

Appendix 3 Brand and marketing Guidelines

You are encouraged to promote your Pearson Assured status. However, in order to maintain the integrity of the Pearson brand and to distinguish between a Pearson Assured programme and Pearson's own programmes, you are required to strictly adhere to these brand and marketing guidelines. This will ensure that the relationship between Pearson and your organisation in relation to your education / training programmes is accurately represented.

A review of the way you refer to Pearson Assured status in your marketing and associated collateral will be undertaken at the annual visit. If you fail to comply with these guidelines, your Pearson Assured status may be removed.

Branding

The Pearson Assured logo below can be used alongside your own organisation logo to promote your Pearson Assured status. The logo can be obtained by emailing uk.branding@pearson.com

When a Pearson Assured logo is supplied, the logo:

- Can only be used with your own organisation's logo
- Can only be shown at no more than 75% of the size of the organisation's own logo
- Must adhere to the short bar exclusion zone, which is the size of the 'P' in Pearson
- Must not appear on the cover of any marketing or communication materials as this implies a joint partnership and not the Pearson Assured status.



A Pearson Assured organisation

Marketing

The statement below must be included on all communications and marketing promoting the Pearson Assured status:

Pearson Assured is a service that assures the quality of the processes underpinning the design, delivery, quality assurance and/or assessment of the organisation's own education or training programmes. This service quality assures the organisation's processes, not specific qualifications or training programmes offered by [name of organisation].

Pearson's reputation for quality and high standards is crucial to us but we can put that reputation at risk if communications are not clear and honest.

The following applies to all Pearson Assured organisations:

- Everything that is written or said or done about Pearson Assured organisations should exemplify the core message of high standards.
- Messages must not misrepresent to learners/trainees that specific own qualifications or other programmes offered by the organisation are regulated.
- An organisation does not have any right to use Pearson logos (including but not limited to Edexcel, BTEC or Pearson logos), or include references to, or naming of, Pearson's Responsible Officer or the Pearson Assured status on an organisation's

certificate not produced by Pearson. However, a Pearson Assured organisation may use the Pearson block logo on marketing materials and the use must comply with these guidelines. Any such permission will automatically terminate when the Pearson Assured status is terminated.

- The use of the Edexcel, BTEC or LCCI logo (or any derivative or other logo owned by Pearson) is not permitted.
- Use of the Pearson short bar logo is only permitted on a case-by-case basis when positioned alongside the provided copy.
- You must not represent that your organisation is an *Edexcel approved centre*, a *BTEC approved centre*, a *Pearson Approved Centre* or an *LCCI approved centre*, or use these logos, unless your centre has gone through the required process and has been approved.
- No mention of being Pearson Assured, or use of any logo, is permitted on any marketing or communications until your organisation has successfully passed the Pearson Assured approval process conducted by Pearson.
- The relationship must be clearly stated as being 'Pearson Assured'.

Putting it all together

Below is an example of how to use the Pearson Assured logo and how to include the Pearson Assured statement in your organisation's marketing and communications.

The image shows a sample marketing layout with three callout boxes:

- Top Callout:** Points to the company logo and placeholder text. Text: "All marketing and communications, including websites, must be in the organisation's own identity".
- Middle Callout:** Points to the Pearson Assured logo. Text: "The Pearson Assured statement should be used to clearly explain the relationship between the organisation and Pearson Assured."
- Bottom Callout:** Points to the explanatory text about the Pearson Assured programme. Text: "The Pearson short bar logo can only be used in conjunction with the organisation's own logo, at maximum 75% of the organisation's logo."

Certificates

An organisation's logo can still be included on the new look certificate (refer to the policy for more information). The certificate includes the Pearson logo bar and refers to the Pearson Assured programme.

An organisation must not include any of Pearson's brand assets (including but not limited to Pearson, Edexcel or BTEC logos) in addition to any reference to, or naming of, Pearson's Responsible Officer or a Pearson Assured status on a certificate not produced by Pearson.

From September 2014



Note: the above certificate is a sample only and there may be minor changes on the actual certificate.