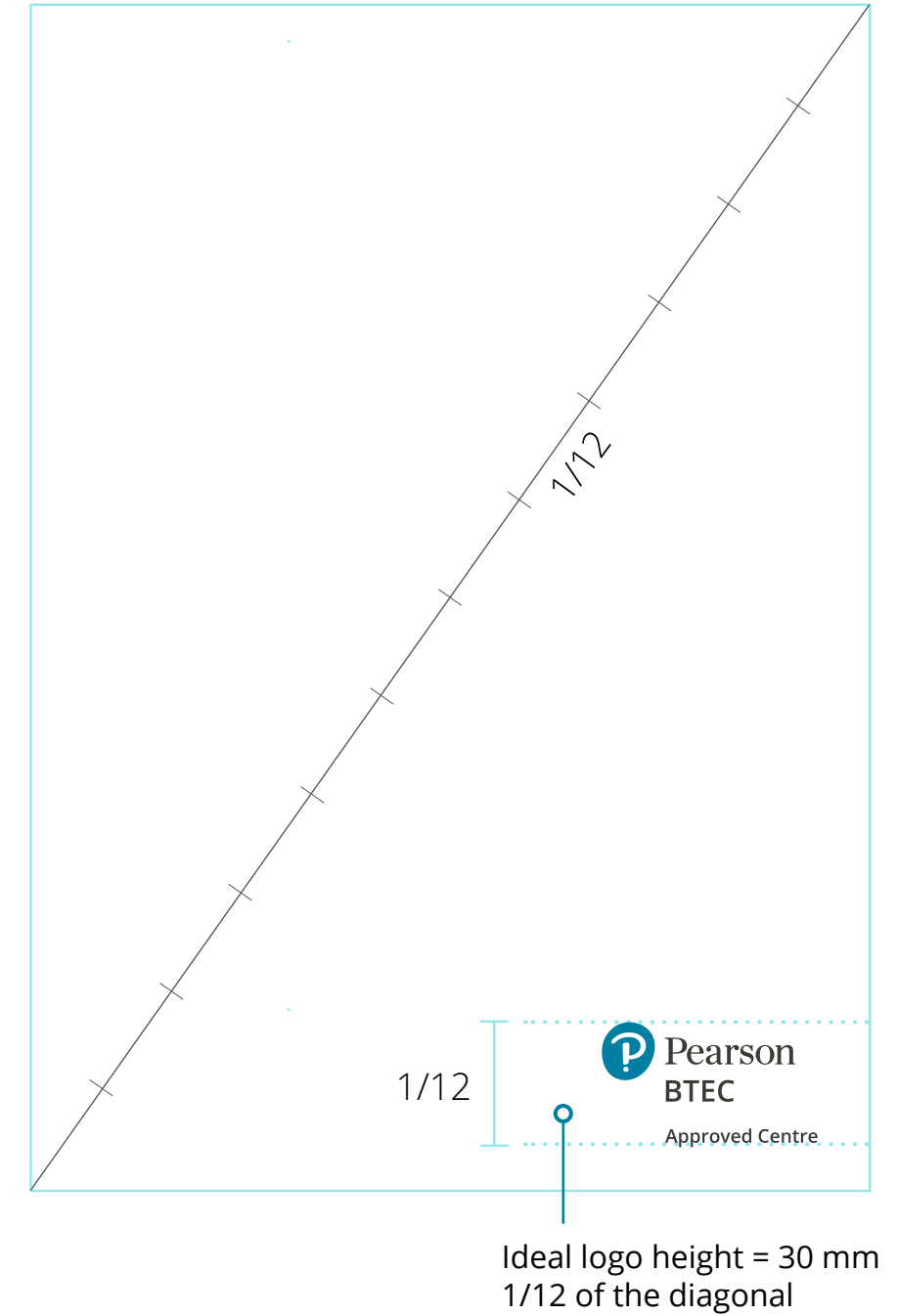


A4 page ratio

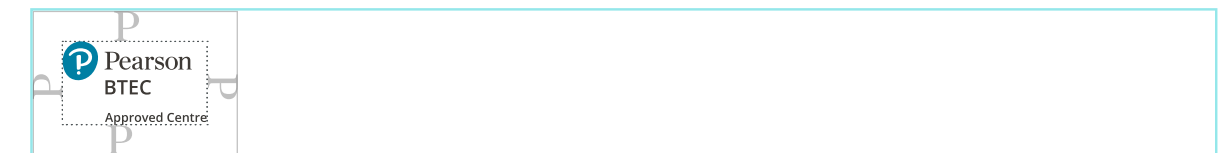


Vertical formats

A4 page ratio



Unique formats



Logo height = optimum allowed,
taking clearspace into consideration

Logo

Clearspace

When you place our logo in a design, please 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'. Logo artwork comes with the clearspace dimensions included in the artboard size.



