

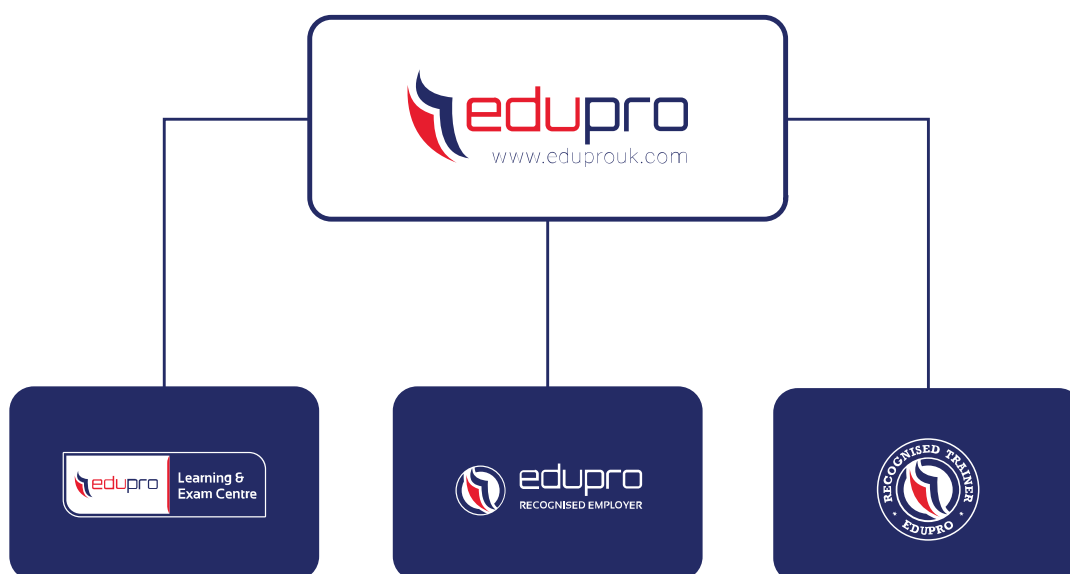


BRANDING AND RECOGNITION GUIDELINES



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1. Introduction

Edupro is committed to advancing a future where education fuels sustainable growth and fosters responsible, ethical leaders. Our Learning & Exam Centres (LEC) embody these values, equipping institutions with the knowledge, tools, and support needed to deliver high-quality education that is not only academically rigorous but also socially and environmentally responsible. By joining the Edupro LEC network, institutions become part of a global movement towards education that prioritises ethical standards, inclusivity, and integrity, preparing students to make a positive impact in their communities and professions. We empower educators and learners alike to embrace sustainability as a core value, integrating practices that respect both people and the planet.

Together, we can create a brighter, more equitable future through sustainable education and ethical professional pathways.

2. About Edupro

Edupro is registered in UK as an awarding body. Edupro is driven by the vision of integrating education and profession globally, with a focus on promoting sustainable education and ethical professional practices. We are deeply committed to contributing to the global agenda for a more equitable, resilient, and sustainable future for learners and stakeholders. As an awarding organisation in the UK, Edupro recognises the importance of sustainable development and adopts the Sustainable Development Goals (SDGs) within its operations. By integrating the SDGs into Edupro qualifications and assessments, we empower learners to acquire the knowledge, skills, and values necessary to make positive contributions to society and work towards a more sustainable future.

Vision

Integrate education and profession globally.

