

Pearson Marketing toolkit

Helping you promote your Pearson Edexcel partnership to your wider school community



Pearson



Welcome and Introduction

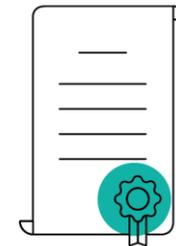
Welcome to Pearson Edexcel



Lisa Evans
Global Marketing Director
Pearson Schools
Qualifications



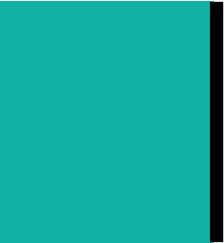
Trusted and recognized qualifications partner to 6,500 schools, colleges and employers globally



Mark over 10 million exam scripts on behalf of the UK Department for Education each year



70 countries offering Pearson qualifications



Session Outcome

- **Know the correct approved logo to use for your marketing assets**
- **Find and download marketing assets on our website**
- **Find and share relevant website content for parents and students**
- **Get information about International A Levels Recognition**
- **Amplify achievements of your Pearson Student Awards achievers**
- **Feature your school and learners in our channel**



Using our Approved Centre Logo

Using our Approved Centre Logo

Once you are an approved Pearson Edexcel centre, you can display the Pearson Edexcel Approved Centre logos in your school marketing materials (for example on banners, prospectuses, posters and on your social channels).

Logos are available in black or white and monochrome options.

You can also use either the vertical or horizontal logo.



Vertical logo



Horizontal logo



Other Approved Centre Logos



Our brand guidelines for Approved Centres



Centre Logo guidance

Logo Third party

There will be times when our logo needs to appear alongside other logos because Pearson is working in partnership with third-party companies. How our logo is applied will depend on who is leading on the collateral (writing the content). Shown here are examples of the different combinations.

1. Pearson-led material

We create the content and collateral in our visual identity style. Our logo is most prominent, so you should use the primary logo.

2. The third-party brand material

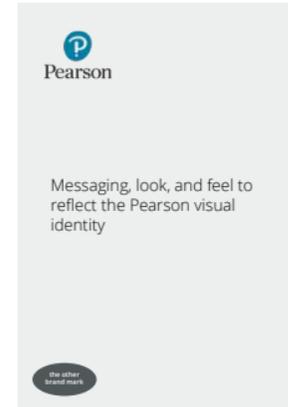
The other brand creates the content and is therefore the dominant brand. Use either the primary logo or horizontal logo depending on space restrictions determined by the other brand.

3. Equally led material

Content is produced 50/50, so collateral has neutral branding and equal weighting for both logos. Use either the primary logo or horizontal logo, depending on space, and make sure Pearson has the optimal presence possible in that space.

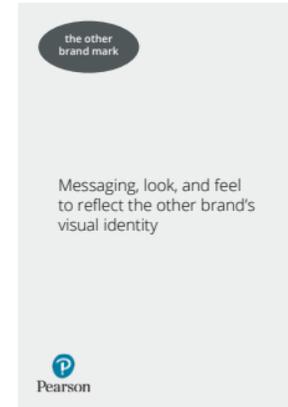
If you have further questions about how to apply the Pearson logo within third-party communications, contact brandhelp@pearson.com. If you need guidance on the appropriate descriptor to use, please check with the Pearson legal team responsible for the partnership agreement.

1



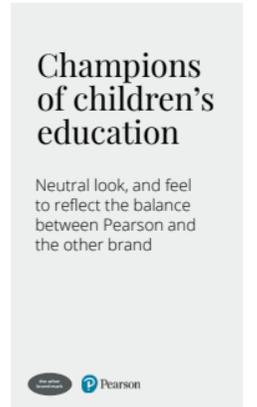
Example piece of communication

2



Example piece of communication

3



Example piece of communication

Adding a descriptor

To make Pearson's relationship with the third-party brand clear, you can add a descriptor. Descriptors must be used only with the horizontal Pearson logo, set in Open Sans semibold, and be positioned outside of the logo clearspace as shown. It should be the same color as the Pearson logotype and never be larger than the type in the word Pearson.

Supported by



Supported by



International GCSE, IG or IGCSE?

At Pearson Edexcel, we only use:

- International GCSE

or

- IG

to refer to our qualifications. Please do not use "IGCSE" as that is trademarked to another exam board.

However, if your centre name has the word "IGCSE" in it, that is ok!





Pearson Edexcel Marketing Assets

Bookmark our new Marketing Toolkit Page

International Schools ▾

Remote learning support Events Contact us



Free trials

Catalogues & price lists

Search



Why choose Pearson? ▾

British curriculum ▾

International Baccalaureate curriculum ▾

US curriculum

Blog

Marketing toolkit for schools ▲

Welcome to Pearson

World class assessments,
digital content and
learning experiences for
international schools

Why choose Pearson? >

Approved centre logos

Approved centre plaques

Pearson presentations

Downloadable brochures

Classroom posters

School pull-up banners

Promotional videos

Infographics

Virtual backgrounds

One stop centre for in-centre marketing tools



Free trials

Catalogues & price lists

Search



Why choose Pearson? ▾

British curriculum ▾

International Baccalaureate curriculum ▾

US curriculum

Blog

Marketing toolkit for schools ▾

Marketing toolkit for schools

Support for your in-school marketing

We are on hand to support you with recruiting new students and promoting your Pearson Edexcel qualifications pathway with your wider school community using our marketing toolkit.

Bookmark this page as we regularly update the wide range of authorised marketing materials housed here for you to download and print to support all your marketing and promotional activities to parents, students, and other audiences.



<https://www.pearson.com/international-schools/marketing-toolkit-for-schools.html>

What you'll find there

95 (and counting) downloadable assets – and 15 different types – that you can use in your online and offline activities:

- **Approved centre logos**
- **Approved centre plaques**
- **PowerPoint presentations**
- **Downloadable brochures**
- **Classroom posters**
- **Event Banners**
- **Social Media Assets***
- **Promotional and testimonial videos**
- **Infographics**
- **Latest catalogues**
- **Virtual backgrounds**
- **Image Bank***
- **Press Release Kit**
- **Case Studies**
- **Link to blog articles**

** coming soon*

Approved centre logos

Once you are confirmed as an approved centre, you can use our logo alongside yours to communicate your approved centre status and partnership with us.

[See our logos](#)

Approved centre plaques

Display your approved centre plaque in a prominent position in your school to showcase your partnership with Pearson Edexcel.

[See centre plaques](#)

Pearson presentations

We have put together a collection of branded presentations to help you explain your Pearson Edexcel qualifications to your school community.

[Download presentations](#)

Downloadable brochures

Share our brochures with your school audience to help to promote and explain the key benefits of your Pearson Edexcel qualifications.

[See all brochures](#)

Classroom posters

Download and display these colourful posters highlighting the skills your students will learn throughout their learning journey with Pearson.

[Download posters](#)

School pull-up banners

Brighten your reception area, parent evenings and other in-school functions with these banners promoting your partnership with Pearson Edexcel.

[Download banners](#)

Social media assets

Share your Pearson Edexcel partnership with your school community with these engaging social media resources to keep your school brand top of mind.

[Coming soon!](#)

Pearson Edexcel videos

Share these videos at school open days or in reception to help your school community learn more about your Pearson Edexcel pathway.

[Browse our videos](#)

Sharable infographics

Use our infographics on their own or add to your school presentations to provide your audience with an overview of your Pearson Edexcel pathway.

[Download infographics](#)

Our latest catalogues

Browse our latest range of print and digital resources to support your teachers and students with their Pearson Edexcel qualifications journey.

[See latest catalogues](#)

Virtual backgrounds

Download branded wallpapers for your desktop imagery or as a background for virtual sessions and promote your Pearson Edexcel partnership.

[Download backgrounds](#)

Royalty-free image bank

Browse our image bank for high quality photos of famous London, UK landmarks and images reflecting our values - ideal for your presentations.

[Coming soon!](#)

Editable press release kit

Adapt these template press releases and use them to help generate media coverage about your school's partnership with Pearson Edexcel.

[Coming soon!](#)

Case study templates

We would love to feature your school and learners on our channels! Just fill in your details at the online form here to submit your progression success stories.

[Coming soon!](#)

International schools blog

Share our blog with your school community - there are a whole host of posts for teachers, students and parents to help support their education journeys.

[Read our latest articles](#)

Additional support

Looking for something else to help promote your school's partnership with Pearson Edexcel? Email us and we'll do our best to help.

[Get in touch](#)

Within each section

- Each section of the Marketing Toolkit contains a set of assets for your use, categorised by types and groupings where relevant
- Short description for each asset
- Thumbnail visual for easy reference
- Direct asset link and easily downloadable for your immediate use

Marketing toolkit for schools

School pull-up banners

Brighten up your school reception or event space with these banners that can be used to promote your partnership with Pearson Edexcel to your wider school community.