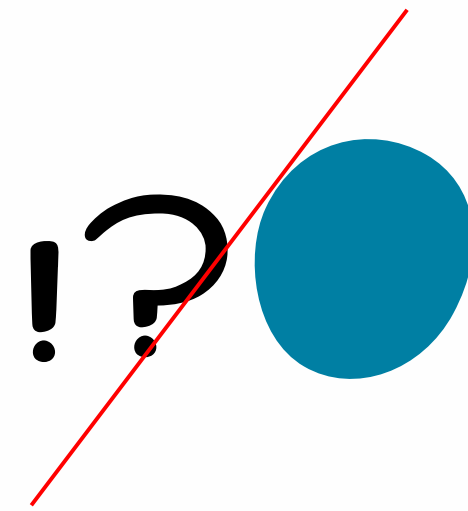
Clearspace = the cap height of the Pearson logotype 'P'

Logo

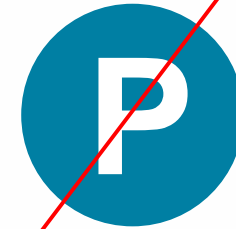
Don'ts

Our logo is central to our brand, so please take care when you use 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 lock in a company unit name.



Don't rearrange the wordmark and/or icon.



Don't apply special effects or drop shadows to the logo.



Don't use any other colours for the logo or wordmark.



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

Logo Positioning

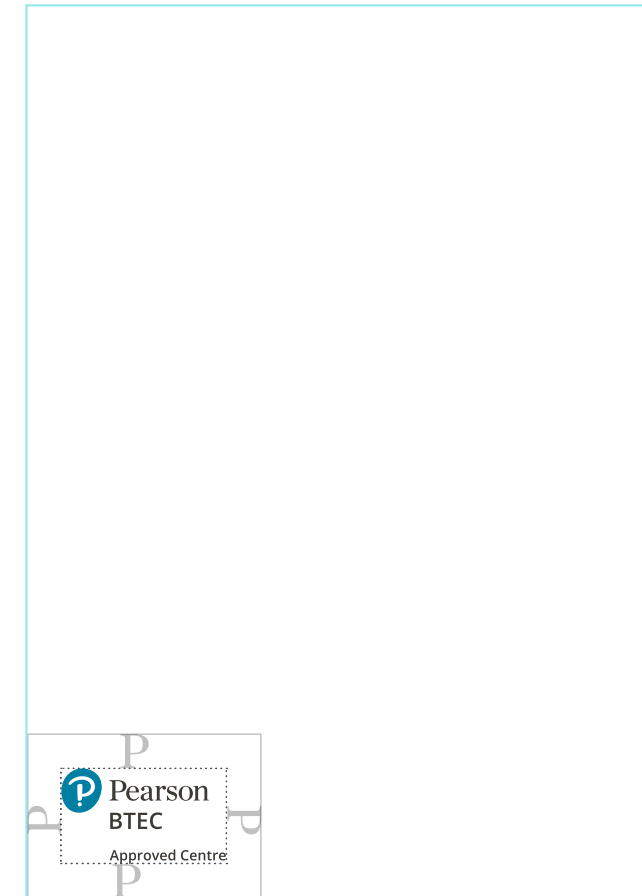
The logo can be placed in different positions across communications, depending on the context and format of the piece.

Your Centre's logo should always occupy the lead position in any piece of communication, with the Pearson BTEC Approved Centre logo supporting, as illustrated in the examples shown opposite and on the following pages.

