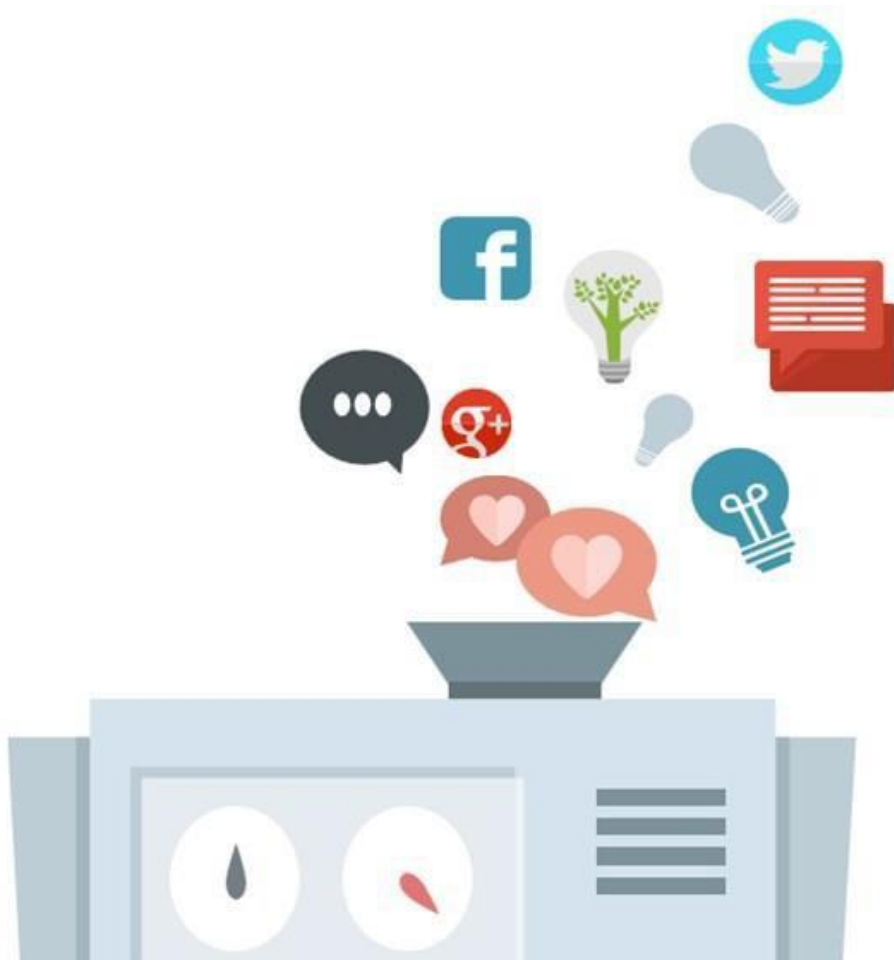




Marketing Open Awards Courses

August 2018



MARKETING GUIDANCE

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1. Welcome

This guidance has been designed to support you with marketing your courses and programmes that are approved or accredited through Open Awards.

Once you are an approved Open Awards centre, you may use our logo to support the marketing of our Open Awards programmes and courses. Please refer to this guidance for specific information on the usage of our logo and the Open Awards brand as a whole.

As an Open Awards centre, we are committed to supporting you with your marketing and communications. This guidance includes information on how we can help, as well as best practice advice and guidance on marketing.

If you would like any further information or support, please contact the Open Awards marketing team on marketing@openawards.org.uk or 0151 494 2072.

2. Marketing Your Courses

Understanding Different Types of Accreditation

At Open Awards, we are committed to flexibility and creativity. With this in mind, we have different types of accreditation to suit different learner needs and outcomes.

When marketing your courses or programmes, it is essential that any marketing or information provided is clear and accurate so that your learners are fully informed about what they are studying, what they will achieve at the end, what type of accreditation it is and what their progression opportunities are.

| | Qualifications Qualifications regulated by Ofqual and Access to HE Diplomas regulated by QAA. | Regulated Units Individual Units regulated by Ofqual | Badge of Excellence Quality Mark highlighting your programme as being of excellent standard. | Quality Endorsed Units Highly-bespoke units tailored to suit your learners' needs. |
|--|--|---|---|---|
| Externally Regulated (Ofqual and QAA) | ● | ● | | |
| Robust Quality Assurance | ● | ● | ● | ● |
| Requires Learner Assessment and | ● | ● | | ● |
| Quality Assures Learner Outcomes | ● | ● | | ● |
| External Review of Programme Materials | | | ● | |
| Learner Receive a Certificate | ● | ● | ● | ● |
| Flexible Delivery Methods | ● | ● | ● | ● |
| Expert Support Tailoring Provision | ● | ● | ● | ● |
| Access to Training for your Staff | ● | ● | ● | ● |

Qualifications

If you are delivering a course that leads to a qualification, you will be aware that the Rules of Combination as outlined in the specific qualification guide should be fulfilled.