These banners are available to print at the standard size of 800 x 2000mm (2 x 6 ft).



Approved centre banners

Available in six designs, these banners are a great way to showcase the partnership between your school and Pearson.

- [Design 1](#)
- [Design 2](#)
- [Design 3](#)
- [Design 4](#)
- [Design 5](#)
- [Design 6](#)



Pearson co-brand banners

Use these banners to place your school logo alongside the Pearson logo to showcase your partnership. Available in four different designs.

- [Design 1](#)
- [Design 2](#)
- [Design 3](#)
- [Design 4](#)



Early Years banners

Use these banners to share your Pearson Edexcel International Early Years pathway with your community. Available in four designs.

- [Design 1](#)
- [Design 2](#)
- [Design 3](#)
- [Design 4](#)



Qualifications banners

Use these banners to highlight and promote the range of Pearson Edexcel qualifications your school offers. Available in six different designs.

- [iPrimary](#)
- [iLowerSecondary](#)
- [International GCSE](#)
- [International A level](#)
- [Transferable Skills](#)
- [iD - coming soon!](#)

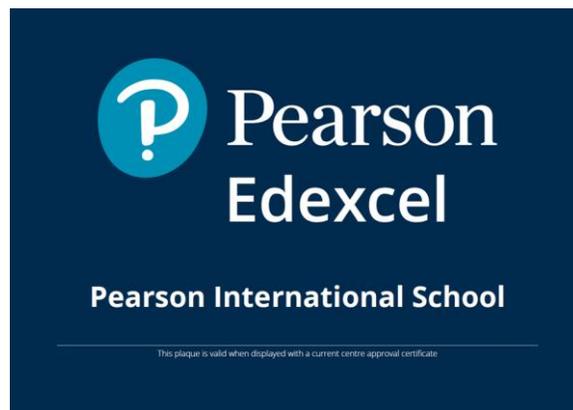


Learner quotes banners

These banners feature inspiring quotes from learners who are proud to have completed their Pearson Edexcel international qualifications.

- [Design 1](#)

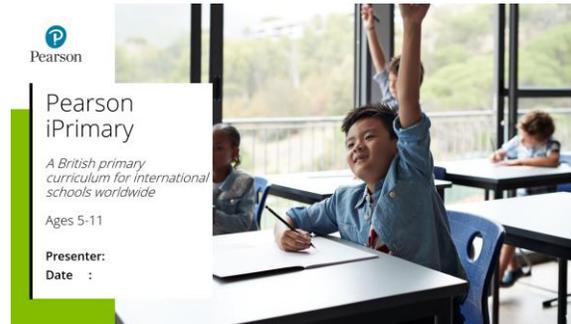
Approved Centre Plaques



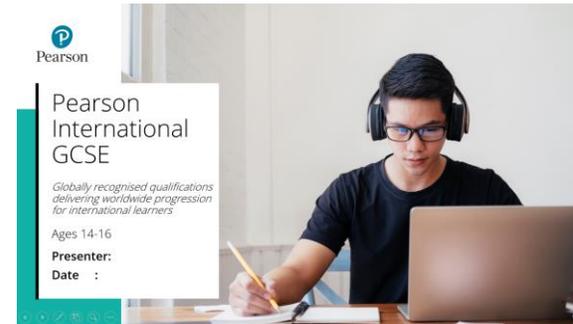
PowerPoint Presentations



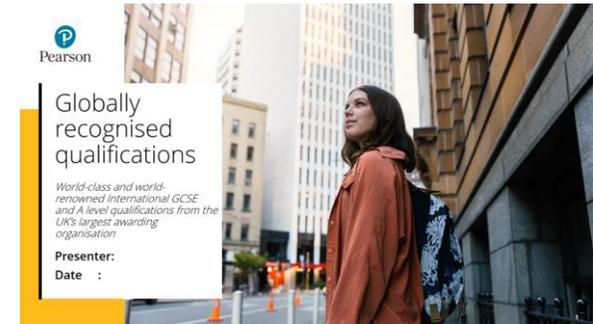
Quick introduction about Pearson and our heritage



Quick introduction about iPrimary



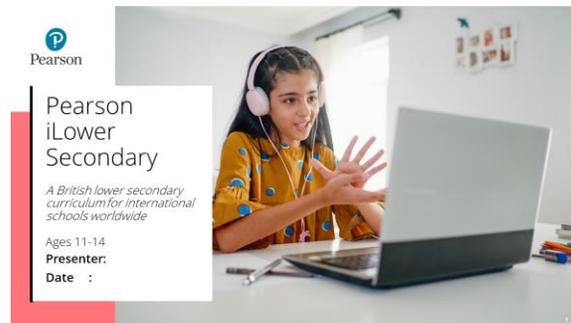
Quick introduction about International GCSE



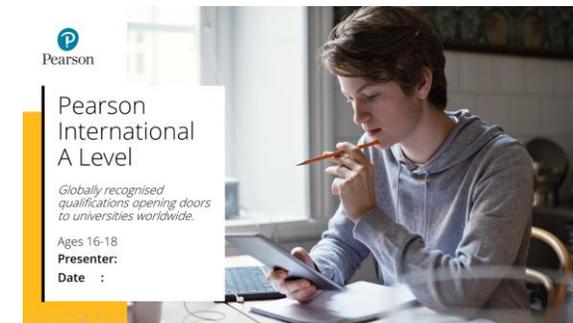
Quick introduction about IAL recognition



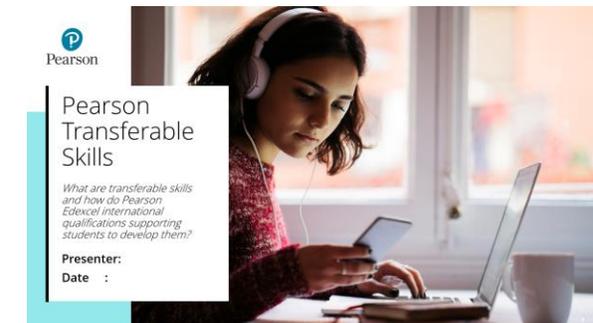
Quick introduction about Early Years Curriculum



Quick introduction about iLowerSecondary



Quick introduction about International A Level



Quick introduction about what is transferable skills

Promotional Banners



A promotional banner for Pearson. It features the Pearson logo at the top left. The main text reads: "Welcome to Pearson, the world's leading learning company". Below the text is a photograph of a female student in a white lab coat and safety goggles working in a chemistry lab. At the bottom, there is a white box containing the URL "Pearson.com/international-schools".

Generic Pearson



A co-branded promotional banner. It features the Pearson logo and the Insworld Institute logo (with the tagline "GLOBAL ACADEMIC EXCELLENCE") at the top. The main text reads: "Whatever path they choose, we're there for the journey". Below the text is a photograph of a smiling female student in a school uniform writing in a notebook. At the bottom, there is a white box containing the URL "Pearson.com/international-schools".

Co-Branded



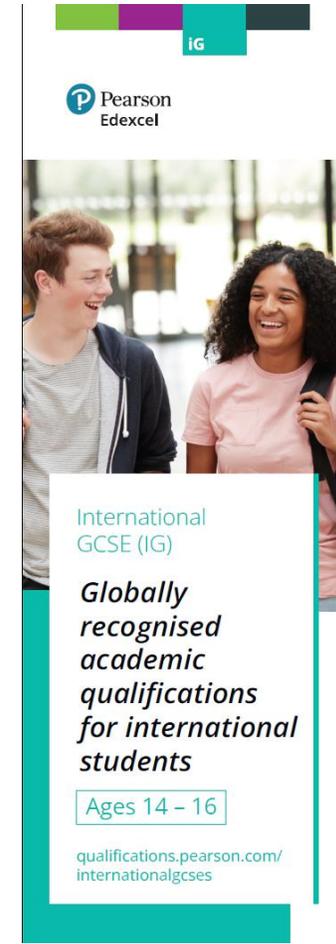
An approved centre promotional banner. It features the Pearson Edexcel logo and "Approved Centre" text at the top. The main text reads: "Working in partnership with Pearson Edexcel to provide our students with world class, internationally recognised qualifications." Below the text is a photograph of three smiling female students in school uniforms. At the bottom, there is a white box containing the URL "Pearson.com/international-schools".

Approved Centre



An early years promotional banner. It features the Pearson Edexcel logo and "iP" branding at the top. The main text reads: "International Early Years Curriculum Lay the foundation for future success". Below the text is a photograph of a young girl in a classroom setting. At the bottom, there is a white box containing the URL "quals.pearson.com/ipprimary" and the text "Ages 3 - 5".

Early Years



A qualifications specific promotional banner. It features the Pearson Edexcel logo and "iG" branding at the top. The main text reads: "International GCSE (IG) Globally recognised academic qualifications for international students". Below the text is a photograph of two smiling students. At the bottom, there is a white box containing the URL "qualifications.pearson.com/internationalgcse" and the text "Ages 14 - 16".