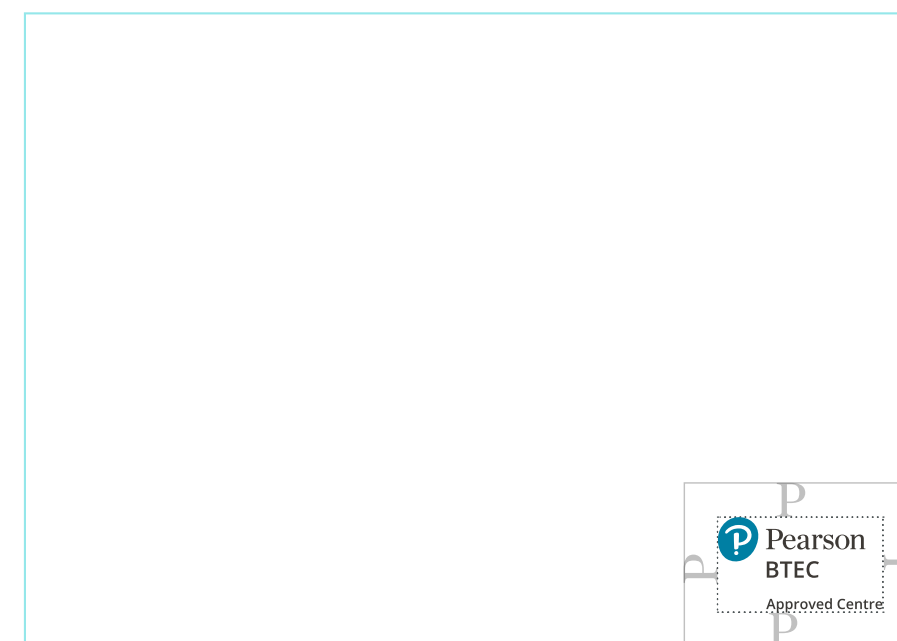
Unique formats

For unique formats that are narrow (e.g. digital web banners or event signage), the logo should be positioned in a way that adheres to clearspace requirements as much as possible within your restricted size.

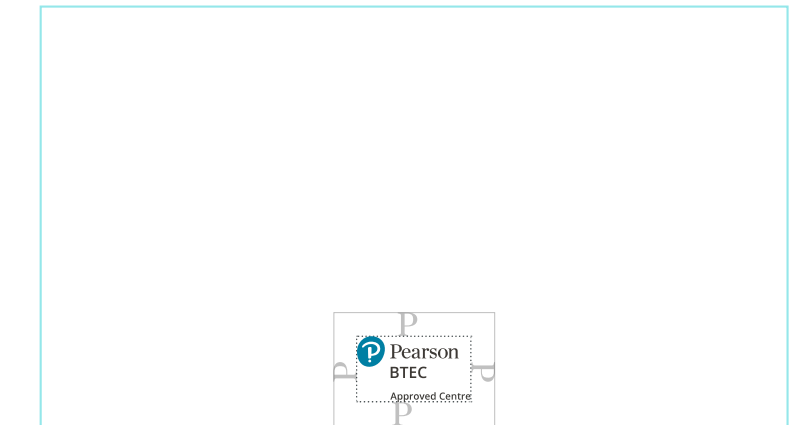
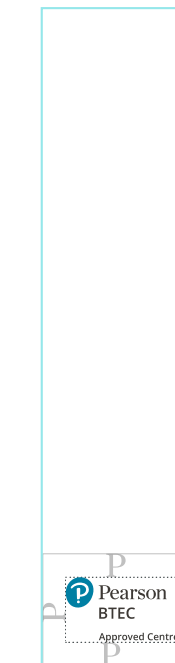
Bottom left positions



