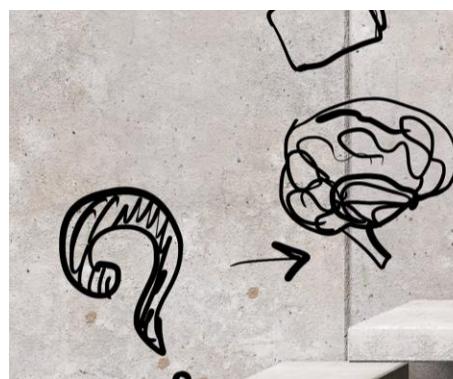


Pearson Marketing toolkit

Helping you promote your Pearson Edexcel partnership to your wider school community



Pearson



PROCESSING



Welcome and Introduction

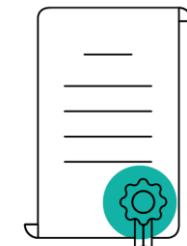
Welcome to Pearson Edexcel



Lisa Evans
Global Marketing Director
Pearson Schools
Qualifications



**Pearson
Edexcel**



Trusted and recognized qualifications partner to 6,500 schools, colleges and employers globally

Mark over 10 million exam scripts on behalf of the UK Department for Education each year

70 countries offering Pearson qualifications

Session Outcome

- Know the correct approved logo to use for your marketing assets
- Find and download marketing assets on our website
- Find and share relevant website content for parents and students
- Get information about International A Levels Recognition
- Amplify achievements of your Pearson Student Awards achievers
- Feature your school and learners in our channel

Using our Approved Centre Logo

Using our Approved Centre Logo

Once you are an approved Pearson Edexcel centre, you can display the Pearson Edexcel Approved Centre logos in your school marketing materials (for example on banners, prospectuses, posters and on your social channels).

Logos are available in black or white and monochrome options.

You can also use either the vertical or horizontal logo.



Pearson
Edexcel

Approved Centre



Vertical logo



Pearson | Edexcel

Approved Centre



Pearson | Edexcel

Approved Centre

Horizontal logo

Other Approved Centre Logos



Pearson | Edexcel

Associate Centre



Pearson | Edexcel

Approved Online Centre



Pearson | Edexcel

International Early Years Centre



Pearson

Our partners in learning

Our brand guidelines for Approved Centres



Centre Logo guidance

Logo Third party

There will be times when our logo needs to appear alongside other logos because Pearson is working in partnership with third-party companies. How our logo is applied will depend on who is leading on the collateral (writing the content). Shown here are examples of the different combinations.

1. Pearson-led material

We create the content and collateral in our visual identity style. Our logo is most prominent, so you should use the primary logo.

2. The third-party brand material

The other brand creates the content and is therefore the dominant brand. Use either the primary logo or horizontal logo depending on space restrictions determined by the other brand.

3. Equally led material

Content is produced 50/50, so collateral has neutral branding and equal weighting for both logos. Use either the primary logo or horizontal logo, depending on space, and make sure Pearson has the optimal presence possible in that space.

If you have further questions about how to apply the Pearson logo within third-party communications, contact brandhelp@pearson.com. If you need guidance on the appropriate descriptor to use, please check with the Pearson legal team responsible for the partnership agreement.

1



Messaging, look, and feel to reflect the Pearson visual identity



Example piece of communication

2



Messaging, look, and feel to reflect the other brand's visual identity



Example piece of communication

3

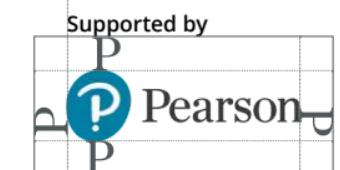
Champions
of children's
education

Neutral look, and feel to reflect the balance between Pearson and the other brand



Example piece of communication

Supported by



International GCSE, IG or IGCSE?

At Pearson Edexcel, we only use:

- International GCSE

or

- IG

**to refer to our qualifications.
Please do not use "IGCSE" as
that is trademarked to
another exam board.**

**However, if your centre name
has the word "IGCSE" in it, that
is ok!**



Pearson Edexcel Marketing Assets

Bookmark our new Marketing Toolkit Page

International Schools ▾

Remote learning support Events Contact us



Pearson

Free trials

Catalogues & price lists

Search



Welcome to
Pearson

World class assessments,
digital content and
learning experiences for
international schools

Why choose Pearson? >

Marketing toolkit for schools ▾

Approved centre logos

Approved centre plaques

Pearson presentations

Downloadable brochures

Classroom posters

School pull-up banners

Promotional videos

Infographics

Virtual backgrounds

One stop centre for in-centre marketing tools



Pearson

Free trials

Catalogues & price lists

Search



Why choose Pearson? ▾

British curriculum ▾

International Baccalaureate curriculum ▾

US curriculum

Blog

Marketing toolkit for schools ▾

Marketing toolkit for schools

Support for your in-school marketing

We are on hand to support you with recruiting new students and promoting your Pearson Edexcel qualifications pathway with your wider school community using our marketing toolkit.

Bookmark this page as we regularly update the wide range of authorised marketing materials housed here for you to download and print to support all your marketing and promotional activities to parents, students, and other audiences.



<https://www.pearson.com/international-schools/marketing-toolkit-for-schools.html>

What you'll find there

**95 (*and counting*) downloadable assets
– and 15 different types – that you can
use in your online and offline
activities:**

- Approved centre logos
- Approved centre plaques
- PowerPoint presentations
- Downloadable brochures
- Classroom posters
- Event Banners
- Social Media Assets*
- Promotional and testimonial videos
- Infographics
- Latest catalogues
- Virtual backgrounds
- Image Bank*
- Press Release Kit
- Case Studies
- Link to blog articles

* coming soon

<p>Approved centre logos</p> <p>Once you are confirmed as an approved centre, you can use our logo alongside yours to communicate your approved centre status and partnership with us.</p> <p>See our logos</p>	<p>Approved centre plaques</p> <p>Display your approved centre plaque in a prominent position in your school to showcase your partnership with Pearson Edexcel.</p> <p>See centre plaques</p>	<p>Pearson presentations</p> <p>We have put together a collection of branded presentations to help you explain your Pearson Edexcel qualifications to your school community.</p> <p>Download presentations</p>	<p>Downloadable brochures</p> <p>Share our brochures with your school audience to help to promote and explain the key benefits of your Pearson Edexcel qualifications.</p> <p>See all brochures</p>
<p>Classroom posters</p> <p>Download and display these colourful posters highlighting the skills your students will learn throughout their learning journey with Pearson.</p> <p>Download posters</p>	<p>School pull-up banners</p> <p>Brighten your reception area, parent evenings and other in-school functions with these banners promoting your partnership with Pearson Edexcel.</p> <p>Download banners</p>	<p>Social media assets</p> <p>Share your Pearson Edexcel partnership with your school community with these engaging social media resources to keep your school brand top of mind.</p> <p>Coming soon!</p>	<p>Pearson Edexcel videos</p> <p>Share these videos at school open days or in reception to help your school community learn more about your Pearson Edexcel pathway.</p> <p>Browse our videos</p>
<p>Sharable infographics</p> <p>Use our infographics on their own or add to your school presentations to provide your audience with an overview of your Pearson Edexcel pathway.</p> <p>Download infographics</p>	<p>Our latest catalogues</p> <p>Browse our latest range of print and digital resources to support your teachers and students with their Pearson Edexcel qualifications journey.</p> <p>See latest catalogues</p>	<p>Virtual backgrounds</p> <p>Download branded wallpapers for your desktop imagery or as a background for virtual sessions and promote your Pearson Edexcel partnership.</p> <p>Download backgrounds</p>	<p>Royalty-free image bank</p> <p>Browse our image bank for high quality photos of famous London, UK landmarks and images reflecting our values - ideal for your presentations.</p> <p>Coming soon!</p>
<p>Editable press release kit</p> <p>Adapt these template press releases and use them to help generate media coverage about your school's partnership with Pearson Edexcel.</p> <p>Coming soon!</p>	<p>Case study templates</p> <p>We would love to feature your school and learners on our channels! Just fill in your details at the online form here to submit your progression success stories.</p> <p>Coming soon!</p>	<p>International schools blog</p> <p>Share our blog with your school community - there are a whole host of posts for teachers, students and parents to help support their education journeys.</p> <p>Read our latest articles</p>	<p>Additional support</p> <p>Looking for something else to help promote your school's partnership with Pearson Edexcel? Email us and we'll do our best to help.</p> <p>Get in touch</p>