Quals specific*

Brochures

P Pearson Edexcel

Why Pearson Edexcel qualifications?

A guide for parents and students

pearson.com/international-schools

P Pearson

Whatever path they choose, we're there for the journey

Preparing today's learners for tomorrow's global opportunities

pearson.com/international-schools

IP iLS Pearson Edexcel

Primary and Lower Secondary

AN OVERVIEW FOR PARENTS

P Pearson Edexcel iAL

Pearson Edexcel International Advanced Level

Guide for International Schools

Find out more about the benefits of modular assessment

EDEXCEL INTERNATIONAL ADVANCED LEVEL

UNIVERSITY RECOGNITION GUIDE

From the Pearson Edexcel University Recognition Guide Series - 2016/2017

Edexcel qualifications from Pearson unlock the door to a world of opportunity. Our University Recognition Guides have been written for students, teachers and parents to offer information, advice and guidance on international study options.

PROGRESSION

P Pearson

P Pearson

Whatever path they choose, we're there for the journey

Getting the best from your child's international school education

P Pearson Edexcel

Why choose Pearson Edexcel now?

The partner you can trust through times of change

pearson.com/international-schools

IP Pearson Edexcel

Pearson Edexcel International Early Years Curriculum

An overview for parents

P Pearson | Edexcel International Early Years Centre

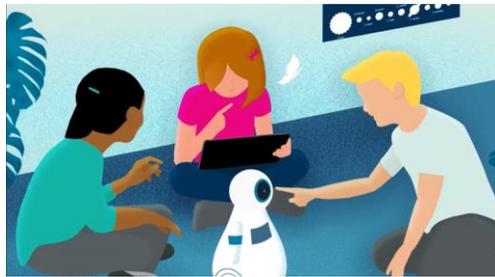
edexcel

Pearson Edexcel International GCSEs (9-1)

A guide for parents and students

P Pearson

Helpful explainer videos and school testimonial Videos



Posters



P Pearson Edexcel

Problem solving *(n):* The process of applying principles and concepts to find solutions to difficult or complex issues.

An academic qualification is only part of what is necessary for university study. Transferable skills such as problem solving skills will help you cope with the different demands of your degree studies and provide a solid skills base to help you thrive in the world of work. You'll develop these skills when studying for Pearson Edexcel qualifications.



P Pearson Edexcel

Self-management *(n):* The discipline of being directed or guided by oneself, especially as an independent agent.

Self-management is twice as strong a predictor of final grades than IQ. Developing transferable skills, which are clearly signposted in Pearson Edexcel qualifications and Student Books, will help you make progress in your life.



P Pearson Edexcel

Critical thinking *(n):* The strategies used to objectively analyse and evaluate a topic, problem or situation in order to form a judgement.

Transferable skills like critical thinking can help you in the process of shaping, presenting and building knowledge. Experts recognise that knowledge acquisition and the application of knowledge, which you will develop when studying for Pearson Edexcel qualifications, is something which transcends any individual academic discipline or learning situation.



P Pearson Edexcel International Early Years Centre

Learning opens up opportunities, creates fulfilling careers and better lives



P Pearson | Edexcel International Early Years Centre

"Children must be taught how to think, not what to think."
Margaret Mead



P Pearson Edexcel

Universities and employers look for students and graduates with skills which enable them to better meet the demands of undergraduate study and the world of work. According to research, 1 in 3 of the skills required in a job posting is a 'soft' or transferable skill. You will develop these important transferable skills when studying for your Pearson Edexcel qualifications.



P Pearson Edexcel

Leadership *(n):* The action of leading a group of people or an organisation, or the ability to do this.

You can't always be 100% prepared for a changing world, but you can use the skills and knowledge you acquire when studying for your Pearson Edexcel qualifications to adapt successfully and meet future employment needs.



P Pearson Edexcel

Creativity *(n):* Inventiveness; the use of imagination or original ideas to create something.

Education leaders and employers are placing increasing emphasis on the importance of creativity. As the pace of global innovation accelerates, creativity skills will help learners participate and succeed when they join the workforce of the future. You will develop a range of important transferable skills when studying for your Pearson Edexcel qualifications.



P Pearson | Edexcel International Early Years Centre

"Education is a continual process, it's like a bicycle... If you don't pedal you don't go forward."
George Weah



P Pearson | Edexcel International Early Years Centre

"What makes a child gifted and talented may not always be good grades in school, but a different way of looking at the world and learning."
Chuck Grassley



P Pearson Edexcel

Team working *(n):* The action of working with someone or a group as an equal partner to produce an outcome.

As employers place more emphasis on team-based work, students who excel at collaboration are more likely to be valued applicants. You'll develop a range of important transferable skills when studying for your Pearson Edexcel qualifications.



P Pearson Edexcel

Communication *(n):* The imparting or exchanging of information by speaking, writing, or other means.

Communication skills are central to success in school, work and life. In a recent Pearson survey, employers ranked communication as the second most important employee skill, yet one that is lacking in many applicants. You will develop a range of important transferable skills when studying for your Pearson Edexcel qualifications.



P Pearson | Edexcel International Early Years Centre

Wherever learning flourishes, so do people

Virtual Backgrounds



P Pearson

Welcome to Pearson, the world's leading learning company

World-class assessments, digital content and learning experiences for international schools

[Pearson.com/international-schools](https://www.pearson.com/international-schools)



P Pearson Edexcel

Pearson Edexcel iPrimary

Provide your learners with the complete British primary curriculum for international schools worldwide from the largest awarding organisation in the UK.

[quals.pearson.com/primary](https://www.quals.pearson.com/primary)



P Pearson Edexcel

Globally recognised qualifications

World-class and world-renowned International GCSE and A level qualifications from the UK's largest awarding organisation.

[quals.pearson.com/en/support/Services/progress-to-university](https://www.quals.pearson.com/en/support/Services/progress-to-university)

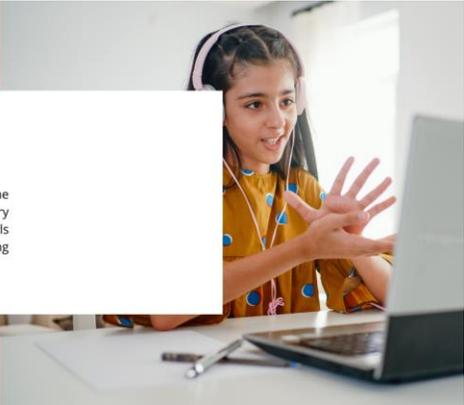


P Pearson Edexcel

International Early Years Curriculum

Lay the foundation for your learners' future success with the most up-to-date international reception / early years curriculum from the largest awarding organisation in the UK.

[quals.pearson.com/primary](https://www.quals.pearson.com/primary)

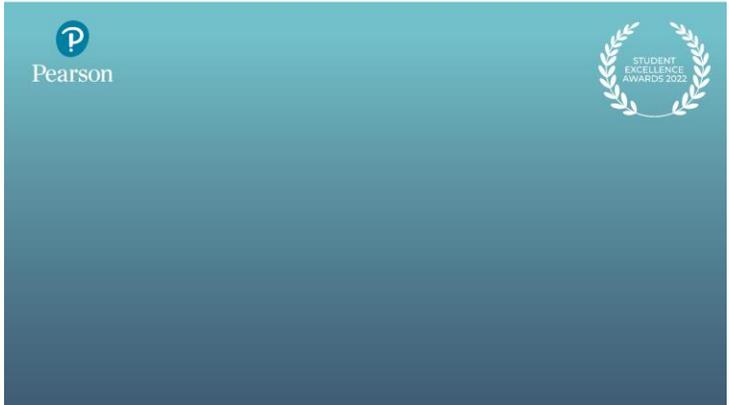


P Pearson Edexcel

Pearson Edexcel iLowerSecondary

Provide your learners with the complete British lower secondary curriculum for international schools worldwide from the largest awarding organisation in the UK.

[quals.pearson.com/lowersecondary](https://www.quals.pearson.com/lowersecondary)



P Pearson

STUDENT EXCELLENCE AWARDS 2022

Infographic

1936 Royal charter gives the University of London limited powers to conduct exams and confer degrees on its students.

1905 The University of London Extension Board was founded in 1902 and the first University of London school examinations were set in 1905.

1918 The first national qualifications for England, Wales and Northern Ireland were introduced. The School Certificate was taken at 16 and the Higher School Certificate at 18. Exam boards had previously offered their own qualifications.

1951 General Certificate of Education (GCE) replaces the School Certificate and Higher School Certificate. The new GCE qualification was split into two levels: ordinary (O levels) and advanced (A levels).