Bottom right positions



Unique formats





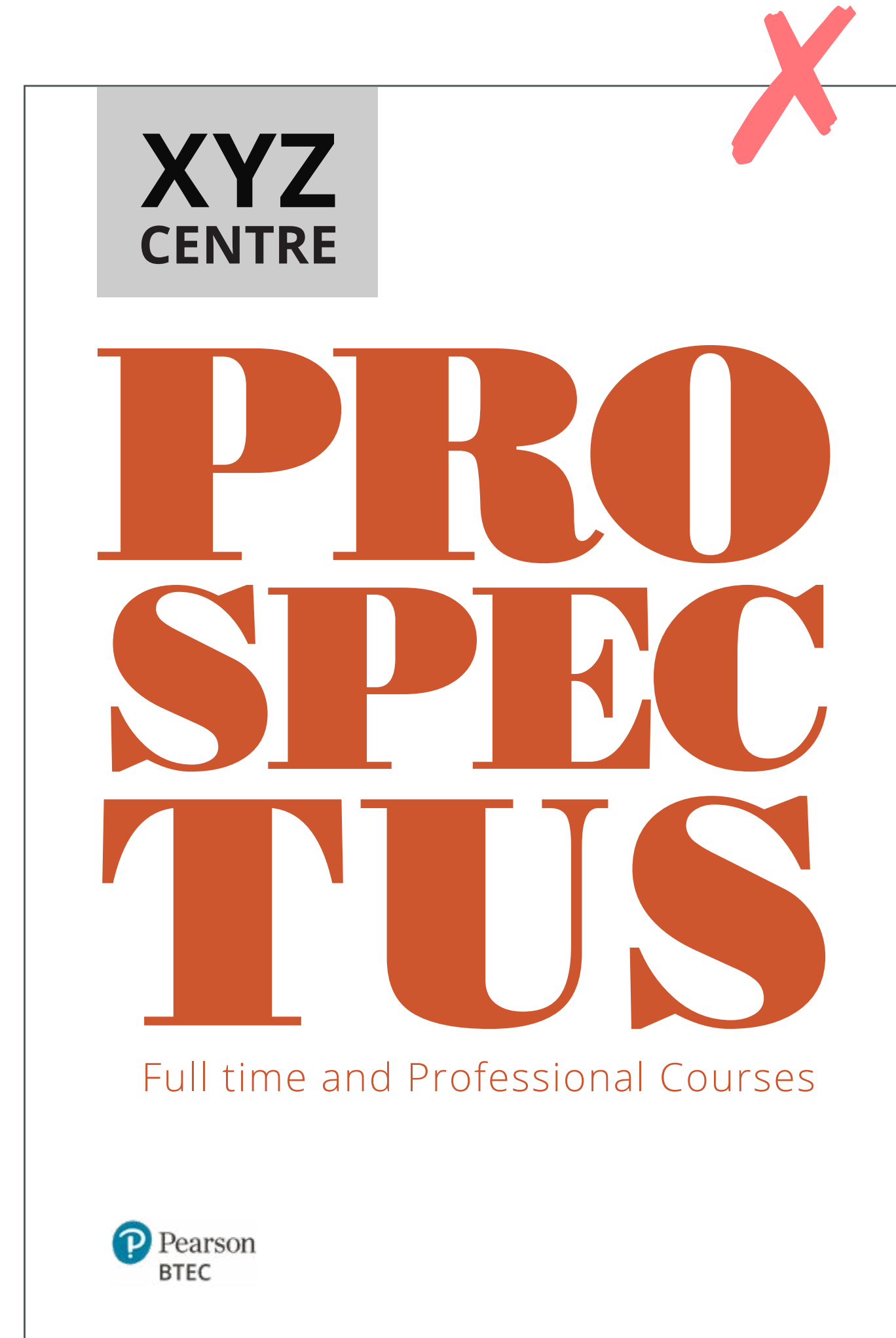