Within each section

- **Each section of the Marketing Toolkit contains a set of assets for your use, categorised by types and groupings where relevant**
- **Short description for each asset**
- **Thumbnail visual for easy reference**
- **Direct asset link and easily downloadable for your immediate use**

Marketing toolkit for schools

School pull-up banners

Brighten up your school reception or event space with these banners that can be used to promote your partnership with Pearson Edexcel to your wider school community.

These banners are available to print at the standard size of 800 x 2000mm (2 x 6 ft).



Approved centre banners

Pearson co-brand banners

Early Years banners

Qualifications banners

Learner quotes banners

Available in six designs, these banners are a great way to showcase the partnership between your school and Pearson.

Design 1 [\[link\]](#)

Design 2 [\[link\]](#)

Design 3 [\[link\]](#)

Design 4 [\[link\]](#)

Design 5 [\[link\]](#)

Design 6 [\[link\]](#)

Use these banners to place your school logo alongside the Pearson logo to showcase your partnership. Available in four different designs.

Design 1 [\[link\]](#)

Design 2 [\[link\]](#)

Design 3 [\[link\]](#)

Design 4 [\[link\]](#)

Design 5 [\[link\]](#)

Design 6 [\[link\]](#)

Use these banners to share your Pearson Edexcel International Early Years pathway with your community. Available in four designs.

Design 1 [\[link\]](#)

Design 2 [\[link\]](#)

Design 3 [\[link\]](#)

Design 4 [\[link\]](#)

Design 5 [\[link\]](#)

Design 6 [\[link\]](#)

Use these banners to highlight and promote the range of Pearson Edexcel qualifications your school offers. Available in six different designs.

iPrimary [\[link\]](#)

iLowerSecondary [\[link\]](#)

International GCSE [\[link\]](#)

International A level [\[link\]](#)

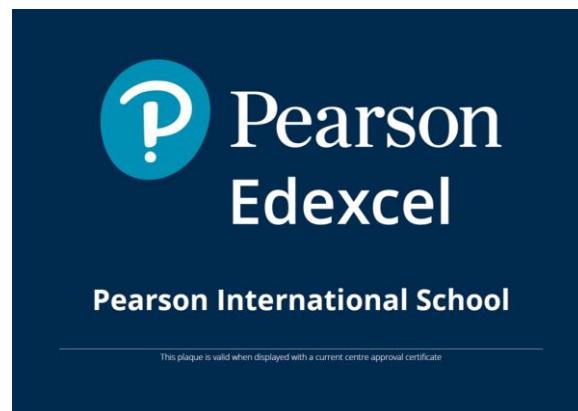
Transferable Skills [\[link\]](#)

IB - coming soon! [\[link\]](#)

These banners feature inspiring quotes from learners who are proud to have completed their Pearson Edexcel international qualifications.

Design 1 [\[link\]](#)

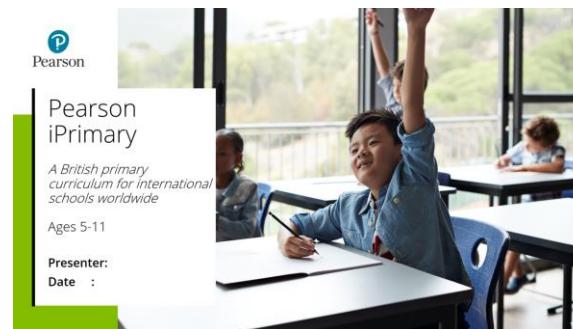
Approved Centre Plaques



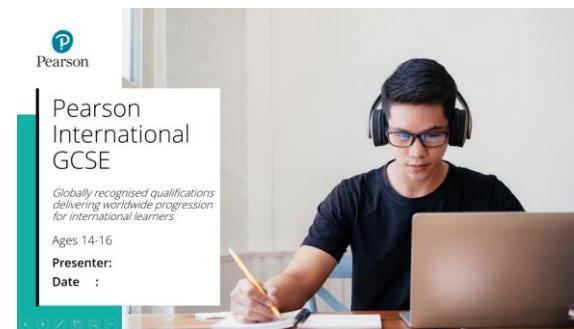
PowerPoint Presentations



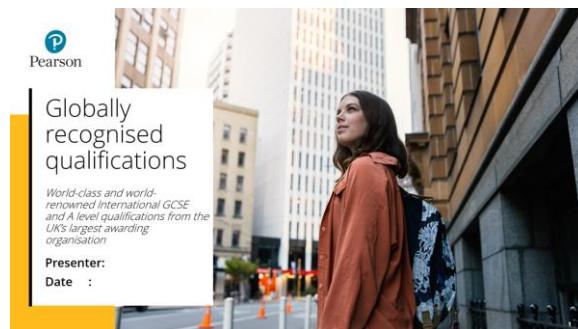
Quick introduction about Pearson and our heritage



Quick introduction about iPrimary



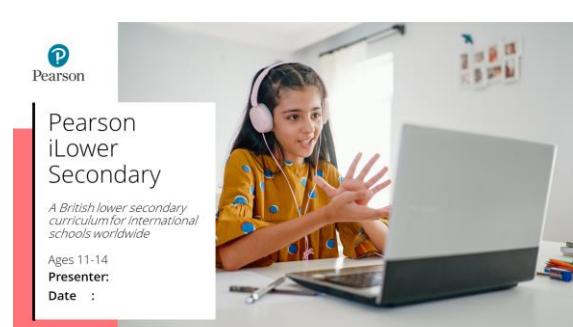
Quick introduction about International GCSE



