

A guide to promoting Pearson's BTEC qualifications

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





Introduction

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

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

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

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

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

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



Creating your own materials

Creating your own materials: Understanding the values behind BTEC

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

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

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



Using the Approved Centre from Pearson logo

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

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

The BTEC Approved Centre logo

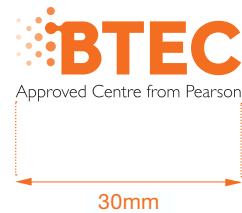


Approved Centre from Pearson

Exclusion zone



Minimum size



Format

BTEC Approved Centre logo size

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

Top tips: Examples of how to use the logo

Prospectus cover

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



Top tips: Examples of how to use the logo

Prospectus section heading

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

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

<p>Section 4 BTEC NATIONAL - LEVEL 3</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 nisl. 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 consequat fermentum</p> <p>24 <small>MATTIS NUNC IN ULLAMCORPER</small></p>	<p>BTEC NATIONAL - LEVEL 3</p> <p>Section heading Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ultrices enim eget vestibulum pulvinar.</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 nisl. 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</p> <p><small>MATTIS NUNC IN ULLAMCORPER</small> 25</p>
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Top tips: Examples of how to use the logo

Facebook

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

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



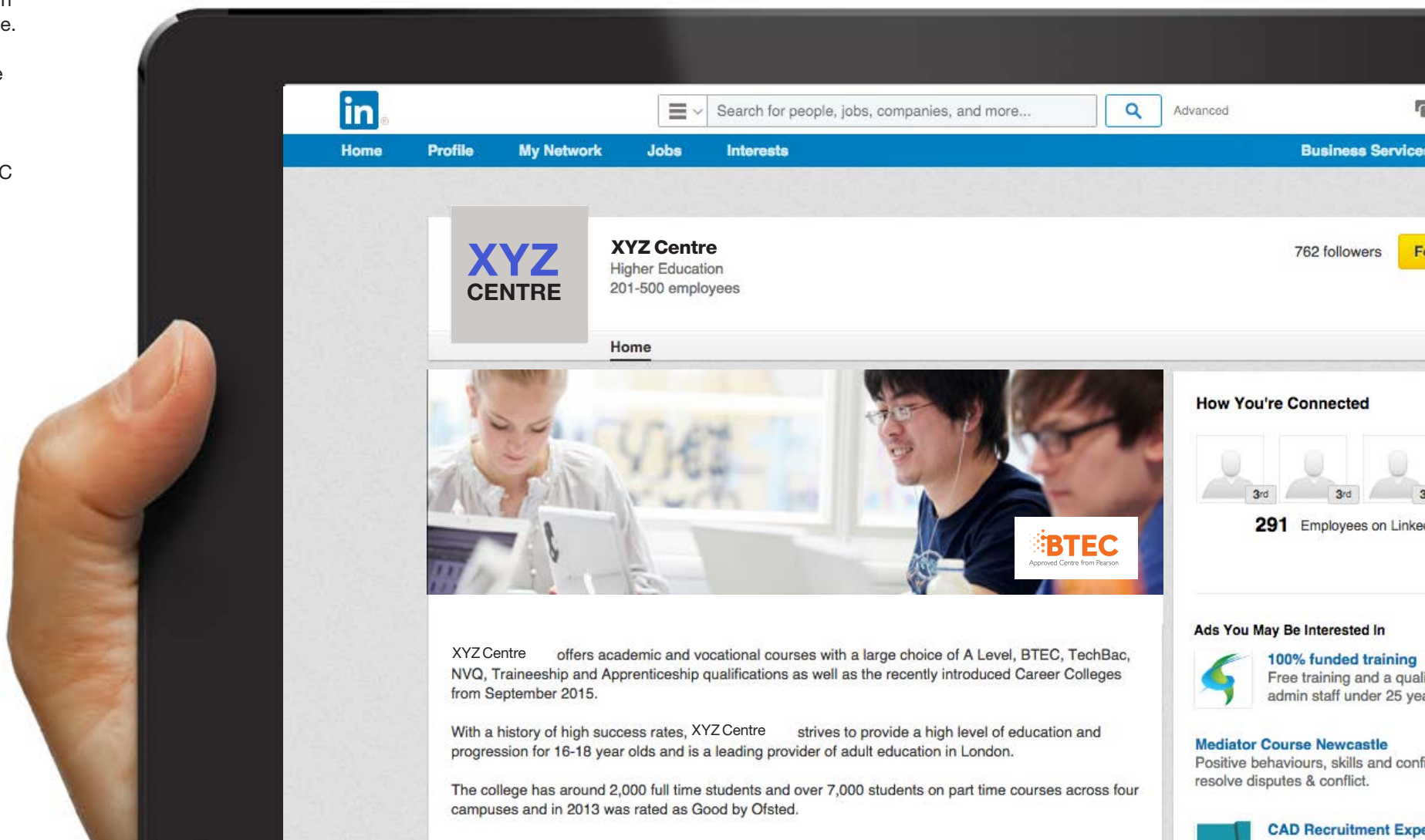
Top tips: Examples of how to use the logo