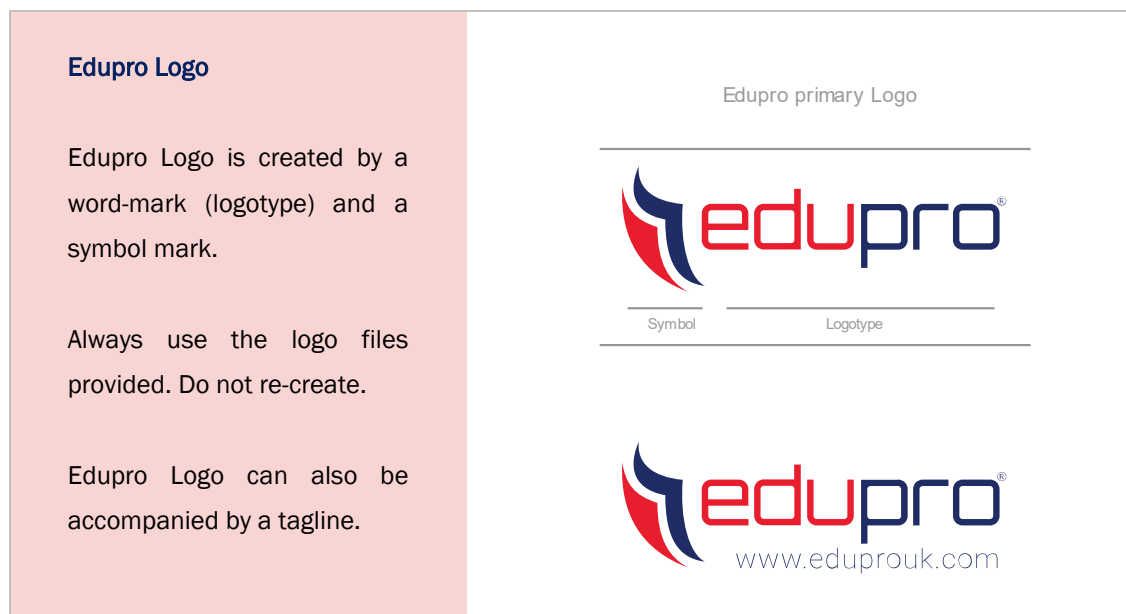
Mission

- Establish an industry-led learning framework to build up an excellent learning community.
- Contribute to flexible global learning opportunities with continuous improvement through research.
- Assessment, development, and delivery of innovative qualifications to foster professionalism internationally
- Empower individuals with globally recognised credentials for making a sustainable pathway for lifelong career.

3. Edupro and its recognition logos

3.1. Edupro Logo

The Edupro logo is designed to embody the organisation's commitment to education, professional development, and innovation.



Uses of Edupro logo

- Edupro logo can be used by Edupro approved centres or partners in following circumstances:
 - Only on the Certificate that are issued by Edupro
 - On centre's website to show as a partner- 'Edupro logo with website address tagline'
- Use of Edupro logo is completely prohibited in any other situation without written permission from Edupro.

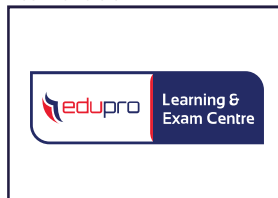
In addition to its main business logo, Edupro provides three distinct types of recognition logos, each tailored to signify specific recognition statuses for stakeholders: Education Institute, Employer and Trainer. Each logo serves as a mark of credibility, professionalism, and adherence to Edupro's high standards, ensuring stakeholders can visibly demonstrate their association with Edupro's quality assurance framework.

3.2. Edupro Learning & Exam Centre Logo

This logo is exclusively designed for institutions approved as Edupro Learning & Exam Centres. It symbolises the institution's commitment to delivering and assessing Edupro qualifications with integrity and quality assurance.

CENTRE RECOGNITION

Positive version



Negative version



USES

- **Centre Website:** Showcase the institution's partnership with Edupro and its approved status. Create link to our website to make it easier for your users to find out more about us and to identify the Awarding Organisation responsible for the qualifications. The recognition logo can be linked to Edupro website or to any particular Edupro qualification page.
- **Marketing Materials:** Include in brochures, banners, compliment slips and business cards and other promotional content to attract students and stakeholders.
- **Signage:** Place on premises to signify Edupro's recognition.
- **Social media and Email:** Use online and on social media platforms owned by the Centre to advertise that they are recognised to deliver Edupro qualifications and assessments. The logo may be used on email, signatures and in the body of an email to promote that a Centre is recognised to deliver Edupro qualifications.

RESTRICTIONS

- **Prohibited on Certificates:** This logo must not appear on any certificates issued by the centre.

3.3. Edupro Recognised Employer Logo

This logo is designed for employers demonstrating alignment with Edupro's quality standards by supporting employee training, skills development, and professional growth.

EMPLOYER RECOGNITION

Positive version



Negative version



USES

- **Corporate Website:** Highlight recognition as an Edupro partner in professional development. Create link to our website to make it easier for your users to find out more about us and to identify the Awarding Organisation responsible for the qualifications. The recognition logo can be linked to Edupro website or to any particular Edupro qualification page.
- **Recruitment Materials:** Feature in job postings and promotional materials to attract talent.
- **Company Profile:** Include in presentations and public-facing documents to signify credibility.
- **Marketing Materials:** Include in brochures, banners, compliment slips and business cards and other promotional content to attract employees and stakeholders.
- **Social media and Email:** Use online and on social media platforms owned by the organisation to advertise that they are recognised to deliver Edupro qualifications and assessments. The logo may be used on email, signatures and in the body of an email to promote that the organisation is recognised to deliver Edupro qualifications.

RESTRICTIONS

- The logo cannot imply direct involvement in delivering Edupro qualifications and hence cannot be used on the certificate.

3.4. Edupro Recognised Trainer Logo

This logo is awarded to individual trainers meeting Edupro's rigorous training and assessment standards. It reflects their professional expertise and commitment to quality.

