Contents

1  Introduction
   1.1  Policy context: higher technical education reforms
   1.2  Purpose of the guidelines
   1.3  Who these guidelines are for

2  When to use the Higher Technical Qualification quality mark
   2.1  Who should use the Higher Technical Qualification quality mark
   2.2  Promoting an approved Higher Technical Qualification
   2.3  Promoting the Higher Technical Qualification programme as a whole (Careers Advisory Bodies and other organisations)

3  Design Guidelines – Higher Technical Qualification quality mark
   3.1  Colour logo
   3.2  Exclusion zone
   3.3  Minimum size
   3.4  Mono logo variant for single-colour designs only
   3.5  Logo don’ts
   3.6  Further examples

4  Annex
   4.1  Annex: quick reference to when to use the quality mark

5  Contacts
1 Introduction

1.1 Policy context: higher technical education reforms
1.2 Purpose of the guidelines
1.3 Who these guidelines are for
Welcome!

If you are involved in delivering an approved Higher Technical Qualification – congratulations!

If you are a third party looking to promote the programme to potential students – thank you!

We can all work together to raise the awareness and prestige of our technical offer at Levels 4 and 5, and increase the opportunities and life chances for young people, and those already in a career, across the country. The correct usage of the quality mark will be monitored by the Institute.
1.1 **Policy context: higher technical education reforms**

1.1.1 The government is committed to building a world class technical education system. In the government response to the higher technical education consultation (July 2020), the Department for Education set out plans to make higher technical education a more popular and prestigious choice that provides the skills employers need.

1.1.2 The Institute for Apprenticeships and Technical Education (‘the Institute’) has put in place an employer-led approvals process for Higher Technical Qualifications. This builds on its experience and expertise of approving apprenticeships and T Levels. The Institute compares the Level 4 and 5 qualifications submitted to occupational standards, which set out the knowledge, skills and behaviours an individual should achieve to be deemed competent in an occupation.

1.1.3 Please note that the Higher Technical Qualification quality mark is to be filed by the Institute for trademark registration; any misuse could lead to an action for trademark infringement. This will give learners and employers a clear signal of the occupational value of the approved qualification.
1.2 Purpose of the guidelines

1.2.1 These guidelines set out when and where to apply the Higher Technical Qualification quality mark, as well as including the design guidelines that are set out in section 3. The correct usage of the quality mark will be monitored by the Institute.

1.2.2 The correct use of the quality mark seeks to:

- support the promotion and marketing of approved Higher Technical Qualifications
- raise awareness of the Higher Technical Qualification programme amongst potential students, employers and the general public
- signal clearly the employer value these courses offer.

1.2.3 The quality mark must be only used by organisations:

- in relation to an approved Higher Technical Qualification - to demonstrate that the qualification has been approved by the Institute, and to advertise a specific course leading to a Higher Technical Qualification), and
- for careers advisory purposes, to explain and promote the Higher Technical Qualifications programme as a whole.
1.3 **Who these guidelines are for**

1.3.1 The Department for Education and the Institute are keen for organisations to promote approved qualifications to potential students and to employers, as well as contribute to the effort to raise awareness, understanding and positivity towards Higher Technical Qualifications generally. We are also keen for third parties, such as careers advisory bodies and trade bodies, to help promote the programme as a whole and inform potential students and employers about them. All users of the Higher Technical Qualification quality mark must adhere to these guidelines.

1.3.2 These guidelines set out when and how to apply the Higher Technical Qualification quality mark consistently and effectively.

1.3.3 Please get in touch (contact details below) if you have any questions about how to use the Higher Technical Qualification quality mark that are not answered in this document.

1.3.4 The Institute may amend these guidelines from time to time. The Institute will notify awarding bodies of any changes together with the date on which such amendments are to take effect.

1.3.5 Please note that the Higher Technical Qualification quality mark is to be filed by the Institute for trademark registration; any misuse could lead to an action for trademark infringement.
2 When to use the Higher Technical Qualification quality mark

2.1 Who should use the Higher Technical Qualification quality mark

2.2 Promoting an approved Higher Technical Qualification

2.3 Promoting the Higher Technical Qualification programme as a whole (Careers Advisory Bodies and other organisations)
2.1 **Who should use the Higher Technical Qualification quality mark**

2.1.1 The quality mark indicates the Institute's approval of a Higher Technical Qualification. Organisations should use the quality mark to indicate the status of specific approved qualifications, as well as to promote wider awareness and understanding of the Higher Technical Qualifications programme.

2.1.2 The quality mark indicates the Institute's approval of a Higher Technical Qualification. It should be used as an endorsement mark, alongside existing branded designs for providers and qualifications. As a result, the 'brand' is focused on the quality mark itself, without some of the wider elements a full product brand might include such as photography, full colour palette, layouts etc.

