



Edexcel International Registered Centre Guidelines 2009

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Edexcel is the UK's largest awarding body. Its products and services are recognised and valued throughout the education sector in the UK and across the globe. If this recognition and value are to be maintained, all audiences, from students to government ministers, must have absolute trust in the consistent quality of the products and services that Edexcel provides.

Edexcel's identity is the guarantee of this quality. It is a signal to any audience that a product or service branded as Edexcel will meet or exceed the quality standards they associate with the company. It is vital that the Edexcel identity is correctly and consistently applied, not only by the organisation itself, but also by the many valued partners that help deliver the products and services in the UK and around the world. These guidelines provide the information to enable you to do just that.

If you would like to use any of the logo's in these guidelines please contact the Edexcel brand manager on brand@edexcel.com



Overview of registered centre guidelines

If you are an approved Edexcel centre you may use the Edexcel Approved Centre logo on your website, stationery and promotional materials.

You may also use the Edexcel logos in your prospectus or alongside relevant course listings to highlight Edexcel qualifications. Please remember if using the Edexcel logo to highlight Edexcel qualifications always check that the logo with the strapline is no smaller than 20mm.

If required the Edexcel logo can be used without the strapline. The minimum size for the Edexcel logo without the strapline is 10mm.

All artwork should be checked by Edexcel before going to print or publishing on the web.

To request a copy of the Approved Centre logo and the Edexcel logo please email brand@edexcel.com

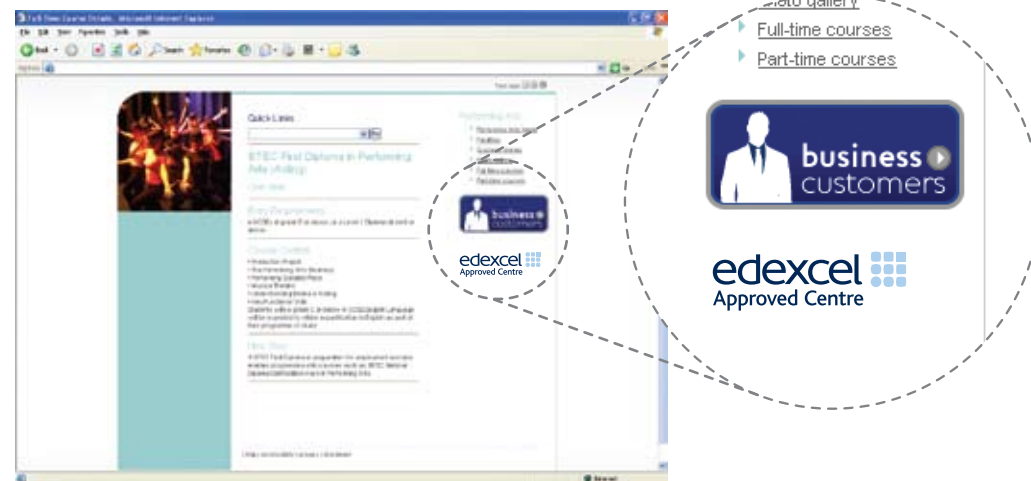
Edexcel logo



Edexcel Approved Centre logo



Example placement of the Edexcel Approved Centre logo





Edexcel logo and Edexcel Approved Centre logo

Please follow the guidelines below when using the Edexcel logo and Edexcel Approved Centre logo.

- Both logos comprises three parts: Edexcel name, grid symbol and strapline, as per the image opposite:
- The logo is available in different colours so it is always visible on light, mid-tone or dark backgrounds.
- The logo is available in different formats: full colour, single colour, black and white and solid black. The full colour logo is the preferred logo for use.
- If you require versions of the logo in different colour ways please contact the Edexcel brand manager on brand@edexcel.com

Full-colour logo



Single-colour logo



Black-and-white logo



Solid logo



Without strapline logo





- The Edexcel logo and Edexcel Approved Centre logo can be positioned anywhere on a page, screen or document ensuring you include a protective 'exclusion zone' around the logo. Note that the exclusion zone itself is invisible, and you should never see the elements that help to create it.
- Nothing that detracts from the logo, like other lines of type, other logos or the edges of photographs, should appear inside this area.

The logo is designed to appear on many different applications in many different sizes.

- The minimum size for the Edexcel Approved Centre logo and the Edexcel logo, with the strapline, is 20mm from left edge to right edge.

- The Edexcel logo may be used without the strap line where it is necessary to reproduce below 20mm, this should only be used alongside course listings.
- The minimum size for the Edexcel logo without the strapline is 10mm.

We recommend the use of the Edexcel Approved Centre logo on centres websites and printed course material. This logo is a badge of authenticity of a centre's capability to deliver Edexcel qualifications and it should be used to communicate this message to students and candidates alike.

Suggested sizes

Format	Logo size
A3	67.5mm
A4	49mm
210mm square	49mm
A4 stationery	45mm
A5	37mm
DL	33mm
On Screen (website)	198x58 pixels





Logo do's and don'ts

Do's

1. Always use an official artwork file
2. Always ensure you include a protective exclusion zone around the logo
3. Always check that either logo with the strapline is no smaller than 20mm from the left edge to right edge.
4. Only use the Edexcel without the strapline alongside course listings, the minimum size for the Edexcel logo without the strapline is 10mm.

Don't

First and foremost, never attempt to recreate or redraw the logo. Here are some examples of mistakes to avoid:

1. Don't change the colours
2. Don't remove the 'grid'.
3. Don't distort or stretch
4. Don't substitute another typeface for the name
5. Don't substitute another symbol for the 'grid'.
6. Don't swap the words in the strapline for any other text.

Both logos are available in different versions so that they show up on different backgrounds (light, mid tone or dark). The full colour logo is the referred version.

To request a copy of the Edexcel logo and the Edexcel Approved Centre logo please contact the brand manager at brand@edexcel.com.

Don'ts examples



1.



4.



2.



5.



3.



6.