



Teaching Excellence and Student Outcomes Framework

2021 branding and information guidelines 21 June 2021

Introduction

1. These guidelines for higher education providers give information on how you should end your communication of your extended Teaching Excellence and Student Outcomes Framework (TEF) awards, from September 2021. They replace the guidelines issued in May 2019.
2. Higher education providers that applied for a TEF award between 2017 and 2019 received a rating of one of three levels – Gold, Silver or Bronze – or a provisional award. All these awards were due to expire in summer 2021, in line with the TEF Year Four procedural guidance.¹
3. All current awards have now been extended until publication of the outcomes of the next TEF exercise. We currently expect new awards to be published in early 2023, subject to consultation.²
4. Extended awards should not be promoted or used to inform student choice once the 2021 student application cycle is complete in September 2021. We have updated these branding guidelines to reflect this position.
5. From September 2021, we will remove TEF award information from Discover Uni, and UCAS will remove TEF information from their course pages. We will continue to publish the extended awards on the Office for Students (OfS) website,³ which we will update in September to explain their historical nature.
6. Some additional provisional awards will also be granted from September 2021 up to the point of the next TEF exercise, which will deliver ratings in early 2023. These awards should not be promoted by providers as they will be granted after the date on which we ask providers to end communication of their TEF awards.
7. These guidelines apply to all awards made in the 2017, 2018 and 2019 TEF exercises that have been extended, and any new provisional awards that may be granted during 2021 or 2022. All these awards will expire when ratings from the future TEF exercise are published in 2023.

Communication of awards

8. From September 2021, you should not promote your extended TEF award on websites and in other promotional or marketing materials, although we do not expect you to recall any printed materials (see Print publications section).

¹ See www.officeforstudents.org.uk/publications/teaching-excellence-and-student-outcomes-framework-year-four-procedural-guidance/.

² See www.officeforstudents.org.uk/publications/letter-to-providers-tef-update/.

³ Available at www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-data/get-the-data/.

9. We understand that there may be some circumstances where you might continue to display your award, such as in information about your educational strategy or internal management information that is not aimed directly at prospective students. If you do display your extended award, including using the TEF logo, you should always state alongside it that it was ‘Awarded in [month and year of issue]’.
10. The awards relate to each provider as a whole. An individual school, faculty, department or course may not claim that it has a TEF award.
11. The TEF only assessed undergraduate provision. You may not imply that your TEF award relates to postgraduate provision.
12. Where an award is inherited through the new mergers and divisions process,⁴ if you wish to refer to the award, you are advised to use the following words:
- Following the [description of merger/division], [name of new/lead provider] holds a [Gold/Silver/Bronze/provisional] TEF award. This TEF award was originally issued to [lead provider/original provider] in [month and year of issue].

Expired awards

13. If you previously held an award that expired prior to 2021 and wish to refer to it as a historical fact, you should make it clear that the award has expired or been replaced. You should use a clear form of words when referring to expired awards, for example:
- [Provider name] achieved a [Gold/Silver/Bronze/provisional] TEF award in June 2017. This award expired in June 2019.
14. TEF awards are not cumulative. A provider can only hold one award at any given time. For example, if you have received a TEF Gold award twice, in two different years, you should not say that you have two Gold TEF awards, or a ‘double gold’.

Print publications

15. Previous branding guidelines noted that if you wished to display or refer to your TEF award in a print publication that would outlast the currency of the TEF award, you should have included within the copy text or in a footnote the award issue date, and award duration.
16. Any new print publications (printed after the issuing of these branding guidelines) should not promote your extended TEF award.

Use of other TEF award information

17. Additional information for each provider’s TEF award, including the metrics and the TEF panel’s rationale for the award – the award summary, or statement of findings – will continue to be published on the TEF pages of the OfS website as historical information.⁵ If you use this information, you should acknowledge the source of the material, for example: ‘The detail of the award is taken from the OfS website.’ The metrics may not be amended or taken out of context to distort their meaning.

Further information

General communications enquiries

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Tel: 0117 931 7317

TEF team

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⁴ See www.officeforstudents.org.uk/publications/letter-to-providers-tef-update/.

⁵ See www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/.

Annex A: Technical guidance

TEF award logos

18. There is a logo for each level of TEF award. If you are displaying the logo, you should only use the logo of the level awarded to you.



19. In the past we provided award logos which included the phrase 'Teaching Excellence Framework'. Please do not use these logos and delete them from your systems if you have stored them.

20. The logos included in this document are for illustrative purposes only and should not be copied for use in a provider's own materials. The logo formats for provider use are available to download from the OfS website.⁶

TEF title

21. The formal title of the TEF was updated to the Teaching Excellence and Student Outcomes Framework in October 2017. In written material, please refer to it as the Teaching Excellence and Student Outcomes Framework (TEF) at the first mention in the piece, and as the TEF subsequently.

Use of TEF award logos

22. If you are displaying your TEF award, you should only use the logos provided. The logos should not be changed (for example, by adding a date of issue). They should be used on their own terms and not within the context of another or larger logo.

Generic TEF logo

23. The blue TEF logo, below, is for use in general communications about the TEF. It is not linked to a particular rating. You may, for example, use the generic TEF logo when describing the TEF generally, rather than your own award.



⁶ Available at www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-branding-2021/.

Descriptions of the awards

24. Each award level also has a description. These are shown below. Where providers display their TEF awards (that is, in materials not aimed directly at prospective students), they may use these descriptions to say more about their award. The description can be used in part or in full, but please do not otherwise change the words used. There is no specific font or style for the descriptions. The provisional award descriptor has been slightly amended to also cover new provisional awards granted from September 2021.

Gold



The higher education provider [or use the name of your provider] delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK.

Silver



The higher education provider [or use the name of your provider] delivers high quality teaching, learning and outcomes for its students. It consistently exceeds rigorous national quality requirements for UK higher education.

Bronze



The higher education provider [or use the name of your provider] delivers teaching, learning and outcomes for its students that meet rigorous national quality requirements for UK higher education.

Provisional



The higher education provider [or use the name of your provider] meets rigorous national quality requirements for UK higher education, and is taking part in the TEF but it was not possible to make a full assessment.

Technical guidance

25. The TEF logos are available as both RGB and CMYK files and in JPG, EPS and GIF formats. You may not alter the logo or colours in any way. Reversed-out and white versions are also available.

26. The logos are available to download from the OfS website.⁷

Size

27. The minimum size for a TEF award logo is 35mm wide for print or 100 pixels for a digital version. The minimum clear space area that should be left around the logo is defined by the cap height of the letters 'TEF' in the logo.

Minimum space surrounding logo same as cap height of 'TEF'



Minimum width 35mm or 100 pixels

Good contrast

28. We advise good contrast between the logo and its background. If the logo is placed on a dark background, we suggest using the reversed-out option. The logo should only be placed over images where there is strong contrast between the logo and the image, and never over an area of detail.

Colours



TEF Gold award

HEX

#d49f0b

CMYK

C16% M37% Y99% K5%

RGB

R212 G159 B11



TEF Silver award

HEX

#7c98ab

CMYK

C56% M31% Y24% K6%

RGB

R124 G152 B171



TEF Bronze award

HEX

#c24d00

CMYK

C18% M77% Y100% K8%

RGB

R194 G77 B0



TEF provisional

HEX

#43a166

CMYK

C74% M11% Y73% K1%

RGB

R67 G161 B102

⁷ See www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-branding-2021/.