The Qualification Guide is a good place to start with marketing your course and informing your learners about what they will be studying and what they will achieve at the end.

The guide includes the following:

- Purpose Statement for learners

- Pathway to Employment/Progression
- Qualification Information
- Rules of Combination and Individual Units

Access to HE Diploma

We would encourage you to actively market your Access to HE Diploma in order to attract the cohort of learners you require. We do ask that you take note of our branding guidelines so that we can ensure a consistent message is being communicated.

Where you are actively marketing Open Awards Access to HE Diplomas, we ask that as minimum, you include the following information:

- Any entry requirements to the course, where applicable
- Any requirements for professional progression (e.g. a GCSE C in English, Maths and Science for primary school teaching)
- Details of the cost of the course, including the Open Awards registration fee if this is charged separately
- Please also make it clear that successful completion of an Access to HE Diploma does not guarantee access to a higher education course

Regulated Unit Delivery

If you are delivering a course made up of regulated units, it is important that your learner understands that this will not lead to achievement of a full qualification.

However, regulated units sit within full qualifications and learners could use these units to work towards a full qualification in the future.

You may include details of the qualification that the individual units sit within, as long as it is clear that your course itself will not lead to completion of said qualification. If your learners are interested in working towards a full qualification, you can use our qualification guides to advise them of the Rules of Combination required and what other units they must complete to gain a full qualification.

Information on which qualifications our regulated units sit within, please refer to the Unit content document.

Quality Endorsed Unit Delivery

If you are delivering a Quality Endorsed Unit course, it is important that your marketing makes it clear that these units do not sit within a regulated qualification and are therefore not regulated by Ofqual or QAA.

You must ensure that all marketing refers to the units as quality endorsed and that it is made clear that completion of the units will not lead to achievement of a regulated qualification. Your learners should be made aware that the units cannot be combined with others to achieve a regulated qualification; however they are accredited by Open Awards.



Badge of Excellence

The Open Awards Badge of Excellence recognises excellent training or learning programmes that do not require traditional accreditation via qualifications or units. Programmes are measured against Open Awards Standards of Excellence.

If you are delivering a programme that has been quality assured by Open Awardsq Badge of Excellence, you should ensure that your marketing makes it clear that completion does not lead to achievement of a regulated qualification or unit.

Marketing Courses - Overview

| | Qualifications | Regulated Unit Courses | Quality Endorsed Units | Badge of Excellence | Access to HE |
|-------------------------|--|--|---|---|---|
| Regulation | Regulated by Ofqual | Regulated by Ofqual | Not regulated | Not regulated | Regulated by QAA |
| Learner achieves | Qualification | Units that can be used to form a qualification | Units that do not sit within a full qualification | Confirmation of attendance on course | Diploma Qualification |
| Title | Use the full qualification title as outlined in the qualification guide and Ofqual register e.g. Open Awards Level 1 Certificate in Skills for Further Learning and Employment (RQF) | Use the title of the course as it appears on your New Course Notification Form (this can be found on the secure portal). You cannot use the words Award, Certificate or Diploma in the course title as this could imply that achievers/partial achievers will have achieved a full qualification when that may not be the case. | | Use the title as it appears on your Programme Approval Application Form | Use the full Diploma title as listed on the Access to HE Diploma database |
| What we provide | Qualification Guide includes: Purpose Statement Employment/Progression Pathway Qualification Information Rules of Combination Individual Units | Unit Content . Learning Outcomes & Assessment Criteria | Unit Content . Learning Outcomes & Assessment Criteria | Best practice elements of course highlighted through course approval process. | Access to HE Centre Handbook Diploma and Unit Content |

Regulators' Logos

For information on the use of Ofqual logo, please visit their [website](#).

Please be aware that any misuse of the Ofqual trademarked logo will be reported to Ofqual immediately for investigation. For more information, please view our maladministration and sanctions [policies](#).

For information on the use of QAA logo, please visit their [website](#)

Please be aware that any misuse of the QAA trademarked logo and/or trademarked wording will be reported to QAA immediately for investigation. For more information, please view our maladministration and sanctions [policies](#).

