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Highfield International Marketing & Brand Usage Policy

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1. Revision History

Version	Date	Author	Notes
0.1	7 July 2026	AR	

2. Introduction

This policy has been developed as a supplementary guidance document to support the existing requirements contained within the Highfield Centre Agreement, Core Manual and Use of Logo Policy. Its purpose is to provide approved centres with clear expectations regarding marketing conduct, branding, advertising, social media activity and the appropriate use of the Highfield name, logo and reputation.

3. Scope

This policy applies to all approved centres, nominated tutors and any individual or organisation producing marketing content related to Highfield qualifications or services.

4. Key Principles

Centres must ensure that all marketing activity is accurate, professional, transparent, lawful and does not mislead learners, employers, regulators or the public. All marketing must clearly distinguish between the training provider and Highfield as the awarding organisation.

5. General Marketing Requirements

Centres must:

- 5.1 clearly identify themselves as the training provider.
- 5.2 clearly identify Highfield as the awarding organisation only.
- 5.3 ensure all claims made in marketing materials are truthful and evidence based.
- 5.4 maintain professional standards across all advertising channels.
- 5.5 remove or amend any content immediately upon request from Highfield.
- 5.6 ensure marketing complies with relevant applicable laws and advertising standards.
- 5.7 maintain records/evidence supporting all promotional claims where requested.

6. Use of Highfield Name and Logo

The Highfield name and logo may only be used in accordance with the approved logo policy and written guidance issued by Highfield.

Centres must not:



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- 6.1 alter, stretch, recolour or distort the logo.
- 6.2 use outdated or unofficial logo versions.
- 6.3 use the Highfield logo as the dominant visual identity.
- 6.4 present themselves as Highfield offices, subsidiaries or representatives.
- 6.5 create co-branded designs that imply ownership or partnership beyond approved centre status.
- 6.6 use the logo on certificates or documents unless expressly authorised.
- 6.7 use Highfield branding in profile pictures, page names or usernames that may imply official ownership.

7. Misleading or Prohibited Claims

Centres must not:

- 7.1 use unsubstantiated superiority claims such as 'Number 1 Highfield centre', 'best Highfield centre', 'leading Highfield centre' or 'top rated Highfield centre'.
- 7.2 suggest government endorsement unless formally authorised.
- 7.3 present Highfield as a regulator.
- 7.4 misrepresent qualifications, accreditation or approval status.
- 7.5 misrepresent assessment methods, examination formats, qualification requirements, guided learning hours, qualification durations, pass marks, grading criteria, certification timescales or learner progression opportunities.
- 7.6 state or imply that assessments are easier, shorter, guaranteed to pass, exempt from assessment requirements, or different from the requirements published by Highfield.
- 7.7 publish inaccurate information regarding qualification specifications, assessment arrangements or learner outcomes.
- 7.8 guarantee employment outcomes, immigration benefits or salary increases.
- 7.9 suggest that Highfield directly delivers training.
- 7.10 use misleading wording such as 'official Highfield institute' or 'Highfield certified centre' without written approval.
- 7.11 use Ofqual references in a misleading promotional context.

8. Learner Transparency Requirements

All learner-facing marketing should clearly explain:

- 8.1 who the training provider is.
- 8.2 which organisation awards the qualification.
- 8.3 the qualification title.
- 8.4 any prerequisites or limitations.
- 8.5 whether the qualification is a Highfield UK regulated or international qualification.

9. Social Media Best Practice

Centres are encouraged to maintain professional and responsible social media activity.

Before publishing videos, webinars, promotional presentations or digital advertisements referencing Highfield qualifications, centres should verify that all qualification information, assessment requirements, statistics and regulatory references remain current and consistent with the latest Highfield publications.

Best practice includes:

- 9.1** tagging or mentioning Highfield International appropriately when promoting approved qualifications.
- 9.2** using official Highfield social media handles where relevant.
- 9.3** ensuring captions, hashtags and posts are accurate and professional.
- 9.4** ensuring learner photographs/videos are used with appropriate consent in line with applicable data protection and privacy requirements.
- 9.5** avoiding offensive, discriminatory, defamatory or misleading content.
- 9.6** promptly correcting inaccurate information.
- 9.7** clearly distinguishing centre opinions from official Highfield communications.
- 9.8** avoiding the publication of examination materials, assessment content or confidential information.
- 9.9** ensuring influencers, affiliates or marketing agencies acting on behalf of the centre also comply with this policy.
- 9.10** Examples of good practice:
 - 9.10.1** 'Proud to deliver Highfield qualifications at our approved training centre.'
 - 9.10.2** tagging official Highfield International social media pages when celebrating learner success or centre achievements.

10. Website and Digital Marketing Requirements

Centres must ensure that websites, landing pages, YouTube channels, digital advertisements and online campaigns:

- 10.1** clearly identify the centre.
- 10.2** do not imitate Highfield corporate websites.
- 10.3** do not use misleading domains or page titles.
- 10.4** present qualification information accurately.
- 10.5** remove outdated information promptly.
- 10.6** do not imply exclusivity, endorsement or direct Highfield ownership.

11. Use of Statistics and Rankings

Any numerical claims, rankings or statistics used in marketing materials must:

- 11.1** be current.
- 11.2** be capable of verification.
- 11.3** be supported by evidence where requested.
- 11.4** not exaggerate the centre's approval status or market position.
- 11.5** centres may reproduce statistics, marketing statements, promotional text and factual information published by Highfield, provided:
 - 11.5.1** the information is reproduced accurately and in its original context;
 - 11.5.2** the source information remains current and valid at the time of publication;
 - 11.5.3** content is reviewed periodically and before any reprint, redistribution or republication;
 - 11.5.4** marketing materials are reviewed periodically to ensure all information remains accurate and current, and any outdated, superseded or inaccurate content is amended or removed promptly.

12. Third-Party Marketing

Centres remain fully responsible for any marketing conducted by:

- 12.1** marketing agencies,
- 12.2** recruitment agents,
- 12.3** influencers,
- 12.4** consultants,
- 12.5** franchise partners, or
- 12.6** subcontractors.

Any third party acting on behalf of the centre must comply fully with this policy and all existing Highfield requirements. Centres must take prompt action where third-party marketing is non-compliant, including amending or withdrawing advertising and where necessary, terminating the arrangement.

13. Monitoring and Enforcement

Highfield reserves the right to:

- 13.1** monitor centre marketing activity.
- 13.2** request amendments or removal of content.
- 13.3** require corrective actions.
- 13.4** investigate suspected misuse.
- 13.5** suspend or withdraw permission to use branding.
- 13.6** apply sanctions in line with Highfield policies and procedures.



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14. Breaches of Policy

Failure to comply with this policy may result in:

- 14.1** formal warnings with corrective actions, or
- 14.2** sanctions such as:
 - 14.2.1** suspension of centre approval status,
 - 14.2.2** withdrawal of centre approval status, or
 - 14.2.3** further action deemed appropriate by Highfield.

15. Review

This policy is subject to regular reviews and may be updated periodically to reflect regulatory expectations, digital marketing developments and organisational requirements. We reserve the right to amend, modify, or discontinue any part of this policy at our discretion, with or without prior notice. Any updates will be communicated to all relevant parties, and the latest version of this policy will always be available for reference.