2.1.3 We are also keen for the Higher Technical Qualification quality mark to be used by third parties to promote the programme. This could be in material developed by careers advisory bodies or industry training bodies, explaining and promoting the employer-led approach and quality of the approved qualifications. This is so that potential students know what to look for when considering their course choices and can easily find the approved Higher Technical Qualifications on offer.

2.1.4 Everyone using the quality mark must ensure that any advertising, marketing and promotion products or services do not undermine or diminish the reputation, image and prestige of Higher Technical Qualifications when used in any such aforementioned activity e.g. media advertising.
2.2 Promoting an approved Higher Technical Qualification

2.2.1 Using the Higher Technical Qualification quality mark prominently and clearly is a vital part of our strategy to promote this new option to potential students. It should only be used to promote approved Higher Technical Qualifications and must not be used in a way that could reasonably be misinterpreted as a wider endorsement of:

- any qualifications not on the approved list of Higher Technical Qualifications
- non-Higher Technical Qualification pathways/options/routes, or
- your organisation overall.

2.2.2 Awarding bodies are responsible for sub-licensing the Higher Technical Qualification quality mark to providers that deliver an approved Higher Technical Qualification. Those awarding bodies are responsible for ensuring that sub-licensees also receive, understand, and follow these guidelines.
Mandatory use

2.2.3 Providers and awarding bodies MUST do the following:

- **DO USE** the Higher Technical Qualification quality mark where details of a relevant approved Higher Technical Qualification being is promoted, for example:
  - qualification is being promoted on an internet page or page in a print prospectus promoting a single course.
  - immediately next to a relevant course listing on a page where multiple qualifications are covered.

- **DO INCLUDE** relevant details when promoting an approved qualification, such as the name and level of the occupational standard(s) that the approved Higher Technical Qualification is aligned to.

- **DO INCLUDE** a link to the Institute’s website for more information about Higher Technical Qualifications.

Optional use

2.2.4 Providers and awarding bodies COULD also do the following:

- **DO USE** the quality mark on a page explaining the wider programme in more detail.
- **DO USE** the quality mark on certificates – only for awards of qualifications that have approval, and only where the Higher Technical Qualification name is distinct from non-Higher Technical Qualification names.
- **DO USE** the quality mark in the main copy of a web page to direct readers to a section explaining what Higher Technical Qualifications are.
Prohibited use

2.2.5 Providers and awarding bodies should be careful to not confuse or mislead their audience. Please take note of the following potential issues:

– **DON’T USE** the quality mark on a website homepage, landing page or elsewhere as a general endorsement of your full programme of qualifications.

– **DON’T USE** the quality mark to imply that a qualification with multiple optional pathways will prepare students for careers in each of the aligned occupations, rather than in one of the occupations (depending on pathway choice).

– **DON’T USE** the quality mark to imply that earlier versions of the qualification are also approved Higher Technical Qualifications, for example by adding the Higher Technical Qualification quality mark to student certificates before the approved Higher Technical Qualification ‘first teach’ date.

– **DON’T USE** the quality mark on permanent building signage.

– **DON’T USE** the quality mark if Higher Technical Qualification approval is withdrawn.

– **DON’T USE** the quality mark on materials intended to promote a course that is solely delivered outside England. We would not require the production of two sets of materials where a qualification is delivered in England and elsewhere – although we would recommend clarifying in qualification materials that the Higher Technical Qualification approved status is only awarded in respect of usage in England.
Responsibilities

2.2.6 We require organisations that own an approved Higher Technical Qualification to:

– **MONITOR** Higher Technical Qualification quality mark usage within their own organisation and by sublicensed providers and inform the Institute promptly of any and all non-compliance with these guidelines.

– **SHARE ON REQUEST** any materials carrying the Higher Technical Qualification quality mark, for the purpose of ascertaining compliance with these guidelines.

– **COOPERATE** with the Institute to resolve issues where the Institute reasonably determines that it appears that there is non-compliance with these guidelines.
2.3 Promoting the Higher Technical Qualification programme as a whole (Careers Advisory Bodies and other organisations)

2.3.1 We encourage careers advisory bodies, and other organisations (such as sector training bodies, local councils, chambers of commerce and others promoting skills development), to use the Higher Technical Qualification quality mark as part of their communications about the programme as a whole, with the aim of increasing recognition of the Higher Technical Qualification quality mark by their audiences.

2.3.2 These organisations should follow these guidelines to ensure that the Higher Technical Qualification quality mark is used consistently and in a way that avoids confusion, always being sure that it is not used in a way that could be reasonably misinterpreted as a wider endorsement of:

- any qualifications not on the approved list of Higher Technical Qualifications
- non-Higher Technical Qualification pathways/options/routes, or
- the organisation overall.
3 Design Guidelines – Higher Technical Qualification quality mark

3.1 Colour logo
3.2 Exclusion zone
3.3 Minimum size
3.4 Mono logo variant for single-colour designs only
3.5 Logo don’ts
3.6 Further examples
3.1 Colour logo

The Higher Technical Qualification quality mark is available in colour as a print or digital file. The logo should be used as supplied, and not altered in any way. The following pages will help the user in achieving this.