Where relevant, Ofqual and QAA logos will appear on your learners' certificates.

Certificates

On successful completion and assessment of your course, learners will receive an Open Awards certificate. What they will receive depends on the type of accreditation you offer.

| | |
|--------------------------------|--|
| Ofqual Regulated Qualification | Qualification Certificate Open Awards and Ofqual Logo |
| Regulated Unit Course | Course certificate with unit transcript Open Awards Logo |
| Quality Endorsed Course | Course certificate with unit transcript Open Awards Logo |
| Access to HE Diploma | Access to HE Diploma Qualification Certificate Open Awards and QAA Logo |
| Badge of Excellence* | Certificate of Attendance Open Awards and Badge of Excellence Logo |

*Badge of Excellence certificates are optional and will incur an additional fee.

Please note, if you are also giving learners an in-house certificate, you may not use the Open Awards logo or name. Instead, use the name of the course as outlined on our new course notification form and the name of your centre.

3. How Can We Help?

Case Studies and News Stories

We are always happy to share best practice case studies on our website, newsletter and via social media. This could be an individual learner story, a best practice programme, or a case study of your centre as a whole. We also welcome stories that may be of interest to other Open Awards centres.

When you submit a case study it will be reviewed by a member of our marketing team. If approved it will feature on the ~~What's New~~ section of our website and may also be included in our electronic newsletter.

Simply send us your story or use the case study template at the end of this document. Please send with pictures/logos and the relevant media permission to marketing@openawards.org.uk

All case studies will be shared with you before being published.

Events and Celebrations

At Open Awards, we are committed to working with you to change lives through learning. If you have any events or celebrations that you would like a member of the team to attend either as a delegate or a speaker, please contact the marketing team on marketing@openawards.org.uk

We love to share details of your events and celebrations. Just send us the details and we will circulate via our social media channels.

Animations and Video Content

Our Open Awards YouTube channel hosts animations and video content. The channel includes a mix of informative videos, which you may wish to use in addition to animated case studies.

If you would like to work with us to create an animation showcasing your learners or programmes please contact the marketing team on marketing@openawards.org.uk

Check out our YouTube channel [here](#). Go ahead and share the videos through your own social media platforms. If you would like to use these for any other purposes please contact our marketing team in advance for permission.

Social Media

Please engage with us via social media and we will do what we can to support your centre and programmes. If you would like us to add you to our retweetlist for twitter please speak to a member of the marketing team or simply join in the conversation on any of our social media platforms.



Twitter: @openawards



Linkedin:

<https://www.linkedin.com/company/open-awards/>



Website: www.openawards.org.uk



[YouTube Channel](#)

Feedback

Your opinion matters! We welcome all feedback and will share this where appropriate via our social media platforms and websites. This is great way for us to share your opinions and get your brand out there.

Please forward any feedback to our marketing team or alternatively, to view our Compliments, Comments and Complaints policy, please visit our website.

Feedforward

We provide continuous feedback to centres through external verification visits, quality compliance meetings and curriculum support meetings/events. You can make use of your EV and Quality Review centre reports in your marketing but please ensure any content accurately reflects the original documents.

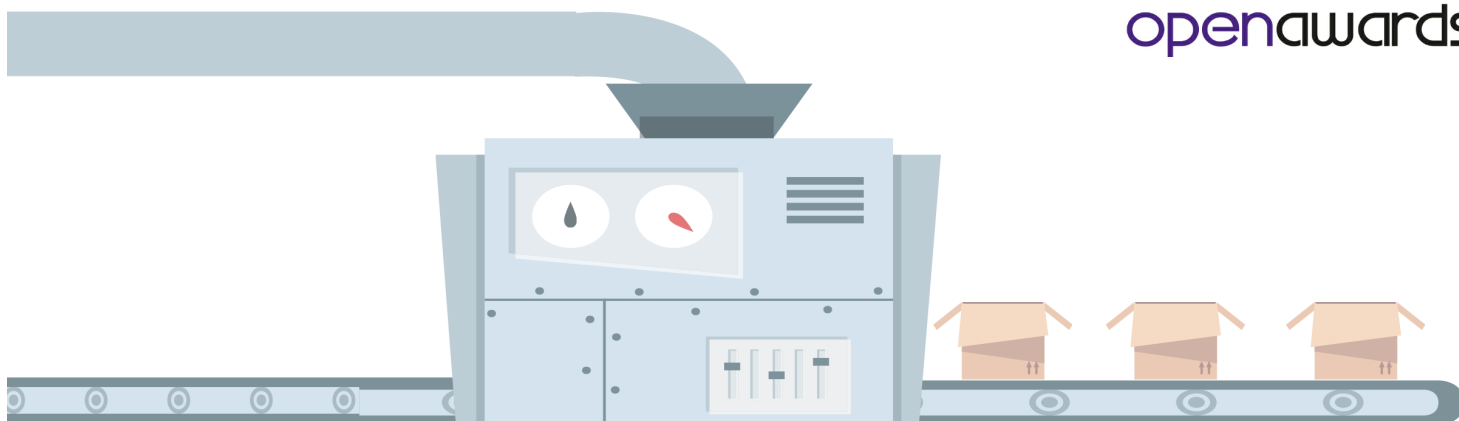
Alternatively, please contact the marketing team to ask us for a quote or feedback to use in your marketing materials or funding applications.