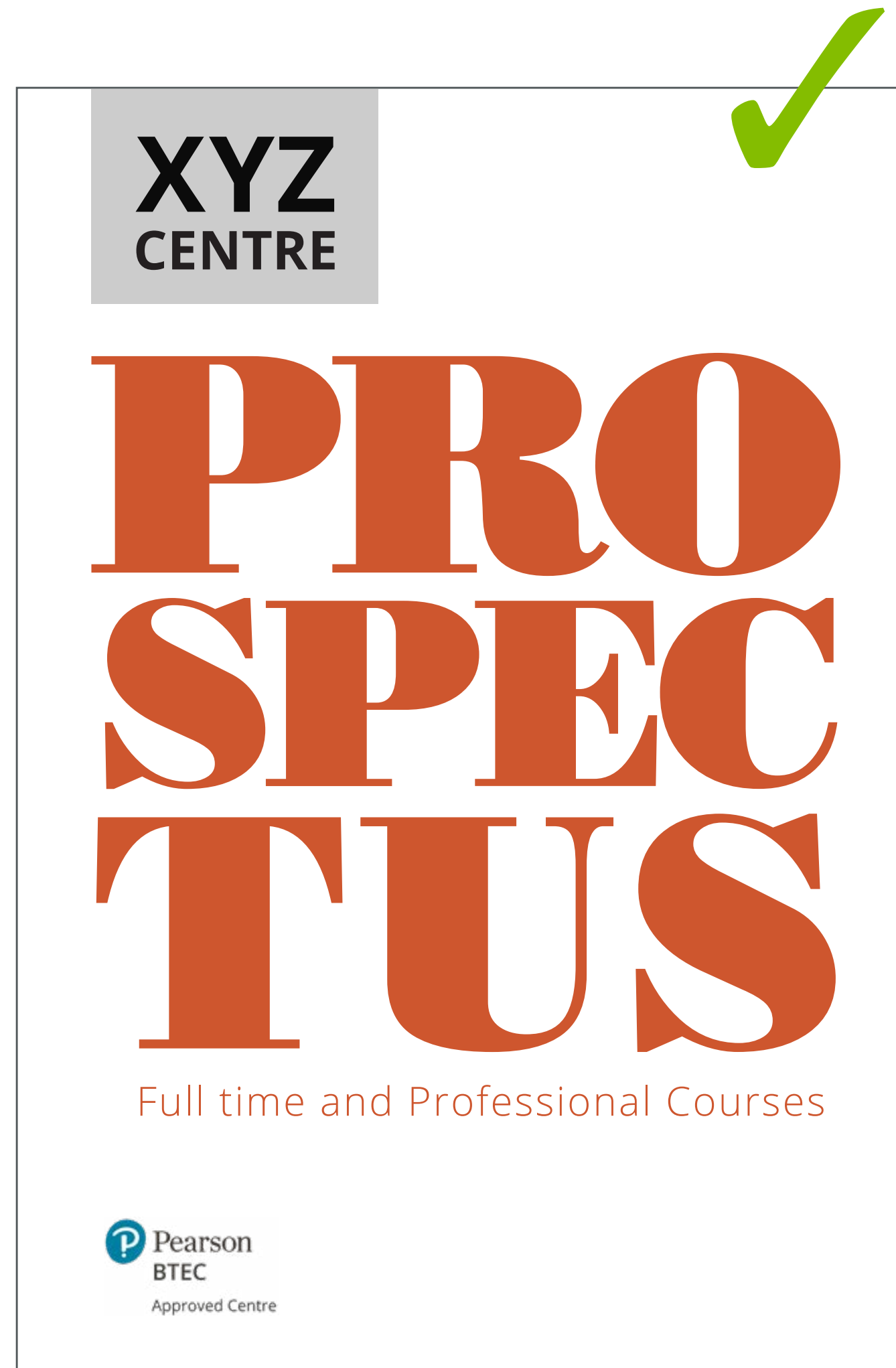
| Creating your
own materials