1965 The Certificate of Secondary Education (CSE) was introduced in 1965 when the UK government realised that large numbers of students were leaving school without any qualifications. Joined at the 20th century, CSEs were administered on a local basis with local boards that had been detached from universities.

1973 The Technician Education Council (TEC) was established to rationalise and improve the relevance of sub-degree vocational education in FE and HE colleges and in polytechnics. Within 18 months, BEC took over responsibility for GCEs, CSEs, HNCs and HNDs.

1974 The Business Education Council (BEC) was established to rationalise and improve the relevance of sub-degree vocational education in FE and HE colleges and in polytechnics. Within 18 months, BEC took over responsibility for GCEs, CSEs, HNCs and HNDs.

1986 Two-tier system of O levels and CSEs replaced with GCEs in the UK, now recognised as the leading academic qualification for 14-16 year-olds. This change led to new regional consortia being formed for GCEs, as CSEs and O levels had previously been administered by different exam boards.

1996 Edexcel was formed in 1996 when the UK government realised that large numbers of students were leaving school without any qualifications. Joined at the 20th century, CSEs were administered on a local basis with local boards that had been detached from universities.

2005 Edexcel, the UK's leading awarding organisation of academic qualifications, joins the Pearson family.

2011 Pearson creates Pearson College, a degree provider based in London and Manchester.

2013 Pearson acquires EDU, a leading provider of work-based learning qualifications for industry and commerce in the UK, and internationally, adding the LCCI and EDU brands to the Pearson qualifications family.

2018 Pearson Edexcel, the world's leading learning company and the UK's largest awarding body, setting the standard for worldwide recognised qualifications, built on the British educational system and accepted by universities worldwide.

Pearson | Edexcel

World-class and world-renowned

Edexcel qualifications open the doors to the world's most prestigious universities. Demanding, rigorous and empowering, Edexcel International Advanced Levels are developed to Pearson's world-class standards and equip students to excel at degree level.

W Edexcel IALs are universally accepted and prepared me well for applying to top universities. This course of study also gave me a solid foundation for my university studies as it covered lots of different subject areas.
*John G., studying Mathematics, University of Warwick

W I chose IALs to gain specialist knowledge and enter for a top university. IALs provided me with the knowledge and techniques to have the same chance as other candidates internationally.
*Tara U., studying Mathematics, Oxford University

W Mathematics A level provided me with knowledge on a variety of topics that had not been covered in the Spanish system, but were then taught at university. The Physics course provided the appropriate mental structure that allowed me to understand difficult concepts quicker.
*Alicia Carillo-Diaz, studying Mathematics, Physics, University of Bristol

W I wanted to study a course that allowed me to learn and think in different ways. I liked the mix of lecture style teaching with interactive elements that enabled me to test my skills in different areas. The course was excellent preparation for university.
*Lee Hunt, studying Medicine, University of Toronto

W I wanted to study subjects that were relevant to a future career and that I enjoyed. Edexcel IALs provide students with a firm knowledge base.
*Niamh Simpson, studying Chemical Engineering, in university

W I have developed a greater passion and understanding of the subjects I studied. Edexcel qualifications are the most respected and popular qualifications in the world and enabled me to progress to the UK university of my choice.
*Danyang Wang, studying Civil Engineering, Imperial College London

W In addition to expanding my academic knowledge, I also gained other skills, such as time management and decision making during my studies.
*Niamh Simpson, studying Bachelor Science, Bachelor School of Engineering and Politics, Liverpool John Moores University

W Edexcel IAL qualifications place more emphasis on the student's understanding of what they have learned, not merely testing what they have memorized from a textbook.
*Peggy Ho, studying Law, University of Hong Kong

W I would recommend Edexcel IALs as the information is very up-to-date. The course was rigorous and enabled me to think critically to stretch myself further.
*Hannah Hart, studying Business, International Finance, University of York

W Edexcel IALs prepared me so much for university and I was successful in getting offers and a scholarship to the Australian university of my choice.
*Hannah Hart, studying Business, International Finance, University of York

W It's been my dream to attend a world renowned university. Edexcel IALs have given me a solid academic foundation for my studies.
*Paul Cook, studying Computer Science, University College London

IAL
Pearson Edexcel

Edexcel International GCSE

THE 9-1 GRADING SCALE EXPLAINED

CURRENT	NEW
	9
A*	8
A	7
B	6
C	5
D	4
E	3
F	2
G	1
U	U

9 The new grade 9 represents a new level of achievement and has been introduced to differentiate your top performing students.

8 The bottom of the grade 8 aligns with the bottom of the grade A.

7 There's greater differentiation in the middle of the scale, with grades 6, 7 and 8 being equivalent to the old grades B and C.

6 The bottom of the grade 6 aligns with the bottom of the grade C.

5 The bottom of the grade 5 aligns with the bottom of the grade C.

4 The bottom of the grade 4 aligns with the bottom of the grade C.

3 The bottom of the grade 3 aligns with the bottom of the grade C.

2 The bottom of the grade 2 aligns with the bottom of the grade C.

1 The bottom of the grade 1 aligns with the bottom of the grade C.

U The Office of Qualifications and Examinations Regulation (Ofqual) will regulate qualifications, examinations and Examinations in England. However, many universities will continue to publish Pearson A-Level and International A-Level results that meet their admission criteria.

GOV.UK

2019

Watch the UK government's video about the new 9-1 grading

9-1 GRADING FACTS

FACT The new 9-1 grading scale was introduced by the UK government as part of GCSE reform in England and Ofqual* is responsible for implementing these changes in the UK.

FACT The bottom of the grade 9 aligns with the bottom of the grade A, the bottom of the grade 8 aligns with the bottom of the grade C, and the bottom of the grade 1 aligns with the bottom of the grade G. So it will be awarded using the same relative positions as the old A*-G grading.

FACT Pearson Edexcel will be awarded using the 9-1 grading scale. Our international GCSE students will have the same opportunity with the opportunity of them wanting their first 5 to grade an A*.

FACT By 2019, over 1 million GCSEs will be awarded using the 9-1 grading scale. Our international GCSE students will have the same opportunity with the opportunity of them wanting their first 5 to grade an A*.

FACT You can't directly compare the top 20% of candidates that world have achieved Grade A and above will achieve Grade 9 in the new qualifications.

FACT Only the top 20% of candidates that world have achieved Grade A and above will achieve Grade 9 in the new qualifications.

FACT Pearson Edexcel will be the first awarding body to offer this scale for International GCSEs, allowing the research, to ensure that teachers, parents, students, employers and universities had enough time to prepare for the change.

FACT Universities will continue to accept GCSE and International GCSE qualifications using the new 9-1 grading scale**.

To find out more
about Pearson Edexcel International GCSEs, visit our website, with our free helpline and sign-up to stay connected with the latest news.
www.pearson.com/InternationalGCSE

Watch the UK government's video about the new 9-1 grading

“The proposed model and assessment questions would certainly support progression to higher levels and secure these qualifications as being rigorous and challenging.”
Allison, Aston University, UK

A Press Release Kit

Editable word doc with relevant press information, spokesperson quotes and company details

Press information

[insert date]

[insert school name] offer Pearson iLowerSecondary to provide learners with access to the international updated British primary curriculum

[insert school name] has been approved by Pearson since [insert date] to offer its globally recognised Pearson Edexcel iLowerSecondary curriculum.

Aligned to the latest English National Curriculum, Pearson iLowerSecondary is specifically designed for international learners aged 11 to 14 years old with curriculum that has been amended for progression, language, cultural sensitivity, and avoid an overly-British context.

Both internal and external assessment that are benchmarked with international standards and updated yearly are built into Pearson iLowerSecondary curriculum to help teachers monitor the learners' progress throughout the course.

Taught in more than 6000 schools in 70 countries globally, the curriculum is available in 5 key subjects for lower secondary level such as English, mathematics, science, computing, and global citizenship to prepare the learners to progression towards and International GCSE (Key Stage 4).

Emma Whale, Vice President of Pearson Schools Qualifications, said: "We are delighted to partner with [insert school name] to provide the best international lower secondary curriculum to your learners. Pearson Edexcel iLowerSecondary provide the best foundation to steer learners towards success as they progress through their education journey."

[insert name of school spokesperson] said: "[insert comment as required]"

With this partnership, learners will gain an internationally recognised qualification at the end of their Key Stage 3 education developed by the UK's

provide opportunities for learners to continue their education journey at a higher learning institution of their choice.

- ends -

About [insert school name]
[insert information about your school]

About Pearson

Pearson is the world's leading learning company. We provide world class assessments, digital content and learning experiences for international schools to enable more effective teaching and learning and to help learners increase their skills and global employability prospects.

We partner with schools, universities and employers globally to offer qualifications to over 3.5 million students annually: our International GCSE and International A level qualifications are most closely aligned to the British education system and BTECs, our popular, career-focused qualifications developed in partnership with employers can be studied alongside academic qualifications in a broad and balanced curriculum.