TRAINER RECOGNITION

Positive version



Negative version



USES

- **Trainer's Website or Portfolio:** Demonstrate recognition as an Edupro-certified trainer.
- **Professional Profiles and Social Media:** Use on LinkedIn, resumes, and personal branding materials. Use online and on social media platforms owned by the organisation to advertise that they are recognised to deliver Edupro qualifications and assessments. The logo may be used on email, signatures and in the body of an email to promote that the organisation is recognised to deliver Edupro qualifications.
- **Promotional Materials:** Included in flyers, business cards and online content to promote training services.

RESTRICTIONS

- This logo must not appear on certificates or imply unauthorised delivery of Edupro qualifications.

4. QA and Certificate Type

We are providing the quality assurance services and certification services for your own qualification or training programmes that you are offering to local markets. We know 'one size does not fit all'. If standard qualifications do not meet your demand, you may take our Edupro Quality Assurance Service. For these programmes, we recognise the robust quality assurance systems that the centres have in place and apply to these programmes.

By obtaining Edupro Quality Assured certificate from UK, your learners will receive a globally recognised badge that demonstrates your dedication to maintaining high-quality standards.



Certificate of Achievement

Ensures the quality of learning from a course, tailored to meet specific objective.



Certificate of Completion

Provides the evidence of your learners' skill and knowledge progression in short courses.



Certificate of Attendance

Officially recognised badge for short or full-day training programmes.

Feature	Certificate of Achievement	Certificate of Completion	Certificate of Attendance
General	Highlights measurable accomplishments (with credits and grades).	Focuses on finishing a specific programme or course.	Confirms presence at an event or session without implying achievement or completion.
Duration of learning or training	Minimum 10 hours or multiple of 10 hours	Minimum 10 hours	Minimum 1-hour
Who can claim	LEC, ERE	LEC, ERE	LEC, ERE and ERT
Format Option	Printed only	Printed or E-certificate	Printed or E-certificate
Security	- Secured Paper - Web verified - QR Code	- High Quality Paper (if issued in print) - Web verified - QR Code	- High Quality Paper (if issued in print) - Web verified - QR Code
Title	Certificate of Achievement	Certificate of Completion	Certificate of Attendance
Transcript	Available with grades and credit hour	Not Available	Not Available
Logo	Edupro on top Regulatory Body (if available) at bottom	Edupro only on top; ERE Logo at bottom	Edupro on top Maximum two logos at bottom: Delivery Centre, Sponsor
Signature	Only Edupro Signed	Maximum two (2) signatures (Edupro and Delivery Centre)	Maximum three signatures (Edupro, Centre and/or if single trainer)
Sample Text	See Appendix 1	See Appendix 1	See Appendix 1

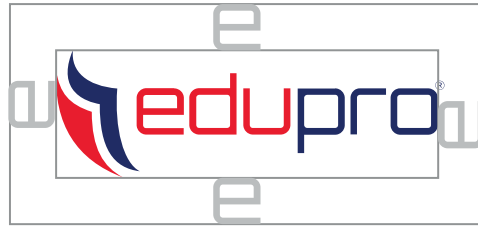
If you are interested to take the opportunity or learn more about our Quality Assurance Services (QAS), please talk to us or email to service@eduprouk.com.

5. Full Logo Appearance and Size

Legibility

An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read. The height of the “e” of the logo is taken as a guide to define the exclusion zone.

EDUPRO PRIMARY LOGO



Minimum size online
50px



Minimum size offline
18 mm



There is no maximum size for the logo.

Misuse of Logo

Don't change the logo structure, colour, proportions or elements.

Maintain proper exclusion zone.

As the logos represent our Recognised Centre status, maintaining their consistent appearance is essential to ensure they remain recognisable to the public. The logos must not be altered or misused in any way. Any incorrect formatting of the logo should be strictly avoided.

Change the Logo font



Remove elements



Outline



Move elements



Transform or distort



Change colour



Use shadow or effect



Change transparency



Some Do's

- ✓ **Do** use our logo
- ✓ **Do** link to our website
- ✓ **Do** show users clearly who is providing the qualification and allow them to easily find out more about us
- ✓ **Do** let us know of good, relevant content from your website we can use to provide reciprocal links - e.g. News stories involving our courses/learners
- ✓ **Do** include us in lists of Awarding Organisations you work with or are recognised by.
- ✓ **Do** use our courses as a selling point for your organisation
- ✓ **Do** blog and Tweet about us
- ✓ **Do** recommend us to others
- ✓ **Do** ask yourself if a user could be misled by the way you're using our logo or name
- ✓ **Do** ask us for help if you're unsure
- ✓ **Do** send us a copy of how you're planning to use our logo or name - before publication
- ✓ **Do** keep our logo in proportion and its original colours