| Using the Pearson BTEC
Approved Centre logo

Using the logo

Prospectus cover

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



Using the logo

Prospectus section heading

The Pearson 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 'clearspace' around the logo.



Section 4

PEARSON BTEC NATIONAL - LEVEL 3

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Section heading

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Section heading

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PEARSON BTEC NATIONAL - LEVEL 3

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Section heading

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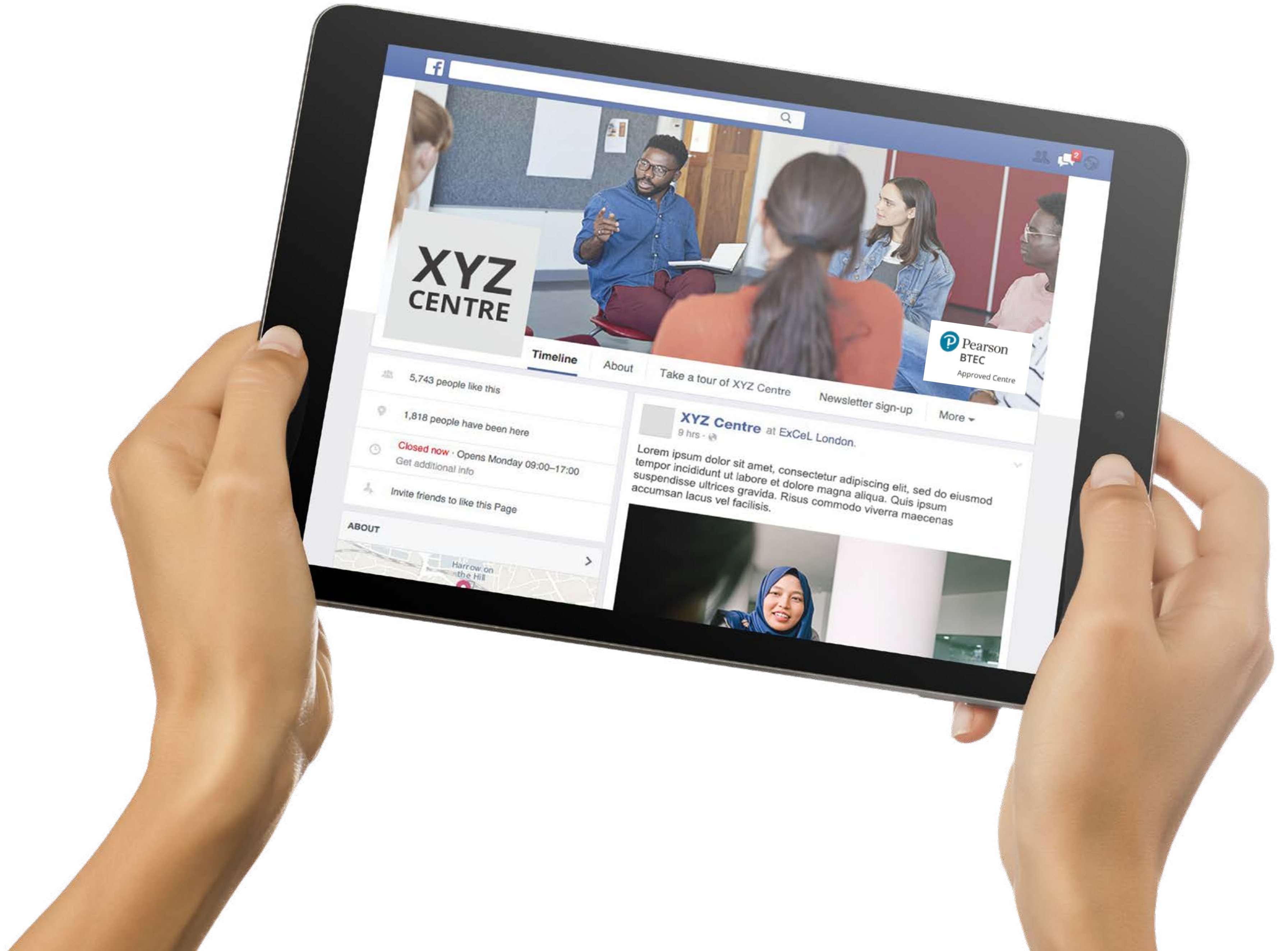
Section heading

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Using the logo Social media

In order to indicate status as an Approved Centre, the Pearson BTEC Approved Centre logo may be used in the homepage banner image on your social media profiles.

The Pearson BTEC Approved Centre logo should not be used as your main profile picture or background/cover image as this is reserved for Pearson BTEC's social media profile.



| Talking about us and
our qualifications

Our qualifications

Writing qualification titles

When referring to one of our qualifications, you should always use the full title of the qualification, for example 'Pearson BTEC Level 3 in 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: 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.

Pearson BTEC Level 3 Extended Diploma Applied Science

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.

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

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.

Pearson BTEC Level 3 Applied Science Medical Science Pathway 90 credit route

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.

Pearson BTEC HNC/HND Applied Science 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.




Our qualifications

Incorporating more than one qualification type

If your Centre has been approved to offer more than one qualification type from the Pearson qualifications range, i.e. Edexcel and BTEC 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 'Pearson Edexcel Approved Centre' logo and the 'Pearson BTEC Approved Centre' logo in your communications.




