

Edexcel

Success through qualifications

> The Edexcel logotype must always be reproduced using the approved master artwork, available as electronic artwork on disk in Mac or PC format.

> Please call the Publishing and Logistics Department on 0171 331 4027.

Edexcel
Stewart House
32 Russell Square
London WC1B 5DN

Telephone 0171 393 4444
Email enquiries@edexcel.org.uk
Website www.edexcel.org.uk

Vision

> Our vision is to be the leading provider of qualifications, enabling more people to achieve success in gaining qualifications that are trusted for their integrity and for maintaining the highest standards.

> Edexcel has developed a set of values for each of its brands. The corporate identity has been developed to help reflect and promote these values. The rules that govern their implementation and application are set out in this, and other related guidelines.

Each of our brands is united by a set of core values, which are:

Rigorous, supportive, responsive, providing value for money.

The values for our individual brands are:

Edexcel	BTEC	London Examinations
innovative supportive inclusive	provides alternatives understands employers' needs	academic credibility nationwide coverage

While we are still officially Edexcel Foundation, we have dropped the word 'Foundation' from the new logotype and need only be referred to as 'Edexcel' in general text.

For an up-to-date list of how qualifications are branded, please contact the Corporate Marketing Department.

> The new Edexcel logotype consists of typeface and strapline. The strapline is an integral part of the logotype and 'Edexcel' should never be used as a logotype without it, though the strapline itself may be used in isolation.

Master artwork, available from the Publishing and Logistics Department on 0171 331 4027, must be used at all times.

The word 'Edexcel' has been specially drawn and letter spaced and must never be altered or visually matched by typesetting in any way at all.

For any enquiries on implementation of these guidelines, please contact the Corporate Marketing Department.

> BTEC has its own logotype. These follow the same guidelines as the Edexcel logotype. It is endorsed with the strapline 'from Edexcel'.

When promoting specifically Edexcel branded qualifications use the Edexcel logotype. BTEC qualifications should be endorsed with the BTEC logotype. If promoting both Edexcel and BTEC, the Edexcel logotype should be used.

NB: When referring to BTEC qualifications the Edexcel name can be dropped – for example, BTEC Higher Nationals is sufficient rather than Edexcel (BTEC) Higher Nationals.

For up-to-date information on how qualifications are named please contact the Corporate Marketing Department.

Colour

> The corporate colours are Edexcel Blue and Edexcel Grey. Whenever possible the special colours should be used. When reproducing the Edexcel colours out of the four colour set, always use the tint percentages below. An accurate colour match to the special colours cannot always be achieved due to limitations in the four colour printing process.

PANTONE

Edexcel Blue
Pantone 2756



Four colour
CMYK
split

Coated
100C
87M
0Y
11.5K

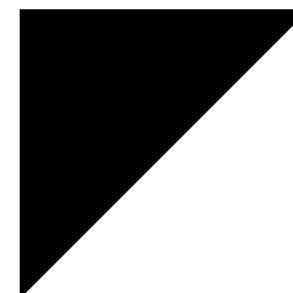
Uncoated
Stehlin Hostag
540 846

Edexcel Grey
Pantone Cool
Gray 8



0C
0M
0Y
56K

Black and white



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Area of exclusions and background versions

> The Edexcel logotype sits within an imaginary area of exclusion. This should not be encroached upon by text, photography or other logotypes. Always use this version with four colour printing.



Sub-brand logotype

> The BTEC logotype sits within an imaginary area of exclusion. This should not be encroached upon by text, photography or even the edge of a page. It should only be reproduced in one of the four colourways illustrated below.



Minimum sizes

> Minimum recommended size is 25mm overall width.



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