Some Don'ts

- ✗ **Don't** distort or change the colour of our logo
- ✗ **Don't** use our logo to imply approval/accreditation of provision which is not ours.
- ✗ **Don't** use our logo to imply endorsement of the organisation as a whole, especially if you offer provision from other AOs or non-accredited training.
- ✗ **Don't** use words such as "qualification" if the provision is not a regulated qualification, e.g. accredited units.
- ✗ **Don't** make exaggerated or unsubstantiated claims about our courses

6. Dual Branded Certificate

For our Quality Assured Services, Edupro may issue dual-branded certificates to acknowledge the successful completion of qualifications or training. These certificates will display both the customer's logo and the Edupro logo and can be provided as printed certificates and/or e-certificates. Below are the conditions and guidelines for using both logos on these certificates:

1. Customer Logo Usage

- The **customer's logo** may be included on the certificate only if the customer holds **national recognition** for awarding certificates. This ensures that the logo placement is appropriate and aligned with the customer's certified status.
- The **customer's logo must be provided in a high-resolution format** (e.g., .png, .jpg, or .eps), ensuring it is clear and properly rendered in both printed and digital versions.
- The use of the customer's logo must adhere to the guidelines set by Edupro in terms of size, spacing, and positioning, to maintain consistency and visual integrity.

2. Edupro Logo Usage

- The **Edupro logo** must appear on the certificate, and its placement should be consistent with Edupro's branding guidelines and would be balanced with the customer's logo.
- **The Edupro logo must not be altered** in any way, including resizing or colour modification, without prior approval from Edupro.
- **The placement of Edupro's logo** should follow the designated areas as per the official Edupro branding guidelines, ensuring the logo's visibility and legibility across all certificate formats.

3. Placement and Proportions

- Both logos (Edupro's and the customer's) should be placed on the certificate in a way that respects visual hierarchy. The logos should be sized appropriately to maintain balance, with neither logo being disproportionately large or small.
- The logos should be placed with sufficient **clear space** around them to ensure they remain distinct and legible. Specific clearance distances should be defined in the Edupro branding guidelines.

4. Approval Process

- Any use of the customer's logo alongside Edupro's logo must be **approved in writing** by Edupro to ensure that all branding adheres to Edupro's guidelines.
- Edupro reserves the right to review and approve the **final design** of any dual-branded certificate before it is issued to ensure consistency with Edupro's standards and maintain the integrity of the brand.

7. Terms of usage

Edupro reserve the right to change logos and branding at any time. We will provide Centres with updated material where necessary. Edupro will regularly check that Centres are using the logo appropriately and in line with these guidelines.

Centres must respond in a timely manner to requests for changes relating to the use of the logo.

Edupro reserve the right to enter into legal proceedings against Centres found to be using the Edupro brand inappropriately or outside of the agreed terms.

Edupro may also revoke approval if Centres are found to be using the Edupro brand inappropriately.

Request a copy

To request a copy of the Edupro or its Recognition logo, please email: centre@eduprouk.com

Appendix 1 – Sample Certificates

Next three pages display the sample certificate and text on certificate.

Certificate of Achievement

has been awarded to

NAME OF LEARNER

who has successfully achieved

DIPLOMA IN LOGISTICS & SUPPLY CHAIN MANAGEMENT

endorsed by Edupro under its Quality Assured Service Framework.

Delivery Centre: *Centre name, City, Country*

| Learner Number: 500100000
| Programme Number: CQ1703
| Certificate Number: 2301000
| Credits Achieved: 120

| Date of Birth: 4 December 1990
| Award Date: March 2023
| Centre Number: 05100
| Comparable EP Level: 5

This certificate should be read in conjunction with accompanying transcript.

Signature

Responsible Officer
Edupro



Certificate of Completion

This is to certify that

NAME OF LEARNER

has successfully completed

CERTIFICATE IN LOGISTICS & SUPPLY CHAIN MANAGEMENT

endorsed by Edupro under its Quality Assured Service Framework.

Delivery Centre: *Centre name, City, Country*

Programme designed by: [If any]

| Learner Number: 500100000

| Programme Number: CQ1703

| Certificate Number: 2301000

| Date of Birth: 4 December 1990

| Issue Date: 01 March 2023

| Centre Number: 05100

Signature

Responsible Officer
Edupro



Certificate of Attendance

This is to certify that

NAME OF LEARNER

has actively attended

EVENT ON LOGISTICS & SUPPLY CHAIN MANAGEMENT

endorsed by Edupro under its Quality Assured Service Framework.

Delivery Centre: *Centre name, City, Country (optional)*

Trainer: [Full Name]

| Learner Number: 500100000

| Certificate Number: 2301000

| Date of Birth: 4 December 1990

| Issue Date: 01 March 2023

Signature

Responsible Officer
Edupro

Signature

CEO
Centre

Signature

Trainer Name
Company (if available)