Find out more at [pearson.com/international-schools](https://www.pearson.com/international-schools)

Enquiries

school	contact	person
school		name
school	contact	details
school	contact details	(telephone)

What you'll find there

95 (and counting) downloadable assets – and 15 different types – that you can use in your online and offline activities:

- **Approved centre logos**
- **Approved centre plaques**
- **PowerPoint presentations**
- **Downloadable brochures**
- **Classroom posters**
- **Event Banners**
- **Social Media Assets***
- **Promotional and testimonial videos**
- **Infographics**
- **Latest catalogues**
- **Virtual backgrounds**
- **Image Bank***
- **Press Release Kit**
- **Case Studies**
- **Link to blog articles**

** coming soon*

Approved centre logos

Once you are confirmed as an approved centre, you can use our logo alongside yours to communicate your approved centre status and partnership with us.

[See our logos](#)

Approved centre plaques

Display your approved centre plaque in a prominent position in your school to showcase your partnership with Pearson Edexcel.

[See centre plaques](#)

Pearson presentations

We have put together a collection of branded presentations to help you explain your Pearson Edexcel qualifications to your school community.

[Download presentations](#)

Downloadable brochures

Share our brochures with your school audience to help to promote and explain the key benefits of your Pearson Edexcel qualifications.

[See all brochures](#)

Classroom posters

Download and display these colourful posters highlighting the skills your students will learn throughout their learning journey with Pearson.

[Download posters](#)

School pull-up banners

Brighten your reception area, parent evenings and other in-school functions with these banners promoting your partnership with Pearson Edexcel.

[Download banners](#)

Social media assets

Share your Pearson Edexcel partnership with your school community with these engaging social media resources to keep your school brand top of mind.

[Coming soon!](#)

Pearson Edexcel videos

Share these videos at school open days or in reception to help your school community learn more about your Pearson Edexcel pathway.

[Browse our videos](#)

Sharable infographics

Use our infographics on their own or add to your school presentations to provide your audience with an overview of your Pearson Edexcel pathway.

[Download infographics](#)

Our latest catalogues

Browse our latest range of print and digital resources to support your teachers and students with their Pearson Edexcel qualifications journey.

[See latest catalogues](#)

Virtual backgrounds

Download branded wallpapers for your desktop imagery or as a background for virtual sessions and promote your Pearson Edexcel partnership.

[Download backgrounds](#)

Royalty-free image bank

Browse our image bank for high quality photos of famous London, UK landmarks and images reflecting our values - ideal for your presentations.

[Coming soon!](#)

Editable press release kit

Adapt these template press releases and use them to help generate media coverage about your school's partnership with Pearson Edexcel.

[Coming soon!](#)

Case study templates

We would love to feature your school and learners on our channels! Just fill in your details at the online form here to submit your progression success stories.

[Coming soon!](#)

International schools blog

Share our blog with your school community - there are a whole host of posts for teachers, students and parents to help support their education journeys.

[Read our latest articles](#)

Additional support

Looking for something else to help promote your school's partnership with Pearson Edexcel? Email us and we'll do our best to help.

[Get in touch](#)

Jump off point for other resources too!

Even more support for your international school

We also have a range of information to support you on our [Pearson Edexcel international qualifications website](#) where you can find additional useful documents including:

- a Welcome Pack for new approved centres
- International GCSE subject guides
- International A level subject guides
- and many more useful documents to support your journey with Pearson Edexcel.

[Browse these additional guides](#)



Want to find out more or purchase? Contact your local Pearson consultant.

↑
TOP



Shareable Website Content

Why Choose Pearson Edexcel?

- **Key reasons to choose Pearson Edexcel**
 - **We lead the way in digital teaching, learning and assessment**
 - **Our globally recognised modular qualifications protect your learners**
 - **We are so much more than an awarding organisation**
- **Success stories from learners**
- **Testimonials from international schools**
- **Learn more about our popular subjects**
 - **Maths**
 - **English**
 - **Science**

<https://www.pearson.com/international-schools/why-choose-pearson/why-pearson-edexcel-now.html>

Why choose Pearson Edexcel now?

The partner you can trust through times of change

The education landscape is changing fast. The disruption to learning during the global pandemic has brought with it innovation, which has created new demands for teachers, learners and education systems.

To ensure your school and learners are best placed to face the challenges to come, you need a qualifications partner you can trust.

Only Pearson Edexcel can provide that trust.

[Let us explain why >](#)



Learn more about our world-leading qualifications



Why choose Pearson Edexcel for maths?

See why your school should choose Pearson Edexcel for International GCSE Maths and how we can support you to make the move.

[Learn more about maths >](#)



Why choose Pearson Edexcel for English?

See why your school should choose Pearson Edexcel for International GCSE English and how we can support you to make the move.

[Learn more about English >](#)



Why choose Pearson Edexcel for Science?

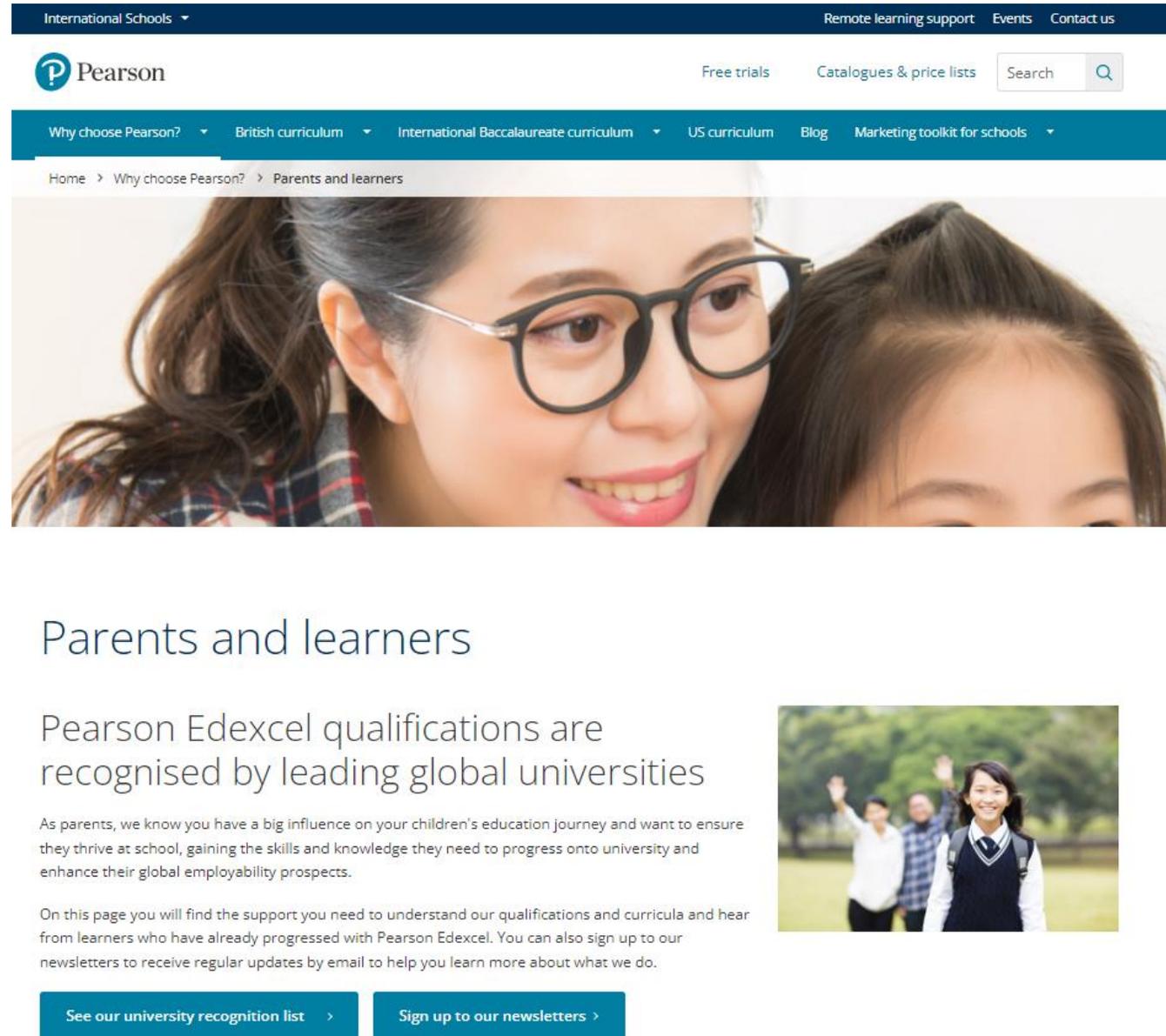
See why your school should choose Pearson Edexcel for International GCSE Science and how we can support you to make the move.