The colour version of the quality mark is the primary version and should be used for all applications. If your application is a mono print design (ie no colour), then a black or white mono version may be used in this case.
3.2 Exclusion zone

Always maintain clear space between the logo, page edges and other elements.

The clear space around the logo is demonstrated here by the height of the text.

This applies to all variants of the logo.
3.3 Minimum size

Please consider legibility when placing the logo for print or digital. These are the absolute minimum sizes, and should only be applied where necessary.

- Print = 25mm
- Digital = 100 pixels
3.3 Colour logo placement

Always consider the background when placing the logo, as the user is responsible for accessibility compliance. Dark colours should be avoided. And when placing over photography, always use a clean/light area of the image.

If the logo must be applied to a dark background, use the version with the white keyline to ensure that the surrounding cog motif is still visible.
3.4 Mono logo variant for single-colour designs only

The colour version is the preferred version of the logo to use in all circumstances. The mono (black or white) version must only be used if the entire design is single-colour. Do not use a greyscale version.
3.5 Logo don’ts

The logo should always remain as supplied.

Don’t:
- distort the shape
- change the colour
- remove elements

Do not redraw or create the logo from scratch
3.6 Further examples

The logo used on a course information website page
3.6 Further examples

A certificate

Alex Frankford
has successfully completed the CodeChamp Fasttrack
Web Development Course
CodeChamp

This specialization covers how to write syntactically correct HTML5 and CSS3, and how to create interactive web experiences with JavaScript across all webplatforms.

James Anders
CodeCamp Lecturer

Issued by CodeChamp on 24th May 2021. Verify this certificate at: coursera.org/verify/specialization/745632
3.6 Further examples

A design listing multiple courses
4  Annex

4.1  Annex: quick reference to when to use the quality mark
### 4.1 Annex: quick reference to when to use the quality mark

The quality mark should be used in a clear way that promotes specific approved HTQ qualifications that are being delivered, or as part of explanation and promotion of the HTQ programme in general.

The quality mark shouldn’t be used in a general, non-specific way that invites the viewer to assume it is a mark of independent endorsement for the whole range of a provider’s qualification offer, or their teaching quality etc.

<table>
<thead>
<tr>
<th>Situation</th>
<th>Who</th>
<th>How</th>
</tr>
</thead>
<tbody>
<tr>
<td>To promote a specific approved qualification</td>
<td>awarding body</td>
<td>Applied in proximity to information about that qualification eg:</td>
</tr>
<tr>
<td></td>
<td>awarding organisation provider</td>
<td>- on a course info page</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- directly next to that qual in a catalogue of qualifications</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- in materials from an AO promoting the course to potential</td>
</tr>
<tr>
<td></td>
<td></td>
<td>providers</td>
</tr>
<tr>
<td>To signpost readers to information elsewhere</td>
<td>awarding body</td>
<td>Applied prominently where readers may arrive to look for inform-</td>
</tr>
<tr>
<td>about approved HTQs that are available</td>
<td>awarding organisation provider</td>
<td>ation eg:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- website homepage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- prospectus cover</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Should direct the reader to the information eg with a link or a</td>
</tr>
<tr>
<td></td>
<td></td>
<td>page number.</td>
</tr>
<tr>
<td>To raise awareness and understanding about</td>
<td>awarding body</td>
<td>Used as part of the call to action where the wider programme is</td>
</tr>
<tr>
<td>what HTQs are</td>
<td>awarding organisation provider</td>
<td>promoted and explained. The aim here is to explain the breadth</td>
</tr>
<tr>
<td></td>
<td></td>
<td>of topics covered, and the significance of the employer input into</td>
</tr>
<tr>
<td></td>
<td></td>
<td>their development (meaning relevance and credibility for the qual-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ification, and those that get it), and then direct readers to how</td>
</tr>
<tr>
<td></td>
<td></td>
<td>they can access HTQs.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>For those delivering a specific course, there should be a link to</td>
</tr>
<tr>
<td></td>
<td></td>
<td>the course info.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>For those engaging in general promotion, they could sign off with</td>
</tr>
<tr>
<td></td>
<td></td>
<td>something along the lines of “Look for this quality mark wherever</td>
</tr>
<tr>
<td></td>
<td></td>
<td>an approved Higher Technical Qualification is being delivered at</td>
</tr>
<tr>
<td></td>
<td></td>
<td>your local college or university”</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Contact

We wish you every success with delivering and promoting the new Higher Technical Qualifications. Should you need further advice in relation to these guidelines, please contact:

HTQ.APPROVALS@education.gov.uk

https://www.instituteforapprenticeships.org/about/contact-us/