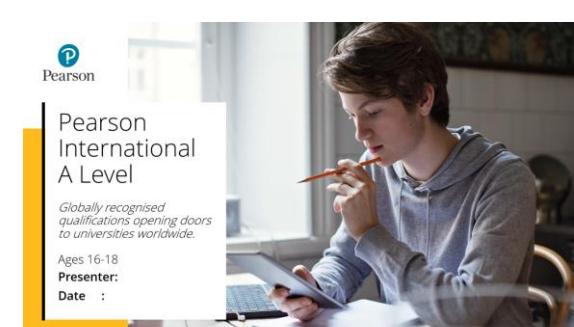
Quick introduction about IAL recognition



Quick introduction about Early Years Curriculum



Quick introduction about iLowerSecondary

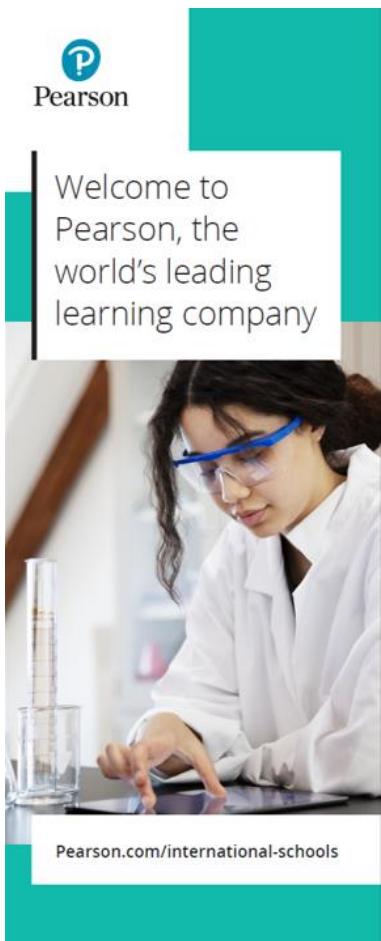


Quick introduction about International A Level



Quick introduction about what is transferable skills

Promotional Banners



Generic Pearson



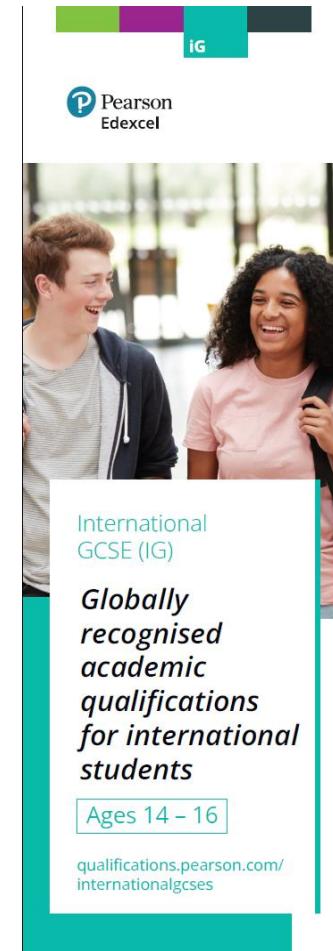
Co-Branded



Approved Centre

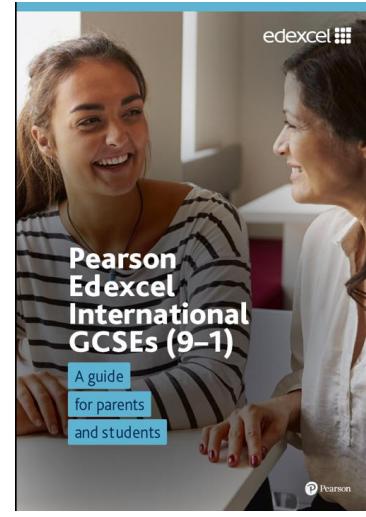
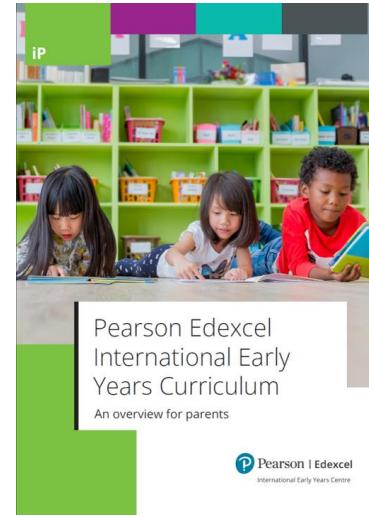
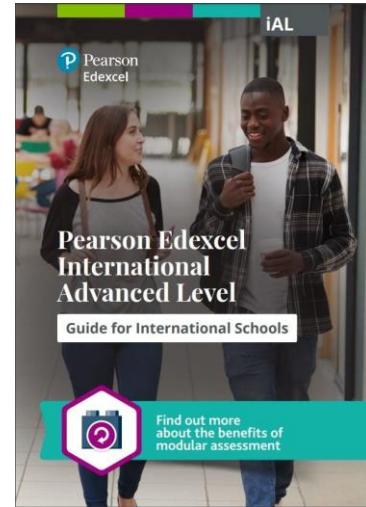


Early Years



Quals specific*

Brochures



Helpful explainer videos and school testimonial Videos



Posters



Pearson
Edexcel



Pearson
Edexcel



Pearson
Edexcel



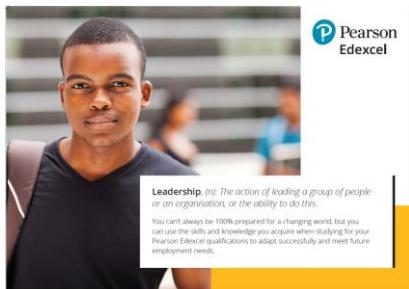
Pearson | Edexcel
International Early Years Centre



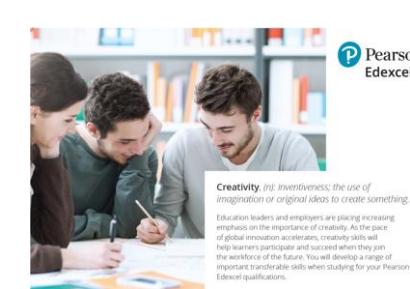
Margaret Mead



Pearson
Edexcel



Pearson
Edexcel



Pearson
Edexcel



George Weah

Pearson | Edexcel
International Early Years Centre



Chuck Grasley



Pearson
Edexcel



Pearson
Edexcel



Pearson | Edexcel
International Early Years Centre

Virtual Backgrounds

 Pearson

Welcome to Pearson,
the world's leading
learning company

World-class assessments, digital
content and learning experiences
for international schools

Pearson.com/international-schools



 Pearson
Edexcel

Pearson Edexcel
iPrimary

Provide your learners with the
complete British primary
curriculum for international schools
worldwide from the largest
awarding organisation in the UK.

quals.pearson.com/primary



 Pearson
Edexcel

Globally recognised
qualifications

World-class and world-renowned
International GCSE and A level
qualifications from the UK's largest
awarding organisation.

qualifications.pearson.com/en/support/Services/progress-to-university



 Pearson
Edexcel

International Early
Years Curriculum

Lay the foundation for your learners'
future success with the most up-to-
date international reception / early
years curriculum from the largest
awarding organisation in the UK.

quals.pearson.com/primary

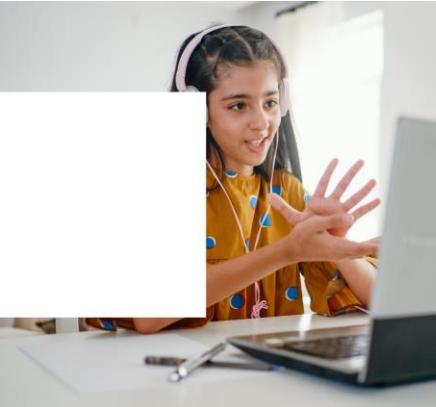


 Pearson
Edexcel

Pearson Edexcel
iLowerSecondary

Provide your learners with the
complete British lower secondary
curriculum for international schools
worldwide from the largest awarding
organisation in the UK.