Marketing Your Courses

The Marketing Machine

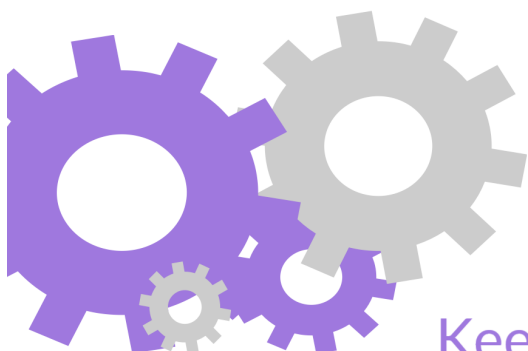


openawards



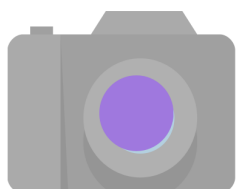
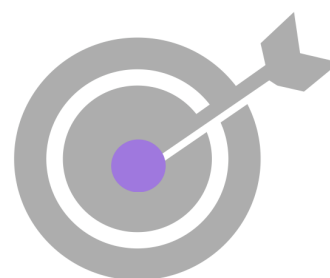
Don't Reinvent the Wheel

You have more marketing material available than you realise. Feedback from learners, progression data, retention rates, success stories, and new staff and projects can all be turned into positive marketing resources for your course.



Keep it Simple

Keep messages clear and concise. Avoid paragraphs of writing and overcomplicated explanations. This also applies to design. Keep consistent colours, fonts and themes. You want people to identify you with a certain 'look'.



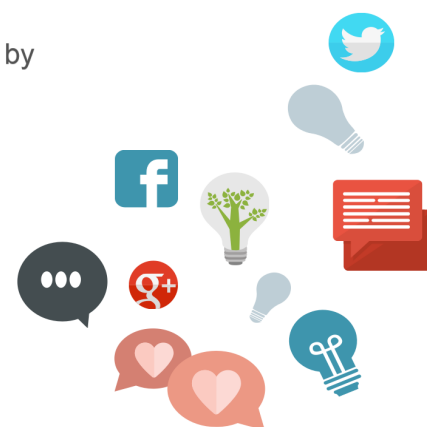
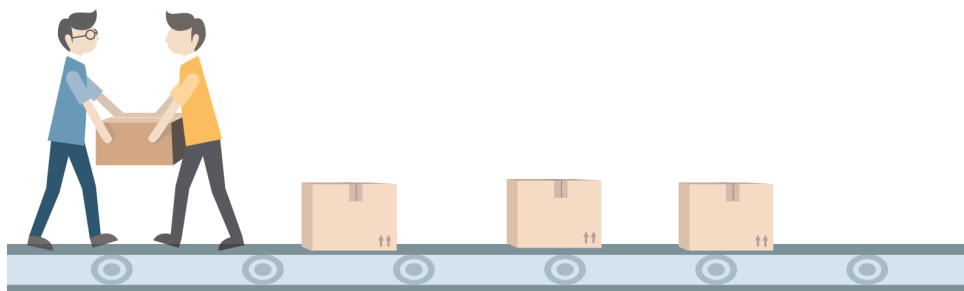
Let's Get Visual

A picture says a thousand words so try to use as many as possible. Visual content is great for engaging learners and starting conversations.



Get Social

Gone are the days of learners directly approaching you. Target your messages by finding out what platforms are being used and get talking.



Remember we are here to support you!