[Learn more about Science >](#)

Parents page

- **Why choose Pearson Edexcel?**
- **Clear explanation of their child's learning journey with Pearson, including jump off points to each of the key stages**
- **Testimonials from students and parents and learner progression stories**
- **Support for their children, including:**
 - **Key exam dates**
 - **Past exam papers**
- **Latest news and events**
- **Links to relevant blog articles**

<https://www.pearson.com/international-schools/why-choose-pearson/for-parents-and-learners.html>



International Schools ▾ Remote learning support Events Contact us

Pearson Free trials Catalogues & price lists Search

Why choose Pearson? ▾ British curriculum ▾ International Baccalaureate curriculum ▾ US curriculum Blog Marketing toolkit for schools ▾

Home > Why choose Pearson? > Parents and learners

Parents and learners

Pearson Edexcel qualifications are recognised by leading global universities

As parents, we know you have a big influence on your children's education journey and want to ensure they thrive at school, gaining the skills and knowledge they need to progress onto university and enhance their global employability prospects.

On this page you will find the support you need to understand our qualifications and curricula and hear from learners who have already progressed with Pearson Edexcel. You can also sign up to our newsletters to receive regular updates by email to help you learn more about what we do.

See our university recognition list > Sign up to our newsletters >

Support for Learners



Qualifications support

Find all the information you need about our qualifications and the support we offer you as a parent or learner.

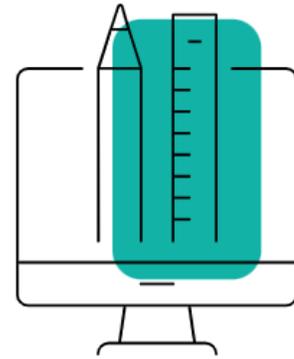
[See all support](#) 



Access exam timetables

Find exam dates for Pearson Edexcel International GCSE and International A level examinations.

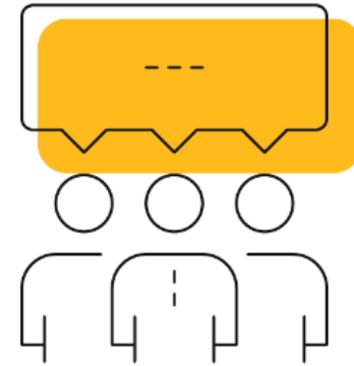
[See exam timetables](#) 



Download past exam papers

Our easy-to-use past paper search gives you instant access to a large, free library of past exam papers and mark schemes.

[Download past papers](#) 



Our international schools blog

Read our latest news and articles for parents on our international schools blog. Sign up to receive a fortnightly email digest.

[Read our blog](#) 

Our International Schools Blog

Sign up to our blog updates

Subscribe to receive regular blog updates by email

Email

I want to subscribe ...

Please send me regular blog updates by email

PEARSON INTERNATIONAL SCHOOLS > Blog

How to teach a green curriculum and encourage environmentalism

Climate change is something that children and young people are very aware of. Eco-anxiety – the psychological impact of the...

By **Maria Di Mario** November 8, 2021

2 of 6

Latest posts

- Supporting a successful transition from MYP to DP mathematics: written curriculum**
In her first article, Paula Rowlands outlined how a smooth transition between the MYP and DP is supported by having a seamless continuity of mathematics...
By **Paula Rowlands** November 18, 2021
- How to teach a green curriculum and encourage environmentalism**
Climate change is something that children and young people are very aware of. Eco-anxiety – the psychological impact of the climate crisis and fear of...
By **Maria Di Mario** November 8, 2021
- Four in-demand careers that students can break into in the robotics industry**
According to the World Economic Forum's Future of Jobs 2020 Report, by 2025, 85 million jobs will be transformed by increased use of automation and...
By **Nicoletta Beretta** October 28, 2021

Search by category

- British curriculum
- IB curriculum
- Primary
- Secondary
- English
- Maths
- Science
- Languages
- Parents**
- Educators

Articles by experts and invited authors

Parents



CLASSROOM

How to teach your students to recognise fake news

Before the advent of the internet, we knew where to find information: television, newspapers and libraries. But now, with a...

By **Maria Di Mario** July 20, 2021

5 4558



BRITISH CURRICULUM

Busting the myths that surround online learning

Since the start of the COVID-19 pandemic in spring 2020, online learning has become a pivotal feature in daily life...

By **Elaine Tibbatts** June 14, 2021

2 1525



BRITISH CURRICULUM

Should homework be banned? The big debate

Homework is a polarising topic. It can cause students to feel stressed or anxious. It adds extra pressure on teachers...

By **Maria Di Mario** April 28, 2021

131 44943

Parent-focused articles

Find an international centre

From
quals.pearson.com

>Support

>All Support Topics

>Find an
international
centre

Support topics

➤ See all support topics

Understanding our qualifications

Centre administration

Registrations and entries

Quality assurance

Assessment and verification

Exams

Results and certification

Our qualifications explained

Scottish Credit and Qualifications Framework (SCQF)

Where can I take Pearson qualification exams? (Private candidates only)

Comparing BTEC to other qualifications

Marketing toolkit for international centres

Regulated Qualifications Framework (RQF)

European Qualifications Framework (EQF)

Achieving your learning and career goals

Find an international centre

Policies for centres, learners and employees



<https://qualifications.pearson.com/en/support/support-topics/understanding-our-qualifications/find-a-pearson-centre.html>



Progression & Recognition

University Recognition



Over 1,000 universities worldwide recognise IAL qualifications for entry.

80% of the World University Ranking Top 20 Universities from all favourite education destinations globally recognise IAL qualifications for entry.

Pearson Edexcel International Advanced Level (IAL) Recognition

This list presents organisations that have agreed to help demonstrate Pearson Edexcel IAL recognition around the world. International A levels are developed to the same high standard as Pearson Edexcel GCE A levels which are accepted* by universities worldwide.

The document should not be interpreted as an exhaustive global record as institutions may not appear for various reasons not linked to recognition itself. For example, our annual [‘university destinations’](#) snapshots include universities and admissions bodies who receive Pearson Edexcel IAL student results and are not yet on this recognition list.

Please [bookmark this page](#) as this list is updated monthly. If you are a university and would like to be added to the list please see: qualifications.pearson.com/recognise

*This recognition is solely to indicate that the IAL is an acceptable qualification for admission



Yale University



The University of Hong Kong

Pearson Edexcel IAL universities recognition lists by region

Europe

See universities list

Americas

See universities list

Australia & NZ

See universities list

Asia

See universities list

Africa

See universities list

Middle East

See universities list

<https://www.pearson.com/international-schools/british-curriculum/why-a-british-education-.html>

Apply to university: resources



Country study guides



Interactive webinars

<https://qualifications.pearson.com/en/support/Services/progress-to-university/international-schools.html>

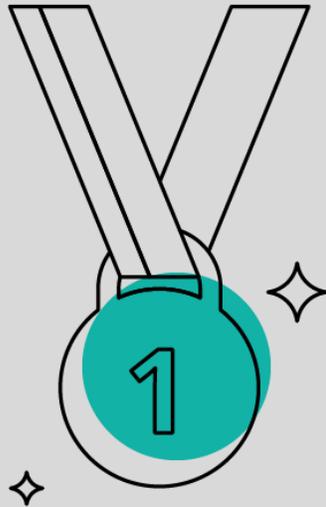


Pearson Student & Teacher Awards

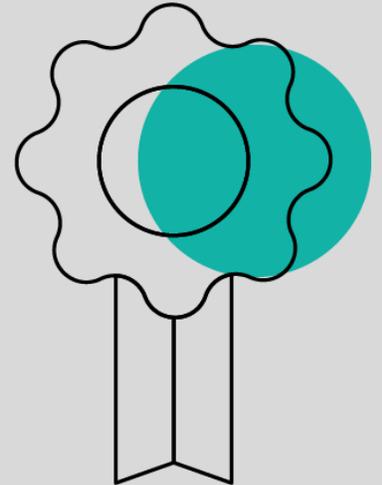
**Outstanding
Pearson Learner
Awards**
(High Achiever Awards)



**Regional
Student Awards**



NEW
**Pearson
International
School Teacher
Awards**



About Outstanding Pearson Learner Awards (OPLA)

Our flagship awards programme, the Outstanding Pearson Learner Awards (OPLAs), provides recognition to the top-performing Pearson Edexcel learners worldwide, outside the UK.

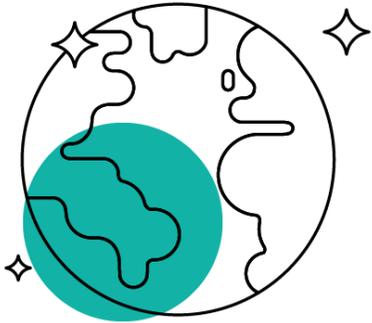
These annual awards recognise the outstanding academic achievements of learners who achieve the highest score in their examination subject, competing against thousands of other learners who are taking the same subject in country and globally.