Linked In

08

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

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



Top tips: Examples of how to use the logo

Twitter

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

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

The image shows a hand holding a tablet displaying a Twitter profile for XYZ Centre. The profile includes a banner image of students in a kitchen, a profile picture of the XYZ Centre logo, and a bio. A BTEC Approved Centre from Pearson logo is visible in the bottom right corner of the banner image.

XYZ CENTRE

XYZ Centre
@XYZCentre

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

136 Photos and videos

Tweets Tweets & replies Photos & videos

XYZ Centre @XYZCentre · 37 mins
#ICT students celebrate #XYZ Centre by presenting work to industry experts followed by brilliant awards show #Harrow ow.ly/UyEtV

XYZ Centre @XYZCentre · 6 hrs
#ICT students celebrate #XYZ Centre by presenting work to industry experts followed

BTEC
Approved Centre from Pearson

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

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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 nisi. Sed condimentum odio ac mattis viverra. Sed erat libero, eleifend.

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 nisi. Sed condimentum odio ac mattis viverra. Sed erat libero, eleifend.

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 nisi. Sed condimentum odio ac mattis viverra. Sed erat libero, eleifend.



Incorporating more than one qualification type

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

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



**XYZ
CENTRE**

**PRO
SPEC
TUS**

**Full time and Professional Courses
2015/2016**

BTEC
Approved Centre from Pearson

edexcel
Approved Centre from Pearson



**XYZ
CENTRE**

**PRO
SPEC
TUS**

**Full time and Professional Courses
2015/2016**

BTEC **edexcel** **PEARSON**

Incorporating more than one qualification type

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



Referring to Pearson as the awarding organisation

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

Organisations we work with:

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

PEARSON

Courses we offer:

BTEC First in Applied Science

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Approved Centre from Pearson

Referring to Pearson as the awarding organisation

Top tips: To keep it simple

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

Centre X is an approved centre to offer BTEC qualifications from Pearson. Pearson is the world's leading learning company, with 40,000 employees in more than 70 countries working to help people of all ages to make measurable progress in their lives through learning.

Pearson provides learning materials, technologies, world class qualifications, assessments and services to teachers and students in order to help people everywhere aim higher and fulfil their true potential.

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

Sharing learner success

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

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

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

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



XYZ
CENTRE

"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
Extended Diploma,
Applied Science

BTEC
Approved Centre from Pearson

Creating Case studies continued

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

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

When you're gathering this information think about:

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

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

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

Using our marketing materials

Accessing our marketing toolkit

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

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



Top tips: Using the marketing toolkit

Need help explaining BTEC qualifications from Pearson to students?

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

Parents' evening coming up?

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

Planning a careers fair?

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

Are your students wanting to study abroad?

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

Examples from our marketing toolkit



Help

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

pqs.internationaleo@pearson.com