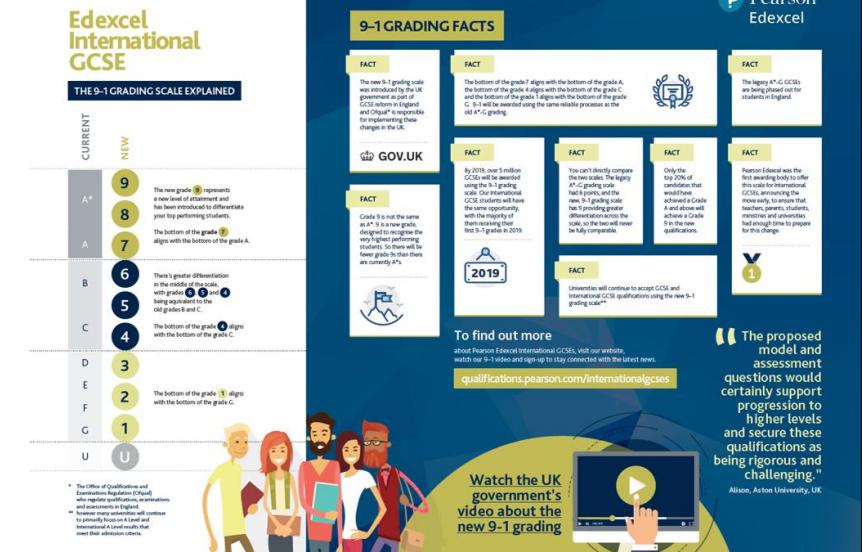
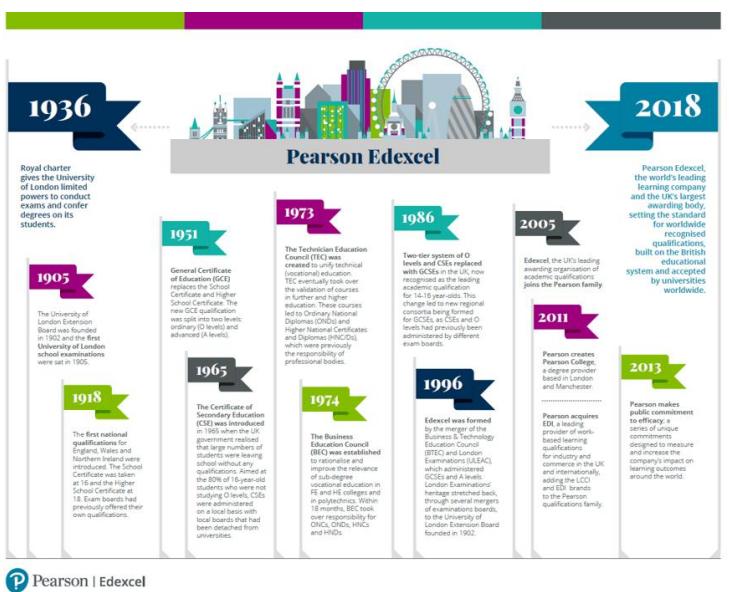
quals.pearson.com/ilowersecondary



 Pearson

 STUDENT
EXCELLENCE
AWARDS 2022

Infographic



A Press Release Kit

Editable word doc with relevant press information, spokesperson quotes and company details

Press information

[insert date]

[insert school name] offer Pearson iLowerSecondary to provide learners with access to the international updated British primary curriculum

[insert school name] has been approved by Pearson since [insert date] to offer its globally recognised Pearson Edexcel iLowerSecondary curriculum.

Aligned to the latest English National Curriculum, Pearson iLowerSecondary is specifically designed for international learners aged 11 to 14 years old with curriculum that has been amended for progression, language, cultural sensitivity, and avoid an overly-British context.

Both internal and external assessment that are benchmarked with international standards and updated yearly are built into Pearson iLowerSecondary curriculum to help teachers monitor the learners' progress throughout the course.

Taught in more than 6000 schools in 70 countries globally, the curriculum is available in 5 key subjects for lower secondary level such as English, mathematics, science, computing, and global citizenship to prepare the learners to progression towards International GCSE (Key Stage 4).

Emma Whale, Vice President of Pearson Schools Qualifications, said: "We are delighted to partner with [insert school name] to provide the best international lower secondary curriculum to your learners. Pearson Edexcel iLowerSecondary provide the best foundation to steer learners towards success as they progress through their education journey."

[insert name of school spokesperson] said: "[Insert comment as required]"

With this partnership, learners will gain an internationally recognised qualification at the end of their Key Stage 3 education developed by the UK's

provide opportunities for learners to continue their education journey at a higher learning institution of their choice.

- ends - # #

About [insert school name]

[Insert information about your school.]

About Pearson

Pearson is the world's leading learning company. We provide world class assessments, digital content and learning experiences for international schools to enable more effective teaching and learning and to help learners increase their skills and global employability prospects.

We partner with schools, universities and employers globally to offer qualifications to over 3.5 million students annually; our International GCSE and International A level qualifications are most closely aligned to the British education system and BTECs, our popular, career-focused qualifications developed in partnership with employers can be studied alongside academic qualifications in a broad and balanced curriculum.

Find out more at pearson.com/international-schools

Enquiries

school	contact	person
school	contact	name
school	contact	details
school contact details (telephone)		

What you'll find there

**95 (*and counting*) downloadable assets
– and 15 different types – that you can
use in your online and offline
activities:**

- Approved centre logos
- Approved centre plaques
- PowerPoint presentations
- Downloadable brochures
- Classroom posters
- Event Banners
- Social Media Assets*
- Promotional and testimonial videos
- Infographics
- Latest catalogues
- Virtual backgrounds
- Image Bank*
- Press Release Kit
- Case Studies
- Link to blog articles