We love sharing stories from our centres so get in touch and we will shout about your great work and the successes of your learners. Call 0151 494 2072 or email info@openawards.org.uk



4. Use of Logos

Open Awards Logo



Once you are an approved centre, you may use our logo in your marketing materials of any medium for the following purposes:

- To advertise/market the specific courses you are accrediting through Open Awards (see section 1 for guidance on wording to run alongside logo)
- Inclusion on your course workbooks, evidence and delivery resources (PowerPoints; schemes of work)
- To use in case studies or stories highlighting learner achievements of Open Awards accredited or endorsed programmes/courses

Open Awards Logo should not be used to advertise/market any courses not accredited by Open Awards or in relation to your centre as a whole without our express permission.

To obtain this or for any other use of the logo not outlined above, please contact us by email on marketing@openawards.org.uk



Badge of Excellence

Our Badge of Excellence service has a designated logo to ensure learners and centers are fully aware that the Badge of Excellence endorses the training programme as being of a high quality and achieving positive outcomes, but not specific learning outcomes.

Once your programme has been confirmed as approved through Open Awards Badge of Excellence, you may use the Badge of Excellence logo for the following purposes:

- To advertise/market the specific course/programme that has been approved
- Inclusion on your course workbooks, evidence and delivery resources
- To use in case studies or stories highlighting learner attendance on Open Awards Badge of Excellence programmes/courses

Please note that the Badge of Excellence recognises specific programmes and does not recognise the centre as a whole. Please ensure that the use of the logo does not imply otherwise.

Logo Formats, Sizes and Positions

Our logos have been specially designed, and should not be altered in any way, apart from resizing, which is covered below.

File Formats and Resizing

The logo is available in EPS& JPEG, formats.

The logo can be resized without any loss of quality, but this should always be done in proportion, i.e. the logo should not appear to be stretched or squeezed. The text of the logo should always appear legible, and the minimum size requirements adhered to (see below). When resizing the logo in other formats, care should be taken that the clarity of the image is not distorted.

Colour of logo

The logo is available in colour and should be used against a solid white background. The text of the logo should not be displayed in a box or frame, but should stand alone against a solid white background.

Exclusion zone and minimum size

Please ensure that there is a clear area around the logo, so that it always appears prominently. It should not overlap, or be overlapped by other images or text.

The maximum size of the Open Awards logo should be 4.33cm (h) and 7.29cm (w). The minimum size of the Open Awards logo should be 1.52cm (h) and 2.3 cm (w).

The maximum size of the Badge of Excellence logo should be 5.72 cm (h) and 6.65cm (w). The minimum size of the Badge of Excellence logo should be 2.39 cm (h) and 2.65cm (w).

Hyperlinking

We prefer the logo itself not to be used as a hyperlink, and that a separate text descriptor should be used. If for design reasons, the logo has to be used as a hyperlink, then it must not link to anywhere other than the Open Awards website home page: www.openawards.org.uk

Colours

Aside from the use of our logo, you are not obliged to use any specific colours or fonts in your marketing materials.

However, if you would like to use the Open Awards colours, the codes are provided below.

| | | Hex Code | RGB Code |
|---|--------|----------|---------------|
| Open Awards info and regulated provision | Purple | 9f78de | 159, 120, 222 |
| Access to HE | Green | 7abb48 | 123, 182, 72 |
| Badge of Excellence and Quality Endorsed Units | Grey | 999999 | 240, 140, 34 |

5. Accessibility

Although not exhaustive, the following advice should be noted to help increase accessibility:

1. Double spaces between sentences and justified text is not advised. The `±iverq` effect can cause confusion for readers, regardless of disability status.
2. While black text and white paper is standard with printed material, documentation should be made available on coloured paper for those sensitive to higher contrasts.
3. Try to be aware of the font and size you are using in your marketing. At Open Awards, we use Arial, size 12ppt, which is recognised as a suitable font for people with dyslexia. However, for readers with visual impairments, documents with greater sized text should be made available upon request.
4. Inconsistent document layout causes confusion and difficulty for the reader. Be aware in any designs to aim for a consistent and clutter free layout.
- 5 Marketing documents should be made available in electronic formats and be compatible with integrated visual and hearing aids that users may have installed.
6. Whilst complex, sector based language is unavoidable in some situations, considerations must be made for audiences with varying degrees of understanding.
7. More information about help with Accessibility can be found here <https://accessibility.blog.gov.uk>

6. Appendices and Links

Logos

High quality Open Awards logos are available to download on our [website](#)

If you require the logo in an alternative format, please contact a member of the marketing team on marketing@openawards.org.uk or 0151 494 2072.