**XYZ
CENTRE**

**PRO
SPEEC
TUS**

Full time and Professional Courses




 



**XYZ
CENTRE**

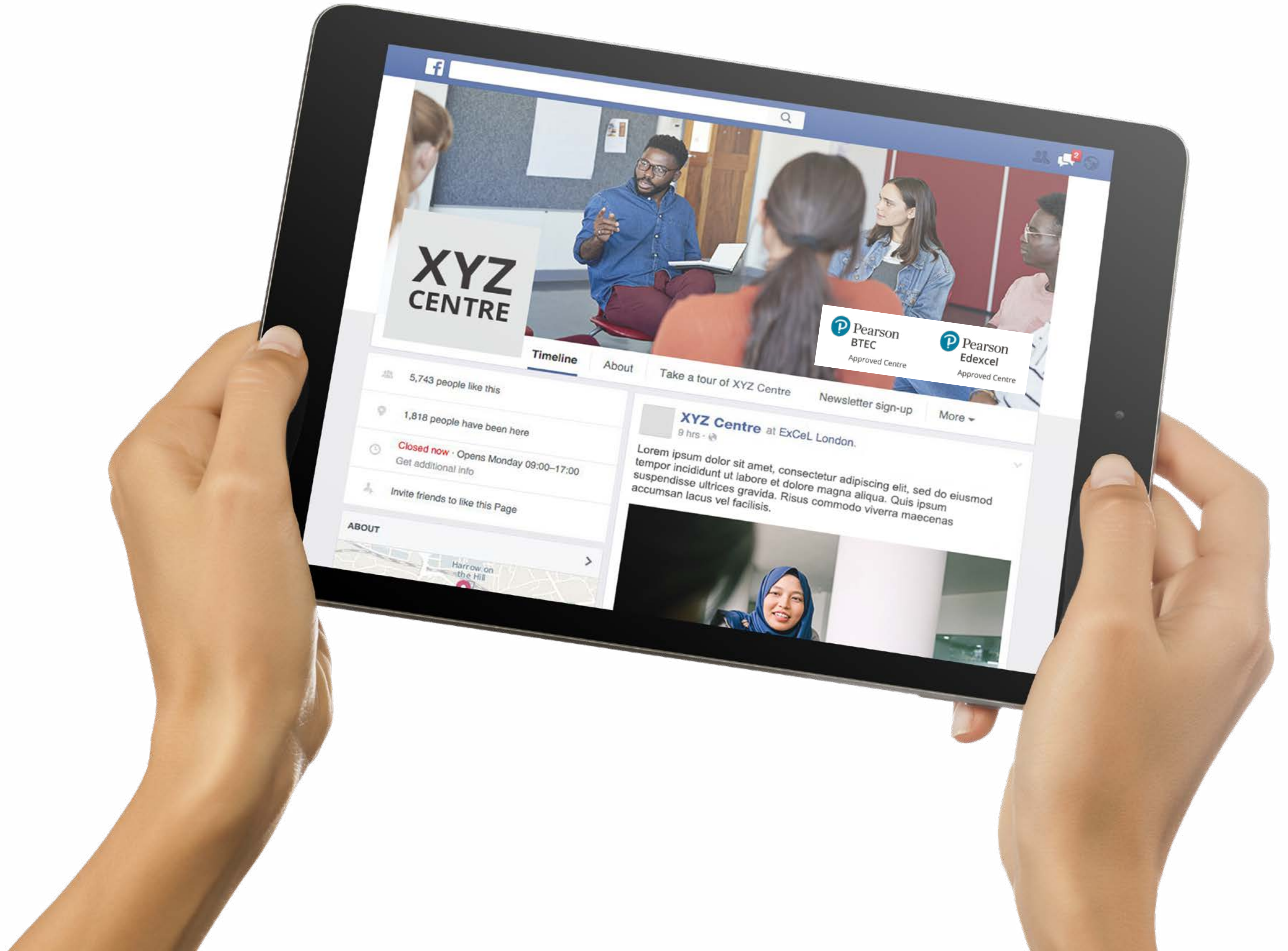
**PRO
SPEEC
TUS**

Full time and Professional Courses

Our qualifications Incorporating more than one qualification type

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



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 and BTEC. Pearson is driving innovation through digital products such as ResultsPlus, and supporting skills and employability for progression in study, work and life.



Courses we offer

Pearson BTEC First in Applied Science

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Referring to Pearson as the awarding organisation

To keep it simple, we recommend using the text on the right to explain Pearson in your marketing communications.

Centre XYZ is an approved centre to offer BTEC qualifications from Pearson.

Pearson is the world's leading learning company, with 20,000 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 and BTEC.



| Sharing learner
success

Creating case studies

We are as proud of your learners' 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.



Creating case studies

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 build 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?**



| Using our marketing materials

Using our marketing toolkit

Make the most out of promoting Pearson BTEC qualifications to learners and parents by using our marketing toolkit.