* coming soon

<p>Approved centre logos</p> <p>Once you are confirmed as an approved centre, you can use our logo alongside yours to communicate your approved centre status and partnership with us.</p> <p>See our logos</p>	<p>Approved centre plaques</p> <p>Display your approved centre plaque in a prominent position in your school to showcase your partnership with Pearson Edexcel.</p> <p>See centre plaques</p>	<p>Pearson presentations</p> <p>We have put together a collection of branded presentations to help you explain your Pearson Edexcel qualifications to your school community.</p> <p>Download presentations</p>	<p>Downloadable brochures</p> <p>Share our brochures with your school audience to help to promote and explain the key benefits of your Pearson Edexcel qualifications.</p> <p>See all brochures</p>
<p>Classroom posters</p> <p>Download and display these colourful posters highlighting the skills your students will learn throughout their learning journey with Pearson.</p> <p>Download posters</p>	<p>School pull-up banners</p> <p>Brighten your reception area, parent evenings and other in-school functions with these banners promoting your partnership with Pearson Edexcel.</p> <p>Download banners</p>	<p>Social media assets</p> <p>Share your Pearson Edexcel partnership with your school community with these engaging social media resources to keep your school brand top of mind.</p> <p>Coming soon!</p>	<p>Pearson Edexcel videos</p> <p>Share these videos at school open days or in reception to help your school community learn more about your Pearson Edexcel pathway.</p> <p>Browse our videos</p>
<p>Sharable infographics</p> <p>Use our infographics on their own or add to your school presentations to provide your audience with an overview of your Pearson Edexcel pathway.</p> <p>Download infographics</p>	<p>Our latest catalogues</p> <p>Browse our latest range of print and digital resources to support your teachers and students with their Pearson Edexcel qualifications journey.</p> <p>See latest catalogues</p>	<p>Virtual backgrounds</p> <p>Download branded wallpapers for your desktop imagery or as a background for virtual sessions and promote your Pearson Edexcel partnership.</p> <p>Download backgrounds</p>	<p>Royalty-free image bank</p> <p>Browse our image bank for high quality photos of famous London, UK landmarks and images reflecting our values - ideal for your presentations.</p> <p>Coming soon!</p>
<p>Editable press release kit</p> <p>Adapt these template press releases and use them to help generate media coverage about your school's partnership with Pearson Edexcel.</p> <p>Coming soon!</p>	<p>Case study templates</p> <p>We would love to feature your school and learners on our channels! Just fill in your details at the online form here to submit your progression success stories.</p> <p>Coming soon!</p>	<p>International schools blog</p> <p>Share our blog with your school community - there are a whole host of posts for teachers, students and parents to help support their education journeys.</p> <p>Read our latest articles</p>	<p>Additional support</p> <p>Looking for something else to help promote your school's partnership with Pearson Edexcel? Email us and we'll do our best to help.</p> <p>Get in touch</p>

Jump off point for other resources too!

Even more support for your international school

We also have a range of information to support you on our Pearson Edexcel international qualifications website where you can find additional useful documents including:

- a Welcome Pack for new approved centres
- International GCSE subject guides
- International A level subject guides
- and many more useful documents to support your journey with Pearson Edexcel.

[Browse these additional guides](#)



Want to find out more or purchase? Contact your local Pearson consultant.



Shareable Website Content

Why Choose Pearson Edexcel?

- **Key reasons to choose Pearson Edexcel**
 - We lead the way in digital teaching, learning and assessment
 - Our globally recognised modular qualifications protect your learners
 - We are so much more than an awarding organisation
- Success stories from learners
- Testimonials from international schools
- Learn more about our popular subjects
 - Maths
 - English
 - Science

<https://www.pearson.com/international-schools/why-choose-pearson/why-pearson-edexcel-now.html>

Why choose Pearson Edexcel now?

The partner you can trust through times of change

The education landscape is changing fast. The disruption to learning during the global pandemic has brought with it innovation, which has created new demands for teachers, learners and education systems.

To ensure your school and learners are best placed to face the challenges to come, you need a qualifications partner you can trust.

Only Pearson Edexcel can provide that trust.

[Let us explain why >](#)



Why choose Pearson Edexcel Now Anim...
your school
needs a partner
you can trust.
[Watch on YouTube](#)

Learn more about our world-leading qualifications



Why choose Pearson Edexcel for maths?

See why your school should choose Pearson Edexcel for International GCSE Maths and how we can support you to make the move.

[Learn more about maths >](#)



Why choose Pearson Edexcel for English?

See why your school should choose Pearson Edexcel for International GCSE English and how we can support you to make the move.

[Learn more about English >](#)



Why choose Pearson Edexcel for Science?

See why your school should choose Pearson Edexcel for International GCSE Science and how we can support you to make the move.

[Learn more about Science >](#)

Parents page

- **Why choose Pearson Edexcel?**
- **Clear explanation of their child's learning journey with Pearson, including jump off points to each of the key stages**
- **Testimonials from students and parents and learner progression stories**
- **Support for their children, including:**
 - **Key exam dates**
 - **Past exam papers**
- **Latest news and events**
- **Links to relevant blog articles**

<https://www.pearson.com/international-schools/why-choose-pearson/for-parents-and-learners.html>

The screenshot shows the Pearson International Schools website. At the top, there are navigation links for 'International Schools', 'Remote learning support', 'Events', and 'Contact us'. Below that is the Pearson logo and a search bar. A secondary navigation bar includes 'Free trials', 'Catalogues & price lists', and 'Why choose Pearson?' with dropdown menus for 'British curriculum', 'International Baccalaureate curriculum', 'US curriculum', 'Blog', and 'Marketing toolkit for schools'. The main content area features a large photo of a smiling woman with glasses and two young girls. Below the photo, the heading 'Parents and learners' is displayed, followed by text about Pearson Edexcel qualifications being recognised by leading global universities. There are also links to 'See our university recognition list' and 'Sign up to our newsletters'.

Parents and learners

Pearson Edexcel qualifications are recognised by leading global universities

As parents, we know you have a big influence on your children's education journey and want to ensure they thrive at school, gaining the skills and knowledge they need to progress onto university and enhance their global employability prospects.

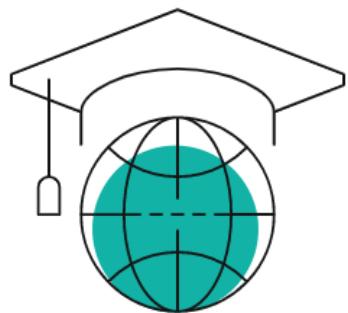
On this page you will find the support you need to understand our qualifications and curricula and hear from learners who have already progressed with Pearson Edexcel. You can also sign up to our newsletters to receive regular updates by email to help you learn more about what we do.



[See our university recognition list](#)

[Sign up to our newsletters](#)

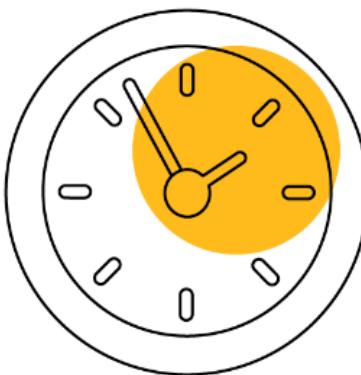
Support for Learners



Qualifications support

Find all the information you need about our qualifications and the support we offer you as a parent or learner.

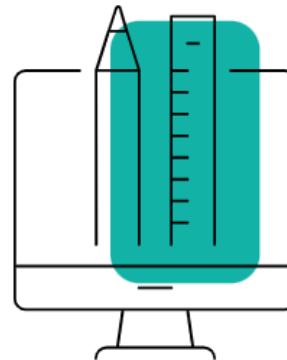
[See all support](#)



Access exam timetables

Find exam dates for Pearson Edexcel International GCSE and International A level examinations.