The list of award recipients is provided to schools each November and awards are given to achieving students for the previous November, January and May/June exam series.

Our local representatives will attend your school prize giving ceremonies and/or arrange regional award ceremonies to celebrate your winning students.



OPLA Criteria



	Highest Subject Mark in the World	Highest Subject Mark in the Region	Highest Subject Mark in the Country	Regional Awards
	Excluding UK	Europe, Asia, Africa, Middle East	Only in regions which meet minimum entry requirements	
iPrimary	Grade P3 must be achieved – then the highest raw mark			Discretionary local awards
iLowerSecondary	Grade S4 must be achieved – then the highest raw mark			
GCSE International GCSE	Grade 9 must be achieved – then the highest raw mark			
GCE A Level International A Level	A* must be achieved. No AS levels – then the highest raw mark			

Awards Ceremonies around the world



Regional Student Awards

These regional awards are proposed by our regional teams as additional recognition to the achievement of the learners in their region.

Some of the regional awards include:

- Queen Rania Outstanding UK Learner Awards in Jordan
- Pearson Excellence Awards in South-East Asia
- Pearson 'Best Across' Awards



NO	SCHOOL	APPROVED CENTER NUMBER	NUMBER OF AWARDEE WINNERS
1.	Aspiration International Secondary School	94204	4
2.	British Council Kuala Lumpur	94395	1
3.	British International School of Kuala Lumpur	95860	47
4.	Cambridge International School	90039	18
5.	Epsom College Malaysia	95900	27
6.	HELP Academy	94604	36
7.	Marlborough College Malaysia	93783	29
8.	Maz International School Penang Jaya	94606	20
9.	Sayfidi International School	94605	54
10.	The Alice Smith School	94622	78
11.	The Prince of Wales Island International School	95912	16
12.	Xceleration Edu-System	95926	5
13.	Zenith International School	95899	2

Amplifying the achievements of your learners

Brighton College Bangkok
2h · 🌐

Eleven pupils from Brighton have received a Pearson Excellence Award for 2021!

Pearson International Schools is the UK's largest qualification awarding organisation for GCSE and A Level examinations, serving over 42,000 candidates in the APAC region.

Close to 1,000 learners met the following criteria in their 2021 examination results...
See more

PEARSON AWARD WINNERS 2021



👍 23 📄 2 shares

Regents International School Pattaya
29 April at 15:58 · 🌐

Congratulations to our Pearson Excellence Award winners Eun Jeong, Reeva, Young Seo and Yuxin; who achieved Grade 7 and above in a minimum of 5 subjects for their IGCSE exam results.

Today the students are celebrating their wonderful achievements with other award winners in Thailand through a virtual ceremony.

Learn more about Key Stage 4 at Regents:
<https://www.nordangliaeducation.com/.../curri.../key-stage-4>



👍❤️ 37 📄 3 shares



Some examples of the social posting and offline activities that schools organised to amplify the achievement of the learners.

Amplifying the achievements of your learners

St Francis Methodist School
20 August · 🌐

Heartiest congratulations to our student Tung Shun Yiu Neo. He has been awarded the Most Inspiring Student Award for Pearson Edexcel this year. SFMS couldn't be more proud to have you as our student.

Keep up the good work and continue to inspire other students! 🙌👏👏

#sfms #sfmsg #stfrancismethodistschool #education #educationsg #singapore #pearsonedexcel #mostinspiring #awardwinning #studentawards #mostinspiringstudent



Tung Shun Yiu Neo
7 Credits and 7 Distinctions
11.2G - SFA

20

Tanglin Trust School
16 September at 18:00 · 🌐

We were delighted to witness the presentation of 29 Pearson Edexcel Outstanding Learner Awards to 26 of our past and present students earlier this month. They included: 20 Highest Mark in Singapore Awards; 4 Highest Mark in Asia Awards; and 5 Highest Mark in the World Awards. Congratulations to these individuals on their superb achievements!

<https://www.tts.edu.sg/news-and-events/tanglin-news/~news-id/153>



TTS.EDU.SG

Magnificent Accomplishments Achieved in Pearson Outstanding Learner Awards

78 3 comments 1 share

Shrewsbury International School Bangkok Riverside
19 September at 12:21 · 🌐

A huge congratulations to all of those recognised in the Pearson Awards yesterday, find out more about their fantastic achievements on our website: <http://ow.ly/PcTG50wfO63> #WeAreShrewsbury #SuccessAtShrewsbury



SHREWSBURY.AC.TH

Shrewsbury Students Top Pearson Exam Lists
Students earn 48 awards, more than any other school in Thailand

72 1 comment 6 shares

Alice Smith School's Official Site
5 October at 11:02 · 🌐

Recently Pearson (Edexcel), the largest exam awarding body in the world recognised its highest award winners in Malaysia and we are proud to say that Alice Smith School was the largest represented school in attendance!

Nineteen proud students were recognised and awarded in a diverse range of subjects by Pearson at the top level of recognition either within Malaysia, Asia or the world, with some students receiving awards in two subjects. Congratulations students on your well deserved success.



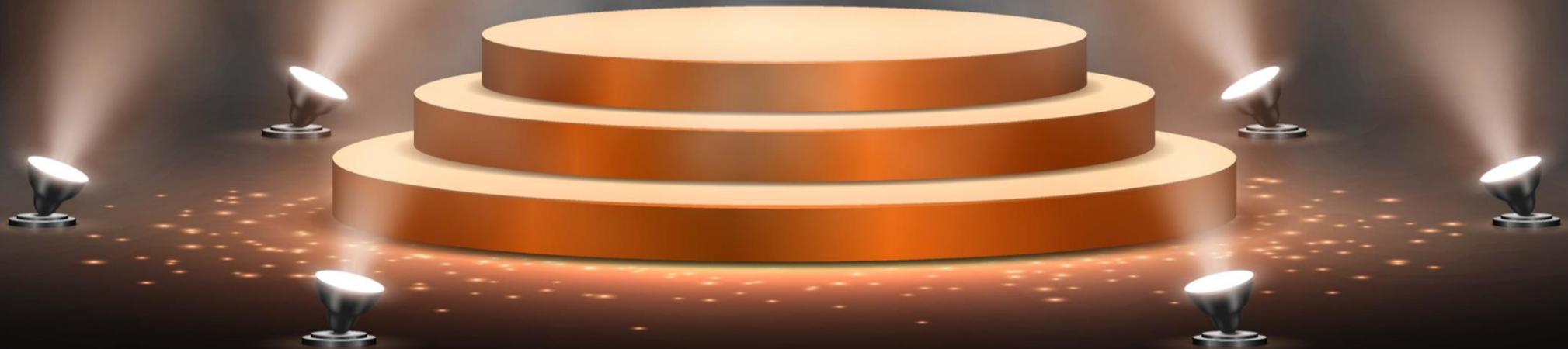
Pearson

#AHistoryOfInnovation

81 3 shares

Some examples of the social posting and offline activities that schools organised to amplify the achievement of the learners.

Pearson International School Teacher Awards





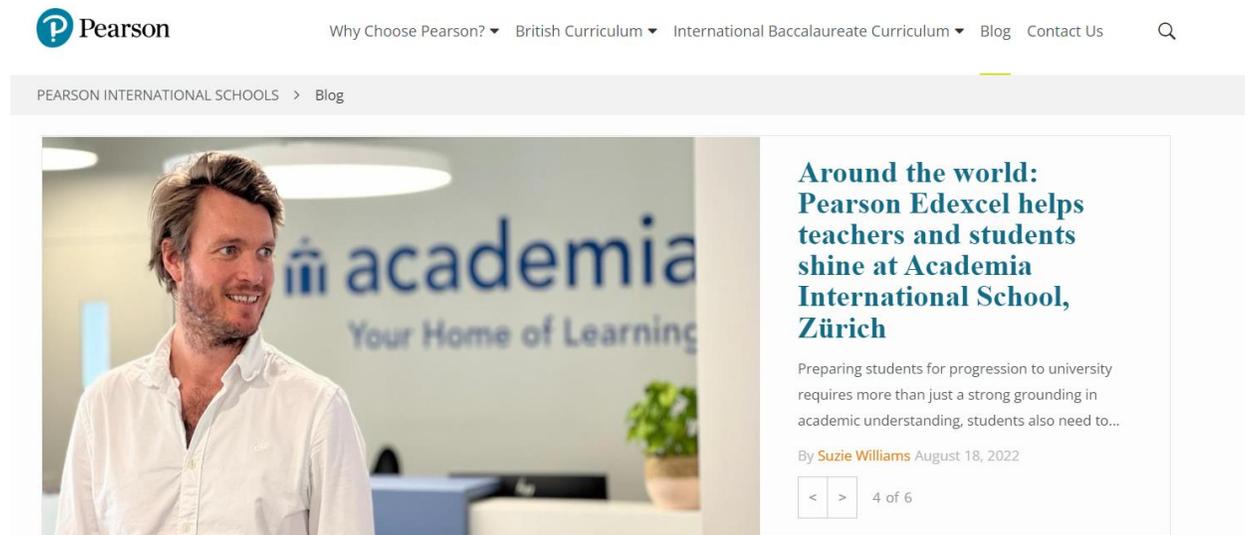
**Share your school or
learners' stories on
our channels**

Our channels

We can help you share your school or learner stories to a global audience via our channels!