Media Permission

If you are using photographs or video images, it is important to have permission from the individual. You can download example media permission forms via our website. If you are providing us with a photograph or video, please include evidence or confirmation that you have permission for the images to be used.

Appendix A - Case Study Information

Appendix B - Media Permission Form

Appendix C - Media Permission Form (Easy Read)



Case Study Information

We love to hear about the fantastic work you are doing and celebrating the successes of Open Awards learners and centres.

In order for us to produce a case study to highlight your achievements, we have put together a list of questions below which can help you think about what you'd like to tell us.

You don't have to write very much! You can supply us with as much or as little as you like. We can turn your information into:

- A written article for our website or printed marketing
- Tweets
- A visual (poster or infographic)
- Animation video

Please try and provide pictures if possible and we can then feature your story on our website.

Email all case study information to marketing@openawards.org.uk.

If you haven't got time to write this information, give our Marketing Team a call on 0151 494 2072 instead. It would be extra helpful to have the following information to hand -

- Name of Centre
- Name of programme/ project / course/ Diploma
- When did this take place?
- Who was involved?
- Why was this piece of work carried out?
- What did the learners achieve?
- What are the learners progressing onto?
- Detail regarding delivery
- What made this so successful?
- Have you got any direct quotes?
- Do we have permission to use your logo?
- Is there anyone in the Open Awards team you'd like to mention in particular?
- Any other details

Open Awards - Media Permission

A parent or guardian must complete this form for people under 18 years.



This form requests permission to use all written materials, video footage and photographs taken for and by Open Awards (either by Open Awards staff or external organisations).

It includes:

- All footage or still images taken of you;
- All sound recordings taken of you;
- Any quotes given by you.
-

Please read the below declaration, and sign if you agree:

I give my permission for Open Awards to use any footage and photographs if they decide to do so.

I understand that footage and photographs may be used at different times and that I will not be contacted each time.

I also give permission that any video footage may be edited or altered to be used in other videos and the final decision with the editing rests with the Open Awards team.

I am aware that any footage, photographs or stories shared via social media could be shared further through external websites and digital platforms including national and international broadcasting and media outlets both print and online.

I also give permission for any photographs/videos that I have supplied to Open Awards myself, to be used as above.

Some of the ways footage or photographs might be used include:

- On the Open Awards website
- on social media (Facebook and Twitter for example)
- Video-hosting platforms (YouTube and Vimeo for example) or broadcast (tv, radio, podcast)
- In other Open Awards Information or publications (leaflets, posters, training materials or presentations)
- Any other appropriate use

Please confirm that you agree to Open Awards using your photograph, video or feedback.

| | |
|-----------|--|
| Name | |
| Signature | |
| Date | |

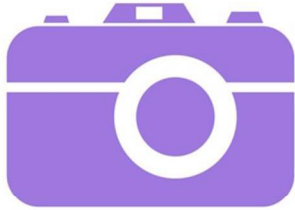
Can we use your name with the media?

| Full Name | First Name Only | Anonymous |
|-----------|-----------------|-----------|
| | | |

If signing on behalf of an individual, please print name and state your relationship to the individual.

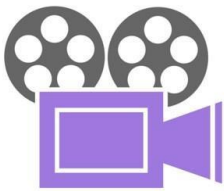


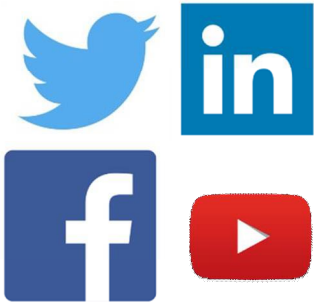
| | |
|------------------------|--|
| Name | |
| Relationship to Person | |

Media Permission



Can we take a picture of you or film you?

We might use your photograph for:

| | |
|---|---------------------------------|
|  | <p>Video or DVD</p> |
|  | <p>Our website</p> |
|  | <p>Leaflet or Display Board</p> |
|  | <p>Social Media</p> |



If this is ok with you please write your name in the box below.

| | |
|-----------|--|
| Name | |
| Signature | |
| Date | |

Can we use your name with the photograph or video?

Please, put a tick in the box you agree with

| Full Name | First Name Only | Anonymous |
|-----------------|-----------------|----------------|
| e.g. John Smith | e.g. John | e.g. Learner A |
| | | |

If signing on behalf of an individual, please print name and state your relationship to the individual.

| | |
|------------------------|--|
| Name | |
| Relationship to Person | |