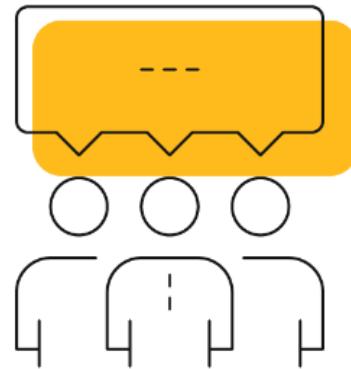
[See exam timetables](#)



Download past exam papers

Our easy-to-use past paper search gives you instant access to a large, free library of past exam papers and mark schemes.

[Download past papers](#)



Our international schools blog

Read our latest news and articles for parents on our international schools blog. Sign up to receive a fortnightly email digest.

[Read our blog](#)

Our International Schools Blog

The screenshot shows the Pearson International Schools blog homepage. At the top, there's a navigation bar with links for 'Why Choose Pearson?', 'British Curriculum', 'International Baccalaureate Curriculum', 'Blog', and 'Contact Us'. Below the navigation is a search bar. The main content area features a large image of a protest with people holding signs like 'It's your future', 'THIS IS OUR HOME', and 'real climate action now!'. To the right of the image is a blog post titled 'How to teach a green curriculum and encourage environmentalism' by Maria Di Mario on November 8, 2021. Below the image are 'Latest posts' and a 'Search by category' sidebar.

Latest posts

- **Supporting a successful transition from MYP to DP mathematics: written curriculum**
In her first article, Paula Rowlands outlined how a smooth transition between the MYP and DP is supported by having a seamless continuity of mathematics...
By Paula Rowlands November 18, 2021
- **How to teach a green curriculum and encourage environmentalism**
Climate change is something that children and young people are very aware of. Eco-anxiety – the psychological impact of the...
By Maria Di Mario November 8, 2021
- **Four in-demand careers that students can break into in the robotics industry**
According to the World Economic Forum's Future of Jobs 2020 Report, by 2025, 85 million jobs will be transformed by increased use of automation and...By Nicoletta Beretta October 28, 2021

Search by category

- British curriculum
- IB curriculum
- Primary
- Secondary
- English
- Maths
- Science
- Languages
- Parents
- Educators

Articles by experts and invited authors

Sign up to our blog updates

Subscribe to receive regular blog updates by email

Email

I want to subscribe ...

Please send me regular blog updates by email

Parents



CLASSROOM

How to teach your students to recognise fake news

Before the advent of the internet, we knew where to find information: television, newspapers and libraries. But now, with a...

By Maria Di Mario July 20, 2021

4558



BRITISH CURRICULUM

Busting the myths that surround online learning

Since the start of the COVID-19 pandemic in spring 2020, online learning has become a pivotal feature in daily life...

By Elaine Tibbatts June 14, 2021

1525



BRITISH CURRICULUM

Should homework be banned? The big debate

Homework is a polarising topic. It can cause students to feel stressed or anxious. It adds extra pressure on teachers....

By Maria Di Mario April 28, 2021

44943

Parent-focused articles

From
quals.pearson.com

>Support

>All Support Topics

>Find an international centre

Find an international centre

Support topics

[» See all support topics](#)

Understanding our qualifications

Centre administration

Registrations and entries

Quality assurance

Assessment and verification

Exams

Results and certification

Our qualifications explained

Scottish Credit and Qualifications Framework (SCQF)

Where can I take Pearson qualification exams?
(Private candidates only)

Comparing BTEC to other qualifications

Marketing toolkit for international centres

Regulated Qualifications Framework (RQF)

European Qualifications Framework (EQF)

Achieving your learning and career goals

Find an international centre

Policies for centres, learners and employees



Progression & Recognition

University Recognition

**Over 1,000 universities worldwide
recognise IAL qualifications for entry.**

**80% of the World University Ranking
Top 20 Universities from all favourite
education destinations globally
recognise IAL qualifications for entry.**



Pearson Edexcel International Advanced Level (IAL) Recognition

This list presents organisations that have agreed to help demonstrate Pearson Edexcel IAL recognition around the world. International A levels are developed to the same high standard as Pearson Edexcel GCE A levels which are accepted* by universities worldwide.

The document should not be interpreted as an exhaustive global record as institutions may not appear for various reasons not linked to recognition itself. For example, our annual '[university destinations](#)' snapshots include universities and admissions bodies who receive Pearson Edexcel IAL student results and are not yet on this recognition list.

Please [bookmark this page](#) as this list is updated monthly. If you are a university and would like to be added to the list please see: qualifications.pearson.com/recognise

*This recognition is solely to indicate that the IAL is an acceptable qualification for admission



Yale University



KING'S
College
LONDON



The University of Hong Kong

Pearson Edexcel IAL universities recognition lists by region

Europe

[See universities list](#)

Americas

[See universities list](#)

Australia & NZ

[See universities list](#)

Asia

[See universities list](#)

Africa

[See universities list](#)

Middle East

[See universities list](#)

Apply to university: resources



Country study guides

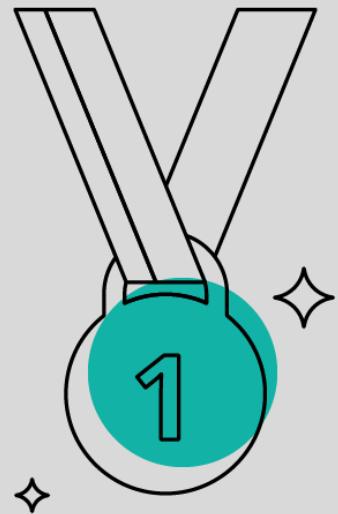


Interactive webinars

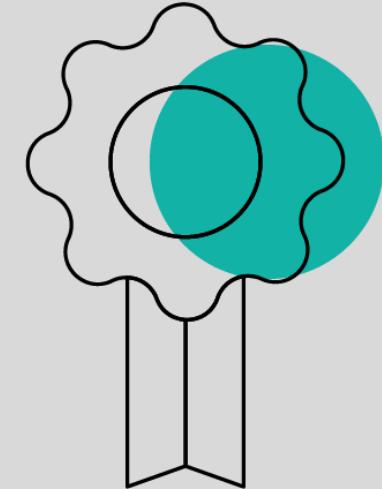
<https://qualifications.pearson.com/en/support/Services/progress-to-university/international-schools.html>

Pearson Student & Teacher Awards

Outstanding Pearson Learner Awards (High Achiever Awards)



Regional Student Awards



NEW Pearson International School Teacher Awards

About Outstanding Pearson Learner Awards (OPLA)

Our flagship awards programme, the Outstanding Pearson Learner Awards (OPLAs), provides recognition to the top-performing Pearson Edexcel learners worldwide, outside the UK.

These annual awards recognise the outstanding academic achievements of learners who achieve the highest score in their examination subject, competing against thousands of other learners who are taking the same subject in country and globally.

The list of award recipients is provided to schools each November and awards are given to achieving students for the previous November, January and May/June exam series.