- Our Pearson International Schools website
- Our Facebook page
- Our LinkedIn page
- Our YouTube channel
- In our monthly email newsletters

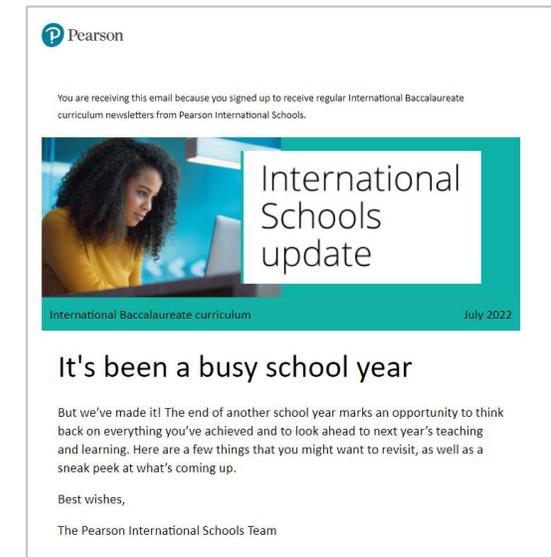
Register your interest at the form here: [link](#)



The screenshot shows the Pearson International Schools website. At the top, there is a navigation bar with the Pearson logo, a search icon, and links for 'Why Choose Pearson?', 'British Curriculum', 'International Baccalaureate Curriculum', 'Blog', and 'Contact Us'. Below the navigation bar, the breadcrumb trail reads 'PEARSON INTERNATIONAL SCHOOLS > Blog'. The main content area features a large image of a smiling man in a white shirt in front of a wall with the 'academia Your Home of Learning' logo. To the right of the image is the article title: 'Around the world: Pearson Edexcel helps teachers and students shine at Academia International School, Zürich'. Below the title is a short paragraph: 'Preparing students for progression to university requires more than just a strong grounding in academic understanding, students also need to...'. The author is listed as 'By Suzie Williams' and the date is 'August 18, 2022'. At the bottom of the article preview, there are navigation arrows and the text '4 of 6'.



The screenshot shows a Facebook post from 'Pearson International Schools', which has 1,919 followers. The post text reads: 'We caught up with the team at Academia International School in Zürich, Switzerland, to find out how Pearson Edexcel qualifications are helping their learners develop a global mindset and achieve their ambitions of entering the university of their choice. Read more here: <https://bit.ly/3D25Nzs>'. The post includes the same image of the man in the white shirt. Below the image is the article title: 'Around the world: Pearson Edexcel helps teachers and students shine at Academia International School, Zürich' and the URL 'blog.pearsoninternationalschools.com'. At the bottom, there are interaction buttons for 'Like', 'Comment', 'Share', and 'Send'.



The screenshot shows an email newsletter from Pearson International Schools. The header includes the Pearson logo and a note: 'You are receiving this email because you signed up to receive regular International Baccalaureate curriculum newsletters from Pearson International Schools.' The main content area features a large image of a woman in a yellow top looking at a laptop. To the right of the image is the text 'International Schools update'. Below the image is the text 'International Baccalaureate curriculum' and the date 'July 2022'. The main heading is 'It's been a busy school year'. Below this is a paragraph: 'But we've made it! The end of another school year marks an opportunity to think back on everything you've achieved and to look ahead to next year's teaching and learning. Here are a few things that you might want to revisit, as well as a sneak peek at what's coming up.' The email concludes with 'Best wishes,' and 'The Pearson International Schools Team'.

Case Study Templates

Release form for students aged 18 and under



TALENT / STUDENT PERMISSION AND RELEASE

NAME OF TALENT / STUDENT: _____ AGE: _____ (only if minor)

Pearson Product:	Type of Contribution (check off all that apply)
<input type="checkbox"/> Audio	<input type="checkbox"/> Text (e.g. Essay)
<input type="checkbox"/> Video	<input type="checkbox"/> Artwork / Image
<input type="checkbox"/> Classroom Participation	<input type="checkbox"/> Other:
<input type="checkbox"/> Testimonial/Interview	
<input type="checkbox"/> Photographs	
<input type="checkbox"/> Other:	

Attach head and shoulders photograph here.

Not required for audio-only

Description of Recording and/or Contribution:
[INSERT DETAILED DESCRIPTION]

[Pearson QpCo] ("Pearson") and/or its affiliated companies, employees, independent contractors, agents, assigns, successors, licensees and any third party engaged or invited by Pearson to perform work or services on its behalf (collectively, the "Pearson Parties") requests your permission to record and use your name, likeness, image, voice, performance and/or original musical composition to produce the type of recording described above ("Recordings"), and acquire the rights to the types of work product specified above that you have created ("Contributions") for various uses in Pearson's sole discretion. By signing below, you voluntarily agree to the following:

- I hereby grant to Pearson and/or Pearson Parties permission to make and use the Recordings and Contributions and to edit, copy, sell, distribute, broadcast, transmit, publish, reproduce, post, license and/or otherwise use and reuse them, in whole or in part, as desired. I understand and agree that Pearson shall own all rights, title and interest, including all intellectual property rights, in and to the Recordings and to the Contributions, and any reproductions thereof. I understand that this will legally allow Pearson, and its successors, assigns, assignees, grantees, and licensees, to use the Contributions and Recordings in all editions and versions of the Pearson Product identified above, as well as in any other Pearson product, in any languages and in any formats and media, now or hereafter known or developed, worldwide, and for any other product development, sales, training, or marketing and promotional purpose for as long as Pearson desires.
- Pearson may / may not use your real name and/or biographical information ("Biographical Information") when it uses the Recordings and Contributions. Pearson may choose to use a fictitious name, or no name at all.
- Here are some general terms:
 - You agree that the Contributions are original; that you did not copy them from someone else; and, that they do not contain or include any work or material of a third party.

Questions for Head of Schools / Teachers / Students



Pearson Edexcel Qualifications Head of School Questionnaire

Thank you very much for agreeing to fill out this questionnaire regarding your experience with Pearson Edexcel.

We will use the answers you provide as the basis for creating a case study to share your achievements and progress with other international schools on our [Pearson International Schools website](#).

We will ensure you are able to review and approve a draft of your case study ahead of publication.

Please first confirm some details about your school:

School Name:	
Region/Location:	
Area type: <i>e.g. rural, inner-city</i>	
Number of students:	
School type: <i>e.g. academy, independent</i>	
Curriculum <i>e.g. UK curricula only, IB/US/national/mixed/etc</i>	
Specialism (if relevant):	
Your name:	
Your role at the school:	

4. What do you plan to do once you have completed your Pearson Edexcel qualifications? For example, do you plan to progress into the next stage of your school education, onto an international university or directly into a career?

5. What do you enjoy most about studying Pearson Edexcel qualifications?

6. Please describe your overall experience of taking Pearson Edexcel qualifications. For example, has it been positive, have you enjoyed the content of your qualification, if you have used Pearson Edexcel supporting resources, e.g. student books, how has that experience been?

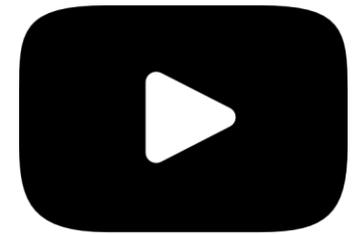
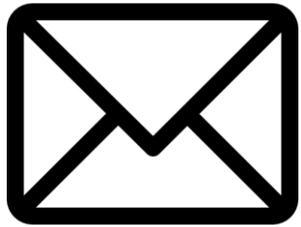
7. Other than developing knowledge in the subjects you have chosen to study, in what ways do you feel that your Pearson Edexcel qualifications are preparing you for the future?

8. What skills/perspectives/knowledge have you developed as a direct result of studying Pearson Edexcel qualifications?

9. How would you describe the experience of taking Pearson Edexcel qualifications to other learners who are not taking them or maybe do not know about them?

Thank you for your time!

Connect with us for the latest updates on our events and promotion campaigns.



Email

internationalschools@pearson.com

Facebook

facebook.com/PearsonInternationalSchools

Website

pearson.com/international-schools

LinkedIn

linkedin.com/showcase/pearson-international-schools/

Youtube

PearsonInternationalSchools



Pearson