Our local representatives will attend your school prize giving ceremonies and/or arrange regional award ceremonies to celebrate your winning students.



OPLA Criteria



	Highest Subject Mark in the World	Highest Subject Mark in the Region	Highest Subject Mark in the Country	Regional Awards
iPrimary	Excluding UK	Europe, Asia, Africa, Middle East	Only in regions which meet minimum entry requirements	
iLowerSecondary		Grade S4 must be achieved – then the highest raw mark		Discretionary local awards
GCSE International GCSE		Grade 9 must be achieved – then the highest raw mark		
GCE A Level International A Level		A* must be achieved. No AS levels – then the highest raw mark		

Awards Ceremonies around the world



Regional Student Awards

These regional awards are proposed by our regional teams as additional recognition to the achievement of the learners in their region.

Some of the regional awards include:

- Queen Rania Outstanding UK Learner Awards in Jordan**
- Pearson Excellence Awards in South-East Asia**
- Pearson 'Best Across' Awards**



NO	SCHOOL	APPROVED CERTIFICATE NUMBER	NUMBER OF AWARDS WINNERS
1.	Aspiration International Secondary School	94304	4
2.	British Council Kuala Lumpur	94395	1
3.	British International School of Kuala Lumpur	95860	47
4.	Cambridge International School	90039	18
5.	Epsom College Malaysia	95900	27
6.	HELP Academy	94604	36
7.	Marlborough College Malaysia	93763	29
8.	Maz International School Petaling Jaya	94606	20
9.	Syafiq International School	94605	54
10.	The Alice Smith School	94622	78
11.	The Prince of Wales Island International School	95912	16
12.	Xceleration Edu-System	95926	5
13.	Zenith International School	95899	2

Amplifying the achievements of your learners

Brighton College Bangkok
2h ·

Eleven pupils from Brighton have received a Pearson Excellence Award for 2021!

Pearson International Schools is the UK's largest qualification awarding organisation for GCSE and A Level examinations, serving over 42,000 candidates in the APAC region.

Close to 1,000 learners met the following criteria in their 2021 examination results:

[See more](#)

PEARSON AWARD WINNERS 2021



23

2 shares

Regents International School Pattaya
29 April at 15:58 ·

Congratulations to our Pearson Excellence Award winners Eun Jeong, Reeva, Young Seo and Yuxin; who achieved Grade 7 and above in a minimum of 5 subjects for their IGCSE exam results.

Today the students are celebrating their wonderful achievements with other award winners in Thailand through a virtual ceremony.

Learn more about Key Stage 4 at Regents:

<https://www.nordangliaeducation.com/.../curri.../key-stage-4>



37

3 shares

Some examples of the social posting and offline activities that schools organised to amplify the achievement of the learners.



Achievers Awarded At Outstanding Pearson Learner Awards Ceremony

By [Kamala Nethaji](#)

On Saturday 17th the outstanding Pearson Learner Awards Ceremony was held before an auspicious gathering of students, parents, teachers and administrators. Organised by Educa, the families had a night to remember, before the awards ceremony began. The proceedings were extremely celebratory, commending the students and their institutions, for their educational results too. "It gives us a lot of pleasure to stand in front of our students as we nominate them for a decade of outstanding achievement, with their remarkable academic and extracurricular contributions. This is not an off-the-cuff list where we are extrapolating the success of 'Glenys' students who are rapidly establishing their professional and personal world 'now'", stated Barbara Akbar, Regional Assessment Manager (SEA, MEA), Pearson Qualifications, Indonesia.

Adding to this, David Cheshire, Director of International & Pearson and Global Partnerships said the opportunities for our students are vast. "The Pearson family is in to it in our own words, achieving the most difficult and locally pertinent learner outcomes, IGCSE, A-level. This year we have a number of our students achieving success in IGCSE examinations. But the most important challenge, and indeed, unique part to the awards world and most importantly, spans age opportunities for our future - which is the end in itself and education, are what is."

The Guest of Honour for the function was Mr. Rishabh Desai, Dr. Shireen Kumar, Mr. V. Venkateswaran and Ms. Bhuva Mulla.

EDUCATION BLOG

27



#WorldSkillsAwards #IndiaCompetition



Amplifying the achievements of your learners



St Francis Methodist School

20 August ·

Heartiest congratulations to our student Tung Shun Yiu Neo. He has been awarded the Most inspiring Student Award for Pearson Edexcel this year. SFMS couldn't be more proud to have you as our student.

Keep up the good work and continue to inspire other students! 🥰🥰

#sfms #sfmssg #stfrancismethodistschool #education #educationsg #singapore #pearsonedexcel #mostinspiring #awardwinning #studentawards #mostinspiringstudent



Tanglin Trust School
16 September at 18:00 ·

We were delighted to witness the presentation of 29 Pearson Edexcel Outstanding Learner Awards to 26 of our past and present students earlier this month. They included: 20 Highest Mark in Singapore Awards; 4 Highest Mark in Asia Awards; and 5 Highest Mark in the World Awards.

Congratulations to these individuals on their superb achievements!

[https://www.tts.edu.sg/news-and-e.../tanglin-news/~news-id/153](https://www.tts.edu.sg/news-and-events/tanglin-news/~news-id/153)



TTS.EDU.SG
Magnificent Accomplishments Achieved in Pearson Outstanding Learner Awards

78

3 comments 1 share



Shrewsbury International School Bangkok Riverside

19 September at 12:21 ·

A huge congratulations to all of those recognised in the Pearson Awards yesterday, find out more about their fantastic achievements on our website: <http://ow.ly/PcTG50wfO63> #WeAreShrewsbury #SuccessAtShrewsbury



SHREWSBURY.AC.TH
Shrewsbury Students Top Pearson Exam Lists
Students earn 48 awards, more than any other school in Thailand

72

1 comment 6 shares



Alice Smith School's Official Site

5 October at 11:02 ·

Recently Pearson (Edexcel), the largest exam awarding body in the world recognised its highest award winners in Malaysia and we are proud to say that Alice Smith School was the largest represented school in attendance!

Nineteen proud students were recognised and awarded in a diverse range of subjects by Pearson at the top level of recognition either within Malaysia, Asia or the world, with some students receiving awards in two subjects.

Congratulations students on your well deserved success.

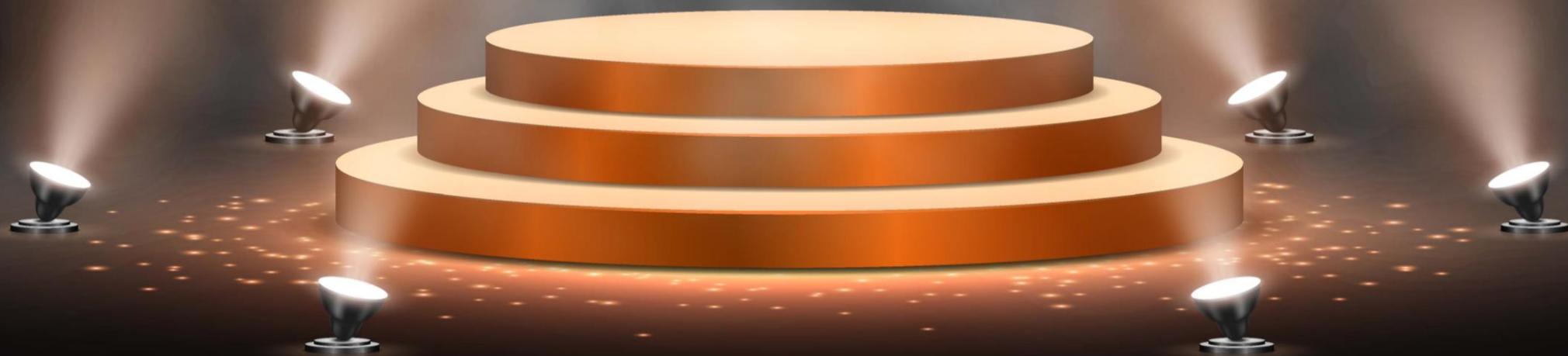


81

3 shares

Some examples of the social posting and offline activities that schools organised to amplify the achievement of the learners.

Pearson International School Teacher Awards



**Share your school or
learners' stories on
our channels**

Our channels

We can help you share your school or learner stories to a global audience via our channels!

- Our Pearson International Schools website
- Our Facebook page
- Our LinkedIn page
- Our YouTube channel
- In our monthly email newsletters

Register your interest at the form here: [link](#)



Why Choose Pearson? ▾ British Curriculum ▾ International Baccalaureate Curriculum ▾ Blog Contact Us



PEARSON INTERNATIONAL SCHOOLS > Blog



**Around the world:
Pearson Edexcel helps
teachers and students
shine at Academia
International School,
Zürich**

Preparing students for progression to university requires more than just a strong grounding in academic understanding, students also need to...

By [Suzie Williams](#) August 18, 2022



4 of 6

Pearson International Schools
1,919 followers
1w •

We caught up with the team at Academia International School in Zürich, Switzerland, to find out how Pearson Edexcel qualifications are helping their learners develop a global mindset and achieve their ambitions of entering the university of their choice. Read more here: <https://bit.ly/3D25Nzs>

Around the world: Pearson Edexcel helps teachers and students shine at
Academia International School, Zürich

<blog.pearsoninternationalschools.com> • 5 min read

Like Comment Share Send

Pearson

You are receiving this email because you signed up to receive regular International Baccalaureate curriculum newsletters from Pearson International Schools.

International Schools update

International Baccalaureate curriculum July 2022

It's been a busy school year

But we've made it! The end of another school year marks an opportunity to think back on everything you've achieved and to look ahead to next year's teaching and learning. Here are a few things that you might want to revisit, as well as a sneak peek at what's coming up.

Best wishes,

The Pearson International Schools Team

Case Study Templates

Release form for students aged 18 and under

 Pearson

TALENT / STUDENT PERMISSION AND RELEASE

NAME OF TALENT / STUDENT: _____ AGE: _____ (only if minor) _____

Pearson Product: _____

Type of Recording (check off all that apply) Type of Contribution (check off all that apply)

<input type="checkbox"/> Audio	<input type="checkbox"/> Video	<input type="checkbox"/> Classroom Participation	<input type="checkbox"/> Testimonial/interview	<input type="checkbox"/> Photographs	<input type="checkbox"/> Other:
<input type="checkbox"/> Text (e.g. Essay)	<input type="checkbox"/> Artwork / Image	<input type="checkbox"/> Other:			

Attach head and shoulders photograph here.

Not required for audio-only

Description of Recording and/or Contribution:
[INSERT DETAILED DESCRIPTION]

[Pearson Opt-In] ("Pearson") and/or its affiliated companies, employees, independent contractors, agents, assigns, successors, licensees and any third party engaged or invited by Pearson to perform work or services on its behalf (collectively, the "Pearson Parties") requests your permission to record and use your name, likeness, image, voice, performance and/or original musical composition to produce the type of recording described above ("Recordings"), and acquire the rights to the types of work product specified above that you have created ("Contributions") for various uses in Pearson's sole discretion. By signing below, you voluntarily agree to the following:

- I hereby grant to Pearson and/or Pearson Parties permission to make and use the Recordings and Contributions and to edit, copy, sell, distribute, broadcast, transmit, publish, reproduce, post, license and/or otherwise use and reuse them, in whole or in part, as desired. I understand and agree that Pearson shall own all rights, title and interest, including all intellectual property rights, in and to the Recordings and to the Contributions, and any reproductions thereof. I understand that this will legally allow Pearson, and its successors, assigns, grantees, and licensees, to use the Contributions and Recordings in all editions and versions of the Pearson Product identified above, as well as in any other Pearson product, in any languages and in any formats and media, now or hereafter known or developed, worldwide, and for any other product development, sales, training, or marketing and promotional purpose for as long as Pearson desires.
- Pearson may / may not use your real name and/or biographical information ("Biographical Information") when it uses the Recordings and Contributions. Pearson may choose to use a fictitious name, or no name at all.
- Here are some general terms:
 - You agree that the Contributions are original; that you did not copy them from someone else; and, that they do not contain or include any work or material of a third party.

Questions for Head of Schools / Teachers / Students

 Pearson
Edexcel

**Pearson Edexcel Qualifications
Head of School Questionnaire**

Thank you very much for agreeing to fill out this questionnaire regarding your experience with Pearson Edexcel.

We will use the answers you provide as the basis for creating a case study to share your achievements and progress with other international schools on our [Pearson International Schools website](#).

We will ensure you are able to review and approve a draft of your case study ahead of publication.

Please first confirm some details about your school:

School Name:
Region/Location:
Area type: <i>e.g. rural, inner-city</i>
Number of students:
School type: <i>e.g. academy, independent</i>
Curriculum <i>e.g. UK curricula only, IB/US/national/mixed/etc</i>
Specialism (if relevant):
Your name:
Your role at the school:

4. What do you plan to do once you have completed your Pearson Edexcel qualifications? For example, do you plan to progress into the next stage of your school education, onto an international university or directly into a career?

[Redacted]

5. What do you enjoy most about studying Pearson Edexcel qualifications?

[Redacted]

6. Please describe your overall experience of taking Pearson Edexcel qualifications. For example, has it been positive, have you enjoyed the content of your qualification, if you have used Pearson Edexcel supporting resources, *e.g.* student books, how has that experience been?

[Redacted]

7. Other than developing knowledge in the subjects you have chosen to *study*, in what ways do you feel that your Pearson Edexcel qualifications are preparing you for the future?

[Redacted]

8. What skills/perspectives/knowledge have you developed as a direct result of studying Pearson Edexcel qualifications?

[Redacted]

9. How would you describe the experience of taking Pearson Edexcel qualifications to other learners who are not taking them or maybe do not know about them?

Thank you for your time!

Connect with us for the latest updates on our events and promotion campaigns.



Email internationalschools@pearson.com

Facebook facebook.com/PearsonInternationalSchools

Website pearson.com/international-schools

LinkedIn linkedin.com/showcase/pearson-international-schools/

Youtube PearsonInternationalSchools



Pearson